

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

2012 Market Survey Frequency and Type	2
Metro Survey Area Rankings and Population	6
Total Survey Area Population	10
Metro Survey 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, 2011, 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 2012 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.

2012 Market Survey Frequency and Type

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
236	Abilene, TX	2	2A	H
78	Akron	4	4S	B
238	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
257	Altoona	2	2S	
166	Amarillo, TX	2	2A	H
167	Anchorage	2	2S	
138	Appleton-Oshkosh	2	2S	
159	Asheville	2	2S	
9	Atlanta	13	PPM	BH
144	Atlantic City-Cape May	2	2S	BH
109	Augusta, GA	2	2S	B
260	Augusta-Waterville, ME	2	2A	
37	Austin	13	PPM	BH
77	Bakersfield	4	4S	H
21	Baltimore	13	PPM	BH
217	Bangor	2	2S	
81	Baton Rouge	4	4S	B
254	Battle Creek, MI	2	2A	B
141	Beaumont-Port Arthur, TX	2	2A	BH
276	Beckley, WV	2	2A	
211	Bend, OR	2	2A	
247	Billings, MT	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
147	Biloxi-Gulfport-Pascagoula	2	2S	B
181	Binghamton	2	2S	
59	Birmingham	4	4S	B
267	Bismarck, ND	2	2A	
233	Bloomington	2	2S	
270	Bluefield, WV	2	2A	
101	Boise	2	2S	H
10	Boston	13	PPM	BH
125	Bridgeport	2	2S	BH
275	Brunswick, GA	2	2A	B
191	Bryan-College Station, TX	2	2A	BH
56	Buffalo-Niagara Falls	4	4S	B
142	Burlington-Plattsburgh	2	2S	
136	Canton	2	2S	
200	Cape Cod, MA	2	2A	
277	Casper, WY	2	2A	
206	Cedar Rapids	2	2S	
210	Champaign, IL	2	2A	B
82	Charleston, SC	4	4S	B
182	Charleston, WV	2	2S	
24	Charlotte-Gastonia-Rock Hill	13	PPM	BH
108	Chattanooga	4	4S	B
274	Cheyenne, WY	2	2A	H
3	Chicago	13	PPM	BH
201	Chico, CA	2	2A	H
29	Cincinnati	13	PPM	B

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
30	Cleveland	13	PPM	B
93	Colorado Springs	4	4S	H
235	Columbia, MO	2	2A	B
89	Columbia, SC	4	4S	B
185	Columbus, GA	2	2S	B
35	Columbus, OH	13	PPM	B
174	Concord (Lakes Region)	2	2S	
111	Corpus Christi	2	2S	H
5	Dallas-Ft. Worth	13	PPM	BH
202	Danbury, CT	2	2A	H
63	Dayton	4	4S	B
92	Daytona Beach	2	2S	BH
268	Decatur, IL	2	2A	B
20	Denver-Boulder	13	PPM	BH
73	Des Moines	4	4S	
11	Detroit	13	PPM	B
187	Dothan, AL	2	2A	B
205	Duluth-Superior	2	2S	
237	Eau Claire, WI	2	2A	
74	El Paso	4	4S	H
223	Elmira-Corning, NY	2	2A	
170	Erie	2	2S	
148	Eugene-Springfield	2	2S	
162	Evansville	2	2S	
204	Fargo-Moorhead	2	2S	
131	Fayetteville (North West Arkansas)	2	2A	H

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



2012 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
130	Fayetteville, NC	2	2S	B
153	Flagstaff-Prescott, AZ	2	2A	H
133	Flint	2	2S	B
212	Florence, SC	2	2A	B
246	Florence-Muscle Shoals, AL	2	2A	B
192	Frederick, MD	2	2C	B
149	Fredericksburg	2	2S	B
67	Fresno	4	4S	H
122	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
158	Ft. Smith, AR	2	2A	
189	Ft. Walton Beach-Destin, FL	2	2A	
113	Ft. Wayne	2	2S	
85	Gainesville-Ocala	4	4S	B
271	Grand Forks, ND-MN	2	2A	
255	Grand Island-Kearney, NE	2	2A	H
248	Grand Junction, CO	2	2A	H
69	Grand Rapids	4	4S	
188	Green Bay	2	2S	
46	Greensboro-Winston-Salem-High Point	13	PPM	BH
83	Greenville-New Bern-Jacksonville	4	4S	B
60	Greenville-Spartanburg	4	4S	B
165	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	2A	

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
80	Harrisburg-Lebanon-Carlisle	4	4S	
256	Harrisonburg, VA	2	2A	
52	Hartford-New Britain-Middletown	13	PPM	BH
64	Honolulu	4	4S	
272	Hot Springs, AR	2	2A	
6	Houston-Galveston	13	PPM	BH
39	Hudson Valley	2	2S	BH
160	Huntington-Ashland	2	2S	
106	Huntsville	4	4S	B
40	Indianapolis	13	PPM	BH
126	Jackson, MS	4	4S	B
273	Jackson, TN	2	2A	B
49	Jacksonville	13	PPM	BH
105	Johnson City-Kingsport-Bristol	4	4S	
228	Jonesboro, AR	2	2A	B
231	Joplin, MO	2	2A	
183	Kalamazoo	2	2S	B
250	Kalispell-Flathead Valley, MT	2	2A	
33	Kansas City	13	PPM	BH
145	Killeen-Temple, TX	2	2A	BH
72	Knoxville	4	4S	
222	La Crosse, WI	2	2A	
230	Lafayette, IN	2	2S	
109	Lafayette, LA	2	2S	B
224	Lake Charles, LA	2	2A	B
95	Lakeland-Winter Haven	2	2S	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
112	Lancaster	2	2S	
127	Lansing-East Lansing	2	2S	
195	Laredo, TX	2	2A	H
208	Las Cruces, NM	2	2A	H
32	Las Vegas	13	PPM	BH
242	LaSalle-Peru, IL	2	2A	
219	Laurel-Hattiesburg, MS	2	2A	B
262	Lawton, OK	2	2A	BH
184	Lebanon-Rutland-White River Junction	2	2S	
104	Lexington-Fayette	2	2S	B
226	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
175	Lubbock	2	2S	H
239	Lufkin-Nacogdoches, TX	2	2A	BH
132	Macon	2	2S	B
100	Madison	4	4S	
196	Manchester	2	2S	
261	Mankato-New Ulm-St. Peter, MN	2	2A	
58	McAllen-Brownsville-Harlingen	2	2S	H
208	Medford-Ashland, OR	2	2A	H
102	Melbourne-Titusville-Cocoa	2	2S	B
51	Memphis	13	PPM	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



2012 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
179	Merced, CA	2	2A	H
12	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
117	Modesto	2	2S	H
53	Monmouth-Ocean	4	4S	H
249	Monroe, LA	2	2A	B
86	Monterey-Salinas-Santa Cruz	4	4S	H
150	Montgomery	2	2S	B
258	Montpelier-Barre-St. Johnsbury	2	2S	
169	Morgantown-Clarksburg-Fairmont, WV	2	2A	
120	Morristown, NJ	2	2C	H
214	Muncie-Marion, IN	2	2A	
234	Muskegon, MI	2	2A	B
156	Myrtle Beach, SC	2	2A	B
45	Nashville	13	PPM	BH
19	Nassau-Suffolk (Long Island)	13	PPM	BH
177	New Bedford-Fall River, MA	2	2C	
116	New Haven	2	2S	BH
176	New London, CT	2	2A	
47	New Orleans	4	4S	BH
1	New York	13	PPM	BH
44	Norfolk-Virginia Beach-Newport News	13	PPM	B

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
178	Odessa-Midland, TX	2	2A	H
50	Oklahoma City	4	4S	BH
221	Olean, NY	2	2A	
75	Omaha-Council Bluffs	4	4S	
34	Orlando	13	PPM	BH
118	Oxnard-Ventura	2	2S	H
139	Palm Springs	2	2S	H
232	Panama City, FL	2	2A	B
244	Parkersburg-Marietta, WV-OH	2	2A	
128	Pensacola	2	2S	B
154	Peoria	2	2S	B
8	Philadelphia	13	PPM	BH
14	Phoenix	13	PPM	BH
25	Pittsburgh, PA	13	PPM	B
90	Portland, ME	2	2S	
23	Portland, OR	13	PPM	H
123	Portsmouth-Dover-Rochester	2	2S	
163	Poughkeepsie, NY	2	2A	BH
42	Providence-Warwick-Pawtucket	13	PPM	H
240	Pueblo	2	2S	H
15	Puerto Rico	4	4S	
152	Quad Cities (Davenport-Rock Island-Moline)	2	2S	
43	Raleigh-Durham	13	PPM	BH
259	Rapid City, SD	2	2A	
134	Reading, PA	2	2A	H

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
227	Redding, CA	2	2A	
124	Reno	2	2S	H
55	Richmond	4	4S	B
26	Riverside-San Bernardino	13	PPM	BH
114	Roanoke-Lynchburg	2	2S	B
225	Rochester, MN	2	2A	
57	Rochester, NY	4	4S	B
157	Rockford	2	2S	BH
27	Sacramento	13	PPM	BH
193	Salina-Manhattan, KS	2	2A	
140	Salisbury-Ocean City	2	2S	B
31	Salt Lake City-Ogden-Provo	13	PPM	H
269	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
171	San Luis Obispo, CA	2	2A	H
213	Santa Barbara, CA	2	2A	H
203	Santa Maria-Lompoc, CA	2	2A	H
121	Santa Rosa	2	2S	H
76	Sarasota-Bradenton	2	2S	H
155	Savannah	2	2S	B
13	Seattle-Tacoma	13	PPM	BH
265	Sheboygan, WI	2	2A	
135	Shreveport	4	4S	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



