



Top 50 Metropolitan Statistical Areas of the United States of America

In 2007, 50.13% of Americans lived in the 40 most populous Metropolitan Statistical Areas.

This made the Jacksonville, FL MSA the median population American community.

With half the U.S. population in just forty cities, it is imperative in any sales organization that these cities we easily covered by local sales representation. In fact, the Top 30 markets have populations close to 2 million people. These cities may require several sales associates to fully cover and serve the market. If you are seeking growth, effective coverage of these cities is the place to start.

| Ranking | Greater Area | MSA Name | States Included | Population | Growth Trend |
|---------|---|---|--------------------|------------|--------------|
| 1 | <u>New York-Northern New Jersey-Long Island, NY-NJ-PA MSA</u> | <u>Greater New York, Tri-State Region</u> | <u>NY-NJ-PA</u> | 18,815,988 | A263+2.69% |
| 2 | <u>Los Angeles-Long Beach-Santa Ana, CA MSA</u> | <u>Greater Los Angeles, Southland</u> | <u>CA</u> | 12,875,587 | A232+4.12% |
| 3 | <u>Chicago-Naperville-Joliet, IL-IN-WI MSA</u> | <u>Chicagoland</u> | <u>IL-IN-WI</u> | 09,524,673 | A223+4.68% |
| 4 | <u>Dallas-Fort Worth-Arlington, TX MSA</u> | <u>The Metroplex, Dallas-Fort Worth Metroplex, DFW Metroplex, North Texas</u> | <u>TX</u> | 06,145,037 | A037+19.05% |
| 5 | <u>Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA</u> | <u>Delaware Valley</u> | <u>PA-NJ-DE-MD</u> | 05,827,962 | A268+2.48% |

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|----|--|---|-------------------------|------------|-------------|
| 6 | <u>Houston-Sugar Land-Baytown, TX MSA</u> | <u>Greater Houston</u> | <u>TX</u> | 05,628,101 | A034+19.36% |
| 7 | <u>Miami-Fort Lauderdale- Pompano Beach, FL MSA</u> | <u>South Florida or Miami metro</u> | <u>FL</u> | 05,413,212 | A152+8.09% |
| 8 | <u>Washington- Arlington- Alexandria, DC- VA-MD-WV MSA</u> | <u>National Capital Area</u> | <u>DC-VA-MD- WV</u> | 05,306,565 | A101+10.64% |
| 9 | <u>Atlanta-Sandy Springs-Marietta, GA MSA</u> | <u>Metro Atlanta</u> | <u>GA</u> | 05,278,904 | A022+24.27% |
| 10 | <u>Boston- Cambridge- Quincy, MA-NH MSA</u> | <u>Greater Boston</u> | <u>MA-NH</u> | 04,482,857 | A273+2.06% |


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|----|--|--|--------------|------------|-------------|
| 11 | <u>Detroit-Warren-Livonia, MI MSA</u> | <u>Metro Detroit, Southeast Michigan</u> | <u>MI</u> | 04,467,592 | A300+0.34% |
| 12 | <u>San Francisco-Oakland-Fremont, CA MSA</u> | <u>Bay Area, Northern California</u> | <u>CA</u> | 04,203,898 | A277+1.94% |
| 13 | <u>Phoenix-Mesa-Scottsdale, AZ MSA</u> | <u>Valley of the Sun</u> | <u>AZ</u> | 04,179,427 | A010+28.52% |
| 14 | <u>Riverside-San Bernardino-Ontario, CA MSA</u> | <u>Inland Empire</u> | <u>CA</u> | 04,081,371 | A019+25.39% |
| 15 | <u>Seattle-Tacoma-Bellevue, WA MSA</u> | <u>Seattle Metro</u> | <u>WA</u> | 03,309,347 | A139+8.72% |
| 16 | <u>Minneapolis-St. Paul-Bloomington, MN-WI MSA</u> | <u>Twin Cities</u> | <u>MN-WI</u> | 03,208,212 | A154+8.06% |
| | | | | | A202+5.72% |

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|----|--|--|--------------|------------|-------------|
| 17 | <u>San Diego-Carlsbad-San Marcos, CA MSA</u> | <u>San Diego County</u> | <u>CA</u> | 02,974,859 | |
| 18 | <u>St. Louis, MO-IL MSA</u> | <u>Greater St. Louis</u> | <u>MO-IL</u> | 02,803,707 | A236+3.89% |
| 19 | <u>Tampa-St. Petersburg-Clearwater, FL MSA</u> | <u>Tampa Bay</u> | <u>FL</u> | 02,723,949 | A069+13.69% |
| 20 | <u>Baltimore-Towson, MD MSA</u> | <u>Baltimore Metro</u> | <u>MD</u> | 02,668,056 | A225+4.51% |
| 21 | <u>Denver-Aurora, CO MSA</u> | <u>The Front Range, Denver Metropolitan Area, Mile-High Area</u> | <u>CO</u> | 02,464,866 | A077+13.10% |
| 22 | <u>Pittsburgh, PA MSA</u> | <u>Greater Pittsburgh, Pittsburgh Tri-State, Metro Pittsburgh, Three Rivers Region</u> | <u>PA</u> | 02,355,712 | A348-3.10% |
| 23 | <u>Portland-Vancouver-Beaverton, OR-WA MSA</u> | <u>Portland Metro Area, Greater Portland</u> | <u>OR-WA</u> | 02,175,113 | A084+12.82% |

