

# RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION

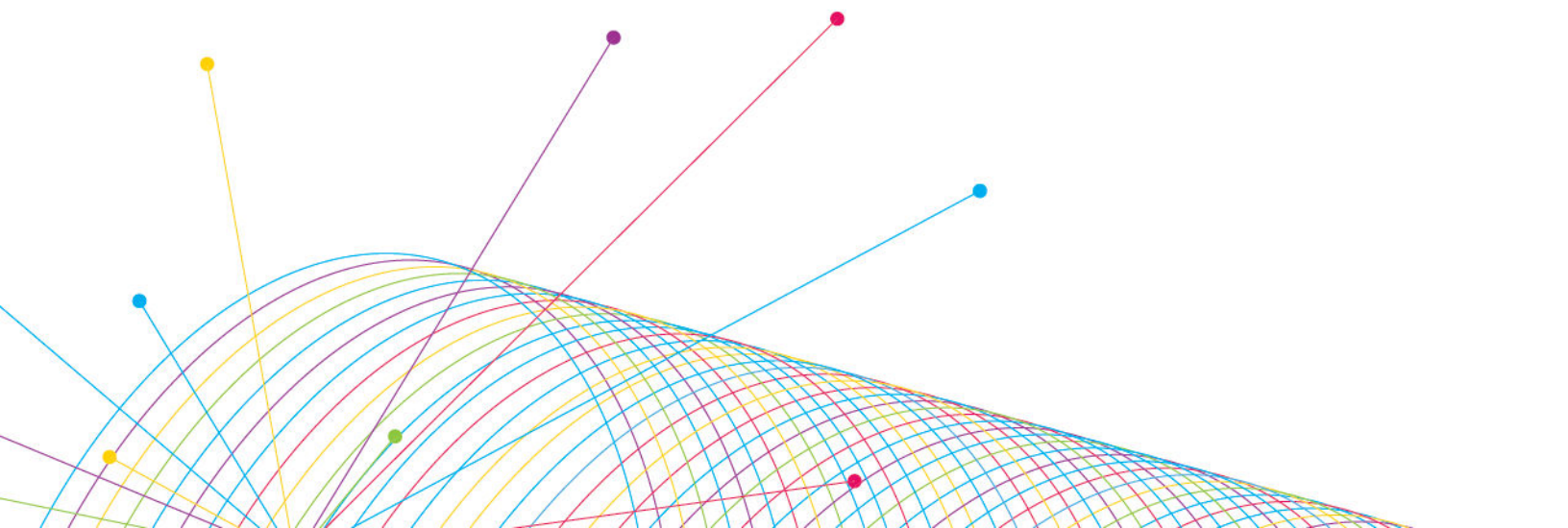
**SPRING 2015**

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These population estimates are based upon Census 2010 counts updated and projected to January 1, 2015, by Nielsen Demographics. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2015 Nielsen Audio market definitions.

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RPS-14-09903



## MARKET SURVEY RANKINGS, FREQUENCY, TYPE AND POPULATION

### BY RANKING

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
001	1	PPM	13	New York	BH	16,157,500	3,845,200	2,740,600
003	2	PPM	13	Los Angeles	BH	11,271,300	4,807,500	810,100
005	3	PPM	13	Chicago	BH	7,939,500	1,594,300	1,357,900
009	4	PPM	13	San Francisco	BH	6,463,500	1,430,100	447,200
024	5	PPM	13	Dallas-Ft. Worth	BH	5,633,600	1,470,200	886,000
033	6	PPM	13	Houston-Galveston	BH	5,362,100	1,816,300	928,300
015	7	PPM	13	Washington, DC	BH	4,793,400	705,100	1,272,600
007	8	PPM	13	Philadelphia	BH	4,558,200	366,000	932,600
047	9	PPM	13	Atlanta	BH	4,549,700	456,400	1,507,300
013	10	PPM	13	Boston	BH	4,192,800	406,100	309,800
429	11	PPM	13	Miami-Ft. Lauderdale-Hollywood	BH	3,906,200	1,924,000	800,200
011	12	PPM	13	Detroit	B	3,803,600	143,300	841,500
039	13	PPM	13	Seattle-Tacoma	BH	3,638,000	298,900	228,000
057	14	PPM	13	Phoenix	BH	3,419,800	937,100	190,900
540	15	4S	4	Puerto Rico		3,125,800	*	*
027	16	PPM	13	Minneapolis-St. Paul	BH	2,875,600	143,600	227,700
063	17	PPM	13	San Diego	BH	2,755,000	850,400	151,100
035	18	PPM	13	Denver-Boulder	BH	2,546,800	510,800	140,300
087	19	PPM	13	Tampa-St. Petersburg-Clearwater	BH	2,531,900	416,200	294,700
321	20	PPM	13	Nassau-Suffolk (Long Island)	BH	2,464,300	399,100	233,700
021	21	PPM	13	Baltimore	BH	2,389,300	116,600	683,300
017	22	PPM	13	St. Louis	B	2,328,700	62,500	433,600
051	23	PPM	13	Portland, OR	H	2,212,100	257,600	70,400
093	24	PPM	13	Charlotte-Gastonia-Rock Hill	BH	2,151,700	179,400	480,400
379	25	PPM	13	Riverside-San Bernardino	BH	2,010,900	1,019,900	177,800
023	26	PPM	13	Pittsburgh, PA	B	2,009,200	31,300	177,700
059	27	PPM	13	San Antonio	BH	1,939,800	1,018,500	137,300
065	28	PPM	13	Sacramento	BH	1,928,300	358,600	151,500
101	29	PPM	13	Salt Lake City-Ogden-Provo	H	1,824,300	251,300	28,100
031	30	PPM	13	Cincinnati	B	1,795,300	46,600	224,900
019	31	PPM	13	Cleveland	BH	1,774,000	83,500	352,400
257	32	PPM	13	Las Vegas	BH	1,733,000	480,800	200,800
131	33	PPM	13	Orlando	BH	1,718,200	506,900	280,400

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041	34	PPM	13	Kansas City	BH	1,687,000	132,500	224,800
135	35	PPM	13	Austin	BH	1,605,600	478,000	123,200
215	36	PPM	13	San Jose	H	1,596,400	399,900	46,000
045	37	PPM	13	Columbus, OH	B	1,593,900	56,500	251,900
393	38	2S	2	Hudson Valley	BH	1,504,000	302,800	188,200
049	39	PPM	13	Indianapolis	BH	1,496,100	88,700	237,600
043	40	PPM	13	Milwaukee-Racine	BH	1,491,600	137,200	231,100
413	41	PPM	13	Middlesex-Somerset-Union	BH	1,470,800	309,600	198,600
115	42	PPM	13	Raleigh-Durham	BH	1,467,500	140,400	333,100
109	43	PPM	13	Norfolk-Virginia Beach-Newport News	BH	1,397,200	83,000	436,900
077	44	PPM	13	Providence-Warwick-Pawtucket	H	1,396,500	143,000	73,100
073	45	PPM	13	Nashville	BH	1,369,200	87,200	223,000
166	46	PPM	13	Greensboro-Winston-Salem-High Point	BH	1,249,100	99,900	278,900
053	47	4S	4	New Orleans	BH	1,234,600	94,500	388,700
083	48	4S	4	Oklahoma City	BH	1,218,300	127,000	131,000
299	49	PPM	13	West Palm Beach-Boca Raton	BH	1,217,200	244,000	207,500
107	50	PPM	13	Jacksonville	BH	1,203,900	91,000	251,100
075	51	PPM	13	Memphis	B	1,117,800	55,000	509,600
061	52	PPM	13	Hartford-New Britain-Middletown	BH	1,081,100	148,200	119,700
516	53	4S	4	Monmouth-Ocean	H	1,039,100	93,300	56,600
055	54	4S	4	Louisville	B	1,022,800	40,700	154,300
105	55	4S	4	Richmond	B	1,015,900	54,300	306,500
269	56	2S	2	McAllen-Brownsville-Harlingen	H	993,000	883,200	6,000
037	57	4S	4	Buffalo-Niagara Falls	B	985,900	40,200	118,500
079	58	4S	4	Rochester, NY	B	967,000	57,400	105,500
191	59	4S	4	Greenville-Spartanburg	B	924,300	54,500	162,100
095	60	4S	4	Birmingham	B	911,400	36,000	266,800
515	61	2S	2	Ft. Myers-Naples-Marco Island	H	899,900	177,100	67,900
207	62	4S	4	Tucson	H	855,700	284,800	32,600
099	63	4S	4	Honolulu		849,000	70,600	40,400
067	64	4S	4	Dayton	B	837,500	18,500	122,900
069	65	4S	4	Albany-Schenectady-Troy		810,600	38,300	62,100
103	66	4S	4	Tulsa		799,600	63,500	70,200
089	67	4S	4	Fresno	H	783,900	384,300	40,800
127	68	4S	4	Grand Rapids		757,900	64,500	57,400
141	69	4S	4	Albuquerque	H	751,700	342,000	21,200
145	70	4S	4	Allentown-Bethlehem	H	714,900	96,500	36,900

