

Black Metro Rankings & Populations

Spring 2022

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	2,782,800	901	MONTHLY
Atlanta	047	2	PPM	13	1,836,200	917	MONTHLY
Washington, DC	015	3	PPM	13	1,370,700	908	MONTHLY
Chicago	005	4	PPM	13	1,335,700	903	MONTHLY
Dallas-Ft. Worth	024	5	PPM	13	1,115,800	912	MONTHLY
Houston-Galveston	033	6	PPM	13	1,081,200	913	MONTHLY
Philadelphia	007	7	PPM	13	987,200	904	MONTHLY
Detroit	011	8	PPM	13	846,700	906	MONTHLY
Miami-Ft. Lauderdale-Hollywood	429	9	PPM	13	819,900	916	MONTHLY
Los Angeles	003	10	PPM	13	792,000	902	MONTHLY
Baltimore	021	11	PPM	13	739,000	909	MONTHLY
Charlotte-Gastonia-Rock Hill	093	12	PPM	13	568,200	924	MONTHLY
Memphis	075	13	PPM	13	541,600	925	MONTHLY
Norfolk-Virginia Beach-Newport News	109	14	PPM	13	455,600	929	MONTHLY
St. Louis	017	15	PPM	13	442,700	907	MONTHLY
San Francisco	009	16	PPM	13	439,100	905	MONTHLY
New Orleans	053	17	12S	12	405,000	922	BIANNUAL; WI/SP or SU/FA
Raleigh-Durham	115	18	PPM	13	372,100	930	MONTHLY
Boston	013	19	PPM	13	371,100		
Cleveland	019	20	PPM	13	358,000	911	MONTHLY
Tampa-St. Petersburg-Clearwater	087	21	PPM	13	350,000		
Orlando	131	22	PPM	13	336,600	940	MONTHLY
Richmond	105	23	12S	12	330,400	926	BIANNUAL; WI/SP or SU/FA
Greensboro-Winston-Salem-High Point	166	24	PPM	13	313,900	932	MONTHLY

These population estimates are based upon Census 2020/2010 data updated and projected to January 1, 2022, 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 2022 Nielsen Audio market definitions and markets where ethnic audiences are reported.

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.

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.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. RADAR® and PPM® are marks of The Nielsen Company (US), LLC. Media Rating Council® is a registered mark of the Media Rating Council, Inc.

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Columbus, OH	045	25	PPM	13	313,100	914	MONTHLY
Minneapolis-St. Paul	027	26	PPM	13	303,700		
Jacksonville	107	27	PPM	13	293,400	927	MONTHLY
Seattle-Tacoma	039	28	PPM	13	289,700		
Birmingham	095	29	12S	12	285,100	923	BIANNUAL; WI/SP or SU/FA
Indianapolis	049	30	PPM	13	280,800	919	MONTHLY
Las Vegas	257	31	PPM	13	276,500		
Nassau-Suffolk (Long Island)	321	32	PPM	13	260,400		
Nashville	073	33	PPM	13	257,800	921	MONTHLY
Phoenix	057	34	PPM	13	250,300		
Cincinnati	031	35	PPM	13	250,100		
Baton Rouge	223	36	12S	12	247,700	931	BIANNUAL; WI/SP or SU/FA
West Palm Beach-Boca Raton	299	37	PPM	13	245,900	950	MONTHLY
Kansas City	041	38	PPM	13	240,700		
Milwaukee-Racine	043	38	PPM	13	240,700		
Middlesex-Somerset-Union	413	40	PPM	13	215,200		
Columbia, SC	183	41	12S	12	214,100	944	BIANNUAL; WI/SP or SU/FA
Hudson Valley	393	42	2S	2	207,100	977	BIANNUAL; FA/SP or SP/FA
Jackson, MS	169	43	12S	12	201,700	938	BIANNUAL; WI/SP or SU/FA
Riverside-San Bernardino	379	44	PPM	13	187,000		
Pittsburgh, PA	023	45	PPM	13	181,100		
Augusta, GA	305	46	2S	2	178,800	952	BIANNUAL; FA/SP or SP/FA
Greenville-Spartanburg	191	47	12S	12	178,500	937	BIANNUAL; WI/SP or SU/FA
Charleston, SC	231	48	12S	12	174,500	933	BIANNUAL; WI/SP or SU/FA
Louisville	055	49	12S	12	171,600	920	BIANNUAL; WI/SP or SU/FA
Sacramento	065	50	PPM	13	169,900		
Denver-Boulder	035	51	PPM	13	168,200		
San Antonio	059	52	PPM	13	162,900		
San Diego	063	53	PPM	13	158,200		
Austin	135	54	PPM	13	154,800		