2012 Market Survey Frequency and Type (continued)

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
264	Sioux City, IA	2	2A	H
180	South Bend	2	2S	B
94	Spokane	4	4S	
91	Springfield, MA	4	4S	H
137	Springfield, MO	2	2S	
218	St. Cloud, MN	2	2A	
22	St. Louis	13	PPM	B
151	Stamford-Norwalk, CT	2	2A	H
88	Stockton	2	2S	H
245	Sussex, NJ	2	2A	
87	Syracuse	4	4S	
161	Tallahassee	2	2S	B
18	Tampa-St. Petersburg-Clearwater	13	PPM	BH
207	Terre Haute	2	2S	
253	Texarkana, TX-AR	2	2A	B
96	Toledo	4	4S	B
197	Topeka	2	2S	
199	Traverse City-Petoskey, MI	2	2A	
146	Trenton	2	2S	BH
186	Tri-Cities, WA (Richland-Kennewick-Pasco)	2	2A	H
62	Tucson	4	4S	H
66	Tulsa	4	4S	
190	Tupelo, MS	2	2A	B
216	Tuscaloosa, AL	2	2A	B
229	Twin Falls (Sun Valley), ID	2	2A	H
143	Tyler-Longview	2	2S	BH

METRO 12+ RANK	MARKET	FREQ	TYPE	DST
164	Utica-Rome	2	2S	
251	Valdosta, GA	2	2A	B
119	Victor Valley	2	2S	H
103	Visalia-Tulare-Hanford	2	2S	H
194	Waco, TX	2	2A	BH
7	Washington, DC	13	PPM	BH
241	Waterloo-Cedar Falls	2	2S	
266	Watertown, NY	2	2A	
172	Wausau-Stevens Point, WI (Central WI)	2	2A	
173	Wenatchee, WA	2	2A	H
48	West Palm Beach-Boca Raton	13	PPM	BH
243	Wheeling	2	2S	
99	Wichita	4	4S	H
252	Wichita Falls, TX	2	2A	BH
71	Wilkes Barre-Scranton	4	4S	
263	Williamsport, PA	2	2A	
79	Wilmington, DE	2	2S	B
215	Winchester, VA	2	2A	
115	Worcester	2	2S	
197	Yakima, WA	2	2A	H
107	York	4	4S	
129	Youngstown-Warren	2	2S	B

METRO 12+ 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



Metro Survey Area Rankings and Population

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
001	1	PPM	New York	15,694,200
003	2	PPM	Los Angeles	10,860,300
005	3	PPM	Chicago	7,819,200
009	4	PPM	San Francisco	6,131,500
024	5	PPM	Dallas-Ft. Worth	5,301,200
033	6	PPM	Houston-Galveston	5,025,800
015	7	PPM	Washington, DC	4,522,700
007	8	PPM	Philadelphia	4,493,700
047	9	PPM	Atlanta	4,322,100
013	10	PPM	Boston	4,021,100
011	11	PPM	Detroit	3,732,000
429	12	PPM	Miami-Ft. Lauderdale-Hollywood	3,670,900
039	13	PPM	Seattle-Tacoma	3,477,300
057	14	PPM	Phoenix	3,222,700
540	15	4S	Puerto Rico	3,193,000
027	16	PPM	Minneapolis-St. Paul	2,757,600
063	17	PPM	San Diego	2,648,300
087	18	PPM	Tampa-St. Petersburg-Clearwater	2,441,800
321	19	PPM	Nassau-Suffolk (Long Island) ¹	(2,423,700)
035	20	PPM	Denver-Boulder	2,362,700
021	21	PPM	Baltimore	2,317,700
017	22	PPM	St. Louis	2,310,500
051	23	PPM	Portland, OR	2,124,500
093	24	PPM	Charlotte-Gastonia-Rock Hill	2,058,800
023	25	PPM	Pittsburgh, PA	1,990,400
TOTAL 1-25				106,500,000

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
379	26	PPM	Riverside-San Bernardino	1,975,600
065	27	PPM	Sacramento	1,873,100
059	28	PPM	San Antonio	1,818,600
031	29	PPM	Cincinnati	1,760,700
019	30	PPM	Cleveland	1,758,800
101	31	PPM	Salt Lake City-Ogden-Provo	1,716,200
257	32	PPM	Las Vegas	1,682,100
041	33	PPM	Kansas City	1,640,300
131	34	PPM	Orlando	1,596,200
045	35	PPM	Columbus, OH	1,523,900
215	36	PPM	San Jose ²	(1,501,600)
135	37	PPM	Austin	1,476,900
043	38	PPM	Milwaukee-Racine	1,474,500
393	39	2S	Hudson Valley ³	(1,456,500)
049	40	PPM	Indianapolis	1,429,100
413	41	PPM	Middlesex-Somerset-Union ⁴	(1,420,300)
077	42	PPM	Providence-Warwick-Pawtucket	1,381,000
115	43	PPM	Raleigh-Durham	1,377,700
109	44	PPM	Norfolk-Virginia Beach-Newport News	1,358,100
073	45	PPM	Nashville	1,285,000
166	46	PPM	Greensboro-Winston-Salem-High Point	1,219,700
053	47	4S	New Orleans	1,193,300
299	48	PPM	West Palm Beach-Boca Raton	1,163,200
107	49	PPM	Jacksonville	1,156,700
083	50	4S	Oklahoma City	1,153,700
TOTAL 26-50				33,324,100
TOTAL 1-50				139,824,100

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
075	51	PPM	Memphis	1,104,200
061	52	PPM	Hartford-New Britain-Middletown	1,071,900
516	53	4S	Monmouth-Ocean ⁵	(1,029,300)
055	54	4S	Louisville	996,300
105	55	4S	Richmond	982,700
037	56	4S	Buffalo-Niagara Falls	977,200
079	57	4S	Rochester, NY	957,300
269	58	2S	McAllen-Brownsville-Harlingen	944,300
095	59	4S	Birmingham	903,200
191	60	4S	Greenville-Spartanburg	895,700
515	61	2S	Ft. Myers-Naples-Marco Island	848,200
207	62	4S	Tucson	845,900
067	63	4S	Dayton	828,300
099	64	4S	Honolulu	820,100
069	65	4S	Albany-Schenectady-Troy	800,200
103	66	4S	Tulsa	775,700
089	67	4S	Fresno	760,700
141	68	4S	Albuquerque	749,400
127	69	4S	Grand Rapids	721,200
145	70	4S	Allentown-Bethlehem	709,900
175	71	4S	Wilkes Barre-Scranton	700,500
121	72	4S	Knoxville	686,100
071	73	4S	Des Moines	663,900
161	74	4S	El Paso	661,400
085	75	4S	Omaha-Council Bluffs	659,400
373	76	2S	Sarasota-Bradenton	632,900

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 85,900), Rockland, NY (population 256,300) and Westchester, NY (population 804,600) 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 538,100) 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	620,100
081	78	4S	Akron	602,800
139	79	2S	Wilmington, DE	602,700
119	80	4S	Harrisburg-Lebanon-Carlisle	592,100
223	81	4S	Baton Rouge	589,600
231	82	4S	Charleston, SC	575,600
361	83	4S	Greenville-New Bern-Jacksonville	574,900
123	84	4S	Little Rock	573,200
550	85	4S	Gainesville-Ocala	569,000
283	86	4S	Monterey-Salinas-Santa Cruz	568,100
091	87	4S	Syracuse	567,800
291	88	2S	Stockton	565,800
183	89	4S	Columbia, SC	561,400
197	90	2S	Portland, ME	543,600
117	91	4S	Springfield, MA	536,900
341	92	2S	Daytona Beach	528,100
233	93	4S	Colorado Springs	527,500
177	94	4S	Spokane	526,900
311	95	2S	Lakeland-Winter Haven	520,100
097	96	4S	Toledo	513,200
133	97	4S	Mobile	508,800
517	98	2S	Ft. Pierce-Stuart-Vero Beach	503,200
125	99	4S	Wichita	496,800
171	100	4S	Madison	493,100
			TOTAL 51-100	34,449,100
			TOTAL 1-100	174,273,200

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
229	101	2S	Boise	487,600
331	102	2S	Melbourne-Titusville-Cocoa	483,100
293	103	2S	Visalia-Tulare-Hanford	479,300
259	104	2S	Lexington-Fayette	479,200
345	105	4S	Johnson City-Kingsport-Bristol	469,500
327	106	4S	Huntsville	466,200
301	107	4S	York	463,500
181	108	4S	Chattanooga	457,100
305	109	2S	Augusta, GA	456,400
253	109	2S	Lafayette, LA	456,400
155	111	2S	Corpus Christi	451,900
255	112	2S	Lancaster	440,800
165	113	2S	Ft. Wayne	438,700
277	114	2S	Roanoke-Lynchburg	435,900
113	115	2S	Worcester	432,500
062	116	2S	New Haven	428,600
343	117	2S	Modesto	424,900
594	118	2S	Oxnard-Ventura	423,300
419	119	2S	Victor Valley	421,400
565	120	2C	Morristown, NJ ¹	(420,000)
574	121	2S	Santa Rosa ²	(418,100)
590	122	2A	Ft. Collins-Greeley, CO	415,200
247	123	2S	Portsmouth-Dover-Rochester	414,000
275	124	2S	Reno	410,400
337	125	2S	Bridgeport	405,100
169	126	4S	Jackson, MS	403,700

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
195	127	2S	Lansing-East Lansing	398,700
317	128	2S	Pensacola	387,700
129	129	2S	Youngstown-Warren	383,100
359	130	2S	Fayetteville, NC	376,500
503	131	2A	Fayetteville (North West Arkansas)	374,500
265	132	2S	Macon	368,000
163	133	2S	Flint	354,000
273	134	2A	Reading, PA	352,100
111	135	4S	Shreveport	344,500
082	136	2S	Canton	344,200
203	137	2S	Springfield, MO	337,000
303	138	2S	Appleton-Oshkosh	335,900
592	139	2S	Palm Springs	330,600
271	140	2S	Salisbury-Ocean City	330,400
149	141	2A	Beaumont-Port Arthur, TX	328,300
505	142	2S	Burlington-Plattsburgh	325,300
502	143	2S	Tyler-Longview	323,300
367	144	2S	Atlantic City-Cape May	320,800
562	145	2A	Killeen-Temple, TX	318,000
537	146	2S	Trenton	314,500
533	147	2S	Biloxi-Gulfport-Pascagoula	311,500
241	148	2S	Eugene-Springfield	310,600
416	149	2S	Fredericksburg ³	(310,200)
173	150	2S	Montgomery	308,200
547	151	2A	Stamford-Norwalk, CT ⁴	(307,300)
157	152	2S	Quad Cities (Davenport-Rock Island-Moline)	307,100

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 Metro is embedded in the New York Metro.

