

RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION

FALL 2017

2017 Radio Market Survey Rankings, Frequency, Type And Population: By Rank.....	1
2017 Radio Market Survey Rankings, Frequency, Type And Population: By Market.....	8
Total Survey Area Population	15
Television DMA Markets.....	21

These population estimates are based upon Census 2010 counts updated and projected to January 1, 2018, by Claritas, LLC. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Fall 2017 Nielsen Audio market definitions.

Copyright © 2017 The Nielsen Company (US), LLC. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC.

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	16,285,500	3,997,700	2,746,700
003	2	PPM	13	Los Angeles	BH	11,465,400	4,900,100	815,200
005	3	PPM	13	Chicago	BH	7,945,800	1,640,400	1,337,100
009	4	PPM	13	San Francisco	BH	6,710,000	1,482,800	446,300
024	5	PPM	13	Dallas-Ft. Worth	BH	6,063,100	1,606,700	983,100
033	6	PPM	13	Houston-Galveston	BH	5,822,000	1,993,400	1,012,500
015	7	PPM	13	Washington, DC	BH	4,921,100	760,200	1,315,500
047	8	PPM	13	Atlanta	BH	4,823,200	473,000	1,660,900
007	9	PPM	13	Philadelphia	BH	4,593,500	398,400	946,200
013	10	PPM	13	Boston	BH	4,294,800	461,700	338,700
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,070,400	2,131,600	843,300
039	12	PPM	13	Seattle-Tacoma	BH	3,863,400	336,900	254,900
011	13	PPM	13	Detroit	B	3,813,700	150,800	835,800
057	14	PPM	13	Phoenix	BH	3,662,700	1,023,800	221,300
027	15	PPM	13	Minneapolis-St. Paul	BH	2,957,900	151,300	250,700
540	16	4S	4	Puerto Rico		2,922,100	*	*
063	17	PPM	13	San Diego	BH	2,853,400	900,500	158,500
035	18	PPM	13	Denver-Boulder	BH	2,720,200	551,300	155,100
087	19	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,704,100	480,400	322,800
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,470,900	431,400	243,000
021	21	PPM	13	Baltimore	BH	2,406,400	130,300	700,500
051	22	PPM	13	Portland, OR	H	2,354,100	285,700	78,600
017	23	PPM	13	St. Louis	B	2,341,600	67,500	434,000
093	24	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,304,300	199,200	527,500
379	25	PPM	13	Riverside-San Bernardino	BH	2,092,600	1,098,700	184,300
059	26	PPM	13	San Antonio	BH	2,084,000	1,103,000	152,600
065	27	PPM	13	Sacramento	BH	2,012,900	388,400	161,200
023	28	PPM	13	Pittsburgh, PA	B	1,987,200	34,500	178,100
101	29	PPM	13	Salt Lake City-Ogden-Provo	H	1,930,900	274,800	30,800
257	30	PPM	13	Las Vegas	BH	1,878,600	536,000	230,200
131	31	PPM	13	Orlando	BH	1,859,100	587,200	311,400
031	32	PPM	13	Cincinnati	B	1,830,200	52,100	234,900
135	33	PPM	13	Austin	BH	1,786,400	535,800	136,400
019	34	PPM	13	Cleveland	BH	1,769,200	91,900	354,000
041	35	PPM	13	Kansas City	BH	1,739,300	142,700	232,800
045	36	PPM	13	Columbus, OH	B	1,662,500	62,100	275,100
215	37	PPM	13	San Jose	H	1,654,900	403,100	48,200
115	38	PPM	13	Raleigh-Durham	BH	1,582,600	153,300	355,100
049	39	PPM	13	Indianapolis	BH	1,542,800	93,500	251,100
393	40	2S	2	Hudson Valley	BH	1,517,300	323,800	194,500

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
043	41	PPM	13	Milwaukee-Racine	BH	1,498,300	144,200	232,000
413	42	PPM	13	Middlesex-Somerset-Union	BH	1,484,800	333,500	204,400
073	43	PPM	13	Nashville	BH	1,465,700	95,900	241,900
077	44	PPM	13	Providence-Warwick-Pawtucket	BH	1,412,300	160,100	81,100
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,408,300	93,000	440,500
107	46	PPM	13	Jacksonville	BH	1,296,100	107,800	272,600
166	47	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,286,200	109,000	295,200
299	48	PPM	13	West Palm Beach-Boca Raton	BH	1,285,700	268,800	230,900
053	49	4S	4	New Orleans	BH	1,263,000	104,100	397,700
083	50	4S	4	Oklahoma City	BH	1,261,000	139,100	138,300
075	51	PPM	13	Memphis	B	1,118,500	55,700	518,600
061	52	PPM	13	Hartford-New Britain-Middletown	BH	1,076,300	159,100	125,200
105	53	4S	4	Richmond	B	1,047,400	60,400	315,500
516	54	2S	2	Monmouth-Ocean	H	1,044,100	99,000	57,800
055	55	4S	4	Louisville	B	1,041,300	44,300	161,600
269	56	2S	2	McAllen-Brownsville-Harlingen	H	1,017,400	910,200	6,100
515	57	4S	4	Ft. Myers-Naples	H	984,300	202,600	74,100
037	58	4S	4	Buffalo-Niagara Falls	B	983,500	43,900	120,000
191	59	4S	4	Greenville-Spartanburg	B	971,300	60,700	171,200
079	60	4S	4	Rochester, NY	B	962,700	63,200	107,400
095	61	4S	4	Birmingham	B	921,700	35,300	274,400
207	62	4S	4	Tucson	H	880,100	300,700	35,600
099	63	4S	4	Honolulu		847,900	78,100	46,500
067	64	4S	4	Dayton	B	835,500	20,400	122,600
103	65	4S	4	Tulsa		822,700	70,100	73,200
069	66	4S	4	Albany-Schenectady-Troy		813,000	42,400	66,500
089	67	4S	4	Fresno	H	803,600	403,600	41,900
127	68	4S	4	Grand Rapids		785,600	70,000	61,100
141	69	4S	4	Albuquerque	H	765,700	356,300	22,000
071	70	4S	4	Des Moines		733,900	40,700	35,000
145	71	4S	4	Allentown-Bethlehem	H	728,100	109,900	41,200
121	72	4S	4	Knoxville		724,800	27,900	46,900
373	73	2S	2	Sarasota-Bradenton	H	721,800	80,000	46,700
085	74	4S	4	Omaha-Council Bluffs		712,000	69,200	62,600
223	75	4S	4	Baton Rouge	B	702,200	27,500	243,200
161	76	4S	4	El Paso	H	689,100	549,500	26,900
175	77	4S	4	Wilkes Barre-Scranton		687,900	61,100	39,300
231	78	4S	4	Charleston, SC	B	668,300	32,200	171,800
143	79	4S	4	Bakersfield	H	649,100	343,300	35,900
139	80	2S	2	Wilmington, DE	B	623,200	50,000	133,800
291	81	2S	2	Stockton	H	616,400	238,600	49,200
119	82	4S	4	Harrisburg-Lebanon-Carlisle		612,100	41,500	55,000
081	83	4S	4	Akron	B	608,700	11,700	77,900

