

# Market Survey Schedule & Population Rankings

## Diary Survey Schedule 2010-2011

Winter 2010	Jan. 7 - March 31
Spring 2010	April 1 - June 23
Summer 2010	June 24 - Sept. 15
Fall 2010	Sept. 16 - Dec. 8
Winter 2011	Jan. 6 - March 30
Spring 2011	March 31 - June 22
Summer 2011	June 23 - Sept. 14
Fall 2011	Sept. 15 - Dec. 7

## PPM Survey Schedule 2009-2011

Holiday 2009	Dec. 10 - Jan. 6
January 2010	Jan. 7 - Feb. 3
February 2010	Feb. 4 - March 3
March 2010	March 4 - March 31
April 2010	April 1 - April 28
May 2010	April 29 - May 26
June 2010	May 27 - June 23
July 2010	June 24 - July 21
August 2010	July 22 - Aug. 18
September 2010	Aug. 19 - Sept. 15
October 2010	Sept. 16 - Oct. 13
November 2010	Oct. 14 - Nov. 10
December 2010	Nov. 11 - Dec. 8
Holiday 2010	Dec. 9 - Jan. 5

## Contents

2010 Market Survey Schedule: All Markets .....	2
2010 Market Survey Schedule: PPM™ Surveyed Markets .....	6
Ethnic Reports Available via CD Access .....	7
Custom Survey Area Reports.....	7
Metro Survey Area Rankings and Population.....	8
Total Survey Area Population .....	12
Top 25 Metro Survey Areas Based on 12+ Black Population.....	16
Top 25 Metro Survey Areas Based on 12+ Hispanic Population .....	16
Proportionality Indices: Diary Measurement.....	17
Response Rates: Diary Measurement.....	17
2009-2010 Top 100 Television DMA® Markets.....	18

These population estimates are based upon Census 2000 counts updated and projected to January 1, 2010, 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 Spring 2010 market definitions.

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

## 2010 Market Survey Schedule: All Markets

RANK	MARKET	FREQ	TYPE	DST
243	Abilene, TX	2	2A	H
76	Akron	4	4S	B
263	Albany, GA	2	2A	B
63	Albany-Schenectady-Troy	4	4S	
68	Albuquerque	4	4S	H
225	Alexandria, LA	2	2A	B
69	Allentown-Bethlehem	4	4S	H
264	Altoona	2	2S	
192	Amarillo, TX	2	2A	H
173	Anchorage	2	2S	
152	Ann Arbor	2	2S	B
135	Appleton-Oshkosh	2	2S	
159	Asheville	2	2S	
7	Atlanta	4	PPM	BH
141	Atlantic City-Cape May	2	2S	BH
109	Augusta, GA	2	2S	B
266	Augusta-Waterville, ME	2	2A	
38	Austin	4	4S	BH
75	Bakersfield	4	4S	H
22	Baltimore	4	PPM	B
224	Bangor	2	2S	
79	Baton Rouge	4	4S	B
260	Battle Creek, MI	2	2A	B
138	Beaumont-Port Arthur, TX	2	2A	BH
287	Beckley, WV	2	2A	
205	Bend, OR	2	2A	
256	Billings, MT	2	2A	

RANK	MARKET	FREQ	TYPE	DST
155	Biloxi-Gulfport-Pascagoula	2	2S	B
183	Binghamton	2	2S	
57	Birmingham	4	4S	B
275	Bismarck, ND	2	2A	
240	Bloomington	2	2S	
277	Bluefield, WV	2	2A	
100	Boise	2	2S	H
10	Boston	4	PPM	BH
207	Bowling Green, KY	2	2A	
123	Bridgeport	2	2S	BH
290	Brunswick, GA	2	2A	B
234	Bryan-College Station, TX	2	2A	BH
53	Buffalo-Niagara Falls	4	4S	B
140	Burlington-Plattsburgh	2	2S	
130	Canton	2	2S	
196	Cape Cod, MA	2	2A	
291	Casper, WY	2	2A	
210	Cedar Rapids	2	2S	
217	Champaign, IL	2	2A	B
83	Charleston, SC	4	4S	B
185	Charleston, WV	2	2S	
24	Charlotte-Gastonia-Rock Hill	4	4S	BH
230	Charlottesville, VA	2	2A	B
106	Chattanooga	4	4S	B
286	Cheyenne, WY	2	2A	H
3	Chicago	4	PPM	BH
199	Chico, CA	2	2A	H

RANK	MARKET	FREQ	TYPE	DST
28	Cincinnati	4	PPM	B
29	Cleveland	4	PPM	B
93	Colorado Springs	4	4S	H
245	Columbia, MO	2	2A	
89	Columbia, SC	4	4S	B
189	Columbus, GA	2	2S	B
36	Columbus, OH	4	4S	B
268	Columbus-Starkville-West Point, MS	2	2A	B
172	Concord (Lakes Region)	2	2S	
137	Corpus Christi	2	2S	H
5	Dallas-Ft. Worth	4	PPM	BH
201	Danbury, CT	2	2A	H
61	Dayton	4	4S	B
87	Daytona Beach	2	2S	BH
276	Decatur, IL	2	2A	B
20	Denver-Boulder	4	PPM	BH
90	Des Moines	4	4S	
11	Detroit	4	PPM	B
191	Dothan, AL	2	2A	B
241	Dubuque, IA	2	2A	
212	Duluth-Superior	2	2S	
242	Eau Claire, WI	2	2A	
74	El Paso	4	4S	H
228	Elmira-Corning, NY	2	2A	
169	Erie	2	2S	
146	Eugene-Springfield	2	2S	
163	Evansville	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

## 2010 Market Survey Schedule: All Markets (continued)

RANK	MARKET	FREQ	TYPE	DST
215	Fargo-Moorhead	2	2S	
132	Fayetteville (North West Arkansas)	2	2A	H
127	Fayetteville, NC	2	2S	B
144	Flagstaff-Prescott, AZ	2	2A	H
128	Flint	2	2S	B
218	Florence, SC	2	2A	B
254	Florence-Muscle Shoals, AL	2	2A	B
202	Frederick, MD	2	2C	
153	Fredericksburg	2	2S	B
66	Fresno	4	4S	H
120	Ft. Collins-Greeley, CO	2	2A	H
62	Ft. Myers-Naples-Marco Island	2	2S	H
96	Ft. Pierce-Stuart-Vero Beach	2	2S	BH
175	Ft. Smith, AR	2	2A	
187	Ft. Walton Beach-Destin, FL	2	2S	
108	Ft. Wayne	2	2S	
81	Gainesville-Ocala	4	4S	B
283	Grand Forks, ND-MN	2	2A	
261	Grand Island-Kearney, NE	2	2A	H
252	Grand Junction, CO	2	2A	H
67	Grand Rapids	4	4S	
188	Green Bay	2	2S	
45	Greensboro-Winston-Salem-High Point	4	4S	BH
86	Greenville-New Bern-Jacksonville	4	4S	B
58	Greenville-Spartanburg	4	4S	B

