



The Arbitron/Scarborough Black Consumer Study 2007

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Black Population Statistics*

Population Comparisons

Market	12+ Population	Black 12+ Population	% of Population Black
New York	15,291,000	2,667,700	17.4%
Chicago	7,738,000	1,373,500	17.8%
Atlanta	4,085,000	1,240,000	30.4%
Washington, DC	4,176,300	1,116,800	26.7%
Philadelphia	4,360,200	880,500	20.2%
National	252,365,500	30,639,500	12.1%

Nearly one out of every three persons in Atlanta is black.

* See Appendix A for the black population statistics for the Top 100 Black Metros.

Arbitron Fall 2006

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Black Population Statistics

Metros Above the National Average for Percent Black

Twenty-seven out of the Top 100 Black Metros have a black population of **25% or higher**:

Albany, GA

Atlanta

Augusta, GA

Baltimore

Baton Rouge

Birmingham

Charleston, SC

Columbia, SC

Columbus, GA

Fayetteville, NC

Florence, SC

Greenville-New Bern-
Jacksonville

Hilton Head, SC

Jackson, MS

Lafayette, LA

Macon

Memphis

Mobile

Montgomery

New Orleans

Norfolk-Virginia Beach-
Newport News

Richmond

Rocky Mount-Wilson, NC

Savannah

Shreveport

Tallahassee

Washington, DC

Nearly half of the population of Albany, GA, is black!

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The Black Community

The term encompasses a global group larger than African-Americans.

- Black consumers are a diverse group of individuals who come from a multitude of cultural backgrounds, heritages and national origins.
- These include but are not limited to:

African

African-American

Bahamian

Canadian

Caribbean

Cayman

Haitian

Jamaican

Nigerian

Sudanese

Barbadian (Bajan)

Trinidadian (Trini)

Population Comparisons

Age Breakout	Total Population	% Total 18+	Black Population	% Total Black 18+
Persons 18+	224,175,715		25,738,765	
Males 18+	108,765,308	48.5	11,432,193	44.4
Females 18+	115,410,407	51.5	14,306,572	55.6
Persons 18-34	69,021,094	30.8	10,184,147	39.6
Persons 25-54	126,108,055	56.3	15,282,501	59.4
Persons 35-64	117,158,175	52.3	12,756,261	49.6
Persons 50+	90,472,385	40.4	8,093,731	31.4

Scarborough USA+ Release 2, 2006; Persons 18+

Who Is the Black Consumer?

Education

	High School Graduate	Some College (1-3 Years – Not Grad)	College Graduate
Release 2, 2006	10,094,532 (39.2%)	7,362,737 (28.6%)	2,440,726 (9.5%)

Scarborough USA+ Release 2, 2006; Black Persons 18+

Who Is the Black Consumer?

Employment

	Full Time (35+ Hours)	Part Time (<35 Hours)	White Collar	Blue Collar
Release 2, 2006	13,127,063 (51.0%)	4,172,117 (16.2%)	8,953,618 (34.8%)	8,345,562 (32.4%)

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Who Is the Black Consumer?

Household Income

	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000+
Release 2, 2006	10,630,288 (41.3%)	4,048,806 (15.7%)	5,505,826 (21.4%)

Scarborough USA+ Release 2, 2006; Black Persons 18+

Who Is the Black Consumer?

Residence Status

	Own	Rent	Other
Release 2, 2006	13,104,388 (50.9%)	11,168,304 (43.4%)	1,466,073 (5.7%)

** See Appendix D for the black home ownership statistics for the Top 100 Black Metros.*

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Facts About Urban Dictates

While the myths have changed, the concept remains the same: Advertisers still base their buying decisions on Urban Dictates.

Urban Dictates: Don't base your advertising decisions on what you think is true. Check the facts!

Purchases

Black consumers plan to purchase these items or items within these categories within the next 12 months.

	Index
Office in the home	190
Digital video recorder (TiVo®)	163
Video game system	159
Primary house/condo—new construction	158
Computer	156
Motorcycle	151
Wireless/cellular service for self	149
Wireless/cellular service for HH member	143
Satellite TV subscription	143

Scarborough USA+ Release 2, 2006; Black Persons 18+

Myth

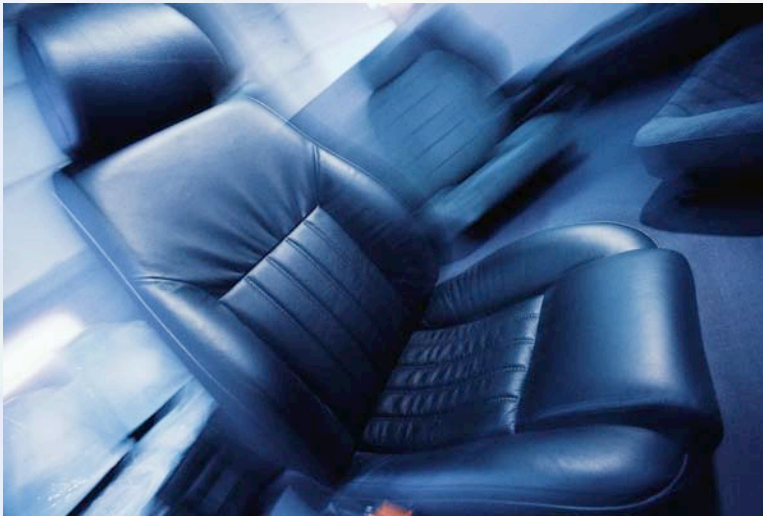
Black consumers don't drive luxury vehicles.

Fact

Black consumers are prime candidates for luxury vehicles!

New Vehicles

Plan to Buy in the Next 12 Months



Driving in Style

694,141 Black Persons 18+ plan to buy a new luxury vehicle in the next 12 months.

Type of Vehicle	Index
Full-size vehicle	190*
Luxury vehicle	179
SUV	134
Van or minivan	121
Mid-size vehicle	109
Compact	100
Pickup truck	97

* How to Read Index: Black Persons 18+ are 90% more likely than the average consumer to buy a full-size vehicle.

Scarborough USA+ Release 2, 2006; Black Persons 18+

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New Vehicles

Plan to Buy in the Next 12 Months



Paying for Luxury

486,349 Black Persons 18+ plan to spend \$35,000+ on new vehicles.

Amount Plan to Spend	No. Persons
Under \$10,000	569,946
\$10,000-\$14,999	402,687
\$15,000-\$19,999	610,239
\$20,000-\$24,999	593,531
\$25,000-\$29,999	567,385
\$30,000-\$34,999	338,419
\$35,000-\$44,999	230,597
\$45,000 or more	255,752

Luxury Vehicles

Make of Vehicle Owned/Leased



On the Road

Black Persons 18+ are 53% more likely than the average consumer to currently own a Sterling/Land Rover Ltd.

Make	No. Persons
Cadillac	674,575
Acura	389,451
Mercedes	343,164
Lexus	340,647
BMW	331,994
Volvo	275,014
Infiniti	152,776
Sterling/ Land Rover Ltd.	89,456

Scarborough USA+ Release 2, 2006; Black Persons 18+

Auto Insurance

Auto Insurance Provider for Household



Provider	%
State Farm®	14.9
Allstate	9.6
GEICO	8.3
Progressive	5.6
Nationwide®	4.0
Farmers®	2.9

Protected Behind the Wheel

Black Persons 18+ are 46% more likely than the average consumer to use GEICO as their auto insurance provider.