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121	71	4S	4	Knoxville		704,900	25,800	45,300
071	72	4S	4	Des Moines		696,400	36,500	30,800
175	73	4S	4	Wilkes Barre-Scranton		693,400	53,800	35,800
161	74	4S	4	El Paso	H	689,900	543,000	27,100
085	75	4S	4	Omaha-Council Bluffs		684,800	62,000	59,700
373	76	2S	2	Sarasota-Bradenton	H	663,900	69,800	44,000
143	77	4S	4	Bakersfield	H	636,300	323,400	35,300
231	78	4S	4	Charleston, SC	B	620,700	29,900	163,900
139	79	2S	2	Wilmington, DE	B	616,300	47,100	127,000
081	80	4S	4	Akron	B	612,100	10,600	76,300
223	81	4S	4	Baton Rouge	B	609,500	23,700	204,900
119	82	4S	4	Harrisburg-Lebanon-Carlisle		599,600	35,300	52,100
123	83	4S	4	Little Rock	B	593,100	28,100	136,500
283	84	4S	4	Monterey-Salinas-Santa Cruz	H	592,300	261,400	16,600
361	85	4S	4	Greenville-New Bern-Jacksonville	B	591,100	42,100	142,400
183	86	4S	4	Columbia, SC	B	582,800	28,900	194,800
291	87	2S	2	Stockton	H	581,200	218,300	45,600
550	88	2S	2	Gainesville-Ocala	BH	573,300	56,500	84,500
091	89	4S	4	Syracuse		570,700	19,800	46,600
233	90	4S	4	Colorado Springs	H	559,900	81,300	40,900
197	91	2S	2	Portland, ME		548,500	9,500	12,000
117	92	4S	4	Springfield, MA	H	546,100	89,700	38,400
177	93	4S	4	Spokane		539,700	23,900	11,500
341	94	2S	2	Daytona Beach	BH	538,200	59,500	56,700
311	95	2S	2	Lakeland-Winter Haven	BH	537,900	94,800	79,700
133	96	4S	4	Mobile	B	521,000	16,400	137,400
229	97	2S	2	Boise	H	520,500	60,900	6,500
097	98	4S	4	Toledo	B	517,300	29,100	75,600
517	99	2S	2	Ft. Pierce-Stuart-Vero Beach	BH	515,500	69,800	65,700
171	100	4S	4	Madison		514,200	26,000	25,500
125	101	4S	4	Wichita	H	500,700	54,400	42,900
259	102	2S	2	Lexington-Fayette	B	496,700	23,500	52,400
331	103	2S	2	Melbourne-Titusville-Cocoa	B	491,600	43,000	49,700
293	104	2S	2	Visalia-Tulare-Hanford	H	488,100	278,900	15,200
327	105	4S	4	Huntsville	B	479,400	23,700	98,400
155	106	2S	2	Corpus Christi	H	472,100	278,900	18,500
253	107	2S	2	Lafayette, LA	B	471,800	15,400	125,000
345	108	4S	4	Johnson City-Kingsport-Bristol		470,200	8,900	13,200
305	109	2S	2	Augusta, GA	B	469,800	23,400	161,000

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181	110	4S	4	Chattanooga	B	469,700	16,900	65,200
301	111	4S	4	York		465,400	26,400	23,500
255	112	2S	2	Lancaster		448,800	39,800	17,300
165	113	2S	2	Ft. Wayne		448,600	22,100	39,300
590	114	2A	2	Ft. Collins-Greeley, CO	H	447,600	73,200	6,800
419	115	2S	2	Victor Valley	BH	444,600	170,300	47,700
277	116	2S	2	Roanoke-Lynchburg	B	442,600	12,600	71,000
113	117	2S	2	Worcester		441,900	41,700	24,200
343	118	2S	2	Modesto	H	437,200	178,000	13,500
565	119	2C	2	Morristown, NJ	H	434,100	53,500	15,200
574	120	2S	2	Santa Rosa	H	431,100	100,200	9,100
594	121	2S	2	Oxnard-Ventura	H	430,400	223,200	10,000
062	122	2S	2	New Haven	BH	430,200	55,700	62,000
247	123	2S	2	Portsmouth-Dover-Rochester		422,200	8,700	4,600
337	124	2S	2	Bridgeport	BH	418,800	73,200	59,300
275	125	2S	2	Reno	H	418,600	88,000	12,300
169	126	4S	4	Jackson, MS	B	412,600	8,500	196,600
317	127	2S	2	Pensacola	B	406,700	21,100	68,700
195	128	2S	2	Lansing-East Lansing	B	405,200	23,700	38,500
503	129	2A	2	Fayetteville (North West Arkansas)	H	397,600	55,900	11,500
359	130	2S	2	Fayetteville, NC	B	386,100	34,600	130,900
129	131	2S	2	Youngstown-Warren	B	379,300	12,300	46,400
265	132	2S	2	Macon	B	368,900	15,600	137,700
273	133	2A	2	Reading, PA	H	353,300	57,400	16,500
111	134	4S	4	Shreveport	B	350,000	12,300	131,900
163	135	2S	2	Flint	B	348,300	10,200	73,200
082	136	2S	2	Canton		347,600	5,900	26,900
203	137	2S	2	Springfield, MO		346,200	9,800	10,600
592	138	2S	2	Palm Springs	H	344,500	158,600	9,100
303	139	2S	2	Appleton-Oshkosh		342,400	11,500	5,300
271	140	2S	2	Salisbury-Ocean City	B	338,800	20,900	60,100
562	141	2A	2	Killeen-Temple, TX	B	335,500	70,400	70,300
149	142	2A	2	Beaumont-Port Arthur, TX	BH	331,900	45,100	80,400
281	143	2A	2	Saginaw-Bay City-Midland, MI	B	331,500	17,700	34,200
502	144	2S	2	Tyler-Longview	BH	329,800	54,400	60,000
505	145	2S	2	Burlington-Plattsburgh		328,100	7,000	8,700
416	146	2S	2	Fredericksburg	B	325,000	25,200	60,000
533	147	2S	2	Biloxi-Gulfport-Pascagoula	B	324,700	15,500	69,100
547	148	2A	2	Stamford-Norwalk, CT		322,600	56,000	26,800

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367	149	2S	2	Atlantic City-Cape May	BH	320,800	45,200	39,800
537	150	2S	2	Trenton	BH	320,200	50,100	62,900
241	151	2S	2	Eugene-Springfield		315,400	22,300	5,000
510	152	2A	2	Myrtle Beach, SC	B	313,300	15,600	50,700
581	153	2A	2	Ann Arbor, MI	B	312,800	13,100	41,500
285	154	2S	2	Savannah	B	312,600	17,200	102,400
157	155	2S	2	Quad Cities (Davenport-Rock Island-Moline)		312,300	23,600	23,100
412	156	2A	2	Flagstaff-Prescott, AZ	H	310,800	38,600	4,400
137	157	2S	2	Peoria	B	308,800	9,500	30,000
173	158	2S	2	Montgomery	B	303,200	8,500	128,800
221	159	2S	2	Asheville		290,600	14,200	16,400
279	160	2S	2	Rockford	BH	288,400	33,200	31,000
589	161	2A	2	Ft. Smith, AR		282,500	20,100	11,600
333	162	2S	2	Tallahassee	B	275,900	18,300	80,900
193	163	2S	2	Huntington-Ashland		268,800	2,700	8,900
185	164	2S	2	Evansville		268,000	5,300	18,700
518	165	2A	2	Poughkeepsie, NY	B	259,000	27,400	27,300
524	166	2A	2	Hagerstown-Chambersburg-Waynesboro, MD-PA		258,800	10,300	20,100
295	167	2S	2	Utica-Rome		256,600	10,300	13,600
147	168	2A	2	Amarillo, TX	H	255,000	67,300	15,100
261	169	2S	2	Lincoln		254,000	14,300	10,300
315	170	2S	2	Anchorage		253,000	20,400	18,700
561	171	2A	2	Odessa-Midland, TX	H	251,700	117,000	13,600
263	172	2S	2	Lubbock	H	247,300	77,200	17,600
555	173	2A	2	Morgantown-Clarksburg-Fairmont, WV		246,300	3,800	8,200
556	174	2A	2	San Luis Obispo, CA	H	244,300	49,000	5,700
239	175	2S	2	Erie		240,100	7,900	17,500
597	176	2A	2	Wausau-Stevens Point, WI (Central WI)		239,700	5,500	2,200
426	177	2S	2	Concord (Lakes Region)		239,400	3,600	3,200
563	178	2A	2	New London, CT		238,700	21,300	15,600
235	179	2S	2	Columbus, GA	B	235,200	17,100	101,500
536	180	2A	2	Merced, CA	H	230,100	117,200	8,700
365	181	2C	2	New Bedford-Fall River, MA		229,000	20,500	11,200
371	182	2A	2	Tri-Cities, WA (Richland-Kennewick-Pasco)	H	226,000	59,000	4,900
287	183	2S	2	South Bend	B	224,800	15,700	28,600