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|----|---|--|-----------------|------------|-------------|
| 24 | <u>Cincinnati- Middletown, OH- KY-IN MSA</u> | <u>Greater Cincinnati, The Tri-State</u> | <u>OH-KY-IN</u> | 02,133,678 | A193+6.17% |
| 25 | <u>Cleveland-Elyria- Mentor, OH MSA</u> | <u>Greater Cleveland</u> | <u>OH</u> | 02,096,471 | A338-2.40% |
| 26 | <u>Sacramento-Arden- Arcade-Roseville, CA MSA</u> | <u>Greater Sacramento</u> | <u>CA</u> | 02,091,120 | A051+16.38% |
| 27 | <u>Orlando- Kissimmee, FL MSA</u> | <u>Greater Orlando, Central Florida</u> | <u>FL</u> | 02,032,496 | A026+23.59% |
| 28 | <u>San Antonio, TX MSA</u> | <u>Greater San Antonio</u> | <u>TX</u> | 01,990,675 | A052+16.30% |
| 29 | <u>Kansas City, MO- KS MSA</u> | <u>Greater Kansas City</u> | <u>MO-KS</u> | 01,985,429 | A150+8.11% |
| 30 | <u>Las Vegas- Paradise, NV MSA</u> | <u>Clark County, Las Vegas Valley</u> | <u>NV</u> | 01,836,333 | A006+33.50% |

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|----|---|--|--------------|------------|-------------|
| 31 | <u>San Jose-Sunnyvale-Santa Clara, CA MSA</u> | <u>Bay Area, South Bay, Silicon Valley</u> | <u>CA</u> | 01,803,643 | A235+3.91% |
| 32 | <u>Columbus, OH MSA</u> | <u>Columbus Metropolitan Area</u> | <u>OH</u> | 01,754,337 | A137+8.77% |
| 33 | <u>Indianapolis-Carmel, IN MSA</u> | <u>Nine-County Region</u> | <u>IN</u> | 01,695,037 | A095+11.14% |
| 34 | <u>Virginia Beach-Norfolk-Newport News, VA-NC MSA</u> | <u>Hampton Roads</u> | <u>VA-NC</u> | 01,658,754 | A212+5.19% |
| 35 | <u>Charlotte-Gastonia-Concord, NC-SC MSA</u> | <u>Metrolina</u> | <u>NC-SC</u> | 01,651,568 | A023+24.14% |
| 36 | <u>Providence-New Bedford-Fall River, RI-MA MSA</u> | <u>Providence metropolitan area</u> | <u>RI-MA</u> | 01,600,856 | A293+1.13% |
| 37 | <u>Austin-Round Rock, TX MSA</u> | <u>Greater Austin</u> | <u>TX</u> | 01,598,161 | A011+27.88% |

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|----|--|--------------------------|-----------|------------|-------------|
| 38 | <u>Milwaukee- Waukesha-West Allis, WI MSA</u> | <u>Greater Milwaukee</u> | <u>WI</u> | 01,544,398 | A258+2.91% |
| 39 | <u>Nashville- Davidson- Murfreesboro- Franklin, TN MSA</u> | The Mid-State | <u>TN</u> | 01,521,437 | A053+15.98% |
| 40 | <u>Jacksonville, FL MSA</u> | <u>First Coast</u> | <u>FL</u> | 01,300,823 | A054+15.86% |

| Rank | Metropolitan Statistical Area | Nickname | State | 2007 Pop | Growth | Combined Statistical Area  |
|------|--|---|----------|------------|---------|---|
| 41 | Memphis, TN-MS-AR MSA | The Mid-South | TN-MS-AR | 01,280,533 | +6.25% | |
| 42 | Louisville-Jefferson County, KY-IN MSA | Kentuckiana | KY-IN | 01,233,735 | +6.14% | Louisville-Jefferson County-Elizabethtown-Scottsburg, KY-IN CSA |
| 43 | Richmond, VA MSA | Richmond-Petersburg | VA | 01,212,977 | +10.58% | |
| 44 | Oklahoma City, OK MSA | OKC Metro, Greater OKC | OK | 01,192,989 | +8.91% | Oklahoma City-Shawnee, OK CSA |
| 45 | Hartford-West Hartford-East Hartford, CT MSA | Greater Hartford | CT | 01,189,113 | +3.53% | Hartford-West Hartford-Willimantic, CT CSA |
| 46 | Buffalo-Niagara Falls, NY MSA | Western New York, Niagara Frontier, Buffalo-Niagara | NY | 01,128,183 | 3.58% | Buffalo-Niagara-Cattaraugus, NY CSA |
| 47 | Birmingham-Hoover, AL MSA | Greater Birmingham | AL | 01,108,210 | +5.41% | Birmingham-Hoover-Cullman, AL CSA |
| 48 | Salt Lake City, UT MSA | Wasatch Front | UT | 01,099,973 | +13.53% | Salt Lake City-Ogden-Clearfield, UT CSA |
| 49 | Raleigh-Cary, NC MSA | Research Triangle, The Triangle | NC | 01,047,629 | +31.45% | Raleigh-Durham-Cary, NC CSA |

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| 50 | Rochester, NY MSA | Western New York, Genesee Valley | NY | 01,030,495 | 0.71% | Rochester-Batavia-Seneca Falls, NY CSA |
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