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Myth

Black consumers don't use cell phones.

Fact

Two-thirds of black consumers subscribe to cellular service!

Scarborough USA+ Release 2, 2006

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Cellular Service

Amount Spent on Cellular Service



Amount	Index
\$50-\$74	110
\$150 or more	109
\$100-\$149	107
\$75-\$99	96
\$30-\$49	91

Big Spenders

Black Persons 18+ are 9% more likely than the average consumer to spend \$150 or more every month on their cellular service.

Scarborough USA+ Release 2, 2006 Black Persons 18+

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Cellular Service

Cellular Carriers Used



Black Persons 18+ are 34% more likely than the average consumer to use Sprint Nextel for their wireless service.

Carrier	No. Persons
Cingular Wireless	4,725,189
Sprint Nextel	4,099,307
Verizon Wireless	3,571,638
T-Mobile	2,396,072
Virgin Mobile	370,485

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Cellular Service

Wireless Features Currently Use



Feature	Index
Push-to-talk/2-way	165
Video games download	154
Internet	152
E-mail	146
Picture messaging	139

Entice Them with New Phones

Black Persons 18+ are 65% more likely than the average consumer to currently use the push-to-talk/2-way feature on their cell phone.

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Myth

Black consumers aren't investors.

Fact

Black consumers are saving for their future!

Financial Investments



Preparing for the Future

37.6% of Black Persons 18+ are investors.

Investment Type	%
Stock or stock options	17.9
Mutual funds	15.9
Other	11.3
Money market funds	9.9
Bonds	9.2
Second homes/ investment properties	6.7

Scarborough USA+ Release 2, 2006; Black Persons 18+

Financial

Professional Services Used in the Past Year



Finding the Perfect Job

Black Persons 18+ are 34% more likely than the average consumer to use online services to find a job.

Professional Service	%
Check cashing	13.5
Other attorney	8.4
Accountant	7.9
Financial planner	7.0
Travel agent	6.3
Wire transfer	6.0
Real-estate agent to buy/rent home	5.1
Funeral planning	4.3

Scarborough USA+ Release 2, 2006; Black Persons 18+

Financial

Services Used At Primary Bank



Financial Service	No. Persons
Checking account	15,543,262
Savings account	11,342,121
Debit card	10,035,195
ATM card	7,427,953
Online banking	3,264,380
Online bill paying	2,957,172
Home mortgage	2,221,912
Auto loan	1,889,327
401(k) plan	1,635,497
IRA	1,312,163
CD	1,236,574

Scarborough USA+ Release 2, 2006; Black Persons 18+

Financial

Banks Used



Where the Money Is

Black Persons 18+ are 50% more likely than the average consumer to use the #1 ranked bank than the second ranked bank.

Bank	No. Persons
Bank of America	4,581,116
Wachovia	2,403,436
Chase™	1,654,586
Washington Mutual	1,534,825
Citibank®	1,221,855
Wells Fargo	1,114,034
National City Bank	458,644
LaSalle Bank	265,955
Internet Bank	190,257
Countrywide Bank®	153,762

Scarborough USA+ Release 2, 2006; Black Persons 18+

Myth

Black consumers don't own homes.

Fact

Black consumers are homeowners who care about their investments!

Home Ownership

Types of Homes Black Consumers Live In (Own, Rent or Other)



Type of Home	%
Single-family house	56.0
Apartment	23.4
Townhouse	10.7
Mobile home	5.9
Condominium	2.4
Other	0.7

Nesting

1,510,377 Black Persons 18+ plan to buy a home in the next 12 months. *That's 37% above the national average.*

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Home Ownership

Market Value of Homes



Home Value	No. Persons
\$50,000-\$99,999	3,230,695
\$100,000-\$199,999	4,074,280
\$200,000 or more	4,271,045

On the Rise

16.6% of Black homeowners own homes valued at \$200,000 or more!

Scarborough USA+ Release 2, 2006; Black Persons 18+

Home Ownership

Home Improvements Done



Keeping Up Appearances

One out of every four black households spent \$1,000 or more on home improvements last year.

Improvement	No. Persons
Painted interior/ hung wallpaper	4,758,292
Remodeled bathroom	3,645,402
Had landscaping done	3,566,442
Installed carpeting/ floor covering	3,023,621
Had other home improvements done	2,881,366
Had other remodeling done	2,825,255
Remodeled kitchen	2,712,017
Painted exterior	1,938,421

Scarborough USA+ Release 2, 2006; Black Persons 18+

Myth

Black consumers don't travel.

Fact

Black consumers are traveling the world.

Travel

Places Visited Outside Continental U.S. in Past 3 Years



Destination	No. Persons
Mexico	2,430,045
Canada	1,681,291
Bahamas	1,638,263
Europe	1,308,600
Hawaii	766,592

Touring Outside the Continental U.S.

Nearly one-third of Black Persons 18+ took an overnight trip outside the continental U.S. in the past three years.

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Travel

Hotels/Motels Stayed At in Past Year



Hotel Stay

More than 2.3 million Black Persons 18+ stayed at the Days Inn. That's 5% above market average!

Hotel	%
Holiday Inn®	11.6
Best Western®	10.3
Comfort Inn®	10.0
Days Inn®	9.1
Marriott®	7.9
Courtyard by Marriott®	7.7
Motel 6	6.2
Any upscale hotel	6.0

Scarborough USA+ Release 2, 2006; Black Persons 18+

Travel

Domestic Cities Visited in Past Year



City	No. Persons
Orlando	1,704,385
Las Vegas	1,576,351
New York	1,385,744
Washington, DC	1,132,907
Los Angeles	842,318
Chicago	661,412
San Francisco	167,065

Touring Their Backyard

More than four million Black Persons 18+ took at least one overnight trip in the continental U.S. in the past year.

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Travel

Cruise Line Used in Past 3 Years



On the High Seas

More than 2.5 million Black Persons 18+ went on a cruise in the past three years.

Cruise Line	No. Persons
Carnival®	1,488,820
Royal Caribbean International®	820,796
Princess	206,367
Celebrity®	184,560
Norwegian	188,057
Disney	148,372
Holland-America®	86,014

Scarborough USA+ Release 2, 2006; Black Persons 18+

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Travel

Events Attended/Places Visited in Past Year



Out and About

More than 3 million Black Persons 18+ visited Six Flags in the past year. That's 46% above market average!

Event/Place	No. Persons
Any professional sporting event	7,956,434
Any casino	7,381,121
Zoo	6,699,532
Live theatre	4,550,022
Six Flags™	3,371,487
R&B concert	3,026,967
Art museum	2,937,237
Times Square	2,343,278
Comedy club	2,201,186
Circus	2,033,998

Scarborough USA+ Release 2, 2006; Black Persons 18+

Travel

Airlines Flew for Domestic/Foreign Trips in Past Three Years



Discovering the World

Nearly one-third of Black Persons 18+ traveled internationally in the past three years.