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251	184	2S	2	Kalamazoo	B	222,500	9,000	25,300
391	185	2A	2	Ft. Walton Beach-Destin, FL	B	222,400	17,500	20,400
245	186	2S	2	Green Bay		215,700	14,300	6,000
227	187	2S	2	Binghamton		215,000	6,400	9,600
153	188	2S	2	Charleston, WV		213,700	2,600	14,200
506	189	2A	2	Laredo, TX	H	210,600	199,300	800
501	190	2A	2	Dothan, AL	B	210,300	8,600	45,500
530	191	2A	2	Cape Cod, MA		208,500	5,000	6,100
528	192	2C	2	Frederick, MD	B	207,900	15,900	19,500
543	193	2A	2	Tupelo, MS	B	207,300	5,400	47,300
549	194	2A	2	Bryan-College Station, TX	BH	207,100	45,800	23,800
309	195	2A	2	Waco, TX	BH	205,200	46,400	29,700
387	196	2A	2	Salina-Manhattan, KS		203,700	15,800	14,000
535	197	2A	2	Traverse City-Petoskey, MI		201,400	3,900	2,700
325	198	2A	2	Yakima, WA	H	200,900	86,600	2,600
593	199	2A	2	Danbury, CT		199,500	26,800	6,600
267	200	2S	2	Manchester		199,200	10,900	4,800
187	201	2S	2	Fargo-Moorhead		196,900	5,000	5,400
205	202	2S	2	Topeka		196,600	16,200	14,200
508	203	2A	2	Chico, CA	H	194,200	27,100	4,000
567	204	2A	2	Santa Maria-Lompoc, CA	H	193,100	99,800	5,600
151	205	2S	2	Cedar Rapids		183,700	5,100	8,700
553	206	2C	2	Charlottesville, VA	B	181,300	8,100	23,200
339	207	2A	2	Medford-Ashland, OR	H	180,900	18,600	2,000
591	208	2A	2	Santa Barbara, CA	H	180,600	53,500	3,100
436	209	2A	2	Bend, OR		180,400	14,100	1,300
507	210	2A	2	Champaign, IL	B	179,800	9,600	22,400
159	211	2S	2	Duluth-Superior		179,600	3,000	4,700
307	212	2S	2	Terre Haute		177,200	3,600	9,200
569	213	2A	2	Winchester, VA		176,300	11,500	9,800
441	213	2A	2	Las Cruces, NM	H	176,300	113,100	3,200
596	215	2A	2	Tuscaloosa, AL	B	175,000	5,400	52,300
554	216	2A	2	Florence, SC	B	174,400	3,700	71,500
522	217	2A	2	Laurel-Hattiesburg, MS	B	172,700	5,300	49,200
422	218	2A	2	Muncie-Marion, IN		172,400	4,200	12,300
526	219	2S	2	Bangor		168,400	1,800	2,000
559	220	2A	2	La Crosse, WI		164,800	3,100	2,300
584	221	2A	2	Lake Charles, LA	B	163,900	4,600	40,100
532	222	2A	2	Rochester, MN		160,900	6,300	7,300

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421	223	2A	2	Olean, NY		160,500	2,800	3,400
557	224	2A	2	Elmira-Corning, NY		159,800	3,400	7,300
431	225	2A	2	Lebanon-Hanover-White River Junction, NH-VT		157,800	3,000	2,400
595	226	2S	2	Lafayette, IN		157,400	10,800	7,900
497	227	2A	2	Jonesboro, AR		157,300	5,100	13,800
576	228	2A	2	Lima, OH		156,200	4,100	12,000
509	229	2A	2	Redding, CA		154,900	12,700	2,200
323	230	2S	2	Bloomington		151,700	6,500	12,000
573	231	2A	2	Panama City, FL	B	151,500	7,600	17,100
423	232	2C	2	Hilton Head, SC	BH	151,400	15,200	27,500
564	233	2A	2	Columbia, MO	B	149,700	4,400	14,400
534	234	2A	2	Joplin, MO		145,900	8,200	3,300
566	235	2A	2	Muskegon, MI	B	144,500	6,500	20,500
586	236	2A	2	Eau Claire, WI		142,500	2,400	2,200
546	236	2A	2	Abilene, TX	H	142,500	29,600	11,000
353	238	2S	2	Pueblo	H	138,200	55,500	3,100
297	239	2A	2	Waterloo-Cedar Falls, IA		135,500	4,400	9,800
580	240	2A	2	Albany, GA	B	134,000	3,800	69,100
225	241	2A	2	Billings, MT		132,600	5,700	1,800
585	242	2A	2	Monroe, LA	B	130,400	2,900	46,600
425	243	2A	2	LaSalle-Peru, IL		129,400	9,700	2,700
539	244	2A	2	Parkersburg-Marietta, WV-OH		127,800	1,100	2,300
404	245	2A	2	Florence-Muscle Shoals, AL	B	127,500	2,900	16,300
179	246	2S	2	Wheeling		126,900	1,200	4,700
579	247	2A	2	Sussex, NJ		126,200	8,400	2,800
511	248	2A	2	Grand Junction, CO	H	125,800	15,800	1,500
209	249	2A	2	Wichita Falls, TX	BH	120,000	19,200	12,500
462	250	2C	2	Twin Falls-Sun Valley, ID	H	118,900	22,000	800
433	251	2A	2	Valdosta, GA	B	118,800	6,700	40,900
381	252	2A	2	Grand Island-Kearney-Hastings, NE	H	117,500	16,600	1,700
512	253	2A	2	Texarkana, TX-AR	B	116,300	6,700	27,700
531	254	2A	2	Battle Creek, MI	B	114,300	4,600	13,200
519	255	2A	2	Harrisonburg, VA		114,100	11,100	4,900
545	256	2A	2	Rapid City, SD		114,000	4,200	3,500
219	257	2S	2	Altoona		108,500	1,200	2,300
432	258	2S	2	Montpelier-Barre-St. Johnsbury		108,000	1,700	1,500
527	259	2A	2	Augusta-Waterville, ME		105,500	1,400	1,200
582	260	2A	2	Bismarck, ND		103,700	1,700	1,300

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—SPRING 2015

MKT CODE	RANK	TYPE	FREQ	MARKET	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
578	261	2A	2	Williamsport, PA		101,200	1,600	5,300
523	262	2A	2	Sioux City, IA	H	100,700	16,100	3,600
577	263	2A	2	Watertown, NY		98,500	7,200	6,800
418	264	2A	2	Sheboygan, WI		98,000	4,800	1,800
548	265	2A	2	San Angelo, TX	H	97,200	34,100	4,700
499	266	2A	2	Decatur, IL	B	92,300	1,700	15,700
520	267	2A	2	Bluefield, WV		91,600	800	5,200
513	268	2A	2	Brunswick, GA	B	84,700	4,400	18,300
383	269	2A	2	Hot Springs, AR		84,300	3,800	7,400
289	270	2A	2	Jackson, TN	B	83,500	2,600	30,300
560	271	2A	2	Cheyenne, WY	H	82,200	11,300	3,700
572	272	2A	2	Grand Forks, ND-MN		79,500	3,400	2,100
558	273	2A	2	Beckley, WV		67,400	1,100	5,700

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 110,617,000**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 145,281,300**

**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 180,627,100**

**TOTAL 1-273 METRO PERSONS 12+ POPULATION: 221,516,500**

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

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

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

<sup>3</sup> Putnam, NY (population 87,000), Rockland, NY (population 266,400) and Westchester, NY (population 836,100) are included in the Hudson Valley and the New York Metro definitions.

<sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

<sup>5</sup> Monmouth County (population 544,300) is included in the Monmouth-Ocean and the New York Metro definitions.

<sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.

<sup>7</sup> The Santa Rosa Metro is embedded in the San Francisco Metro.

<sup>8</sup> The Stamford-Norwalk, CT Metro is embedded in the New York Metro.

<sup>9</sup> Stafford County (population 116,500) is included in the Fredericksburg and Washington, DC Metro definitions.

<sup>10</sup> The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.

<sup>11</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.

