

Market Survey Schedule & Population Rankings

Web Links

Diary Survey Schedule	www.arbitron.com/home/surveysched.asp
PPM Survey Schedule	www.arbitron.com/home/surveysched.asp
Custom Survey Area Reports	www.arbitron.com/radio_stations/csars.htm

Contents

2013 Market Survey Frequency and Type	2
Metro Survey Area Rankings and Population	6
Total Survey Area Population	10
Metro Survey Areas 12+ Black Population	13
Metro Survey Areas 12+ Hispanic Population	18
Television DMA® Markets	23
Ethnic Reports Available via CD Access: PPM Markets	27
Ethnic Reports Available via CD Access: Diary Markets	28
Custom Sports Reports	29

These population estimates are based upon Census 2010 counts updated and projected to January 1, 2014, by Nielsen Claritas, Inc. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Fall 2013 market definitions.

PPM® is a mark of Arbitron Inc. DMA® is a registered trademark of Nielsen Media Research, Inc., and is used pursuant to a license from Nielsen Media Research, Inc.

2013 Market Survey Frequency and Type

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
237	Abilene, TX	2	2A	H
80	Akron	4	4S	B
240	Albany, GA	2	2A	B
65	Albany-Schenectady-Troy	4	4S	
68	Albuquerque	4	4S	H
220	Alexandria, LA	2	2A	B
70	Allentown-Bethlehem	4	4S	H
256	Altoona	2	2S	
167	Amarillo, TX	2	2A	H
169	Anchorage	2	2S	
153	Ann Arbor, MI	2	2C	B
139	Appleton-Oshkosh	2	2S	
158	Asheville	2	2S	
9	Atlanta	13	PPM	BH
146	Atlantic City-Cape May	2	2S	BH
109	Augusta, GA	2	2S	B
258	Augusta-Waterville, ME	2	2A	
35	Austin	13	PPM	BH
77	Bakersfield	4	4S	H
21	Baltimore	13	PPM	BH
217	Bangor	2	2S	
81	Baton Rouge	4	4S	B
253	Battle Creek, MI	2	2A	B
142	Beaumont-Port Arthur, TX	2	2A	BH
274	Beckley, WV	2	2A	
211	Bend, OR	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
241	Billings, MT	2	2A	
145	Biloxi-Gulfport-Pascagoula	2	2S	B
185	Binghamton	2	2S	
60	Birmingham	4	4S	B
263	Bismarck, ND	2	2A	
231	Bloomington	2	2S	
267	Bluefield, WV	2	2A	
100	Boise	2	2S	H
10	Boston	13	PPM	BH
124	Bridgeport	2	2S	BH
272	Brunswick, GA	2	2A	B
193	Bryan-College Station, TX	2	2A	BH
56	Buffalo-Niagara Falls	4	4S	B
143	Burlington-Plattsburgh	2	2S	
136	Canton	2	2S	
201	Cape Cod, MA	2	2A	
273	Casper, WY	2	2A	
204	Cedar Rapids	2	2S	
210	Champaign, IL	2	2A	B
79	Charleston, SC	4	4S	B
187	Charleston, WV	2	2S	
24	Charlotte-Gastonia-Rock Hill	13	PPM	BH
107	Chattanooga	4	4S	B
271	Cheyenne, WY	2	2A	H
3	Chicago	13	PPM	BH
200	Chico, CA	2	2A	H

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
30	Cincinnati	13	PPM	B
31	Cleveland	13	PPM	B
90	Colorado Springs	4	4S	H
233	Columbia, MO	2	2A	B
87	Columbia, SC	4	4S	B
178	Columbus, GA	2	2S	B
37	Columbus, OH	13	PPM	B
176	Concord (Lakes Region)	2	2S	
110	Corpus Christi	2	2S	H
5	Dallas-Ft. Worth	13	PPM	BH
196	Danbury, CT	2	2A	
64	Dayton	4	4S	B
93	Daytona Beach	2	2S	BH
266	Decatur, IL	2	2A	B
19	Denver-Boulder	13	PPM	BH
73	Des Moines	4	4S	
12	Detroit	13	PPM	B
188	Dothan, AL	2	2A	B
205	Duluth-Superior	2	2S	
236	Eau Claire, WI	2	2A	
74	El Paso	4	4S	H
223	Elmira-Corning, NY	2	2A	
174	Erie	2	2S	
150	Eugene-Springfield	2	2S	
163	Evansville	2	2S	
203	Fargo-Moorhead	2	2S	

FREQ (Frequency): Number of survey periods per year

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 controls



2013 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
129	Fayetteville (North West Arkansas)	2	2A	H
130	Fayetteville, NC	2	2S	B
155	Flagstaff-Prescott, AZ	2	2A	
135	Flint	2	2S	B
213	Florence, SC	2	2A	B
246	Florence-Muscle Shoals, AL	2	2A	B
192	Frederick, MD	2	2C	B
148	Fredericksburg	2	2S	B
67	Fresno	4	4S	H
117	Ft. Collins-Greeley, CO	2	2A	H
61	Ft. Myers-Naples-Marco Island	2	2S	H
98	Ft. Pierce-Stuart-Vero Beach	2	2S	BH
160	Ft. Smith, AR	2	2A	
184	Ft. Walton Beach-Destin, FL	2	2A	
113	Ft. Wayne	2	2S	
88	Gainesville-Ocala	2	2S	BH
268	Grand Forks, ND-MN	2	2A	
251	Grand Island-Kearney-Hastings, NE	2	2A	H
248	Grand Junction, CO	2	2A	
69	Grand Rapids	4	4S	
185	Green Bay	2	2S	
46	Greensboro-Winston-Salem-High Point	13	PPM	BH
85	Greenville-New Bern-Jacksonville	4	4S	B

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
59	Greenville-Spartanburg	4	4S	B
165	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	2A	
82	Harrisburg-Lebanon-Carlisle	4	4S	
254	Harrisonburg, VA	2	2A	
52	Hartford-New Britain-Middletown	13	PPM	BH
63	Honolulu	4	4S	
269	Hot Springs, AR	2	2A	
6	Houston-Galveston	13	PPM	BH
39	Hudson Valley	2	2S	BH
162	Huntington-Ashland	2	2S	
105	Huntsville	4	4S	B
40	Indianapolis	13	PPM	BH
126	Jackson, MS	4	4S	B
270	Jackson, TN	2	2A	B
50	Jacksonville	13	PPM	BH
106	Johnson City-Kingsport-Bristol	4	4S	
226	Jonesboro, AR	2	2A	B
234	Joplin, MO	2	2A	
183	Kalamazoo	2	2S	B
34	Kansas City	13	PPM	BH
141	Killeen-Temple, TX	2	2A	BH
71	Knoxville	4	4S	
219	La Crosse, WI	2	2A	
229	Lafayette, IN	2	2S	
107	Lafayette, LA	2	2S	B

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
221	Lake Charles, LA	2	2A	B
95	Lakeland-Winter Haven	2	2S	BH
112	Lancaster	2	2S	
127	Lansing-East Lansing	2	2S	B
191	Laredo, TX	2	2A	H
207	Las Cruces, NM	2	2A	H
32	Las Vegas	13	PPM	BH
242	LaSalle-Peru, IL	2	2A	
216	Laurel-Hattiesburg, MS	2	2A	B
259	Lawton, OK	2	2A	B
225	Lebanon-Hanover-White River Junction, NH-VT	2	2C	
102	Lexington-Fayette	2	2S	B
228	Lima, OH	2	2A	
168	Lincoln	2	2S	
84	Little Rock	4	4S	B
2	Los Angeles	13	PPM	BH
54	Louisville	4	4S	B
173	Lubbock	2	2S	H
239	Lufkin-Nacogdoches, TX	2	2A	BH
132	Macon	2	2S	B
99	Madison	4	4S	
198	Manchester	2	2S	
57	McAllen-Brownsville-Harlingen	2	2S	H
208	Medford-Ashland, OR	2	2A	H
103	Melbourne-Titusville-Cocoa	2	2S	B

FREQ (Frequency): Number of survey periods per year

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 controls



2013 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
51	Memphis	13	PPM	B
179	Merced, CA	2	2A	H
11	Miami-Ft. Lauderdale-Hollywood	13	PPM	BH
41	Middlesex-Somerset-Union	13	PPM	BH
38	Milwaukee-Racine	13	PPM	BH
16	Minneapolis-St. Paul	13	PPM	BH
97	Mobile	4	4S	B
118	Modesto	2	2S	H
53	Monmouth-Ocean	4	4S	H
243	Monroe, LA	2	2A	B
83	Monterey-Salinas-Santa Cruz	4	4S	H
154	Montgomery	2	2S	B
257	Montpelier-Barre-St. Johnsbury	2	2S	
171	Morgantown-Clarksburg-Fairmont, WV	2	2A	
119	Morristown, NJ	2	2C	H
215	Muncie-Marion, IN	2	2A	
235	Muskegon, MI	2	2A	B
157	Myrtle Beach, SC	2	2A	B
45	Nashville	13	PPM	BH
20	Nassau-Suffolk (Long Island)	13	PPM	BH
180	New Bedford-Fall River, MA	2	2C	
121	New Haven	2	2S	BH
177	New London, CT	2	2A	
47	New Orleans	4	4S	BH
1	New York	13	PPM	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
43	Norfolk-Virginia Beach-Newport News	13	PPM	B
170	Odessa-Midland, TX	2	2A	H
49	Oklahoma City	4	4S	BH
222	Olean, NY	2	2A	
75	Omaha-Council Bluffs	4	4S	
33	Orlando	13	PPM	BH
120	Oxnard-Ventura	2	2S	H
138	Palm Springs	2	2S	H
231	Panama City, FL	2	2A	B
244	Parkersburg-Marietta, WV-OH	2	2A	
128	Pensacola	2	2S	B
155	Peoria	2	2S	B
8	Philadelphia	13	PPM	BH
14	Phoenix	13	PPM	BH
25	Pittsburgh, PA	13	PPM	B
91	Portland, ME	2	2S	
23	Portland, OR	13	PPM	H
123	Portsmouth-Dover-Rochester	2	2S	
164	Poughkeepsie, NY	2	2A	B
44	Providence-Warwick-Pawtucket	13	PPM	H
238	Pueblo	2	2S	H
15	Puerto Rico	4	4S	
151	Quad Cities (Davenport-Rock Island-Moline)	2	2S	
42	Raleigh-Durham	13	PPM	BH
255	Rapid City, SD	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
134	Reading, PA	2	2A	H
227	Redding, CA	2	2A	
125	Reno	2	2S	H
55	Richmond	4	4S	B
26	Riverside-San Bernardino	13	PPM	BH
115	Roanoke-Lynchburg	2	2S	B
224	Rochester, MN	2	2A	
58	Rochester, NY	4	4S	B
159	Rockford	2	2S	BH
27	Sacramento	13	PPM	BH
189	Salina-Manhattan, KS	2	2A	
140	Salisbury-Ocean City	2	2S	B
29	Salt Lake City-Ogden-Provo	13	PPM	H
265	San Angelo, TX	2	2A	H
28	San Antonio	13	PPM	BH
17	San Diego	13	PPM	BH
4	San Francisco	13	PPM	BH
36	San Jose	13	PPM	H
172	San Luis Obispo, CA	2	2A	H
206	Santa Barbara, CA	2	2A	H
202	Santa Maria-Lompoc, CA	2	2A	H
122	Santa Rosa	2	2S	H
76	Sarasota-Bradenton	2	2S	H
152	Savannah	2	2S	B
13	Seattle-Tacoma	13	PPM	BH
264	Sheboygan, WI	2	2A	