Airline	%
Delta	9.4
Southwest	8.7
American™	8.1
US Airways	6.4
Continental	4.8
United	4.8
AirTran Airways	4.3
Northwest	3.3

Scarborough USA+ Release 2, 2006; Black Persons 18+

Travel

Car Rental Company Used for Business/Personal in Past Year



Drive Time

More than 3.5 million Black Persons 18+ used Enterprise for car rentals. That's 30% above market average!

Car Rental Company	%
Enterprise	13.8
Budget	6.2
Hertz SM	5.7
Avis	4.2
Dollar [®]	2.8
Alamo	2.7
Other	2.1
National	2.0

Scarborough USA+ Release 2, 2006; Black Persons 18+

Myth

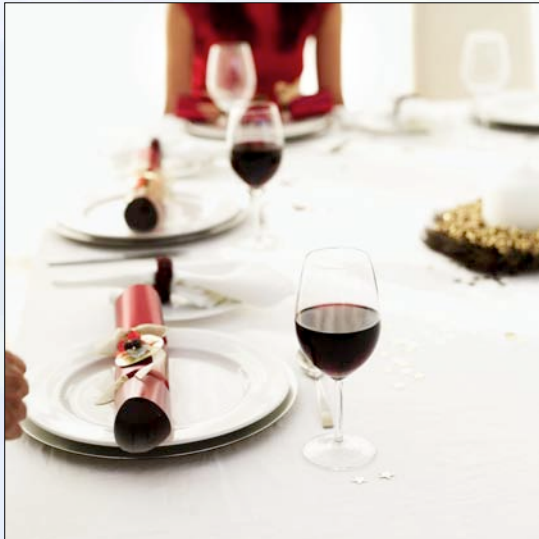
Black consumers don't drink various wines.

Fact

Black consumers are not limited in the wines they drink.

Wine Types Purchased

Past Three Months



Black Persons 21-34* are more than twice as likely as the average consumer to spend \$20 or more on a bottle of wine!

**The demo was changed in this category to reflect the national legal age for purchasing alcohol.*

Black Persons 21-34*

Any red wine	951,001
Any white wine	917,791
Any blush or rosé wine	828,419
White zinfandel	735,788
Chardonnay	592,047
Merlot	572,977
Any champagne or sparkling wine	395,662

Scarborough USA+ Release 2, 2006, 12-month data

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Wine Types Purchased

Past Three Months



Black Persons 25-54 are 74% more likely than the average consumer to spend \$20 or more on a bottle of wine!

Black Persons 25-54

Any red wine	2,072,175
Any white wine	2,085,556
Any blush or rosé wine	2,041,232
White zinfandel	1,820,025
Chardonnay	1,281,579
Merlot	1,218,335
Any champagne or sparkling wine	1,033,509

Wine Types Purchased

Past Three Months



Black Persons 35+ are 11% more likely than the average consumer to spend \$20 or more on a bottle of wine!

Black Persons 35+

Any blush or rosé wine	1,907,922
Any red wine	1,866,463
Any white wine	1,862,538
White zinfandel	1,663,754
Chardonnay	1,081,092
Merlot	1,049,738
Any champagne or sparkling wine	961,854

Scarborough USA+ Release 2, 2006, 12-month data

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Wine Types Purchased

Past Three Months



Black Persons 50+

Any blush or rosé wine	925,314
Any red wine	833,595
Any white wine	814,150
White zinfandel	788,752
Chardonnay	466,741
Merlot	454,618
Any champagne or sparkling wine	429,530
Cabernet sauvignon	239,285

Myth

Black consumers don't buy groceries at mainstream stores or eat at restaurants.

Fact

Black consumers shop at all grocery retailers and eat at both sit-down and fast-food restaurants.

Grocery Stores Shopped

Past Week



More than 1.7 million Black Persons 18+ shop at Winn-Dixie weekly!

Store	Index
Winn-Dixie	179
Kroger	133
Publix®	121
Wal-Mart Neighborhood	115
Hispanic	114
Wal-Mart Supercenter	109
Sam's Club	101
Whole Foods	97
Super Target	92

Sit-Down Restaurants Visited

Past Month



1.6 million Black Persons 18+ dined at a sit-down restaurant 10 or more times last month!

Restaurant	Index
Golden Corral®	182
Red Lobster®	163
IHOP	156
Hooters	149
Ruby Tuesday®	141
T.G.I. Friday's®	136
Logan's Roadhouse®	123
Sonny's BBQ	118
Denny's®	112

Fast-Food Restaurants Visited

Past Month



21.3% of Black Persons 18+ dined at a fast-food restaurant 10 or more times last month!

Restaurant	Index
Chick-Fil-A®	146
KFC	145
CiCi's Pizza	144
Boston Market	141
Domino's Pizza®	140
Papa John's Pizza	139
Pizza Hut®	123
Burger King®	123
Hardee's®	120
Long John Silver's®	119

Black-Focused Media

Reaching Black Consumers

Black-focused media are growing in the United States. There are radio stations, cable networks and others centering their programming on the black consumer.

As the numbers will show, there is no better way to reach the black consumer than with black-focused media!

Black Media Preferences

Reaching Black Consumers Each Week (Cume)/Viewers			
Demo	Radio	Broadcast TV	Cable TV
Persons 18+	84.2%	90.4%	81.4%
Black Persons 18+	85.3%	91.1%	82.4%
Black Persons 18-34	90.9%	90.9%	83.0%
Black Persons 25-54	88.5%	91.2%	82.9%
Black Persons 35-64	86.1%	90.9%	82.3%
Black Persons 50+	74.6%	91.2%	81.9%

Scarborough USA+ Release 2, 2006

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Urban Radio Formats

Primary Formats*

Urban Contemporary
Urban Adult Contemporary (AC)
Urban Oldies
Gospel/Contemporary
Inspirational
Rhythmic/Contemporary Hit
Radio (CHR)

Secondary Formats*

Jazz
New Adult Contemporary
(AC)/Smooth Jazz
Rhythmic Oldies

*** Primary and secondary formats were chosen for the purpose of this study by Arbitron's Urban Media Services department.**

For a list of the primary and secondary Urban stations in the Top 100 Black Metros, see Appendix B (Primary) and Appendix C (Secondary).