RANK	MARKET	FREQ	TYPE	DST
166	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	2A	
78	Harrisburg-Lebanon-Carlisle	4	4S	
267	Harrisonburg, VA	2	2A	
50	Hartford-New Britain-Middletown	4	4S	BH
213	Hilton Head, SC	2	2A	B
64	Honolulu	4	4S	
282	Hot Springs, AR	2	2A	
6	Houston-Galveston	4	PPM	BH
159	Huntington-Ashland	2	2S	
107	Huntsville	4	4S	B
39	Indianapolis	4	4S	B
122	Jackson, MS	4	4S	B
284	Jackson, TN	2	2A	B
46	Jacksonville	4	4S	B
102	Johnson City-Kingsport-Bristol	4	4S	
285	Jonesboro, AR	2	2A	B
237	Joplin, MO	2	2A	
186	Kalamazoo	2	2S	B
257	Kalispell-Flathead Valley, MT	2	2A	
32	Kansas City	4	PPM	BH
151	Killeen-Temple, TX	2	2A	BH
71	Knoxville	4	4S	
227	La Crosse, WI	2	2A	
238	Lafayette, IN	2	2S	
105	Lafayette, LA	2	2S	B
232	Lake Charles, LA	2	2A	B

RANK	MARKET	FREQ	TYPE	DST
94	Lakeland-Winter Haven	2	2S	BH
112	Lancaster	2	2S	
125	Lansing-East Lansing	4	4S	
206	Laredo, TX	2	2A	H
220	Las Cruces, NM	2	2A	H
33	Las Vegas	4	PPM	BH
246	LaSalle-Peru, IL	2	2A	
223	Laurel-Hattiesburg, MS	2	2A	B
279	Lawton, OK	2	2A	B
184	Lebanon-Rutland-White River Junction	2	2S	
278	Lewiston-Auburn, ME	2	2A	
103	Lexington-Fayette	2	2S	
251	Lima, OH	2	2A	
171	Lincoln	2	2S	
85	Little Rock	4	4S	B
2	Los Angeles	4	PPM	BH
54	Louisville	4	4S	B
180	Lubbock	2	2S	H
249	Lufkin-Nacogdoches, TX	2	2A	BH
156	Macon	2	2S	B
99	Madison	4	4S	
194	Manchester	2	2S	
270	Mankato-New Ulm-St. Peter, MN	2	2A	
288	Mason City, IA	2	2A	
59	McAllen-Brownsville-Harlingen	2	2S	H
208	Medford-Ashland, OR	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

## 2010 Market Survey Schedule: All Markets (continued)

RANK	MARKET	FREQ	TYPE	DST
97	Melbourne-Titusville-Cocoa	2	2S	B
49	Memphis	4	4S	B
181	Merced, CA	2	2A	H
289	Meridian, MS	2	2A	B
12	Miami-Ft. Lauderdale-Hollywood	4	PPM	BH
40	Middlesex-Somerset-Union	4	PPM	BH
37	Milwaukee-Racine	4	4S	BH
16	Minneapolis-St. Paul	4	PPM	B
95	Mobile	4	4S	B
111	Modesto	2	2S	H
51	Monmouth-Ocean	2	2S	H
255	Monroe, LA	2	2A	B
80	Monterey-Salinas-Santa Cruz	4	4S	H
154	Montgomery	2	2S	B
265	Montpelier-Barre-St. Johnsbury	2	2S	
176	Morgantown-Clarksburg-Fairmont, WV	2	2A	
115	Morristown, NJ	2	2C	H
215	Muncie-Marion, IN	2	2A	
236	Muskegon, MI	2	2A	B
157	Myrtle Beach, SC	2	2A	B
44	Nashville	4	4S	B
18	Nassau-Suffolk (Long Island)	4	PPM	BH
178	New Bedford-Fall River, MA	2	2C	
116	New Haven	2	2S	BH
177	New London, CT	2	2A	
52	New Orleans	4	4S	B
1	New York	4	PPM	BH

RANK	MARKET	FREQ	TYPE	DST
139	Newburgh-Middletown, NY (Mid Hudson Valley)	2	2A	BH
43	Norfolk-Virginia Beach-Newport News	4	4S	B
182	Odessa-Midland, TX	2	2A	H
48	Oklahoma City	4	4S	BH
226	Olean, NY	2	2A	
72	Omaha-Council Bluffs	4	4S	
34	Orlando	4	4S	BH
118	Oxnard-Ventura	2	2S	H
129	Palm Springs	2	2S	H
239	Panama City, FL	2	2A	B
250	Parkersburg-Marietta, WV-OH	2	2A	
124	Pensacola	2	2S	B
150	Peoria	2	2S	
8	Philadelphia	4	PPM	BH
15	Phoenix	4	PPM	BH
25	Pittsburgh, PA	4	PPM	B
167	Portland, ME	2	2S	
23	Portland, OR	4	PPM	H
117	Portsmouth-Dover-Rochester	2	2S	
165	Poughkeepsie, NY	2	2A	B
41	Providence-Warwick-Pawtucket	4	4S	H
244	Pueblo	2	2S	H
14	Puerto Rico	4	4S	
147	Quad Cities (Davenport-Rock Island-Moline)	2	2S	
42	Raleigh-Durham	4	4S	BH

RANK	MARKET	FREQ	TYPE	DST
269	Rapid City, SD	2	2A	
131	Reading, PA	2	2A	H
229	Redding, CA	2	2A	
121	Reno	2	2S	H
55	Richmond	4	4S	B
26	Riverside-San Bernardino	4	PPM	BH
113	Roanoke-Lynchburg	2	2S	B
233	Rochester, MN	2	2A	
56	Rochester, NY	4	4S	B
149	Rockford	2	2S	BH
203	Rocky Mount-Wilson, NC	2	2A	B
27	Sacramento	4	PPM	BH
134	Saginaw-Bay City-Midland	2	2S	B
194	Salina-Manhattan, KS	2	2A	
142	Salisbury-Ocean City	2	2S	B
30	Salt Lake City-Ogden-Provo	4	PPM	H
281	San Angelo, TX	2	2A	H
31	San Antonio	4	PPM	BH
17	San Diego	4	PPM	BH
4	San Francisco	4	PPM	BH
35	San Jose	4	PPM	H
170	San Luis Obispo, CA	2	2A	H
214	Santa Barbara, CA	2	2S	H
209	Santa Maria-Lompoc, CA	2	2A	H
119	Santa Rosa	2	2S	H
73	Sarasota-Bradenton	2	2S	
157	Savannah	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

