



Market Survey Schedule & Population Rankings

Spring 2009

2009-2010 Schedule of Survey Dates: Diary Measurement

Winter 2009	Jan. 8 - April 1	Winter 2010.....	Jan. 7 - March 31
Spring 2009.....	April 2 - June 24	Spring 2010	April 1 - June 23
Summer 2009.....	June 25 - Sept. 16	Summer 2010	June 24 - Sept. 15
Fall 2009.....	Sept. 17 - Dec. 9	Fall 2010	Sept. 16 - Dec. 8

2008-2010 Schedule of Survey Dates: PPM Measurement

Holiday 2008	Dec. 11 - Jan. 7	July 2009	June 25 - July 22
January 2009.....	Jan. 8 - Feb. 4	August 2009.....	July 23 - Aug. 19
February 2009.....	Feb. 5 - March 4	September 2009.....	Aug. 20 - Sept. 16
March 2009	March 5 - April 1	October 2009	Sept. 17 - Oct. 14
April 2009	April 2 - April 29	November 2009.....	Oct. 15 - Nov. 11
May 2009.....	April 30 - May 27	December 2009	Nov. 12 - Dec. 9
June 2009.....	May 28 - June 24	Holiday 2009	Dec. 10 - Jan. 6

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These population estimates are based upon Census 2000 counts updated and projected to January 1, 2009, by Claritas, Inc. Additional markets may be added and the survey frequency of some markets may be changed during the year. All information contained herein reflects Spring 2009 market definitions.

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2009 Market Survey Schedule: All Markets

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
246	Abilene, TX	2	C	H
75	Akron	4	CM	B
270	Albany, GA	2	C	B
63	Albany-Schenectady-Troy	4	CM	
68	Albuquerque	4	CM	H
226	Alexandria, LA	2	C	B
69	Allentown-Bethlehem	4	CM	H
268	Altoona	2	S	
194	Amarillo, TX	2	C	H
171	Anchorage	2	S	
148	Ann Arbor	2	S	B
135	Appleton-Oshkosh	2	S	
159	Asheville	2	S	
7	Atlanta	13	PPM	BH
141	Atlantic City-Cape May	2	S	BH
110	Augusta, GA	2	S	B
271	Augusta-Waterville, ME	2	C	
39	Austin	4	CM	BH
74	Bakersfield	4	CM	H
22	Baltimore	4	CM	B
223	Bangor	2	S	
78	Baton Rouge	4	CM	B
264	Battle Creek, MI	2	C	B
140	Beaumont-Port Arthur, TX	2	C	BH
295	Beckley, WV	2	C	
205	Bend, OR	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
260	Billings, MT	2	C	
155	Biloxi-Gulfport-Pascagoula	2	S	B
182	Binghamton	2	S	
57	Birmingham	4	CM	B
285	Bismarck, ND	2	C	
241	Bloomington	2	S	
286	Bluefield, WV	2	C	
100	Boise	2	S	H
10	Boston	13	PPM	BH
207	Bowling Green, KY	2	C	
123	Bridgeport	2	S	BH
298	Brunswick, GA	2	C	B
235	Bryan-College Station, TX	2	C	BH
52	Buffalo-Niagara Falls	4	CM	B
138	Burlington-Plattsburgh	2	S	
129	Canton	2	S	
193	Cape Cod, MA	2	C	
300	Casper, WY	2	C	
210	Cedar Rapids	2	S	
220	Champaign, IL	2	C	B
84	Charleston, SC	4	CM	B
185	Charleston, WV	2	S	
25	Charlotte-Gastonia-Rock Hill	4	CM	BH
231	Charlottesville, VA	2	C	B
106	Chattanooga	4	CM	B
294	Cheyenne, WY	2	C	H

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets
DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls

2009 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST	RANK	MARKETS	SURVEY		DST
		FREQ	TYPE				FREQ	TYPE	
3	Chicago	13	PPM	BH	244	Eau Claire, WI	2	C	
200	Chico, CA	2	C	H	76	El Paso	4	CM	H
28	Cincinnati	4	CM	B	277	Elkins-Buckhannon-Weston, WV	2	C	
195	Clarksville-Hopkinsville, TN-KY	2	C	B	228	Elmira-Corning, NY	2	C	
29	Cleveland	4	CM	B	169	Erie	2	S	
297	Clovis, NM	2	C	H	147	Eugene-Springfield	2	S	
94	Colorado Springs	4	CM	H	163	Evansville	2	S	
248	Columbia, MO	2	C		218	Fargo-Moorhead	2	S	
89	Columbia, SC	4	CM	B	132	Fayetteville (North West Arkansas)	2	C	H
188	Columbus, GA	2	S	B	128	Fayetteville, NC	2	S	B
36	Columbus, OH	4	CM	B	145	Flagstaff-Prescott, AZ	2	C	H
273	Columbus-Starkville-West Point, MS	2	C	B	127	Flint	2	S	B
170	Concord (Lakes Region)	2	S		217	Florence, SC	2	C	B
288	Cookeville, TN	2	C		257	Florence-Muscle Shoals, AL	2	C	B
137	Corpus Christi	2	S	H	198	Frederick, MD	2	C	
5	Dallas-Ft. Worth	13	PPM	BH	151	Fredericksburg	2	S	B
201	Danbury, CT	2	C	H	66	Fresno	4	CM	H
62	Dayton	4	CM	B	120	Ft. Collins-Greeley, CO	2	C	H
86	Daytona Beach	2	S	BH	61	Ft. Myers-Naples-Marco Island	2	S	H
282	Decatur, IL	2	C	B	95	Ft. Pierce-Stuart-Vero Beach	2	S	BH
21	Denver-Boulder	4	CM	BH	175	Ft. Smith, AR	2	C	
90	Des Moines	4	CM		227	Ft. Walton Beach, FL	2	C	B
11	Detroit	13	PPM	B	107	Ft. Wayne	2	S	
190	Dothan, AL	2	C	B	81	Gainesville-Ocala	4	CM	B
243	Dubuque, IA	2	C		291	Grand Forks, ND-MN	2	C	
211	Duluth-Superior	2	S		266	Grand Island-Kearney, NE	2	C	H