Radio Format Preferences

Persons 18+	
Format	% of Listeners
Country	20.9
News/Talk/Information	19.5
AC	14.9
Pop CHR	13.3
Classic Rock	10.7
Rhythmic/CHR	8.7
Hot AC	8.2
Oldies	7.3
Urban Contemporary	6.7
Alternative	6.2

Black Persons 18+	
Format	% of Listeners
Urban AC	37.9
Urban Contemporary	36.2
Rhythmic/CHR	21.2
New AC/Smooth Jazz	11.7
Pop CHR	11.6
Gospel	10.8
AC	8.2
News/Talk/Information	7.8
Religious	4.4
All News	4.0

Scarborough USA+ Release 2, 2006

Cable Network Preferences

Persons 18+	
Network	% of Target
The Discovery Channel	35.6
The History Channel	29.2
TNT	28.8
The Weather Channel	28.3
ESPN	28.1
A&E	26.1
CNN	25.7
Fox News	24.9
USA Network	23.6
Food Network	21.4

Black Persons 18+	
Network	% of Target
BET	37
TNT	34.3
The Discovery Channel	31.6
ESPN	28.4
USA Network	27.2
CNN	25.8
The Weather Channel	25.4
Lifetime Movie Network	25.2
TBS Superstation	25.2
A&E	25.1

Scarborough USA+ Release 2, 2006;

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
New York, NY	15,291,100	2,667,700	17.4
Chicago, IL	7,738,000	1,373,500	17.8
Atlanta, GA	4,085,000	1,240,700	30.4
Washington, DC	4,176,300	1,116,800	26.7
Philadelphia, PA	4,360,200	880,500	20.2
Detroit, MI	3,888,300	846,300	21.8
Los Angeles, CA	10,826,600	814,900	7.5
Houston-Galveston, TX	4,469,900	729,800	16.3
Miami-Ft. Lauderdale-Hollywood, FL	3,533,000	711,200	20.1
Dallas-Ft. Worth, TX	4,838,600	679,100	14.0
National	252,365,500	30,639,500	12.1

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Baltimore, MD	2,257,900	630,100	27.9
Memphis, TN	1,060,700	460,100	43.4
San Francisco, CA	5,891,900	424,600	7.2
Norfolk-Virginia Beach- Newport News, VA	1,327,600	419,100	31.6
St. Louis, MO	2,282,700	412,100	18.1
Cleveland, OH	1,794,200	342,600	19.1
Charlotte-Gastonia- Rock Hill, NC-SC	1,456,600	306,200	21.0
Richmond, VA	916,400	274,500	30.0
Raleigh-Durham, NC	1,184,200	258,700	21.8
New Orleans, LA	864,100	251,900	29.2
National	252,365,500	30,639,500	12.1

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Boston, MA	3,838,800	246,500	6.4
Birmingham, AL	875,300	246,100	28.1
Tampa-St. Petersburg-Clearwater, FL	2,314,300	241,000	10.4
Jacksonville, FL	1,083,700	231,800	21.4
Greensboro-Winston Salem-High Point, NC	1,131,200	227,800	20.1
Orlando, FL	1,448,600	225,900	15.6
Nassau-Suffolk (Long Island), NY	2,373,900	216,500	9.1
Milwaukee-Racine, WI	1,433,300	209,300	14.6
Columbus, OH	1,422,700	207,500	14.6
Cincinnati, OH	1,721,200	202,400	11.8
National	252,365,500	30,639,500	12.1

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Kansas City, MO-KS	1,575,300	198,500	12.6
Indianapolis, IN	1,328,100	195,400	14.7
Jackson, MS	405,500	184,900	45.6
Nashville, TN	1,158,800	181,400	15.7
Baton Rouge, LA	568,700	179,800	31.6
Middlesex-Somerset-Union, NJ	1,382,800	179,300	13.0
Seattle-Tacoma, WA	3,257,200	175,400	5.4
Minneapolis-St. Paul, MN	2,662,100	170,700	6.4
Riverside-San Bernardino, CA	1,806,800	169,900	9.4
Pittsburgh, PA	1,998,800	163,600	8.2
National	252,365,500	30,639,500	12.1

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
West Palm Beach- Boca Raton, FL	1,116,800	162,700	14.6
Columbia, SC	494,600	160,500	32.5
Charleston, SC	511,500	147,200	28.8
Las Vegas, NV	1,484,400	144,800	9.8
Augusta, GA	419,200	142,900	34.1
Greenville- Spartanburg, SC	824,900	139,900	17.0
Sacramento, CA	1,785,400	134,400	7.5
Mobile, AL	501,300	132,200	26.4
San Diego, CA	2,497,000	131,000	5.2
Louisville, KY	930,600	129,600	13.9
National	252,365,500	30,639,500	12.1

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Phoenix, AZ	3,058,000	127,300	4.2
Greenville-New Bern-Jacksonville	504,900	125,900	24.9
Shreveport, LA	336,200	124,000	36.9
Lafayette, LA	447,200	118,100	26.4
Dayton, OH	835,500	115,500	13.8
Montgomery, AL	290,700	115,100	39.6
Denver-Boulder, CO	2,194,800	114,700	5.2
Fayetteville, NC	348,800	114,200	32.7
Buffalo-Niagara Falls	979,600	113,600	11.6
Little Rock, AR	523,200	113,500	21.7
National	252,365,500	30,639,500	12.1

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Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Wilmington, DE	590,300	111,200	18.8
Oklahoma City	1,075,700	108,400	10.1
Hartford-New Britain-Middletown	1,047,700	106,300	10.1
Macon, GA	280,100	105,300	37.6
San Antonio, TX	1,586,000	97,400	6.1
Rochester, NY	936,000	95,300	10.2
Austin, TX	1,252,400	94,200	7.5
Columbus, GA	203,000	89,400	44.0
Savannah, GA	265,300	87,800	33.1
Beaumont-Port Arthur, TX	324,500	80,700	24.9
National	252,365,500	30,639,500	12.1

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Huntsville	415,900	79,300	19.1
Rocky Mount-Wilson, NC	185,800	76,500	41.2
Gainesville-Ocala	530,600	73,400	13.8
Flint, MI	369,400	71,500	19.4
Tallahassee	253,300	70,100	27.7
Akron, OH	599,000	69,200	11.6
Toledo	517,200	66,900	12.9
Florence, SC	167,200	66,100	39.5
Roanoke-Lynchburg, VA	412,300	64,100	15.5
PROVIDENCE-WARWICK-PAWTUCKET	1,393,500	63,100	4.5
National	252,365,500	30,639,500	12.1

Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Lakeland-Winter Haven	468,500	62,200	13.3
Pensacola, FL	379,800	62,000	16.3
Tulsa, OK	732,000	61,800	8.4
Trenton, NJ	312,600	60,500	19.4
New Haven,	419,200	59,600	14.2
Biloxi-Gulfport-Pascagoula	303,400	59,500	19.6
Portland, OR	2,001,600	58,000	2.9
Chattanooga	423,600	57,700	13.6
Killeen-Temple, TX	273,100	57,300	21.0
Monmouth-Ocean	1,020,500	56,700	5.6
National	252,365,500	30,639,500	12.1

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Appendix A

Population Comparisons—Top 100 Black Metros

Metro	12+ Population	12+ Black Population	% of Population Black
Salisbury-Ocean City, MD	302,000	54,100	17.9
Tyler-Longview, TX	296,800	54,100	18.2
Albany, GA	104,700	52,500	50.1
Omaha-Council Bluffs, NE-IA	616,600	51,500*	8.3
Albany-Schenectady-Troy	778,800	51,300*	6.6
Fredericksburg, VA	288,400	49,300	17.1
Hilton Head, SC	164,500	49,200	29.9
Youngstown-Warren	407,200	48,400	11.9
Ft. Pierce-Stuart-Vero Beach	465,700	48,100	10.3
Daytona Beach, FL	518,500	48,000	9.3
National	252,365,500	30,639,500	12.1

