

Hispanic Metro Rankings & Populations

Spring 2022

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	4,927,200	842	MONTHLY
New York	001	2	PPM	13	4,240,100	819	MONTHLY
Miami-Ft. Lauderdale-Hollywood	429	3	PPM	13	2,280,100	827	MONTHLY
Houston-Galveston	033	4	PPM	13	2,220,300	848	MONTHLY
Dallas-Ft. Worth	024	5	PPM	13	1,804,700	846	MONTHLY
Chicago	005	6	PPM	13	1,729,700	852	MONTHLY
San Francisco	009	7	PPM	13	1,492,200	860	MONTHLY
Riverside-San Bernardino	379	8	PPM	13	1,212,100	809	MONTHLY
San Antonio	059	9	PPM	13	1,210,000	814	MONTHLY
Phoenix	057	10	PPM	13	1,113,400	864	MONTHLY
McAllen-Brownsville-Harlingen	269	11	2S	2	968,200	849	BIANNUAL; FA/SP or SP/FA
San Diego	063	12	PPM	13	943,200	859	MONTHLY
Washington, DC	015	13	PPM	13	849,700	745	MONTHLY
Orlando	131	14	PPM	13	708,000	845	MONTHLY
Austin	135	15	PPM	13	613,700	835	MONTHLY
Las Vegas	257	16	PPM	13	600,900	831	MONTHLY
Denver-Boulder	035	17	PPM	13	597,500	784	MONTHLY
Tampa-St. Petersburg-Clearwater	087	18	PPM	13	588,200	742	MONTHLY
El Paso	161	19	12S	12	582,600	850	BIANNUAL; WI/SP or SU/FA
Boston	013	20	PPM	13	534,400	738	MONTHLY
Atlanta	047	21	PPM	13	533,200	737	MONTHLY
Nassau-Suffolk (Long Island)	321	22	PPM	13	483,700	750	MONTHLY
Philadelphia	007	23	PPM	13	456,800	790	MONTHLY
Fresno	089	24	12S	12	435,800	861	BIANNUAL; WI/SP or SU/FA
Sacramento	065	25	PPM	13	424,200	878	MONTHLY

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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

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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San Jose	215	26	PPM	13	388,100	879	MONTHLY
Albuquerque	141	27	12S	12	386,300	781	BIANNUAL; WI/SP or SU/FA
Seattle-Tacoma	039	28	PPM	13	386,200		
Middlesex-Somerset-Union	413	29	PPM	13	376,200	928	MONTHLY
Bakersfield	143	30	12S	12	375,000	783	BIANNUAL; WI/SP or SU/FA
Hudson Valley	393	31	2S	2	363,900	978	BIANNUAL; FA/SP or SP/FA
Portland, OR	051	32	PPM	13	322,600		
Salt Lake City-Ogden-Provo	101	33	PPM	13	320,000		
Tucson	207	34	12S	12	319,400	865	BIANNUAL; WI/SP or SU/FA
Visalia-Tulare-Hanford	293	35	2S	2	314,600	773	BIANNUAL; FA/SP or SP/FA
West Palm Beach-Boca Raton	299	36	PPM	13	311,200	960	MONTHLY
Corpus Christi	155	37	2S	2	300,300	747	BIANNUAL; FA/SP or SP/FA
Monterey-Salinas-Santa Cruz	283	38	12S	12	283,600	862	BIANNUAL; WI/SP or SU/FA
Stockton	291	39	2S	2	263,600	964	BIANNUAL; FA/SP or SP/FA
Ft. Myers-Naples	515	40	12S	12	249,200	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	235,000		
Victor Valley	419	43	2S	2	213,700	967	BIANNUAL; FA/SP or SP/FA
Modesto	343	44	2S	2	213,200	966	BIANNUAL; FA/SP or SP/FA
Laredo, TX	506	45	2A	2	212,800	749	BIANNUAL; FA/SP or SP/FA
Providence-Warwick-Pawtucket	077	46	PPM	13	193,700		
Palm Springs	592	47	2S	2	188,800	965	BIANNUAL; FA/SP or SP/FA
Hartford-New Britain-Middletown	061	48	PPM	13	177,400	866	MONTHLY
Raleigh-Durham	115	49	PPM	13	172,600		
Minneapolis-St. Paul	027	50	PPM	13	172,000		