<sup>12</sup> The M-Split portion of Rockingham County (population 50,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

**MKT CODE:** Unique numeric identifier for a market

**FREQ** (Frequency): Number of reports annually

**TYPE** (Type of Measurement Service): PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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

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## BY MARKET

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Abilene, TX	546	236	2A	2	H	142,500	29,600	11,000
Akron	081	80	4S	4	B	612,100	10,600	76,300
Albany, GA	580	240	2A	2	B	134,000	3,800	69,100
Albany-Schenectady-Troy	069	65	4S	4		810,600	38,300	62,100
Albuquerque	141	69	4S	4	H	751,700	342,000	21,200
Allentown-Bethlehem	145	70	4S	4	H	714,900	96,500	36,900
Altoona	219	257	2S	2		108,500	1,200	2,300
Amarillo, TX	147	168	2A	2	H	255,000	67,300	15,100
Anchorage	315	170	2S	2		253,000	20,400	18,700
Ann Arbor, MI	581	153	2A	2	B	312,800	13,100	41,500
Appleton-Oshkosh	303	139	2S	2		342,400	11,500	5,300
Asheville	221	159	2S	2		290,600	14,200	16,400
Atlanta	047	9	PPM	13	BH	4,549,700	456,400	1,507,300
Atlantic City-Cape May	367	149	2S	2	BH	320,800	45,200	39,800
Augusta, GA	305	109	2S	2	B	469,800	23,400	161,000
Augusta-Waterville, ME	527	259	2A	2		105,500	1,400	1,200
Austin	135	35	PPM	13	BH	1,605,600	478,000	123,200
Bakersfield	143	77	4S	4	H	636,300	323,400	35,300
Baltimore	021	21	PPM	13	BH	2,389,300	116,600	683,300
Bangor	526	219	2S	2		168,400	1,800	2,000
Baton Rouge	223	81	4S	4	B	609,500	23,700	204,900
Battle Creek, MI	531	254	2A	2	B	114,300	4,600	13,200
Beaumont-Port Arthur, TX	149	142	2A	2	BH	331,900	45,100	80,400
Beckley, WV	558	273	2A	2		67,400	1,100	5,700
Bend, OR	436	209	2A	2		180,400	14,100	1,300
Billings, MT	225	241	2A	2		132,600	5,700	1,800
Biloxi-Gulfport-Pascagoula	533	147	2S	2	B	324,700	15,500	69,100
Binghamton	227	187	2S	2		215,000	6,400	9,600
Birmingham	095	60	4S	4	B	911,400	36,000	266,800
Bismarck, ND	582	260	2A	2		103,700	1,700	1,300
Bloomington	323	230	2S	2		151,700	6,500	12,000
Bluefield, WV	520	267	2A	2		91,600	800	5,200
Boise	229	97	2S	2	H	520,500	60,900	6,500
Boston	013	10	PPM	13	BH	4,192,800	406,100	309,800
Bridgeport	337	124	2S	2	BH	418,800	73,200	59,300
Brunswick, GA	513	268	2A	2	B	84,700	4,400	18,300
Bryan-College Station, TX	549	194	2A	2	BH	207,100	45,800	23,800

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—SPRING 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Buffalo-Niagara Falls	037	57	4S	4	B	985,900	40,200	118,500
Burlington-Plattsburgh	505	145	2S	2		328,100	7,000	8,700
Canton	082	136	2S	2		347,600	5,900	26,900
Cape Cod, MA	530	191	2A	2		208,500	5,000	6,100
Cedar Rapids	151	205	2S	2		183,700	5,100	8,700
Champaign, IL	507	210	2A	2	B	179,800	9,600	22,400
Charleston, SC	231	78	4S	4	B	620,700	29,900	163,900
Charleston, WV	153	188	2S	2		213,700	2,600	14,200
Charlotte-Gastonia-Rock Hill	093	24	PPM	13	BH	2,151,700	179,400	480,400
Charlottesville, VA	553	206	2C	2	B	181,300	8,100	23,200
Chattanooga	181	110	4S	4	B	469,700	16,900	65,200
Cheyenne, WY	560	271	2A	2	H	82,200	11,300	3,700
Chicago	005	3	PPM	13	BH	7,939,500	1,594,300	1,357,900
Chico, CA	508	203	2A	2	H	194,200	27,100	4,000
Cincinnati	031	30	PPM	13	B	1,795,300	46,600	224,900
Cleveland	019	31	PPM	13	BH	1,774,000	83,500	352,400
Colorado Springs	233	90	4S	4	H	559,900	81,300	40,900
Columbia, MO	564	233	2A	2	B	149,700	4,400	14,400
Columbia, SC	183	86	4S	4	B	582,800	28,900	194,800
Columbus, GA	235	179	2S	2	B	235,200	17,100	101,500
Columbus, OH	045	37	PPM	13	B	1,593,900	56,500	251,900
Concord (Lakes Region)	426	177	2S	2		239,400	3,600	3,200
Corpus Christi	155	106	2S	2	H	472,100	278,900	18,500
Dallas-Ft. Worth	024	5	PPM	13	BH	5,633,600	1,470,200	886,000
Danbury, CT	593	199	2A	2		199,500	26,800	6,600
Dayton	067	64	4S	4	B	837,500	18,500	122,900
Daytona Beach	341	94	2S	2	BH	538,200	59,500	56,700
Decatur, IL	499	266	2A	2	B	92,300	1,700	15,700
Denver-Boulder	035	18	PPM	13	BH	2,546,800	510,800	140,300
Des Moines	071	72	4S	4		696,400	36,500	30,800
Detroit	011	12	PPM	13	B	3,803,600	143,300	841,500
Dothan, AL	501	190	2A	2	B	210,300	8,600	45,500
Duluth-Superior	159	211	2S	2		179,600	3,000	4,700
Eau Claire, WI	586	236	2A	2		142,500	2,400	2,200
El Paso	161	74	4S	4	H	689,900	543,000	27,100
Elmira-Corning, NY	557	224	2A	2		159,800	3,400	7,300
Erie	239	175	2S	2		240,100	7,900	17,500
Eugene-Springfield	241	151	2S	2		315,400	22,300	5,000
Evansville	185	164	2S	2		268,000	5,300	18,700

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—SPRING 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Fargo-Moorhead	187	201	2S	2		196,900	5,000	5,400
Fayetteville (North West Arkansas)	503	129	2A	2	H	397,600	55,900	11,500
Fayetteville, NC	359	130	2S	2	B	386,100	34,600	130,900
Flagstaff-Prescott, AZ	412	156	2A	2	H	310,800	38,600	4,400
Flint	163	135	2S	2	B	348,300	10,200	73,200
Florence, SC	554	216	2A	2	B	174,400	3,700	71,500
Florence-Muscle Shoals, AL	404	245	2A	2	B	127,500	2,900	16,300
Frederick, MD	528	192	2C	2	B	207,900	15,900	19,500
Fredericksburg	416	146	2S	2	B	325,000	25,200	60,000
Fresno	089	67	4S	4	H	783,900	384,300	40,800
Ft. Collins-Greeley, CO	590	114	2A	2	H	447,600	73,200	6,800
Ft. Myers-Naples-Marco Island	515	61	2S	2	H	899,900	177,100	67,900
Ft. Pierce-Stuart-Vero Beach	517	99	2S	2	BH	515,500	69,800	65,700
Ft. Smith, AR	589	161	2A	2		282,500	20,100	11,600
Ft. Walton Beach-Destin, FL	391	185	2A	2	B	222,400	17,500	20,400
Ft. Wayne	165	113	2S	2		448,600	22,100	39,300
Gainesville-Ocala	550	88	2S	2	BH	573,300	56,500	84,500
Grand Forks, ND-MN	572	272	2A	2		79,500	3,400	2,100
Grand Island-Kearney-Hastings, NE	381	252	2A	2	H	117,500	16,600	1,700
Grand Junction, CO	511	248	2A	2	H	125,800	15,800	1,500
Grand Rapids	127	68	4S	4		757,900	64,500	57,400
Green Bay	245	186	2S	2		215,700	14,300	6,000
Greensboro-Winston-Salem-High Point	166	46	PPM	13	BH	1,249,100	99,900	278,900
Greenville-New Bern-Jacksonville	361	85	4S	4	B	591,100	42,100	142,400
Greenville-Spartanburg	191	59	4S	4	B	924,300	54,500	162,100
Hagerstown-Chambersburg-Waynesboro, MD-PA	524	166	2A	2		258,800	10,300	20,100
Harrisburg-Lebanon-Carlisle	119	82	4S	4		599,600	35,300	52,100
Harrisonburg, VA	519	255	2A	2		114,100	11,100	4,900
Hartford-New Britain-Middletown	061	52	PPM	13	BH	1,081,100	148,200	119,700
Hilton Head, SC	423	232	2C	2	BH	151,400	15,200	27,500
Honolulu	099	63	4S	4		849,000	70,600	40,400
Hot Springs, AR	383	269	2A	2		84,300	3,800	7,400
Houston-Galveston	033	6	PPM	13	BH	5,362,100	1,816,300	928,300
Hudson Valley	393	38	2S	2	BH	1,504,000	302,800	188,200
Huntington-Ashland	193	163	2S	2		268,800	2,700	8,900
Huntsville	327	105	4S	4	B	479,400	23,700	98,400
Indianapolis	049	39	PPM	13	BH	1,496,100	88,700	237,600
Jackson, MS	169	126	4S	4	B	412,600	8,500	196,600