## 2010 Market Survey Schedule: All Markets (continued)

RANK	MARKET	FREQ	TYPE	DST
13	Seattle-Tacoma	4	PPM	BH
280	Sebring, FL	2	2A	H
273	Sheboygan, WI	2	2A	
133	Shreveport	4	4S	B
272	Sioux City, IA	2	2A	H
179	South Bend	2	2S	B
91	Spokane	4	4S	
88	Springfield, MA	4	4S	H
136	Springfield, MO	2	2S	
218	St. Cloud, MN	2	2A	
21	St. Louis	4	PPM	B
148	Stamford-Norwalk, CT	2	2A	H
82	Stockton	2	2S	H
221	Sunbury-Selinsgrove-Lewisburg, PA	2	2A	
248	Sussex, NJ	2	2A	
84	Syracuse	4	4S	
161	Tallahassee	2	2S	B
19	Tampa-St. Petersburg-Clearwater	4	PPM	BH
211	Terre Haute	2	2S	
258	Texarkana, TX-AR	2	2A	B
92	Toledo	4	4S	B
198	Topeka	2	2S	
197	Traverse City-Petoskey, MI	2	2A	
143	Trenton	2	2S	BH
193	Tri-Cities, WA (Richland-Kennewick-Pasco)	2	2A	H

RANK	MARKET	FREQ	TYPE	DST
60	Tucson	4	4S	H
65	Tulsa	4	4S	
190	Tupelo, MS	2	2A	B
231	Tuscaloosa, AL	2	2A	B
235	Twin Falls (Sun Valley), ID	2	2A	H
145	Tyler-Longview	2	2S	BH
164	Utica-Rome	2	2S	
262	Valdosta, GA	2	2A	B
110	Victor Valley	2	2S	H
101	Visalia-Tulare-Hanford	2	2S	H
200	Waco, TX	2	2A	BH
9	Washington, DC	4	PPM	BH
247	Waterloo-Cedar Falls	2	2S	
273	Watertown, NY	2	2A	
168	Wausau-Stevens Point, WI (Central WI)	2	2A	
174	Wenatchee, WA	2	2A	H
47	West Palm Beach-Boca Raton	4	4S	BH
253	Wheeling	2	2S	
98	Wichita	4	4S	
259	Wichita Falls, TX	2	2A	BH
70	Wilkes Barre-Scranton	4	4S	
271	Williamsport, PA	2	2A	
77	Wilmington, DE	2	2S	B
162	Wilmington, NC	2	2S	B
222	Winchester, VA	2	2A	
114	Worcester	2	2S	

RANK	MARKET	FREQ	TYPE	DST
204	Yakima, WA	2	2A	H
104	York	4	4S	
126	Youngstown-Warren	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

## 2010 Market Survey Schedule: PPM Surveyed Markets

RANK	MARKET	FREQ	TYPE	DST
1	New York	13	PPM	BH
2	Los Angeles	13	PPM	BH
3	Chicago	13	PPM	BH
4	San Francisco	13	PPM	BH
5	Dallas-Ft. Worth	13	PPM	BH
6	Houston-Galveston	13	PPM	BH
7	Atlanta	13	PPM	BH
8	Philadelphia	13	PPM	BH
9	Washington, DC	13	PPM	BH
10	Boston	13	PPM	BH
11	Detroit	13	PPM	B
12	Miami-Ft. Lauderdale-Hollywood	13	PPM	BH
13	Seattle-Tacoma	13	PPM	BH
15	Phoenix	13	PPM	H
16	Minneapolis-St. Paul	13	PPM	B
17	San Diego	13	PPM	BH
18	Nassau-Suffolk (Long Island)	13	PPM	BH
19	Tampa-St. Petersburg-Clearwater	13	PPM	BH
20	Denver-Boulder	13	PPM	BH
21	St. Louis	13	PPM	B
22	Baltimore	13	PPM	B
23	Portland, OR	13	PPM	H
25	Pittsburgh, PA	13	PPM	B
26	Riverside-San Bernardino	13	PPM	BH
27	Sacramento	13	PPM	BH
28	Cincinnati	13	PPM	B

RANK	MARKET	FREQ	TYPE	DST
29	Cleveland	13	PPM	B
30	Salt Lake City-Ogden-Provo	13	PPM	H
31	San Antonio	13	PPM	BH
32	Kansas City	13	PPM	BH
33	Las Vegas	13	PPM	BH
35	San Jose	13	PPM	H
40	Middlesex-Somerset-Union	13	PPM	BH

RANK	MARKET	FREQ	TYPE	DST
------	--------	------	------	-----

**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

## Ethnic Reports Available via CD Access

## Custom Survey Area Reports

CSAR updates can be found at  
[http://www.arbitron.com/radio\\_stations/csars.htm](http://www.arbitron.com/radio_stations/csars.htm)

### Black

#### WINTER/SPRING OR SUMMER/FALL

Baton Rouge	Jackson, MS
Birmingham	Jacksonville
Charleston, SC	Louisville
Charlotte-Gastonia-Rock Hill	Memphis
Columbia, SC	Mobile
Columbus, OH	Nashville
Dayton	New Orleans
Greensboro-Winston Salem-High Point	Norfolk-Virginia Beach- Newport News
Greenville-New Bern-Jacksonville	Raleigh-Durham
Indianapolis	Richmond
	Shreveport

#### FALL/WINTER/SPRING

Buffalo-Niagara Falls	Little Rock
Chattanooga	Milwaukee-Racine
Greenville-Spartanburg	Orlando
Huntsville	Toledo

#### 13 SURVEY PERIODS

Atlanta	Miami-Ft. Lauderdale-Hollywood
Baltimore	New York
Chicago	Philadelphia
Cleveland	St. Louis
Dallas-Ft. Worth	Washington, DC
Detroit	
Houston-Galveston	
Los Angeles	

### Hispanic

#### WINTER/SPRING AND SUMMER/FALL

Albuquerque	Monterey-Salinas-Santa Cruz
Austin	Orlando
Bakersfield	Tucson
El Paso	
Fresno	

#### FALL/SPRING OR SPRING/FALL

Corpus Christi	Oxnard-Ventura
Laredo, TX	Visalia-Tulare-Hanford
McAllen-Brownsville-Harlingen	

#### 13 SURVEY PERIODS

Chicago	Phoenix
Dallas-Ft. Worth	Riverside-San Bernardino
Denver-Boulder	Sacramento
Houston-Galveston	San Antonio
Las Vegas	San Diego
Los Angeles	San Francisco
Miami-Ft. Lauderdale-Hollywood	San Jose
New York	Washington, DC