These population estimates are based upon Census 2020/2010 data updated and projected to January 1, 2022, 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 2022 Nielsen Audio market definitions and markets where ethnic audiences are reported.

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.

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.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. RADAR® and PPM® are marks of The Nielsen Company (US), LLC. Media Rating Council® is a registered mark of the Media Rating Council, Inc.

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Little Rock	123	55	12S	12	153,700	947	BIANNUAL; WI/SP or SU/FA
Macon	265	56	2S	2	153,600	957	BIANNUAL; FA/SP or SP/FA
Oklahoma City	083	57	12S	12	146,200	956	BIANNUAL; WI/SP or SU/FA
Mobile	133	58	12S	12	146,100	948	BIANNUAL; WI/SP or SU/FA
Greenville-New Bern-Jacksonville	361	59	12S	12	145,100	945	BIANNUAL; WI/SP or SU/FA
Wilmington, DE	139	60	2S	2	143,300	979	BIANNUAL; FA/SP or SP/FA
Montgomery	173	61	2S	2	141,000	953	BIANNUAL; FA/SP or SP/FA
Fayetteville, NC	359	62	2S	2	135,600	954	BIANNUAL; FA/SP or SP/FA
Shreveport	111	63	2S	2	134,300	951	BIANNUAL; FA/SP or SP/FA
Hartford-New Britain-Middletown	061	64	PPM	13	130,800		
Lafayette, LA	253	65	2S	2	128,800	955	BIANNUAL; FA/SP or SP/FA
Dayton	067	66	12S	12	127,100	918	BIANNUAL; WI/SP or SU/FA
Buffalo-Niagara Falls	037	67	12S	12	126,000	935	BIANNUAL; WI/SP or SU/FA
Savannah	285	68	2S	2	114,000	959	BIANNUAL; FA/SP or SP/FA
Huntsville	327	69	12S	12	113,900	946	BIANNUAL; WI/SP or SU/FA
Rochester, NY	079	70	12S	12	111,700	958	BIANNUAL; WI/SP or SU/FA
Columbus, GA	235	71	2S	2	103,300	961	BIANNUAL; FA/SP or SP/FA
Lakeland-Winter Haven	311	72	2S	2	96,800		
Metro Fairfield County	189	73	12S	12	96,300	881	ANNUAL; FA/WI/SP
Providence-Warwick-Pawtucket	077	74	PPM	13	95,500		
Gainesville-Ocala	550	75	2S	2	93,600		
Tallahassee	333	76	2S	2	86,800		
Killeen-Temple, TX	562	77	2A	2	86,200		

These population estimates are based upon Census 2020/2010 data updated and projected to January 1, 2022, 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 2022 Nielsen Audio market definitions and markets where ethnic audiences are reported.

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.

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.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. RADAR® and PPM® are marks of The Nielsen Company (US), LLC. Media Rating Council® is a registered mark of the Media Rating Council, Inc.