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
183	84	4S	4	Columbia, SC	B	605,300	30,700	203,400
283	85	4S	4	Monterey-Salinas-Santa Cruz	H	603,800	273,000	15,800
123	86	4S	4	Little Rock	B	600,200	28,400	143,800
550	87	2S	2	Gainesville-Ocala	BH	598,500	62,100	89,300
181	88	4S	4	Chattanooga	B	596,000	24,700	73,100
233	89	4S	4	Colorado Springs	H	589,600	91,400	45,000
361	90	4S	4	Greenville-New Bern-Jacksonville	B	587,000	45,200	141,100
311	91	2S	2	Lakeland-Winter Haven	BH	585,000	115,500	86,300
341	92	2S	2	Daytona Beach	BH	578,700	68,600	61,400
177	93	4S	4	Spokane		569,400	27,900	13,500
091	94	4S	4	Syracuse		564,900	22,100	49,000
229	95	2S	2	Boise	H	562,800	68,800	7,800
197	96	2S	2	Portland, ME		560,100	10,100	13,500
275	97	2S	2	Reno	H	555,800	114,100	14,300
517	98	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	554,800	78,400	72,300
117	99	4S	4	Springfield, MA	H	550,400	99,700	39,600
133	100	4S	4	Mobile	B	535,800	17,600	140,700
171	101	4S	4	Madison		535,500	28,100	26,400
331	102	2S	2	Melbourne-Titusville-Cocoa	B	523,700	50,300	54,200
259	103	2S	2	Lexington-Fayette	B	518,000	24,300	55,400
097	104	4S	4	Toledo	B	515,100	31,000	77,500
125	105	4S	4	Wichita	H	510,900	59,200	45,100
327	106	4S	4	Huntsville	B	493,200	24,900	102,800
293	107	2S	2	Visalia-Tulare-Hanford	H	491,100	289,800	14,700
590	108	2A	2	Ft. Collins-Greeley, CO	H	490,200	83,500	8,400
305	109	2S	2	Augusta, GA	B	484,500	26,300	168,600
253	110	2S	2	Lafayette, LA	B	483,300	18,700	128,200
155	111	2S	2	Corpus Christi	H	479,200	288,700	18,700
301	112	4S	4	York		472,300	31,200	25,100
345	113	4S	4	Johnson City-Kingsport-Bristol		469,900	9,500	14,300
419	114	2S	2	Victor Valley	BH	468,900	190,800	51,400
165	115	2S	2	Ft. Wayne		457,800	24,800	40,100
255	116	2S	2	Lancaster		456,700	44,000	19,200
343	117	2S	2	Modesto	H	453,000	193,200	14,600
113	118	2S	2	Worcester	H	449,900	47,200	27,800
277	119	2S	2	Roanoke-Lynchburg	B	446,800	14,500	71,700
594	120	2S	2	Oxnard-Ventura	H	439,200	232,200	10,700
565	121	2C	2	Morristown, NJ	H	433,900	57,900	16,200
247	122	2S	2	Portsmouth-Dover-Rochester		432,300	10,600	4,800
503	123	2A	2	Fayetteville (North West Arkansas)	H	430,200	61,700	13,300
062	124	2S	2	New Haven	BH	428,900	61,000	63,400
317	125	2S	2	Pensacola	B	426,700	23,600	71,700
337	126	2S	2	Bridgeport	BH	420,500	78,000	62,900
169	127	4S	4	Jackson, MS	B	419,300	8,900	202,200
195	128	2S	2	Lansing-East Lansing	B	414,600	25,100	40,300

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
359	129	2S	2	Fayetteville, NC	B	381,000	37,100	130,700
265	130	2S	2	Macon	B	372,400	15,900	141,700
129	131	2S	2	Youngstown-Warren	B	372,100	13,600	45,700
592	132	2S	2	Palm Springs	H	365,400	172,000	10,600
273	133	2A	2	Reading, PA	H	355,400	64,800	17,200
271	134	2S	2	Salisbury-Ocean City	B	355,000	22,900	62,800
203	135	2S	2	Springfield, MO		354,000	11,200	11,900
510	136	2A	2	Myrtle Beach, SC	B	350,700	17,300	55,300
303	137	2S	2	Appleton-Oshkosh		346,900	13,000	6,800
163	138	2S	2	Flint	B	345,600	10,700	71,400
082	139	2S	2	Canton		345,400	6,300	27,500
111	140	4S	4	Shreveport	B	344,200	13,200	132,200
562	141	2A	2	Killeen-Temple, TX	B	343,200	76,000	74,600
502	142	2S	2	Tyler-Longview	BH	337,600	59,200	61,600
416	143	2S	2	Fredericksburg	B	337,300	30,600	64,000
533	144	2S	2	Biloxi-Gulfport-Pascagoula	B	333,900	18,300	72,800
149	145	2A	2	Beaumont-Port Arthur, TX	BH	333,100	48,300	79,800
285	146	2S	2	Savannah	B	330,400	19,000	108,300
241	147	2S	2	Eugene-Springfield		329,800	25,600	5,400
505	148	2S	2	Burlington-Plattsburgh		329,400	8,300	10,000
281	149	2A	2	Saginaw-Bay City-Midland, MI	B	326,800	18,500	34,000
581	150	2A	2	Ann Arbor, MI	B	324,000	14,500	42,800
547	151	2A	2	Stamford-Norwalk, CT	H	322,400	61,100	27,700
537	152	2S	2	Trenton	BH	319,800	53,500	63,200
542	153	2A	2	Newburgh-Middletown, NY	BH	319,700	61,400	35,900
367	154	2S	2	Atlantic City-Cape May	BH	313,600	46,900	38,700
157	155	2S	2	Quad Cities (Davenport-Rock Island-Moline)		310,500	24,800	25,100
173	156	2S	2	Montgomery	B	307,500	8,900	133,100
221	157	2S	2	Asheville		302,300	15,500	17,100
137	158	2S	2	Peoria	B	301,200	10,000	30,200
335	159	2A	2	Traverse City-Petoskey-Cadillac, MI		298,100	6,800	4,600
279	160	2S	2	Rockford	B	286,500	35,600	32,600
589	161	2A	2	Ft. Smith, AR		284,900	22,000	12,300
333	162	2S	2	Tallahassee	B	284,800	17,600	84,200
185	163	2S	2	Evansville		269,900	6,000	19,800
561	164	2A	2	Odessa-Midland, TX	H	266,200	134,900	15,000
261	165	2S	2	Lincoln		266,000	16,300	12,400
193	166	2S	2	Huntington-Ashland		263,900	3,100	8,800
524	167	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		261,200	11,800	21,600
263	168	2S	2	Lubbock	H	258,900	85,100	18,700
518	169	2A	2	Poughkeepsie, NY	BH	258,600	29,800	29,200
147	170	2A	2	Amarillo, TX	H	256,500	71,900	15,400
295	171	2S	2	Utica-Rome		251,600	11,400	14,100

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
556	172	2A	2	San Luis Obispo, CA	H	250,400	51,500	5,000
407	173	2C	2	Bowling Green, KY		248,700	8,700	18,400
315	174	2S	2	Anchorage		248,200	22,200	18,000
555	175	2A	2	Morgantown-Clarksburg-Fairmont, WV		245,700	4,500	8,800
426	176	2S	2	Concord (Lakes Region)		241,400	4,400	2,900
597	177	2A	2	Wausau-Stevens Point, WI (Central WI)		240,100	6,000	2,500
239	178	2S	2	Erie		235,800	8,500	18,300
371	179	2A	2	Tri-Cities, WA (Richland-Kennewick-Pasco)	H	235,400	66,200	5,400
536	180	2A	2	Merced, CA	H	235,300	125,500	8,200
563	181	2A	2	New London, CT	H	234,700	23,400	16,500
365	182	2C	2	New Bedford-Fall River, MA		232,500	24,100	13,300
391	183	2A	2	Ft. Walton Beach-Destin, FL	B	231,700	17,900	21,700
287	184	2S	2	South Bend	B	228,000	17,500	30,300
251	185	2S	2	Kalamazoo	B	226,200	10,400	27,000
549	186	2A	2	Bryan-College Station, TX	BH	225,700	51,500	25,700
245	187	2S	2	Green Bay		221,300	15,900	6,300
319	188	2A	2	Sioux Falls, SD		221,000	8,500	8,800
235	189	2S	2	Columbus, GA	B	219,200	16,000	97,000
506	190	2A	2	Laredo, TX	H	215,500	203,800	1,000
528	191	2C	2	Frederick, MD	B	213,900	18,300	21,200
501	192	2A	2	Dothan, AL	B	211,700	8,900	46,100
309	193	2A	2	Waco, TX	BH	211,500	50,400	30,800
227	194	2S	2	Binghamton		211,200	7,200	11,000
530	195	2A	2	Cape Cod, MA		208,700	6,100	7,000
153	196	2S	2	Charleston, WV		208,200	2,300	14,100
187	197	2S	2	Fargo-Moorhead		206,000	6,000	8,600
325	198	2A	2	Yakima, WA	H	203,000	91,800	2,500
436	199	2A	2	Bend, OR		202,000	16,100	1,900
267	200	2S	2	Manchester		201,800	12,200	5,300
593	201	2A	2	Danbury, CT		200,200	29,100	7,300
567	202	2A	2	Santa Maria-Lompoc, CA	H	199,600	105,800	5,900
508	203	2A	2	Chico, CA	H	198,100	29,300	4,500
205	204	2S	2	Topeka		196,300	17,400	14,500
387	205	2A	2	Salina-Manhattan, KS		196,000	16,300	13,400
151	206	2S	2	Cedar Rapids		190,000	5,300	10,300
339	207	2A	2	Medford-Ashland, OR	H	189,900	21,200	2,500
553	208	2A	2	Charlottesville, VA	B	187,700	8,800	23,600
591	209	2A	2	Santa Barbara, CA	H	183,400	55,000	3,300
569	210	2A	2	Winchester, VA		180,000	13,300	10,300
596	211	2A	2	Tuscaloosa, AL	B	179,900	5,700	56,100
159	212	2S	2	Duluth-Superior		179,600	3,400	5,000
307	213	2S	2	Terre Haute		175,300	3,900	9,500
554	214	2A	2	Florence, SC	B	174,700	4,000	72,200