FREQ (Frequency): Number of survey periods per year

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 controls



Metro Survey Area Rankings and Population

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
001	1	PPM	New York	16,033,100
003	2	PPM	Los Angeles	11,179,600
005	3	PPM	Chicago	7,910,200
009	4	PPM	San Francisco	6,377,900
024	5	PPM	Dallas-Ft. Worth	5,559,300
033	6	PPM	Houston-Galveston	5,253,500
015	7	PPM	Washington, DC	4,720,300
007	8	PPM	Philadelphia	4,547,300
047	9	PPM	Atlanta	4,487,600
013	10	PPM	Boston	4,145,900
429	11	PPM	Miami-Ft. Lauderdale-Hollywood	3,858,000
011	12	PPM	Detroit	3,790,400
039	13	PPM	Seattle-Tacoma	3,585,700
057	14	PPM	Phoenix	3,347,700
540	15	4S	Puerto Rico	3,128,300
027	16	PPM	Minneapolis-St. Paul	2,827,200
063	17	PPM	San Diego	2,729,200
087	18	PPM	Tampa-St. Petersburg-Clearwater	2,501,200
035	19	PPM	Denver-Boulder	2,486,500
321	20	PPM	Nassau-Suffolk (Long Island) ¹	(2,454,700)
021	21	PPM	Baltimore	2,373,000
017	22	PPM	St. Louis	2,318,800
051	23	PPM	Portland, OR	2,182,400
093	24	PPM	Charlotte-Gastonia-Rock Hill	2,108,900
023	25	PPM	Pittsburgh, PA	2,008,400
			TOTAL 1-25	109,460,400

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
379	26	PPM	Riverside-San Bernardino	1,997,700
065	27	PPM	Sacramento	1,913,000
059	28	PPM	San Antonio	1,897,800
101	29	PPM	Salt Lake City-Ogden-Provo	1,791,400
031	30	PPM	Cincinnati	1,781,400
019	31	PPM	Cleveland	1,763,800
257	32	PPM	Las Vegas	1,700,200
131	33	PPM	Orlando	1,676,600
041	34	PPM	Kansas City	1,668,100
135	35	PPM	Austin	1,586,300
215	36	PPM	San Jose ²	(1,574,200)
045	37	PPM	Columbus, OH	1,567,700
043	38	PPM	Milwaukee-Racine	1,489,100
393	39	2S	Hudson Valley ³	(1,487,300)
049	40	PPM	Indianapolis	1,468,300
413	41	PPM	Middlesex-Somerset-Union ⁴	(1,454,800)
115	42	PPM	Raleigh-Durham	1,430,100
109	43	PPM	Norfolk-Virginia Beach-Newport News	1,390,200
077	44	PPM	Providence-Warwick-Pawtucket	1,388,700
073	45	PPM	Nashville	1,339,200
166	46	PPM	Greensboro-Winston-Salem-High Point	1,239,100
053	47	4S	New Orleans	1,222,200
299	48	PPM	West Palm Beach-Boca Raton	1,200,300
083	49	4S	Oklahoma City	1,194,300
107	50	PPM	Jacksonville	1,184,500
			TOTAL 26-50	34,201,800
			TOTAL 1-50	143,662,200

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
075	51	PPM	Memphis	1,122,600
061	52	PPM	Hartford-New Britain-Middletown	1,077,600
516	53	4S	Monmouth-Ocean ⁵	(1,032,700)
055	54	4S	Louisville	1,009,400
105	55	4S	Richmond	1,003,700
037	56	4S	Buffalo-Niagara Falls	983,900
269	57	2S	McAllen-Brownsville-Harlingen	975,500
079	58	4S	Rochester, NY	963,800
191	59	4S	Greenville-Spartanburg	913,300
095	60	4S	Birmingham	908,100
515	61	2S	Ft. Myers-Naples-Marco Island	879,600
207	62	4S	Tucson	850,200
099	63	4S	Honolulu	843,500
067	64	4S	Dayton	836,300
069	65	4S	Albany-Schenectady-Troy	805,200
103	66	4S	Tulsa	787,800
089	67	4S	Fresno	777,200
141	68	4S	Albuquerque	749,900
127	69	4S	Grand Rapids	745,200
145	70	4S	Allentown-Bethlehem	714,800
121	71	4S	Knoxville	699,000
175	72	4S	Wilkes Barre-Scranton	696,900
071	73	4S	Des Moines	682,600
161	74	4S	El Paso	681,400
085	75	4S	Omaha-Council Bluffs	677,000
373	76	2S	Sarasota-Bradenton	652,100

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

MKT CODE (Market Code): Unique, numeric identifier for a market

¹ The Nassau-Suffolk (Long Island), NY Metro is embedded in the New York Metro.

² The San Jose Metro is embedded in the San Francisco Metro.

³ Putnam, NY (population 86,300), Rockland, NY (population 262,800) and Westchester, NY (population 826,400) are included in the Hudson Valley and the New York Metro definitions.

⁴ The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

⁵ Monmouth County (population 541,400) is included in the Monmouth-Ocean and the New York Metro definitions.

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

Metro Survey Area Rankings and Population (continued)

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
143	77	4S	Bakersfield	630,200
139	78	2S	Wilmington, DE	613,000
231	79	4S	Charleston, SC	606,500
081	80	4S	Akron	605,700
223	81	4S	Baton Rouge	604,400
119	82	4S	Harrisburg-Lebanon-Carlisle	595,500
283	83	4S	Monterey-Salinas-Santa Cruz	589,800
123	84	4S	Little Rock	586,600
361	85	4S	Greenville-New Bern-Jacksonville	585,200
291	86	2S	Stockton	580,700
183	87	4S	Columbia, SC	573,200
550	88	2S	Gainesville-Ocala	569,500
091	89	4S	Syracuse	567,000
233	90	4S	Colorado Springs	550,200
197	91	2S	Portland, ME	546,700
117	92	4S	Springfield, MA	544,100
341	93	2S	Daytona Beach	532,400
177	94	4S	Spokane	532,100
311	95	2S	Lakeland-Winter Haven	528,800
097	96	4S	Toledo	516,100
133	97	4S	Mobile	515,500
517	98	2S	Ft. Pierce-Stuart-Vero Beach	508,700
171	99	4S	Madison	508,500
229	100	2S	Boise	506,300
			TOTAL 51-100	35,024,600
			TOTAL 1-100	176,686,800

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
125	101	4S	Wichita	499,700
259	102	2S	Lexington-Fayette	492,600
331	103	2S	Melbourne-Titusville-Cocoa	487,800
293	104	2S	Visalia-Tulare-Hanford	487,000
327	105	4S	Huntsville	476,100
345	106	4S	Johnson City-Kingsport-Bristol	471,400
181	107	4S	Chattanooga	466,700
253	107	2S	Lafayette, LA	466,700
305	109	2S	Augusta, GA	466,000
155	110	2S	Corpus Christi	465,600
301	111	4S	York	463,000
255	112	2S	Lancaster	445,700
165	113	2S	Ft. Wayne	445,400
419	114	2S	Victor Valley	442,200
277	115	2S	Roanoke-Lynchburg	440,200
113	116	2S	Worcester	438,400
590	117	2A	Ft. Collins-Greeley, CO	437,600
343	118	2S	Modesto	433,300
565	119	2C	Morristown, NJ ¹	(431,500)
594	120	2S	Oxnard-Ventura	430,700
062	121	2S	New Haven	429,200
574	122	2S	Santa Rosa ²	(428,000)
247	123	2S	Portsmouth-Dover-Rochester	418,800
337	124	2S	Bridgeport	417,500
275	125	2S	Reno	416,500
169	126	4S	Jackson, MS	414,400

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
195	127	2S	Lansing-East Lansing	402,800
317	128	2S	Pensacola	401,000
503	129	2A	Fayetteville (North West Arkansas)	387,600
359	130	2S	Fayetteville, NC	384,800
129	131	2S	Youngstown-Warren	379,500
265	132	2S	Macon	370,600
111	133	4S	Shreveport	353,400
273	134	2A	Reading, PA	353,300
163	135	2S	Flint	349,100
082	136	2S	Canton	346,400
203	137	2S	Springfield, MO	341,400
592	138	2S	Palm Springs	341,000
303	139	2S	Appleton-Oshkosh	339,800
271	140	2S	Salisbury-Ocean City	335,400
562	141	2A	Killeen-Temple, TX	332,800
149	142	2A	Beaumont-Port Arthur, TX	327,300
505	143	2S	Burlington-Plattsburgh	326,300
502	144	2S	Tyler-Longview	325,200
533	145	2S	Biloxi-Gulfport-Pascagoula	322,200
367	146	2S	Atlantic City-Cape May	320,700
547	147	2A	Stamford-Norwalk, CT ³	(318,300)
416	148	2S	Fredericksburg ⁴	(318,200)
537	149	2S	Trenton	317,000
241	150	2S	Eugene-Springfield	313,000
157	151	2S	Quad Cities (Davenport-Rock Island-Moline)	311,700
285	152	2S	Savannah	311,100

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

MKT CODE (Market Code): Unique, numeric identifier for a market

¹ The Morristown, NJ Metro is embedded in the New York Metro.