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

³ Stafford County (population 110,500) is included in the Fredericksburg and Washington, DC, Metro definitions.

⁴ The Stamford-Norwalk Metro is embedded in the New York Metro.

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
412	153	2A	Flagstaff-Prescott, AZ	305,900
137	154	2S	Peoria	304,800
285	155	2S	Savannah	298,900
510	156	2A	Myrtle Beach, SC	295,400
279	157	2S	Rockford	293,700
589	158	2A	Ft. Smith, AR	285,900
221	159	2S	Asheville	281,500
193	160	2S	Huntington-Ashland	270,900
333	161	2S	Tallahassee	269,800
185	162	2S	Evansville	265,100
518	163	2A	Poughkeepsie, NY	258,600
295	164	2S	Utica-Rome	258,100
524	165	2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	255,300
147	166	2A	Amarillo, TX	245,900
315	167	2S	Anchorage	245,100
261	168	2S	Lincoln	244,000
555	169	2A	Morgantown-Clarksburg-Fairmont, WV	241,800
239	170	2S	Erie	240,000
556	171	2A	San Luis Obispo, CA	239,100
597	172	2A	Wausau-Stevens Point, WI (Central WI)	238,900
385	173	2A	Wenatchee, WA	238,600
426	174	2S	Concord (Lakes Region)	238,400
263	175	2S	Lubbock	237,300
563	176	2A	New London, CT	236,900
365	177	2C	New Bedford-Fall River, MA ¹	(227,400)

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
561	178	2A	Odessa-Midland, TX	226,400
536	179	2A	Merced, CA	223,300
287	180	2S	South Bend	223,000
227	181	2S	Binghamton	217,800
153	182	2S	Charleston, WV	214,200
251	183	2S	Kalamazoo	213,800
430	184	2S	Lebanon-Rutland-White River Junction	213,200
235	185	2S	Columbus, GA	211,500
371	186	2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	211,300
501	187	2A	Dothan, AL	209,800
245	188	2S	Green Bay	209,600
391	189	2A	Ft. Walton Beach-Destin, FL	204,100
543	190	2A	Tupelo, MS	203,700
549	191	2A	Bryan-College Station, TX	201,600
528	192	2C	Frederick, MD ²	(199,400)
387	193	2A	Salina-Manhattan, KS	198,600
309	194	2A	Waco, TX	197,900
506	195	2A	Laredo, TX	197,800
267	196	2S	Manchester ³	(197,400)
205	197	2S	Topeka	196,500
325	197	2A	Yakima, WA	196,500
535	199	2A	Traverse City-Petoskey, MI	196,100
530	200	2A	Cape Cod, MA	193,200
508	201	2A	Chico, CA	191,900
593	202	2A	Danbury, CT	191,300
567	203	2A	Santa Maria-Lompoc, CA	187,500

MKT CODE	METRO 12+ RANK	TYPE	MARKET	METRO PERSONS 12+ ESTIMATED POPULATION
187	204	2S	Fargo-Moorhead	182,000
159	205	2S	Duluth-Superior	180,100
151	206	2S	Cedar Rapids	179,000
307	207	2S	Terre Haute	177,800
441	208	2A	Las Cruces, NM	177,700
339	208	2A	Medford-Ashland, OR	177,700
507	210	2A	Champaign, IL	176,900
436	211	2A	Bend, OR	175,100
554	212	2A	Florence, SC	174,400
591	213	2A	Santa Barbara, CA	173,800
422	214	2A	Muncie-Marion, IN	172,600
569	215	2A	Winchester, VA	171,800
596	216	2A	Tuscaloosa, AL	171,200
526	217	2S	Bangor	170,200
575	218	2A	St. Cloud, MN	168,300
522	219	2A	Laurel-Hattiesburg, MS	167,900
587	220	2A	Alexandria, LA	162,600
421	221	2A	Olean, NY	162,300
559	222	2A	La Crosse, WI	162,000
557	223	2A	Elmira-Corning, NY	159,900
584	224	2A	Lake Charles, LA	159,500
532	225	2A	Rochester, MN	156,800
576	226	2A	Lima, OH	156,200
509	227	2A	Redding, CA	153,700
497	228	2A	Jonesboro, AR	153,400
442	229	2A	Twin Falls (Sun Valley), ID	152,700
595	230	2S	Lafayette, IN	151,100

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 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 49,700) 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	269,600
4S	Akron	1,174,600
2A	Albany, GA	418,500
4S	Albany-Schenectady-Troy	1,377,500
4S	Albuquerque	1,118,900
2A	Alexandria, LA	415,700
4S	Allentown-Bethlehem	988,200
2S	Altoona	529,200
2A	Amarillo, TX	365,700
2S	Anchorage	369,600
2S	Appleton-Oshkosh	888,800
2S	Asheville	530,600
2S	Atlantic City-Cape May	613,200
2S	Augusta, GA	636,600
2A	Augusta-Waterville, ME	434,800
4S	Bakersfield	620,100
2S	Bangor	344,300
4S	Baton Rouge	1,516,600
2A	Battle Creek, MI	113,900
2A	Beaumont-Port Arthur, TX	579,300
2A	Beckley, WV	279,500
2A	Bend, OR	175,100
2A	Billings, MT	208,300
2S	Biloxi-Gulfport-Pascagoula	527,900
2S	Binghamton	585,000
4S	Birmingham	1,800,700

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Bismarck, ND	212,400
2S	Bloomington	252,200
2A	Bluefield, WV	214,900
2S	Boise	723,200
2S	Bridgeport	405,100
2A	Brunswick, GA	211,200
2A	Bryan-College Station, TX	251,200
4S	Buffalo-Niagara Falls	1,327,800
2S	Burlington-Plattsburgh	520,000
2S	Canton	436,200
2A	Cape Cod, MA	216,800
2A	Casper, WY	150,500
2S	Cedar Rapids	644,600
2A	Champaign, IL	503,700
4S	Charleston, SC	798,700
2S	Charleston, WV	534,800
4S	Chattanooga	1,109,900
2A	Cheyenne, WY	132,800
2A	Chico, CA	436,900
4S	Colorado Springs	814,200
2A	Columbia, MO	630,400
4S	Columbia, SC	944,600
2S	Columbus, GA	597,100
2S	Concord (Lakes Region)	293,600
2S	Corpus Christi	482,300
2A	Danbury, CT	191,300

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Dayton	1,239,200
2S	Daytona Beach	528,100
2A	Decatur, IL	183,600
4S	Des Moines	1,032,900
2A	Dothan, AL	512,300
2S	Duluth-Superior	366,200
2A	Eau Claire, WI	362,300
4S	El Paso	916,600
2A	Elmira-Corning, NY	281,400
2S	Erie	438,100
2S	Eugene-Springfield	679,000
2S	Evansville	719,600
2S	Fargo-Moorhead	459,400
2A	Fayetteville (North West Arkansas)	668,500
2S	Fayetteville, NC	920,400
2A	Flagstaff-Prescott, AZ	440,500
2S	Flint	629,700
2A	Florence, SC	528,700
2A	Florence-Muscle Shoals, AL	272,300
2C	Frederick, MD	326,100
2S	Fredericksburg	406,600
4S	Fresno	1,588,700
2A	Ft. Collins-Greeley, CO	415,200
2S	Ft. Myers-Naples-Marco Island	1,196,000
2S	Ft. Pierce-Stuart-Vero Beach	537,200
2A	Ft. Smith, AR	391,200

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. Walton Beach-Destin, FL	336,600
2S	Ft. Wayne	855,000
4S	Gainesville-Ocala	1,013,300
2A	Grand Forks, ND-MN	152,500
2A	Grand Island-Kearney, NE	224,700
2A	Grand Junction, CO	287,500
4S	Grand Rapids	1,609,000
2S	Green Bay	811,100
4S	Greenville-New Bern-Jacksonville	1,092,000
4S	Greenville-Spartanburg	1,918,600
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	420,500
4S	Harrisburg-Lebanon-Carlisle	1,646,400
2A	Harrisonburg, VA	312,300
4S	Honolulu	1,015,700
2A	Hot Springs, AR	150,600
2S	Hudson Valley	1,992,700
2S	Huntington-Ashland	600,500
4S	Huntsville	1,052,600
4S	Jackson, MS	802,200
2A	Jackson, TN	498,700
4S	Johnson City-Kingsport-Bristol	834,000
2A	Jonesboro, AR	297,300
2A	Joplin, MO	409,800
2S	Kalamazoo	663,100
2A	Kalispell-Flathead Valley, MT	131,200
2A	Killeen-Temple, TX	371,000