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
522	215	2A	2	Laurel-Hattiesburg, MS	B	171,900	5,100	50,000
434	215	2A	2	Sunbury-Selinsgrove-Lewisburg, PA		171,900	6,300	6,200
584	217	2A	2	Lake Charles, LA	B	169,900	5,600	42,400
422	218	2A	2	Muncie-Marion, IN		168,100	4,400	12,400
526	219	2S	2	Bangor		168,000	2,000	2,100
559	220	2A	2	La Crosse, WI		167,000	3,600	3,000
532	221	2A	2	Rochester, MN		164,600	6,800	7,900
595	222	2S	2	Lafayette, IN		164,400	11,600	9,200
423	223	2A	2	Hilton Head, SC	BH	163,400	15,500	28,900
573	224	2A	2	Panama City, FL	B	159,300	9,400	18,400
431	225	2A	2	Lebanon-Hanover-White River Junction, NH-VT		157,800	3,400	2,600
421	226	2A	2	Olean, NY		157,300	3,100	3,300
557	227	2A	2	Elmira-Corning, NY		156,000	3,500	7,200
576	228	2A	2	Lima, OH		154,900	4,500	12,200
564	229	2A	2	Columbia, MO	B	154,500	4,800	15,300
509	230	2A	2	Redding, CA		154,100	13,700	2,400
534	231	2A	2	Joplin, MO		149,600	9,400	4,000
566	232	2A	2	Muskegon, MI	B	148,000	7,200	21,600
323	233	2S	2	Bloomington		147,300	6,500	12,000
546	234	2A	2	Abilene, TX	H	144,700	31,500	11,500
586	235	2A	2	Eau Claire, WI		144,300	2,900	2,300
353	236	2S	2	Pueblo	H	142,400	58,100	3,300
225	237	2A	2	Billings, MT		135,700	6,800	1,700
297	238	2A	2	Waterloo-Cedar Falls, IA		134,800	4,500	10,500
580	239	2A	2	Albany, GA	B	131,200	3,900	68,800
585	240	2A	2	Monroe, LA	B	131,100	3,000	47,600
511	241	2A	2	Grand Junction, CO	H	129,000	17,000	1,700
512	242	2A	2	Texarkana, TX-AR	B	128,300	7,700	31,200
425	242	2A	2	LaSalle-Peru, IL		128,300	10,700	3,700
404	244	2A	2	Florence-Muscle Shoals, AL	B	127,100	2,900	16,300
539	245	2A	2	Parkersburg-Marietta, WV-OH		126,000	1,600	2,600
179	246	2S	2	Wheeling		124,000	1,400	4,700
579	247	2A	2	Sussex, NJ		123,900	9,300	3,100
462	248	2A	2	Twin Falls-Sun Valley, ID	H	123,400	24,200	800
433	249	2A	2	Valdosta, GA	B	121,100	7,300	40,600
381	250	2A	2	Grand Island-Kearney-Hastings, NE	H	119,700	18,000	2,300
209	251	2A	2	Wichita Falls, TX	BH	119,400	20,300	12,400
519	252	2A	2	Harrisonburg, VA		117,700	12,400	5,800
545	253	2A	2	Rapid City, SD		116,800	4,800	2,700
531	254	2A	2	Battle Creek, MI	B	114,100	4,900	13,600
582	255	2A	2	Bismarck, ND		108,600	2,700	2,400
432	256	2S	2	Montpelier-Barre-St. Johnsbury		106,500	2,000	1,500
527	257	2A	2	Augusta-Waterville, ME		105,600	1,400	1,100
548	258	2A	2	San Angelo, TX	H	101,600	38,100	4,700

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
523	259	2A	2	Sioux City, IA	H	101,300	17,900	4,100
418	260	2A	2	Sheboygan, WI		99,400	5,400	2,300
578	261	2A	2	Williamsport, PA		99,200	1,900	5,100
577	262	2A	2	Watertown, NY		91,400	6,600	7,000
513	263	2A	2	Brunswick, GA	B	88,700	4,800	19,400
520	264	2A	2	Bluefield, WV		88,000	900	5,100
383	265	2A	2	Hot Springs, AR		84,700	4,100	7,900
560	266	2A	2	Cheyenne, WY	H	83,900	11,600	3,200
289	267	2A	2	Jackson, TN	B	82,400	2,700	30,400
572	268	2A	2	Grand Forks, ND-MN		79,600	3,800	3,600

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 113,991,300

TOTAL 1-50 METRO PERSONS 12+ POPULATION: 150,153,300

TOTAL 1-100 METRO PERSONS 12+ POPULATION: 186,608,900

TOTAL 1-268 METRO PERSONS 12+ POPULATION: 227,772,900

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 86,900), Rockland, NY (population 269,900) and Westchester, NY (population 840,800) 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 542,700) 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 123,300) 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 51,000) 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	234	2A	2	H	144,700	31,500	11,500
Akron	081	83	4S	4	B	608,700	11,700	77,900
Albany, GA	580	239	2A	2	B	131,200	3,900	68,800
Albany-Schenectady-Troy	069	66	4S	4		813,000	42,400	66,500
Albuquerque	141	69	4S	4	H	765,700	356,300	22,000
Allentown-Bethlehem	145	71	4S	4	H	728,100	109,900	41,200
Amarillo, TX	147	170	2A	2	H	256,500	71,900	15,400
Anchorage	315	174	2S	2		248,200	22,200	18,000
Ann Arbor, MI	581	150	2A	2	B	324,000	14,500	42,800
Appleton-Oshkosh	303	137	2S	2		346,900	13,000	6,800
Asheville	221	157	2S	2		302,300	15,500	17,100
Atlanta	047	8	PPM	13	BH	4,823,200	473,000	1,660,900
Atlantic City-Cape May	367	154	2S	2	BH	313,600	46,900	38,700
Augusta, GA	305	109	2S	2	B	484,500	26,300	168,600
Augusta-Waterville, ME	527	257	2A	2		105,600	1,400	1,100
Austin	135	33	PPM	13	BH	1,786,400	535,800	136,400
Bakersfield	143	79	4S	4	H	649,100	343,300	35,900
Baltimore	021	21	PPM	13	BH	2,406,400	130,300	700,500
Bangor	526	219	2S	2		168,000	2,000	2,100
Baton Rouge	223	75	4S	4	B	702,200	27,500	243,200
Battle Creek, MI	531	254	2A	2	B	114,100	4,900	13,600
Beaumont-Port Arthur, TX	149	145	2A	2	BH	333,100	48,300	79,800
Bend, OR	436	199	2A	2		202,000	16,100	1,900
Billings, MT	225	237	2A	2		135,700	6,800	1,700
Biloxi-Gulfport-Pascagoula	533	144	2S	2	B	333,900	18,300	72,800
Binghamton	227	194	2S	2		211,200	7,200	11,000
Birmingham	095	61	4S	4	B	921,700	35,300	274,400
Bismarck, ND	582	255	2A	2		108,600	2,700	2,400
Bloomington	323	233	2S	2		147,300	6,500	12,000
Bluefield, WV	520	264	2A	2		88,000	900	5,100
Boise	229	95	2S	2	H	562,800	68,800	7,800
Boston	013	10	PPM	13	BH	4,294,800	461,700	338,700
Bowling Green, KY	407	173	2C	2		248,700	8,700	18,400
Bridgeport	337	126	2S	2	BH	420,500	78,000	62,900
Brunswick, GA	513	263	2A	2	B	88,700	4,800	19,400
Bryan-College Station, TX	549	186	2A	2	BH	225,700	51,500	25,700
Buffalo-Niagara Falls	037	58	4S	4	B	983,500	43,900	120,000
Burlington-Plattsburgh	505	148	2S	2		329,400	8,300	10,000
Canton	082	139	2S	2		345,400	6,300	27,500
Cape Cod, MA	530	195	2A	2		208,700	6,100	7,000
Cedar Rapids	151	206	2S	2		190,000	5,300	10,300
Charleston, SC	231	78	4S	4	B	668,300	32,200	171,800
Charleston, WV	153	196	2S	2		208,200	2,300	14,100
Charlotte-Gastonia-Rock Hill	093	24	PPM	13	BH	2,304,300	199,200	527,500