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets
DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls

2009 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST	RANK	MARKETS	SURVEY		DST
		FREQ	TYPE				FREQ	TYPE	
259	Grand Junction, CO	2	C	H	186	Kalamazoo	2	S	B
67	Grand Rapids	4	CM		261	Kalispell-Flathead Valley, MT	2	C	
187	Green Bay	2	S		32	Kansas City	4	CM	BH
45	Greensboro-Winston-Salem-High Point	4	CM	BH	154	Killeen-Temple, TX	2	C	BH
87	Greenville-New Bern-Jacksonville	4	CM	B	71	Knoxville	4	CM	
59	Greenville-Spartanburg	4	CM	B	229	La Crosse, WI	2	C	
166	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	C		240	Lafayette, IN	2	S	
262	Hamptons-Riverhead	2	S	H	105	Lafayette, LA	2	S	B
79	Harrisburg-Lebanon-Carlisle	4	CM		232	Lake Charles, LA	2	C	B
272	Harrisonburg, VA	2	C		93	Lakeland-Winter Haven	2	S	BH
50	Hartford-New Britain-Middletown	4	CM	BH	112	Lancaster	2	S	
213	Hilton Head, SC	2	C	B	125	Lansing-East Lansing	4	CM	
64	Honolulu	4	CM		206	Laredo, TX	2	C	H
290	Hot Springs, AR	2	C		222	Las Cruces, NM	2	C	H
6	Houston-Galveston	13	PPM	BH	33	Las Vegas	4	CM	BH
160	Huntington-Ashland	2	S		249	LaSalle-Peru, IL	2	C	
108	Huntsville	4	CM	B	225	Laurel-Hattiesburg, MS	2	C	B
40	Indianapolis	4	CM	B	281	Lawton, OK	2	C	B
283	Ithaca, NY	2	C		183	Lebanon-Rutland-White River Junction	2	S	
121	Jackson, MS	4	CM	B	283	Lewiston-Auburn, ME	2	C	
292	Jackson, TN	2	C	B	104	Lexington-Fayette	2	S	
46	Jacksonville	4	CM	B	254	Lima, OH	2	C	
102	Johnson City-Kingsport-Bristol	4	CM		172	Lincoln	2	S	
293	Jonesboro, AR	2	C	B	85	Little Rock	4	CM	B
237	Joplin, MO	2	C		2	Los Angeles	13	PPM	BH
					53	Louisville	4	CM	B

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2009 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
181	Lubbock	2	S	H
253	Lufkin-Nacogdoches, TX	2	C	BH
156	Macon	2	S	B
98	Madison	4	CM	
191	Manchester	2	S	
274	Mankato-New Ulm-St. Peter, MN	2	C	
242	Marion-Carbondale (Southern IL)	2	C	
296	Mason City, IA	2	C	
58	McAllen-Brownsville-Harlingen	2	S	H
208	Medford-Ashland, OR	2	C	
97	Melbourne-Titusville-Cocoa	2	S	
49	Memphis	4	CM	B
180	Merced, CA	2	C	H
299	Meridian, MS	2	C	B
12	Miami-Ft. Lauderdale-Hollywood	13	PPM	BH
38	Middlesex-Somerset-Union	13	PPM	BH
37	Milwaukee-Racine	4	CM	BH
16	Minneapolis-St. Paul	13	PPM	B
96	Mobile	4	CM	B
109	Modesto	2	S	H
51	Monmouth-Ocean	2	S	H
257	Monroe, LA	2	C	B
82	Monterey-Salinas-Santa Cruz	4	CM	H
153	Montgomery	2	S	B
268	Montpelier-Barre-St. Johnsbury	2	S	
177	Morgantown-Clarksburg-Fairmont, WV	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
115	Morristown, NJ	2	C	H
215	Muncie-Marion, IN	2	C	
236	Muskegon, MI	2	C	B
158	Myrtle Beach, SC	2	C	B
44	Nashville	4	CM	B
19	Nassau-Suffolk (Long Island)	13	PPM	BH
179	New Bedford-Fall River, MA	2	C	
113	New Haven	2	S	BH
174	New London, CT	2	C	
55	New Orleans	4	CM	B
1	New York	13	PPM	BH
139	Newburgh-Middletown, NY (Mid Hudson Valley)	2	C	BH
42	Norfolk-Virginia Beach-Newport News	4	CM	B
184	Odessa-Midland, TX	2	C	H
48	Oklahoma City	4	CM	BH
224	Olean, NY	2	C	
72	Omaha-Council Bluffs	4	CM	
34	Orlando	4	CM	BH
118	Oxnard-Ventura	2	S	H
131	Palm Springs	2	S	H
239	Panama City, FL	2	C	B
254	Parkersburg-Marietta, WV-OH	2	C	
124	Pensacola	2	S	B
152	Peoria	2	S	
8	Philadelphia	13	PPM	BH