## Metro Survey Area Rankings and Population

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
1	PPM	New York	15,669,500
2	PPM	Los Angeles	10,999,100
3	PPM	Chicago	7,862,200
4	PPM	San Francisco	6,145,800
5	PPM	Dallas-Ft. Worth	5,216,100
6	PPM	Houston-Galveston	4,815,700
7	PPM	Atlanta	4,413,800
8	PPM	Philadelphia	4,357,600
9	PPM	Washington, DC	4,279,900
10	PPM	Boston	3,977,400
11	PPM	Detroit	3,831,100
12	PPM	Miami-Ft. Lauderdale-Hollywood	3,580,000
13	PPM	Seattle-Tacoma	3,390,900
14	4S	Puerto Rico	3,344,200
15	PPM	Phoenix	3,300,300
16	PPM	Minneapolis-St. Paul	2,712,500
17	PPM	San Diego	2,578,900
18	PPM	Nassau-Suffolk (Long Island) <sup>1</sup>	(2,439,800)
19	PPM	Tampa-St. Petersburg-Clearwater	2,379,300
20	PPM	Denver-Boulder	2,336,100
21	PPM	St. Louis	2,308,100
22	PPM	Baltimore	2,261,000
23	PPM	Portland, OR	2,106,200
24	4S	Charlotte-Gastonia-Rock Hill	2,008,600
25	PPM	Pittsburgh, PA	1,979,400
		<b>TOTAL 1-25</b>	<b>105,853,700</b>

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
26	PPM	Riverside-San Bernardino	1,849,800
27	PPM	Sacramento	1,839,800
28	PPM	Cincinnati	1,790,300
29	PPM	Cleveland	1,763,700
30	PPM	Salt Lake City-Ogden-Provo	1,735,700
31	PPM	San Antonio	1,698,300
32	PPM	Kansas City	1,607,500
33	PPM	Las Vegas	1,574,100
34	4S	Orlando	1,523,100
35	PPM	San Jose <sup>2</sup>	(1,521,300)
36	4S	Columbus, OH	1,459,700
37	4S	Milwaukee-Racine	1,453,300
38	4S	Austin	1,412,100
39	4S	Indianapolis	1,388,800
40	PPM	Middlesex-Somerset-Union <sup>3</sup>	(1,386,500)
41	4S	Providence-Warwick-Pawtucket	1,365,700
42	4S	Raleigh-Durham	1,332,100
43	4S	Norfolk-Virginia Beach-Newport News	1,329,400
44	4S	Nashville	1,254,700
45	4S	Greensboro-Winston-Salem-High Point	1,190,400
46	4S	Jacksonville	1,144,400
47	4S	West Palm Beach-Boca Raton	1,112,500
48	4S	Oklahoma City	1,105,800
49	4S	Memphis	1,069,100
50	4S	Hartford-New Britain-Middletown	1,048,300
		<b>TOTAL 26-50</b>	<b>33,048,600</b>
		<b>TOTAL 1-50</b>	<b>138,902,300</b>

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
51	2S	Monmouth-Ocean <sup>4</sup>	(1,032,800)
52	4S	New Orleans	1,003,700
53	4S	Buffalo-Niagara Falls	968,000
54	4S	Louisville	960,600
55	4S	Richmond	944,900
56	4S	Rochester, NY	939,700
57	4S	Birmingham	891,000
58	4S	Greenville-Spartanburg	878,200
59	2S	McAllen-Brownsville-Harlingen	876,000
60	4S	Tucson	864,900
61	4S	Dayton	825,400
62	2S	Ft. Myers-Naples-Marco Island	824,200
63	4S	Albany-Schenectady-Troy	783,400
64	4S	Honolulu	769,200
65	4S	Tulsa	757,200
66	4S	Fresno	751,000
67	4S	Grand Rapids	717,900
68	4S	Albuquerque	706,300
69	4S	Allentown-Bethlehem	698,900
70	4S	Wilkes Barre-Scranton	680,100
71	4S	Knoxville	677,100
72	4S	Omaha-Council Bluffs	632,100
73	2S	Sarasota-Bradenton	624,300
74	4S	El Paso	602,100
75	4S	Bakersfield	600,500
76	4S	Akron	595,900
77	2S	Wilmington, DE	592,000
78	4S	Harrisburg-Lebanon-Carlisle	570,400
79	4S	Baton Rouge	565,800

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

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

<sup>2</sup> The San Jose Metro is embedded in the San Francisco Metro.

<sup>3</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

<sup>4</sup> Monmouth County (population 547,900) 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)*

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
80	4S	Monterey-Salinas-Santa Cruz	563,500
81	4S	Gainesville-Ocala	563,400
82	2S	Stockton	559,100
83	4S	Charleston, SC	554,900
84	4S	Syracuse	552,100
85	4S	Little Rock	546,700
86	4S	Greenville-New Bern-Jacksonville	534,000
87	2S	Daytona Beach	532,900
88	4S	Springfield, MA	531,100
89	4S	Columbia, SC	527,300
90	4S	Des Moines	523,900
91	4S	Spokane	516,500
92	4S	Toledo	510,600
93	4S	Colorado Springs	504,100
94	2S	Lakeland-Winter Haven	498,800
95	4S	Mobile	490,000
96	2S	Ft. Pierce-Stuart-Vero Beach	487,500
97	2S	Melbourne-Titusville-Cocoa	484,000
98	4S	Wichita	481,900
99	4S	Madison	479,700
100	2S	Boise	474,900
		<b>TOTAL 51-100</b>	<b>32,702,600</b>
		<b>TOTAL 1-100</b>	<b>171,604,900</b>

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
101	2S	Visalia-Tulare-Hanford	472,500
102	4S	Johnson City-Kingsport-Bristol	464,700
103	2S	Lexington-Fayette	460,800
104	4S	York	455,400
105	2S	Lafayette, LA	451,600
106	4S	Chattanooga	447,200
107	4S	Huntsville	441,900
108	2S	Ft. Wayne	435,700
109	2S	Augusta, GA	432,400
110	2S	Victor Valley	428,200
111	2S	Modesto	427,100
112	2S	Lancaster	423,700
113	2S	Roanoke-Lynchburg	422,600
114	2S	Worcester	418,100
115	2C	Morristown, NJ <sup>1</sup>	(415,300)
116	2S	New Haven	414,900
117	2S	Portsmouth-Dover-Rochester	413,800
118	2S	Oxnard-Ventura	410,100
119	2S	Santa Rosa <sup>2</sup>	(408,700)
120	2A	Ft. Collins-Greeley, CO	400,500
121	2S	Reno	397,400
122	4S	Jackson, MS	396,000
123	2S	Bridgeport	392,300
124	2S	Pensacola	391,100
125	4S	Lansing-East Lansing	387,000
126	2S	Youngstown-Warren	382,100
127	2S	Fayetteville, NC	362,700
128	2S	Flint	353,500