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Oklahoma City	083	51	12S	12	160,700	968	BIANNUAL; WI/SP or SU/FA
Milwaukee-Racine	043	52	PPM	13	159,900		
Kansas City	041	53	PPM	13	159,700		
Lakeland-Winter Haven	311	54	2S	2	159,000	789	BIANNUAL; FA/SP or SP/FA
Baltimore	021	55	PPM	13	153,800		
Odessa-Midland, TX	561	56	2A	2	153,400	971	BIANNUAL; FA/SP or SP/FA
Metro Fairfield County	189	57	12S	12	153,200	868	BIANNUAL; WI/SP or SU/FA
Allentown-Bethlehem	145	58	12S	12	135,300	984	BIANNUAL; WI/SP or SU/FA
Jacksonville	107	59	PPM	13	133,900		
Reno	275	60	2S	2	126,400	981	BIANNUAL; FA/SP or SP/FA
Greensboro-Winston-Salem-High Point	166	61	PPM	13	120,900		
Nashville	073	62	PPM	13	113,300		
Springfield, MA	117	63	12S	12	113,100	989	BIANNUAL; WI/SP or SU/FA
Santa Maria-Lompoc, CA	567	64	2A	2	110,900	972	BIANNUAL; FA/SP or SP/FA
Indianapolis	049	65	PPM	13	110,700		
Monmouth-Ocean	516	66	2S	2	109,700		
New Orleans	053	67	12S	12	107,600	987	ANNUAL; FA/WI/SP
Cleveland	019	68	PPM	13	105,300		
Colorado Springs	233	69	12S	12	105,000	985	ANNUAL; FA/WI/SP
Las Cruces-Deming, NM	461	70	2A	2	104,700	740	BIANNUAL; FA/SP or SP/FA
Norfolk-Virginia Beach-Newport News	109	71	PPM	13	103,800		
Ft. Collins-Greeley, CO	590	72	2A	2	97,400		
Lubbock	263	73	2S	2	94,300	980	BIANNUAL; FA/SP or SP/FA
Ft. Pierce-Stuart-Vero Beach	517	74	2S	2	94,000		
Sarasota-Bradenton	373	74	2S	2	94,000		
Killeen-Temple, TX	562	76	2A	2	87,800		
Daytona Beach	341	77	2S	2	86,200		

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Boise	229	78	2S	2	84,800		
Wilkes Barre-Scranton	175	79	12S	12	81,200		
Tulsa	103	80	12S	12	81,100	798	ANNUAL; FA/WI/SP
Reading, PA	273	81	2A	2	79,600		
Grand Rapids	127	82	12S	12	79,400	853	ANNUAL; FA/WI/SP
Omaha-Council Bluffs	085	83	12S	12	79,300	988	ANNUAL; FA/WI/SP
Gainesville-Ocala	550	84	2S	2	76,300		
Amarillo, TX	147	85	2A	2	76,200		
Newburgh-Middletown, NY	542	86	2A	2	72,200		
Fayetteville (North West Arkansas)	503	87	2A	2	72,100		
New Haven	062	88	2S	2	69,300		
Wichita	125	89	12S	12	66,400	990	ANNUAL; FA/WI/SP
Tyler-Longview	502	90	2S	2	64,700		
Morristown, NJ	565	91	2C	2	63,700		
Pueblo	353	92	2S	2	61,200	973	BIANNUAL; FA/SP or SP/FA
Trenton	537	93	2S	2	61,000		
Melbourne-Titusville-Cocoa	331	94	2S	2	59,600		
Santa Barbara, CA	591	95	2A	2	57,000	982	BIANNUAL; FA/SP or SP/FA
Worcester	113	96	2S	2	55,900		
Waco, TX	309	97	2A	2	55,700		
Bryan-College Station, TX	549	98	2A	2	54,300		
Beaumont-Port Arthur, TX	149	99	2A	2	53,900		
San Luis Obispo, CA	556	100	2A	2	53,700		
Atlantic City-Cape May	367	101	2S	2	50,100		
Lancaster	255	102	2S	2	49,400		
San Angelo, TX	548	103	2A	2	40,100		
Poughkeepsie, NY	518	104	2A	2	34,500		
Danbury, CT	593	105	2A	2	33,600		
Abilene, TX	546	106	2A	2	33,200		
Chico, CA	508	107	2A	2	29,600		
New London, CT	563	108	2A	2	25,200		
Frederick, MD	528	109	2C	2	25,000		
Wichita Falls, TX	209	110	2A	2	22,000		
Grand Island-Kearney-Hastings, NE	381	111	2A	2	20,300		
Sioux City, IA	523	112	2A	2	19,900		

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