

Audio

Hispanic Metro Rankings & Populations Spring 2024

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	5,018,800	842	MONTHLY
New York	001	2	PPM	13	4,352,100	819	MONTHLY
Houston-Galveston	033	3	PPM	13	2,403,400	848	MONTHLY
Miami-Ft. Lauderdale-Hollywood	429	4	PPM	13	2,285,600	827	MONTHLY
Dallas-Ft. Worth	024	5	PPM	13	1,981,900	846	MONTHLY
Chicago	005	6	PPM	13	1,897,500	852	MONTHLY
San Francisco	009	7	PPM	13	1,599,800	860	MONTHLY
Riverside-San Bernardino	379	8	PPM	13	1,281,100	809	MONTHLY
San Antonio	059	9	PPM	13	1,256,800	814	MONTHLY
Phoenix	057	10	PPM	13	1,184,300	864	MONTHLY
McAllen-Brownsville-Harlingen	269	11	2S	2	1,006,200	849	BIANNUAL; FA/SP or SP/FA
San Diego	063	12	PPM	13	973,200	859	MONTHLY
Washington, DC	015	13	PPM	13	910,100	745	MONTHLY
Orlando	131	14	PPM	13	744,100	845	MONTHLY
Austin	135	15	PPM	13	672,500	835	MONTHLY
Atlanta	047	16	PPM	13	653,000	737	MONTHLY
Denver-Boulder	035	17	PPM	13	641,000	784	MONTHLY
Tampa-St. Petersburg-Clearwater	087	18	PPM	13	627,100	742	MONTHLY
Las Vegas	257	19	PPM	13	625,200	831	MONTHLY

These population estimates are based upon Census 2020 data updated and projected to January 1, 2024, 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 2024 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

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.

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	HISPANIC 12+ RANK	TYPE	FREQ	HISPANIC 12+ POPULATION	HISPANIC SDS CODE	HISPANIC SDS FREQUENCY; DATA COMBO
El Paso	161	20	12S	12	625,000	850	BIANNUAL; WI/SP or SU/FA
Boston	013	21	PPM	13	550,400	738	MONTHLY
Nassau-Suffolk (Long Island)	321	22	PPM	13	518,300	750	MONTHLY
Philadelphia	007	23	PPM	13	493,300	790	MONTHLY
Sacramento	065	24	PPM	13	467,000	878	MONTHLY
Fresno	089	25	12S	12	455,500	861	BIANNUAL; WI/SP or SU/FA
Seattle-Tacoma	039	26	PPM	13	450,100		
San Jose	215	27	PPM	13	404,300	879	MONTHLY
Bakersfield	143	28	12S	12	402,700	783	BIANNUAL; WI/SP or SU/FA
Middlesex-Somerset-Union	413	29	PPM	13	400,800	928	MONTHLY
Hudson Valley	393	30	2S	2	391,300	978	BIANNUAL; FA/SP or SP/FA
Albuquerque	141	31	12S	12	377,700	781	BIANNUAL; WI/SP or SU/FA
Portland, OR	051	32	PPM	13	371,000		
Salt Lake City-Ogden-Provo	101	33	PPM	13	367,200		
Tucson	207	34	12S	12	328,100	865	BIANNUAL; WI/SP or SU/FA
West Palm Beach-Boca Raton	299	35	PPM	13	322,900	960	MONTHLY
Monterey-Salinas-Santa Cruz	283	36	12S	12	299,700	862	BIANNUAL; WI/SP or SU/FA
Charlotte-Gastonia-Rock Hill	093	37	PPM	13	298,500		
Corpus Christi	155	38	2S	2	287,700	747	BIANNUAL; FA/SP or SP/FA
Stockton	291	39	2S	2	282,500	964	BIANNUAL; FA/SP or SP/FA
Ft. Myers-Naples	515	40	12S	12	271,000	986	BIANNUAL; WI/SP or SU/FA
Oxnard-Ventura	594	41	2S	2	242,300	775	BIANNUAL; FA/SP or SP/FA

These population estimates are based upon Census 2020 data updated and projected to January 1, 2024, 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 2024 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

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.

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	HISPANIC 12+ RANK	TYPE	FREQ	HISPANIC 12+ POPULATION	HISPANIC SDS CODE	HISPANIC SDS FREQUENCY; DATA COMBO
Modesto	343	42	2S	2	231,200	966	BIANNUAL; FA/SP or SP/FA
Victor Valley	419	43	2S	2	229,900	967	BIANNUAL; FA/SP or SP/FA
Raleigh-Durham	115	44	PPM	13	219,300		
Laredo, TX	506	45	2A	2	213,800	749	BIANNUAL; FA/SP or SP/FA
Providence-Warwick-Pawtucket	077	46	PPM	13	211,100		
Lakeland-Winter Haven	311	47	2S	2	210,700	789	BIANNUAL; FA/SP or SP/FA
Minneapolis-St. Paul	027	48	PPM	13	206,300		
Kansas City	041	49	PPM	13	198,100		
Detroit	011	50	PPM	13	196,400		
Baltimore	021	51	PPM	13	196,000		
Oklahoma City	083	52	12S	12	194,000	968	BIANNUAL; WI/SP or SU/FA
Palm Springs	592	53	2S	2	190,200	965	BIANNUAL; FA/SP or SP/FA
Hartford-New Britain-Middletown	061	54	PPM	13	185,400	866	MONTHLY
Milwaukee-Racine	043	55	PPM	13	175,700		
Nashville	073	56	PPM	13	166,000		
Jacksonville	107	57	PPM	13	162,300		
Metro Fairfield County	189	58	12S	12	161,200	868	BIANNUAL; WI/SP or SU/FA
Greensboro-Winston-Salem-High Point	166	59	PPM	13	154,700		
Odessa-Midland, TX	561	60	2A	2	150,300	971	BIANNUAL; FA/SP or SP/FA
Indianapolis	049	61	PPM	13	149,500		
Allentown-Bethlehem	145	62	12S	12	147,300	984	BIANNUAL; WI/SP or SU/FA

These population estimates are based upon Census 2020 data updated and projected to January 1, 2024, 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 2024 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

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.