² The Santa Rosa Metro is embedded in the San Francisco Metro.

³ The Stamford-Norwalk, CT Metro is embedded in the New York Metro.

⁴ Stafford County (population 113,700) is included in the Fredericksburg and Washington, DC Metro definitions.

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



Metro Survey Area Rankings and Population (continued)

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
581	153	2C	Ann Arbor, MI	308,800
173	154	2S	Montgomery	308,700
412	155	2A	Flagstaff-Prescott, AZ	306,200
137	155	2S	Peoria	306,200
510	157	2A	Myrtle Beach, SC	304,700
221	158	2S	Asheville	289,300
279	159	2S	Rockford	288,100
589	160	2A	Ft. Smith, AR	281,600
333	161	2S	Tallahassee	278,200
193	162	2S	Huntington-Ashland	269,500
185	163	2S	Evansville	266,900
518	164	2A	Poughkeepsie, NY	258,600
524	165	2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	257,100
295	166	2S	Utica-Rome	256,500
147	167	2A	Amarillo, TX	251,200
261	168	2S	Lincoln	250,800
315	169	2S	Anchorage	250,600
561	170	2A	Odessa-Midland, TX	246,800
555	171	2A	Morgantown-Clarksburg-Fairmont, WV	245,300
556	172	2A	San Luis Obispo, CA	244,000
263	173	2S	Lubbock	241,400
239	174	2S	Erie	240,300
597	175	2A	Wausau-Stevens Point, WI (Central WI)	239,000
426	176	2S	Concord (Lakes Region)	238,300
563	177	2A	New London, CT	238,100

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
235	178	2S	Columbus, GA	232,300
536	179	2A	Merced, CA	229,800
365	180	2C	New Bedford-Fall River, MA ¹	(228,000)
287	181	2S	South Bend	223,900
371	182	2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	222,900
251	183	2S	Kalamazoo	220,100
391	184	2A	Ft. Walton Beach-Destin, FL	219,100
227	185	2S	Binghamton	214,700
245	185	2S	Green Bay	214,700
153	187	2S	Charleston, WV	214,600
501	188	2A	Dothan, AL	212,600
387	189	2A	Salina-Manhattan, KS	209,400
543	190	2A	Tupelo, MS	206,700
506	191	2A	Laredo, TX	206,300
528	192	2C	Frederick, MD ²	(206,200)
549	193	2A	Bryan-College Station, TX	203,700
309	194	2A	Waco, TX	200,400
325	194	2A	Yakima, WA	200,400
593	196	2A	Danbury, CT	198,500
535	196	2A	Traverse City-Petoskey, MI	198,500
267	198	2S	Manchester ³	(198,300)
205	199	2S	Topeka	196,500
508	200	2A	Chico, CA	194,000
530	201	2A	Cape Cod, MA	193,100
567	202	2A	Santa Maria-Lompoc, CA	191,100
187	203	2S	Fargo-Moorhead	188,100

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
151	204	2S	Cedar Rapids	182,900
159	205	2S	Duluth-Superior	179,400
591	206	2A	Santa Barbara, CA	179,100
441	207	2A	Las Cruces, NM	179,000
339	208	2A	Medford-Ashland, OR	178,700
307	209	2S	Terre Haute	178,100
507	210	2A	Champaign, IL	177,800
436	211	2A	Bend, OR	176,500
569	212	2A	Winchester, VA	174,500
554	213	2A	Florence, SC	174,000
596	214	2A	Tuscaloosa, AL	172,800
422	215	2A	Muncie-Marion, IN	172,000
522	216	2A	Laurel-Hattiesburg, MS	171,600
526	217	2S	Bangor	168,300
575	218	2A	St. Cloud, MN	167,900
559	219	2A	La Crosse, WI	164,200
587	220	2A	Alexandria, LA	163,700
584	221	2A	Lake Charles, LA	162,900
421	222	2A	Olean, NY	161,200
557	223	2A	Elmira-Corning, NY	161,100
532	224	2A	Rochester, MN	158,400
431	225	2C	Lebanon-Hanover-White River Junction, NH-VT	157,900
497	226	2A	Jonesboro, AR	156,000
509	227	2A	Redding, CA	155,100
576	228	2A	Lima, OH	154,900
595	229	2S	Lafayette, IN	154,800

TYPE: PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

MKT CODE (Market Code): Unique, numeric identifier for a market

¹ The New Bedford-Fall River Metro is embedded in the Providence-Warwick-Pawtucket Metro.

² The Frederick Metro is embedded in the Washington, DC Metro.

³ The M-Split portion of Rockingham County (population 50,000) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions. The population estimates for footnoted markets are not duplicated in the cumulative population totals.



Total Survey Area Population

www.arbitron.com

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Abilene, TX	238,700
4S	Akron	1,181,600
2A	Albany, GA	404,600
4S	Albany-Schenectady-Troy	1,376,800
4S	Albuquerque	1,117,800
2A	Alexandria, LA	399,900
4S	Allentown-Bethlehem	988,700
2S	Altoona	526,600
2A	Amarillo, TX	336,500
2S	Anchorage	379,000
2C	Ann Arbor, MI	308,800
2S	Appleton-Oshkosh	895,500
2S	Asheville	628,300
2S	Atlantic City-Cape May	611,100
2S	Augusta, GA	650,500
2A	Augusta-Waterville, ME	450,100
4S	Bakersfield	630,200
2S	Bangor	402,300
4S	Baton Rouge	1,513,400
2A	Battle Creek, MI	113,900
2A	Beaumont-Port Arthur, TX	556,000
2A	Beckley, WV	276,800
2A	Bend, OR	184,600
2A	Billings, MT	187,000
2S	Biloxi-Gulfport-Pascagoula	539,300
2S	Binghamton	580,400

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Birmingham	1,800,100
2A	Bismarck, ND	185,400
2S	Bloomington	254,400
2A	Bluefield, WV	233,900
2S	Boise	656,000
2S	Bridgeport	417,500
2A	Brunswick, GA	219,600
2A	Bryan-College Station, TX	281,900
4S	Buffalo-Niagara Falls	1,332,400
2S	Burlington-Plattsburgh	520,900
2S	Canton	438,200
2A	Cape Cod, MA	217,300
2A	Casper, WY	89,500
2S	Cedar Rapids	653,300
2A	Champaign, IL	494,500
4S	Charleston, SC	824,700
2S	Charleston, WV	552,800
4S	Chattanooga	1,038,400
2A	Cheyenne, WY	84,000
2A	Chico, CA	367,000
4S	Colorado Springs	843,700
2A	Columbia, MO	636,600
4S	Columbia, SC	951,200
2S	Columbus, GA	578,500
2S	Concord (Lakes Region)	292,600
2S	Corpus Christi	495,900

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Danbury, CT	198,500
4S	Dayton	1,189,800
2S	Daytona Beach	532,400
2A	Decatur, IL	182,400
4S	Des Moines	1,012,900
2A	Dothan, AL	503,800
2S	Duluth-Superior	376,400
2A	Eau Claire, WI	349,700
4S	El Paso	938,900
2A	Elmira-Corning, NY	284,000
2S	Erie	435,700
2S	Eugene-Springfield	682,700
2S	Evansville	706,300
2S	Fargo-Moorhead	486,200
2A	Fayetteville (North West Arkansas)	514,100
2S	Fayetteville, NC	936,200
2A	Flagstaff-Prescott, AZ	438,100
2S	Flint	623,300
2A	Florence, SC	392,300
2A	Florence-Muscle Shoals, AL	249,400
2C	Frederick, MD	334,600
2S	Fredericksburg	421,200
4S	Fresno	1,618,700
2A	Ft. Collins-Greeley, CO	610,200
2S	Ft. Myers-Naples-Marco Island	1,235,000
2S	Ft. Pierce-Stuart-Vero Beach	542,200

TYPE: 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.



Total Survey Area Population (continued)

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Ft. Smith, AR	419,400
2A	Ft. Walton Beach-Destin, FL	358,000
2S	Ft. Wayne	863,100
2S	Gainesville-Ocala	1,015,400
2A	Grand Forks, ND-MN	140,000
2A	Grand Island-Kearney-Hastings, NE	239,800
2A	Grand Junction, CO	250,800
4S	Grand Rapids	1,638,300
2S	Green Bay	839,300
4S	Greenville-New Bern-Jacksonville	1,055,500
4S	Greenville-Spartanburg	1,940,500
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	423,400
4S	Harrisburg-Lebanon-Carlisle	1,653,500
2A	Harrisonburg, VA	331,400
4S	Honolulu	1,042,800
2A	Hot Springs, AR	191,200
2S	Hudson Valley	2,020,100
2S	Huntington-Ashland	588,300
4S	Huntsville	1,061,300
4S	Jackson, MS	891,800
2A	Jackson, TN	433,100
4S	Johnson City-Kingsport-Bristol	861,900
2A	Jonesboro, AR	298,400
2A	Joplin, MO	366,300
2S	Kalamazoo	668,200
2A	Killeen-Temple, TX	384,600