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
4S	Knoxville	1,397,400
2A	La Crosse, WI	202,900
2S	Lafayette, IN	361,300
2S	Lafayette, LA	636,700
2A	Lake Charles, LA	255,000
2S	Lakeland-Winter Haven	630,900
2S	Lancaster	931,000
2S	Lansing-East Lansing	838,400
2A	Laredo, TX	219,100
2A	Las Cruces, NM	188,400
2A	LaSalle-Peru, IL	142,800
2A	Laurel-Hattiesburg, MS	315,300
2A	Lawton, OK	233,300
2S	Lebanon-Rutland-White River Junction	320,000
2S	Lexington-Fayette	907,200
2A	Lima, OH	319,700
2S	Lincoln	413,500
4S	Little Rock	1,130,300
4S	Louisville	1,462,200
2S	Lubbock	385,200
2A	Lufkin-Nacogdoches, TX	261,300
2S	Macon	567,800
4S	Madison	1,066,100
2S	Manchester	305,100
2A	Mankato-New Ulm-St. Peter, MN	221,500
2S	McAllen-Brownsville-Harlingen	1,032,700

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Medford-Ashland, OR	289,800
2S	Melbourne-Titusville-Cocoa	483,100
2A	Merced, CA	223,300
4S	Mobile	1,144,900
2S	Modesto	1,304,400
4S	Monmouth-Ocean	1,029,300
2A	Monroe, LA	409,700
4S	Monterey-Salinas-Santa Cruz	613,300
2S	Montgomery	789,600
2S	Montpelier-Barre-St. Johnsbury	293,700
2A	Morgantown-Clarksburg-Fairmont, WV	417,100
2C	Morristown, NJ	420,000
2A	Muncie-Marion, IN	194,400
2A	Muskegon, MI	207,700
2A	Myrtle Beach, SC	501,200
2C	New Bedford-Fall River, MA	227,400
2S	New Haven	734,800
2A	New London, CT	373,600
4S	New Orleans	1,916,700
2A	Odessa-Midland, TX	360,600
4S	Oklahoma City	1,531,800
2A	Olean, NY	162,300
4S	Omaha-Council Bluffs	1,251,500
2S	Oxnard-Ventura	868,000
2S	Palm Springs	508,100
2A	Panama City, FL	323,000

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.



TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2A	Parkersburg-Marietta, WV-OH	305,600
2S	Pensacola	767,300
2S	Peoria	588,200
2S	Portland, ME	865,700
2S	Portsmouth-Dover-Rochester	536,700
2A	Poughkeepsie, NY	795,200
2S	Pueblo	209,900
4S	Puerto Rico	3,193,000
2S	Quad Cities (Davenport-Rock Island-Moline)	722,500
2A	Rapid City, SD	244,400
2A	Reading, PA	352,100
2A	Redding, CA	258,900
2S	Reno	664,600
4S	Richmond	1,383,600
2S	Roanoke-Lynchburg	1,097,900
2A	Rochester, MN	437,900
4S	Rochester, NY	1,197,200
2S	Rockford	636,400
2A	Salina-Manhattan, KS	226,500
2S	Salisbury-Ocean City	587,500
2A	San Angelo, TX	132,000
2A	San Luis Obispo, CA	426,600
2A	Santa Barbara, CA	361,300
2A	Santa Maria-Lompoc, CA	187,500
2S	Santa Rosa	474,900
2S	Sarasota-Bradenton	811,200

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Savannah	916,300
2A	Sheboygan, WI	98,100
4S	Shreveport	932,000
2A	Sioux City, IA	281,800
2S	South Bend	887,600
4S	Spokane	774,200
4S	Springfield, MA	599,700
2S	Springfield, MO	695,200
2A	St. Cloud, MN	449,400
2A	Stamford-Norwalk, CT	307,300
2S	Stockton	565,800
2A	Sussex, NJ	178,600
4S	Syracuse	1,003,700
2S	Tallahassee	514,000
2S	Terre Haute	354,400
2A	Texarkana, TX-AR	287,400
4S	Toledo	969,200
2S	Topeka	536,000
2A	Traverse City-Petoskey, MI	476,100
2S	Trenton	425,200
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	450,400
4S	Tucson	1,325,100
4S	Tulsa	1,348,200
2A	Tupelo, MS	482,700
2A	Tuscaloosa, AL	353,300
2A	Twin Falls (Sun Valley), ID	152,700

TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
2S	Tyler-Longview	887,900
2S	Utica-Rome	404,600
2A	Valdosta, GA	191,500
2S	Victor Valley	421,400
2S	Visalia-Tulare-Hanford	479,300
2A	Waco, TX	677,200
2S	Waterloo-Cedar Falls	556,900
2A	Watertown, NY	215,700
2A	Wausau-Stevens Point, WI (Central WI)	546,500
2A	Wenatchee, WA	269,000
2S	Wheeling	285,200
4S	Wichita	729,100
2A	Wichita Falls, TX	351,600
4S	Wilkes Barre-Scranton	969,600
2A	Williamsport, PA	315,000
2S	Wilmington, DE	742,000
2A	Winchester, VA	412,800
2S	Worcester	556,500
2A	Yakima, WA	225,700
4S	York	1,341,600
2S	Youngstown-Warren	770,100

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	236	Abilene, TX	10,700	
4S	78	Akron	74,200	B
2A	238	Albany, GA	70,800	B
4S	65	Albany-Schenectady-Troy	59,500	
4S	68	Albuquerque	20,600	
2A	220	Alexandria, LA	47,700	B
4S	70	Allentown-Bethlehem	34,300	
2S	257	Altoona	2,200	
2A	166	Amarillo, TX	14,100	
2S	167	Anchorage	15,900	
2S	138	Appleton-Oshkosh	5,500	
2S	159	Asheville	14,700	
PPM	9	Atlanta	1,459,600	B
2S	144	Atlantic City-Cape May	39,400	B
2S	109	Augusta, GA	156,600	B
2A	260	Augusta-Waterville, ME	900	
PPM	37	Austin	110,500	B
4S	77	Bakersfield	36,100	
PPM	21	Baltimore	669,200	B
2S	217	Bangor	1,600	
4S	81	Baton Rouge	197,700	B
2A	254	Battle Creek, MI	13,100	B
2A	141	Beaumont-Port Arthur, TX	80,500	B
2A	276	Beckley, WV	6,000	
2A	211	Bend, OR	1,000	
2A	247	Billings, MT	1,200	
2S	147	Biloxi-Gulfport-Pascagoula	61,600	B
2S	181	Binghamton	9,500	
4S	59	Birmingham	260,900	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	267	Bismarck, ND	700	
2S	233	Bloomington	11,300	
2A	270	Bluefield, WV	4,700	
2S	101	Boise	5,900	
PPM	10	Boston	292,700	B
2S	125	Bridgeport	54,600	B
2A	275	Brunswick, GA	17,200	B
2A	191	Bryan-College Station, TX	22,700	B
4S	56	Buffalo-Niagara Falls	116,400	B
2S	142	Burlington-Plattsburgh	8,100	
2S	136	Canton	26,000	
2A	200	Cape Cod, MA	4,500	
2A	277	Casper, WY	800	
2S	206	Cedar Rapids	8,100	
2A	210	Champaign, IL	21,700	B
4S	82	Charleston, SC	154,600	B
2S	182	Charleston, WV	13,700	
PPM	24	Charlotte-Gastonia-Rock Hill	454,800	B
4S	108	Chattanooga	63,600	B
2A	274	Cheyenne, WY	2,200	
PPM	3	Chicago	1,376,200	B
2A	201	Chico, CA	3,900	
PPM	29	Cincinnati	219,100	B
PPM	30	Cleveland	350,600	B
4S	93	Colorado Springs	35,400	
2A	235	Columbia, MO	14,000	B
4S	89	Columbia, SC	183,600	B
2S	185	Columbus, GA	92,000	B
PPM	35	Columbus, OH	238,800	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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	174	Concord (Lakes Region)	2,200	
2S	111	Corpus Christi	15,900	
PPM	5	Dallas-Ft. Worth	833,100	B
2A	202	Danbury, CT	6,100	
4S	63	Dayton	120,000	B
2S	92	Daytona Beach	55,100	B
2A	268	Decatur, IL	15,500	B
PPM	20	Denver-Boulder	132,000	B
4S	73	Des Moines	27,700	
PPM	11	Detroit	833,800	B
2A	187	Dothan, AL	43,700	B
2S	205	Duluth-Superior	4,500	
2A	237	Eau Claire, WI	2,100	
4S	74	El Paso	18,700	
2A	223	Elmira-Corning, NY	7,200	
2S	170	Erie	17,500	
2S	148	Eugene-Springfield	4,600	
2S	162	Evansville	18,900	
2S	204	Fargo-Moorhead	4,300	
2A	131	Fayetteville (North West Arkansas)	8,900	
2S	130	Fayetteville, NC	127,400	B
2A	153	Flagstaff-Prescott, AZ	3,400	
2S	133	Flint	73,600	B
2A	212	Florence, SC	71,100	B
2A	246	Florence-Muscle Shoals, AL	15,700	B
2C	192	Frederick, MD	18,400	B
2S	149	Fredericksburg	58,000	B
4S	67	Fresno	40,600	
2A	122	Ft. Collins-Greeley, CO	5,500	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	61	Ft. Myers-Naples-Marco Island	61,800	
2S	98	Ft. Pierce-Stuart-Vero Beach	64,100	B
2A	158	Ft. Smith, AR	10,400	
2A	189	Ft. Walton Beach-Destin, FL	17,800	
2S	113	Ft. Wayne	36,700	
4S	85	Gainesville-Ocala	82,400	B
2A	271	Grand Forks, ND-MN	1,400	
2A	255	Grand Island-Kearney, NE	1,700	
2A	248	Grand Junction, CO	1,100	
4S	69	Grand Rapids	53,800	
2S	188	Green Bay	5,400	
PPM	46	Greensboro-Winston-Salem-High Point	268,300	B
4S	83	Greenville-New Bern-Jacksonville	138,500	B
4S	60	Greenville-Spartanburg	153,100	B
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	17,700	
4S	80	Harrisburg-Lebanon-Carlisle	51,100	
2A	256	Harrisonburg, VA	4,200	
PPM	52	Hartford-New Britain-Middletown	115,600	B
4S	64	Honolulu	22,500	
2A	272	Hot Springs, AR	6,800	
PPM	6	Houston-Galveston	883,700	B
2S	39	Hudson Valley	178,600	B
2S	160	Huntington-Ashland	8,200	
4S	106	Huntsville	93,000	B
PPM	40	Indianapolis	225,700	B
4S	126	Jackson, MS	192,100	B
2A	273	Jackson, TN	30,000	B
PPM	49	Jacksonville	245,100	B
4S	105	Johnson City-Kingsport-Bristol	11,400	

