

RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION

SPRING 2021

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Total Survey Area Population	15
Television DMA Regions	21

These population estimates are based upon Census 2010 counts updated and projected to January 1, 2021, by Claritas, LLC. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects SPRING 2021 Nielsen Audio market definitions.

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COR-17-30094

MARKET SURVEY RANKINGS, FREQUENCY, TYPE AND POPULATION

BY RANKING

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
001	1	PPM	13	New York	BH	15,997,800	4,074,300	2,668,700
003	2	PPM	13	Los Angeles	BH	11,391,500	4,962,100	789,100
005	3	PPM	13	Chicago	BH	7,923,900	1,702,400	1,315,200
009	4	PPM	13	San Francisco	BH	6,745,100	1,502,000	438,100
024	5	PPM	13	Dallas-Ft. Worth	BH	6,417,300	1,777,300	1,080,600
033	6	PPM	13	Houston-Galveston	BH	6,048,300	2,187,000	1,061,400
047	7	PPM	13	Atlanta	BH	5,035,400	523,500	1,797,900
015	8	PPM	13	Washington, DC	BH	5,019,200	830,200	1,347,200
007	9	PPM	13	Philadelphia	BH	4,635,500	441,600	961,900
013	10	PPM	13	Boston	BH	4,366,400	521,600	360,100
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	4,119,200	2,295,100	827,500
039	12	PPM	13	Seattle-Tacoma	BH	4,042,000	375,500	279,000
057	13	PPM	13	Phoenix	BH	3,893,400	1,145,200	250,700
011	14	PPM	13	Detroit	B	3,841,000	164,200	839,400
027	15	PPM	13	Minneapolis-St. Paul	BH	3,055,000	168,500	290,100
063	16	PPM	13	San Diego	BH	2,867,500	936,600	156,300
087	17	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,835,700	571,700	343,100
540	18	12S	12	Puerto Rico		2,831,200	*	*
035	19	PPM	13	Denver-Boulder	BH	2,829,200	594,200	165,000
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,451,200	456,200	246,500
093	21	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,430,600	230,100	564,300
051	22	PPM	13	Portland, OR	H	2,428,300	315,400	88,900
021	23	PPM	13	Baltimore	BH	2,404,200	146,400	714,800
017	24	PPM	13	St. Louis	B	2,342,400	71,800	440,100
059	25	PPM	13	San Antonio	BH	2,180,500	1,195,100	158,300
379	26	PPM	13	Riverside-San Bernardino	BH	2,149,700	1,191,300	184,600
065	27	PPM	13	Sacramento	BH	2,066,800	417,400	166,600
101	28	PPM	13	Salt Lake City-Ogden-Provo	H	2,043,900	308,500	35,200
131	29	PPM	13	Orlando	BH	1,976,600	700,300	333,400
257	30	PPM	13	Las Vegas	BH	1,975,800	592,100	267,100
023	31	PPM	13	Pittsburgh, PA	B	1,968,700	37,400	177,200
135	32	PPM	13	Austin	BH	1,934,000	599,600	148,100
031	33	PPM	13	Cincinnati	B	1,865,500	60,200	244,500
041	34	PPM	13	Kansas City	BH	1,791,000	154,900	238,100
019	35	PPM	13	Cleveland	BH	1,766,400	103,400	354,700
045	36	PPM	13	Columbus, OH	B	1,733,500	73,600	303,300
115	37	PPM	13	Raleigh-Durham	BH	1,684,900	171,100	370,100
215	38	PPM	13	San Jose	H	1,666,000	395,000	47,300
049	39	PPM	13	Indianapolis	BH	1,611,100	107,000	274,500
073	40	PPM	13	Nashville	BH	1,535,800	110,600	253,600

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393	41	2S	2	Hudson Valley	BH	1,511,600	342,000	197,000
043	42	PPM	13	Milwaukee-Racine	BH	1,507,600	155,700	236,200
413	43	PPM	13	Middlesex-Somerset-Union	BH	1,469,200	355,300	203,700
077	44	PPM	13	Providence-Warwick-Pawtucket	BH	1,422,700	185,000	88,100
109	45	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,411,800	101,200	449,600
107	46	PPM	13	Jacksonville	BH	1,365,500	129,300	289,700
166	47	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,328,200	119,100	314,500
299	48	PPM	13	West Palm Beach-Boca Raton	BH	1,326,000	307,700	245,600
083	49	12S	12	Oklahoma City	BH	1,292,200	157,300	143,800
053	50	12S	12	New Orleans	BH	1,256,600	107,400	402,000
075	51	PPM	13	Memphis	B	1,133,200	61,600	537,000
105	52	12S	12	Richmond	B	1,077,000	69,600	324,700
061	53	PPM	13	Hartford-New Britain-Middletown	BH	1,075,700	172,600	127,100
055	54	12S	12	Louisville	B	1,051,900	52,600	168,200
516	55	2S	2	Monmouth-Ocean	H	1,050,600	103,900	56,500
515	56	12S	12	Ft. Myers-Naples	BH	1,047,800	240,700	78,800
269	57	2S	2	McAllen-Brownsville-Harlingen	H	1,043,300	967,200	4,200
191	58	12S	12	Greenville-Spartanburg	B	1,022,500	69,100	179,400
037	59	12S	12	Buffalo-Niagara Falls	B	978,700	48,400	119,700
079	60	12S	12	Rochester, NY	B	955,000	68,600	106,400
095	61	12S	12	Birmingham	B	928,300	38,000	278,700
207	62	12S	12	Tucson	H	915,800	330,700	37,000
067	63	12S	12	Dayton	B	842,900	23,700	125,100
103	64	12S	12	Tulsa	H	832,600	78,600	74,200
099	65	12S	12	Honolulu		828,300	77,900	34,900
089	66	12S	12	Fresno	H	822,700	430,400	41,600
069	67	12S	12	Albany-Schenectady-Troy		811,200	45,600	68,800
127	68	12S	12	Grand Rapids	H	808,400	77,200	63,400
141	69	12S	12	Albuquerque	H	780,400	381,000	21,700
373	70	2S	2	Sarasota-Bradenton	H	768,300	91,600	48,500
071	71	12S	12	Des Moines		755,400	45,400	39,300
121	72	12S	12	Knoxville		748,900	32,700	47,600
189	73	12S	12	Metro Fairfield County	BH	743,300	149,300	93,100
145	74	12S	12	Allentown-Bethlehem	H	736,600	128,500	44,300
085	75	12S	12	Omaha-Council Bluffs	H	732,800	77,100	64,200
231	76	12S	12	Charleston, SC	B	704,100	37,300	175,400
161	77	12S	12	El Paso	H	698,600	584,400	23,300
223	78	12S	12	Baton Rouge	B	696,900	29,800	244,500
175	79	12S	12	Wilkes Barre-Scranton	H	690,300	76,800	43,000
143	80	12S	12	Bakersfield	H	663,700	369,300	35,500
291	81	2S	2	Stockton	H	639,900	260,300	51,900
311	82	2S	2	Lakeland-Winter Haven	BH	633,900	149,800	94,400
139	83	2S	2	Wilmington, DE	B	625,100	56,000	139,100