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2009 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST	RANK	MARKETS	SURVEY		DST
		FREQ	TYPE				FREQ	TYPE	
15	Phoenix	13	PPM	H	203	Salina-Manhattan, KS	2	C	
245	Pittsburg, KS (Southeast Kansas)	2	C		143	Salisbury-Ocean City	2	S	B
24	Pittsburgh, PA	4	CM	B	30	Salt Lake City-Ogden-Provo	4	CM	H
167	Portland, ME	2	S		289	San Angelo, TX	2	C	H
23	Portland, OR	4	CM	H	31	San Antonio	4	CM	BH
116	Portsmouth-Dover-Rochester	2	S		17	San Diego	13	PPM	BH
165	Poughkeepsie, NY	2	C	B	4	San Francisco	13	PPM	BH
41	Providence-Warwick-Pawtucket	4	CM	H	35	San Jose	13	PPM	H
247	Pueblo	2	S	H	173	San Luis Obispo, CA	2	C	H
14	Puerto Rico	4	CM		213	Santa Barbara	2	S	H
146	Quad Cities (Davenport-Rock Island-Moline)	2	S		212	Santa Maria-Lompoc, CA	2	C	H
43	Raleigh-Durham	4	CM	BH	119	Santa Rosa	2	S	H
275	Rapid City, SD	2	C		73	Sarasota-Bradenton	2	S	
130	Reading, PA	2	C	H	157	Savannah	2	S	B
230	Redding, CA	2	C		13	Seattle-Tacoma	13	PPM	BH
122	Reno	2	S	H	287	Sebring, FL	2	C	H
54	Richmond	4	CM	B	280	Sheboygan, WI	2	C	
26	Riverside-San Bernardino	13	PPM	BH	133	Shreveport	4	CM	B
111	Roanoke-Lynchburg	2	S	B	278	Sioux City, IA	2	C	H
234	Rochester, MN	2	C		178	South Bend	2	S	B
56	Rochester, NY	4	CM	B	92	Spokane	4	CM	
149	Rockford	2	S	H	88	Springfield, MA	4	CM	H
202	Rocky Mount-Wilson, NC	2	C	B	136	Springfield, MO	2	S	
27	Sacramento	4	CM	BH	216	St. Cloud, MN	2	C	
134	Saginaw-Bay City-Midland	2	S	B	20	St. Louis	4	CM	B
					150	Stamford-Norwalk, CT	2	C	H

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2009 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
251	State College, PA	2	C	
80	Stockton	2	S	H
219	Sunbury-Selinsgrove-Lewisburg, PA	2	C	
250	Sussex, NJ	2	C	
83	Syracuse	4	CM	
162	Tallahassee	2	S	B
18	Tampa-St. Petersburg-Clearwater	4	CM	BH
209	Terre Haute	2	S	
263	Texarkana, TX-AR	2	C	B
91	Toledo	4	CM	B
197	Topeka	2	S	
192	Traverse City-Petoskey, MI	2	C	
142	Trenton	2	S	BH
196	Tri-Cities, WA (Richland-Kennewick-Pasco)	2	C	H
60	Tucson	4	CM	H
65	Tulsa	4	CM	
189	Tupelo, MS	2	C	B
233	Tuscaloosa, AL	2	C	B
238	Twin Falls (Sun Valley), ID	2	C	H
144	Tyler-Longview	2	S	BH
164	Utica-Rome	2	S	
267	Valdosta, GA	2	C	B
117	Victor Valley	2	S	H
101	Visalia-Tulare-Hanford	2	S	H
199	Waco, TX	2	C	BH

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
9	Washington, DC	13	PPM	BH
252	Waterloo-Cedar Falls	2	S	
279	Watertown, NY	2	C	
168	Wausau-Stevens Point, WI (Central WI)	2	C	
176	Wenatchee, WA	2	C	H
47	West Palm Beach-Boca Raton	4	CM	BH
256	Wheeling	2	S	
99	Wichita	4	CM	
265	Wichita Falls, TX	2	C	BH
70	Wilkes Barre-Scranton	4	CM	
276	Williamsport, PA	2	C	
77	Wilmington, DE	2	S	B
161	Wilmington, NC	2	S	B
221	Winchester, VA	2	C	
114	Worcester	2	S	
204	Yakima, WA	2	C	H
103	York	4	CM	
126	Youngstown-Warren	2	S	B

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DST (Differential Survey Treatment): B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls

2009 Market Survey Schedule: PPM Surveyed Markets

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
1	New York	13	PPM	BH
2	Los Angeles	13	PPM	BH
3	Chicago	13	PPM	BH
4	San Francisco	13	PPM	BH
5	Dallas-Ft. Worth	13	PPM	BH
6	Houston-Galveston	13	PPM	BH
7	Atlanta	13	PPM	BH
8	Philadelphia	13	PPM	BH
9	Washington, DC	13	PPM	BH
10	Boston	13	PPM	BH
11	Detroit	13	PPM	B
12	Miami-Ft. Lauderdale-Hollywood	13	PPM	BH
13	Seattle-Tacoma	13	PPM	BH
15	Phoenix	13	PPM	H
16	Minneapolis-St. Paul	13	PPM	B
17	San Diego	13	PPM	BH
19	Nassau-Suffolk (Long Island)	13	PPM	BH
26	Riverside-San Bernardino	13	PPM	BH
35	San Jose	13	PPM	H
38	Middlesex-Somerset-Union	13	PPM	BH