Appendix B

Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
New York, NY	WBLS-FM, WRKS-FM, WWPR-FM, WKTU-FM, WQHT-FM, WLIB-AM	14,232,200	4,414,200	31.0
Chicago, IL	WGCI-FM, WPWX-FM, WSRB-FM, WVAZ-FM, WILV-FM, WGRB-AM, WBBM-FM, WVON-AM	7,409,200	2,575,200	34.8
Atlanta, GA	WHTA-FM, WVEE-FM, WALR-FM, WAMJ-FM, WPZE-FM, WBTS-FM, WAOK-AM	3,874,500	1,526,700	39.4
Washington, DC	WKYS-FM, WHUR-FM, WMMJ-FM, WPGC-AM, WYCB-AM, WOL-AM, WPGC-FM	3,958,500	1,223,200	30.9
Philadelphia, PA	WRDW-FM, WUSL-FM, WDAS-FM, WPHI-FM, WRNB-FM, WPPZ-FM, WISX-FM, WHAT-AM, WDAS-AM	4,140,800	1,512,600	36.5
Detroit, MI	WHTD-FM, WJLB-FM, WDMK-FM, WMXD-FM, WCHB-AM, WEXL-AM	3,669,800	951,400	25.9
Houston-Galveston, TX	KCOH-AM, KMJQ-FM, KBXX-FM, KPTY-FM, KROI-FM	4,255,200	1,188,200	27.9
Dallas-Ft. Worth, TX	KBFB-FM, KKDA-AM, KKDA-FM, KRNB-FM, KSOC-FM, KMOV-FM, KHVN-AM, KGGR-AM**	4,602,600	1,218,200	26.5
Miami-Ft. Lauderdale-Hollywood, FL	WEDR-FM, WMIB-FM, WHQT-FM, WPOW-FM, WMBM-AM	3,343,800	1,114,900	33.3
Los Angeles, CA	KKBT-FM, KJLH-FM, KDAY-FM, KPWR-FM, KXOL-FM	10,284,800	2,529,400	24.6

How to Read: 31% of Persons 12+ in New York listening to radio, listen to Urban Radio Stations as their primary format.

MaximiSer®, Fall 2006—Total 12+ Cume are the market totals; urban stations in Metro 12+ Cume show analysis total; ** Format exception based on play list.

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Appendix B

Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
Baltimore, MD	WERQ-FM, WWIN-FM, WCAO-AM	2,117,600	557,700	26.3
Memphis, TN	KXHT-FM, WHRK-FM, KJMS-FM WDIA-AM, WKRA-FM, WLOK-AM, WSNA-FM, WHAL-FM	999,600	525,400	52.6
Phoenix, AZ	KKFR-FM, KMVA-FM	2,855,400	406,300	14.2
Norfolk-Virginia Beach- Newport News, VA	WNVZ-FM, WOWI-FM, WWHV-FM, WKUS-FM, WVKL-FM, WXEZ-FM, WNRJ-FM	1,225,900	541,900	44.2
San Francisco, CA	KBLX-FM**, KMEL-FM, KISQ-FM** KYLD-FM, KDYA-AM, KFRC-FM	5,497,200	1,480,200	26.9
St. Louis, MO	KATZ-FM, WFUN-FM, KMJM-FM, WHHL-FM, KATZ-AM, WMVN-FM	2,147,800	649,300	30.2
Portland, OR	KVMX-FM, KXJM-FM	1,814,800	279,700	15.4
Charlotte-Gastonia- Rock Hill, NC-SC	WPEG-FM, WBAV-FM, WQNC-FM, WIBT-FM, WPZS-FM	1,357,800	448,500	33.0
Cleveland, OH	WENZ-FM, WJMO-AM, WZAK-FM	1,673,500	382,900	22.9
Richmond, VA	WBTJ-FM, WCDX-FM, WKJS-FM, WPZZ-FM	841,900	280,400	33.3

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Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
New Orleans, LA	WQUE-FM, KMEZ-FM, WYLD-FM, WYLD-AM	815,400	287,300	35.2
Raleigh-Durham, NC	WQOK-FM, WFXC-FM, WNNL-FM	1,119,000	289,000	25.8
Birmingham, AL	WBHK-FM, WJLD-AM, WUHT-FM, WAGG-AM, WBHJ-FM	811,700	273,800	33.7
Greensboro-Winston Salem-High Point, NC	WMKS-FM, WQMG-FM, WJMH-FM, WEAL-AM, WKEW-AM, WPOL-AM	1,051,100	295,500	28.1
Jacksonville, FL	WSOL-FM, WHJX-FM, WJBT-FM, WCGL-AM, WZAZ-AM, WMUV-FM	1,015,500	281,100	27.7
Kansas City, MO-KS	KCHZ-FM, KPRT-AM, KMJK-FM, KPRS-FM	1,473,100	380,200	25.8
Milwaukee-Racine, WI	WJMR-FM, WNOV-AM, WKKV-FM, WGLB-AM	1,353,600	254,500	18.8
Orlando, FL	WCFB-FM, WRMQ-AM, WJHM-FM, WPYO-FM	1,349,400	399,700	29.6
Tampa-St. Petersburg-Clearwater, FL	WTMP-AM, WBTP-FM, WRXB-AM, WLLD-FM	2,154,200	426,900	19.8
Indianapolis, IN	WTLC-FM, WHHH-FM, WTLC-AM	1,231,900	255,000	20.7

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Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
Cincinnati, OH	WIZF-FM, WCIN-AM, WMOJ-FM	1,610,500	277,100	17.2
Jackson, MS	WHLH-FM, WOAD-AM, WOAD-FM, WKXI-FM, WJMI-FM, WRJH-FM,	373,100	176,000	47.2
Columbus, OH	WXMG-FM, WCKX-FM	1,330,100	261,800	19.7
Providence-Warwick-Pawtucket	WWKX-FM	1,277,400	146,700	11.5
Nashville, TN	WNSG-AM, WQQK-FM, WUBT-FM	1,065,200	247,700	23.3
Columbia, SC	WHXT-FM, WXBT-FM, WLXC-FM, WWDM-FM, WGCV-AM, WFMV-FM	460,800	170,800	37.1
Boston, MA	WJMN-FM	3,656,700	652,500	17.8
Baton Rouge, LA	WXOK-AM, KQXL-FM, WIBR-AM, WEMX-FM	530,100	163,200	30.8
Augusta, GA	WFXA-FM, WIIZ-FM, WPRW-FM, WAKB-FM, WKSP-FM, WAAW-FM, WKZK-AM, WTHB-AM, WTHB-FM	385,600	162,500	42.1
Charleston, SC	WWWZ-FM, WMGL-FM, WXST-FM, WJNI-FM, WTUA-FM, WXTC-AM	473,600	156,300	33.0