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Knoxville	1,330,500
2A	La Crosse, WI	332,300
2S	Lafayette, IN	364,100
2S	Lafayette, LA	645,200
2A	Lake Charles, LA	358,600
2S	Lakeland-Winter Haven	551,800
2S	Lancaster	936,900
2S	Lansing-East Lansing	843,000
2A	Laredo, TX	221,700
2A	Las Cruces, NM	235,100
2A	LaSalle-Peru, IL	140,600
2A	Laurel-Hattiesburg, MS	332,800
2A	Lawton, OK	213,800
2C	Lebanon-Hanover-White River Junction, NH-VT	231,200
2S	Lexington-Fayette	974,300
2A	Lima, OH	318,800
2S	Lincoln	405,400
4S	Little Rock	1,110,100
4S	Louisville	1,485,600
2S	Lubbock	390,500
2A	Lufkin-Nacogdoches, TX	259,700
2S	Macon	567,200
4S	Madison	1,080,300
2S	Manchester	306,200
2S	McAllen-Brownsville-Harlingen	1,052,500
2A	Medford-Ashland, OR	290,000

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Melbourne-Titusville-Cocoa	487,800
2A	Merced, CA	354,500
4S	Mobile	1,163,000
2S	Modesto	1,331,700
4S	Monmouth-Ocean	1,032,700
2A	Monroe, LA	389,100
4S	Monterey-Salinas-Santa Cruz	637,500
2S	Montgomery	755,800
2S	Montpelier-Barre-St. Johnsbury	295,300
2A	Morgantown-Clarksburg-Fairmont, WV	398,100
2C	Morristown, NJ	431,500
2A	Muncie-Marion, IN	353,200
2A	Muskegon, MI	205,100
2A	Myrtle Beach, SC	509,500
2C	New Bedford-Fall River, MA	228,000
2S	New Haven	737,900
2A	New London, CT	373,800
4S	New Orleans	1,946,500
2A	Odessa-Midland, TX	377,400
4S	Oklahoma City	1,687,800
2A	Olean, NY	161,200
4S	Omaha-Council Bluffs	1,265,700
2S	Oxnard-Ventura	889,800
2S	Palm Springs	582,800
2A	Panama City, FL	351,000
2A	Parkersburg-Marietta, WV-OH	318,200

TYPE: 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.



Total Survey Area Population (continued)

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Pensacola	812,700
2S	Peoria	585,300
2S	Portland, ME	1,008,300
2S	Portsmouth-Dover-Rochester	543,500
2A	Poughkeepsie, NY	795,300
2S	Pueblo	182,900
4S	Puerto Rico	3,128,300
2S	Quad Cities (Davenport-Rock Island-Moline)	640,900
2A	Rapid City, SD	197,100
2A	Reading, PA	353,300
2A	Redding, CA	259,000
2S	Reno	667,200
4S	Richmond	1,348,900
2S	Roanoke-Lynchburg	1,223,200
2A	Rochester, MN	433,400
4S	Rochester, NY	1,202,000
2S	Rockford	627,600
2A	Salina-Manhattan, KS	279,900
2S	Salisbury-Ocean City	596,300
2A	San Angelo, TX	135,200
2A	San Luis Obispo, CA	435,100
2A	Santa Barbara, CA	370,200
2A	Santa Maria-Lompoc, CA	191,100
2S	Santa Rosa	483,700
2S	Sarasota-Bradenton	834,800
2S	Savannah	871,900

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Sheboygan, WI	97,600
4S	Shreveport	851,600
2A	Sioux City, IA	258,200
2S	South Bend	891,600
4S	Spokane	807,300
4S	Springfield, MA	607,300
2S	Springfield, MO	671,100
2A	St. Cloud, MN	422,100
2A	Stamford-Norwalk, CT	318,300
2S	Stockton	580,700
2A	Sussex, NJ	176,000
4S	Syracuse	1,135,600
2S	Tallahassee	491,500
2S	Terre Haute	353,000
2A	Texarkana, TX-AR	247,200
4S	Toledo	972,800
2S	Topeka	548,300
2A	Traverse City-Petoskey, MI	477,800
2S	Trenton	427,300
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	442,900
4S	Tucson	1,324,300
4S	Tulsa	1,336,600
2A	Tupelo, MS	441,900
2A	Tuscaloosa, AL	351,700
2A	Twin Falls (Sun Valley), ID	151,700
2S	Tyler-Longview	868,100

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Utica-Rome	396,900
2A	Valdosta, GA	187,200
2S	Victor Valley	442,200
2S	Visalia-Tulare-Hanford	487,000
2A	Waco, TX	687,200
2A	Watertown, NY	124,500
2A	Wausau-Stevens Point, WI (Central WI)	523,300
2S	Wheeling	315,700
4S	Wichita	688,700
2A	Wichita Falls, TX	349,300
4S	Wilkes Barre-Scranton	1,043,100
2A	Williamsport, PA	317,300
2S	Wilmington, DE	756,600
2A	Winchester, VA	416,500
2S	Worcester	561,500
2A	Yakima, WA	230,300
4S	York	1,388,100
2S	Youngstown-Warren	763,100

TYPE: 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.



Metro Survey Areas 12+ Black Population

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	237	Abilene, TX	11,300	
4S	80	Akron	75,300	B
2A	240	Albany, GA	70,200	B
4S	65	Albany-Schenectady-Troy	62,900	
4S	68	Albuquerque	21,900	
2A	220	Alexandria, LA	48,000	B
4S	70	Allentown-Bethlehem	36,800	
2S	256	Altoona	2,500	
2A	167	Amarillo, TX	15,600	
2S	169	Anchorage	16,900	
2C	153	Ann Arbor, MI	40,600	B
2S	139	Appleton-Oshkosh	6,200	
2S	158	Asheville	17,200	
PPM	9	Atlanta	1,469,100	B
2S	146	Atlantic City-Cape May	40,100	B
2S	109	Augusta, GA	158,400	B
2A	258	Augusta-Waterville, ME	900	
PPM	35	Austin	122,800	B
4S	77	Bakersfield	35,900	
PPM	21	Baltimore	679,600	B
2S	217	Bangor	1,800	
4S	81	Baton Rouge	202,100	B
2A	253	Battle Creek, MI	13,200	B
2A	142	Beaumont-Port Arthur, TX	78,400	B
2A	274	Beckley, WV	6,100	
2A	211	Bend, OR	1,400	
2A	241	Billings, MT	1,800	
2S	145	Biloxi-Gulfport-Pascagoula	69,300	B
2S	185	Binghamton	9,900	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	60	Birmingham	264,400	B
2A	263	Bismarck, ND	1,200	
2S	231	Bloomington	11,700	
2A	267	Bluefield, WV	5,000	
2S	100	Boise	6,900	
PPM	10	Boston	298,800	B
2S	124	Bridgeport	58,000	B
2A	272	Brunswick, GA	17,700	B
2A	193	Bryan-College Station, TX	22,300	B
4S	56	Buffalo-Niagara Falls	119,000	B
2S	143	Burlington-Plattsburgh	8,800	
2S	136	Canton	26,300	
2A	201	Cape Cod, MA	5,300	
2A	273	Casper, WY	1,400	
2S	204	Cedar Rapids	8,400	
2A	210	Champaign, IL	21,900	B
4S	79	Charleston, SC	162,800	B
2S	187	Charleston, WV	13,900	
PPM	24	Charlotte-Gastonia-Rock Hill	466,000	B
4S	107	Chattanooga	66,500	B
2A	271	Cheyenne, WY	2,500	
PPM	3	Chicago	1,357,900	B
2A	200	Chico, CA	4,700	
PPM	30	Cincinnati	222,600	B
PPM	31	Cleveland	348,900	B
4S	90	Colorado Springs	40,400	
2A	233	Columbia, MO	14,100	B
4S	87	Columbia, SC	187,800	B
2S	178	Columbus, GA	99,400	B

TYPE: 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

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.



Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	37	Columbus, OH	242,700	B
2S	176	Concord (Lakes Region)	2,800	
2S	110	Corpus Christi	19,200	
PPM	5	Dallas-Ft. Worth	844,000	B
2A	196	Danbury, CT	7,100	
4S	64	Dayton	120,800	B
2S	93	Daytona Beach	56,500	B
2A	266	Decatur, IL	15,100	B
PPM	19	Denver-Boulder	134,600	B
4S	73	Des Moines	29,200	
PPM	12	Detroit	839,400	B
2A	188	Dothan, AL	46,000	B
2S	205	Duluth-Superior	4,800	
2A	236	Eau Claire, WI	2,300	
4S	74	El Paso	25,300	
2A	223	Elmira-Corning, NY	8,000	
2S	174	Erie	17,200	
2S	150	Eugene-Springfield	5,200	
2S	163	Evansville	19,300	
2S	203	Fargo-Moorhead	4,100	
2A	129	Fayetteville (North West Arkansas)	13,100	
2S	130	Fayetteville, NC	126,200	B
2A	155	Flagstaff-Prescott, AZ	5,700	
2S	135	Flint	73,400	B
2A	213	Florence, SC	70,800	B
2A	246	Florence-Muscle Shoals, AL	16,300	B
2C	192	Frederick, MD	20,100	B
2S	148	Fredericksburg	58,900	B
4S	67	Fresno	39,900	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	117	Ft. Collins-Greeley, CO	8,000	
2S	61	Ft. Myers-Naples-Marco Island	63,500	
2S	98	Ft. Pierce-Stuart-Vero Beach	62,900	B
2A	160	Ft. Smith, AR	12,900	
2A	184	Ft. Walton Beach-Destin, FL	21,100	
2S	113	Ft. Wayne	38,700	
2S	88	Gainesville-Ocala	82,300	B
2A	268	Grand Forks, ND-MN	1,500	
2A	251	Grand Island-Kearney-Hastings, NE	1,900	
2A	248	Grand Junction, CO	1,700	
4S	69	Grand Rapids	56,600	
2S	185	Green Bay	5,800	
PPM	46	Greensboro-Winston-Salem-High Point	273,900	B
4S	85	Greenville-New Bern-Jacksonville	140,900	B
4S	59	Greenville-Spartanburg	161,500	B
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	20,100	
4S	82	Harrisburg-Lebanon-Carlisle	51,700	
2A	254	Harrisonburg, VA	5,200	
PPM	52	Hartford-New Britain-Middletown	117,600	B
4S	63	Honolulu	39,500	
2A	269	Hot Springs, AR	7,400	
PPM	6	Houston-Galveston	888,000	B
2S	39	Hudson Valley	187,300	B
2S	162	Huntington-Ashland	9,400	
4S	105	Huntsville	98,000	B
PPM	40	Indianapolis	226,800	B
4S	126	Jackson, MS	196,600	B
2A	270	Jackson, TN	29,300	B
PPM	50	Jacksonville	249,300	B

TYPE: 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

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.



Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	106	Johnson City-Kingsport-Bristol	15,400	
2A	226	Jonesboro, AR	13,700	B
2A	234	Joplin, MO	3,900	
2S	183	Kalamazoo	24,700	B
PPM	34	Kansas City	221,400	B
2A	141	Killeen-Temple, TX	67,300	B
4S	71	Knoxville	46,500	
2A	219	La Crosse, WI	2,700	
2S	229	Lafayette, IN	7,600	
2S	107	Lafayette, LA	124,800	B
2A	221	Lake Charles, LA	40,300	B
2S	95	Lakeland-Winter Haven	76,200	B
2S	112	Lancaster	17,300	
2S	127	Lansing-East Lansing	39,900	B
2A	191	Laredo, TX	900	
2A	207	Las Cruces, NM	3,600	
PPM	32	Las Vegas	185,000	B
2A	242	LaSalle-Peru, IL	3,200	
2A	216	Laurel-Hattiesburg, MS	48,600	B
2A	259	Lawton, OK	19,100	B
2C	225	Lebanon-Hanover-White River Junction, NH-VT	2,000	
2S	102	Lexington-Fayette	50,600	B
2A	228	Lima, OH	11,900	
2S	168	Lincoln	10,000	
4S	84	Little Rock	132,700	B
PPM	2	Los Angeles	798,100	B
4S	54	Louisville	148,900	B
2S	173	Lubbock	17,300	
2A	239	Lufkin-Nacogdoches, TX	22,500	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	132	Macon	139,600	B
4S	99	Madison	24,400	
2S	198	Manchester	4,700	
2S	57	McAllen-Brownsville-Harlingen	6,500	
2A	208	Medford-Ashland, OR	2,400	
2S	103	Melbourne-Titusville-Cocoa	49,300	B
PPM	51	Memphis	500,000	B
2A	179	Merced, CA	8,700	
PPM	11	Miami-Ft. Lauderdale-Hollywood	776,000	B
PPM	41	Middlesex-Somerset-Union	193,300	B
PPM	38	Milwaukee-Racine	227,200	B
PPM	16	Minneapolis-St. Paul	210,300	B
4S	97	Mobile	136,200	B
2S	118	Modesto	14,100	
4S	53	Monmouth-Ocean	57,800	
2A	243	Monroe, LA	46,000	B
4S	83	Monterey-Salinas-Santa Cruz	17,300	
2S	154	Montgomery	129,400	B
2S	257	Montpelier-Barre-St. Johnsbury	1,200	
2A	171	Morgantown-Clarksburg-Fairmont, WV	8,400	
2C	119	Morristown, NJ	15,800	
2A	215	Muncie-Marion, IN	12,100	
2A	235	Muskegon, MI	21,100	B
2A	157	Myrtle Beach, SC	51,100	B
PPM	45	Nashville	216,100	B
PPM	20	Nassau-Suffolk (Long Island)	230,700	B
2C	180	New Bedford-Fall River, MA	10,600	
2S	121	New Haven	61,400	B
2A	177	New London, CT	15,700	

TYPE: 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

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.



Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	47	New Orleans	383,600	B
PPM	1	New York	2,724,700	B
PPM	43	Norfolk-Virginia Beach-Newport News	431,500	B
2A	170	Odessa-Midland, TX	13,800	
4S	49	Oklahoma City	126,800	B
2A	222	Olean, NY	3,800	
4S	75	Omaha-Council Bluffs	58,100	
PPM	33	Orlando	270,400	B
2S	120	Oxnard-Ventura	10,600	
2S	138	Palm Springs	8,700	
2A	231	Panama City, FL	17,300	B
2A	244	Parkersburg-Marietta, WV-OH	2,500	
2S	128	Pensacola	67,700	B
2S	155	Peoria	30,200	B
PPM	8	Philadelphia	923,300	B
PPM	14	Phoenix	177,300	B
PPM	25	Pittsburgh, PA	177,400	B
2S	91	Portland, ME	11,300	
PPM	23	Portland, OR	69,300	
2S	123	Portsmouth-Dover-Rochester	4,600	
2A	164	Poughkeepsie, NY	26,900	B
PPM	44	Providence-Warwick-Pawtucket	71,400	
2S	238	Pueblo	3,300	
4S	15	Puerto Rico	*	
2S	151	Quad Cities (Davenport-Rock Island-Moline)	22,300	
PPM	42	Raleigh-Durham	321,700	B
2A	255	Rapid City, SD	3,000	
2A	134	Reading, PA	17,100	
2A	227	Redding, CA	2,500	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	125	Reno	11,800	
4S	55	Richmond	299,700	B
PPM	26	Riverside-San Bernardino	175,200	B
2S	115	Roanoke-Lynchburg	71,300	B
2A	224	Rochester, MN	6,200	
4S	58	Rochester, NY	105,300	B
2S	159	Rockford	30,900	B
PPM	27	Sacramento	151,500	B
2A	189	Salina-Manhattan, KS	14,000	
2S	140	Salisbury-Ocean City	60,500	B
PPM	29	Salt Lake City-Ogden-Provo	27,000	
2A	265	San Angelo, TX	5,100	
PPM	28	San Antonio	131,400	B
PPM	17	San Diego	150,500	B
PPM	4	San Francisco	451,400	B
PPM	36	San Jose	48,000	
2A	172	San Luis Obispo, CA	6,600	
2A	206	Santa Barbara, CA	3,200	
2A	202	Santa Maria-Lompoc, CA	5,900	
2S	122	Santa Rosa	9,000	
2S	76	Sarasota-Bradenton	43,600	
2S	152	Savannah	102,100	B
PPM	13	Seattle-Tacoma	220,600	B
2A	264	Sheboygan, WI	1,800	
4S	133	Shreveport	131,700	B
2A	262	Sioux City, IA	3,300	
2S	181	South Bend	28,100	B
4S	94	Spokane	12,000	
4S	92	Springfield, MA	38,900	

TYPE: 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

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.

*Ethnic populations unnecessary for Puerto Rico.



Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	137	Springfield, MO	11,900	
2A	218	St. Cloud, MN	6,800	
PPM	22	St. Louis	425,300	B
2A	147	Stamford-Norwalk, CT	26,500	
2S	86	Stockton	45,300	
2A	247	Sussex, NJ	2,900	
4S	89	Syracuse	46,900	
2S	161	Tallahassee	80,200	B
PPM	18	Tampa-St. Petersburg-Clearwater	299,600	B
2S	209	Terre Haute	10,000	
2A	252	Texarkana, TX-AR	27,100	B
4S	96	Toledo	74,900	B
2S	199	Topeka	14,800	
2A	196	Traverse City-Petoskey, MI	3,600	
2S	149	Trenton	62,000	B
2A	182	Tri-Cities, WA (Richland-Kennewick-Pasco)	5,100	
4S	62	Tucson	32,800	
4S	66	Tulsa	69,400	
2A	190	Tupelo, MS	47,700	B
2A	214	Tuscaloosa, AL	50,800	B
2A	230	Twin Falls (Sun Valley), ID	800	
2S	144	Tyler-Longview	58,500	B
2S	166	Utica-Rome	14,000	
2A	249	Valdosta, GA	42,000	B
2S	114	Victor Valley	45,700	B
2S	104	Visalia-Tulare-Hanford	16,600	
2A	194	Waco, TX	28,900	B
PPM	7	Washington, DC	1,262,600	B
2A	261	Watertown, NY	7,100	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	175	Wausau-Stevens Point, WI (Central WI)	2,200	
PPM	48	West Palm Beach-Boca Raton	196,600	B
2S	245	Wheeling	5,000	
4S	101	Wichita	42,600	
2A	250	Wichita Falls, TX	12,500	B
4S	72	Wilkes Barre-Scranton	36,000	
2A	260	Williamsport, PA	5,300	
2S	78	Wilmington, DE	125,100	B
2A	212	Winchester, VA	10,300	
2S	116	Worcester	23,000	
2A	194	Yakima, WA	2,700	
4S	111	York	24,000	
2S	131	Youngstown-Warren	47,000	B

TYPE: 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

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.

Metro Survey Areas 12+ Hispanic Population

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	237	Abilene, TX	29,300	H
4S	80	Akron	10,800	
2A	240	Albany, GA	3,800	
4S	65	Albany-Schenectady-Troy	38,400	
4S	68	Albuquerque	339,400	H
2A	220	Alexandria, LA	4,700	
4S	70	Allentown-Bethlehem	92,000	H
2S	256	Altoona	1,300	
2A	167	Amarillo, TX	66,900	H
2S	169	Anchorage	19,400	
2C	153	Ann Arbor, MI	13,600	
2S	139	Appleton-Oshkosh	11,800	
2S	158	Asheville	14,100	
PPM	9	Atlanta	461,500	H
2S	146	Atlantic City-Cape May	43,900	H
2S	109	Augusta, GA	23,100	
2A	258	Augusta-Waterville, ME	1,500	
PPM	35	Austin	476,300	H
4S	77	Bakersfield	320,600	H
PPM	21	Baltimore	114,100	H
2S	217	Bangor	1,900	
4S	81	Baton Rouge	24,900	
2A	253	Battle Creek, MI	4,800	
2A	142	Beaumont-Port Arthur, TX	44,400	H
2A	274	Beckley, WV	1,100	
2A	211	Bend, OR	14,600	
2A	241	Billings, MT	5,500	
2S	145	Biloxi-Gulfport-Pascagoula	16,900	
2S	185	Binghamton	6,600	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	60	Birmingham	38,400	
2A	263	Bismarck, ND	1,600	
2S	231	Bloomington	6,800	
2A	267	Bluefield, WV	800	
2S	100	Boise	59,200	H
PPM	10	Boston	393,600	H
2S	124	Bridgeport	71,500	H
2A	272	Brunswick, GA	4,100	
2A	193	Bryan-College Station, TX	45,500	H
4S	56	Buffalo-Niagara Falls	41,000	
2S	143	Burlington-Plattsburgh	7,300	
2S	136	Canton	5,700	
2A	201	Cape Cod, MA	4,800	
2A	273	Casper, WY	4,700	
2S	204	Cedar Rapids	5,100	
2A	210	Champaign, IL	9,800	
4S	79	Charleston, SC	30,400	
2S	187	Charleston, WV	2,500	
PPM	24	Charlotte-Gastonia-Rock Hill	176,100	H
4S	107	Chattanooga	16,400	
2A	271	Cheyenne, WY	10,200	H
PPM	3	Chicago	1,591,500	H
2A	200	Chico, CA	27,500	H
PPM	30	Cincinnati	47,900	
PPM	31	Cleveland	81,500	
4S	90	Colorado Springs	79,200	H
2A	233	Columbia, MO	4,800	
4S	87	Columbia, SC	29,400	
2S	178	Columbus, GA	15,700	

TYPE: 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

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*.



Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
PPM	37	Columbus, OH	57,000	
2S	176	Concord (Lakes Region)	3,600	
2S	110	Corpus Christi	272,300	H
PPM	5	Dallas-Ft. Worth	1,487,600	H
2A	196	Danbury, CT	26,000	
4S	64	Dayton	19,300	
2S	93	Daytona Beach	57,100	H
2A	266	Decatur, IL	2,000	
PPM	19	Denver-Boulder	503,500	H
4S	73	Des Moines	36,500	
PPM	12	Detroit	145,600	
2A	188	Dothan, AL	8,100	
2S	205	Duluth-Superior	3,100	
2A	236	Eau Claire, WI	2,600	
4S	74	El Paso	534,600	H
2A	223	Elmira-Corning, NY	3,700	
2S	174	Erie	7,800	
2S	150	Eugene-Springfield	21,800	
2S	163	Evansville	5,700	
2S	203	Fargo-Moorhead	4,900	
2A	129	Fayetteville (North West Arkansas)	54,100	H
2S	130	Fayetteville, NC	34,500	
2A	155	Flagstaff-Prescott, AZ	39,200	
2S	135	Flint	10,300	
2A	213	Florence, SC	4,000	
2A	246	Florence-Muscle Shoals, AL	3,000	
2C	192	Frederick, MD	15,300	
2S	148	Fredericksburg	23,200	
4S	67	Fresno	379,600	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	117	Ft. Collins-Greeley, CO	72,900	H
2S	61	Ft. Myers-Naples-Marco Island	173,600	H
2S	98	Ft. Pierce-Stuart-Vero Beach	67,900	H
2A	160	Ft. Smith, AR	21,000	
2A	184	Ft. Walton Beach-Destin, FL	14,700	
2S	113	Ft. Wayne	21,600	
2S	88	Gainesville-Ocala	57,000	H
2A	268	Grand Forks, ND-MN	3,200	
2A	251	Grand Island-Kearney-Hastings, NE	15,900	H
2A	248	Grand Junction, CO	15,800	
4S	69	Grand Rapids	63,600	
2S	185	Green Bay	14,200	
PPM	46	Greensboro-Winston-Salem-High Point	100,200	H
4S	85	Greenville-New Bern-Jacksonville	40,600	
4S	59	Greenville-Spartanburg	54,800	
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	9,900	
4S	82	Harrisburg-Lebanon-Carlisle	33,000	
2A	254	Harrisonburg, VA	10,500	
PPM	52	Hartford-New Britain-Middletown	143,800	H
4S	63	Honolulu	67,900	
2A	269	Hot Springs, AR	3,900	
PPM	6	Houston-Galveston	1,801,500	H
2S	39	Hudson Valley	295,800	H
2S	162	Huntington-Ashland	3,000	
4S	105	Huntsville	23,900	
PPM	40	Indianapolis	88,500	H
4S	126	Jackson, MS	9,800	
2A	270	Jackson, TN	2,800	
PPM	50	Jacksonville	87,800	H

TYPE: 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

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*.



Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	106	Johnson City-Kingsport-Bristol	9,200	
2A	226	Jonesboro, AR	5,300	
2A	234	Joplin, MO	8,000	
2S	183	Kalamazoo	8,800	
PPM	34	Kansas City	130,800	H
2A	141	Killeen-Temple, TX	68,400	H
4S	71	Knoxville	24,800	
2A	219	La Crosse, WI	3,600	
2S	229	Lafayette, IN	10,700	
2S	107	Lafayette, LA	16,100	
2A	221	Lake Charles, LA	4,700	
2S	95	Lakeland-Winter Haven	90,700	H
2S	112	Lancaster	38,000	
2S	127	Lansing-East Lansing	23,000	
2A	191	Laredo, TX	194,700	H
2A	207	Las Cruces, NM	113,200	H
PPM	32	Las Vegas	474,800	H
2A	242	LaSalle-Peru, IL	9,600	
2A	216	Laurel-Hattiesburg, MS	6,100	
2A	259	Lawton, OK	11,200	
2C	225	Lebanon-Hanover-White River Junction, NH-VT	3,400	
2S	102	Lexington-Fayette	24,100	
2A	228	Lima, OH	4,100	
2S	168	Lincoln	14,000	
4S	84	Little Rock	28,500	
PPM	2	Los Angeles	4,803,400	H
4S	54	Louisville	40,400	
2S	173	Lubbock	75,600	H
2A	239	Lufkin-Nacogdoches, TX	24,000	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	132	Macon	15,500	
4S	99	Madison	26,400	
2S	198	Manchester	10,500	
2S	57	McAllen-Brownsville-Harlingen	862,600	H
2A	208	Medford-Ashland, OR	18,500	H
2S	103	Melbourne-Titusville-Cocoa	40,400	
PPM	51	Memphis	56,800	
2A	179	Merced, CA	116,700	H
PPM	11	Miami-Ft. Lauderdale-Hollywood	1,891,600	H
PPM	41	Middlesex-Somerset-Union	303,500	H
PPM	38	Milwaukee-Racine	135,600	H
PPM	16	Minneapolis-St. Paul	143,300	H
4S	97	Mobile	16,900	
2S	118	Modesto	175,900	H
4S	53	Monmouth-Ocean	93,800	H
2A	243	Monroe, LA	2,800	
4S	83	Monterey-Salinas-Santa Cruz	261,200	H
2S	154	Montgomery	9,700	
2S	257	Montpelier-Barre-St. Johnsbury	1,800	
2A	171	Morgantown-Clarksburg-Fairmont, WV	4,100	
2C	119	Morristown, NJ	52,500	H
2A	215	Muncie-Marion, IN	4,200	
2A	235	Muskegon, MI	6,300	
2A	157	Myrtle Beach, SC	15,900	
PPM	45	Nashville	87,000	H
PPM	20	Nassau-Suffolk (Long Island)	395,600	H
2C	180	New Bedford-Fall River, MA	20,600	
2S	121	New Haven	53,100	H
2A	177	New London, CT	20,300	

TYPE: 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

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*.



Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
4S	47	New Orleans	90,900	H
PPM	1	New York	3,802,300	H
PPM	43	Norfolk-Virginia Beach-Newport News	81,000	
2A	170	Odessa-Midland, TX	111,500	H
4S	49	Oklahoma City	123,400	H
2A	222	Olean, NY	2,900	
4S	75	Omaha-Council Bluffs	61,200	
PPM	33	Orlando	474,600	H
2S	120	Oxnard-Ventura	223,900	H
2S	138	Palm Springs	156,100	H
2A	231	Panama City, FL	7,600	
2A	244	Parkersburg-Marietta, WV-OH	1,000	
2S	128	Pensacola	20,200	
2S	155	Peoria	9,500	
PPM	8	Philadelphia	358,100	H
PPM	14	Phoenix	927,300	H
PPM	25	Pittsburgh, PA	32,100	
2S	91	Portland, ME	9,800	
PPM	23	Portland, OR	254,800	H
2S	123	Portsmouth-Dover-Rochester	8,600	
2A	164	Poughkeepsie, NY	27,200	
PPM	44	Providence-Warwick-Pawtucket	140,300	H
2S	238	Pueblo	54,000	H
4S	15	Puerto Rico	*	
2S	151	Quad Cities (Davenport-Rock Island-Moline)	23,100	
PPM	42	Raleigh-Durham	139,100	H
2A	255	Rapid City, SD	3,800	
2A	134	Reading, PA	54,800	H
2A	227	Redding, CA	13,200	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	125	Reno	87,300	H
4S	55	Richmond	54,000	
PPM	26	Riverside-San Bernardino	1,003,400	H
2S	115	Roanoke-Lynchburg	12,600	
2A	224	Rochester, MN	6,300	
4S	58	Rochester, NY	57,300	
2S	159	Rockford	33,100	H
PPM	27	Sacramento	360,100	H
2A	189	Salina-Manhattan, KS	16,000	
2S	140	Salisbury-Ocean City	20,500	
PPM	29	Salt Lake City-Ogden-Provo	250,700	H
2A	265	San Angelo, TX	33,700	H
PPM	28	San Antonio	991,900	H
PPM	17	San Diego	849,600	H
PPM	4	San Francisco	1,446,000	H
PPM	36	San Jose	406,500	H
2A	172	San Luis Obispo, CA	49,400	H
2A	206	Santa Barbara, CA	53,300	H
2A	202	Santa Maria-Lompoc, CA	98,300	H
2S	122	Santa Rosa	100,200	H
2S	76	Sarasota-Bradenton	68,200	H
2S	152	Savannah	17,300	
PPM	13	Seattle-Tacoma	297,800	H
2A	264	Sheboygan, WI	4,800	
4S	133	Shreveport	12,700	
2A	262	Sioux City, IA	16,000	H
2S	181	South Bend	15,400	
4S	94	Spokane	23,100	
4S	92	Springfield, MA	87,100	H

TYPE: 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

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*.

*Ethnic populations unnecessary for Puerto Rico.



Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	137	Springfield, MO	10,500	
2A	218	St. Cloud, MN	4,300	
PPM	22	St. Louis	64,800	
2A	147	Stamford-Norwalk, CT	53,500	
2S	86	Stockton	217,900	H
2A	247	Sussex, NJ	8,500	
4S	89	Syracuse	21,000	
2S	161	Tallahassee	18,000	
PPM	18	Tampa-St. Petersburg-Clearwater	398,800	H
2S	209	Terre Haute	3,900	
2A	252	Texarkana, TX-AR	7,700	
4S	96	Toledo	27,900	
2S	199	Topeka	15,800	
2A	196	Traverse City-Petoskey, MI	4,500	
2S	149	Trenton	48,700	H
2A	182	Tri-Cities, WA (Richland-Kennewick-Pasco)	56,700	H
4S	62	Tucson	280,300	H
4S	66	Tulsa	64,000	
2A	190	Tupelo, MS	5,600	
2A	214	Tuscaloosa, AL	5,500	
2A	230	Twin Falls (Sun Valley), ID	30,900	H
2S	144	Tyler-Longview	55,500	H
2S	166	Utica-Rome	10,300	
2A	249	Valdosta, GA	7,300	
2S	114	Victor Valley	167,700	H
2S	104	Visalia-Tulare-Hanford	275,100	H
2A	194	Waco, TX	46,000	H
PPM	7	Washington, DC	672,900	H
2A	261	Watertown, NY	7,000	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	175	Wausau-Stevens Point, WI (Central WI)	5,600	
PPM	48	West Palm Beach-Boca Raton	233,800	H
2S	245	Wheeling	1,200	
4S	101	Wichita	54,100	H
2A	250	Wichita Falls, TX	19,100	
4S	72	Wilkes Barre-Scranton	49,900	
2A	260	Williamsport, PA	1,700	
2S	78	Wilmington, DE	46,700	
2A	212	Winchester, VA	11,600	
2S	116	Worcester	40,600	
2A	194	Yakima, WA	85,600	H
4S	111	York	25,400	
2S	131	Youngstown-Warren	11,900	

TYPE: 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

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*.



Television DMA Markets

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	18,181,300	7,461,030
Los Angeles	2	15,228,300	5,665,780
Chicago	3	8,183,300	3,534,080
Philadelphia	4	6,907,400	2,963,500
Dallas-Ft. Worth	5	6,146,700	2,655,290
San Francisco-Oak-San Jose	6	6,276,600	2,518,900
Boston (Manchester)	7	5,608,100	2,433,040
Washington, DC (Hagrstwn)	8	5,704,300	2,412,250
Atlanta	9	5,539,500	2,375,050
Houston	10	5,491,300	2,289,360
Detroit	11	4,135,000	1,856,400
Phoenix (Prescott)	12	4,359,900	1,855,310
Seattle-Tacoma	13	4,271,300	1,847,780
Tampa-St. Pete (Sarasota)	14	3,919,800	1,827,510
Minneapolis-St. Paul	15	3,897,900	1,748,070
Miami-Ft. Lauderdale	16	3,925,500	1,663,290
Denver	17	3,568,300	1,574,610
Orlando-Daytona Bch-Melbrn	18	3,362,600	1,490,380
Cleveland-Akron (Canton)	19	3,274,300	1,484,530
Sacramnto-Stkton-Modesto	20	3,483,000	1,387,950
St. Louis	21	2,714,800	1,254,530
Portland, OR	22	2,747,800	1,185,160
Pittsburgh	23	2,491,700	1,181,540
Raleigh-Durham (Fayetvll)	24	2,567,500	1,165,120
Charlotte	25	2,588,100	1,157,920
Indianapolis	26	2,487,800	1,096,650
Baltimore	27	2,538,100	1,095,240
San Diego	28	2,729,200	1,080,880
Nashville	29	2,313,300	1,043,440

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Hartford & New Haven	30	2,299,600	999,990
Kansas City	31	2,066,300	941,980
Columbus, OH	32	2,072,500	928,530
Salt Lake City	33	2,459,600	921,240
Milwaukee	34	1,965,500	916,590
Cincinnati	35	1,966,700	908,440
San Antonio	36	2,166,000	906,210
Greenvll-Spart-Ashevll-And	37	1,911,100	849,340
West Palm Beach-Ft. Pierce	38	1,742,500	809,640
Grand Rapids-Kalmzoo-B.Crk	39	1,687,300	734,480
Austin	40	1,711,300	733,390
Oklahoma City	41	1,575,000	730,020
Las Vegas	42	1,743,100	726,010
Harrisburg-Lncstr-Leb-York	43	1,694,200	725,340
Birmingham (Ann and Tusc)	44	1,605,500	719,200
Norfolk-Portsmth-Newpt Nws	45	1,647,700	718,930
Greensboro-H.Point-W.Salem	46	1,511,800	705,380
Albuquerque-Santa Fe	47	1,610,100	690,740
Jacksonville	48	1,527,100	675,650
Louisville	49	1,467,200	674,950
Memphis	50	1,522,900	672,390
New Orleans	51	1,458,400	652,180
Buffalo	52	1,385,000	634,280
Providence-New Bedford	53	1,388,700	614,880
Wilkes Barre-Scranton-Hztn	54	1,332,000	584,870
Fresno-Visalia	55	1,618,700	580,180
Little Rock-Pine Bluff	56	1,251,000	571,040
Richmond-Petersburg	57	1,277,400	559,980
Albany-Schenectady-Troy	58	1,212,800	548,560

Television DMA Markets *(continued)*

www.arbitron.com

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Mobile-Pensacola (Ft Walt)	59	1,212,800	541,060
Tulsa	60	1,161,200	526,580
Knoxville	61	1,168,000	525,620
Ft. Myers-Naples	62	1,103,800	517,920
Lexington	63	1,087,300	490,920
Dayton	64	1,026,600	480,430
Charleston-Huntington	65	993,100	457,600
Roanoke-Lynchburg	66	1,002,300	455,340
Wichita-Hutchinson Plus	67	1,007,600	454,040
Flint-Saginaw-Bay City	68	990,500	448,960
Honolulu	69	1,201,800	448,650
Green Bay-Appleton	70	968,400	448,490
Tucson (Sierra Vista)	71	1,000,300	442,950
Des Moines-Ames	72	947,800	434,500
Spokane	73	969,200	424,790
Omaha	74	919,500	421,960
Springfield, MO	75	928,200	419,450
Toledo	76	907,000	415,000
Columbia, SC	77	919,300	407,140
Rochester, NY	78	896,500	402,300
Huntsville-Decatur (Flor)	79	871,200	397,030
Portland-Auburn	80	865,900	395,010
Paducah-Cape Girard-Harsbg	81	849,600	390,490
Shreveport	82	858,100	388,400
Madison	83	837,800	385,690
Champaign&Sprngfld-Decatur	84	836,100	382,050
Syracuse	85	873,100	380,320
Harlingen-Wslco-Brnsvl-McA	86	1,042,600	369,240
Chattanooga	87	815,800	360,150

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Waco-Temple-Bryan	88	843,700	359,400
Colorado Springs-Pueblo	89	802,100	353,790
Cedar Rapids-Wtrlo-IWC&Dub	90	758,500	349,250
El Paso (Las Cruces)	91	864,800	344,480
Savannah	92	782,700	343,020
Baton Rouge	93	774,200	337,550
Jackson, MS	94	765,000	335,950
Charleston, SC	95	718,800	326,760
South Bend-Elkhart	96	746,000	322,750
Tri-Cities, TN-VA	97	700,100	321,460
Burlington-Plattsburgh	98	747,200	317,960
Greenville-N.Bern-Washngtn	99	693,200	312,470
Davenport-R.Island-Moline	100	657,000	308,220
Ft. Smith-Fay-Sprngdl-Rgrs	101	686,200	302,920
Myrtle Beach-Florence	102	644,500	292,080
Johnstown-Altoona-St Colge	103	664,200	291,490
Evansville	104	626,400	288,250
Lincoln & Hastings-Krny	105	613,300	282,510
Tallahassee-Thomasville	106	648,700	279,760
Reno	107	627,700	273,320
Tyler-Longview(Lfkn&Ncgd)	108	626,000	270,750
Ft. Wayne	109	600,200	267,680
Boise	110	621,600	267,470
Sioux Falls(Mitchell)	111	577,900	265,470
Augusta-Aiken	112	598,600	264,130
Youngstown	113	571,000	261,300
Springfield-Holyoke	114	607,300	257,130
Lansing	115	579,800	256,340
Fargo-Valley City	116	530,900	251,290

Television DMA Markets *(continued)*

www.arbitron.com

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Peoria-Bloomington	117	552,300	249,220
Macon	118	570,600	244,320
Traverse City-Cadillac	119	534,600	243,990
Montgomery-Selma	120	538,900	241,990
Eugene	121	540,800	240,480
Lafayette, LA	122	520,100	234,380
SantaBarbra-SanMar-SanLuOb	123	614,200	234,310
Yakima-Pasco-RchInd-Knnwck	124	576,100	233,630
Monterey-Salinas	125	637,500	230,880
Columbus, GA (Opelika, AL)	126	505,100	226,240
Bakersfield	127	630,200	225,730
La Crosse-Eau Claire	128	480,800	213,020
Corpus Christi	129	495,900	209,830
Amarillo	130	455,300	198,540
Wilmington	131	412,800	194,070
Chico-Redding	132	445,700	193,000
Columbus-Tupelo-W Pnt-Hstn	133	416,800	189,750
Topeka	134	400,400	181,830
Wausau-Rhineland	135	386,600	180,840
Rockford	136	402,600	180,010
Monroe-El Dorado	137	400,600	177,550
Columbia-Jefferson City	138	404,500	175,450
Duluth-Superior	139	368,600	172,410
Medford-Klamath Falls	140	373,900	171,500
Beaumont-Port Arthur	141	387,500	166,880
Salisbury	142	363,100	162,060
Lubbock	143	376,200	161,400
Wichita Falls & Lawton	144	361,200	159,780
Minot-Bsmrck-Dcknsn(Wlstn)	145	332,500	158,730

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Anchorage	146	379,000	158,120
Sioux City	147	343,700	157,910
Palm Springs	148	373,400	157,750
Erie	149	350,900	157,250
Odessa-Midland	150	367,900	155,910
Albany, GA	151	348,900	150,680
Joplin-Pittsburg	152	333,200	149,870
Rochestr-Mason City-Austin	153	310,300	145,690
Panama City	154	327,800	141,310
Terre Haute	155	325,600	140,170
Bangor	156	305,600	139,650
Wheeling-Steubenville	157	294,600	135,430
Bluefield-Beckley-Oak Hill	158	292,600	135,340
Binghamton	159	298,800	135,230
Biloxi-Gulfport	160	298,300	131,640
Sherman-Ada	161	282,100	128,200
Idaho Falls-Pocatillo(Jcksn)	162	302,700	126,150
Gainesville	163	285,900	125,160
Missoula	164	251,900	115,760
Abilene-Sweetwater	165	262,400	114,570
Yuma-El Centro	166	312,000	113,240
Hattiesburg-Laurel	167	250,200	112,360
Billings	168	239,500	111,680
Clarksburg-Weston	169	236,600	106,970
Quincy-Hannibal-Keokuk	170	231,000	104,700
Utica	171	240,800	104,520
Dothan	172	221,200	102,440
Rapid City	173	216,600	100,510
Elmira (Corning)	174	214,900	96,890

Ethnic Reports Available via CD Access

PPM Markets

The following PPM markets will have an ethnic (Black and/or Hispanic) SDS produced monthly.

