



HISPANIC METRO RANKINGS & POPULATIONS - FALL 2020

SORTED BY ETHNIC RANK

MARKET	MKT CODE	HISPANIC 12+ RANK	TYPE	FREQ	HISPANIC 12+ POPULATION	HISPANIC SDS CODE	HISPANIC SDS FREQUENCY; DATA COMBO
Los Angeles	003	1	PPM	13	4,962,100	842	MONTHLY
New York	001	2	PPM	13	4,074,300	819	MONTHLY
Miami-Ft. Lauderdale-Hollywood	429	3	PPM	13	2,295,100	827	MONTHLY
Houston-Galveston	033	4	PPM	13	2,187,000	848	MONTHLY
Dallas-Ft. Worth	024	5	PPM	13	1,777,300	846	MONTHLY
Chicago	005	6	PPM	13	1,702,400	852	MONTHLY
San Francisco	009	7	PPM	13	1,502,000	860	MONTHLY
San Antonio	059	8	PPM	13	1,195,100	814	MONTHLY
Riverside-San Bernardino	379	9	PPM	13	1,191,300	809	MONTHLY
Phoenix	057	10	PPM	13	1,145,200	864	MONTHLY
McAllen-Brownsville-Harlingen	269	11	2S	2	967,200	849	BIANNUAL; FA/SP or SP/FA
San Diego	063	12	PPM	13	936,600	859	MONTHLY
Washington, DC	015	13	PPM	13	830,200	745	MONTHLY
Orlando	131	14	PPM	13	700,300	845	MONTHLY
Austin	135	15	PPM	13	599,600	835	MONTHLY
Denver-Boulder	035	16	PPM	13	594,200	784	MONTHLY
Las Vegas	257	17	PPM	13	592,100	831	MONTHLY
El Paso	161	18	12S	12	584,400	850	BIANNUAL; WI/SP or SU/FA
Tampa-St. Petersburg-Clearwater	087	19	PPM	13	571,700	742	MONTHLY
Atlanta	047	20	PPM	13	523,500	737	MONTHLY
Boston	013	21	PPM	13	521,600	738	MONTHLY
Nassau-Suffolk (Long Island)	321	22	PPM	13	456,200	750	MONTHLY
Philadelphia	007	23	PPM	13	441,600		

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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

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

HISPANIC SDS FREQUENCY: Number of Ethnic SDS produced annually.

HISPANIC 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.

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Fresno	089	24	12S	12	430,400	861	BIANNUAL; WI/SP or SU/FA
Sacramento	065	25	PPM	13	417,400	878	MONTHLY
San Jose	215	26	PPM	13	395,000	879	MONTHLY
Albuquerque	141	27	12S	12	381,000	781	BIANNUAL; WI/SP or SU/FA
Seattle-Tacoma	039	28	PPM	13	375,500		
Bakersfield	143	29	12S	12	369,300	783	BIANNUAL; WI/SP or SU/FA
Middlesex-Somerset-Union	413	30	PPM	13	355,300	928	MONTHLY
Hudson Valley	393	31	2S	2	342,000	978	BIANNUAL; FA/SP or SP/FA
Tucson	207	32	12S	12	330,700	865	BIANNUAL; WI/SP or SU/FA
Portland, OR	051	33	PPM	13	315,400		
Visalia-Tulare-Hanford	293	34	2S	2	310,800	773	BIANNUAL; FA/SP or SP/FA
Salt Lake City-Ogden-Provo	101	35	PPM	13	308,500		
West Palm Beach-Boca Raton	299	36	PPM	13	307,700	960	MONTHLY
Corpus Christi	155	37	2S	2	299,800	747	BIANNUAL; FA/SP or SP/FA
Monterey-Salinas-Santa Cruz	283	38	12S	12	285,200	862	BIANNUAL; WI/SP or SU/FA
Stockton	291	39	2S	2	260,300	964	BIANNUAL; FA/SP or SP/FA
Ft. Myers-Naples	515	40	12S	12	240,700	986	BIANNUAL; WI/SP or SU/FA
Oxnard-Ventura	594	41	2S	2	238,900	775	BIANNUAL; FA/SP or SP/FA
Charlotte-Gastonia-Rock Hill	093	42	PPM	13	230,100		
Laredo, TX	506	43	2A	2	213,700	749	BIANNUAL; FA/SP or SP/FA
Modesto	343	44	2S	2	210,200	966	BIANNUAL; FA/SP or SP/FA
Victor Valley	419	45	2S	2	207,600	967	BIANNUAL; FA/SP or SP/FA
Palm Springs	592	46	2S	2	185,100	965	BIANNUAL; FA/SP or SP/FA
Providence-Warwick-Pawtucket	077	47	PPM	13	185,000		
Hartford-New Britain-Middletown	061	48	PPM	13	172,600		
Raleigh-Durham	115	49	PPM	13	171,100		
Minneapolis-St. Paul	027	50	PPM	13	168,500		
Oklahoma City	083	51	12S	12	157,300	968	BIANNUAL; WI/SP or SU/FA

