

# BLACK METRO RANKINGS & POPULATIONS - FALL 2020

SORTED BY ETHNIC RANK

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
New York	001	1	PPM	13	2,668,700	901	MONTHLY
Atlanta	047	2	PPM	13	1,797,900	917	MONTHLY
Washington, DC	015	3	PPM	13	1,347,200	908	MONTHLY
Chicago	005	4	PPM	13	1,315,200	903	MONTHLY
Dallas-Ft. Worth	024	5	PPM	13	1,080,600	912	MONTHLY
Houston-Galveston	033	6	PPM	13	1,061,400	913	MONTHLY
Philadelphia	007	7	PPM	13	961,900	904	MONTHLY
Detroit	011	8	PPM	13	839,400	906	MONTHLY
Miami-Ft. Lauderdale-Hollywood	429	9	PPM	13	827,500	916	MONTHLY
Los Angeles	003	10	PPM	13	789,100	902	MONTHLY
Baltimore	021	11	PPM	13	714,800	909	MONTHLY
Charlotte-Gastonia-Rock Hill	093	12	PPM	13	564,300	924	MONTHLY
Memphis	075	13	PPM	13	537,000	925	MONTHLY
Norfolk-Virginia Beach-Newport News	109	14	PPM	13	449,600	929	MONTHLY
St. Louis	017	15	PPM	13	440,100	907	MONTHLY
San Francisco	009	16	PPM	13	438,100	905	MONTHLY
New Orleans	053	17	12S	12	402,000	922	BIANNUAL; WI/SP or SU/FA
Raleigh-Durham	115	18	PPM	13	370,100	930	MONTHLY
Boston	013	19	PPM	13	360,100		
Cleveland	019	20	PPM	13	354,700	911	MONTHLY
Tampa-St. Petersburg-Clearwater	087	21	PPM	13	343,100		
Orlando	131	22	PPM	13	333,400	940	MONTHLY

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

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 Fall 2020 Nielsen Audio market 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

BLACK SDS CODE: Summary Data Set Code for qualifying additional ethnic reporting.

BLACK SDS FREQUENCY: Number of Ethnic SDS produced annually.

BLACK SDS DATA COMBO: Which Diary surveys are used to produce ethnic summary datasets. FA/WI/SP – Fall/Winter/Spring Surveys, WI/SP or SU/FA – Winter/Spring or Summer/ Fall surveys, FA/SP or SP/FA – Fall/Spring surveys or Spring/Fall surveys.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. PPM® is a mark of The Nielsen Company (US), LLC.

Copyright © 2020 The Nielsen Company. Confidential and proprietary.



# BLACK METRO RANKINGS & POPULATIONS - FALL 2020

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Richmond	105	23	12S	12	324,700	926	BIANNUAL; WI/SP or SU/FA
Greensboro-Winston-Salem-High Point	166	24	PPM	13	314,500	932	MONTHLY
Columbus, OH	045	25	PPM	13	303,300	914	MONTHLY
Minneapolis-St. Paul	027	26	PPM	13	290,100		
Jacksonville	107	27	PPM	13	289,700	927	MONTHLY
Seattle-Tacoma	039	28	PPM	13	279,000		
Birmingham	095	29	12S	12	278,700	923	BIANNUAL; WI/SP or SU/FA
Indianapolis	049	30	PPM	13	274,500	919	MONTHLY
Las Vegas	257	31	PPM	13	267,100		
Nashville	073	32	PPM	13	253,600	921	MONTHLY
Phoenix	057	33	PPM	13	250,700		
Nassau-Suffolk (Long Island)	321	34	PPM	13	246,500		
West Palm Beach-Boca Raton	299	35	PPM	13	245,600	950	MONTHLY
Baton Rouge	223	36	12S	12	244,500	931	BIANNUAL; WI/SP or SU/FA
Cincinnati	031	36	PPM	13	244,500		
Kansas City	041	38	PPM	13	238,100		
Milwaukee-Racine	043	39	PPM	13	236,200		
Columbia, SC	183	40	12S	12	213,400	944	BIANNUAL; WI/SP or SU/FA
Middlesex-Somerset-Union	413	41	PPM	13	203,700		
Jackson, MS	169	42	12S	12	202,700	938	BIANNUAL; WI/SP or SU/FA
Hudson Valley	393	43	2S	2	197,000	977	BIANNUAL; FA/SP or SP/FA
Riverside-San Bernardino	379	44	PPM	13	184,600		
Greenville-Spartanburg	191	45	12S	12	179,400	937	BIANNUAL; WI/SP or SU/FA
Pittsburgh, PA	023	46	PPM	13	177,200		
Augusta, GA	305	47	2S	2	176,800	952	BIANNUAL; FA/SP or SP/FA
Charleston, SC	231	48	12S	12	175,400	933	BIANNUAL; WI/SP or SU/FA
Louisville	055	49	12S	12	168,200	920	BIANNUAL; WI/SP or SU/FA

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

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 Fall 2020 Nielsen Audio market 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

BLACK SDS CODE: Summary Data Set Code for qualifying additional ethnic reporting.