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	HISPANIC 12+ RANK	TYPE	FREQ	HISPANIC 12+ POPULATION	HISPANIC SDS CODE	HISPANIC SDS FREQUENCY; DATA COMBO
Reno	275	63	2S	2	139,800	981	BIANNUAL; FA/SP or SP/FA
New Orleans	053	64	12S	12	134,700	987	ANNUAL; FA/WI/SP
Monmouth-Ocean	516	65	2S	2	131,500		
Santa Maria-Lompoc, CA	567	66	2A	2	120,800	972	BIANNUAL; FA/SP or SP/FA
Cleveland	019	67	PPM	13	115,900		
Norfolk-Virginia Beach-Newport News	109	68	PPM	13	114,100		
Springfield, MA	117	69	12S	12	113,800	989	BIANNUAL; WI/SP or SU/FA
Colorado Springs	233	70	12S	12	113,200	985	ANNUAL; FA/WI/SP
Ft. Pierce-Stuart-Vero Beach	517	71	2S	2	111,700		
Sarasota-Bradenton	373	72	2S	2	109,600		
Ft. Collins-Greeley, CO	590	73	2A	2	107,900		
Las Cruces-Deming, NM	461	74	2A	2	107,600	740	BIANNUAL; FA/SP or SP/FA
Tulsa	103	75	12S	12	103,000	798	ANNUAL; FA/WI/SP
Columbus, OH	045	76	PPM	13	99,200		
Killeen-Temple, TX	562	77	2A	2	98,300		
Lubbock	263	78	2S	2	98,000	980	BIANNUAL; FA/SP or SP/FA
Gainesville-Ocala	550	79	2S	2	97,800		
Daytona Beach	341	80	2S	2	97,000		
Greenville-Spartanburg	191	81	12S	12	96,100		
Richmond	105	82	12S	12	95,800		
Boise	229	83	2S	2	94,200		
Wilkes Barre-Scranton	175	84	12S	12	93,800		
Omaha-Council Bluffs	085	85	12S	12	93,700	988	ANNUAL; FA/WI/SP

These population estimates are based upon Census 2020 data updated and projected to January 1, 2024, 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 2024 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

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.

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.

Hispanic Metro Rankings & Populations – Spring 2024

MARKET	MKT CODE	HISPANIC 12+ RANK	TYPE	FREQ	HISPANIC 12+ POPULATION	HISPANIC SDS CODE	HISPANIC SDS FREQUENCY; DATA COMBO
Reading, PA	273	86	2A	2	88,000		
Grand Rapids	127	87	12S	12	87,200	853	ANNUAL; FA/WI/SP
Fayetteville (North West Arkansas)	503	88	2A	2	86,500		
Newburgh-Middletown, NY	542	89	2A	2	83,200		
Amarillo, TX	147	90	2A	2	82,600		
Memphis	075	91	PPM	13	82,100		
Wichita	125	92	12S	12	76,000	990	ANNUAL; FA/WI/SP
Trenton	537	93	2S	2	74,200		
New Haven	062	94	2S	2	73,400		
Tyler-Longview	502	95	2S	2	71,700		
Morristown, NJ	565	96	2C	2	71,300		
Melbourne-Titusville-Cocoa	331	97	2S	2	67,700		
Wilmington, DE	139	98	2S	2	67,400		
Worcester	113	99	2S	2	63,200		
Bryan-College Station, TX	549	100	2A	2	61,100		
Pueblo	353	101	2S	2	60,000	973	BIANNUAL; FA/SP or SP/FA
Beaumont-Port Arthur, TX	149	102	2A	2	59,800		
San Luis Obispo, CA	556	102	2A	2	59,800		
Waco, TX	309	104	2A	2	59,200		
Santa Barbara, CA	591	105	2A	2	58,900	982	BIANNUAL; FA/SP or SP/FA
Lancaster	255	106	2S	2	52,200		
Atlantic City-Cape May	367	107	2S	2	52,000		
Poughkeepsie, NY	518	108	2A	2	40,500		
San Angelo, TX	548	109	2A	2	40,300		
Danbury, CT	593	110	2A	2	38,100		
Chico, CA	508	111	2A	2	35,300		
Frederick, MD	528	112	2C	2	32,000		
New London, CT	563	113	2A	2	26,900		

These population estimates are based upon Census 2020 data updated and projected to January 1, 2024, 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 2024 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

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.

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.

Hispanic Metro Rankings & Populations – Spring 2024

MARKET	MKT CODE	HISPANIC 12+ RANK	TYPE	FREQ	HISPANIC 12+ POPULATION	HISPANIC SDS CODE	HISPANIC SDS FREQUENCY; DATA COMBO
Grand Island-Kearney-Hastings, NE	381	114	2A	2	23,400		
Sioux City, IA	523	115	2A	2	22,600		
Topeka	205	116	2S	2	21,300		
Redding, CA	509	117	2A	2	17,600		
Sussex, NJ	579	118	2A	2	15,800		

These population estimates are based upon Census 2020 data updated and projected to January 1, 2024, 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 2024 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

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.

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.