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Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
Pittsburgh, PA	WPGR-AM, WAMO-AM, WAMO-FM	1,858,400	211,900	11.4
Greenville-Spartanburg	WPJM-AM, WJMZ-FM, WHZT-FM	767,700	194,100	25.3
Mobile, AL	WGOK-AM, WLTV-AM, WDLT-FM, WBLX-FM,	464,300	139,000	29.9
Tulsa, OK	KTBT-FM, KJMM-FM, KGTO-AM	676,700	109,800	16.2
Louisville, KY	WLOU-AM, WMJM-FM, WGZB-FM	871,900	182,100	20.9
Montgomery, AL	WAPZ-AM, WHLW-FM, WXVI-AM, WWMG-FM, WJWZ-FM, WZHT-FM	270,300	115,300	42.7
Shreveport, LA	KOKA-AM, KDKS-FM, KVMA-FM, KMJJ-FM, KBTT-FM	305,500	99,700	32.6
Little Rock, AK	KHLR-FM, KHTE-FM, KOKY-FM, KIPR-FM, KHTE-FM	482,100	133,000	27.6
Sacramento, CA	KBMB-FM, KSFM-FM, KHYL-FM	1,618,300	410,400	25.4
Seattle-Tacoma, WA	KUBE-FM, KQMV-FM	3,024,200	645,700	21.4

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Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
Greenville-New Bern-Jacksonville	WELS-FM, WOOW-AM, WQSL-FM, WIKS-FM, WRSV-FM	459,100	95,200	20.7
Lafayette, LA	KRKA-FM, KNEK-FM, KJCB-AM, KRRQ-FM	420,600	94,200	22.4
Buffalo-Niagara Falls	WUFO-AM, WBLK-FM	929,500	125,200	13.5
Dayton, OH	WDHT-FM, WDAO-AM, WROU-FM,	766,400	172,800	22.5
West Palm Beach-Boca Raton, FL	WJBW-FM, WMBX-FM, WSWN-AM	1,042,400	165,200	15.8
Macon, GA	WFXM-FM, WIBB-FM, WLZN-FM, WRBV-FM, WDDO-AM, WLCG-AM	262,300	112,800	43.0
Minneapolis-St. Paul, MN	KTTB-FM	2,538,700	251,100	9.9
Fayetteville, NC	WIDU-AM, WCCG-FM, WUKS-FM, WZFX-FM	322,600	138,400	42.9
Savannah, GA	WJLG-AM, WSOK-AM, WLVB-FM, WTYB-FM, WEAS-FM, WQBT-FM	240,200	97,900	40.8
Columbus, GA	WBFA-FM, WFXE-FM, WAGH-FM, WKZJ-FM, WEAM-FM	183,200	90,600	49.5

Appendix B

Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
San Diego, CA	KURS-AM, XHTZ-FM, XMOR-FM	2,316,800	393,800	17.0
Albany-Schenectady-Troy	WAJZ-FM	717,700	70,700	9.9
Riverside-San Bernardino, CA	KGGI-FM, KWIE-FM	1,678,000	395,400	23.6
Rochester, NY	WDXK-FM, WSNP-FM	871,400	128,100	14.7
Beaumont-Port Arthur, TX	KBED-AM, KTCX-FM, KZZB-AM	294,600	77,400	26.3
Las Vegas, NV	KPLV-FM, KVEG-FM	1,377,500	315,600	22.9
Wilmington, DE	WJKS-FM, WMPH-FM, WFAI-AM	337,000	62,500	18.5
Denver-Boulder, CO	KPTT-FM, KQKS-FM	2,069,300	387,100	18.7
San Antonio, TX	KSJL-AM, KBBT-FM, KPWT-FM,	1,485,500	389,700	26.2
Hartford-New Britain-Middletown	WPHH-FM, WZMX-FM	981,900	174,400	17.8

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Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
Florence, SC	WBZF-FM, WCMG-FM, WYNN-FM, WWKT-FM, WZTF-FM, WPDT-FM	156,200	73,000	46.7
Huntsville	WHRP-FM, WLOR-AM, WEUP-FM, WDJL-AM, WEUP-AM	379,900	87,100	22.9
Flint, MI	WFLT-AM, WRCL-FM, WDZZ-FM	345,100	90,800	26.3
Austin, TX	KFIT-AM, KDHT-FM, KXBT-FM	1,172,300	225,500	19.2
Oklahoma City	KVSP-FM, KRMP-AM	981,100	89,300	9.1
Tallahassee	WWLD-FM, WHBX-FM	237,100	69,100	29.1
Toledo	WJUC-FM, WIMX-FM, WJZE-FM	479,100	79,900	16.7
Chattanooga	WMPZ-FM, WJTT-FM, WNOO-AM	391,500	65,300	16.7
Biloxi-Gulfport-Pascagoula	WJZD-FM, WQYZ-FM	279,400	51,000	18.3
Killeen-Temple, TX	KIIZ-FM, KSSM-FM, KOOC-FM	246,300	79,300	32.2

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Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
Tyler-Longview, TX	KISX-FM, KVEE-FM, KBLZ-FM, KGLD-AM	270,100	74,400	27.5
Albany, GA	WJYZ-AM, WMRZ-FM, WQVE-FM, WJIZ-FM, WRXZ-FM, WZBN-FM	90,700	50,300	55.5
Omaha-Council Bluffs, NE-IA	KBLR-FM	572,400	40,700	7.1
Gainesville-Ocala	WTMG-FM, WTMN-AM	476,300	54,800	11.5
New Haven	WYBC-FM**	380,600	45,100	11.8
Pensacola	WRNE-AM, WRRX-FM	347,800	36,400	10.5
Roanoke-Lynchburg, VA	WVBE-FM, WLLL-AM, WTOY-AM	381,500	35,700	9.4
Rocky Mount-Wilson, NC	WCPS-AM, WPWZ-FM	171,900	38,500	22.4
Youngstown-Warren	WRBP-FM	375,500	35,100	9.3
Salisbury-Ocean City, MD	WOCQ-FM, WSBY-FM	277,600	57,300	20.6

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Appendix B

Primary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Primary Urban Cume	%
Ft. Pierce-Stuart-Vero Beach	WFLM-FM, WIRA-AM	437,400	31,000	7.1
Nassau-Suffolk (Long Island), NY	WKTU-FM	2,243,000	208,100	9.3
Trenton, OH	WIMG-AM	291,300	11,000	3.8
Lakeland-Winter Haven	WSIR-AM	438,500	7,900	1.8
Hilton Head, SC	WVGB-AM	149,600	5,200	3.5
Fredericksburg, VA	NO PRIMARY URBAN STATIONS LISTED IN THE METRO FOR FALL 2006	270,800	NA	NA
Monmouth-Ocean	NO PRIMARY URBAN STATIONS LISTED IN THE METRO FOR FALL 2006	945,200	NA	NA
Akron, OH	NO PRIMARY URBAN STATIONS LISTED IN THE METRO FOR FALL 2006	555,600	NA	NA
Middlesex-Somerset-Union, NJ	NO PRIMARY URBAN STATIONS LISTED IN THE METRO FOR FALL 2006	1,313,400	NA	NA
Daytona Beach, FL	NO PRIMARY URBAN STATIONS LISTED IN THE METRO FOR FALL 2006	477,800	NA	NA

Appendix C

Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Secondary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
New York, NY	WQCD-FM	14,232,200	1,257,500	8.8
Chicago, IL	WNUA-FM	7,409,200	718,200	9.7
Atlanta, GA	WJZZ-FM	3,874,500	347,400	9.0
Washington, DC	WJZW-FM	3,958,500	369,100	9.3
Philadelphia, PA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	4,140,800	NA	NA
Detroit, MI	WGPR-FM, WVMV-FM	3,669,800	512,100	14.0
Los Angeles, CA	KTWV-FM, KHHT-FM	10,284,700	1,493,500	14.5
Houston-Galveston, TX	KTSU-FM, KHJZ-FM	4,255,200	330,200	7.8
Miami-Ft. Lauderdale-Hollywood, FL	WDNA-FM, WLVE-FM	3,343,800	364,700	10.9
Dallas-Ft. Worth, TX	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	4,602,600	NA	NA

How to Read: 8.3% of Persons 12+ in New York listening to radio listen to secondary Urban stations.