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—SPRING 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Jackson, TN	289	270	2A	2	B	83,500	2,600	30,300
Jacksonville	107	50	PPM	13	BH	1,203,900	91,000	251,100
Johnson City-Kingsport-Bristol	345	108	4S	4		470,200	8,900	13,200
Jonesboro, AR	497	227	2A	2		157,300	5,100	13,800
Joplin, MO	534	234	2A	2		145,900	8,200	3,300
Kalamazoo	251	184	2S	2	B	222,500	9,000	25,300
Kansas City	041	34	PPM	13	BH	1,687,000	132,500	224,800
Killeen-Temple, TX	562	141	2A	2	B	335,500	70,400	70,300
Knoxville	121	71	4S	4		704,900	25,800	45,300
La Crosse, WI	559	220	2A	2		164,800	3,100	2,300
Lafayette, IN	595	226	2S	2		157,400	10,800	7,900
Lafayette, LA	253	107	2S	2	B	471,800	15,400	125,000
Lake Charles, LA	584	221	2A	2	B	163,900	4,600	40,100
Lakeland-Winter Haven	311	95	2S	2	BH	537,900	94,800	79,700
Lancaster	255	112	2S	2		448,800	39,800	17,300
Lansing-East Lansing	195	128	2S	2	B	405,200	23,700	38,500
Laredo, TX	506	189	2A	2	H	210,600	199,300	800
Las Cruces, NM	441	213	2A	2	H	176,300	113,100	3,200
Las Vegas	257	32	PPM	13	BH	1,733,000	480,800	200,800
LaSalle-Peru, IL	425	243	2A	2		129,400	9,700	2,700
Laurel-Hattiesburg, MS	522	217	2A	2	B	172,700	5,300	49,200
Lebanon-Hanover-White River Junction, NH-VT	431	225	2A	2		157,800	3,000	2,400
Lexington-Fayette	259	102	2S	2	B	496,700	23,500	52,400
Lima, OH	576	228	2A	2		156,200	4,100	12,000
Lincoln	261	169	2S	2		254,000	14,300	10,300
Little Rock	123	83	4S	4	B	593,100	28,100	136,500
Los Angeles	003	2	PPM	13	BH	11,271,300	4,807,500	810,100
Louisville	055	54	4S	4	B	1,022,800	40,700	154,300
Lubbock	263	172	2S	2	H	247,300	77,200	17,600
Macon	265	132	2S	2	B	368,900	15,600	137,700
Madison	171	100	4S	4		514,200	26,000	25,500
Manchester	267	200	2S	2		199,200	10,900	4,800
McAllen-Brownsville-Harlingen	269	56	2S	2	H	993,000	883,200	6,000
Medford-Ashland, OR	339	207	2A	2	H	180,900	18,600	2,000
Melbourne-Titusville-Cocoa	331	103	2S	2	B	491,600	43,000	49,700
Memphis	075	51	PPM	13	B	1,117,800	55,000	509,600
Merced, CA	536	180	2A	2	H	230,100	117,200	8,700
Miami-Ft. Lauderdale-Hollywood	429	11	PPM	13	BH	3,906,200	1,924,000	800,200

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—SPRING 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Middlesex-Somerset-Union	413	41	PPM	13	BH	1,470,800	309,600	198,600
Milwaukee-Racine	043	40	PPM	13	BH	1,491,600	137,200	231,100
Minneapolis-St. Paul	027	16	PPM	13	BH	2,875,600	143,600	227,700
Mobile	133	96	4S	4	B	521,000	16,400	137,400
Modesto	343	118	2S	2	H	437,200	178,000	13,500
Monmouth-Ocean	516	53	4S	4	H	1,039,100	93,300	56,600
Monroe, LA	585	242	2A	2	B	130,400	2,900	46,600
Monterey-Salinas-Santa Cruz	283	84	4S	4	H	592,300	261,400	16,600
Montgomery	173	158	2S	2	B	303,200	8,500	128,800
Montpelier-Barre-St. Johnsbury	432	258	2S	2		108,000	1,700	1,500
Morgantown-Clarksburg-Fairmont, WV	555	173	2A	2		246,300	3,800	8,200
Morristown, NJ	565	119	2C	2	H	434,100	53,500	15,200
Muncie-Marion, IN	422	218	2A	2		172,400	4,200	12,300
Muskegon, MI	566	235	2A	2	B	144,500	6,500	20,500
Myrtle Beach, SC	510	152	2A	2	B	313,300	15,600	50,700
Nashville	073	45	PPM	13	BH	1,369,200	87,200	223,000
Nassau-Suffolk (Long Island)	321	20	PPM	13	BH	2,464,300	399,100	233,700
New Bedford-Fall River, MA	365	181	2C	2		229,000	20,500	11,200
New Haven	062	122	2S	2	BH	430,200	55,700	62,000
New London, CT	563	178	2A	2		238,700	21,300	15,600
New Orleans	053	47	4S	4	BH	1,234,600	94,500	388,700
New York	001	1	PPM	13	BH	16,157,500	3,845,200	2,740,600
Norfolk-Virginia Beach-Newport News	109	43	PPM	13	BH	1,397,200	83,000	436,900
Odessa-Midland, TX	561	171	2A	2	H	251,700	117,000	13,600
Oklahoma City	083	48	4S	4	BH	1,218,300	127,000	131,000
Olean, NY	421	223	2A	2		160,500	2,800	3,400
Omaha-Council Bluffs	085	75	4S	4		684,800	62,000	59,700
Orlando	131	33	PPM	13	BH	1,718,200	506,900	280,400
Oxnard-Ventura	594	121	2S	2	H	430,400	223,200	10,000
Palm Springs	592	138	2S	2	H	344,500	158,600	9,100
Panama City, FL	573	231	2A	2	B	151,500	7,600	17,100
Parkersburg-Marietta, WV-OH	539	244	2A	2		127,800	1,100	2,300
Pensacola	317	127	2S	2	B	406,700	21,100	68,700
Peoria	137	157	2S	2	B	308,800	9,500	30,000
Philadelphia	007	8	PPM	13	BH	4,558,200	366,000	932,600
Phoenix	057	14	PPM	13	BH	3,419,800	937,100	190,900
Pittsburgh, PA	023	26	PPM	13	B	2,009,200	31,300	177,700
Portland, ME	197	91	2S	2		548,500	9,500	12,000
Portland, OR	051	23	PPM	13	H	2,212,100	257,600	70,400

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## RADIO MARKET SURVEY POPULATION, RANKINGS &amp; INFORMATION—SPRING 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Portsmouth-Dover-Rochester	247	123	2S	2		422,200	8,700	4,600
Poughkeepsie, NY	518	165	2A	2	B	259,000	27,400	27,300
Providence-Warwick-Pawtucket	077	44	PPM	13	H	1,396,500	143,000	73,100
Pueblo	353	238	2S	2	H	138,200	55,500	3,100
Puerto Rico	540	15	4S	4		3,125,800	*	*
Quad Cities (Davenport-Rock Island-Moline)	157	155	2S	2		312,300	23,600	23,100
Raleigh-Durham	115	42	PPM	13	BH	1,467,500	140,400	333,100
Rapid City, SD	545	256	2A	2		114,000	4,200	3,500
Reading, PA	273	133	2A	2	H	353,300	57,400	16,500
Redding, CA	509	229	2A	2		154,900	12,700	2,200
Reno	275	125	2S	2	H	418,600	88,000	12,300
Richmond	105	55	4S	4	B	1,015,900	54,300	306,500
Riverside-San Bernardino	379	25	PPM	13	BH	2,010,900	1,019,900	177,800
Roanoke-Lynchburg	277	116	2S	2	B	442,600	12,600	71,000
Rochester, MN	532	222	2A	2		160,900	6,300	7,300
Rochester, NY	079	58	4S	4	B	967,000	57,400	105,500
Rockford	279	160	2S	2	BH	288,400	33,200	31,000
Sacramento	065	28	PPM	13	BH	1,928,300	358,600	151,500
Saginaw-Bay City-Midland, MI	281	143	2A	2	B	331,500	17,700	34,200
Salina-Manhattan, KS	387	196	2A	2		203,700	15,800	14,000
Salisbury-Ocean City	271	140	2S	2	B	338,800	20,900	60,100
Salt Lake City-Ogden-Provo	101	29	PPM	13	H	1,824,300	251,300	28,100
San Angelo, TX	548	265	2A	2	H	97,200	34,100	4,700
San Antonio	059	27	PPM	13	BH	1,939,800	1,018,500	137,300
San Diego	063	17	PPM	13	BH	2,755,000	850,400	151,100
San Francisco	009	4	PPM	13	BH	6,463,500	1,430,100	447,200
San Jose	215	36	PPM	13	H	1,596,400	399,900	46,000
San Luis Obispo, CA	556	174	2A	2	H	244,300	49,000	5,700
Santa Barbara, CA	591	208	2A	2	H	180,600	53,500	3,100
Santa Maria-Lompoc, CA	567	204	2A	2	H	193,100	99,800	5,600
Santa Rosa	574	120	2S	2	H	431,100	100,200	9,100
Sarasota-Bradenton	373	76	2S	2	H	663,900	69,800	44,000
Savannah	285	154	2S	2	B	312,600	17,200	102,400
Seattle-Tacoma	039	13	PPM	13	BH	3,638,000	298,900	228,000
Sheboygan, WI	418	264	2A	2		98,000	4,800	1,800
Shreveport	111	134	4S	4	B	350,000	12,300	131,900
Sioux City, IA	523	262	2A	2	H	100,700	16,100	3,600
South Bend	287	183	2S	2	B	224,800	15,700	28,600