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
129	2S	Palm Springs	352,400
130	2S	Canton	348,300
131	2A	Reading, PA	345,100
132	2A	Fayetteville (North West Arkansas)	342,100
133	4S	Shreveport	336,100
134	2S	Saginaw-Bay City-Midland	330,700
135	2S	Appleton-Oshkosh	328,100
136	2S	Springfield, MO	327,300
137	2S	Corpus Christi	322,100
138	2A	Beaumont-Port Arthur, TX	321,900
139	2A	Newburgh-Middletown, NY (Mid Hudson Valley)	319,000
140	2S	Burlington-Plattsburgh	318,700
141	2S	Atlantic City-Cape May	313,100
142	2S	Salisbury-Ocean City	311,900
143	2S	Trenton	311,100
144	2A	Flagstaff-Prescott, AZ	308,900
145	2S	Tyler-Longview	307,800
146	2S	Eugene-Springfield	306,000
147	2S	Quad Cities (Davenport-Rock Island-Moline)	305,200
148	2A	Stamford-Norwalk, CT <sup>3</sup>	(301,900)
149	2S	Rockford	299,900
150	2S	Peoria	299,400
151	2A	Killeen-Temple, TX	299,000
152	2S	Ann Arbor	298,700
153	2S	Fredericksburg <sup>4</sup>	(298,600)
154	2S	Montgomery	294,900

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

<sup>1</sup> The Morristown Metro is embedded in the New York Metro.

<sup>2</sup> The Santa Rosa Metro is embedded in the San Francisco Metro.

<sup>3</sup> The Stamford-Norwalk Metro is embedded in the New York Metro.

<sup>4</sup> Stafford County (population 104,200) 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)

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
155	2S	Biloxi-Gulfport-Pascagoula	294,600
156	2S	Macon	286,300
157	2A	Myrtle Beach, SC	282,000
157	2S	Savannah	282,000
159	2S	Asheville	267,600
159	2S	Huntington-Ashland	267,600
161	2S	Tallahassee	262,500
162	2S	Wilmington, NC	262,100
163	2S	Evansville	258,100
164	2S	Utica-Rome	254,400
165	2A	Poughkeepsie, NY	253,300
166	2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	248,700
167	2S	Portland, ME	239,600
168	2A	Wausau-Stevens Point, WI (Central WI)	239,200
169	2S	Erie	238,600
170	2A	San Luis Obispo, CA	237,500
171	2S	Lincoln	236,400
172	2S	Concord (Lakes Region)	236,200
173	2S	Anchorage	235,900
174	2A	Wenatchee, WA	230,500
175	2A	Ft. Smith, AR	228,600
176	2A	Morgantown-Clarksburg-Fairmont, WV	227,600
177	2A	New London, CT	226,500
178	2C	New Bedford-Fall River, MA <sup>1</sup>	(222,900)
179	2S	South Bend	222,200
180	2S	Lubbock	221,900

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
181	2A	Merced, CA	219,700
182	2A	Odessa-Midland, TX	213,200
183	2S	Binghamton	213,100
184	2S	Lebanon-Rutland-White River Junction	212,000
185	2S	Charleston, WV	210,900
186	2S	Kalamazoo	209,300
187	2S	Ft. Walton Beach-Destin, FL	209,000
188	2S	Green Bay	206,900
189	2S	Columbus, GA	205,500
190	2A	Tupelo, MS	202,000
191	2A	Dothan, AL	201,100
192	2A	Amarillo, TX	198,400
193	2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	197,100
194	2S	Manchester <sup>2</sup>	(196,500)
194	2A	Salina-Manhattan, KS	196,500
196	2A	Cape Cod, MA	195,900
197	2A	Traverse City-Petoskey, MI	195,800
198	2S	Topeka	193,400
199	2A	Chico, CA	192,600
200	2A	Waco, TX	192,000
201	2A	Danbury, CT	191,300
202	2C	Frederick, MD <sup>3</sup>	(190,600)
203	2A	Rocky Mount-Wilson, NC	189,000
204	2A	Yakima, WA	188,500
205	2A	Bend, OR	185,200
206	2A	Laredo, TX	182,500
207	2A	Bowling Green, KY	179,000

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
208	2A	Medford-Ashland, OR	178,800
209	2A	Santa Maria-Lompoc, CA	177,800
210	2S	Cedar Rapids	176,700
211	2S	Terre Haute	176,100
212	2S	Duluth-Superior	175,300
213	2A	Hilton Head, SC	173,500
214	2S	Santa Barbara, CA	173,400
215	2S	Fargo-Moorhead	168,700
215	2A	Muncie-Marion, IN	168,700
217	2A	Champaign, IL	168,200
218	2A	Florence, SC	167,900
218	2A	St. Cloud, MN	167,900
220	2A	Las Cruces, NM	167,800
221	2A	Sunbury-Selinsgrove-Lewisburg, PA	166,000
222	2A	Winchester, VA	165,200
223	2A	Laurel-Hattiesburg, MS	163,300
224	2S	Bangor	163,100
225	2A	Alexandria, LA	163,000
226	2A	Olean, NY	162,900
227	2A	La Crosse, WI	158,400
228	2A	Elmira-Corning, NY	158,200
229	2A	Redding, CA	157,700
230	2A	Charlottesville, VA	155,400
231	2A	Tuscaloosa, AL	154,400
232	2A	Lake Charles, LA	154,300
233	2A	Rochester, MN	153,600
234	2A	Bryan-College Station, TX	149,800

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

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

<sup>2</sup> The M-Split portion of Rockingham County (population 50,300) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

<sup>3</sup> The Frederick Metro is embedded in the Washington, DC, Metro.