MaximiSer®, Fall 2006—Total 12+ Cume are the market totals; urban stations in Metro 12+ Cume show analysis total; ** Format exception based on play list.
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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Secondary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Baltimore, MD	WSMJ-FM	2,117,600	196,500	9.3
Memphis, TN	WRBO-FM	999,600	148,400	14.8
San Francisco, CA	KKSF-FM	5,497,200	380,900	6.9
Norfolk-Virginia Beach-Newport News, VA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,225,900	NA	NA
St. Louis, MO	WESL-AM	2,147,800	27,000	1.3
New Orleans, LA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	815,400	NA	NA
Charlotte-Gastonia-Rock Hill, NC-SC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,357,800	NA	NA
Richmond, VA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	841,900	NA	NA
Raleigh-Durham, NC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,119,000	NA	NA
Cleveland, OH	WNWV-FM	1,673,500	205,400	12.3

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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Boston, MA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	3,656,700	NA	NA
Birmingham, AL	WATV-AM	811,700	17,100	2.1
Tampa-St. Petersburg-Clearwater, FL	WSJT-FM	2,154,200	227,600	10.6
Jacksonville, FL	WJSJ-FM	1,015,500	43,500	4.3
Greensboro-Winston Salem-High Point, NC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,051,100	NA	NA
Orlando, FL	WLOQ-FM	1,349,400	124,600	9.2
Nassau-Suffolk (Long Island), NY	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	2,243,000	NA	NA
Milwaukee-Racine, WI	WJZI-FM	1,353,600	116,700	8.6
Columbus, OH	WJZA-FM, WJYD-FM	1,330,100	109,600	8.2
Cincinnati, OH	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,610,500	NA	NA

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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Kansas City, MO-KS	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,473,100	NA	NA
Indianapolis, IN	WYJZ-FM	1,231,900	78,200	6.3
Jackson, MS	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	373,100	NA	NA
Nashville, TN	WVOL-AM	1,065,200	20,800	2.0
Baton Rouge, LA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	530,100	NA	NA
Middlesex-Somerset-Union, NJ	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,313,400	NA	NA
Seattle-Tacoma, WA	KWJZ-FM	3,024,200	226,800	7.5
Minneapolis-St. Paul, MN	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	2,538,700	NA	NA
Riverside-San Bernardino, CA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,678,000	NA	NA
Pittsburgh, PA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,858,400	NA	NA

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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
West Palm Beach-Boca Raton, FL	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,042,400	NA	NA
Columbia, SC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	460,800	NA	NA
Charleston, SC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	453,900	NA	NA
Las Vegas, NV	KOAS-FM	1,377,500	115,500	8.4
Augusta, GA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	385,600	NA	NA
Greenville-Spartanburg	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	767,700	NA	NA
Sacramento, CA	KSSJ-FM	1,618,300	187,300	11.6
Mobile, AL	WDLT-AM	464,300	6,300	1.4
San Diego, CA	XHRM-FM, KIFM-FM	2,316,800	451,900	19.5
Louisville, KY	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	871,900	NA	NA

Appendix C

Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Phoenix, AZ	KYOT-FM, KAJM-FM	2,855,400	389,200	13.6
Greenville-New Bern-Jacksonville	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	430,700	NA	NA
Shreveport, LA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	290,900	NA	NA
Lafayette, LA	KKSJ-FM	395,200	19,400	4.9
Dayton, OH	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	766,400	NA	NA
Montgomery, AL	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	270,300	NA	NA
Denver-Boulder, CO	KJCD-FM	2,069,300	153,600	7.4
Fayetteville, NC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	322,600	NA	NA
Buffalo-Niagara Falls	WWWS-AM	929,500	30,500	3.3
Little Rock, AK	KWBF-FM	482,100	18,200	3.8

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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Wilmington, DE	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	337,000	NA	NA
Oklahoma City, OK	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	981,100	NA	NA
Hartford-New Britain-Middletown	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	981,900	NA	NA
Macon, GA	WQMJ-FM	262,300	10,600	4.0
San Antonio, TX	KTFM-FM	1,485,500	149,400	10.1
Rochester, NY	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	871,400	NA	NA
Austin, TX	KFMK-FM	1,172,300	76,100	6.5
Columbus, GA	WOKS-AM	183,200	15,300	8.4
Savannah, GA	WSSJ-FM	240,200	9,700	4.0
Beaumont-Port Arthur, TX	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	294,600	NA	NA

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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Huntsville	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	379,900	NA	NA
Rocky Mount-Wilson, NC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	171,900	NA	NA
Gainesville-Ocala, FL	WXJZ-FM	476,300	26,800	5.6
Flint, MI	WOWE-FM	345,100	20,300	5.9
Tallahassee, FL	WJZT-FM	237,100	11,800	5.0
Akron, OH	WNWV-FM	555,600	48,100	8.7
Toledo, OH	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	479,100	NA	NA
Florence, SC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	156,200	NA	NA
Roanoke-Lynchburg, VA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	381,500	NA	NA
Providence-Warwick-Pawtucket	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	1,277,400	NA	NA

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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Lakeland-Winter Haven, FL	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	438,500	NA	NA
Pensacola, FL	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	347,800	NA	NA
Tulsa, OK	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	676,700	NA	NA
Trenton, OH	WJZJ-FM	291,300	43,400	14.9
New Haven, CT	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	380,600	NA	NA
Biloxi-Gulfport-Pascagoula, MS	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	279,400	NA	NA
Portland, OR	KIJZ-FM	1,814,800	84,200	4.6
Chattanooga, TN	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	391,500	NA	NA
Killeen-Temple, TX	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	246,300	NA	NA
Monmouth-Ocean, NJ	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	945,200	NA	NA

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Secondary Urban Radio Listenership in Top 100 Black Metros

Metro	Primary Urban Stations in Metro	Total 12+ Cume	Total 12+ Secondary Urban Cume	%
Salisbury-Ocean City, MD	WQJZ-FM	277,600	11,200	4.0
Tyler-Longview	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	270,100	NA	NA
Albany, GA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	90,700	NA	NA
Omaha-Council Bluffs, NE-IA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	572,400	NA	NA
Albany-Schenectady-Troy, NY	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	717,700	NA	NA
Fredericksburg, VA	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	270,800	NA	NA
Hilton Head, SC	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	149,600	NA	NA
Youngstown-Warren	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	375,500	NA	NA
Ft. Pierce-Stuart-Vero Beach, FL	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	437,400	NA	NA
Daytona Beach	NO SECONDARY URBAN STATIONS LISTED IN THE METRO FALL 2006	477,800	NA	NA

