

## The Top Metro Marketing Areas in the US

| Rank | Metro Statistical Area                                 | 2011 Est.<br>Population |
|------|--|-------------------------|
| 1    | New York-Northern New Jersey-Long Island, NY-NJ-PA MSA | 19,015,900              |
| 2    | Los Angeles-Long Beach-Santa Ana, CA MSA               | 12,944,801              |
| 3    | Chicago-Joliet-Naperville, IL-IN-WI MSA                | 9,504,753               |
| 4    | Dallas-Fort Worth-Arlington, TX MSA                    | 6,526,548               |
| 5    | Houston-Sugar Land-Baytown, TX MSA                     | 6,086,538               |
| 6    | Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA        | 5,992,414               |
| 7    | Washington-Arlington-Alexandria, DC-VA-MD-WV MSA       | 5,703,948               |
| 8    | Miami-Fort Lauderdale-Pompano Beach, FL MSA            | 5,670,125               |
| 9    | Atlanta-Sandy Springs-Marietta, GA MSA                 | 5,359,205               |
| 10   | Boston-Cambridge-Quincy, MA-NH MSA                     | 4,591,112               |
| 11   | San Francisco-Oakland-Fremont, CA MSA                  | 4,391,037               |
| 12   | Riverside-San Bernardino-Ontario, CA MSA               | 4,304,997               |
| 13   | Detroit-Warren-Livonia, MI MSA                         | 4,285,832               |
| 14   | Phoenix-Mesa-Glendale, AZ MSA                          | 4,263,236               |
| 15   | Seattle-Tacoma-Bellevue, WA MSA                        | 3,500,026               |
| 16   | Minneapolis-St. Paul-Bloomington, MN-WI MSA            | 3,318,486               |
| 17   | San Diego-Carlsbad-San Marcos, CA MSA                  | 3,140,069               |
| 18   | Tampa-St. Petersburg-Clearwater, FL MSA                | 2,824,724               |
| 19   | St. Louis, MO-IL MSA                                   | 2,817,355               |
| 20   | Baltimore-Towson, MD MSA                               | 2,729,110               |
| 21   | Denver-Aurora-Broomfield, CO MSA                       | 2,599,504               |
| 22   | Pittsburgh, PA MSA                                     | 2,359,746               |
| 23   | Portland-Vancouver-Hillsboro, OR-WA MSA                | 2,262,605               |
| 24   | San Antonio-New Braunfels, TX MSA                      | 2,194,927               |
| 25   | Sacramento-Arden-Arcade-Roseville, CA MSA              | 2,176,235               |
| 26   | Orlando-Kissimmee-Sanford, FL MSA                      | 2,171,360               |
| 27   | Cincinnati-Middletown, OH-KY-IN MSA                    | 2,138,038               |
| 28   | Cleveland-Elyria-Mentor, OH MSA                        | 2,068,283               |
| 29   | Kansas City, MO-KS MSA                                 | 2,052,676               |
| 30   | Las Vegas-Paradise, NV MSA                             | 1,969,975               |
| 31   | San Jose-Sunnyvale-Santa Clara, CA MSA                 | 1,865,450               |
| 32   | Columbus, OH MSA                                       | 1,858,464               |
| 33   | Charlotte-Gastonia-Rock Hill, NC-SC MSA                | 1,795,472               |
| 34   | Austin-Round Rock-San Marcos, TX MSA                   | 1,783,519               |
| 35   | Indianapolis-Carmel, IN MSA                            | 1,778,568               |
| 36   | Virginia Beach-Norfolk-Newport News, VA-NC MSA         | 1,679,894               |
| 37   | Nashville-Davidson-Murfreesboro-Franklin, TN MSA       | 1,617,142               |
| 38   | Providence-New Bedford-Fall River, RI-MA MSA           | 1,600,224               |
| 39   | Milwaukee-Waukesha-West Allis, WI MSA                  | 1,562,216               |
| 40   | Jacksonville, FL MSA                                   | 1,360,251               |
| 41   | Memphis, TN-MS-AR MSA                                  | 1,325,605               |
| 42   | Louisville/Jefferson County, KY-IN MSA                 | 1,294,849               |
| 43   | Oklahoma City, OK MSA                                  | 1,278,053               |
| 44   | Richmond, VA MSA                                       | 1,269,380               |
| 45   | Hartford-West Hartford-East Hartford, CT MSA           | 1,213,255               |
| 46   | New Orleans-Metairie-Kenner, LA MSA                    | 1,191,089               |
| 47   | Raleigh-Cary, NC MSA                                   | 1,163,515               |
| 48   | Salt Lake City, UT MSA                                 | 1,145,905               |
| 49   | Buffalo-Niagara Falls, NY MSA                          | 1,134,039               |
| 50   | Birmingham-Hoover, AL MSA                              | 1,132,264               |

**61%**  
 of all US households  
 reside in these  
**50 MARKETS**  
 (out of 366 MSAs)