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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	228	Jonesboro, AR	12,600	B
2A	231	Joplin, MO	3,100	
2S	183	Kalamazoo	24,300	B
2A	250	Kalispell-Flathead Valley, MT	500	
PPM	33	Kansas City	220,400	B
2A	145	Killeen-Temple, TX	65,300	B
4S	72	Knoxville	41,400	
2A	222	La Crosse, WI	2,400	
2S	230	Lafayette, IN	6,500	
2S	109	Lafayette, LA	121,300	B
2A	224	Lake Charles, LA	39,300	B
2S	95	Lakeland-Winter Haven	74,600	B
2S	112	Lancaster	15,700	
2S	127	Lansing-East Lansing	37,800	
2A	195	Laredo, TX	500	
2A	208	Las Cruces, NM	3,000	
PPM	32	Las Vegas	189,100	B
2A	242	LaSalle-Peru, IL	2,500	
2A	219	Laurel-Hattiesburg, MS	47,300	B
2A	262	Lawton, OK	19,000	B
2S	184	Lebanon-Rutland-White River Junction	2,300	
2S	104	Lexington-Fayette	49,200	B
2A	226	Lima, OH	11,300	
2S	168	Lincoln	10,000	
4S	84	Little Rock	130,600	B
PPM	2	Los Angeles	785,100	B
4S	54	Louisville	148,500	B
2S	175	Lubbock	17,100	
2A	239	Lufkin-Nacogdoches, TX	23,000	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	132	Macon	138,700	B
4S	100	Madison	24,300	
2S	196	Manchester	4,500	
2A	261	Mankato-New Ulm-St. Peter, MN	2,600	
2S	58	McAllen-Brownsville-Harlingen	3,400	
2A	208	Medford-Ashland, OR	1,800	
2S	102	Melbourne-Titusville-Cocoa	48,600	B
PPM	51	Memphis	499,600	B
2A	179	Merced, CA	8,500	
PPM	12	Miami-Ft. Lauderdale-Hollywood	755,400	B
PPM	41	Middlesex-Somerset-Union	187,200	B
PPM	38	Milwaukee-Racine	232,600	B
PPM	16	Minneapolis-St. Paul	214,900	B
4S	97	Mobile	132,700	B
2S	117	Modesto	13,600	
4S	53	Monmouth-Ocean	54,400	
2A	249	Monroe, LA	45,000	B
4S	86	Monterey-Salinas-Santa Cruz	14,800	
2S	150	Montgomery	127,800	B
2S	258	Montpelier-Barre-St. Johnsbury	1,100	
2A	169	Morgantown-Clarksburg-Fairmont, WV	7,400	
2C	120	Morristown, NJ	13,900	
2A	214	Muncie-Marion, IN	11,900	
2A	234	Muskegon, MI	21,200	B
2A	156	Myrtle Beach, SC	47,600	B
PPM	45	Nashville	208,500	B
PPM	19	Nassau-Suffolk (Long Island)	220,100	B
2C	177	New Bedford-Fall River, MA	10,700	
2S	116	New Haven	62,500	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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Metro Survey Areas 12+ Black Population (continued)

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	176	New London, CT	15,000	
4S	47	New Orleans	373,000	B
PPM	1	New York	2,673,400	B
PPM	44	Norfolk-Virginia Beach-Newport News	432,000	B
2A	178	Odessa-Midland, TX	12,500	
4S	50	Oklahoma City	122,200	B
2A	221	Olean, NY	3,000	
4S	75	Omaha-Council Bluffs	59,100	
PPM	34	Orlando	263,100	B
2S	118	Oxnard-Ventura	9,700	
2S	139	Palm Springs	8,500	
2A	232	Panama City, FL	16,000	B
2A	244	Parkersburg-Marietta, WV-OH	2,100	
2S	128	Pensacola	65,200	B
2S	154	Peoria	29,300	B
PPM	8	Philadelphia	927,600	B
PPM	14	Phoenix	175,700	B
PPM	25	Pittsburgh, PA	174,400	B
2S	90	Portland, ME	11,400	
PPM	23	Portland, OR	68,000	
2S	123	Portsmouth-Dover-Rochester	3,700	
2A	163	Poughkeepsie, NY	25,700	B
PPM	42	Providence-Warwick-Pawtucket	71,100	
2S	240	Pueblo	2,700	
4S	15	Puerto Rico	*	
2S	152	Quad Cities (Davenport-Rock Island-Moline)	22,900	
PPM	43	Raleigh-Durham	310,200	B
2A	259	Rapid City, SD	1,700	
2A	134	Reading, PA	16,000	

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	227	Redding, CA	1,900	
2S	124	Reno	11,100	
4S	55	Richmond	298,000	B
PPM	26	Riverside-San Bernardino	179,300	B
2S	114	Roanoke-Lynchburg	69,500	B
2A	225	Rochester, MN	6,300	
4S	57	Rochester, NY	102,700	B
2S	157	Rockford	31,600	B
PPM	27	Sacramento	148,400	B
2A	193	Salina-Manhattan, KS	12,300	
2S	140	Salisbury-Ocean City	58,100	B
PPM	31	Salt Lake City-Ogden-Provo	24,700	
2A	269	San Angelo, TX	3,700	
PPM	28	San Antonio	120,800	B
PPM	17	San Diego	141,400	B
PPM	4	San Francisco	436,500	B
PPM	36	San Jose	42,600	
2A	171	San Luis Obispo, CA	5,700	
2A	213	Santa Barbara, CA	2,800	
2A	203	Santa Maria-Lompoc, CA	5,100	
2S	121	Santa Rosa	8,300	
2S	76	Sarasota-Bradenton	39,800	
2S	155	Savannah	98,900	B
PPM	13	Seattle-Tacoma	207,900	B
2A	265	Sheboygan, WI	1,700	
4S	135	Shreveport	129,900	B
2A	264	Sioux City, IA	3,200	
2S	180	South Bend	28,800	B
4S	94	Spokane	10,400	

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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.

*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
4S	91	Springfield, MA	36,600	
2S	137	Springfield, MO	9,500	
2A	218	St. Cloud, MN	6,900	
PPM	22	St. Louis	438,200	B
2A	151	Stamford-Norwalk, CT	25,700	
2S	88	Stockton	46,100	
2A	245	Sussex, NJ	2,500	
4S	87	Syracuse	45,700	
2S	161	Tallahassee	76,100	B
PPM	18	Tampa-St. Petersburg-Clearwater	279,100	B
2S	207	Terre Haute	8,900	
2A	253	Texarkana, TX-AR	27,700	B
4S	96	Toledo	75,200	B
2S	197	Topeka	14,200	
2A	199	Traverse City-Petoskey, MI	2,100	
2S	146	Trenton	62,300	B
2A	186	Tri-Cities, WA (Richland-Kennewick-Pasco)	3,800	
4S	62	Tucson	31,800	
4S	66	Tulsa	67,700	
2A	190	Tupelo, MS	45,000	B
2A	216	Tuscaloosa, AL	48,900	B
2A	229	Twin Falls (Sun Valley), ID	400	
2S	143	Tyler-Longview	59,600	B
2S	164	Utica-Rome	13,500	
2A	251	Valdosta, GA	39,900	B
2S	119	Victor Valley	42,500	
2S	103	Visalia-Tulare-Hanford	15,200	
2A	194	Waco, TX	29,100	B
PPM	7	Washington, DC	1,225,000	B

TYPE	METRO P12+ RANK	MARKET	BLACK METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	241	Waterloo-Cedar Falls	10,300	
2A	266	Watertown, NY	4,900	
2A	172	Wausau-Stevens Point, WI (Central WI)	1,900	
2A	173	Wenatchee, WA	2,100	
PPM	48	West Palm Beach-Boca Raton	195,500	B
2S	243	Wheeling	4,900	
4S	99	Wichita	42,600	
2A	252	Wichita Falls, TX	12,100	B
4S	71	Wilkes Barre-Scranton	36,300	
2A	263	Williamsport, PA	4,700	
2S	79	Wilmington, DE	123,700	B
2A	215	Winchester, VA	9,100	
2S	115	Worcester	22,500	
2A	197	Yakima, WA	2,000	
4S	107	York	23,100	
2S	129	Youngstown-Warren	46,400	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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Metro Survey Areas 12+ Hispanic Population