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Milwaukee-Racine	043	52	PPM	13	155,700		
Kansas City	041	53	PPM	13	154,900		
Odessa-Midland, TX	561	54	2A	2	150,400	971	BIANNUAL; FA/SP or SP/FA
Lakeland-Winter Haven	311	55	2S	2	149,800		
Metro Fairfield County	189	56	12S	12	149,300		
Baltimore	021	57	PPM	13	146,400		
Jacksonville	107	58	PPM	13	129,300		
Allentown-Bethlehem	145	59	12S	12	128,500	984	BIANNUAL; WI/SP or SU/FA
Reno	275	60	2S	2	125,400	981	BIANNUAL; FA/SP or SP/FA
Greensboro-Winston-Salem-High Point	166	61	PPM	13	119,100		
Springfield, MA	117	62	12S	12	111,100	989	BIANNUAL; WI/SP or SU/FA
Nashville	073	63	PPM	13	110,600		
Santa Maria-Lompoc, CA	567	64	2A	2	110,300	972	BIANNUAL; FA/SP or SP/FA
New Orleans	053	65	12S	12	107,400	987	ANNUAL; FA/WI/SP
Indianapolis	049	66	PPM	13	107,000		
Monmouth-Ocean	516	67	2S	2	103,900		
Cleveland	019	68	PPM	13	103,400		
Colorado Springs	233	69	12S	12	103,000	985	ANNUAL; FA/WI/SP
Las Cruces-Deming, NM	461	70	2A	2	102,400	740	BIANNUAL; FA/SP or SP/FA
Norfolk-Virginia Beach-Newport News	109	71	PPM	13	101,200		
Ft. Collins-Greeley, CO	590	72	2A	2	94,200		
Lubbock	263	73	2S	2	92,600	980	BIANNUAL; FA/SP or SP/FA
Sarasota-Bradenton	373	74	2S	2	91,600		
Ft. Pierce-Stuart-Vero Beach	517	75	2S	2	91,500		
Daytona Beach	341	76	2S	2	82,900		
Boise	229	77	2S	2	80,400		
Tulsa	103	78	12S	12	78,600		
Grand Rapids	127	79	12S	12	77,200		

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Omaha-Council Bluffs	085	80	12S	12	77,100	988	ANNUAL; FA/WI/SP
Reading, PA	273	81	2A	2	76,900		
Wilkes Barre-Scranton	175	82	12S	12	76,800		
Amarillo, TX	147	83	2A	2	75,600		
Gainesville-Ocala	550	84	2S	2	73,800		
Fayetteville (North West Arkansas)	503	85	2A	2	69,900		
Newburgh-Middletown, NY	542	86	2A	2	67,300		
New Haven	062	87	2S	2	66,800		
Wichita	125	88	12S	12	64,700	990	ANNUAL; FA/WI/SP
Tyler-Longview	502	89	2S	2	64,000		
Pueblo	353	90	2S	2	61,000	973	BIANNUAL; FA/SP or SP/FA
Morristown, NJ	565	91	2C	2	60,600		
Melbourne-Titusville-Cocoa	331	92	2S	2	58,700		
Santa Barbara, CA	591	93	2A	2	57,800	982	BIANNUAL; FA/SP or SP/FA
Trenton	537	94	2S	2	57,600		
Waco, TX	309	95	2A	2	55,100		
San Luis Obispo, CA	556	96	2A	2	53,600		
Worcester	113	97	2S	2	53,500		
Bryan-College Station, TX	549	98	2A	2	53,400		
Beaumont-Port Arthur, TX	149	99	2A	2	53,100		
Lancaster	255	100	2S	2	48,400		
Atlantic City-Cape May	367	101	2S	2	47,600		
San Angelo, TX	548	102	2A	2	39,800		
Abilene, TX	546	103	2A	2	32,900		
Danbury, CT	593	104	2A	2	32,200		
Poughkeepsie, NY	518	105	2A	2	32,100		
Chico, CA	508	106	2A	2	29,800		
New London, CT	563	107	2A	2	24,700		

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Frederick, MD	528	108	2C	2	23,200		
Wichita Falls, TX	209	109	2A	2	21,800		
Grand Island-Kearney-Hastings, NE	381	110	2A	2	20,000		
Sioux City, IA	523	111	2A	2	19,200		
Redding, CA	509	112	2A	2	14,900		
Cheyenne, WY	560	113	2A	2	12,200		

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