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119	84	12S	12	Harrisburg-Lebanon-Carlisle		623,100	48,600	58,300
183	85	12S	12	Columbia, SC	B	621,400	33,500	213,400
229	86	2S	2	Boise	H	619,900	80,400	8,900
550	87	2S	2	Gainesville-Ocala	BH	619,700	73,800	92,400
233	88	12S	12	Colorado Springs	H	618,700	103,000	46,100
181	89	12S	12	Chattanooga	B	612,700	28,800	74,400
081	90	12S	12	Akron	B	611,500	13,300	79,200
123	91	12S	12	Little Rock	B	608,000	31,500	151,900
171	92	12S	12	Madison		605,700	32,900	29,200
341	93	2S	2	Daytona Beach	BH	602,500	82,900	63,200
283	94	12S	12	Monterey-Salinas-Santa Cruz	H	602,100	285,200	15,600
197	95	2S	2	Portland, ME		601,700	11,600	16,000
361	96	12S	12	Greenville-New Bern-Jacksonville	B	600,600	48,000	145,400
177	97	12S	12	Spokane		600,500	32,500	14,100
517	98	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	583,200	91,500	79,000
275	99	2S	2	Reno	H	577,600	125,400	15,600
091	100	12S	12	Syracuse		558,800	23,300	48,700
117	101	12S	12	Springfield, MA	H	549,400	111,100	39,900
133	102	12S	12	Mobile	B	548,300	19,700	142,000
331	103	2S	2	Melbourne-Titusville-Cocoa	BH	541,800	58,700	55,600
259	104	2S	2	Lexington-Fayette	B	528,400	27,500	57,300
590	105	2A	2	Ft. Collins-Greeley, CO	H	523,200	94,200	9,200
125	106	12S	12	Wichita	H	516,900	64,700	44,100
327	107	12S	12	Huntsville	B	516,300	27,900	109,200
097	108	12S	12	Toledo	B	511,300	33,300	79,200
293	109	2S	2	Visalia-Tulare-Hanford	H	502,900	310,800	14,700
305	110	2S	2	Augusta, GA	B	498,400	28,800	176,800
301	111	2S	2	York		478,300	35,300	26,800
253	112	2S	2	Lafayette, LA	B	477,400	19,200	128,000
155	113	2S	2	Corpus Christi	H	474,900	299,800	17,000
419	114	2S	2	Victor Valley	BH	474,700	207,600	53,200
345	115	2S	2	Johnson City-Kingsport-Bristol		474,300	10,800	14,200
165	116	2S	2	Ft. Wayne		469,200	26,700	41,300
255	117	2S	2	Lancaster	H	463,900	48,400	20,100
503	118	2A	2	Fayetteville (North West Arkansas)	H	459,100	69,900	14,300
343	119	2S	2	Modesto	H	458,600	210,200	15,400
113	120	2S	2	Worcester	H	457,200	53,500	30,800
277	121	2S	2	Roanoke-Lynchburg	B	449,400	16,800	73,300
247	122	2S	2	Portsmouth-Dover-Rochester		444,500	12,600	5,600
317	123	2S	2	Pensacola	B	441,300	25,700	74,400
594	124	2S	2	Oxnard-Ventura	H	439,100	238,900	11,500
062	125	2S	2	New Haven	BH	429,800	66,800	65,300
565	126	2C	2	Morristown, NJ	H	428,300	60,600	16,200
195	127	2S	2	Lansing-East Lansing	B	420,100	26,400	41,300
169	128	12S	12	Jackson, MS	B	417,800	9,700	202,700

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359	129	2S	2	Fayetteville, NC	B	389,100	41,300	137,400
510	130	2A	2	Myrtle Beach, SC	B	383,400	19,400	57,200
265	131	2S	2	Macon	B	381,700	17,600	151,000
592	132	2S	2	Palm Springs	H	378,500	185,100	11,500
271	133	2S	2	Salisbury-Ocean City	B	370,300	24,100	65,100
129	134	2S	2	Youngstown-Warren	B	369,100	15,800	45,500
562	135	2A	2	Killeen-Temple, TX	B	363,800	86,100	84,400
273	136	2A	2	Reading, PA	H	362,900	76,900	17,400
203	137	2S	2	Springfield, MO		362,700	12,100	12,200
416	138	2S	2	Fredericksburg	B	353,800	37,000	69,400
303	139	2S	2	Appleton-Oshkosh		353,300	13,900	7,700
163	140	2S	2	Flint	B	345,500	11,400	70,400
502	141	2S	2	Tyler-Longview	BH	345,400	64,000	63,100
533	142	2S	2	Biloxi-Gulfport-Pascagoula	B	343,300	20,200	76,100
082	143	2S	2	Canton		341,900	7,000	28,100
241	144	2S	2	Eugene-Springfield		339,900	29,000	6,300
285	145	2S	2	Savannah	B	338,600	21,200	112,300
111	146	2S	2	Shreveport	B	337,900	13,300	134,100
505	147	2S	2	Burlington-Plattsburgh		331,200	8,700	9,600
149	148	2A	2	Beaumont-Port Arthur, TX	BH	329,800	53,100	79,000
581	149	2A	2	Ann Arbor, MI	B	325,500	15,700	41,000
542	150	2A	2	Newburgh-Middletown, NY	BH	324,900	67,300	38,600
281	151	2A	2	Saginaw-Bay City-Midland, MI	B	324,500	19,500	34,100
537	152	2S	2	Trenton	BH	317,000	57,600	63,200
221	153	2S	2	Asheville		309,500	16,200	16,900
173	154	2S	2	Montgomery	B	308,200	9,500	138,100
157	155	2S	2	Quad Cities (Davenport-Rock Island-Moline)		308,100	26,000	26,900
367	156	2S	2	Atlantic City-Cape May	BH	307,300	47,600	37,800
137	157	2S	2	Peoria	B	293,400	10,100	29,900
333	158	2S	2	Tallahassee	B	291,900	19,400	85,400
589	159	2A	2	Ft. Smith, AR		285,300	24,300	11,900
279	160	2S	2	Rockford	B	283,500	38,500	33,900
561	161	2A	2	Odessa-Midland, TX	H	282,200	150,400	15,700
261	162	2S	2	Lincoln		274,600	18,500	13,500
185	163	2S	2	Evansville		269,600	6,300	20,500
263	164	2S	2	Lubbock	H	264,600	92,600	19,100
524	165	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		263,600	14,500	23,300
518	166	2A	2	Poughkeepsie, NY	BH	260,500	32,100	30,500
147	167	2A	2	Amarillo, TX	H	256,900	75,600	16,100
407	168	2A	2	Bowling Green, KY		256,600	9,600	18,900
193	169	2S	2	Huntington-Ashland		256,200	3,400	8,000
556	170	2A	2	San Luis Obispo, CA	H	249,400	53,600	5,100
295	171	2S	2	Utica-Rome		249,000	12,500	14,300