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Charlottesville, VA	553	208	2A	2	B	187,700	8,800	23,600
Chattanooga	181	88	4S	4	B	596,000	24,700	73,100
Cheyenne, WY	560	266	2A	2	H	83,900	11,600	3,200
Chicago	005	3	PPM	13	BH	7,945,800	1,640,400	1,337,100
Chico, CA	508	203	2A	2	H	198,100	29,300	4,500
Cincinnati	031	32	PPM	13	B	1,830,200	52,100	234,900
Cleveland	019	34	PPM	13	BH	1,769,200	91,900	354,000
Colorado Springs	233	89	4S	4	H	589,600	91,400	45,000
Columbia, MO	564	229	2A	2	B	154,500	4,800	15,300
Columbia, SC	183	84	4S	4	B	605,300	30,700	203,400
Columbus, GA	235	189	2S	2	B	219,200	16,000	97,000
Columbus, OH	045	36	PPM	13	B	1,662,500	62,100	275,100
Concord (Lakes Region)	426	176	2S	2		241,400	4,400	2,900
Corpus Christi	155	111	2S	2	H	479,200	288,700	18,700
Dallas-Ft. Worth	024	5	PPM	13	BH	6,063,100	1,606,700	983,100
Danbury, CT	593	201	2A	2		200,200	29,100	7,300
Dayton	067	64	4S	4	B	835,500	20,400	122,600
Daytona Beach	341	92	2S	2	BH	578,700	68,600	61,400
Denver-Boulder	035	18	PPM	13	BH	2,720,200	551,300	155,100
Des Moines	071	70	4S	4		733,900	40,700	35,000
Detroit	011	13	PPM	13	B	3,813,700	150,800	835,800
Dothan, AL	501	192	2A	2	B	211,700	8,900	46,100
Duluth-Superior	159	212	2S	2		179,600	3,400	5,000
Eau Claire, WI	586	235	2A	2		144,300	2,900	2,300
El Paso	161	76	4S	4	H	689,100	549,500	26,900
Elmira-Corning, NY	557	227	2A	2		156,000	3,500	7,200
Erie	239	178	2S	2		235,800	8,500	18,300
Eugene-Springfield	241	147	2S	2		329,800	25,600	5,400
Evansville	185	163	2S	2		269,900	6,000	19,800
Fargo-Moorhead	187	197	2S	2		206,000	6,000	8,600
Fayetteville (North West Arkansas)	503	123	2A	2	H	430,200	61,700	13,300
Fayetteville, NC	359	129	2S	2	B	381,000	37,100	130,700
Flint	163	138	2S	2	B	345,600	10,700	71,400
Florence, SC	554	214	2A	2	B	174,700	4,000	72,200
Florence-Muscle Shoals, AL	404	244	2A	2	B	127,100	2,900	16,300
Frederick, MD	528	191	2C	2	B	213,900	18,300	21,200
Fredericksburg	416	143	2S	2	B	337,300	30,600	64,000
Fresno	089	67	4S	4	H	803,600	403,600	41,900
Ft. Collins-Greeley, CO	590	108	2A	2	H	490,200	83,500	8,400
Ft. Myers-Naples	515	57	4S	4	H	984,300	202,600	74,100
Ft. Pierce-Stuart-Vero Beach	517	98	2S	2	BH	554,800	78,400	72,300
Ft. Smith, AR	589	161	2A	2		284,900	22,000	12,300
Ft. Walton Beach-Destin, FL	391	183	2A	2	B	231,700	17,900	21,700
Ft. Wayne	165	115	2S	2		457,800	24,800	40,100
Gainesville-Ocala	550	87	2S	2	BH	598,500	62,100	89,300

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Grand Forks, ND-MN	572	268	2A	2		79,600	3,800	3,600
Grand Island-Kearney-Hastings, NE	381	250	2A	2	H	119,700	18,000	2,300
Grand Junction, CO	511	241	2A	2	H	129,000	17,000	1,700
Grand Rapids	127	68	4S	4		785,600	70,000	61,100
Green Bay	245	187	2S	2		221,300	15,900	6,300
Greensboro-Winston-Salem-High Point	166	47	PPM	13	BH	1,286,200	109,000	295,200
Greenville-New Bern-Jacksonville	361	90	4S	4	B	587,000	45,200	141,100
Greenville-Spartanburg	191	59	4S	4	B	971,300	60,700	171,200
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	167	2A	2		261,200	11,800	21,600
Harrisburg-Lebanon-Carlisle	119	82	4S	4		612,100	41,500	55,000
Harrisonburg, VA	519	252	2A	2		117,700	12,400	5,800
Hartford-New Britain-Middletown	061	52	PPM	13	BH	1,076,300	159,100	125,200
Hilton Head, SC	423	223	2A	2	BH	163,400	15,500	28,900
Honolulu	099	63	4S	4		847,900	78,100	46,500
Hot Springs, AR	383	265	2A	2		84,700	4,100	7,900
Houston-Galveston	033	6	PPM	13	BH	5,822,000	1,993,400	1,012,500
Hudson Valley	393	40	2S	2	BH	1,517,300	323,800	194,500
Huntington-Ashland	193	166	2S	2		263,900	3,100	8,800
Huntsville	327	106	4S	4	B	493,200	24,900	102,800
Indianapolis	049	39	PPM	13	BH	1,542,800	93,500	251,100
Jackson, MS	169	127	4S	4	B	419,300	8,900	202,200
Jackson, TN	289	267	2A	2	B	82,400	2,700	30,400
Jacksonville	107	46	PPM	13	BH	1,296,100	107,800	272,600
Johnson City-Kingsport-Bristol	345	113	4S	4		469,900	9,500	14,300
Joplin, MO	534	231	2A	2		149,600	9,400	4,000
Kalamazoo	251	185	2S	2	B	226,200	10,400	27,000
Kansas City	041	35	PPM	13	BH	1,739,300	142,700	232,800
Killeen-Temple, TX	562	141	2A	2	B	343,200	76,000	74,600
Knoxville	121	72	4S	4		724,800	27,900	46,900
La Crosse, WI	559	220	2A	2		167,000	3,600	3,000
Lafayette, IN	595	222	2S	2		164,400	11,600	9,200
Lafayette, LA	253	110	2S	2	B	483,300	18,700	128,200
Lake Charles, LA	584	217	2A	2	B	169,900	5,600	42,400
Lakeland-Winter Haven	311	91	2S	2	BH	585,000	115,500	86,300
Lancaster	255	116	2S	2		456,700	44,000	19,200
Lansing-East Lansing	195	128	2S	2	B	414,600	25,100	40,300
Laredo, TX	506	190	2A	2	H	215,500	203,800	1,000
Las Vegas	257	30	PPM	13	BH	1,878,600	536,000	230,200
LaSalle-Peru, IL	425	242	2A	2		128,300	10,700	3,700
Laurel-Hattiesburg, MS	522	215	2A	2	B	171,900	5,100	50,000
Lebanon-Hanover-White River Junction, NH-VT	431	225	2A	2		157,800	3,400	2,600
Lexington-Fayette	259	103	2S	2	B	518,000	24,300	55,400
Lima, OH	576	228	2A	2		154,900	4,500	12,200