BLACK SDS FREQUENCY: Number of Ethnic SDS produced annually.

BLACK SDS DATA COMBO: Which Diary surveys are used to produce ethnic summary datasets. FA/WI/SP – Fall/Winter/Spring Surveys, WI/SP or SU/FA–Winter/Spring or Summer/ Fall surveys, FA/SP or SP/FA–Fall/Spring surveys or Spring/Fall surveys.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. PPM® is a mark of The Nielsen Company (US), LLC.

Copyright © 2020 The Nielsen Company. Confidential and proprietary.



# BLACK METRO RANKINGS & POPULATIONS - FALL 2020

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Sacramento	065	50	PPM	13	166,600		
Denver-Boulder	035	51	PPM	13	165,000		
San Antonio	059	52	PPM	13	158,300		
San Diego	063	53	PPM	13	156,300		
Little Rock	123	54	12S	12	151,900	947	BIANNUAL; WI/SP or SU/FA
Macon	265	55	2S	2	151,000	957	BIANNUAL; FA/SP or SP/FA
Austin	135	56	PPM	13	148,100		
Greenville-New Bern-Jacksonville	361	57	12S	12	145,400	945	BIANNUAL; WI/SP or SU/FA
Oklahoma City	083	58	12S	12	143,800	956	BIANNUAL; WI/SP or SU/FA
Mobile	133	59	12S	12	142,000	948	BIANNUAL; WI/SP or SU/FA
Wilmington, DE	139	60	2S	2	139,100	979	BIANNUAL; FA/SP or SP/FA
Montgomery	173	61	2S	2	138,100	953	BIANNUAL; FA/SP or SP/FA
Fayetteville, NC	359	62	2S	2	137,400	954	BIANNUAL; FA/SP or SP/FA
Shreveport	111	63	2S	2	134,100	951	BIANNUAL; FA/SP or SP/FA
Lafayette, LA	253	64	2S	2	128,000	955	BIANNUAL; FA/SP or SP/FA
Hartford-New Britain-Middletown	061	65	PPM	13	127,100		
Dayton	067	66	12S	12	125,100	918	BIANNUAL; WI/SP or SU/FA
Buffalo-Niagara Falls	037	67	12S	12	119,700	935	BIANNUAL; WI/SP or SU/FA
Savannah	285	68	2S	2	112,300	959	BIANNUAL; FA/SP or SP/FA
Huntsville	327	69	12S	12	109,200	946	BIANNUAL; WI/SP or SU/FA
Rochester, NY	079	70	12S	12	106,400	958	BIANNUAL; WI/SP or SU/FA
Columbus, GA	235	71	2S	2	102,200	961	BIANNUAL; FA/SP or SP/FA
Lakeland-Winter Haven	311	72	2S	2	94,400		
Metro Fairfield County	189	73	12S	12	93,100		
Gainesville-Ocala	550	74	2S	2	92,400		
Providence-Warwick-Pawtucket	077	75	PPM	13	88,100		

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

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 Fall 2020 Nielsen Audio market 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

BLACK SDS CODE: Summary Data Set Code for qualifying additional ethnic reporting.

BLACK SDS FREQUENCY: Number of Ethnic SDS produced annually.

BLACK SDS DATA COMBO: Which Diary surveys are used to produce ethnic summary datasets. FA/WI/SP – Fall/Winter/Spring Surveys, WI/SP or SU/FA–Winter/Spring or Summer/ Fall surveys, FA/SP or SP/FA–Fall/Spring surveys or Spring/Fall surveys.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. PPM® is a mark of The Nielsen Company (US), LLC.

Copyright © 2020 The Nielsen Company. Confidential and proprietary.