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426	172	2S	2	Concord (Lakes Region)		247,600	4,800	3,300
391	173	2A	2	Ft. Walton Beach-Destin, FL		246,300	21,400	22,700
555	174	2A	2	Morgantown-Clarksburg-Fairmont, WV		244,400	4,800	8,500
597	175	2A	2	Wausau-Stevens Point, WI (Central WI)		240,800	6,600	2,800
315	176	2S	2	Anchorage		239,000	21,600	16,800
551	177	2A	2	Lima-Van Wert, OH		237,800	7,200	13,400
535	178	2A	2	Traverse City-Petoskey, MI		234,900	5,500	2,600
319	179	2A	2	Sioux Falls, SD		231,400	9,200	13,100
563	180	2A	2	New London, CT	H	231,100	24,700	16,200
287	181	2A	2	South Bend, IN	B	230,800	19,000	32,200
239	182	2S	2	Erie		230,300	9,200	18,100
251	183	2S	2	Kalamazoo	B	228,600	11,000	28,400
575	184	2A	2	St. Cloud, MN		228,200	6,300	15,400
528	185	2C	2	Frederick, MD	BH	226,200	23,200	24,200
245	186	2S	2	Green Bay		225,500	17,400	7,600
506	187	2A	2	Laredo, TX	H	220,900	213,700	600
235	188	2S	2	Columbus, GA	B	220,000	16,400	102,200
309	189	2A	2	Waco, TX	BH	217,100	55,100	31,300
549	190	2A	2	Bryan-College Station, TX	BH	216,300	53,400	23,500
501	191	2A	2	Dothan, AL	B	214,900	9,800	47,700
187	192	2S	2	Fargo-Moorhead		209,600	6,300	14,000
530	193	2A	2	Cape Cod, MA		208,300	6,800	8,600
227	194	2S	2	Binghamton		206,600	7,900	11,400
267	195	2S	2	Manchester		206,200	14,100	6,600
593	196	2A	2	Danbury, CT	H	201,100	32,200	7,400
153	197	2A	2	Charleston, WV		200,900	2,200	13,800
567	198	2A	2	Santa Maria-Lompoc, CA	H	200,300	110,300	5,900
205	199	2S	2	Topeka	H	196,300	18,800	14,000
151	200	2S	2	Cedar Rapids		194,000	6,200	13,600
387	201	2A	2	Salina-Manhattan, KS		193,300	16,500	12,600
508	202	2A	2	Chico, CA	H	187,000	29,800	4,400
569	203	2A	2	Winchester, VA		186,300	15,800	10,600
591	204	2A	2	Santa Barbara, CA	H	183,000	57,800	3,500
596	205	2A	2	Tuscaloosa, AL	B	181,400	7,100	57,900
159	206	2S	2	Duluth-Superior		180,000	3,600	5,200
554	207	2A	2	Florence, SC	B	174,500	4,400	73,400
522	208	2A	2	Laurel-Hattiesburg, MS	B	174,100	5,400	50,400
307	209	2S	2	Terre Haute		173,400	3,800	9,600
461	210	2A	2	Las Cruces-Deming, NM	H	171,200	102,400	4,200
584	211	2A	2	Lake Charles, LA	B	170,600	6,700	43,500
532	212	2A	2	Rochester, MN		170,500	7,600	9,200
526	213	2S	2	Bangor		170,000	2,400	2,100
434	214	2A	2	Sunbury-Selinsgrove-Lewisburg, PA		169,300	6,700	5,700



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559	215	2A	2	La Crosse, WI		167,700	4,200	3,000
422	216	2A	2	Muncie-Marion, IN		166,500	5,000	12,300
431	217	2A	2	Lebanon-Hanover-White River Junction, NH-VT		158,400	3,800	2,500
564	218	2A	2	Columbia, MO	B	157,700	5,300	16,100
421	219	2A	2	Olean, NY		154,200	3,100	3,500
509	220	2A	2	Redding, CA	H	153,600	14,900	2,700
557	221	2A	2	Elmira-Corning, NY		152,900	3,500	6,800
534	222	2A	2	Joplin, MO		151,700	10,100	3,800
566	223	2A	2	Muskegon, MI	B	147,600	7,900	21,300
586	224	2A	2	Eau Claire, WI		147,100	3,300	2,700
323	225	2S	2	Bloomington		146,900	7,000	12,700
573	226	2A	2	Panama City, FL	B	146,500	9,800	17,400
485	227	2A	2	Rapid City-Spearfish, SD		145,900	6,500	3,400
353	228	2S	2	Pueblo	H	145,500	61,000	3,600
546	229	2A	2	Abilene, TX	H	145,400	32,900	11,900
297	230	2A	2	Waterloo-Cedar Falls, IA		132,800	4,700	11,400
580	231	2A	2	Albany, GA	B	131,400	4,200	71,100
404	232	2A	2	Florence-Muscle Shoals, AL	B	129,100	3,300	16,400
585	233	2A	2	Monroe, LA	B	127,300	3,000	46,300
433	234	2A	2	Valdosta, GA	B	124,500	8,100	42,600
539	235	2A	2	Parkersburg-Marietta, WV-OH		123,600	1,500	2,400
579	236	2A	2	Sussex, NJ		123,100	10,900	3,300
209	237	2A	2	Wichita Falls, TX	BH	120,700	21,800	13,300
179	238	2S	2	Wheeling		120,600	1,400	4,800
519	239	2A	2	Harrisonburg, VA		119,000	14,400	6,000
381	240	2A	2	Grand Island-Kearney-Hastings, NE	H	118,500	20,000	2,800
582	241	2A	2	Bismarck, ND		108,100	3,300	3,300
527	242	2A	2	Augusta-Waterville, ME		107,500	1,600	1,300
432	243	2S	2	Montpelier-Barre-St. Johnsbury		107,200	2,200	1,400
523	244	2A	2	Sioux City, IA	H	101,800	19,200	5,500
548	245	2A	2	San Angelo, TX	H	100,400	39,800	4,300
418	246	2A	2	Sheboygan, WI		99,400	5,800	2,700
578	247	2A	2	Williamsport, PA		97,800	1,900	5,000
513	248	2A	2	Brunswick, GA	B	90,500	4,900	19,900
577	249	2A	2	Watertown, NY		89,000	6,800	6,700
383	250	2A	2	Hot Springs, AR		86,900	4,700	8,000
560	251	2A	2	Cheyenne, WY	H	85,200	12,200	2,800
289	252	2A	2	Jackson, TN	B	83,600	3,100	31,200
572	253	2A	2	Grand Forks, ND-MN		76,700	3,900	4,500



TOTAL 1-25 METRO PERSONS 12+ POPULATION: 115,680,600
TOTAL 1-50 METRO PERSONS 12+ POPULATION: 153,019,800
TOTAL 1-100 METRO PERSONS 12+ POPULATION: 190,268,800
TOTAL 1-253 METRO PERSONS 12+ POPULATION: 229,997,600

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

- ¹ The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- ² The San Jose Metro is embedded in the San Francisco Metro.
- ³ Putnam, NY (population 86,600), Rockland, NY (population 265,400) and Westchester, NY (population 834,700) 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 538,000) is included in the Monmouth-Ocean and the New York Metro definitions.
- ⁶ The Morristown, NJ Metro is embedded in the New York Metro.
- ⁷ The SN Split portion of Fairfield County (population 324,800) is included in the Metro Fairfield County and the New York Metro definitions.
- ⁸ Stafford County (population 131,100) is included in the Fredericksburg and the Washington, DC Metro definitions.
- ⁹ The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- ¹⁰ The Frederick, MD Metro is embedded in the Washington, DC Metro.
- ¹¹ The M-Split portion of Rockingham County (population 52,200) is included in the Manchester and the Portsmouth-Dover-Rochester Metro definitions.

MKT CODE: Unique numeric identifier for a market

FREQ (Frequency): Number of reports annually

TYPE (Type of Measurement Service): PPM – PPM, 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic control

* For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must be at least 9.5% Hispanic OR at least 4.5% Hispanic with an estimated Hispanic 12+ population of at least 75,000. Additional criteria apply in Diary Metros and can be referenced in the Description of Methodology.

** For a Metro to qualify for Black DST, the Metro's Black P12+ population must be at least 9.5% Black or at least 4.5% Black with an estimated Black 12+ population of at least 75,000.