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Lincoln	261	165	2S	2		266,000	16,300	12,400
Little Rock	123	86	4S	4	B	600,200	28,400	143,800
Los Angeles	003	2	PPM	13	BH	11,465,400	4,900,100	815,200
Louisville	055	55	4S	4	B	1,041,300	44,300	161,600
Lubbock	263	168	2S	2	H	258,900	85,100	18,700
Macon	265	130	2S	2	B	372,400	15,900	141,700
Madison	171	101	4S	4		535,500	28,100	26,400
Manchester	267	200	2S	2		201,800	12,200	5,300
McAllen-Brownsville-Harlingen	269	56	2S	2	H	1,017,400	910,200	6,100
Medford-Ashland, OR	339	207	2A	2	H	189,900	21,200	2,500
Melbourne-Titusville-Cocoa	331	102	2S	2	B	523,700	50,300	54,200
Memphis	075	51	PPM	13	B	1,118,500	55,700	518,600
Merced, CA	536	180	2A	2	H	235,300	125,500	8,200
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	4,070,400	2,131,600	843,300
Middlesex-Somerset-Union	413	42	PPM	13	BH	1,484,800	333,500	204,400
Milwaukee-Racine	043	41	PPM	13	BH	1,498,300	144,200	232,000
Minneapolis-St. Paul	027	15	PPM	13	BH	2,957,900	151,300	250,700
Mobile	133	100	4S	4	B	535,800	17,600	140,700
Modesto	343	117	2S	2	H	453,000	193,200	14,600
Monmouth-Ocean	516	54	2S	2	H	1,044,100	99,000	57,800
Monroe, LA	585	240	2A	2	B	131,100	3,000	47,600
Monterey-Salinas-Santa Cruz	283	85	4S	4	H	603,800	273,000	15,800
Montgomery	173	156	2S	2	B	307,500	8,900	133,100
Montpelier-Barre-St. Johnsbury	432	256	2S	2		106,500	2,000	1,500
Morgantown-Clarksburg-Fairmont, WV	555	175	2A	2		245,700	4,500	8,800
Morristown, NJ	565	121	2C	2	H	433,900	57,900	16,200
Muncie-Marion, IN	422	218	2A	2		168,100	4,400	12,400
Muskegon, MI	566	232	2A	2	B	148,000	7,200	21,600
Myrtle Beach, SC	510	136	2A	2	B	350,700	17,300	55,300
Nashville	073	43	PPM	13	BH	1,465,700	95,900	241,900
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,470,900	431,400	243,000
New Bedford-Fall River, MA	365	182	2C	2		232,500	24,100	13,300
New Haven	062	124	2S	2	BH	428,900	61,000	63,400
New London, CT	563	181	2A	2	H	234,700	23,400	16,500
New Orleans	053	49	4S	4	BH	1,263,000	104,100	397,700
New York	001	1	PPM	13	BH	16,285,500	3,997,700	2,746,700
Newburgh-Middletown, NY	542	153	2A	2	BH	319,700	61,400	35,900
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,408,300	93,000	440,500
Odessa-Midland, TX	561	164	2A	2	H	266,200	134,900	15,000
Oklahoma City	083	50	4S	4	BH	1,261,000	139,100	138,300
Olean, NY	421	226	2A	2		157,300	3,100	3,300
Omaha-Council Bluffs	085	74	4S	4		712,000	69,200	62,600
Orlando	131	31	PPM	13	BH	1,859,100	587,200	311,400
Oxnard-Ventura	594	120	2S	2	H	439,200	232,200	10,700
Palm Springs	592	132	2S	2	H	365,400	172,000	10,600

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Panama City, FL	573	224	2A	2	B	159,300	9,400	18,400
Parkersburg-Marietta, WV-OH	539	245	2A	2		126,000	1,600	2,600
Pensacola	317	125	2S	2	B	426,700	23,600	71,700
Peoria	137	158	2S	2	B	301,200	10,000	30,200
Philadelphia	007	9	PPM	13	BH	4,593,500	398,400	946,200
Phoenix	057	14	PPM	13	BH	3,662,700	1,023,800	221,300
Pittsburgh, PA	023	28	PPM	13	B	1,987,200	34,500	178,100
Portland, ME	197	96	2S	2		560,100	10,100	13,500
Portland, OR	051	22	PPM	13	H	2,354,100	285,700	78,600
Portsmouth-Dover-Rochester	247	122	2S	2		432,300	10,600	4,800
Poughkeepsie, NY	518	169	2A	2	BH	258,600	29,800	29,200
Providence-Warwick-Pawtucket	077	44	PPM	13	BH	1,412,300	160,100	81,100
Pueblo	353	236	2S	2	H	142,400	58,100	3,300
Puerto Rico	540	16	4S	4		2,922,100	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	155	2S	2		310,500	24,800	25,100
Raleigh-Durham	115	38	PPM	13	BH	1,582,600	153,300	355,100
Rapid City, SD	545	253	2A	2		116,800	4,800	2,700
Reading, PA	273	133	2A	2	H	355,400	64,800	17,200
Redding, CA	509	230	2A	2		154,100	13,700	2,400
Reno	275	97	2S	2	H	555,800	114,100	14,300
Richmond	105	53	4S	4	B	1,047,400	60,400	315,500
Riverside-San Bernardino	379	25	PPM	13	BH	2,092,600	1,098,700	184,300
Roanoke-Lynchburg	277	119	2S	2	B	446,800	14,500	71,700
Rochester, MN	532	221	2A	2		164,600	6,800	7,900
Rochester, NY	079	60	4S	4	B	962,700	63,200	107,400
Rockford	279	160	2S	2	B	286,500	35,600	32,600
Sacramento	065	27	PPM	13	BH	2,012,900	388,400	161,200
Saginaw-Bay City-Midland, MI	281	149	2A	2	B	326,800	18,500	34,000
Salina-Manhattan, KS	387	205	2A	2		196,000	16,300	13,400
Salisbury-Ocean City	271	134	2S	2	B	355,000	22,900	62,800
Salt Lake City-Ogden-Provo	101	29	PPM	13	H	1,930,900	274,800	30,800
San Angelo, TX	548	258	2A	2	H	101,600	38,100	4,700
San Antonio	059	26	PPM	13	BH	2,084,000	1,103,000	152,600
San Diego	063	17	PPM	13	BH	2,853,400	900,500	158,500
San Francisco	009	4	PPM	13	BH	6,710,000	1,482,800	446,300
San Jose	215	37	PPM	13	H	1,654,900	403,100	48,200
San Luis Obispo, CA	556	172	2A	2	H	250,400	51,500	5,000
Santa Barbara, CA	591	209	2A	2	H	183,400	55,000	3,300
Santa Maria-Lompoc, CA	567	202	2A	2	H	199,600	105,800	5,900
Sarasota-Bradenton	373	73	2S	2	H	721,800	80,000	46,700
Savannah	285	146	2S	2	B	330,400	19,000	108,300
Seattle-Tacoma	039	12	PPM	13	BH	3,863,400	336,900	254,900
Sheboygan, WI	418	260	2A	2		99,400	5,400	2,300
Shreveport	111	140	4S	4	B	344,200	13,200	132,200