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

## Metro Survey Area Rankings and Population *(continued)*

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
235	2A	Twin Falls (Sun Valley), ID	146,200
236	2A	Muskegon, MI	146,100
237	2A	Joplin, MO	145,300
238	2S	Lafayette, IN	142,500
239	2A	Panama City, FL	142,200
240	2S	Bloomington	141,600
241	2A	Dubuque, IA	141,400
242	2A	Eau Claire, WI	138,000
243	2A	Abilene, TX	135,000
244	2S	Pueblo	134,600
245	2A	Columbia, MO	133,700
246	2A	LaSalle-Peru, IL	130,800
247	2S	Waterloo-Cedar Falls	129,900
248	2A	Sussex, NJ	129,500
249	2A	Lufkin-Nacogdoches, TX	129,200
250	2A	Parkersburg-Marietta, WV-OH	127,200
251	2A	Lima, OH	126,900
252	2A	Grand Junction, CO	125,800
253	2S	Wheeling	125,600
254	2A	Florence-Muscle Shoals, AL	125,000
255	2A	Monroe, LA	123,800
256	2A	Billings, MT	122,100
257	2A	Kalispell-Flathead Valley, MT	118,500
258	2A	Texarkana, TX-AR	116,200
259	2A	Wichita Falls, TX	115,200
260	2A	Battle Creek, MI	113,400
261	2A	Grand Island-Kearney, NE	113,200
262	2A	Valdosta, GA	112,600

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
263	2A	Albany, GA	108,000
264	2S	Altoona	107,500
265	2S	Montpelier-Barre-St. Johnsbury	107,100
266	2A	Augusta-Waterville, ME	105,900
267	2A	Harrisonburg, VA	104,900
268	2A	Columbus-Starkville-West Point, MS	103,000
269	2A	Rapid City, SD	102,900
270	2A	Mankato-New Ulm-St. Peter, MN	102,200
271	2A	Williamsport, PA	100,600
272	2A	Sioux City, IA	100,000
273	2A	Sheboygan, WI	99,000
273	2A	Watertown, NY	99,000
275	2A	Bismarck, ND	91,400
276	2A	Decatur, IL	91,300
277	2A	Bluefield, WV	91,200
278	2A	Lewiston-Auburn, ME	91,100
279	2A	Lawton, OK	89,300
280	2A	Sebring, FL	89,200
281	2A	San Angelo, TX	88,300
282	2A	Hot Springs, AR	84,700
283	2A	Grand Forks, ND-MN	83,400
284	2A	Jackson, TN	80,600
285	2A	Jonesboro, AR	79,000
286	2A	Cheyenne, WY	73,400
287	2A	Beckley, WV	68,900
288	2A	Mason City, IA	67,000
289	2A	Meridian, MS	64,500

RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
290	2A	Brunswick, GA	64,400
291	2A	Casper, WY	62,500
		<b>TOTAL 101-291</b>	<b>40,789,300</b>
		<b>TOTAL 1-291</b>	<b>212,394,200</b>

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

## Total Survey Area Population

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Abilene, TX	264,800
4S	Akron	1,171,900
2A	Albany, GA	498,300
4S	Albany-Schenectady-Troy	1,356,500
4S	Albuquerque	1,071,100
2A	Alexandria, LA	407,100
4S	Allentown-Bethlehem	972,200
2S	Altoona	520,300
2A	Amarillo, TX	342,600
2S	Anchorage	355,400
2S	Ann Arbor	298,700
2S	Appleton-Oshkosh	880,900
2S	Asheville	503,000
2S	Atlantic City-Cape May	550,300
2S	Augusta, GA	609,100
2A	Augusta-Waterville, ME	427,700
4S	Austin	1,903,300
4S	Bakersfield	600,500
2S	Bangor	333,100
4S	Baton Rouge	1,472,500
2A	Battle Creek, MI	113,400
2A	Beaumont-Port Arthur, TX	565,400
2A	Beckley, WV	277,200
2A	Bend, OR	185,200
2A	Billings, MT	201,500
2S	Biloxi-Gulfport-Pascagoula	506,200
2S	Binghamton	573,900

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Birmingham	1,752,500
2A	Bismarck, ND	203,800
2S	Bloomington	246,200
2A	Bluefield, WV	211,400
2S	Boise	707,300
2A	Bowling Green, KY	290,400
2S	Bridgeport	392,300
2A	Brunswick, GA	197,100
2A	Bryan-College Station, TX	254,000
4S	Buffalo-Niagara Falls	1,317,700
2S	Burlington-Plattsburgh	511,600
2S	Canton	438,900
2A	Cape Cod, MA	219,400
2A	Casper, WY	147,200
2S	Cedar Rapids	636,900
2A	Champaign, IL	490,000
4S	Charleston, SC	773,700
2S	Charleston, WV	526,100
4S	Charlotte-Gastonia-Rock Hill	2,776,900
2A	Charlottesville, VA	354,300
4S	Chattanooga	1,080,200
2A	Cheyenne, WY	124,000
2A	Chico, CA	438,800
4S	Colorado Springs	794,200
2A	Columbia, MO	601,800
4S	Columbia, SC	895,700
2S	Columbus, GA	576,300

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Columbus, OH	2,223,900
2A	Columbus-Starkville-West Point, MS	220,200
2S	Concord (Lakes Region)	291,000
2S	Corpus Christi	469,700
2A	Danbury, CT	191,300
4S	Dayton	1,272,000
2S	Daytona Beach	532,900
2A	Decatur, IL	179,900
4S	Des Moines	991,900
2A	Dothan, AL	503,800
2A	Dubuque, IA	216,800
2S	Duluth-Superior	362,600
2A	Eau Claire, WI	360,900
4S	El Paso	848,100
2A	Elmira-Corning, NY	276,200
2S	Erie	434,800
2S	Eugene-Springfield	666,900
2S	Evansville	706,600
2S	Fargo-Moorhead	442,300
2A	Fayetteville (North West Arkansas)	488,600
2S	Fayetteville, NC	892,800
2A	Flagstaff-Prescott, AZ	449,000
2S	Flint	629,200
2A	Florence, SC	512,900
2A	Florence-Muscle Shoals, AL	268,100
2C	Frederick, MD	315,200
2S	Fredericksburg	394,500

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
4S	Fresno	1,567,600
2A	Ft. Collins-Greeley, CO	400,500
2S	Ft. Myers-Naples-Marco Island	1,167,700
2S	Ft. Pierce-Stuart-Vero Beach	521,300
2A	Ft. Smith, AR	523,500
2S	Ft. Walton Beach-Destin, FL	337,700
2S	Ft. Wayne	851,600
4S	Gainesville-Ocala	989,500
2A	Grand Forks, ND-MN	149,800
2A	Grand Island-Kearney, NE	223,500
2A	Grand Junction, CO	286,800
4S	Grand Rapids	1,604,500
2S	Green Bay	806,800
4S	Greensboro-Winston-Salem-High Point	2,422,700
4S	Greenville-New Bern-Jacksonville	1,021,000
4S	Greenville-Spartanburg	1,973,200
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	408,300
4S	Harrisburg-Lebanon-Carlisle	1,598,600
2A	Harrisonburg, VA	302,400
4S	Hartford-New Britain-Middletown	2,768,900
2A	Hilton Head, SC	192,500
4S	Honolulu	955,200
2A	Hot Springs, AR	150,000
2S	Huntington-Ashland	590,000
4S	Huntsville	1,018,600
4S	Indianapolis	2,245,700