Survey Type: PPM – PPM surveyed markets

B – Black ethnic controls, H – Hispanic ethnic controls, BH – Black and Hispanic ethnic controls

Ethnic Reports Available via CD Access

Black

WI/SP and SU/FA			FA/WI/SP	13 SURVEY PERIODS
Baltimore	Dayton	Memphis	Buffalo-Niagara Falls	Atlanta
Baton Rouge	Greensboro-	Mobile	Chattanooga	Chicago
Birmingham	Winston Salem-	Nashville	Greenville-Spartanburg	Dallas-Ft. Worth
Charleston, SC	High Point	New Orleans	Huntsville	Detroit
Charlotte-Gastonia-	Greenville-New Bern-	Norfolk-Virginia Beach-	Little Rock	Houston-Galveston
Rock Hill	Jacksonville	Newport News	Milwaukee-Racine	Los Angeles
Cincinnati	Indianapolis	Raleigh-Durham	Orlando	Miami-
Cleveland	Jackson, MS	Richmond	Pittsburgh, PA	Ft. Lauderdale-
Columbia, SC	Jacksonville	Shreveport	Tampa-St. Petersburg-	Hollywood
Columbus, OH	Kansas City	St. Louis	Clearwater	New York
	Louisville		Toledo	Philadelphia
				Washington, DC

Hispanic

WI/SP and SU/FA		FA/SP or SP/FA	13 SURVEY PERIODS	
Albuquerque	Orlando	Corpus Christi	Chicago	Riverside-
Austin	Sacramento	Laredo, TX	Dallas-Ft. Worth	San Bernardino
Bakersfield	San Antonio	McAllen-Brownsville-	Houston-Galveston	San Diego
Denver-Boulder	Tampa-St. Petersburg-	Harlingen	Los Angeles	San Francisco
El Paso	Clearwater	Oxnard-Ventura	Miami-Ft. Lauderdale-	San Jose
Fresno	Tucson	Visalia-Tulare-Hanford	Hollywood	Washington, DC
Las Vegas			New York	
Monterey-Salinas-			Phoenix	
Santa Cruz				

Metro Survey Area Rankings and Population

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
1	PPM	New York _____ 15,393,700
2	PPM	Los Angeles _____ 10,877,600
3	PPM	Chicago _____ 7,813,900
4	PPM	San Francisco _____ 6,013,700
5	PPM	Dallas-Ft. Worth _____ 5,120,100
6	PPM	Houston-Galveston _____ 4,759,600
7	PPM	Atlanta _____ 4,378,000
8	PPM	Philadelphia _____ 4,352,800
9	PPM	Washington, DC _____ 4,238,100
10	PPM	Boston _____ 3,912,000
11	PPM	Detroit _____ 3,866,900
12	PPM	Miami-Ft. Lauderdale-Hollywood _____ 3,559,700
13	PPM	Seattle-Tacoma _____ 3,353,200
14	CM	Puerto Rico _____ 3,327,100
15	PPM	Phoenix _____ 3,249,200
16	PPM	Minneapolis-St. Paul _____ 2,697,500
17	PPM	San Diego _____ 2,536,000
18	CM	Tampa-St. Petersburg-Clearwater _____ 2,387,300
19	PPM	Nassau-Suffolk (Long Island)* _____ (2,325,200)
20	CM	St. Louis _____ 2,299,000
21	CM	Denver-Boulder _____ 2,298,100
22	CM	Baltimore _____ 2,271,500
23	CM	Portland, OR _____ 2,078,300
24	CM	Pittsburgh, PA _____ 1,975,700
25	CM	Charlotte-Gastonia-Rock Hill _____ 1,962,300
TOTAL 1-25		104,721,300

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
26	PPM	Riverside-San Bernardino _____ 1,854,600
27	CM	Sacramento _____ 1,824,400
28	CM	Cincinnati _____ 1,773,000
29	CM	Cleveland _____ 1,764,400
30	CM	Salt Lake City-Ogden-Provo _____ 1,676,000
31	CM	San Antonio _____ 1,675,200
32	CM	Kansas City _____ 1,599,600
33	CM	Las Vegas _____ 1,586,300
34	CM	Orlando _____ 1,519,700
35	PPM	San Jose** _____ (1,482,100)
36	CM	Columbus, OH _____ 1,448,200
37	CM	Milwaukee-Racine _____ 1,447,700
38	PPM	Middlesex-Somerset-Union*** _____ (1,381,900)
39	CM	Austin _____ 1,381,800
40	CM	Indianapolis _____ 1,379,600
41	CM	Providence-Warwick-Pawtucket _____ 1,368,300
42	CM	Norfolk-Virginia Beach-Newport News _____ 1,334,800
43	CM	Raleigh-Durham _____ 1,286,600
44	CM	Nashville _____ 1,237,500
45	CM	Greensboro-Winston-Salem-High Point _____ 1,179,100
46	CM	Jacksonville _____ 1,140,100
47	CM	West Palm Beach-Boca Raton _____ 1,117,800
48	CM	Oklahoma City _____ 1,099,900
49	CM	Memphis _____ 1,069,400
50	CM	Hartford-New Britain-Middletown _____ 1,051,800
TOTAL 26-50		32,815,800

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

TOTAL 1-50 137,537,100

* The Nassau-Suffolk (Long Island), NY Metro is embedded in the New York Metro.