BY MARKET

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Abilene, TX	546	229	2A	2	H	145,400	32,900	11,900
Akron	081	90	12S	12	B	611,500	13,300	79,200
Albany, GA	580	231	2A	2	B	131,400	4,200	71,100
Albany-Schenectady-Troy	069	67	12S	12		811,200	45,600	68,800
Albuquerque	141	69	12S	12	H	780,400	381,000	21,700
Allentown-Bethlehem	145	74	12S	12	H	736,600	128,500	44,300
Amarillo, TX	147	167	2A	2	H	256,900	75,600	16,100
Anchorage	315	176	2S	2		239,000	21,600	16,800
Ann Arbor, MI	581	149	2A	2	B	325,500	15,700	41,000
Appleton-Oshkosh	303	139	2S	2		353,300	13,900	7,700
Asheville	221	153	2S	2		309,500	16,200	16,900
Atlanta	047	7	PPM	13	BH	5,035,400	523,500	1,797,900
Atlantic City-Cape May	367	156	2S	2	BH	307,300	47,600	37,800
Augusta, GA	305	110	2S	2	B	498,400	28,800	176,800
Augusta-Waterville, ME	527	242	2A	2		107,500	1,600	1,300
Austin	135	32	PPM	13	BH	1,934,000	599,600	148,100
Bakersfield	143	80	12S	12	H	663,700	369,300	35,500
Baltimore	021	23	PPM	13	BH	2,404,200	146,400	714,800
Bangor	526	213	2S	2		170,000	2,400	2,100
Baton Rouge	223	78	12S	12	B	696,900	29,800	244,500
Beaumont-Port Arthur, TX	149	148	2A	2	BH	329,800	53,100	79,000
Biloxi-Gulfport-Pascagoula	533	142	2S	2	B	343,300	20,200	76,100
Binghamton	227	194	2S	2		206,600	7,900	11,400
Birmingham	095	61	12S	12	B	928,300	38,000	278,700
Bismarck, ND	582	241	2A	2		108,100	3,300	3,300
Bloomington	323	225	2S	2		146,900	7,000	12,700
Boise	229	86	2S	2	H	619,900	80,400	8,900
Boston	013	10	PPM	13	BH	4,366,400	521,600	360,100
Bowling Green, KY	407	168	2A	2		256,600	9,600	18,900
Brunswick, GA	513	248	2A	2	B	90,500	4,900	19,900
Bryan-College Station, TX	549	190	2A	2	BH	216,300	53,400	23,500
Buffalo-Niagara Falls	037	59	12S	12	B	978,700	48,400	119,700
Burlington-Plattsburgh	505	147	2S	2		331,200	8,700	9,600
Canton	082	143	2S	2		341,900	7,000	28,100
Cape Cod, MA	530	193	2A	2		208,300	6,800	8,600
Cedar Rapids	151	200	2S	2		194,000	6,200	13,600
Charleston, SC	231	76	12S	12	B	704,100	37,300	175,400
Charleston, WV	153	197	2A	2		200,900	2,200	13,800
Charlotte-Gastonia-Rock Hill	093	21	PPM	13	BH	2,430,600	230,100	564,300
Chattanooga	181	89	12S	12	B	612,700	28,800	74,400
Cheyenne, WY	560	251	2A	2	H	85,200	12,200	2,800
Chicago	005	3	PPM	13	BH	7,923,900	1,702,400	1,315,200
Chico, CA	508	202	2A	2	H	187,000	29,800	4,400
Cincinnati	031	33	PPM	13	B	1,865,500	60,200	244,500

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Cleveland	019	35	PPM	13	BH	1,766,400	103,400	354,700
Colorado Springs	233	88	12S	12	H	618,700	103,000	46,100
Columbia, MO	564	218	2A	2	B	157,700	5,300	16,100
Columbia, SC	183	85	12S	12	B	621,400	33,500	213,400
Columbus, GA	235	188	2S	2	B	220,000	16,400	102,200
Columbus, OH	045	36	PPM	13	B	1,733,500	73,600	303,300
Concord (Lakes Region)	426	172	2S	2		247,600	4,800	3,300
Corpus Christi	155	113	2S	2	H	474,900	299,800	17,000
Dallas-Ft. Worth	024	5	PPM	13	BH	6,417,300	1,777,300	1,080,600
Danbury, CT	593	196	2A	2	H	201,100	32,200	7,400
Dayton	067	63	12S	12	B	842,900	23,700	125,100
Daytona Beach	341	93	2S	2	BH	602,500	82,900	63,200
Denver-Boulder	035	19	PPM	13	BH	2,829,200	594,200	165,000
Des Moines	071	71	12S	12		755,400	45,400	39,300
Detroit	011	14	PPM	13	B	3,841,000	164,200	839,400
Dothan, AL	501	191	2A	2	B	214,900	9,800	47,700
Duluth-Superior	159	206	2S	2		180,000	3,600	5,200
Eau Claire, WI	586	224	2A	2		147,100	3,300	2,700
El Paso	161	77	12S	12	H	698,600	584,400	23,300
Elmira-Corning, NY	557	221	2A	2		152,900	3,500	6,800
Erie	239	182	2S	2		230,300	9,200	18,100
Eugene-Springfield	241	144	2S	2		339,900	29,000	6,300
Evansville	185	163	2S	2		269,600	6,300	20,500
Fargo-Moorhead	187	192	2S	2		209,600	6,300	14,000
Fayetteville (North West Arkansas)	503	118	2A	2	H	459,100	69,900	14,300
Fayetteville, NC	359	129	2S	2	B	389,100	41,300	137,400
Flint	163	140	2S	2	B	345,500	11,400	70,400
Florence, SC	554	207	2A	2	B	174,500	4,400	73,400
Florence-Muscle Shoals, AL	404	232	2A	2	B	129,100	3,300	16,400
Frederick, MD	528	185	2C	2	BH	226,200	23,200	24,200
Fredericksburg	416	138	2S	2	B	353,800	37,000	69,400
Fresno	089	66	12S	12	H	822,700	430,400	41,600
Ft. Collins-Greeley, CO	590	105	2A	2	H	523,200	94,200	9,200
Ft. Myers-Naples	515	56	12S	12	BH	1,047,800	240,700	78,800
Ft. Pierce-Stuart-Vero Beach	517	98	2S	2	BH	583,200	91,500	79,000
Ft. Smith, AR	589	159	2A	2		285,300	24,300	11,900
Ft. Walton Beach-Destin, FL	391	173	2A	2		246,300	21,400	22,700
Ft. Wayne	165	116	2S	2		469,200	26,700	41,300
Gainesville-Ocala	550	87	2S	2	BH	619,700	73,800	92,400
Grand Forks, ND-MN	572	253	2A	2		76,700	3,900	4,500
Grand Island-Kearney-Hastings, NE	381	240	2A	2	H	118,500	20,000	2,800
Grand Rapids	127	68	12S	12	H	808,400	77,200	63,400
Green Bay	245	186	2S	2		225,500	17,400	7,600
Greensboro-Winston-Salem-High Point	166	47	PPM	13	BH	1,328,200	119,100	314,500
Greenville-New Bern-Jacksonville	361	96	12S	12	B	600,600	48,000	145,400