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—SPRING 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Spokane	177	93	4S	4		539,700	23,900	11,500
Springfield, MA	117	92	4S	4	H	546,100	89,700	38,400
Springfield, MO	203	137	2S	2		346,200	9,800	10,600
St. Louis	017	22	PPM	13	B	2,328,700	62,500	433,600
Stamford-Norwalk, CT	547	148	2A	2		322,600	56,000	26,800
Stockton	291	87	2S	2	H	581,200	218,300	45,600
Sussex, NJ	579	247	2A	2		126,200	8,400	2,800
Syracuse	091	89	4S	4		570,700	19,800	46,600
Tallahassee	333	162	2S	2	B	275,900	18,300	80,900
Tampa-St. Petersburg-Clearwater	087	19	PPM	13	BH	2,531,900	416,200	294,700
Terre Haute	307	212	2S	2		177,200	3,600	9,200
Texarkana, TX-AR	512	253	2A	2	B	116,300	6,700	27,700
Toledo	097	98	4S	4	B	517,300	29,100	75,600
Topeka	205	202	2S	2		196,600	16,200	14,200
Traverse City-Petoskey, MI	535	197	2A	2		201,400	3,900	2,700
Trenton	537	150	2S	2	BH	320,200	50,100	62,900
Tri-Cities, WA (Richland-Kennewick-Pasco)	371	182	2A	2	H	226,000	59,000	4,900
Tucson	207	62	4S	4	H	855,700	284,800	32,600
Tulsa	103	66	4S	4		799,600	63,500	70,200
Tupelo, MS	543	193	2A	2	B	207,300	5,400	47,300
Tuscaloosa, AL	596	215	2A	2	B	175,000	5,400	52,300
Twin Falls-Sun Valley, ID	462	250	2C	2	H	118,900	22,000	800
Tyler-Longview	502	144	2S	2	BH	329,800	54,400	60,000
Utica-Rome	295	167	2S	2		256,600	10,300	13,600
Valdosta, GA	433	251	2A	2	B	118,800	6,700	40,900
Victor Valley	419	115	2S	2	BH	444,600	170,300	47,700
Visalia-Tulare-Hanford	293	104	2S	2	H	488,100	278,900	15,200
Waco, TX	309	195	2A	2	BH	205,200	46,400	29,700
Washington, DC	015	7	PPM	13	BH	4,793,400	705,100	1,272,600
Waterloo-Cedar Falls, IA	297	239	2A	2		135,500	4,400	9,800
Watertown, NY	577	263	2A	2		98,500	7,200	6,800
Wausau-Stevens Point, WI (Central WI)	597	176	2A	2		239,700	5,500	2,200
West Palm Beach-Boca Raton	299	49	PPM	13	BH	1,217,200	244,000	207,500
Wheeling	179	246	2S	2		126,900	1,200	4,700
Wichita	125	101	4S	4	H	500,700	54,400	42,900
Wichita Falls, TX	209	249	2A	2	BH	120,000	19,200	12,500
Wilkes Barre-Scranton	175	73	4S	4		693,400	53,800	35,800
Williamsport, PA	578	261	2A	2		101,200	1,600	5,300

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RADIO MARKET SURVEY POPULATION, RANKINGS & INFORMATION—SPRING 2015

MARKET	MKT CODE	RANK	TYPE	FREQ	DST	METRO 12+ POPULATION	HISPANIC 12+ POPULATION*	BLACK 12+ POPULATION**
Wilmington, DE	139	79	2S	2	B	616,300	47,100	127,000
Winchester, VA	569	213	2A	2		176,300	11,500	9,800
Worcester	113	117	2S	2		441,900	41,700	24,200
Yakima, WA	325	198	2A	2	H	200,900	86,600	2,600
York	301	111	4S	4		465,400	26,400	23,500
Youngstown-Warren	129	131	2S	2	B	379,300	12,300	46,400

**TOTAL 1-25 METRO PERSONS 12+ POPULATION: 110,617,000**

**TOTAL 1-50 METRO PERSONS 12+ POPULATION: 145,281,300**

**TOTAL 1-100 METRO PERSONS 12+ POPULATION: 180,627,100**

**TOTAL 1-273 METRO PERSONS 12+ POPULATION: 221,516,500**

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

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

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

<sup>3</sup> Putnam, NY (population 87,000), Rockland, NY (population 266,400) and Westchester, NY (population 836,100) are included in the Hudson Valley and the New York Metro definitions.

<sup>4</sup> The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

<sup>5</sup> Monmouth County (population 544,300) is included in the Monmouth-Ocean and the New York Metro definitions.

<sup>6</sup> The Morristown, NJ Metro is embedded in the New York Metro.

<sup>7</sup> The Santa Rosa Metro is embedded in the San Francisco Metro.

<sup>8</sup> The Stamford-Norwalk, CT Metro is embedded in the New York Metro.

<sup>9</sup> Stafford County (population 116,500) is included in the Fredericksburg and Washington, DC Metro definitions.

<sup>10</sup> The New Bedford-Fall River, MA Metro is embedded in the Providence-Warwick-Pawtucket Metro.

<sup>11</sup> The Frederick, MD Metro is embedded in the Washington, DC Metro.

<sup>12</sup> The M-Split portion of Rockingham County (population 50,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

**MKT CODE:** Unique numeric identifier for a market

**FREQ** (Frequency): Number of reports annually

**TYPE** (Type of Measurement Service): PPM – PPM, 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

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

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

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

## TOTAL SURVEY AREA POPULATION BY MARKET

**TYPE** (Type of Measurement Service): 4S – Diary Standard Continuous Measurement, 2S – Diary Standard Measurement, 2C – Diary Condensed Measurement, 2A – Diary 2-Book Average

*Note: Total Survey Areas exist only in Diary markets.*

TYPE	MARKET	TSA 12+ POPULATION
2A	Abilene, TX	240,100
4S	Akron	1,191,900
2A	Albany, GA	400,200
4S	Albany-Schenectady-Troy	1,381,800
4S	Albuquerque	1,121,200
4S	Allentown-Bethlehem	988,100
2S	Altoona	524,700
2A	Amarillo, TX	343,100
2S	Anchorage	382,400
2A	Ann Arbor, MI	312,800
2S	Appleton-Oshkosh	900,000
2S	Asheville	628,800
2S	Atlantic City-Cape May	612,400
2S	Augusta, GA	654,500
2A	Augusta-Waterville, ME	448,600
4S	Bakersfield	636,300
2S	Bangor	400,900
4S	Baton Rouge	1,526,000
2A	Battle Creek, MI	114,300
2A	Beaumont-Port Arthur, TX	399,100
2A	Beckley, WV	273,400
2A	Bend, OR	181,600
2A	Billings, MT	182,800
2S	Biloxi-Gulfport-Pascagoula	543,600
2S	Binghamton	524,300
4S	Birmingham	1,805,900
2A	Bismarck, ND	210,600
2S	Bloomington	257,500
2A	Bluefield, WV	231,400
2S	Boise	671,000
2S	Bridgeport	418,800
2A	Brunswick, GA	219,900
2A	Bryan-College Station, TX	233,900

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## TOTAL SURVEY AREA POPULATION—SPRING 2015

TYPE	MARKET	TSA 12+ POPULATION
4S	Buffalo-Niagara Falls	1,332,800
2S	Burlington-Plattsburgh	522,700
2S	Canton	440,300
2A	Cape Cod, MA	217,500
2S	Cedar Rapids	703,200
2A	Champaign, IL	537,800
4S	Charleston, SC	838,700
2S	Charleston, WV	550,400
2C	Charlottesville, VA	373,600
4S	Chattanooga	1,082,200
2A	Cheyenne, WY	85,200
2A	Chico, CA	368,000
4S	Colorado Springs	851,300
2A	Columbia, MO	555,900
4S	Columbia, SC	961,000
2S	Columbus, GA	602,500
2S	Concord (Lakes Region)	294,100
2S	Corpus Christi	510,000
2A	Danbury, CT	199,500
4S	Dayton	1,192,400
2S	Daytona Beach	538,200
2A	Decatur, IL	180,800
4S	Des Moines	1,034,600
2A	Dothan, AL	502,800
2S	Duluth-Superior	349,000
2A	Eau Claire, WI	338,600
4S	El Paso	943,500
2A	Elmira-Corning, NY	266,000
2S	Erie	435,600
2S	Eugene-Springfield	686,800
2S	Evansville	709,400
2S	Fargo-Moorhead	493,600
2A	Fayetteville (North West Arkansas)	524,200
2S	Fayetteville, NC	943,000
2A	Flagstaff-Prescott, AZ	398,100
2S	Flint	620,600
2A	Florence, SC	393,200
2A	Florence-Muscle Shoals, AL	249,000
2C	Frederick, MD	337,000

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TOTAL SURVEY AREA POPULATION—SPRING 2015