** The San Jose Metro is embedded in the San Francisco Metro.

*** The Middlesex-Somerset-Union Metro is embedded in the New York Metro.

The population estimates for these markets are not duplicated in the cumulative population totals.

Metro Survey Area Rankings and Population *(continued)*

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
51	S	Monmouth-Ocean* (1,033,700)
52	CM	Buffalo-Niagara Falls 966,000
53	CM	Louisville 953,500
54	CM	Richmond 941,600
55	CM	New Orleans 936,700
56	CM	Rochester, NY 932,800
57	CM	Birmingham 886,400
58	S	McAllen-Brownsville-Harlingen 868,900
59	CM	Greenville-Spartanburg 863,400
60	CM	Tucson 839,600
61	S	Ft. Myers-Naples-Marco Island 836,700
62	CM	Dayton 824,200
63	CM	Albany-Schenectady-Troy 784,400
64	CM	Honolulu 766,100
65	CM	Tulsa 747,400
66	CM	Fresno 741,800
67	CM	Grand Rapids 717,900
68	CM	Albuquerque 701,300
69	CM	Allentown-Bethlehem 700,600
70	CM	Wilkes Barre-Scranton 682,900
71	CM	Knoxville 669,900
72	CM	Omaha-Council Bluffs 627,500
73	S	Sarasota-Bradenton 626,700
74	CM	Bakersfield 596,900
75	CM	Akron 596,500
76	CM	El Paso 594,700

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
77	S	Wilmington, DE 592,000
78	CM	Baton Rouge 570,300
79	CM	Harrisburg-Lebanon-Carlisle 569,800
80	S	Stockton 561,100
81	CM	Gainesville-Ocala 560,700
82	CM	Monterey-Salinas-Santa Cruz 556,200
83	CM	Syracuse 550,800
84	CM	Charleston, SC 542,700
85	CM	Little Rock 542,000
86	S	Daytona Beach 538,900
87	CM	Greenville-New Bern-Jacksonville 528,900
88	CM	Springfield, MA 525,800
89	CM	Columbia, SC 519,500
90	CM	Des Moines 516,400
91	CM	Toledo 511,400
92	CM	Spokane 510,000
93	S	Lakeland-Winter Haven 501,400
94	CM	Colorado Springs 498,800
95	S	Ft. Pierce-Stuart-Vero Beach 491,500
96	CM	Mobile 489,300
97	S	Melbourne-Titusville-Cocoa 485,600
98	CM	Madison 477,300
99	CM	Wichita 475,100
100	S	Boise 472,700
		TOTAL 51-100 32,479,200
		TOTAL 1-100 170,016,300

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

* Monmouth County (population 547,100) is included in the Monmouth-Ocean and the New York Metro definitions. The population estimates for these markets are not duplicated in the cumulative population totals.

Metro Survey Area Rankings and Population *(continued)*

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
101	S	Visalia-Tulare-Hanford _____ 468,200
102	CM	Johnson City-Kingsport-Bristol _____ 462,500
103	CM	York _____ 456,600
104	S	Lexington-Fayette _____ 454,800
105	S	Lafayette, LA _____ 452,600
106	CM	Chattanooga _____ 444,900
107	S	Ft. Wayne _____ 435,100
108	CM	Huntsville _____ 435,000
109	S	Modesto _____ 428,400
110	S	Augusta, GA _____ 428,100
111	S	Roanoke-Lynchburg _____ 422,700
112	S	Lancaster _____ 421,100
113	S	New Haven _____ 418,800
114	S	Worcester _____ 416,600
115	C	Morristown, NJ* _____ (415,300)
116	S	Portsmouth-Dover-Rochester _____ 414,500
117	S	Victor Valley _____ 412,900
118	S	Oxnard-Ventura _____ 405,900
119	S	Santa Rosa** _____ (403,900)
120	C	Ft. Collins-Greeley, CO _____ 403,600
121	CM	Jackson, MS _____ 397,600
122	S	Reno _____ 393,800
123	S	Bridgeport _____ 393,400
124	S	Pensacola _____ 389,900
125	CM	Lansing-East Lansing _____ 389,200
126	S	Youngstown-Warren _____ 387,500

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
127	S	Flint _____ 360,300
128	S	Fayetteville, NC _____ 354,300
129	S	Canton _____ 347,800
130	C	Reading, PA _____ 346,800
131	S	Palm Springs _____ 346,400
132	C	Fayetteville (North West Arkansas) _____ 340,600
133	CM	Shreveport _____ 338,000
134	S	Saginaw-Bay City-Midland _____ 331,100
135	S	Appleton-Oshkosh _____ 326,800
136	S	Springfield, MO _____ 325,400
137	S	Corpus Christi _____ 319,600
138	S	Burlington-Plattsburgh _____ 318,300
139	C	Newburgh-Middletown, NY (Mid Hudson Valley) _____ 318,100
140	C	Beaumont-Port Arthur, TX _____ 316,600
141	S	Atlantic City-Cape May _____ 315,200
142	S	Trenton _____ 312,700
143	S	Salisbury-Ocean City _____ 311,300
144	S	Tyler-Longview _____ 306,500
145	C	Flagstaff-Prescott, AZ _____ 306,200
146	S	Quad Cities (Davenport-Rock Island-Moline) _____ 303,800
147	S	Eugene-Springfield _____ 303,100
148	S	Ann Arbor _____ 303,000
149	S	Rockford _____ 301,500
150	C	Stamford-Norwalk, CT*** _____ (300,600)

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

* The Morristown Metro is embedded in the New York Metro.