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Jackson, MS	798,300
2A	Jackson, TN	491,000
4S	Jacksonville	1,580,700
4S	Johnson City-Kingsport-Bristol	827,600
2A	Jonesboro, AR	333,800
2A	Joplin, MO	405,100
2S	Kalamazoo	662,400
2A	Kalispell-Flathead Valley, MT	128,400
2A	Killeen-Temple, TX	353,700
4S	Knoxville	1,381,100
2A	La Crosse, WI	199,400
2S	Lafayette, IN	352,500
2S	Lafayette, LA	631,000
2A	Lake Charles, LA	250,100
2S	Lakeland-Winter Haven	611,200
2S	Lancaster	902,300
4S	Lansing-East Lansing	824,300
2A	Laredo, TX	202,800
2A	Las Cruces, NM	178,800
2A	LaSalle-Peru, IL	141,600
2A	Laurel-Hattiesburg, MS	308,300
2A	Lawton, OK	212,200
2S	Lebanon-Rutland-White River Junction	313,600
2A	Lewiston-Auburn, ME	91,100
2S	Lexington-Fayette	892,100
2A	Lima, OH	336,700
2S	Lincoln	405,800

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Little Rock	1,097,200
4S	Louisville	1,417,000
2S	Lubbock	364,800
2A	Lufkin-Nacogdoches, TX	251,100
2S	Macon	602,200
4S	Madison	1,047,500
2S	Manchester	304,700
2A	Mankato-New Ulm-St. Peter, MN	216,800
2A	Mason City, IA	142,200
2S	McAllen-Brownsville-Harlingen	962,200
2A	Medford-Ashland, OR	291,700
2S	Melbourne-Titusville-Cocoa	484,000
4S	Memphis	1,644,500
2A	Merced, CA	219,700
2A	Meridian, MS	229,200
4S	Milwaukee-Racine	1,871,700
4S	Mobile	1,119,100
2S	Modesto	1,298,300
2S	Monmouth-Ocean	1,032,800
2A	Monroe, LA	404,000
4S	Monterey-Salinas-Santa Cruz	609,500
2S	Montgomery	761,800
2S	Montpelier-Barre-St. Johnsbury	287,300
2A	Morgantown-Clarksburg-Fairmont, WV	397,600
2C	Morristown, NJ	415,300
2A	Muncie-Marion, IN	190,600
2A	Muskegon, MI	210,100

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.

## Total Survey Area Population *(continued)*

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Myrtle Beach, SC	479,300
4S	Nashville	2,283,900
2C	New Bedford-Fall River, MA	222,900
2S	New Haven	766,600
2A	New London, CT	472,000
4S	New Orleans	1,869,900
2A	Newburgh-Middletown, NY (Mid Hudson Valley)	438,400
4S	Norfolk-Virginia Beach-Newport News	1,694,600
2A	Odessa-Midland, TX	340,300
4S	Oklahoma City	1,478,000
2A	Olean, NY	162,900
4S	Omaha-Council Bluffs	1,216,300
4S	Orlando	3,743,300
2S	Oxnard-Ventura	854,400
2S	Palm Springs	520,000
2A	Panama City, FL	319,800
2A	Parkersburg-Marietta, WV-OH	298,900
2S	Pensacola	763,800
2S	Peoria	577,200
2S	Portland, ME	856,300
2S	Portsmouth-Dover-Rochester	537,400
2A	Poughkeepsie, NY	797,100
4S	Providence-Warwick-Pawtucket	1,561,900
2S	Pueblo	211,600
4S	Puerto Rico	3,344,200

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Quad Cities (Davenport-Rock Island-Moline)	721,700
4S	Raleigh-Durham	2,871,500
2A	Rapid City, SD	233,900
2A	Reading, PA	345,100
2A	Redding, CA	263,400
2S	Reno	660,600
4S	Richmond	1,405,200
2S	Roanoke-Lynchburg	1,070,800
2A	Rochester, MN	432,300
4S	Rochester, NY	1,180,500
2S	Rockford	645,100
2A	Rocky Mount-Wilson, NC	457,400
2S	Saginaw-Bay City-Midland	1,155,900
2A	Salina-Manhattan, KS	223,300
2S	Salisbury-Ocean City	566,000
2A	San Angelo, TX	127,100
2A	San Luis Obispo, CA	415,300
2S	Santa Barbara, CA	351,200
2A	Santa Maria-Lompoc, CA	177,800
2S	Santa Rosa	465,000
2S	Sarasota-Bradenton	796,300
2S	Savannah	859,200
2A	Sebring, FL	89,200
2A	Sheboygan, WI	99,000
4S	Shreveport	912,600
2A	Sioux City, IA	279,100

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	South Bend	888,500
4S	Spokane	757,800
4S	Springfield, MA	725,900
2S	Springfield, MO	674,600
2A	St. Cloud, MN	445,000
2A	Stamford-Norwalk, CT	301,900
2S	Stockton	559,100
2A	Sunbury-Selinsgrove-Lewisburg, PA	243,200
2A	Sussex, NJ	183,400
4S	Syracuse	988,800
2S	Tallahassee	511,300
2S	Terre Haute	350,300
2A	Texarkana, TX-AR	288,300
4S	Toledo	967,300
2S	Topeka	536,300
2A	Traverse City-Petoskey, MI	474,700
2S	Trenton	422,300
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	428,500
4S	Tucson	1,312,000
4S	Tulsa	1,321,400
2A	Tupelo, MS	468,700
2A	Tuscaloosa, AL	335,000
2A	Twin Falls (Sun Valley), ID	146,200
2S	Tyler-Longview	858,800
2S	Utica-Rome	397,500
2A	Valdosta, GA	182,300

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	Victor Valley	428,200
2S	Visalia-Tulare-Hanford	472,500
2A	Waco, TX	651,900
2S	Waterloo-Cedar Falls	549,600
2A	Watertown, NY	216,800
2A	Wausau-Stevens Point, WI (Central WI)	553,600
2A	Wenatchee, WA	259,700
4S	West Palm Beach-Boca Raton	1,676,700
2S	Wheeling	278,500
4S	Wichita	710,900
2A	Wichita Falls, TX	332,100
4S	Wilkes Barre-Scranton	944,500
2A	Williamsport, PA	306,700
2S	Wilmington, DE	725,400
2S	Wilmington, NC	564,800
2A	Winchester, VA	398,800
2S	Worcester	542,000
2A	Yakima, WA	216,600
4S	York	1,299,600
2S	Youngstown-Warren	765,000

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION

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.