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Greenville-Spartanburg	191	58	12S	12	B	1,022,500	69,100	179,400
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	165	2A	2		263,600	14,500	23,300
Harrisburg-Lebanon-Carlisle	119	84	12S	12		623,100	48,600	58,300
Harrisonburg, VA	519	239	2A	2		119,000	14,400	6,000
Hartford-New Britain-Middletown	061	53	PPM	13	BH	1,075,700	172,600	127,100
Honolulu	099	65	12S	12		828,300	77,900	34,900
Hot Springs, AR	383	250	2A	2		86,900	4,700	8,000
Houston-Galveston	033	6	PPM	13	BH	6,048,300	2,187,000	1,061,400
Hudson Valley	393	41	2S	2	BH	1,511,600	342,000	197,000
Huntington-Ashland	193	169	2S	2		256,200	3,400	8,000
Huntsville	327	107	12S	12	B	516,300	27,900	109,200
Indianapolis	049	39	PPM	13	BH	1,611,100	107,000	274,500
Jackson, MS	169	128	12S	12	B	417,800	9,700	202,700
Jackson, TN	289	252	2A	2	B	83,600	3,100	31,200
Jacksonville	107	46	PPM	13	BH	1,365,500	129,300	289,700
Johnson City-Kingsport-Bristol	345	115	2S	2		474,300	10,800	14,200
Joplin, MO	534	222	2A	2		151,700	10,100	3,800
Kalamazoo	251	183	2S	2	B	228,600	11,000	28,400
Kansas City	041	34	PPM	13	BH	1,791,000	154,900	238,100
Killeen-Temple, TX	562	135	2A	2	B	363,800	86,100	84,400
Knoxville	121	72	12S	12		748,900	32,700	47,600
La Crosse, WI	559	215	2A	2		167,700	4,200	3,000
Lafayette, LA	253	112	2S	2	B	477,400	19,200	128,000
Lake Charles, LA	584	211	2A	2	B	170,600	6,700	43,500
Lakeland-Winter Haven	311	82	2S	2	BH	633,900	149,800	94,400
Lancaster	255	117	2S	2	H	463,900	48,400	20,100
Lansing-East Lansing	195	127	2S	2	B	420,100	26,400	41,300
Laredo, TX	506	187	2A	2	H	220,900	213,700	600
Las Cruces-Deming, NM	461	210	2A	2	H	171,200	102,400	4,200
Las Vegas	257	30	PPM	13	BH	1,975,800	592,100	267,100
Laurel-Hattiesburg, MS	522	208	2A	2	B	174,100	5,400	50,400
Lebanon-Hanover-White River Junction, NH-VT	431	217	2A	2		158,400	3,800	2,500
Lexington-Fayette	259	104	2S	2	B	528,400	27,500	57,300
Lima-Van Wert, OH	551	177	2A	2		237,800	7,200	13,400
Lincoln	261	162	2S	2		274,600	18,500	13,500
Little Rock	123	91	12S	12	B	608,000	31,500	151,900
Los Angeles	003	2	PPM	13	BH	11,391,500	4,962,100	789,100
Louisville	055	54	12S	12	B	1,051,900	52,600	168,200
Lubbock	263	164	2S	2	H	264,600	92,600	19,100
Macon	265	131	2S	2	B	381,700	17,600	151,000
Madison	171	92	12S	12		605,700	32,900	29,200
Manchester	267	195	2S	2		206,200	14,100	6,600
McAllen-Brownsville-Harlingen	269	57	2S	2	H	1,043,300	967,200	4,200

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Melbourne-Titusville-Cocoa	331	103	2S	2	BH	541,800	58,700	55,600
Memphis	075	51	PPM	13	B	1,133,200	61,600	537,000
Metro Fairfield County	189	73	12S	12	BH	743,300	149,300	93,100
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	4,119,200	2,295,100	827,500
Middlesex-Somerset-Union	413	43	PPM	13	BH	1,469,200	355,300	203,700
Milwaukee-Racine	043	42	PPM	13	BH	1,507,600	155,700	236,200
Minneapolis-St. Paul	027	15	PPM	13	BH	3,055,000	168,500	290,100
Mobile	133	102	12S	12	B	548,300	19,700	142,000
Modesto	343	119	2S	2	H	458,600	210,200	15,400
Monmouth-Ocean	516	55	2S	2	H	1,050,600	103,900	56,500
Monroe, LA	585	233	2A	2	B	127,300	3,000	46,300
Monterey-Salinas-Santa Cruz	283	94	12S	12	H	602,100	285,200	15,600
Montgomery	173	154	2S	2	B	308,200	9,500	138,100
Montpelier-Barre-St. Johnsbury	432	243	2S	2		107,200	2,200	1,400
Morgantown-Clarksburg-Fairmont, WV	555	174	2A	2		244,400	4,800	8,500
Morristown, NJ	565	126	2C	2	H	428,300	60,600	16,200
Muncie-Marion, IN	422	216	2A	2		166,500	5,000	12,300
Muskegon, MI	566	223	2A	2	B	147,600	7,900	21,300
Myrtle Beach, SC	510	130	2A	2	B	383,400	19,400	57,200
Nashville	073	40	PPM	13	BH	1,535,800	110,600	253,600
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,451,200	456,200	246,500
New Haven	062	125	2S	2	BH	429,800	66,800	65,300
New London, CT	563	180	2A	2	H	231,100	24,700	16,200
New Orleans	053	50	12S	12	BH	1,256,600	107,400	402,000
New York	001	1	PPM	13	BH	15,997,800	4,074,300	2,668,700
Newburgh-Middletown, NY	542	150	2A	2	BH	324,900	67,300	38,600
Norfolk-Virginia Beach-Newport News	109	45	PPM	13	BH	1,411,800	101,200	449,600
Odessa-Midland, TX	561	161	2A	2	H	282,200	150,400	15,700
Oklahoma City	083	49	12S	12	BH	1,292,200	157,300	143,800
Olean, NY	421	219	2A	2		154,200	3,100	3,500
Omaha-Council Bluffs	085	75	12S	12	H	732,800	77,100	64,200
Orlando	131	29	PPM	13	BH	1,976,600	700,300	333,400
Oxnard-Ventura	594	124	2S	2	H	439,100	238,900	11,500
Palm Springs	592	132	2S	2	H	378,500	185,100	11,500
Panama City, FL	573	226	2A	2	B	146,500	9,800	17,400
Parkersburg-Marietta, WV-OH	539	235	2A	2		123,600	1,500	2,400
Pensacola	317	123	2S	2	B	441,300	25,700	74,400
Peoria	137	157	2S	2	B	293,400	10,100	29,900
Philadelphia	007	9	PPM	13	BH	4,635,500	441,600	961,900
Phoenix	057	13	PPM	13	BH	3,893,400	1,145,200	250,700
Pittsburgh, PA	023	31	PPM	13	B	1,968,700	37,400	177,200
Portland, ME	197	95	2S	2		601,700	11,600	16,000
Portland, OR	051	22	PPM	13	H	2,428,300	315,400	88,900
Portsmouth-Dover-Rochester	247	122	2S	2		444,500	12,600	5,600
Poughkeepsie, NY	518	166	2A	2	BH	260,500	32,100	30,500



MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Providence-Warwick-Pawtucket	077	44	PPM	13	BH	1,422,700	185,000	88,100
Pueblo	353	228	2S	2	H	145,500	61,000	3,600
Puerto Rico	540	18	12S	12		2,831,200	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	155	2S	2		308,100	26,000	26,900
Raleigh-Durham	115	37	PPM	13	BH	1,684,900	171,100	370,100
Rapid City-Spearfish, SD	485	227	2A	2		145,900	6,500	3,400
Reading, PA	273	136	2A	2	H	362,900	76,900	17,400
Redding, CA	509	220	2A	2	H	153,600	14,900	2,700
Reno	275	99	2S	2	H	577,600	125,400	15,600
Richmond	105	52	12S	12	B	1,077,000	69,600	324,700
Riverside-San Bernardino	379	26	PPM	13	BH	2,149,700	1,191,300	184,600
Roanoke-Lynchburg	277	121	2S	2	B	449,400	16,800	73,300
Rochester, MN	532	212	2A	2		170,500	7,600	9,200
Rochester, NY	079	60	12S	12	B	955,000	68,600	106,400
Rockford	279	160	2S	2	B	283,500	38,500	33,900
Sacramento	065	27	PPM	13	BH	2,066,800	417,400	166,600
Saginaw-Bay City-Midland, MI	281	151	2A	2	B	324,500	19,500	34,100
Salina-Manhattan, KS	387	201	2A	2		193,300	16,500	12,600
Salisbury-Ocean City	271	133	2S	2	B	370,300	24,100	65,100
Salt Lake City-Ogden-Provo	101	28	PPM	13	H	2,043,900	308,500	35,200
San Angelo, TX	548	245	2A	2	H	100,400	39,800	4,300
San Antonio	059	25	PPM	13	BH	2,180,500	1,195,100	158,300
San Diego	063	16	PPM	13	BH	2,867,500	936,600	156,300
San Francisco	009	4	PPM	13	BH	6,745,100	1,502,000	438,100
San Jose	215	38	PPM	13	H	1,666,000	395,000	47,300
San Luis Obispo, CA	556	170	2A	2	H	249,400	53,600	5,100
Santa Barbara, CA	591	204	2A	2	H	183,000	57,800	3,500
Santa Maria-Lompoc, CA	567	198	2A	2	H	200,300	110,300	5,900
Sarasota-Bradenton	373	70	2S	2	H	768,300	91,600	48,500
Savannah	285	145	2S	2	B	338,600	21,200	112,300
Seattle-Tacoma	039	12	PPM	13	BH	4,042,000	375,500	279,000
Sheboygan, WI	418	246	2A	2		99,400	5,800	2,700
Shreveport	111	146	2S	2	B	337,900	13,300	134,100
Sioux City, IA	523	244	2A	2	H	101,800	19,200	5,500
Sioux Falls, SD	319	179	2A	2		231,400	9,200	13,100
South Bend, IN	287	181	2A	2	B	230,800	19,000	32,200
Spokane	177	97	12S	12		600,500	32,500	14,100
Springfield, MA	117	101	12S	12	H	549,400	111,100	39,900
Springfield, MO	203	137	2S	2		362,700	12,100	12,200
St. Cloud, MN	575	184	2A	2		228,200	6,300	15,400
St. Louis	017	24	PPM	13	B	2,342,400	71,800	440,100
Stockton	291	81	2S	2	H	639,900	260,300	51,900
Sunbury-Selinsgrove-Lewisburg, PA	434	214	2A	2		169,300	6,700	5,700
Sussex, NJ	579	236	2A	2		123,100	10,900	3,300