TYPE	MARKET	TSA 12+ POPULATION
2S	Fredericksburg	429,700
4S	Fresno	1,627,000
2A	Ft. Collins-Greeley, CO	590,600
2S	Ft. Myers-Naples-Marco Island	1,258,300
2S	Ft. Pierce-Stuart-Vero Beach	548,900
2A	Ft. Smith, AR	438,200
2A	Ft. Walton Beach-Destin, FL	363,900
2S	Ft. Wayne	868,000
2S	Gainesville-Ocala	1,023,700
2A	Grand Forks, ND-MN	132,700
2A	Grand Island-Kearney-Hastings, NE	235,900
2A	Grand Junction, CO	255,000
4S	Grand Rapids	1,657,800
2S	Green Bay	844,100
4S	Greenville-New Bern-Jacksonville	1,239,700
4S	Greenville-Spartanburg	1,894,500
2A	Hagerstown-Chambersburg-Waynesboro, MD-PA	428,200
4S	Harrisburg-Lebanon-Carlisle	1,663,400
2A	Harrisonburg, VA	334,100
2C	Hilton Head, SC	470,200
4S	Honolulu	987,700
2A	Hot Springs, AR	272,400
2S	Hudson Valley	2,037,200
2S	Huntington-Ashland	541,600
4S	Huntsville	1,066,000
4S	Jackson, MS	889,500
2A	Jackson, TN	433,600
4S	Johnson City-Kingsport-Bristol	879,500
2A	Jonesboro, AR	299,300
2A	Joplin, MO	397,800
2S	Kalamazoo	673,000
2A	Killeen-Temple, TX	388,800
4S	Knoxville	1,335,900
2A	La Crosse, WI	350,600
2S	Lafayette, IN	328,000
2S	Lafayette, LA	650,300
2A	Lake Charles, LA	360,400
2S	Lakeland-Winter Haven	560,700

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## TOTAL SURVEY AREA POPULATION—SPRING 2015

TYPE	MARKET	TSA 12+ POPULATION
2S	Lancaster	941,700
2S	Lansing-East Lansing	846,700
2A	Laredo, TX	226,200
2A	Las Cruces, NM	231,500
2A	LaSalle-Peru, IL	139,700
2A	Laurel-Hattiesburg, MS	334,300
2A	Lebanon-Hanover-White River Junction, NH-VT	231,400
2S	Lexington-Fayette	913,700
2A	Lima, OH	320,000
2S	Lincoln	403,200
4S	Little Rock	1,164,900
4S	Louisville	1,511,600
2S	Lubbock	398,400
2S	Macon	622,500
4S	Madison	1,088,400
2S	Manchester	307,800
2S	McAllen-Brownsville-Harlingen	1,071,500
2A	Medford-Ashland, OR	292,800
2S	Melbourne-Titusville-Cocoa	491,600
2A	Merced, CA	355,000
4S	Mobile	1,175,500
2S	Modesto	1,336,900
4S	Monmouth-Ocean	1,039,100
2A	Monroe, LA	398,200
4S	Monterey-Salinas-Santa Cruz	640,800
2S	Montgomery	781,000
2S	Montpelier-Barre-St. Johnsbury	297,000
2A	Morgantown-Clarksburg-Fairmont, WV	399,600
2C	Morristown, NJ	434,100
2A	Muncie-Marion, IN	396,100
2A	Muskegon, MI	207,200
2A	Myrtle Beach, SC	521,500
2C	New Bedford-Fall River, MA	229,000
2S	New Haven	704,300
2A	New London, CT	374,800
4S	New Orleans	1,936,800
2A	Odessa-Midland, TX	373,300

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## TOTAL SURVEY AREA POPULATION—SPRING 2015

TYPE	MARKET	TSA 12+ POPULATION
4S	Oklahoma City	1,712,200
2A	Olean, NY	160,500
4S	Omaha-Council Bluffs	1,260,500
2S	Oxnard-Ventura	895,100
2S	Palm Springs	584,800
2A	Panama City, FL	355,100
2A	Parkersburg-Marietta, WV-OH	304,600
2S	Pensacola	799,500
2S	Peoria	590,800
2S	Portland, ME	1,011,300
2S	Portsmouth-Dover-Rochester	546,900
2A	Poughkeepsie, NY	798,100
2S	Pueblo	179,900
4S	Puerto Rico	3,125,800
2S	Quad Cities (Davenport-Rock Island-Moline)	641,400
2A	Rapid City, SD	197,100
2A	Reading, PA	353,300
2A	Redding, CA	266,400
2S	Reno	673,100
4S	Richmond	1,245,400
2S	Roanoke-Lynchburg	1,227,200
2A	Rochester, MN	373,800
4S	Rochester, NY	1,204,700
2S	Rockford	628,400
2A	Saginaw-Bay City-Midland, MI	1,036,800
2A	Salina-Manhattan, KS	270,400
2S	Salisbury-Ocean City	601,000
2A	San Angelo, TX	129,400
2A	San Luis Obispo, CA	437,400
2A	Santa Barbara, CA	373,700
2A	Santa Maria-Lompoc, CA	193,100
2S	Santa Rosa	431,100
2S	Sarasota-Bradenton	847,800
2S	Savannah	881,700
2A	Sheboygan, WI	98,000
4S	Shreveport	839,500
2A	Sioux City, IA	250,500
2S	South Bend	894,600

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TOTAL SURVEY AREA POPULATION—SPRING 2015

TYPE	MARKET	TSA 12+ POPULATION
4S	Spokane	772,100
4S	Springfield, MA	608,900
2S	Springfield, MO	700,400
2A	Stamford-Norwalk, CT	322,600
2S	Stockton	581,200
2A	Sussex, NJ	175,800
4S	Syracuse	1,114,800
2S	Tallahassee	488,700
2S	Terre Haute	352,500
2A	Texarkana, TX-AR	258,300
4S	Toledo	908,900
2S	Topeka	522,000
2A	Traverse City-Petoskey, MI	505,000
2S	Trenton	431,000
2A	Tri-Cities, WA (Richland-Kennewick-Pasco)	446,700
4S	Tucson	1,328,400
4S	Tulsa	1,315,800
2A	Tupelo, MS	476,700
2A	Tuscaloosa, AL	345,000
2C	Twin Falls-Sun Valley, ID	154,800
2S	Tyler-Longview	841,800
2S	Utica-Rome	397,700
2A	Valdosta, GA	189,800
2S	Victor Valley	444,600
2S	Visalia-Tulare-Hanford	488,100
2A	Waco, TX	698,800
2A	Waterloo-Cedar Falls, IA	499,600
2A	Watertown, NY	121,500
2A	Wausau-Stevens Point, WI (Central WI)	525,900
2S	Wheeling	314,900
4S	Wichita	696,600
2A	Wichita Falls, TX	350,300
4S	Wilkes Barre-Scranton	984,900
2A	Williamsport, PA	316,300
2S	Wilmington, DE	761,300
2A	Winchester, VA	386,200
2S	Worcester	565,800

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TOTAL SURVEY AREA POPULATION—SPRING 2015

TYPE	MARKET	TSA 12+ POPULATION
2A	Yakima, WA	230,900
4S	York	953,100
2S	Youngstown-Warren	763,800

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## TELEVISION DMA® MARKETS

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
New York	1	18,315,700	7,442,270
Los Angeles	2	15,343,100	5,523,800
Chicago	3	8,212,200	3,477,250
Philadelphia	4	6,924,600	2,953,760
Dallas-Ft. Worth	5	6,230,300	2,603,680
San Francisco-Oak-San Jose	6	6,356,900	2,476,860
Boston (Manchester)	7	5,663,100	2,423,640
Washington, DC (Hagrstwn)	8	5,787,500	2,408,990
Atlanta	9	5,611,900	2,334,520
Houston	10	5,604,200	2,301,230
Phoenix (Prescott)	11	4,437,700	1,834,360
Detroit	12	4,151,800	1,833,320
Tampa-St. Pete (Sarasota)	13	3,970,200	1,822,550
Seattle-Tacoma	14	4,326,600	1,802,920
Minneapolis-St. Paul	15	3,946,300	1,730,170
Miami-Ft. Lauderdale	16	3,975,600	1,632,760
Denver	17	3,653,100	1,565,760
Orlando-Daytona Bch-Melbrn	18	3,428,700	1,472,960
Cleveland-Akron (Canton)	19	3,293,200	1,469,190
Sacramnto-Stkton-Modesto	20	3,508,400	1,345,960
St. Louis	21	2,725,300	1,226,860
Pittsburgh	22	2,492,100	1,173,320
Portland, OR	23	2,770,500	1,154,070
Charlotte	24	2,632,500	1,154,040
Raleigh-Durham (Fayetvllle)	25	2,608,900	1,135,920
Baltimore	26	2,554,600	1,092,620
Indianapolis	27	2,515,500	1,082,690
San Diego	28	2,755,000	1,054,350
Nashville	29	2,340,900	1,002,840
Hartford & New Haven	30	2,305,400	968,450
Kansas City	31	2,086,200	923,290
Columbus, OH	32	2,101,300	913,550
San Antonio	33	2,214,400	911,680
Salt Lake City	34	2,504,200	897,390
Milwaukee	35	1,968,700	893,210
Cincinnati	36	1,981,500	876,290

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## TELEVISION DMA MARKETS—SPRING 2015