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Ft. Pierce-Stuart-Vero Beach	517	78	2S	2	82,400		
Akron	081	79	12S	12	80,700	974	ANNUAL; FA/WI/SP
Toledo	097	80	12S	12	80,100	943	BIANNUAL; WI/SP or SU/FA
Ft. Myers-Naples	515	81	12S	12	79,900		
Beaumont-Port Arthur, TX	149	82	2A	2	78,400		
Biloxi-Gulfport-Pascagoula	533	83	2S	2	77,000	976	BIANNUAL; FA/SP or SP/FA
Chattanooga	181	84	12S	12	75,300	936	ANNUAL; FA/WI/SP
Pensacola	317	85	2S	2	75,000		
Roanoke-Lynchburg	277	86	2S	2	74,400		
Fredericksburg	416	87	2S	2	73,100		
Florence, SC	554	88	2A	2	71,900		
Flint	163	89	2S	2	71,500	962	BIANNUAL; FA/SP or SP/FA
Albany, GA	580	90	2A	2	70,000	963	BIANNUAL; FA/SP or SP/FA
New Haven	062	91	2S	2	67,400		
Salisbury-Ocean City	271	92	2S	2	66,900		
Trenton	537	93	2S	2	66,000		
Daytona Beach	341	94	2S	2	64,900		
Tyler-Longview	502	95	2S	2	64,000		
Harrisburg-Lebanon-Carlisle	119	96	12S	12	60,800		
Tuscaloosa, AL	596	97	2A	2	60,400		
Lexington-Fayette	259	98	2S	2	59,400		
Myrtle Beach, SC	510	99	2A	2	56,700		
Melbourne-Titusville-Cocoa	331	100	2S	2	56,600		
Victor Valley	419	101	2S	2	54,700		
Laurel-Hattiesburg, MS	522	102	2A	2	50,600		
Dothan, AL	501	103	2A	2	48,900		
Monroe, LA	585	104	2A	2	46,500		
Youngstown-Warren	129	105	2S	2	46,000		
Lake Charles, LA	584	106	2A	2	43,800		
Valdosta, GA	433	107	2A	2	43,600		
Lansing-East Lansing	195	108	2S	2	42,600		
Ann Arbor, MI	581	109	2A	2	41,600		
Newburgh-Middletown, NY	542	110	2A	2	41,300		
Atlantic City-Cape May	367	111	2S	2	39,800		
Rockford	279	112	2S	2	35,600		

These population estimates are based upon Census 2020/2010 data updated and projected to January 1, 2022, 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 2022 Nielsen Audio market definitions and markets where ethnic audiences are reported.

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.

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.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. RADAR® and PPM® are marks of The Nielsen Company (US), LLC. Media Rating Council® is a registered mark of the Media Rating Council, Inc.

MARKET	MKT CODE	BLACK 12+ RANK	TYPE	FREQ	BLACK 12+ POPULATION	BLACK SDS CODE	BLACK SDS FREQUENCY; DATA COMBO
Saginaw-Bay City-Midland, MI	281	113	2A	2	34,500		
South Bend, IN	287	114	2A	2	32,400		
Poughkeepsie, NY	518	115	2A	2	32,300		
Jackson, TN	289	116	2A	2	31,500		
Waco, TX	309	117	2A	2	31,400		
Peoria	137	118	2S	2	30,300		
Kalamazoo	251	119	2S	2	28,900		
Frederick, MD	528	120	2C	2	26,500		
Bryan-College Station, TX	549	121	2A	2	24,400		
Muskegon, MI	566	122	2A	2	21,300		
Brunswick, GA	513	123	2A	2	19,700		
Florence-Muscle Shoals, AL	404	124	2A	2	16,800		
Columbia, MO	564	125	2A	2	16,600		
Panama City, FL	573	125	2A	2	16,600		
Wichita Falls, TX	209	127	2A	2	13,100		

These population estimates are based upon Census 2020/2010 data updated and projected to January 1, 2022, 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 2022 Nielsen Audio market definitions and markets where ethnic audiences are reported.

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.

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.

Nielsen and the Nielsen logo are trademarks or registered trademarks of The Nielsen Company (US), LLC. RADAR® and PPM® are marks of The Nielsen Company (US), LLC. Media Rating Council® is a registered mark of the Media Rating Council, Inc.