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	236	Abilene, TX	28,000	H
4S	78	Akron	8,700	
2A	238	Albany, GA	2,900	
4S	65	Albany-Schenectady-Troy	33,600	
4S	68	Albuquerque	345,100	H
2A	220	Alexandria, LA	4,300	
4S	70	Allentown-Bethlehem	87,500	H
2S	257	Altoona	900	
2A	166	Amarillo, TX	62,700	H
2S	167	Anchorage	17,200	
2S	138	Appleton-Oshkosh	10,500	
2S	159	Asheville	13,300	
PPM	9	Atlanta	441,000	H
2S	144	Atlantic City-Cape May	42,700	H
2S	109	Augusta, GA	20,100	
2A	260	Augusta-Waterville, ME	1,200	
PPM	37	Austin	446,100	H
4S	77	Bakersfield	317,300	H
PPM	21	Baltimore	104,600	H
2S	217	Bangor	1,700	
4S	81	Baton Rouge	22,200	
2A	254	Battle Creek, MI	4,600	
2A	141	Beaumont-Port Arthur, TX	40,900	H
2A	276	Beckley, WV	800	
2A	211	Bend, OR	13,600	
2A	247	Billings, MT	5,300	
2S	147	Biloxi-Gulfport-Pascagoula	14,900	
2S	181	Binghamton	5,900	
4S	59	Birmingham	36,400	

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	267	Bismarck, ND	1,100	
2S	233	Bloomington	6,000	
2A	270	Bluefield, WV	700	
2S	101	Boise	56,700	H
PPM	10	Boston	363,100	H
2S	125	Bridgeport	67,200	H
2A	275	Brunswick, GA	4,100	
2A	191	Bryan-College Station, TX	43,400	H
4S	56	Buffalo-Niagara Falls	36,000	
2S	142	Burlington-Plattsburgh	6,000	
2S	136	Canton	4,900	
2A	200	Cape Cod, MA	3,900	
2A	277	Casper, WY	4,100	
2S	206	Cedar Rapids	4,300	
2A	210	Champaign, IL	9,200	
4S	82	Charleston, SC	29,900	
2S	182	Charleston, WV	1,800	
PPM	24	Charlotte-Gastonia-Rock Hill	169,800	H
4S	108	Chattanooga	15,100	
2A	274	Cheyenne, WY	9,500	H
PPM	3	Chicago	1,551,300	H
2A	201	Chico, CA	25,500	H
PPM	29	Cincinnati	42,400	
PPM	30	Cleveland	76,100	
4S	93	Colorado Springs	74,100	H
2A	235	Columbia, MO	4,100	
4S	89	Columbia, SC	28,300	
2S	185	Columbus, GA	12,000	
PPM	35	Columbus, OH	52,100	

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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.

For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	174	Concord (Lakes Region)	2,900	
2S	111	Corpus Christi	268,100	H
PPM	5	Dallas-Ft. Worth	1,402,700	H
2A	202	Danbury, CT	23,800	H
4S	63	Dayton	16,200	
2S	92	Daytona Beach	55,100	H
2A	268	Decatur, IL	1,600	
PPM	20	Denver-Boulder	485,600	H
4S	73	Des Moines	33,500	
PPM	11	Detroit	131,700	
2A	187	Dothan, AL	8,100	
2S	205	Duluth-Superior	2,600	
2A	237	Eau Claire, WI	2,200	
4S	74	El Paso	546,500	H
2A	223	Elmira-Corning, NY	2,800	
2S	170	Erie	7,000	
2S	148	Eugene-Springfield	21,000	
2S	162	Evansville	4,600	
2S	204	Fargo-Moorhead	3,900	
2A	131	Fayetteville (North West Arkansas)	52,900	H
2S	130	Fayetteville, NC	31,500	
2A	153	Flagstaff-Prescott, AZ	38,200	H
2S	133	Flint	9,800	
2A	212	Florence, SC	3,200	
2A	246	Florence-Muscle Shoals, AL	2,500	
2C	192	Frederick, MD	14,700	
2S	149	Fredericksburg	22,400	
4S	67	Fresno	374,500	H
2A	122	Ft. Collins-Greeley, CO	67,900	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	61	Ft. Myers-Naples-Marco Island	170,700	H
2S	98	Ft. Pierce-Stuart-Vero Beach	68,400	H
2A	158	Ft. Smith, AR	19,900	
2A	189	Ft. Walton Beach-Destin, FL	12,500	
2S	113	Ft. Wayne	20,300	
4S	85	Gainesville-Ocala	53,800	
2A	271	Grand Forks, ND-MN	2,700	
2A	255	Grand Island-Kearney, NE	15,100	H
2A	248	Grand Junction, CO	15,600	H
4S	69	Grand Rapids	60,100	
2S	188	Green Bay	13,400	
PPM	46	Greensboro-Winston-Salem-High Point	96,600	H
4S	83	Greenville-New Bern-Jacksonville	36,800	
4S	60	Greenville-Spartanburg	51,000	
2A	165	Hagerstown-Chambersburg-Waynesboro, MD-PA	9,200	
4S	80	Harrisburg-Lebanon-Carlisle	30,600	
2A	256	Harrisonburg, VA	9,500	
PPM	52	Hartford-New Britain-Middletown	135,800	H
4S	64	Honolulu	59,800	
2A	272	Hot Springs, AR	3,600	
PPM	6	Houston-Galveston	1,720,800	H
2S	39	Hudson Valley	280,700	H
2S	160	Huntington-Ashland	2,400	
4S	106	Huntsville	23,900	
PPM	40	Indianapolis	84,600	H
4S	126	Jackson, MS	8,400	
2A	273	Jackson, TN	2,500	
PPM	49	Jacksonville	79,500	H
4S	105	Johnson City-Kingsport-Bristol	8,000	

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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	228	Jonesboro, AR	4,500	
2A	231	Joplin, MO	7,900	
2S	183	Kalamazoo	7,800	
2A	250	Kalispell-Flathead Valley, MT	2,800	
PPM	33	Kansas City	128,700	H
2A	145	Killeen-Temple, TX	62,300	H
4S	72	Knoxville	23,800	
2A	222	La Crosse, WI	2,800	
2S	230	Lafayette, IN	10,000	
2S	109	Lafayette, LA	13,200	
2A	224	Lake Charles, LA	4,100	
2S	95	Lakeland-Winter Haven	89,700	H
2S	112	Lancaster	35,700	
2S	127	Lansing-East Lansing	22,400	
2A	195	Laredo, TX	189,800	H
2A	208	Las Cruces, NM	115,000	H
PPM	32	Las Vegas	469,800	H
2A	242	LaSalle-Peru, IL	9,300	
2A	219	Laurel-Hattiesburg, MS	5,700	
2A	262	Lawton, OK	10,900	H
2S	184	Lebanon-Rutland-White River Junction	2,800	
2S	104	Lexington-Fayette	23,400	
2A	226	Lima, OH	3,700	
2S	168	Lincoln	13,000	
4S	84	Little Rock	27,000	
PPM	2	Los Angeles	4,658,600	H
4S	54	Louisville	39,000	
2S	175	Lubbock	72,400	H
2A	239	Lufkin-Nacogdoches, TX	22,600	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	132	Macon	14,100	
4S	100	Madison	24,500	
2S	196	Manchester	9,500	
2A	261	Mankato-New Ulm-St. Peter, MN	2,900	
2S	58	McAllen-Brownsville-Harlingen	849,600	H
2A	208	Medford-Ashland, OR	17,200	H
2S	102	Melbourne-Titusville-Cocoa	38,300	
PPM	51	Memphis	53,000	
2A	179	Merced, CA	113,700	H
PPM	12	Miami-Ft. Lauderdale-Hollywood	1,843,000	H
PPM	41	Middlesex-Somerset-Union	286,500	H
PPM	38	Milwaukee-Racine	131,200	H
PPM	16	Minneapolis-St. Paul	136,000	H
4S	97	Mobile	15,300	
2S	117	Modesto	174,000	H
4S	53	Monmouth-Ocean	89,400	H
2A	249	Monroe, LA	2,300	
4S	86	Monterey-Salinas-Santa Cruz	253,300	H
2S	150	Montgomery	9,600	
2S	258	Montpelier-Barre-St. Johnsbury	1,600	
2A	169	Morgantown-Clarksburg-Fairmont, WV	3,100	
2C	120	Morristown, NJ	48,700	H
2A	214	Muncie-Marion, IN	3,600	
2A	234	Muskegon, MI	6,000	
2A	156	Myrtle Beach, SC	15,900	
PPM	45	Nashville	83,500	H
PPM	19	Nassau-Suffolk (Long Island)	373,800	H
2C	177	New Bedford-Fall River, MA	18,500	
2S	116	New Haven	51,800	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 Black DST, the Metro's Black P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.