# BLACK METRO RANKINGS & POPULATIONS - FALL 2020

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Tallahassee	333	76	2S	2	85,400		
Killeen-Temple, TX	562	77	2A	2	84,400		
Akron	081	78	12S	12	79,200	974	ANNUAL; FA/WI/SP
Toledo	097	78	12S	12	79,200	943	BIANNUAL; WI/SP or SU/FA
Beaumont-Port Arthur, TX	149	80	2A	2	79,000		
Ft. Pierce-Stuart-Vero Beach	517	80	2S	2	79,000		
Ft. Myers-Naples	515	82	12S	12	78,800		
Biloxi-Gulfport-Pascagoula	533	83	2S	2	76,100	976	BIANNUAL; FA/SP or SP/FA
Chattanooga	181	84	12S	12	74,400	936	ANNUAL; FA/WI/SP
Pensacola	317	84	2S	2	74,400		
Florence, SC	554	86	2A	2	73,400		
Roanoke-Lynchburg	277	87	2S	2	73,300		
Albany, GA	580	88	2A	2	71,100	963	BIANNUAL; FA/SP or SP/FA
Flint	163	89	2S	2	70,400	962	BIANNUAL; FA/SP or SP/FA
Fredericksburg	416	90	2S	2	69,400		
New Haven	062	91	2S	2	65,300		
Salisbury-Ocean City	271	92	2S	2	65,100		
Daytona Beach	341	93	2S	2	63,200		
Trenton	537	93	2S	2	63,200		
Tyler-Longview	502	95	2S	2	63,100		
Tuscaloosa, AL	596	96	2A	2	57,900		
Lexington-Fayette	259	97	2S	2	57,300		
Myrtle Beach, SC	510	98	2A	2	57,200		
Melbourne-Titusville-Cocoa	331	99	2S	2	55,600		
Victor Valley	419	100	2S	2	53,200		
Laurel-Hattiesburg, MS	522	101	2A	2	50,400		
Dothan, AL	501	102	2A	2	47,700		
Monroe, LA	585	103	2A	2	46,300		

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

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 Fall 2020 Nielsen Audio market 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

BLACK SDS CODE: Summary Data Set Code for qualifying additional ethnic reporting.

BLACK SDS FREQUENCY: Number of Ethnic SDS produced annually.

BLACK SDS DATA COMBO: Which Diary surveys are used to produce ethnic summary datasets. FA/WI/SP – Fall/Winter/Spring Surveys, WI/SP or SU/FA–Winter/Spring or Summer/ Fall surveys, FA/SP or SP/FA–Fall/Spring surveys or Spring/Fall surveys.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. PPM® is a mark of The Nielsen Company (US), LLC.

Copyright © 2020 The Nielsen Company. Confidential and proprietary.



# BLACK METRO RANKINGS & POPULATIONS - FALL 2020

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Youngstown-Warren	129	104	2S	2	45,500		
Lake Charles, LA	584	105	2A	2	43,500		
Valdosta, GA	433	106	2A	2	42,600		
Lansing-East Lansing	195	107	2S	2	41,300		
Ann Arbor, MI	581	108	2A	2	41,000		
Newburgh-Middletown, NY	542	109	2A	2	38,600		
Atlantic City-Cape May	367	110	2S	2	37,800		
Saginaw-Bay City-Midland, MI	281	111	2A	2	34,100		
Rockford	279	112	2S	2	33,900		
South Bend	287	113	2S	2	32,200		
Waco, TX	309	114	2A	2	31,300		
Jackson, TN	289	115	2A	2	31,200		
Poughkeepsie, NY	518	116	2A	2	30,500		
Peoria	137	117	2S	2	29,900		
Kalamazoo	251	118	2S	2	28,400		
Frederick, MD	528	119	2C	2	24,200		
Bryan-College Station, TX	549	120	2A	2	23,500		
Muskegon, MI	566	121	2A	2	21,300		
Brunswick, GA	513	122	2A	2	19,900		
Panama City, FL	573	123	2A	2	17,400		
Florence-Muscle Shoals, AL	404	124	2A	2	16,400		
Columbia, MO	564	125	2A	2	16,100		
Wichita Falls, TX	209	126	2A	2	13,300		

**PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.**

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 Fall 2020 Nielsen Audio market 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

BLACK SDS CODE: Summary Data Set Code for qualifying additional ethnic reporting.

BLACK SDS FREQUENCY: Number of Ethnic SDS produced annually.

BLACK SDS DATA COMBO: Which Diary surveys are used to produce ethnic summary datasets. FA/WI/SP – Fall/Winter/Spring Surveys, WI/SP or SU/FA–Winter/Spring or Summer/ Fall surveys, FA/SP or SP/FA–Fall/Spring surveys or Spring/Fall surveys.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. PPM® is a mark of The Nielsen Company (US), LLC.

Copyright © 2020 The Nielsen Company. Confidential and proprietary.