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Sioux City, IA	523	259	2A	2	H	101,300	17,900	4,100
Sioux Falls, SD	319	188	2A	2		221,000	8,500	8,800
South Bend	287	184	2S	2	B	228,000	17,500	30,300
Spokane	177	93	4S	4		569,400	27,900	13,500
Springfield, MA	117	99	4S	4	H	550,400	99,700	39,600
Springfield, MO	203	135	2S	2		354,000	11,200	11,900
St. Louis	017	23	PPM	13	B	2,341,600	67,500	434,000
Stamford-Norwalk, CT	547	151	2A	2	H	322,400	61,100	27,700
Stockton	291	81	2S	2	H	616,400	238,600	49,200
Sunbury-Selinsgrove-Lewisburg, PA	434	215	2A	2		171,900	6,300	6,200
Sussex, NJ	579	247	2A	2		123,900	9,300	3,100
Syracuse	091	94	4S	4		564,900	22,100	49,000
Tallahassee	333	162	2S	2	B	284,800	17,600	84,200
Tampa-St. Petersburg-Clearwater	087	19	PPM	13	BH	2,704,100	480,400	322,800
Terre Haute	307	213	2S	2		175,300	3,900	9,500
Texarkana, TX-AR	512	242	2A	2	B	128,300	7,700	31,200
Toledo	097	104	4S	4	B	515,100	31,000	77,500
Topeka	205	204	2S	2		196,300	17,400	14,500
Traverse City-Petoskey-Cadillac, MI	335	159	2A	2		298,100	6,800	4,600
Trenton	537	152	2S	2	BH	319,800	53,500	63,200
Tri-Cities, WA (Richland-Kennewick-Pasco)	371	179	2A	2	H	235,400	66,200	5,400
Tucson	207	62	4S	4	H	880,100	300,700	35,600
Tulsa	103	65	4S	4		822,700	70,100	73,200
Tuscaloosa, AL	596	211	2A	2	B	179,900	5,700	56,100
Twin Falls-Sun Valley, ID	462	248	2A	2	H	123,400	24,200	800
Tyler-Longview	502	142	2S	2	BH	337,600	59,200	61,600
Utica-Rome	295	171	2S	2		251,600	11,400	14,100
Valdosta, GA	433	249	2A	2	B	121,100	7,300	40,600
Victor Valley	419	114	2S	2	BH	468,900	190,800	51,400
Visalia-Tulare-Hanford	293	107	2S	2	H	491,100	289,800	14,700
Waco, TX	309	193	2A	2	BH	211,500	50,400	30,800
Washington, DC	015	7	PPM	13	BH	4,921,100	760,200	1,315,500
Waterloo-Cedar Falls, IA	297	238	2A	2		134,800	4,500	10,500
Watertown, NY	577	262	2A	2		91,400	6,600	7,000
Wausau-Stevens Point, WI (Central WI)	597	177	2A	2		240,100	6,000	2,500
West Palm Beach-Boca Raton	299	48	PPM	13	BH	1,285,700	268,800	230,900
Wheeling	179	246	2S	2		124,000	1,400	4,700
Wichita	125	105	4S	4	H	510,900	59,200	45,100
Wichita Falls, TX	209	251	2A	2	BH	119,400	20,300	12,400
Wilkes Barre-Scranton	175	77	4S	4		687,900	61,100	39,300
Williamsport, PA	578	261	2A	2		99,200	1,900	5,100
Wilmington, DE	139	80	2S	2	B	623,200	50,000	133,800
Winchester, VA	569	210	2A	2		180,000	13,300	10,300
Worcester	113	118	2S	2	H	449,900	47,200	27,800

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Yakima, WA	325	198	2A	2	H	203,000	91,800	2,500
York	301	112	4S	4		472,300	31,200	25,100
Youngstown-Warren	129	131	2S	2	B	372,100	13,600	45,700

TOTAL 1-25 METRO PERSONS 12+ POPULATION: 113,991,300

TOTAL 1-50 METRO PERSONS 12+ POPULATION: 150,153,300

TOTAL 1-100 METRO PERSONS 12+ POPULATION: 186,608,900

TOTAL 1-268 METRO PERSONS 12+ POPULATION: 227,772,900

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 86,900), Rockland, NY (population 269,900) and Westchester, NY (population 840,800) 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 542,700) 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 123,300) 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 51,000) 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	232,400
4S	Akron	1,212,300
2A	Albany, GA	412,400
4S	Albany-Schenectady-Troy	1,373,600
4S	Albuquerque	1,137,800
4S	Allentown-Bethlehem	1,109,500
2A	Amarillo, TX	341,700
2S	Anchorage	387,300
2A	Ann Arbor, MI	324,000
2S	Appleton-Oshkosh	909,300
2S	Asheville	665,400
2S	Atlantic City-Cape May	604,500
2S	Augusta, GA	648,800
2A	Augusta-Waterville, ME	465,500
4S	Bakersfield	649,100
2S	Bangor	397,300
4S	Baton Rouge	1,548,200
2A	Battle Creek, MI	114,100
2A	Beaumont-Port Arthur, TX	393,600
2A	Bend, OR	203,200
2A	Billings, MT	192,800
2S	Biloxi-Gulfport-Pascagoula	554,000
2S	Binghamton	516,600
4S	Birmingham	1,815,500
2A	Bismarck, ND	196,000
2S	Bloomington	251,400
2A	Bluefield, WV	246,100
2S	Boise	713,300
2C	Bowling Green, KY	289,400
2S	Bridgeport	420,500
2A	Brunswick, GA	197,700
2A	Bryan-College Station, TX	252,800
4S	Buffalo-Niagara Falls	1,323,900
2S	Burlington-Plattsburgh	521,700
2S	Canton	424,300
2A	Cape Cod, MA	218,300

TYPE	MARKET	TSA 12+ POPULATION
2S	Cedar Rapids	674,100
4S	Charleston, SC	885,400
2S	Charleston, WV	489,100
2A	Charlottesville, VA	383,500
4S	Chattanooga	1,108,900
2A	Cheyenne, WY	86,900
2A	Chico, CA	375,300
4S	Colorado Springs	891,000
2A	Columbia, MO	571,300
4S	Columbia, SC	980,900
2S	Columbus, GA	576,300
2S	Concord (Lakes Region)	291,600
2S	Corpus Christi	516,400
2A	Danbury, CT	200,200
4S	Dayton	1,150,100
2S	Daytona Beach	578,700
4S	Des Moines	1,052,600
2A	Dothan, AL	495,600
2S	Duluth-Superior	308,900
2A	Eau Claire, WI	353,800
4S	El Paso	947,300
2A	Elmira-Corning, NY	259,200
2S	Erie	310,000
2S	Eugene-Springfield	714,500
2S	Evansville	706,800
2S	Fargo-Moorhead	498,300
2A	Fayetteville (North West Arkansas)	558,100
2S	Fayetteville, NC	942,900
2S	Flint	614,900
2A	Florence, SC	390,600
2A	Florence-Muscle Shoals, AL	250,500
2C	Frederick, MD	343,300
2S	Fredericksburg	503,600
4S	Fresno	1,657,400
2A	Ft. Collins-Greeley, CO	588,800
4S	Ft. Myers-Naples	1,373,700
2S	Ft. Pierce-Stuart-Vero Beach	940,500
2A	Ft. Smith, AR	422,100
2A	Ft. Walton Beach-Destin, FL	383,200
2S	Ft. Wayne	875,100
2S	Gainesville-Ocala	1,076,400
2A	Grand Forks, ND-MN	141,400
2A	Grand Island-Kearney-Hastings, NE	241,100