For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Metro Survey Areas 12+ Hispanic Population (continued)

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	176	New London, CT	18,900	
4S	47	New Orleans	86,900	H
PPM	1	New York	3,639,400	H
PPM	44	Norfolk-Virginia Beach-Newport News	72,200	
2A	178	Odessa-Midland, TX	100,900	H
4S	50	Oklahoma City	115,200	H
2A	221	Olean, NY	2,300	
4S	75	Omaha-Council Bluffs	58,400	
PPM	34	Orlando	447,300	H
2S	118	Oxnard-Ventura	218,500	H
2S	139	Palm Springs	157,300	H
2A	232	Panama City, FL	6,700	
2A	244	Parkersburg-Marietta, WV-OH	900	
2S	128	Pensacola	17,400	
2S	154	Peoria	8,000	
PPM	8	Philadelphia	337,700	H
PPM	14	Phoenix	893,500	H
PPM	25	Pittsburgh, PA	24,300	
2S	90	Portland, ME	8,000	
PPM	23	Portland, OR	245,700	H
2S	123	Portsmouth-Dover-Rochester	6,900	
2A	163	Poughkeepsie, NY	26,600	H
PPM	42	Providence-Warwick-Pawtucket	131,900	H
2S	240	Pueblo	54,000	H
4S	15	Puerto Rico	*	
2S	152	Quad Cities (Davenport-Rock Island-Moline)	21,800	
PPM	43	Raleigh-Durham	137,300	H
2A	259	Rapid City, SD	3,500	
2A	134	Reading, PA	53,700	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2A	227	Redding, CA	11,900	
2S	124	Reno	84,600	H
4S	55	Richmond	50,600	
PPM	26	Riverside-San Bernardino	990,100	H
2S	114	Roanoke-Lynchburg	11,200	
2A	225	Rochester, MN	5,600	
4S	57	Rochester, NY	51,800	
2S	157	Rockford	33,200	H
PPM	27	Sacramento	348,700	H
2A	193	Salina-Manhattan, KS	12,700	
2S	140	Salisbury-Ocean City	19,300	
PPM	31	Salt Lake City-Ogden-Provo	236,000	H
2A	269	San Angelo, TX	32,200	H
PPM	28	San Antonio	970,200	H
PPM	17	San Diego	818,800	H
PPM	4	San Francisco	1,377,400	H
PPM	36	San Jose	386,000	H
2A	171	San Luis Obispo, CA	46,700	H
2A	213	Santa Barbara, CA	53,500	H
2A	203	Santa Maria-Lompoc, CA	97,100	H
2S	121	Santa Rosa	98,100	H
2S	76	Sarasota-Bradenton	64,800	H
2S	155	Savannah	14,500	
PPM	13	Seattle-Tacoma	279,400	H
2A	265	Sheboygan, WI	4,700	
4S	135	Shreveport	11,100	
2A	264	Sioux City, IA	15,900	H
2S	180	South Bend	14,400	
4S	94	Spokane	21,200	

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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.

*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
4S	91	Springfield, MA	83,400	H
2S	137	Springfield, MO	8,500	
2A	218	St. Cloud, MN	3,600	
PPM	22	St. Louis	56,200	
2A	151	Stamford-Norwalk, CT	49,700	H
2S	88	Stockton	213,900	H
2A	245	Sussex, NJ	8,200	
4S	87	Syracuse	17,700	
2S	161	Tallahassee	14,900	
PPM	18	Tampa-St. Petersburg-Clearwater	392,200	H
2S	207	Terre Haute	3,000	
2A	253	Texarkana, TX-AR	5,900	
4S	96	Toledo	26,900	
2S	197	Topeka	15,700	
2A	199	Traverse City-Petoskey, MI	3,300	
2S	146	Trenton	46,900	H
2A	186	Tri-Cities, WA (Richland-Kennewick-Pasco)	56,000	H
4S	62	Tucson	279,200	H
4S	66	Tulsa	60,200	
2A	190	Tupelo, MS	5,400	
2A	216	Tuscaloosa, AL	5,300	
2A	229	Twin Falls (Sun Valley), ID	31,100	H
2S	143	Tyler-Longview	52,100	H
2S	164	Utica-Rome	9,400	
2A	251	Valdosta, GA	6,200	
2S	119	Victor Valley	159,000	H
2S	103	Visalia-Tulare-Hanford	275,300	H
2A	194	Waco, TX	44,100	H
PPM	7	Washington, DC	638,800	H

TYPE	METRO P12+ RANK	MARKET	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION	DST
2S	241	Waterloo-Cedar Falls	3,900	
2A	266	Watertown, NY	4,500	
2A	172	Wausau-Stevens Point, WI (Central WI)	5,000	
2A	173	Wenatchee, WA	57,400	H
PPM	48	West Palm Beach-Boca Raton	220,400	H
2S	243	Wheeling	900	
4S	99	Wichita	53,700	H
2A	252	Wichita Falls, TX	17,900	H
4S	71	Wilkes Barre-Scranton	47,500	
2A	263	Williamsport, PA	1,200	
2S	79	Wilmington, DE	43,800	
2A	215	Winchester, VA	10,900	
2S	115	Worcester	39,400	
2A	197	Yakima, WA	84,400	H
4S	107	York	24,100	
2S	129	Youngstown-Warren	11,200	

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 represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.
 For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must represent 10% of the total population or number a minimum of 75,000 representing between 5% and 9% of the Metro's population.



Television DMA Markets

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	17,828,600	7,387,810
Los Angeles	2	14,820,700	5,569,780
Chicago	3	8,098,200	3,493,480
Philadelphia	4	6,829,100	2,993,370
Dallas-Ft. Worth	5	5,891,600	2,571,310
San Francisco-Oak-San Jose	6	6,038,200	2,506,510
Boston (Manchester)	7	5,472,700	2,379,690
Washington, DC (Hagrstwn)	8	5,495,000	2,360,180
Atlanta	9	5,353,600	2,292,640
Houston	10	5,264,600	2,185,260
Detroit	11	4,068,000	1,842,650
Seattle-Tacoma	12	4,157,300	1,811,420
Phoenix (Prescott)	13	4,238,300	1,811,330
Tampa-St. Pete (Sarasota)	14	3,835,700	1,788,240
Minneapolis-St. Paul	15	3,834,300	1,721,940
Miami-Ft. Lauderdale	16	3,736,200	1,583,800
Denver	17	3,436,900	1,548,570
Cleveland-Akron (Canton)	18	3,264,300	1,514,170
Orlando-Daytona Bch-Melbrn	19	3,266,400	1,465,460
Sacramnto-Stkton-Modesto	20	3,417,800	1,388,570
St. Louis	21	2,712,500	1,253,920
Portland, OR	22	2,685,700	1,190,010
Pittsburgh	23	2,475,000	1,171,490
Raleigh-Durham (Fayetvll)	24	2,497,000	1,143,420
Charlotte	25	2,540,400	1,140,900
Indianapolis	26	2,444,000	1,109,970
Baltimore	27	2,483,800	1,097,310
San Diego	28	2,648,300	1,077,600
Nashville	29	2,241,300	1,024,560

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Hartford & New Haven	30	2,292,200	1,006,280
Kansas City	31	2,038,200	939,740
Columbus, OH	32	2,045,400	932,680
Salt Lake City	33	2,368,300	927,540
Milwaukee	34	1,949,000	907,660
Cincinnati	35	1,946,200	896,090
San Antonio	36	2,082,700	880,690
Greenvll-Spart-Ashevll-And	37	1,887,800	860,930
West Palm Beach-Ft. Pierce	38	1,700,400	788,020
Birmingham (Ann and Tusc)	39	1,604,800	738,790
Las Vegas	40	1,726,300	737,300
Harrisburg-Lncstr-Leb-York	41	1,685,600	729,440
Grand Rapids-Kalmzoo-B.Crk	42	1,660,100	722,150
Norfolk-Portsmth-Newpt Nws	43	1,616,900	718,750
Oklahoma City	44	1,534,000	712,630
Albuquerque-Santa Fe	45	1,611,700	710,050
Greensboro-H.Point-W.Salem	46	1,493,800	691,200
Austin	47	1,603,200	686,830
Louisville	48	1,452,400	674,050
Memphis	49	1,507,400	669,940
Jacksonville	50	1,501,200	669,840
Buffalo	51	1,380,200	645,190
New Orleans	52	1,426,100	643,660
Providence-New Bedford	53	1,381,000	620,010
Wilkes Barre-Scranton-Hztn	54	1,338,700	590,740
Fresno-Visalia	55	1,588,700	574,800
Little Rock-Pine Bluff	56	1,244,500	571,630
Richmond-Petersburg	57	1,259,100	559,390
Albany-Schenectady-Troy	58	1,212,100	551,120



Television DMA Markets *(continued)*

www.arbitron.com

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Tulsa	59	1,154,300	529,100
Mobile-Pensacola (Ft Walt)	60	1,182,700	527,930
Knoxville	61	1,158,100	527,790
Ft. Myers-Naples	62	1,070,300	504,240
Dayton	63	1,057,100	493,600
Lexington	64	1,079,500	488,850
Charleston-Huntington	65	1,001,500	465,030
Roanoke-Lynchburg	66	997,300	455,860
Wichita-Hutchinson Plus	67	1,002,000	454,590
Flint-Saginaw-Bay City	68	998,400	451,880
Green Bay-Appleton	69	960,900	445,760
Tucson (Sierra Vista)	70	998,600	442,020
Honolulu	71	1,172,900	434,730
Des Moines-Ames	72	932,100	431,300
Spokane	73	959,900	426,690
Toledo	74	932,000	426,280
Springfield, MO	75	931,600	423,010
Omaha	76	904,400	415,510
Columbia, SC	77	912,100	404,830
Portland-Auburn	78	865,700	401,370
Rochester, NY	79	890,400	398,790
Huntsville-Decatur (Flor)	80	861,500	394,010
Paducah-Cape Girard-Harsbg	81	852,500	393,330
Champaign&Sprngfld-Decatur	82	837,900	386,160
Shreveport	83	848,800	386,150
Syracuse	84	874,600	386,090
Madison	85	822,900	378,290
Chattanooga	86	826,200	366,790
Harlingen-Wslco-Brnsvl-Mca	87	1,011,500	361,820