** The Santa Rosa Metro is embedded in the San Francisco Metro.

*** The Stamford-Norwalk Metro is embedded in the New York Metro.

The population estimates for these markets are not duplicated in the cumulative population totals.

Metro Survey Area Rankings and Population *(continued)*

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
151	S	Fredericksburg* _____ (299,500)
152	S	Peoria _____ 299,000
153	S	Montgomery _____ 298,400
154	C	Killeen-Temple, TX _____ 292,200
155	S	Biloxi-Gulfport-Pascagoula _____ 291,800
156	S	Macon _____ 284,300
157	S	Savannah _____ 280,300
158	C	Myrtle Beach, SC _____ 278,600
159	S	Asheville _____ 267,200
160	S	Huntington-Ashland _____ 267,000
161	S	Wilmington, NC _____ 259,900
162	S	Tallahassee _____ 259,100
163	S	Evansville _____ 258,300
164	S	Utica-Rome _____ 254,900
165	C	Poughkeepsie, NY _____ 253,600
166	C	Hagerstown-Chambersburg-Waynesboro, MD-PA _____ 250,000
167	S	Portland, ME _____ 239,300
168	C	Wausau-Stevens Point, WI (Central WI) _____ 237,700
169	S	Erie _____ 237,400
170	S	Concord (Lakes Region) _____ 237,300
171	S	Anchorage _____ 236,900
172	S	Lincoln _____ 234,300
173	C	San Luis Obispo, CA _____ 233,600
174	C	New London, CT _____ 229,700
175	C	Ft. Smith, AR _____ 228,000

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
176	C	Wenatchee, WA _____ 227,900
177	C	Morgantown-Clarksburg-Fairmont, WV _____ 226,700
178	S	South Bend _____ 221,600
179	C	New Bedford-Fall River, MA** _____ (221,400)
180	C	Merced, CA _____ 218,900
181	S	Lubbock _____ 216,400
182	S	Binghamton _____ 213,800
183	S	Lebanon-Rutland-White River Junction _____ 212,300
184	C	Odessa-Midland, TX _____ 211,700
185	S	Charleston, WV _____ 210,200
186	S	Kalamazoo _____ 208,800
187	S	Green Bay _____ 206,300
188	S	Columbus, GA _____ 204,900
189	C	Tupelo, MS _____ 200,600
190	C	Dothan, AL _____ 199,400
191	S	Manchester*** _____ (198,200)
192	C	Traverse City-Petoskey, MI _____ 197,100
193	C	Cape Cod, MA _____ 196,800
194	C	Amarillo, TX _____ 195,300
195	C	Clarksville-Hopkinsville, TN-KY _____ 193,500
196	C	Tri-Cities, WA (Richland-Kennewick-Pasco) _____ 193,100
197	S	Topeka _____ 193,000
198	C	Frederick, MD**** _____ (192,000)
199	C	Waco, TX _____ 191,000
200	C	Chico, CA _____ 190,800

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

* Stafford County (population 104,000) is included in the Fredericksburg and Washington, DC, Metro definitions.

** The New Bedford-Fall River Metro is embedded in the Providence-Warwick-Pawtucket Metro.

*** The M-Split portion of Rockingham County (population 50,500) is included in the Manchester and Portsmouth-Dover-Rochester Metro definitions.

**** The Frederick Metro is embedded in the Washington, DC, Metro.

The population estimates for these markets are not duplicated in the cumulative population totals.

Metro Survey Area Rankings and Population *(continued)*

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
201	C	Danbury, CT _____ 190,000
202	C	Rocky Mount-Wilson, NC _____ 188,300
203	C	Salina-Manhattan, KS _____ 188,200
204	C	Yakima, WA _____ 187,600
205	C	Bend, OR _____ 182,300
206	C	Laredo, TX _____ 179,200
207	C	Bowling Green, KY _____ 177,000
208	C	Medford-Ashland, OR _____ 176,900
209	S	Terre Haute _____ 175,100
210	S	Cedar Rapids _____ 174,900
211	S	Duluth-Superior _____ 174,500
212	C	Santa Maria-Lompoc, CA _____ 174,400
213	C	Hilton Head, SC _____ 172,100
213	S	Santa Barbara _____ 172,100
215	C	Muncie-Marion, IN _____ 168,800
216	C	St. Cloud, MN _____ 167,900
217	C	Florence, SC _____ 167,200
218	S	Fargo-Moorhead _____ 167,000
219	C	Sunbury-Selinsgrove-Lewisburg, PA _____ 166,300
220	C	Champaign, IL _____ 166,000
221	C	Winchester, VA _____ 165,700
222	C	Las Cruces, NM _____ 165,400
223	S	Bangor _____ 164,100
224	C	Olean, NY _____ 163,000
225	C	Laurel-Hattiesburg, MS _____ 162,300
226	C	Alexandria, LA _____ 161,700