TYPE	MARKET	TSA 12+ POPULATION
2A	Grand Junction, CO	261,700
4S	Grand Rapids	1,698,900
2S	Green Bay	830,900
4S	Greenville-New Bern-Jacksonville	1,045,800
4S	Greenville-Spartanburg	1,974,400
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	436,800
4S	Harrisburg-Lebanon-Carlisle	1,687,600
2A	Harrisonburg, VA	347,500
2A	Hilton Head, SC	488,000
4S	Honolulu	990,900
2A	Hot Springs, AR	294,200
2S	Hudson Valley	2,047,500
2S	Huntington-Ashland	544,100
4S	Huntsville	1,086,200
4S	Jackson, MS	890,800
2A	Jackson, TN	427,800
4S	Johnson City-Kingsport-Bristol	892,700
2A	Joplin, MO	414,400
2S	Kalamazoo	681,400
2A	Killeen-Temple, TX	396,700
4S	Knoxville	1,396,100
2A	La Crosse, WI	352,100
2S	Lafayette, IN	344,000
2S	Lafayette, LA	661,400
2A	Lake Charles, LA	338,400
2S	Lakeland-Winter Haven	607,900
2S	Lancaster	958,900
2S	Lansing-East Lansing	854,200
2A	Laredo, TX	230,700
2A	LaSalle-Peru, IL	138,600
2A	Laurel-Hattiesburg, MS	331,500
2A	Lebanon-Hanover-White River Junction, NH-VT	282,200
2S	Lexington-Fayette	930,900
2A	Lima, OH	318,800
2S	Lincoln	415,400
4S	Little Rock	1,174,300
4S	Louisville	1,527,500
2S	Lubbock	406,900
2S	Macon	599,600
4S	Madison	1,113,900
2S	Manchester	312,100
2S	McAllen-Brownsville-Harlingen	1,095,800
2A	Medford-Ashland, OR	303,900

TYPE	MARKET	TSA 12+ POPULATION
2S	Melbourne-Titusville-Cocoa	523,700
2A	Merced, CA	362,700
4S	Mobile	1,210,400
2S	Modesto	1,393,200
2S	Monmouth-Ocean	1,044,100
2A	Monroe, LA	402,900
4S	Monterey-Salinas-Santa Cruz	653,700
2S	Montgomery	787,500
2S	Montpelier-Barre-St. Johnsbury	297,400
2A	Morgantown-Clarksburg-Fairmont, WV	387,800
2C	Morristown, NJ	433,900
2A	Muncie-Marion, IN	417,900
2A	Muskegon, MI	221,500
2A	Myrtle Beach, SC	596,300
2C	New Bedford-Fall River, MA	232,500
2S	New Haven	701,700
2A	New London, CT	335,800
4S	New Orleans	1,987,500
2A	Newburgh-Middletown, NY	800,500
2A	Odessa-Midland, TX	402,900
4S	Oklahoma City	1,749,600
2A	Olean, NY	157,300
4S	Omaha-Council Bluffs	1,304,700
2S	Oxnard-Ventura	908,800
2S	Palm Springs	631,600
2A	Panama City, FL	369,400
2A	Parkersburg-Marietta, WV-OH	303,300
2S	Pensacola	817,000
2S	Peoria	576,000
2S	Portland, ME	1,028,500
2S	Portsmouth-Dover-Rochester	560,100
2A	Poughkeepsie, NY	896,400
2S	Pueblo	195,400
4S	Puerto Rico	2,922,100
2S	Quad Cities (Davenport-Rock Island-Moline)	634,600
2A	Rapid City, SD	201,400
2A	Reading, PA	355,400
2A	Redding, CA	265,400
2S	Reno	698,400
4S	Richmond	1,289,600
2S	Roanoke-Lynchburg	1,220,000
2A	Rochester, MN	377,500
4S	Rochester, NY	1,195,900

TYPE	MARKET	TSA 12+ POPULATION
2S	Rockford	626,300
2A	Saginaw-Bay City-Midland, MI	1,028,300
2A	Salina-Manhattan, KS	276,500
2S	Salisbury-Ocean City	622,000
2A	San Angelo, TX	133,800
2A	San Luis Obispo, CA	450,000
2A	Santa Barbara, CA	183,400
2A	Santa Maria-Lompoc, CA	199,600
2S	Sarasota-Bradenton	944,900
2S	Savannah	912,100
2A	Sheboygan, WI	99,400
4S	Shreveport	833,200
2A	Sioux City, IA	256,900
2A	Sioux Falls, SD	465,500
2S	South Bend	900,300
4S	Spokane	824,500
4S	Springfield, MA	612,700
2S	Springfield, MO	710,700
2A	Stamford-Norwalk, CT	322,400
2S	Stockton	616,400
2A	Sunbury-Selinsgrove-Lewisburg, PA	252,200
2A	Sussex, NJ	173,300
4S	Syracuse	1,094,000
2S	Tallahassee	518,400
2S	Terre Haute	347,400
2A	Texarkana, TX-AR	257,000
4S	Toledo	904,800
2S	Topeka	526,600
2A	Traverse City-Petoskey-Cadillac, MI	474,400
2S	Trenton	430,000
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	458,900
4S	Tucson	1,390,500
4S	Tulsa	1,373,400
2A	Tuscaloosa, AL	350,100
2A	Twin Falls-Sun Valley, ID	159,800
2S	Tyler-Longview	823,600
2S	Utica-Rome	390,100
2A	Valdosta, GA	264,600
2S	Victor Valley	468,900
2S	Visalia-Tulare-Hanford	491,100
2A	Waco, TX	695,900
2A	Waterloo-Cedar Falls, IA	519,500
2A	Watertown, NY	114,100



TYPE	MARKET	TSA 12+ POPULATION
2A	Wausau-Stevens Point, WI (Central WI)	542,900
2S	Wheeling	308,200
4S	Wichita	702,100
2A	Wichita Falls, TX	342,900
4S	Wilkes Barre-Scranton	894,600
2A	Williamsport, PA	311,100
2S	Wilmington, DE	773,600
2A	Winchester, VA	402,800
2S	Worcester	573,300
2A	Yakima, WA	235,000
4S	York	929,000
2S	Youngstown-Warren	749,500

TELEVISION DMA[®] MARKETS

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	18,454,000	7,074,750
Los Angeles	2	15,691,600	5,318,630
Chicago	3	8,213,800	3,299,720
Philadelphia	4	6,974,900	2,869,580
Dallas-Ft. Worth	5	6,671,000	2,648,490
Washington, DC (Hagrstwn)	6	5,934,900	2,492,170
Houston	7	6,069,600	2,467,140
San Francisco-Oak-San Jose	8	6,593,400	2,451,640
Atlanta	9	5,930,100	2,449,460
Boston (Manchester)	10	5,786,100	2,425,440
Phoenix (Prescott)	11	4,752,700	1,919,930
Seattle-Tacoma	12	4,580,000	1,880,750
Tampa-St. Pete (Sarasota)	13	4,258,100	1,879,760
Detroit	14	4,173,300	1,779,380
Minneapolis-St. Paul	15	4,038,100	1,730,430
Miami-Ft. Lauderdale	16	4,142,100	1,677,850
Denver	17	3,892,700	1,589,560
Orlando-Daytona Bch-Melbrn	18	3,701,800	1,531,130
Cleveland-Akron (Canton)	19	3,283,300	1,447,310
Sacramnto-Stkton-Modesto	20	3,660,800	1,412,940
St. Louis	21	2,734,600	1,189,890
Portland, OR	22	2,938,500	1,180,980
Charlotte	23	2,789,400	1,145,270
Pittsburgh	24	2,464,000	1,141,950
Raleigh-Durham (Fayetteville)	25	2,723,300	1,133,160
Baltimore	26	2,573,100	1,108,010
Nashville	27	2,466,700	1,030,650
Indianapolis	28	2,566,800	1,026,260
San Diego	29	2,853,400	1,002,770
Salt Lake City	30	2,643,300	948,840
San Antonio	31	2,360,500	924,480
Hartford & New Haven	32	2,290,200	921,500
Kansas City	33	2,142,100	901,020
Columbus, OH	34	2,169,800	896,980
Cincinnati	35	2,017,400	871,970
Milwaukee	36	1,980,800	868,500
West Palm Beach-Ft. Pierce	37	1,875,900	829,110
Greenville-Spart-Asheville-And	38	1,997,100	809,190
Austin	39	1,920,900	791,480
Las Vegas	40	1,922,100	757,400
Oklahoma City	41	1,629,600	705,840
Jacksonville	42	1,646,500	700,890
Grand Rapids-Kalamzoo-B.Crk	43	1,748,000	689,950