## Top 25 Metro Survey Areas Based on 12+ Black Population

TYPE	P12+ METRO RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION
PPM	1	New York	2,701,300
PPM	3	Chicago	1,380,400
PPM	7	Atlanta	1,372,200
PPM	9	Washington, DC	1,135,100
PPM	8	Philadelphia	879,200
PPM	11	Detroit	840,200
PPM	2	Los Angeles	816,200
PPM	6	Houston-Galveston	816,100
PPM	5	Dallas-Ft. Worth	747,000
PPM	12	Miami-Ft. Lauderdale-Hollywood	708,800
PPM	22	Baltimore	645,000
4S	49	Memphis	468,100
PPM	4	San Francisco	437,400
PPM	21	St. Louis	420,700
4S	24	Charlotte-Gastonia-Rock Hill	420,400
4S	43	Norfolk-Virginia Beach-Newport News	419,800
4S	52	New Orleans	347,800
PPM	29	Cleveland	336,100
4S	42	Raleigh-Durham	287,200
4S	55	Richmond	278,500
PPM	10	Boston	264,200
PPM	19	Tampa-St. Petersburg-Clearwater	257,800
4S	57	Birmingham	252,100
4S	45	Greensboro-Winston-Salem-High Point	246,800
4S	46	Jacksonville	244,400

## Top 25 Metro Survey Areas Based on 12+ Hispanic Population

TYPE	P12+ METRO RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION
PPM	2	Los Angeles	4,555,800
PPM	1	New York	3,326,900
PPM	12	Miami-Ft. Lauderdale-Hollywood	1,715,700
PPM	6	Houston-Galveston	1,534,200
PPM	3	Chicago	1,474,000
PPM	5	Dallas-Ft. Worth	1,352,500
PPM	4	San Francisco	1,264,600
PPM	15	Phoenix	935,600
PPM	31	San Antonio	863,600
PPM	26	Riverside-San Bernardino	845,400
2S	59	McAllen-Brownsville-Harlingen	759,000
PPM	17	San Diego	728,300
PPM	9	Washington, DC	525,300
4S	74	El Paso	487,300
PPM	20	Denver-Boulder	472,900
PPM	7	Atlanta	430,000
PPM	33	Las Vegas	413,500
4S	38	Austin	401,400
4S	34	Orlando	382,000
PPM	35	San Jose	365,000
4S	66	Fresno	348,600
PPM	19	Tampa-St. Petersburg-Clearwater	340,200
PPM	18	Nassau-Suffolk (Long Island)	314,100
PPM	27	Sacramento	310,000
PPM	10	Boston	302,100

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

## Proportionality Indices: Diary Measurement

SURVEY	BLACK	HISPANIC	M18-24
Winter 2006	96	92	72
Winter 2007	91	85	67
Winter 2008	90	80	63
Winter 2009	90	71	60
Spring 2006	93	90	68
Spring 2007	90	81	62
Spring 2008	90	76	62
Spring 2009	88	73	65
Summer 2006	96	90	75
Summer 2007	93	81	69
Summer 2008	94	73	65
Summer 2009	94	71	67
Fall 2006	92	84	61
Fall 2007	88	81	56
Fall 2008	89	72	55
Fall 2009	93	77	63

## Response Rates: Diary Measurement

SURVEY	2006	2007	2008	2009
Winter	30.5	27.8	29.5	30.4
Spring	30.4	29.2	29.6	29.4
Summer	28.7	28.1	28.4	30.1
Fall	30.5	28.3	29.3	30.7

## 2009-2010 Top 100 Television DMA Markets

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
1	New York	17,790,900	7,493,530
2	Los Angeles	14,819,200	5,659,170
3	Chicago	8,143,000	3,501,010
4	Philadelphia	6,648,600	2,955,190
5	Dallas-Ft. Worth	5,802,200	2,544,410
6	San Francisco-Oak-San Jose	6,052,600	2,503,400
7	Boston (Manchester)	5,412,600	2,410,180
8	Atlanta	5,455,100	2,387,520
9	Washington, DC (Hagrstwn)	5,225,500	2,335,040
10	Houston	5,027,100	2,123,460
11	Detroit	4,166,000	1,890,220
12	Phoenix (Prescott)	4,292,300	1,873,930
13	Seattle-Tacoma	4,054,600	1,833,990
14	Tampa-St. Pete (Sarasota)	3,745,000	1,805,810
15	Minneapolis-St. Paul	3,784,900	1,732,050
16	Denver	3,393,700	1,539,380
17	Miami-Ft. Lauderdale	3,645,600	1,538,090
18	Cleveland-Akron (Canton)	3,266,600	1,520,750
19	Orlando-Daytona Bch-Melbrn	3,181,600	1,455,620
20	Sacramnto-Stkton-Modesto	3,386,100	1,404,580
21	St. Louis	2,701,600	1,249,450
22	Portland, OR	2,664,000	1,188,770
23	Pittsburgh	2,447,700	1,154,950
24	Charlotte	2,476,300	1,147,910
25	Indianapolis	2,385,700	1,119,760
26	Raleigh-Durham (Fayetteville)	2,406,000	1,107,820
27	Baltimore	2,424,700	1,093,170
28	San Diego	2,578,900	1,073,390
29	Nashville	2,191,800	1,019,010

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
30	Hartford & New Haven	2,237,800	1,010,630
31	Salt Lake City	2,383,600	944,060
32	Kansas City	2,003,400	941,360
33	Cincinnati	1,976,800	918,670
34	Columbus, OH	1,917,300	904,030
35	Milwaukee	1,922,300	901,790
36	Greenvll-Spart-Ashevll-And	1,831,000	865,810
37	San Antonio	1,953,700	830,000
38	West Palm Beach-Ft. Pierce	1,633,800	776,080
39	Harrisburg-Lncstr-Leb-York	1,632,600	743,420
40	Birmingham (Ann and Tusc)	1,565,000	742,140
41	Grand Rapids-Kalmzoo-B.Crk	1,658,600	740,430
42	Las Vegas	1,618,900	721,780
43	Norfolk-Portsmth-Newpt Nws	1,590,400	709,880
44	Albuquerque-Santa Fe	1,554,600	694,040
45	Oklahoma City	1,478,700	694,030
46	Greensboro-H.Point-W.Salem	1,457,700	691,380
47	Jacksonville	1,477,700	679,120
48	Austin	1,535,900	678,730
49	Louisville	1,406,400	668,310
50	Memphis	1,462,100	667,660
51	New Orleans	1,428,500	633,930
52	Buffalo	1,369,400	633,220
53	Providence-New Bedford	1,365,700	619,610
54	Wilkes Barre-Scranton	1,303,500	593,480
55	Fresno-Visalia	1,567,600	579,180
56	Little Rock-Pine Bluff	1,206,700	564,490
57	Albany-Schenectady-Troy	1,191,500	554,070
58	Richmond-Petersburg	1,216,700	553,950