RANK	SURVEY TYPE	METRO PERSONS 12+ ESTIMATED POPULATION
227	C	Ft. Walton Beach, FL _____ 159,400
228	C	Elmira-Corning, NY _____ 158,400
229	C	La Crosse, WI _____ 157,600
230	C	Redding, CA _____ 157,200
231	C	Charlottesville, VA _____ 156,500
232	C	Lake Charles, LA _____ 154,200
233	C	Tuscaloosa, AL _____ 153,700
234	C	Rochester, MN _____ 152,900
235	C	Bryan-College Station, TX _____ 147,000
236	C	Muskegon, MI _____ 146,800
237	C	Joplin, MO _____ 144,700
238	C	Twin Falls (Sun Valley), ID _____ 144,600
239	C	Panama City, FL _____ 142,500
240	S	Lafayette, IN _____ 142,100
241	S	Bloomington _____ 141,600
242	C	Marion-Carbondale (Southern IL) _____ 141,400
243	C	Dubuque, IA _____ 141,300
244	C	Eau Claire, WI _____ 137,800
245	C	Pittsburg, KS (Southeast Kansas) _____ 134,200
246	C	Abilene, TX _____ 133,600
247	S	Pueblo _____ 133,200
248	C	Columbia, MO _____ 132,700
249	C	LaSalle-Peru, IL _____ 131,600
250	C	Sussex, NJ _____ 130,800
251	C	State College, PA _____ 130,500
252	S	Waterloo-Cedar Falls _____ 129,000

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

Metro Survey Area Rankings and Population *(continued)*

SURVEY		METRO PERSONS 12+ ESTIMATED POPULATION
RANK	TYPE	
253	C	Lufkin-Nacogdoches, TX _____ 128,800
254	C	Lima, OH _____ 126,600
254	C	Parkersburg-Marietta, WV-OH _____ 126,600
256	S	Wheeling _____ 126,000
257	C	Florence-Muscle Shoals, AL _____ 124,100
257	C	Monroe, LA _____ 124,100
259	C	Grand Junction, CO _____ 123,000
260	C	Billings, MT _____ 119,900
261	C	Kalispell-Flathead Valley, MT _____ 117,400
262	S	Hamptons-Riverhead* _____ (116,400)
263	C	Texarkana, TX-AR _____ 115,200
264	C	Battle Creek, MI _____ 114,400
265	C	Wichita Falls, TX _____ 114,300
266	C	Grand Island-Kearney, NE _____ 112,200
267	C	Valdosta, GA _____ 109,600
268	S	Altoona _____ 107,800
268	S	Montpelier-Barre-St. Johnsbury _____ 107,800
270	C	Albany, GA _____ 107,600
271	C	Augusta-Waterville, ME _____ 105,800
272	C	Harrisonburg, VA _____ 104,200
273	C	Columbus-Starkville-West Point, MS _____ 103,300
274	C	Mankato-New Ulm-St. Peter, MN _____ 101,900
275	C	Rapid City, SD _____ 100,800
276	C	Williamsport, PA _____ 100,700
277	C	Elkins-Buckhannon-Weston, WV _____ 100,000
278	C	Sioux City, IA _____ 99,300

SURVEY		METRO PERSONS 12+ ESTIMATED POPULATION
RANK	TYPE	
279	C	Watertown, NY _____ 99,100
280	C	Sheboygan, WI _____ 98,900
281	C	Lawton, OK _____ 91,900
282	C	Decatur, IL _____ 91,800
283	C	Lewiston-Auburn, ME _____ 91,600
283	C	Ithaca, NY _____ 91,600
285	C	Bismarck, ND _____ 90,600
286	C	Bluefield, WV _____ 90,300
287	C	Sebring, FL _____ 88,800
288	C	Cookeville, TN _____ 88,500
289	C	San Angelo, TX _____ 87,600
290	C	Hot Springs, AR _____ 84,600
291	C	Grand Forks, ND-MN _____ 83,800
292	C	Jackson, TN _____ 81,400
293	C	Jonesboro, AR _____ 78,200
294	C	Cheyenne, WY _____ 72,900
295	C	Beckley, WV _____ 68,900
296	C	Mason City, IA _____ 67,600
297	C	Clovis, NM _____ 65,500
298	C	Brunswick, GA _____ 64,400
299	C	Meridian, MS _____ 63,200
300	C	Casper, WY _____ 61,600
		TOTAL 101-300 41,526,700
		TOTAL 1-300 211,543,000

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

* The Hamptons-Riverhead Metro is embedded in the Nassau-Suffolk (Long Island) and New York Metros. The population estimate for this market is not duplicated in the cumulative population totals.