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Syracuse	091	100	12S	12		558,800	23,300	48,700
Tallahassee	333	158	2S	2	B	291,900	19,400	85,400
Tampa-St. Petersburg-Clearwater	087	17	PPM	13	BH	2,835,700	571,700	343,100
Terre Haute	307	209	2S	2		173,400	3,800	9,600
Toledo	097	108	12S	12	B	511,300	33,300	79,200
Topeka	205	199	2S	2	H	196,300	18,800	14,000
Traverse City-Petoskey, MI	535	178	2A	2		234,900	5,500	2,600
Trenton	537	152	2S	2	BH	317,000	57,600	63,200
Tucson	207	62	12S	12	H	915,800	330,700	37,000
Tulsa	103	64	12S	12	H	832,600	78,600	74,200
Tuscaloosa, AL	596	205	2A	2	B	181,400	7,100	57,900
Tyler-Longview	502	141	2S	2	BH	345,400	64,000	63,100
Utica-Rome	295	171	2S	2		249,000	12,500	14,300
Valdosta, GA	433	234	2A	2	B	124,500	8,100	42,600
Victor Valley	419	114	2S	2	BH	474,700	207,600	53,200
Visalia-Tulare-Hanford	293	109	2S	2	H	502,900	310,800	14,700
Waco, TX	309	189	2A	2	BH	217,100	55,100	31,300
Washington, DC	015	8	PPM	13	BH	5,019,200	830,200	1,347,200
Waterloo-Cedar Falls, IA	297	230	2A	2		132,800	4,700	11,400
Watertown, NY	577	249	2A	2		89,000	6,800	6,700
Wausau-Stevens Point, WI (Central WI)	597	175	2A	2		240,800	6,600	2,800
West Palm Beach-Boca Raton	299	48	PPM	13	BH	1,326,000	307,700	245,600
Wheeling	179	238	2S	2		120,600	1,400	4,800
Wichita	125	106	12S	12	H	516,900	64,700	44,100
Wichita Falls, TX	209	237	2A	2	BH	120,700	21,800	13,300
Wilkes Barre-Scranton	175	79	12S	12	H	690,300	76,800	43,000
Williamsport, PA	578	247	2A	2		97,800	1,900	5,000
Wilmington, DE	139	83	2S	2	B	625,100	56,000	139,100
Winchester, VA	569	203	2A	2		186,300	15,800	10,600
Worcester	113	120	2S	2	H	457,200	53,500	30,800
York	301	111	2S	2		478,300	35,300	26,800
Youngstown-Warren	129	134	2S	2	B	369,100	15,800	45,500



TOTAL 1-25 METRO PERSONS 12+ POPULATION: 115,680,600
TOTAL 1-50 METRO PERSONS 12+ POPULATION: 153,019,800
TOTAL 1-100 METRO PERSONS 12+ POPULATION: 190,268,800
TOTAL 1-253 METRO PERSONS 12+ POPULATION: 229,997,600

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

- ¹ The Nassau-Suffolk (Long Island) Metro is embedded in the New York Metro.
- ² The San Jose Metro is embedded in the San Francisco Metro.
- ³ Putnam, NY (population 86,600), Rockland, NY (population 265,400) and Westchester, NY (population 834,700) 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 538,000) is included in the Monmouth-Ocean and the New York Metro definitions.
- ⁶ The Morristown, NJ Metro is embedded in the New York Metro.
- ⁷ The SN Split portion of Fairfield County (population 324,800) is included in the Metro Fairfield County and the New York Metro definitions.
- ⁸ Stafford County (population 131,100) is included in the Fredericksburg and the Washington, DC Metro definitions.
- ⁹ The Newburgh-Middletown, NY Metro is embedded in the Hudson Valley Metro.
- ¹⁰ The Frederick, MD Metro is embedded in the Washington, DC Metro.
- ¹¹ The M-Split portion of Rockingham County (population 52,200) is included in the Manchester and the Portsmouth-Dover-Rochester Metro definitions.

MKT CODE: Unique numeric identifier for a market

FREQ (Frequency): Number of reports annually

TYPE (Type of Measurement Service): PPM – PPM, 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic control

* For a Metro to qualify for Hispanic DST, the Metro's Hispanic P12+ population must be at least 9.5% Hispanic OR at least 4.5% Hispanic with an estimated Hispanic 12+ population of at least 75,000. Additional criteria apply in Diary Metros and can be referenced in the Description of Methodology.

** For a Metro to qualify for Black DST, the Metro's Black P12+ population must be at least 9.5% Black or at least 4.5% Black with an estimated Black 12+ population of at least 75,000.

TOTAL SURVEY AREA POPULATION BY MARKET

TYPE (Type of Measurement Service): 12S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

Note: Total Survey Areas exist only in Diary markets.

TYPE	MARKET	TSA 12+ POPULATION
2A	Abilene, TX	238,600
12S	Akron	1,209,900
2A	Albany, GA	421,000
12S	Albany-Schenectady-Troy	1,314,400
12S	Albuquerque	1,078,400
12S	Allentown-Bethlehem	1,121,400
2A	Amarillo, TX	340,900
2S	Anchorage	379,800
2A	Ann Arbor, MI	325,500
2S	Appleton-Oshkosh	934,400
2S	Asheville	646,600
2S	Atlantic City-Cape May	600,200
2S	Augusta, GA	637,200
2A	Augusta-Waterville, ME	472,400
12S	Bakersfield	663,700
2S	Bangor	400,200
12S	Baton Rouge	1,441,600
2A	Beaumont-Port Arthur, TX	391,100
2S	Biloxi-Gulfport-Pascagoula	566,500
2S	Binghamton	506,700
12S	Birmingham	1,831,300
2A	Bismarck, ND	189,700
2S	Bloomington	223,200
2S	Boise	764,200
2A	Bowling Green, KY	297,800
2A	Brunswick, GA	175,600
2A	Bryan-College Station, TX	259,600
12S	Buffalo-Niagara Falls	1,311,500
2S	Burlington-Plattsburgh	524,200
2S	Canton	420,000
2A	Cape Cod, MA	218,200
2S	Cedar Rapids	695,500
12S	Charleston, SC	921,100
2A	Charleston, WV	471,700
12S	Chattanooga	1,095,700
2A	Cheyenne, WY	95,400