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Waco-Temple-Bryan	88	826,500	353,190
Cedar Rapids-Wtrlo-Iwc&Dub	89	748,200	344,150
Colorado Springs-Pueblo	90	779,600	343,160
El Paso (Las Cruces)	91	843,900	336,570
Savannah	92	764,900	335,080
Jackson, MS	93	760,300	334,530
Baton Rouge	94	762,300	333,010
Burlington-Plattsburgh	95	748,000	323,750
Tri-Cities, TN-VA	96	700,600	323,640
South Bend-Elkhart	97	741,400	322,090
Charleston, SC	98	689,800	311,260
Greenville-N.Bern-Washngtn	99	684,500	307,610
Davenport-R.Island-Moline	100	654,500	307,050
Ft. Smith-Fay-Sprngdl-Rgrs	101	677,000	301,120
Johnstown-Altoona-St Colge	102	668,200	294,770
Myrtle Beach-Florence	103	639,200	289,060
Evansville	104	624,600	287,880
Lincoln & Hastings-Krny	105	604,500	280,310
Tallahassee-Thomasville	106	633,700	272,520
Tyler-Longview(Lfkn&Ncgd)	107	625,200	271,400
Reno	108	621,500	271,020
Ft. Wayne	109	593,100	267,710
Youngstown	110	576,200	263,850
Augusta-Aiken	111	590,900	262,560
Boise	112	606,100	261,810
Sioux Falls(Mitchell)	113	565,400	261,530
Springfield-Holyoke	114	599,700	257,080
Lansing	115	574,600	252,890
Peoria-Bloomington	116	549,400	247,850

Television DMA Markets *(continued)*

www.arbitron.com

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Fargo-Valley City	117	523,200	246,780
Macon	118	571,500	245,910
Montgomery-Selma	119	543,800	245,100
Traverse City-Cadillac	120	532,200	244,050
Eugene	121	538,100	241,270
SantaBarbra-SanMar-SanLuob	122	600,400	230,830
Yakima-Pasco-RchInd-Knnwck	123	558,800	230,010
Lafayette, LA	124	509,700	229,320
Monterey-Salinas	125	613,300	223,620
Bakersfield	126	620,100	221,920
Columbus, GA (Opelika, AL)	127	480,400	215,410
La Crosse-Eau Claire	128	477,800	213,660
Corpus Christi	129	482,300	203,550
Amarillo	130	445,400	195,650
Chico-Redding	131	443,300	194,590
Wilmington	132	406,200	190,730
Columbus-Tupelo-W Pnt-Hstn	133	415,400	189,910
Rockford	134	410,900	184,360
Wausau-Rhineland	135	389,000	181,280
Topeka	136	389,700	177,710
Monroe-El Dorado	137	399,200	177,410
Columbia-Jefferson City	138	401,700	176,470
Duluth-Superior	139	369,100	173,710
Medford-Klamath Falls	140	374,600	170,670
Beaumont-Port Arthur	141	389,900	168,420
Wichita Falls & Lawton	142	362,700	160,540
Lubbock	143	371,000	160,160
Salisbury	144	358,500	159,640
Palm Springs	145	362,900	158,440

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Erie	146	352,400	157,730
Sioux City	147	341,700	157,060
Anchorage	148	369,600	155,600
Joplin-Pittsburg	149	339,300	153,910
Albany, GA	150	349,600	151,620
Odessa-Midland	151	344,500	146,040
Minot-Bsmrck-Dcknsn(Wlstn)	152	306,500	145,480
Rochestr-Mason City-Austin	153	308,500	145,450
Terre Haute	154	326,600	142,780
Bangor	155	309,100	141,580
Bluefield-Beckley-Oak Hill	156	296,100	137,380
Binghamton	157	303,400	136,730
Wheeling-Steubenville	158	285,200	133,120
Panama City	159	305,800	132,120
Idaho Fals-Pocatllo(Jcksn)	160	304,900	128,940
Sherman-Ada	161	282,400	128,790
Biloxi-Gulfport	162	289,500	128,150
Gainesville	163	286,400	124,730
Abilene-Sweetwater	164	263,000	115,630
Missoula	165	252,000	114,590
Yuma-El Centro	166	309,400	112,850
Hattiesburg-Laurel	167	249,000	111,560
Billings	168	235,300	109,940
Dothan	169	236,000	109,080
Clarksburg-Weston	170	238,100	108,980
Quincy-Hannibal-Keokuk	171	230,900	104,790
Utica	172	241,200	104,750
Rapid City	173	213,900	100,120
Elmira (Corning)	174	212,600	96,600

Television DMA Markets (continued)

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Lake Charles	175	216,800	94,850
Jackson, TN	176	209,700	94,650
Watertown	177	215,700	93,090
Harrisonburg	178	220,600	91,620
Alexandria, LA	179	204,500	90,160
Marquette	180	188,000	85,230
Jonesboro	181	176,600	81,300
Bowling Green	182	180,700	79,990
Charlottesville	183	176,100	74,630
Grand Junction-Montrose	184	162,500	72,970
Laredo	185	208,800	72,060
Meridian	186	155,600	70,190
Greenwood-Greenville	187	159,400	67,730
Lafayette, IN	188	158,400	67,260
Butte-Bozeman	189	148,600	66,910
Great Falls	190	143,700	66,190
Twin Falls	191	151,800	65,800
Parkersburg	192	134,900	63,120
Bend, OR	193	138,600	62,620
Eureka	194	142,600	61,180
Cheyenne-Scottsbluf	195	120,800	56,640
Casper-Riverton	196	121,400	56,460
San Angelo	197	124,600	55,570
Mankato	198	105,900	53,720
Ottumwa-Kirkville	199	107,600	47,810
St. Joseph	200	108,300	46,690
Lima	201	89,100	39,350
Fairbanks	202	81,800	37,010
Zanesville	203	73,000	33,140

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Victoria	204	71,900	31,540
Presque Isle	205	63,100	29,850
Helena	206	60,100	28,050
Juneau	207	26,700	25,500
Alpena	208	35,500	17,100
North Platte	209	31,400	15,180
Glendive	210	8,700	4,180

Ethnic Reports Available via CD Access

PPM Markets

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

Black

CODE	MARKET	MKT	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

CODE	MARKET	MKT	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

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

Thirty-six 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
963	Albany, GA	2
952	Augusta, GA	2
931	Baton Rouge	2
923	Birmingham	2
933	Charleston, SC	2
944	Columbia, SC	2
961	Columbus, GA	2
918	Dayton	2
954	Fayetteville, NC	2
962	Flint	2
945	Greenville-New Bern-Jacksonville	2
938	Jackson, MS	2
955	Lafayette, LA	2
920	Louisville	2
957	Macon	2
948	Mobile	2
953	Montgomery	2
922	New Orleans	2
926	Richmond	2
959	Savannah	2
951	Shreveport	2

Hispanic

MKT CODE	MARKET	FREQUENCY
781	Albuquerque	2
783	Bakersfield	2
850	El Paso	2
861	Fresno	2
970	Las Cruces, NM	2
969	Merced, CA	2
966	Modesto	2
862	Monterey-Salinas-Santa Cruz	2
971	Odessa-Midland, TX	2
965	Palm Springs	2
973	Pueblo	2
972	Santa Maria-Lompoc, CA	2
964	Stockton	2
865	Tucson	2
967	Victor Valley	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

Six 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
849	McAllen-Brownsville-Harlingen	2
968	Oklahoma City	2
775	Oxnard-Ventura	2
773	Visalia-Tulare-Hanford	2

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



Custom Sports Reports

PPM Sports Reports reflect the audience of play-by-play radio broadcasts of Pro Football and Baseball 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	NFL FOOTBALL TEAMS	MLB BASEBALL TEAMS
Philadelphia	Philadelphia Eagles	Philadelphia Phillies
Houston-Galveston	Houston Texans	Houston Astros
New York	New York Jets New York Giants	New York Yankees New York Mets
Los Angeles		Los Angeles Dodgers Los Angeles Angels of Anaheim
Chicago	Chicago Bears	Chicago White Sox Chicago Cubs
San Francisco	Oakland Raiders San Francisco 49ers	Oakland Athletics San Francisco Giants
Dallas-Ft. Worth	Dallas Cowboys	Texas Rangers
Washington	Washington Redskins	Washington Nationals
Detroit	Detroit Lions	Detroit Tigers
Atlanta	Atlanta Falcons	Atlanta Braves
Boston	New England Patriots	Boston Red Sox
Miami	Miami Dolphins	Florida Marlins
Seattle-Tacoma	Seattle Seahawks	Seattle Mariners
Phoenix	Arizona Cardinals	Arizona Diamondbacks
Minneapolis-St.Paul	Minnesota Vikings	Minnesota Twins
San Diego	San Diego Chargers	San Diego Padres

MARKET	NFL FOOTBALL TEAMS	MLB BASEBALL TEAMS
Tampa	Tampa Bay Buccaneers	Tampa Bay Rays
St.Louis	St. Louis Rams	St. Louis Cardinals
Baltimore	Baltimore Ravens	Baltimore Orioles
Denver-Boulder	Denver Broncos	Colorado Rockies
Pittsburgh, PA	Pittsburgh Steelers	Pittsburgh Pirates
Cleveland	Cleveland Browns	Cleveland Indians
Cincinnati	Cincinnati Bengals	Cincinnati Reds
Kansas City	Kansas City Chiefs	Kansas City Royals
Milwaukee	Green Bay Packers	Milwaukee Brewers
Indianapolis	Indianapolis Colts	
Jacksonville	Jacksonville Jaguars	
Nashville	Tennessee Titans	
Charlotte	Carolina Panthers	

2012 Mid-Season Baseball report due 7/27/2012
 2012 Full-Season Baseball report due 11/16/2012
 2012 NFL Football report due 2/1/2013