

Hispanic Metro Rankings & Populations

Fall 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	4,829,300	842	MONTHLY
New York	001	2	PPM	13	4,228,100	819	MONTHLY
Houston-Galveston	033	3	PPM	13	2,260,400	848	MONTHLY
Miami-Ft. Lauderdale-Hollywood	429	4	PPM	13	2,255,800	827	MONTHLY
Dallas-Ft. Worth	024	5	PPM	13	1,831,300	846	MONTHLY
Chicago	005	6	PPM	13	1,773,100	852	MONTHLY
San Francisco	009	7	PPM	13	1,515,500	860	MONTHLY
Riverside-San Bernardino	379	8	PPM	13	1,211,100	809	MONTHLY
San Antonio	059	9	PPM	13	1,195,000	814	MONTHLY
Phoenix	057	10	PPM	13	1,124,500	864	MONTHLY
McAllen-Brownsville-Harlingen	269	11	2S	2	981,000	849	BIANNUAL; FA/SP or SP/FA
San Diego	063	12	PPM	13	920,500	859	MONTHLY
Washington, DC	015	13	PPM	13	898,200	745	MONTHLY
Orlando	131	14	PPM	13	738,500	845	MONTHLY
Austin	135	15	PPM	13	615,000	835	MONTHLY
El Paso	161	16	12S	12	610,900	850	BIANNUAL; WI/SP or SU/FA
Denver-Boulder	035	17	PPM	13	602,600	784	MONTHLY
Tampa-St. Petersburg-Clearwater	087	18	PPM	13	598,500	742	MONTHLY
Atlanta	047	19	PPM	13	595,000	737	MONTHLY
Las Vegas	257	20	PPM	13	584,800	831	MONTHLY
Boston	013	21	PPM	13	538,700	738	MONTHLY
Nassau-Suffolk (Long Island)	321	22	PPM	13	510,100	750	MONTHLY
Philadelphia	007	23	PPM	13	465,100	790	MONTHLY
Fresno	089	24	12S	12	440,800	861	BIANNUAL; WI/SP or SU/FA
Sacramento	065	25	PPM	13	433,800	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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Seattle-Tacoma	039	26	PPM	13	413,200		
Middlesex-Somerset-Union	413	27	PPM	13	391,400	928	MONTHLY
Bakersfield	143	28	12S	12	388,600	783	BIANNUAL; WI/SP or SU/FA
Hudson Valley	393	29	2S	2	383,700	978	BIANNUAL; FA/SP or SP/FA
San Jose	215	30	PPM	13	376,400	879	MONTHLY
Albuquerque	141	31	12S	12	369,800	781	BIANNUAL; WI/SP or SU/FA
Salt Lake City-Ogden-Provo	101	32	PPM	13	344,400		
Portland, OR	051	33	PPM	13	343,500		
Visalia-Tulare-Hanford	293	34	2S	2	322,100	773	BIANNUAL; FA/SP or SP/FA
West Palm Beach-Boca Raton	299	35	PPM	13	319,500	960	MONTHLY
Tucson	207	36	12S	12	315,200	865	BIANNUAL; WI/SP or SU/FA
Monterey-Salinas-Santa Cruz	283	37	12S	12	294,900	862	BIANNUAL; WI/SP or SU/FA
Corpus Christi	155	38	2S	2	285,600	747	BIANNUAL; FA/SP or SP/FA
Charlotte-Gastonia-Rock Hill	093	39	PPM	13	269,200		
Stockton	291	40	2S	2	268,600	964	BIANNUAL; FA/SP or SP/FA
Ft. Myers-Naples	515	41	12S	12	255,000	986	BIANNUAL; WI/SP or SU/FA
Oxnard-Ventura	594	42	2S	2	240,300	775	BIANNUAL; FA/SP or SP/FA
Modesto	343	43	2S	2	219,800	966	BIANNUAL; FA/SP or SP/FA
Victor Valley	419	44	2S	2	212,800	967	BIANNUAL; FA/SP or SP/FA
Laredo, TX	506	45	2A	2	207,800	749	BIANNUAL; FA/SP or SP/FA
Providence-Warwick-Pawtucket	077	46	PPM	13	206,100		
Raleigh-Durham	115	47	PPM	13	202,600		
Palm Springs	592	48	2S	2	187,400	965	BIANNUAL; FA/SP or SP/FA
Baltimore	021	49	PPM	13	186,900		
Minneapolis-St. Paul	027	50	PPM	13	185,700		