TYPE	MARKET	TSA 12+ POPULATION
2A	Chico, CA	431,100
12S	Colorado Springs	938,800
2A	Columbia, MO	534,800
12S	Columbia, SC	1,024,400
2S	Columbus, GA	587,300
2S	Concord (Lakes Region)	268,700
2S	Corpus Christi	511,800
2A	Danbury, CT	201,100
12S	Dayton	1,158,700
2S	Daytona Beach	602,500
12S	Des Moines	1,091,800
2A	Dothan, AL	478,800
2S	Duluth-Superior	310,000
2A	Eau Claire, WI	343,600
12S	El Paso	965,600
2A	Elmira-Corning, NY	254,700
2S	Erie	303,300
2S	Eugene-Springfield	736,100
2S	Evansville	689,900
2S	Fargo-Moorhead	505,900
2A	Fayetteville (North West Arkansas)	596,000
2S	Fayetteville, NC	962,600
2S	Flint	612,900
2A	Florence, SC	357,200
2A	Florence-Muscle Shoals, AL	252,600
2C	Frederick, MD	356,600
2S	Fredericksburg	509,100
12S	Fresno	1,699,200
2A	Ft. Collins-Greeley, CO	772,500
12S	Ft. Myers-Naples	1,460,600
2S	Ft. Pierce-Stuart-Vero Beach	971,500
2A	Ft. Smith, AR	404,500
2A	Ft. Walton Beach-Destin, FL	409,300
2S	Ft. Wayne	886,000
2S	Gainesville-Ocala	1,114,500
2A	Grand Forks, ND-MN	136,800
2A	Grand Island-Kearney-Hastings, NE	241,700
12S	Grand Rapids	1,731,700
2S	Green Bay	841,800
12S	Greenville-New Bern-Jacksonville	1,072,700
12S	Greenville-Spartanburg	2,031,600
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	445,500
12S	Harrisburg-Lebanon-Carlisle	1,709,700

TYPE	MARKET	TSA 12+ POPULATION
2A	Harrisonburg, VA	306,500
12S	Honolulu	1,046,600
2A	Hot Springs, AR	288,400
2S	Hudson Valley	2,044,600
2S	Huntington-Ashland	558,000
12S	Huntsville	1,115,000
12S	Jackson, MS	899,900
2A	Jackson, TN	425,500
2S	Johnson City-Kingsport-Bristol	933,600
2A	Joplin, MO	415,000
2S	Kalamazoo	688,900
2A	Killeen-Temple, TX	397,400
12S	Knoxville	1,384,700
2A	La Crosse, WI	334,100
2S	Lafayette, LA	648,100
2A	Lake Charles, LA	338,200
2S	Lakeland-Winter Haven	656,300
2S	Lancaster	935,600
2S	Lansing-East Lansing	859,700
2A	Laredo, TX	236,000
2A	Las Cruces-Deming, NM	194,300
2A	Laurel-Hattiesburg, MS	322,200
2A	Lebanon-Hanover-White River Junction, NH-VT	282,200
2S	Lexington-Fayette	960,500
2A	Lima-Van Wert, OH	333,600
2S	Lincoln	451,700
12S	Little Rock	1,172,700
12S	Louisville	1,452,300
2S	Lubbock	411,600
2S	Macon	590,000
12S	Madison	1,044,000
2S	Manchester	319,000
2S	McAllen-Brownsville-Harlingen	1,121,600
2S	Melbourne-Titusville-Cocoa	541,800
12S	Metro Fairfield County	1,204,800
12S	Mobile	1,238,100
2S	Modesto	1,431,100
2S	Monmouth-Ocean	1,050,600
2A	Monroe, LA	391,500
12S	Monterey-Salinas-Santa Cruz	655,500
2S	Montgomery	799,900
2S	Montpelier-Barre-St. Johnsbury	300,800
2A	Morgantown-Clarksburg-Fairmont, WV	391,400

TYPE	MARKET	TSA 12+ POPULATION
2C	Morristown, NJ	428,300
2A	Muncie-Marion, IN	357,600
2A	Muskegon, MI	212,500
2A	Myrtle Beach, SC	617,500
2S	New Haven	703,600
2A	New London, CT	333,500
12S	New Orleans	1,809,900
2A	Newburgh-Middletown, NY	807,700
2A	Odessa-Midland, TX	420,100
12S	Oklahoma City	1,768,500
2A	Olean, NY	154,200
12S	Omaha-Council Bluffs	1,332,700
2S	Oxnard-Ventura	906,700
2S	Palm Springs	646,100
2A	Panama City, FL	357,900
2A	Parkersburg-Marietta, WV-OH	285,600
2S	Pensacola	879,300
2S	Peoria	520,800
2S	Portland, ME	1,099,200
2S	Portsmouth-Dover-Rochester	576,400
2A	Poughkeepsie, NY	902,400
2S	Pueblo	157,500
12S	Puerto Rico	2,831,200
2S	Quad Cities (Davenport-Rock Island-Moline)	626,300
2A	Rapid City-Spearfish, SD	210,000
2A	Reading, PA	362,900
2A	Redding, CA	265,600
2S	Reno	728,200
12S	Richmond	1,333,600
2S	Roanoke-Lynchburg	1,219,600
2A	Rochester, MN	380,300
12S	Rochester, NY	1,184,500
2S	Rockford	595,100
2A	Saginaw-Bay City-Midland, MI	1,023,600
2A	Salina-Manhattan, KS	265,800
2S	Salisbury-Ocean City	643,000
2A	San Angelo, TX	136,800
2A	San Luis Obispo, CA	449,700
2A	Santa Barbara, CA	183,000
2A	Santa Maria-Lompoc, CA	449,700
2S	Sarasota-Bradenton	946,300
2S	Savannah	926,200
2A	Sheboygan, WI	99,400



TYPE	MARKET	TSA 12+ POPULATION
2S	Shreveport	742,800
2A	Sioux City, IA	262,700
2A	Sioux Falls, SD	476,000
2A	South Bend, IN	876,600
12S	Spokane	850,300
12S	Springfield, MA	611,600
2S	Springfield, MO	723,100
2A	St. Cloud, MN	371,000
2S	Stockton	639,900
2A	Sunbury-Selinsgrove-Lewisburg, PA	247,700
2A	Sussex, NJ	173,300
12S	Syracuse	766,100
2S	Tallahassee	516,000
2S	Terre Haute	335,100
12S	Toledo	964,700
2S	Topeka	522,300
2A	Traverse City-Petoskey, MI	484,800
2S	Trenton	427,200
12S	Tucson	1,474,400
12S	Tulsa	1,349,600
2A	Tuscaloosa, AL	346,500
2S	Tyler-Longview	815,000
2S	Utica-Rome	386,500
2A	Valdosta, GA	269,200
2S	Victor Valley	474,700
2S	Visalia-Tulare-Hanford	502,900
2A	Waco, TX	725,500
2A	Waterloo-Cedar Falls, IA	652,500
2A	Watertown, NY	111,200
2A	Wausau-Stevens Point, WI (Central WI)	525,200
2S	Wheeling	299,700
12S	Wichita	701,200
2A	Wichita Falls, TX	345,600
12S	Wilkes Barre-Scranton	899,500
2A	Williamsport, PA	398,100
2S	Wilmington, DE	781,200
2A	Winchester, VA	534,300
2S	Worcester	582,300
2S	York	942,200
2S	Youngstown-Warren	739,300