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Birmingham (Ann and Tusc)	44	1,626,100	687,180
Harrisburg-Lncstr-Leb-York	45	1,733,900	682,460
Albuquerque-Santa Fe	46	1,623,000	674,930
Norfolk-Portsmth-Newpt Nws	47	1,669,400	673,820
Greensboro-H.Point-W.Salem	48	1,558,300	672,650
Louisville	49	1,503,300	657,030
Memphis	50	1,514,800	649,360
New Orleans	51	1,508,700	638,020
Providence-New Bedford	52	1,412,300	597,990
Buffalo	53	1,338,600	592,750
Fresno-Visalia	54	1,657,400	574,610
Richmond-Petersburg	55	1,322,000	566,930
Ft. Myers-Naples	56	1,229,500	549,760
Wilkes Barre-Scranton-Hztn	57	1,310,800	523,450
Little Rock-Pine Bluff	58	1,255,000	522,530
Mobile-Pensacola (Ft Walt)	59	1,262,700	522,260
Albany-Schenectady-Troy	60	1,214,300	521,820
Knoxville	61	1,197,800	516,920
Tulsa	62	1,203,600	516,540
Lexington	63	1,117,600	459,300
Dayton	64	1,025,400	453,960
Tucson (Sierra Vista)	65	1,023,100	433,330
Honolulu	66	1,225,000	419,540
Wichita-Hutchinson Plus	67	1,008,400	416,400
Des Moines-Ames	68	996,100	416,020
Green Bay-Appleton	69	976,600	415,890
Roanoke-Lynchburg	70	1,005,300	414,620
Flint-Saginaw-Bay City	71	980,900	411,210
Spokane	72	1,017,400	410,900
Charleston-Huntington	73	962,200	406,310
Omaha	74	955,700	399,010
Springfield, MO	75	943,100	389,750
Rochester, NY	76	933,200	384,380
Columbia, SC	77	950,900	384,190
Toledo	78	904,800	379,120
Portland-Auburn	79	881,500	367,720
Huntsville-Decatur (Flor)	80	889,900	367,510
Madison	81	870,600	366,690
Paducah-Cape Girard-Harsbg	82	838,600	354,790
Shreveport	83	847,800	352,540
Harlingen-Wslco-Brnsvl-Mca	84	1,085,900	351,810
Syracuse	85	869,300	350,100
Waco-Temple-Bryan	86	890,900	346,750
Colorado Springs-Pueblo	87	848,800	344,250
Champaign&Sprngfld-Decatur	88	821,300	344,180

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Chattanooga	89	840,600	336,580
Savannah	90	822,300	328,860
Cedar Rapids-Wtrlo-lwc&Dub	91	774,300	325,780
Charleston, SC	92	782,100	320,980
El Paso (Las Cruces)	93	872,600	318,260
Baton Rouge	94	791,700	314,970
Jackson, MS	95	765,700	306,410
South Bend-Elkhart	96	755,600	297,680
Burlington-Plattsburgh	97	746,100	294,020
Ft. Smith-Fay-Sprngdl-Rgrs	98	732,500	292,160
Tri-Cities, TN-VA	99	691,200	290,530
Greenville-N.Bern-Washngtn	100	693,900	285,650
Myrtle Beach-Florence	101	686,200	281,550
Davenport-R.Island-Moline	102	649,600	277,950
Evansville	103	631,000	264,890
Boise	104	683,100	264,300
Reno	105	653,300	263,990
Lincoln & Hastings-Krny	106	623,000	263,110
Johnstown-Altoona-St Colge	107	657,800	262,020
Tallahassee-Thomasville	108	652,600	257,570
Tyler-Longview(Lfkn&Ncgd)	109	642,300	253,230
Sioux Falls(Mitchell)	110	593,000	252,660
Ft. Wayne	111	612,100	249,130
Augusta-Aiken	112	613,700	249,090
Fargo	113	549,500	240,560
Yakima-Pasco-RchInd-Knnwck	114	606,100	239,760
Lansing	115	589,900	238,990
Springfield-Holyoke	116	612,700	237,580
Youngstown	117	559,100	234,120
Traverse City-Cadillac	118	539,300	233,370
Eugene	119	565,100	231,570
Macon	120	567,700	222,970
Lafayette, LA	121	537,500	222,450
Peoria-Bloomington	122	542,000	222,210
SantaBarbra-SanMar-SanLuob	123	633,400	222,190
Montgomery-Selma	124	532,600	218,740
Monterey-Salinas	125	653,700	217,560
Bakersfield	126	649,100	212,180
Columbus, GA (Opelika, AL)	127	500,500	206,520
Corpus Christi	128	509,700	198,820
La Crosse-Eau Claire	129	486,900	196,160
Wilmington	130	447,800	191,440
Amarillo	131	455,300	179,920
Chico-Redding	132	449,000	179,370
Columbus-Tupelo-W Pnt-Hstn	133	419,100	172,520

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Wausau-Rhineland	134	387,700	166,030
Columbia-Jefferson City	135	414,400	163,790
Medford-Klamath Falls	136	389,300	163,600
Monroe-El Dorado	137	397,300	161,950
Rockford	138	398,900	161,530
Topeka	139	389,700	161,010
Duluth-Superior	140	366,600	157,070
Minot-Bsmrck-Dcknsn(Wlstn)	141	350,300	156,240
Beaumont-Port Arthur	142	393,600	156,020
Salisbury	143	382,400	155,240
Odessa-Midland	144	391,700	153,830
Lubbock	145	393,600	153,370
Palm Springs	146	397,900	152,840
Anchorage	147	387,300	149,120
Sioux City	148	342,600	144,180
Wichita Falls & Lawton	149	354,000	142,990
Erie	150	344,700	141,020
Panama City	151	346,600	137,830
Joplin-Pittsburg	152	335,900	136,740
Rochestr-Mason City-Austin	153	315,200	134,990
Albany, GA	154	342,900	134,510
Terre Haute	155	322,200	127,470
Bangor	156	303,100	125,970
Biloxi-Gulfport	157	308,400	124,130
Wheeling-Steubenville	158	287,300	121,320
Gainesville	159	299,300	121,060
Sherman-Ada	160	292,000	120,100
Binghamton	161	292,800	120,060
Idaho Fals-Pocatllo(Jcksn)	162	315,700	119,590
Bluefield-Beckley-Oak Hill	163	277,900	118,520
Missoula	164	269,100	113,110
Abilene-Sweetwater	165	268,300	107,760
Yuma-El Centro	166	321,200	105,690
Billings	167	246,100	105,470
Hattiesburg-Laurel	168	250,700	102,840
Clarksburg-Weston	169	233,900	97,020
Rapid City	170	225,500	95,320
Utica	171	235,300	93,930
Quincy-Hannibal-Keokuk	172	225,900	93,920
Dothan	173	220,300	92,300
Lake Charles	174	228,900	91,490
Harrisonburg	175	230,500	86,700
Elmira (Corning)	176	207,600	86,230
Jackson, TN	177	209,100	85,540
Alexandria, LA	178	205,000	82,270

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Watertown	179	208,700	81,630
Marquette	180	187,400	78,000
Bowling Green	181	193,200	77,360
Jonesboro	182	185,500	76,860
Charlottesville	183	187,700	72,320
Laredo	184	226,600	70,980
Butte-Bozeman	185	164,500	69,060
Bend, OR	186	162,000	67,170
Grand Junction-Montrose	187	164,800	67,150
Lafayette, IN	188	171,700	66,710
Lima	189	154,900	62,840
Twin Falls	190	158,800	62,360
Meridian	191	151,200	61,460
Great Falls	192	142,600	60,220
Greenwood-Greenville	193	149,200	58,410
Parkersburg	194	132,600	56,980
Eureka	195	142,700	56,660
San Angelo	196	132,800	54,100
Cheyenne-Scottsbluff	197	125,800	53,720
Casper-Riverton	198	123,700	52,190
Mankato	199	105,900	49,610
Ottumwa-Kirksville	200	107,500	42,990
St. Joseph	201	107,800	42,230
Fairbanks	202	83,200	35,180
Victoria	203	77,600	31,380
Zanesville	204	73,300	30,550
Helena	205	63,700	27,430
Presque Isle	206	59,000	25,480
Juneau	207	28,000	24,390
Alpena	208	34,700	15,360
North Platte	209	31,500	13,640
Glendive	210	8,800	4,030