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Greenville-Spart-Asheville-And	37	1,923,500	842,020
West Palm Beach-Ft. Pierce	38	1,766,100	789,710
Austin	39	1,735,200	729,300
Grand Rapids-Kalamazoo-B.Crk	40	1,707,400	724,100
Las Vegas	41	1,775,600	718,820
Norfolk-Portsmouth-Newport News	42	1,656,300	714,410
Birmingham (Ann and Tusc)	43	1,610,800	710,180
Oklahoma City	44	1,593,200	704,490
Harrisburg-Lancaster-Lebanon-York	45	1,704,400	704,160
Greensboro-High Point-W.Salem	46	1,521,600	689,040
Albuquerque-Santa Fe	47	1,614,000	679,380
Jacksonville	48	1,544,900	659,630
Louisville	49	1,483,900	656,900
Memphis	50	1,518,400	653,560
New Orleans	51	1,474,700	641,150
Buffalo	52	1,385,100	612,110
Providence-New Bedford	53	1,396,500	605,930
Fresno-Visalia	54	1,627,000	568,900
Wilkes Barre-Scranton-Hazleton	55	1,327,200	563,540
Little Rock-Pine Bluff	56	1,253,500	555,370
Richmond-Petersburg	57	1,290,300	548,680
Albany-Schenectady-Troy	58	1,218,300	532,890
Mobile-Pensacola (Ft. Walter)	59	1,225,900	530,630
Tulsa	60	1,183,000	530,200
Knoxville	61	1,174,200	515,190
Ft. Myers-Naples	62	1,125,400	506,610
Lexington	63	1,093,000	478,980
Dayton	64	1,027,900	466,930
Wichita-Hutchinson Plus	65	1,007,500	441,760
Charleston-Huntington	66	989,500	441,520
Roanoke-Lynchburg	67	1,006,200	441,140
Green Bay-Appleton	68	973,200	439,390
Honolulu	69	1,213,000	438,610
Flint-Saginaw-Bay City	70	988,900	435,300
Tucson (Sierra Vista)	71	1,001,500	428,680
Des Moines-Ames	72	963,200	428,150
Spokane	73	977,900	415,990
Omaha	74	927,000	413,250
Springfield, MO	75	933,700	411,720

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## TELEVISION DMA MARKETS—SPRING 2015

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Toledo	76	908,900	403,700
Columbia, SC	77	929,400	399,760
Rochester, NY	78	900,500	393,210
Huntsville-Decatur (Flor)	79	874,600	386,580
Portland-Auburn	80	867,800	385,520
Paducah-Cape Girard-Harsbg	81	847,100	377,830
Madison	82	845,400	377,590
Shreveport	83	855,700	376,690
Syracuse	84	878,400	372,090
Champaign&Sprngfld-Decatur	85	835,900	371,740
Harlingen-Wslco-Brnsvl-Mca	86	1,061,000	363,090
Waco-Temple-Bryan	87	858,000	353,400
Chattanooga	88	819,700	350,080
Colorado Springs-Pueblo	89	812,000	348,020
Cedar Rapids-Wtrlo-lwc&Dub	90	764,700	341,960
El Paso (Las Cruces)	91	870,900	337,890
Savannah	92	785,600	333,580
Baton Rouge	93	779,500	329,960
Jackson, MS	94	763,900	325,850
Charleston, SC	95	732,800	323,440
South Bend-Elkhart	96	748,300	312,680
Tri-Cities, TN-VA	97	696,500	311,430
Burlington-Plattsburgh	98	748,900	309,870
Greenville-N.Bern-Washngtn	99	699,200	306,540
Davenport-R.Island-Moline	100	657,500	298,960
Ft. Smith-Fay-Sprngdl-Rgrs	101	696,800	296,920
Myrtle Beach-Florence	102	652,900	286,610
Evansville	103	629,400	280,960
Johnstown-Altoona-St Colge	104	662,700	280,360
Lincoln & Hastings-Krny	105	617,100	277,120
Tallahassee-Thomasville	106	641,100	268,060
Reno	107	628,800	265,980
Tyler-Longview(Lfkn&Ncgd)	108	633,300	265,070
Boise	109	636,700	263,520
Sioux Falls(Mitchell)	110	585,500	262,520
Ft. Wayne	111	604,000	262,010
Augusta-Aiken	112	602,600	258,130
Youngstown	113	570,400	253,470
Lansing	114	582,600	249,650

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## TELEVISION DMA MARKETS—SPRING 2015

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Springfield-Holyoke	115	608,900	248,290
Fargo-Valley City	116	544,200	248,030
Peoria-Bloomington	117	556,900	242,510
Traverse City-Cadillac	118	536,400	236,480
Macon	119	567,300	235,780
Eugene	120	544,000	235,320
Montgomery-Selma	121	531,500	232,300
Yakima-Pasco-RchInd-Knnwck	122	589,900	232,170
SantaBarbra-SanMar-SanLuob	123	618,000	230,230
Lafayette, LA	124	525,200	230,180
Monterey-Salinas	125	640,800	224,080
Columbus, GA (Opelika, AL)	126	511,600	222,640
Bakersfield	127	636,300	221,840
La Crosse-Eau Claire	128	483,800	208,920
Corpus Christi	129	503,400	207,730
Amarillo	130	460,600	194,670
Wilmington	131	421,700	192,610
Chico-Redding	132	445,000	187,920
Columbus-Tupelo-W Pnt-Hstn	133	418,600	183,980
Wausau-Rhineland	134	388,500	177,040
Rockford	135	402,500	174,990
Topeka	136	396,000	174,430
Monroe-El Dorado	137	400,700	173,260
Columbia-Jefferson City	138	407,700	170,930
Duluth-Superior	139	369,300	167,130
Medford-Klamath Falls	140	377,200	166,030
Beaumont-Port Arthur	141	393,400	164,860
Minot-Bsmrck-Dcknsn(Wlstn)	142	348,000	162,120
Salisbury	143	366,800	159,090
Lubbock	144	384,400	158,400
Wichita Falls & Lawton	145	361,500	155,550
Odessa-Midland	146	375,400	155,110
Anchorage	147	382,400	154,420
Palm Springs	148	376,800	154,320
Sioux City	149	343,300	152,320
Erie	150	350,800	151,720
Joplin-Pittsburg	151	335,100	145,700
Albany, GA	152	345,300	144,480
Rochestr-Mason City-Austin	153	312,700	140,550

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MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Panama City	154	332,200	138,670
Terre Haute	155	325,400	135,360
Bangor	156	305,300	133,890
Wheeling-Steubenville	157	294,000	131,980
Bluefield-Beckley-Oak Hill	158	289,900	130,340
Binghamton	159	298,000	129,990
Biloxi-Gulfport	160	300,800	129,030
Sherman-Ada	161	285,000	125,260
Gainesville	162	287,100	123,340
Idaho Falls-Pocatillo(Jcksn)	163	304,300	122,680
Abilene-Sweetwater	164	267,700	113,570
Missoula	165	255,900	112,600
Billings	166	243,600	110,680
Hattiesburg-Laurel	167	251,400	109,490
Yuma-El Centro	168	311,700	109,420
Clarksburg-Weston	169	237,300	104,750
Quincy-Hannibal-Keokuk	170	230,700	101,570
Utica	171	240,500	101,400
Rapid City	172	221,400	100,010
Dothan	173	219,000	98,320
Lake Charles	174	221,700	93,820
Elmira (Corning)	175	213,000	92,230
Jackson, TN	176	210,900	91,100
Watertown	177	218,300	90,820
Harrisonburg	178	225,000	89,690
Alexandria, LA	179	206,400	87,650
Marquette	180	186,500	82,070
Jonesboro	181	180,100	79,100
Bowling Green	182	185,100	78,870
Charlottesville	183	181,300	74,240
Laredo	184	222,000	73,070
Grand Junction-Montrose	185	160,400	70,120
Butte-Bozeman	186	153,400	67,930
Lafayette, IN	187	164,700	67,550
Lima	188	156,200	67,390
Meridian	189	154,300	67,300
Greenwood-Greenville	190	156,900	65,200
Great Falls	191	146,100	64,530
Twin Falls	192	154,000	64,320

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## TELEVISION DMA MARKETS—SPRING 2015

MARKET	TVHH RANK	DMA PERSONS 12+	TVHH
Bend, OR	193	144,200	63,970
Parkersburg	194	134,500	61,230
Eureka	195	141,000	58,630
Casper-Riverton	196	128,500	57,420
Cheyenne-Scottsbluf	197	124,600	56,680
San Angelo	198	128,600	55,400
Mankato	199	105,900	52,160
Ottumwa-Kirkville	200	107,000	45,490
St. Joseph	201	108,600	45,330
Fairbanks	202	83,300	36,800
Victoria	203	75,500	32,440
Zanesville	204	71,900	32,070
Presque Isle	205	60,800	27,990
Helena	206	61,500	27,850
Juneau	207	28,600	25,460
Alpena	208	35,100	16,580
North Platte	209	31,700	14,830
Glendive	210	9,300	4,330

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