TELEVISION DMA® REGIONS

REGION	DMA PERSONS 12+
Abilene-Sweetwater	266,700
Albany, GA	343,600
Albany-Schenectady-Troy	1,208,600
Albuquerque-Santa Fe	1,653,100
Alexandria, LA	198,700
Alpena	34,500
Amarillo	450,200
Anchorage	379,800
Atlanta	6,193,900
Augusta-Aiken	625,900
Austin	2,072,400
Bakersfield	663,700
Baltimore	2,571,400
Bangor	306,100
Baton Rouge	782,400
Beaumont-Port Arthur	391,100
Bend, OR	177,000
Billings	248,800
Biloxi-Gulfport	317,200
Binghamton	286,200
Birmingham (Ann and Tusc)	1,634,100
Bluefield-Beckley-Oak Hill	268,700
Boise	745,900
Boston (Manchester)	5,882,500
Bowling Green	199,300
Buffalo	1,326,000
Burlington-Plattsburgh	749,200
Butte-Bozeman	174,900
Casper-Riverton	121,700
Cedar Rapids-Wtrlo-lwc&Dub	778,900
Champaign&Sprngfld-Decatur	807,000
Charleston, SC	818,200
Charleston-Huntington	936,300
Charlotte	2,925,800
Charlottesville	224,500
Chattanooga	862,200
Cheyenne-Scottsbluff	130,100
Chicago	8,190,200
Chico-Redding	438,400
Cincinnati	2,053,100
Clarksburg-Weston	230,200
Cleveland-Akron (Canton)	3,277,100
Colorado Springs-Pueblo	884,700

REGION	DMA PERSONS 12+
Columbia, SC	968,900
Columbia-Jefferson City	417,400
Columbus, GA (Opelika, AL)	506,000
Columbus, OH	2,239,900
Columbus-Tupelo-West Point	416,500
Corpus Christi	505,000
Dallas-Ft. Worth	7,045,700
Davenport-R.Island-Moline	641,300
Dayton	1,033,700
Denver	4,047,900
Des Moines-Ames	1,013,000
Detroit	4,202,100
Dothan	223,400
Duluth-Superior	365,700
El Paso (Las Cruces)	889,100
Elmira (Corning)	203,400
Erie	337,300
Eugene	579,800
Eureka	141,400
Evansville	628,000
Fairbanks	79,200
Fargo	546,100
Flint-Saginaw-Bay City	974,600
Fresno-Visalia	1,699,200
Ft. Myers-Naples	1,306,400
Ft. Smith-Fay-Sprngdl-Rgrs	762,800
Ft. Wayne	622,900
Gainesville	307,300
Glendive	8,200
Grand Junction-Montrose	171,300
Grand Rapids-Kalmzoo-B.Crk	1,781,500
Great Falls	140,000
Green Bay-Appleton	989,800
Greensboro-H.Point-W.Salem	1,600,200
Greenville-N.Bern-Washngtn	704,800
Greenvll-Spart-Ashevl-And	2,074,500
Greenwood-Greenville	141,300
Harlingen-Wslco-Brnsvl-Mca	1,111,700
Harrisburg-Lncstr-Leb-York	1,759,000
Harrisonburg	232,800
Hartford & New Haven	2,289,100
Hattiesburg-Laurel	251,300
Helena	66,200
Honolulu	1,209,200
Houston	6,298,400

REGION	DMA PERSONS 12+
Huntsville-Decatur (Flor)	916,700
Idaho Falls-Pocatillo(Jcks)	333,900
Indianapolis	2,638,800
Jackson, MS	764,500
Jackson, TN	222,300
Jacksonville	1,725,400
Johnstown-Altoona-St Colge	647,200
Jonesboro	189,200
Joplin-Pittsburg	336,000
Juneau	27,500
Kansas City	2,195,500
Knoxville	1,228,200
La Crosse-Eau Claire	489,600
Lafayette, IN	178,800
Lafayette, LA	531,100
Lake Charles	230,300
Lansing	595,400
Laredo	231,800
Las Vegas	2,023,100
Lexington	1,129,600
Lima	153,200
Lincoln & Hastings-Krny	625,200
Little Rock-Pine Bluff	1,259,100
Los Angeles	15,704,700
Louisville	1,523,200
Lubbock	398,300
Macon	577,800
Madison	887,800
Mankato	106,600
Marquette	186,300
Medford-Klamath Falls	394,800
Memphis	1,509,500
Meridian	146,100
Miami-Ft. Lauderdale	4,186,300
Milwaukee	1,995,500
Minneapolis-St. Paul	4,150,100
Minot-Bsmrck-Dcknsn(Wlstn)	349,800
Missoula	281,100
Mobile-Pensacola (Ft Walt)	1,294,800
Monroe-El Dorado	386,400
Monterey-Salinas	655,500
Montgomery-Selma	526,000
Myrtle Beach-Florence	714,600
Nashville	2,579,200
New Orleans	1,504,100

REGION	DMA PERSONS 12+
New York	18,183,100
Norfolk-Portsmouth-Newport News	1,675,200
North Platte	31,100
Odessa-Midland	409,100
Oklahoma City	1,654,900
Omaha	975,700
Orlando-Daytona Beach-Melbourne	3,911,200
Ottumwa-Kirkville	107,200
Paducah-Cape Girard-Harsburg	826,600
Palm Springs	411,200
Panama City	335,300
Parkersburg	130,100
Peoria-Bloomington	531,300
Philadelphia	7,027,600
Phoenix (Prescott)	5,052,400
Pittsburgh	2,437,100
Portland, OR	3,036,000
Portland-Auburn	898,500
Presque Isle	58,700
Providence-New Bedford	1,422,700
Quincy-Hannibal-Keokuk	220,600
Raleigh-Durham (Fayetteville)	2,850,400
Rapid City	231,900
Reno	677,900
Richmond-Petersburg	1,323,900
Roanoke-Lynchburg	1,002,900
Rochester, NY	926,800
Rochester-Mason City-Austin	319,600
Rockford	394,500
Sacramento-Stokton-Modesto	3,754,500
Salisbury	397,800
Salt Lake City	2,800,800
San Angelo	129,100
San Antonio	2,458,400
San Diego	2,867,500
San Francisco-Oak-San Jose	6,623,000
Santa Barbara-San Marcos-Santa Luis Obispo	632,700
Savannah	848,000
Seattle-Tacoma	4,794,300
Sherman-Ada	302,400
Shreveport	836,600
Sioux City	340,400
Sioux Falls (Mitchell)	600,400
South Bend-Elkhart	762,700
Spokane	1,064,500

REGION	DMA PERSONS 12+
Springfield, MO	960,000
Springfield-Holyoke	611,600
St. Joseph	106,600
St. Louis	2,726,000
Syracuse	858,500
Tallahassee-Thomasville	661,300
Tampa-St. Pete (Sarasota)	4,493,000
Terre Haute	318,100
Toledo	900,300
Topeka	387,900
Traverse City-Cadillac	545,500
Tri-Cities, TN-VA	690,600
Tucson (Sierra Vista)	1,061,600
Tulsa	1,210,100
Twin Falls	165,800
Tyler-Longview(Lfkn&Ncgd)	654,100
Utica	232,100
Victoria	77,200
Waco-Temple-Bryan	925,000
Washington, DC (Hagrstwn)	6,055,900
Watertown	204,500
Wausau-Rhineland	389,100
West Palm Beach-Ft. Pierce	1,946,000
Wheeling-Steubenville	279,300
Wichita Falls & Lawton	354,600
Wichita-Hutchinson Plus	1,008,400
Wilkes Barre-Scranton-Hztn	1,308,400
Wilmington	478,000
Yakima-Pasco-RchInd-Knnwck	628,100
Youngstown	551,800
Yuma-El Centro	328,900
Zanesville	73,500