Black

MKT CODE	MARKET	FREQUENCY
917	Atlanta	13
909	Baltimore	13
924	Charlotte-Gastonia-Rock Hill	13
903	Chicago	13
911	Cleveland	13
912	Dallas-Ft. Worth	13
906	Detroit	13
932	Greensboro-Winston Salem-High Point	13
913	Houston-Galveston	13
919	Indianapolis	13
927	Jacksonville	13
902	Los Angeles	13
925	Memphis	13
916	Miami-Ft. Lauderdale-Hollywood	13
901	New York	13
929	Norfolk-Virginia Beach-Newport News	13
904	Philadelphia	13
930	Raleigh-Durham	13
905	San Francisco	13
907	St. Louis	13
908	Washington, DC	13

Hispanic

MKT CODE	MARKET	FREQUENCY
835	Austin	13
852	Chicago	13
846	Dallas-Ft. Worth	13
784	Denver-Boulder	13
848	Houston-Galveston	13
831	Las Vegas	13
842	Los Angeles	13
827	Miami-Ft. Lauderdale-Hollywood	13
750	Nassau-Suffolk	13
819	New York	13
845	Orlando	13
864	Phoenix	13
809	Riverside-San Bernardino	13
878	Sacramento	13
814	San Antonio	13
859	San Diego	13
860	San Francisco	13
879	San Jose	13
742	Tampa-St. Petersburg-Clearwater	13
745	Washington, DC	13

MKT CODE (Market Code): Unique, numeric identifier for a market
FREQUENCY (FREQ): Number of survey periods per year

Ethnic Reports Available via CD Access *(continued)*

Diary Markets

The following Diary markets will have an ethnic (Black and/or Hispanic) SDS produced.

Eighteen Continuously Measured Diary markets will continue to have an Ethnic SDS produced bi-annually, based on the combination of two surveys: Winter and Spring or Summer and Fall.

Black

MKT CODE	MARKET	FREQUENCY
931	Baton Rouge	2
923	Birmingham	2
933	Charleston, SC	2
944	Columbia, SC	2
918	Dayton	2
945	Greenville-New Bern-Jacksonville	2
938	Jackson, MS	2
920	Louisville	2
948	Mobile	2
922	New Orleans	2
926	Richmond	2
951	Shreveport	2

Hispanic

MKT CODE	MARKET	FREQUENCY
781	Albuquerque	2
783	Bakersfield	2
850	El Paso	2
861	Fresno	2
862	Monterey-Salinas-Santa Cruz	2
865	Tucson	2

Nine Diary markets measured bi-annually have a Black SDS produced, based on the combination of two surveys: Fall and Spring or Spring and Fall.

Black

MKT CODE	MARKET	FREQUENCY
963	Albany, GA	2
952	Augusta, GA	2
961	Columbus, GA	2
954	Fayetteville, NC	2
962	Flint	2
955	Lafayette, LA	2
957	Macon	2
953	Montgomery	2
959	Savannah	2

Eight Continuously Measured Diary markets will continue to have a Black SDS produced annually, based on the combination of three surveys: Fall, Winter and Spring.

Black

MKT CODE	MARKET	FREQUENCY
935	Buffalo-Niagara Falls	1
936	Chattanooga	1
937	Greenville-Spartanburg	1
946	Huntsville	1
947	Little Rock	1
956	Oklahoma City	1
958	Rochester, NY	1
943	Toledo	1

One Continuously Measured Diary market will continue to have a Hispanic SDS produced annually, based on the combination of three surveys: Fall, Winter and Spring.

Hispanic

MKT CODE	MARKET	FREQUENCY
968	Oklahoma City	1

Fourteen Diary markets measured bi-annually will have a Hispanic SDS produced, based on the combination of two surveys: Fall and Spring or Spring and Fall.

Hispanic

MKT CODE	MARKET	FREQUENCY
747	Corpus Christi	2
749	Laredo, TX	2
970	Las Cruces, NM	2
849	McAllen-Brownsville-Harlingen	2
969	Merced, CA	2
966	Modesto	2
971	Odessa-Midland, TX	2
775	Oxnard-Ventura	2
965	Palm Springs	2
973	Pueblo	2
972	Santa Maria-Lompoc, CA	2
964	Stockton	2
967	Victor Valley	2
773	Visalia-Tulare-Hanford	2

MKT CODE (Market Code): Unique, numeric identifier for a market
FREQUENCY (FREQ): Number of survey periods per year

Custom Sports Reports

PPM Sports Reports reflect the audience of play-by-play radio broadcasts of Professional Football, Baseball, Hockey, and Basketball games in PPM markets. These reports offer a season-average AQH Rating and Cume audience for the most popular demo groups. Agencies and advertisers who subscribe to Arbitron's respondent level data will find a PDF report for each team on my.arbitron.com.

MARKET NAME	NFL FOOTBALL TEAM	MLB BASEBALL TEAM	NBA BASKETBALL TEAM	NHL HOCKEY TEAM
Atlanta	Atlanta Falcons	Atlanta Braves	Atlanta Hawks	
Baltimore	Baltimore Ravens	Baltimore Orioles		
Boston	New England Patriots	Boston Red Sox	Boston Celtics	Boston Bruins
Charlotte-Gastonia-Rock Hill	Carolina Panthers		Charlotte Bobcats	
Chicago	Chicago Bears	Chicago White Sox/Cubs	Chicago Bulls	Chicago Blackhawks
Cincinnati	Cincinnati Bengals	Cincinnati Reds		
Cleveland	Cleveland Browns	Cleveland Indians	Cleveland Cavaliers	
Columbus, OH				Columbus Blue Jackets
Dallas-Ft. Worth	Dallas Cowboys	Texas Rangers	Dallas Mavericks	Dallas Stars
Denver-Boulder	Denver Broncos	Colorado Rockies	Denver Nuggets	Colorado Avalanche
Detroit	Detroit Lions	Detroit Tigers	Detroit Pistons	Detroit Red Wings
Houston-Galveston	Houston Texans	Houston Astros	Houston Rockets	
Indianapolis	Indianapolis Colts		Indiana Pacers	
Jacksonville	Jacksonville Jaguars			
Kansas City	Kansas City Chiefs	Kansas City Royals		
Los Angeles		LA Dodgers/ LA Angels of Anaheim	LA Clippers/LA Lakers	LA Kings/ Anaheim Ducks
Memphis			Memphis Grizzlies	
Miami-Ft. Lauderdale-Hollywood	Miami Dolphins	Miami Marlins	Miami Heat	Florida Panthers
Milwaukee-Racine	Green Bay Packers	Milwaukee Brewers	Milwaukee Bucks	

MARKET NAME	NFL FOOTBALL TEAM	MLB BASEBALL TEAM	NBA BASKETBALL TEAM	NHL HOCKEY TEAM
Minneapolis-St. Paul	Minnesota Vikings	Minnesota Twins	Minnesota Timberwolves	Minnesota Wild
Nashville	Tennessee Titans			Nashville Predators
Nassau-Suffolk (Long Island)				New York Islanders
New York	NY Jets/NY Giants	NY Yankees/NY Mets	NY Knicks/ Brooklyn Nets	NY Rangers/NJ Devils
Orlando			Orlando Magic	
Philadelphia	Philadelphia Eagles	Philadelphia Phillies	Philadelphia 76ers	Philadelphia Flyers
Phoenix	Arizona Cardinals	Arizona Diamondbacks	Phoenix Suns	Phoenix Coyotes
Pittsburgh, PA	Pittsburgh Steelers	Pittsburgh Pirates		Pittsburgh Penguins
Portland, OR			Portland Trail Blazers	
Raleigh-Durham				Carolina Hurricanes
Sacramento			Sacramento Kings	
Salt Lake City-Ogden-Provo			Utah Jazz	
San Antonio			San Antonio Spurs	
San Diego	San Diego Chargers	San Diego Padres		
San Francisco	Oakland Raiders/SF 49ers	Oakland Athletics/SF Giants	Golden State Warriors	
San Jose				San Jose Sharks
Seattle-Tacoma	Seattle Seahawks	Seattle Mariners		
St. Louis	St. Louis Rams	St. Louis Cardinals		St. Louis Blues
Tampa-St. Petersburg-Clearwater	Tampa Bay Buccaneers	Tampa Bay Rays		Tampa Bay Lightning
Washington, DC	Washington Redskins	Washington Nationals	Washington Wizards	Washington Capitals

2013-2014 Pro Basketball Full Season Report: 5/30/14
 2013-2014 Pro Hockey Full Season Report: 6/30/14

2014 Pro Baseball Full Season Report: 11/26/14
 2014 Pro Football Full Season Report: 2/27/15

NFL, MLB, NBA, and NHL team names are registered trademarks of the teams indicated.