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Lakeland-Winter Haven	311	51	2S	2	184,700	789	BIANNUAL; FA/SP or SP/FA
Kansas City	041	52	PPM	13	178,800		
Oklahoma City	083	53	12S	12	178,500	968	BIANNUAL; WI/SP or SU/FA
Hartford-New Britain-Middletown	061	54	PPM	13	177,200	866	MONTHLY
Metro Fairfield County	189	55	12S	12	162,600	868	BIANNUAL; WI/SP or SU/FA
Milwaukee-Racine	043	56	PPM	13	161,500		
Nashville	073	57	PPM	13	150,700		
Jacksonville	107	58	PPM	13	148,700		
Allentown-Bethlehem	145	59	12S	12	139,300	984	BIANNUAL; WI/SP or SU/FA
Odessa-Midland, TX	561	60	2A	2	139,000	971	BIANNUAL; FA/SP or SP/FA
Greensboro-Winston-Salem-High Point	166	61	PPM	13	137,500		
Indianapolis	049	62	PPM	13	134,000		
Reno	275	63	2S	2	133,600	981	BIANNUAL; FA/SP or SP/FA
New Orleans	053	64	12S	12	131,600	987	ANNUAL; FA/WI/SP
Monmouth-Ocean	516	65	2S	2	118,800		
Santa Maria-Lompoc, CA	567	66	2A	2	114,700	972	BIANNUAL; FA/SP or SP/FA
Springfield, MA	117	67	12S	12	111,900	989	BIANNUAL; WI/SP or SU/FA
Norfolk-Virginia Beach-Newport News	109	68	PPM	13	109,200		
Cleveland	019	69	PPM	13	108,100		
Colorado Springs	233	70	12S	12	107,500	985	ANNUAL; FA/WI/SP
Las Cruces-Deming, NM	461	71	2A	2	103,700	740	BIANNUAL; FA/SP or SP/FA
Ft. Collins-Greeley, CO	590	72	2A	2	102,400		
Ft. Pierce-Stuart-Vero Beach	517	73	2S	2	100,000		
Sarasota-Bradenton	373	74	2S	2	99,900		
Tulsa	103	75	12S	12	94,500	798	ANNUAL; FA/WI/SP
Lubbock	263	76	2S	2	91,800	980	BIANNUAL; FA/SP or SP/FA
Daytona Beach	341	77	2S	2	89,900		

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Killeen-Temple, TX	562	78	2A	2	89,700		
Wilkes Barre-Scranton	175	79	12S	12	88,800		
Gainesville-Ocala	550	80	2S	2	88,600		
Boise	229	81	2S	2	87,600		
Reading, PA	273	82	2A	2	86,100		
Omaha-Council Bluffs	085	83	12S	12	84,200	988	ANNUAL; FA/WI/SP
Grand Rapids	127	84	12S	12	81,100	853	ANNUAL; FA/WI/SP
Fayetteville (North West Arkansas)	503	85	2A	2	79,200		
Amarillo, TX	147	86	2A	2	76,900		
Newburgh-Middletown, NY	542	87	2A	2	75,800		
Trenton	537	88	2S	2	74,500		
New Haven	062	89	2S	2	72,900		
Wichita	125	90	12S	12	69,500	990	ANNUAL; FA/WI/SP
Morristown, NJ	565	91	2C	2	68,400		
Tyler-Longview	502	92	2S	2	65,000		
Worcester	113	93	2S	2	62,200		
Melbourne-Titusville-Cocoa	331	94	2S	2	61,300		
Santa Barbara, CA	591	95	2A	2	59,200	982	BIANNUAL; FA/SP or SP/FA
Pueblo	353	96	2S	2	58,800	973	BIANNUAL; FA/SP or SP/FA
Beaumont-Port Arthur, TX	149	97	2A	2	58,000		
Bryan-College Station, TX	549	98	2A	2	57,900		
San Luis Obispo, CA	556	99	2A	2	56,800		
Waco, TX	309	100	2A	2	55,600		
Atlantic City-Cape May	367	101	2S	2	50,100		
Lancaster	255	102	2S	2	49,100		
San Angelo, TX	548	103	2A	2	38,900		
Poughkeepsie, NY	518	104	2A	2	36,900		
Danbury, CT	593	105	2A	2	35,300		
Abilene, TX	546	106	2A	2	33,400		
Chico, CA	508	107	2A	2	33,100		
Frederick, MD	528	108	2C	2	30,100		
New London, CT	563	109	2A	2	25,700		
Grand Island-Kearney-Hastings, NE	381	110	2A	2	21,900		
Wichita Falls, TX	209	111	2A	2	21,400		
Sioux City, IA	523	112	2A	2	21,100		

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Topeka	205	113	2S	2	20,200		
Redding, CA	509	114	2A	2	15,900		
Cheyenne, WY	560	115	2A	2	12,500		

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