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Appendix D

Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
New York, NY	55.7%	697,100 (36.7%)
Chicago, IL	69.7%	431,418 (42.9%)
Atlanta, GA	74.5%	553,023 (62.3%)
Washington, DC	69.4%	498,301 (57.4%)
Philadelphia, PA	72.7%	407,540 (54.3%)
Detroit, MI	79.7%	417,000 (58.3%)
Los Angeles, CA	54.5%	243,023 (45.4%)
Houston-Galveston, TX	70.7%	316,336 (60.8%)
Miami-Ft. Lauderdale-Hollywood, FL	65.1%	273,210 (54.2%)
Dallas-Ft. Worth, TX	68.5%	280,032 (51.2%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Baltimore, MD	73.1%	285,751 (55.3%)
Memphis, TN	70.8%	207,445 (55.3%)
San Francisco, CA	61.5%	167,271 (44.1%)
Norfolk-Virginia Beach-Newport News, VA	65.2%	163,085 (45.8%)
St. Louis, MO	74.8%	178,263 (51.3%)
Cleveland, OH	76.9%	161,250 (56.6%)
Charlotte-Gastonia-Rock Hill, NC-SC	74.4%	140,807 (58.3%)
Richmond, VA	71.4%	127,629 (55.4%)
Raleigh-Durham, NC	74.3%	116,907 (57.8%)
New Orleans, LA	N/A	No Fall 2006 data available
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Boston, MA	69.1%	62,237 (27.5%)
Birmingham, AL	76.3%	118,882 (56.2%)
Tampa-St. Petersburg Clearwater, FL	72.7%	99,394 (50.1%)
Jacksonville, FL	74.2%	101,134 (52.3%)
Greensboro-Winston Salem-High Point, NC	76.4%	122,376 (63.2%)
Orlando, FL	67.3%	87,241 (47.0%)
Nassau-Suffolk (Long Island), NY	73.3%	90,652 (47.4%)
Milwaukee-Racine, WI	70.1%	69,979 (40.9%)
Columbus, OH	69.1%	80,697 (50.6%)
Cincinnati, OH	72.3%	63,280 (39.0%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Kansas City, MO-KS	76.4%	84,837 (51.0%)
Indianapolis, IN	74.9%	77,264 (50.2%)
Jackson, MS	81.9%	135,502 (73.4%)
Nashville, TN	75.6%	89,147 (60.3%)
Baton Rouge, LA	71.4%	72,984 (51.2%)
Middlesex-Somerset-Union, NJ	N/A	No qualitative service available
Seattle-Tacoma, WA	72.3%	53,629 (40.8%)
Minneapolis-St. Paul, MN	77.3%	26,543 (24.8)
Riverside-San Bernardino, CA	64.4%	63,099 (48.0%)
Pittsburgh, PA	73.9%	54,583 (47.3%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
West Palm Beach-Boca Raton, FL	78.3%	58,798 (45.9%)
Columbia, SC	81.2%	111,815 (69.8%)
Charleston, SC	69.5%	74,732 (56.0%)
Las Vegas, NV	64.3%	44,780 (44.2%)
Augusta, GA	81.2%	95,054 (66.6%)
Greenville-Spartanburg	76.1%	61,865 (50.8%)
Sacramento, CA	66.6%	45,917 (44.5%)
Mobile, AL	79.0%	61,146 (58.2%)
San Diego, CA	59.4%	55,380 (34.9%)
Louisville, KY	73.5%	55,221 (51.1%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Phoenix, AZ	71.5%	65,186 (50.5%)
Greenville-New Bern-Jacksonville	70.3%	64,702 (58.5%)
Shreveport, LA	78.9%	88,171 (71.2%)
Lafayette, LA	N/A	No qualitative service available
Dayton, OH	73.4%	46,938 (51.6%)
Montgomery, AL	80.7%	81,312 (70.8%)
Denver-Boulder, CO	75.3%	62,477 (56.8%)
Fayetteville, NC	75.7%	74,978 (65.8%)
Buffalo-Niagara Falls	72.2%	47,452 (46.4%)
Little Rock, AR	77.4%	55,386 (56.9%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Wilmington, DE	85.4%	77,721 (70.0%)
Oklahoma City, OK	72.9%	36,152 (41.4%)
Hartford-New Britain-Middletown	72.0%	33,740 (38.9%)
Macon, GA	70.0%	47,092 (54.1%)
San Antonio, TX	69.9%	53,263 (50.4%)
Rochester, NY	75.6%	31,499 (39.3%)
Austin, TX	68.3%	44,923 (52.6%)
Columbus, GA	68.4%	53,915 (60.4%)
Savannah, GA	81.5%	59,860 (68.3%)
Beaumont-Port Arthur, TX	78.6%	55,094 (68.3%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Huntsville	78.3%	41,747 (62.6%)
Rocky Mount-Wilson, NC	69.1%	43,882 (57.4%)
Gainesville-Ocala, FL	73.0%	38,590 (59.3%)
Flint, MI	80.1%	33,885 (56.8%)
Tallahassee, FL	78.6%	44,631 (63.7%)
Akron, OH	83.6%	39,704 (57.5%)
Toledo, OH	76.0%	24,988 (47.6%)
Florence, SC	84.0%	47,757 (72.4%)
Roanoke-Lynchburg, VA	76.6%	31,928 (59.5%)
Providence-Warwick-Pawtucket	67.9%	25,214 (43.2%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Lakeland-Winter Haven, FL	83.4%	42,469 (68.3%)
Pensacola, FL	80.6%	37,793 (67.9%)
Tulsa, OK	77.4%	23,842 (48.0%)
Trenton, OH	52.9%	742,548 (32.3%)
New Haven, CT	66.1%	21,981 (43.8%)
Biloxi-Gulfport-Pascagoula, MS	84.5%	42,380 (71.4%)
Portland, OR	66.5%	24,092 (41.4%)
Chattanooga, TN	80.6%	29,198 (60.0%)
Killeen-Temple, TX	71.8%	26,091 (45.6%)
Monmouth-Ocean, NJ	80.1%	26,096 (58.9%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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Home Ownership Comparisons—Top 100 Black Metros

Metro	Total Home Ownership	Black Home Ownership
Salisbury-Ocean City, MD	81.9%	36,148 (66.9%)
Tyler-Longview	77.1%	35,118 (65.0%)
Albany, GA	67.7%	28,214 (53.9%)
Omaha-Council Bluffs, NE-IA	69.8%	No Black qualitative data available
Albany-Schenectady-Troy, NY	74.4%	13,504 (40.0%)
Fredericksburg, VA	N/A	No qualitative service available
Hilton Head, SC	85.0%	40,840 (83.1%)
Youngstown-Warren	73.5%	19,233 (47.8%)
Ft. Pierce-Stuart-Vero Beach, FL	78.9%	20,568 (53.7%)
Daytona Beach	82.8%	28,695 (59.9%)
National	158,630,440 (70.8%)	13,104,388 (50.9%)

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