Total Survey Area Population

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Abilene, TX _____	262,800
CM	Akron _____	1,318,000
C	Albany, GA _____	494,900
CM	Albany-Schenectady-Troy _____	1,360,000
CM	Albuquerque _____	1,063,800
C	Alexandria, LA _____	408,000
CM	Allentown-Bethlehem _____	976,400
S	Altoona _____	518,300
C	Amarillo, TX _____	338,100
S	Anchorage _____	355,500
S	Ann Arbor _____	303,000
S	Appleton-Oshkosh _____	879,200
S	Asheville _____	503,600
S	Atlantic City-Cape May _____	552,000
S	Augusta, GA _____	605,100
C	Augusta-Waterville, ME _____	430,400
CM	Austin _____	2,060,000
CM	Bakersfield _____	596,900
CM	Baltimore _____	3,025,000
S	Bangor _____	335,800
CM	Baton Rouge _____	1,483,400
C	Battle Creek, MI _____	114,400
C	Beaumont-Port Arthur, TX _____	559,200
C	Beckley, WV _____	276,800
C	Bend, OR _____	182,300

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Billings, MT _____	198,900
S	Biloxi-Gulfport-Pascagoula _____	501,900
S	Binghamton _____	575,900
CM	Birmingham _____	1,746,000
C	Bismarck, ND _____	202,500
S	Bloomington _____	247,000
C	Bluefield, WV _____	210,300
S	Boise _____	704,500
C	Bowling Green, KY _____	288,500
S	Bridgeport _____	393,400
C	Brunswick, GA _____	198,100
C	Bryan-College Station, TX _____	250,300
CM	Buffalo-Niagara Falls _____	1,315,100
S	Burlington-Plattsburgh _____	511,800
S	Canton _____	438,400
C	Cape Cod, MA _____	219,600
C	Casper, WY _____	144,500
S	Cedar Rapids _____	632,000
C	Champaign, IL _____	488,400
CM	Charleston, SC _____	760,900
S	Charleston, WV _____	525,000
CM	Charlotte-Gastonia-Rock Hill _____	2,728,800
C	Charlottesville, VA _____	354,900
CM	Chattanooga _____	1,077,800
C	Cheyenne, WY _____	122,600

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Chico, CA _____	437,000
CM	Cincinnati _____	2,547,900
C	Clarksville-Hopkinsville, TN-KY _____	245,400
CM	Cleveland _____	3,209,500
C	Clovis, NM _____	78,700
CM	Colorado Springs _____	787,200
C	Columbia, MO _____	601,700
CM	Columbia, SC _____	887,000
S	Columbus, GA _____	572,000
CM	Columbus, OH _____	2,212,800
C	Columbus-Starkville-West Point, MS _____	219,700
S	Concord (Lakes Region) _____	293,300
C	Cookeville, TN _____	296,300
S	Corpus Christi _____	465,700
C	Danbury, CT _____	190,000
CM	Dayton _____	1,753,400
S	Daytona Beach _____	538,900
C	Decatur, IL _____	180,500
CM	Denver-Boulder _____	3,517,600
CM	Des Moines _____	986,300
C	Dothan, AL _____	498,000
C	Dubuque, IA _____	217,000
S	Duluth-Superior _____	362,800
C	Eau Claire, WI _____	360,700
CM	El Paso _____	838,200

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Elkins-Buckhannon-Weston, WV _____	221,900
C	Elmira-Corning, NY _____	277,100
S	Erie _____	434,400
S	Eugene-Springfield _____	661,500
S	Evansville _____	706,100
S	Fargo-Moorhead _____	442,300
C	Fayetteville (North West Arkansas) _____	487,700
S	Fayetteville, NC _____	880,600
C	Flagstaff-Prescott, AZ _____	444,400
S	Flint _____	638,300
C	Florence, SC _____	511,100
C	Florence-Muscle Shoals, AL _____	266,600
C	Frederick, MD _____	318,600
S	Fredericksburg _____	395,200
CM	Fresno _____	1,552,700
C	Ft. Collins-Greeley, CO _____	403,600
S	Ft. Myers-Naples-Marco Island _____	1,180,000
S	Ft. Pierce-Stuart-Vero Beach _____	525,100
C	Ft. Smith, AR _____	520,800
C	Ft. Walton Beach, FL _____	209,200
S	Ft. Wayne _____	850,500
CM	Gainesville-Ocala _____	985,300
C	Grand Forks, ND-MN _____	150,800
C	Grand Island-Kearney, NE _____	223,100
C	Grand Junction, CO _____	279,500

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM	Grand Rapids _____	1,608,500
S	Green Bay _____	805,000
CM	Greensboro-Winston-Salem-High Point _____	2,405,000
CM	Greenville-New Bern-Jacksonville _____	1,016,000
CM	Greenville-Spartanburg _____	1,956,500
C	Hagerstown-Chambersburg-Waynesboro, MD-PA _____	409,700
S	Hamptons-Riverhead _____	116,400
CM	Harrisburg-Lebanon-Carlisle _____	1,597,200
C	Harrisonburg, VA _____	302,600
CM	Hartford-New Britain-Middletown _____	2,776,000
C	Hilton Head, SC _____	191,100
CM	Honolulu _____	948,100
C	Hot Springs, AR _____	149,800
S	Huntington-Ashland _____	588,300
CM	Huntsville _____	1,008,700
CM	Indianapolis _____	2,235,300
C	Ithaca, NY _____	150,300
CM	Jackson, MS _____	799,400
C	Jackson, TN _____	490,400
CM	Jacksonville _____	1,578,000
CM	Johnson City-Kingsport-Bristol _____	824,300
C	Jonesboro, AR _____	332,200
C	Joplin, MO _____	405,700
S	Kalamazoo _____	665,500
C	Kalispell-Flathead Valley, MT _____	127,200

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM	Kansas City _____	2,317,500
C	Killeen-Temple, TX _____	346,400
CM	Knoxville _____	1,370,800
C	La Crosse, WI _____	198,500
S	Lafayette, IN _____	351,600
S	Lafayette, LA _____	633,400
C	Lake Charles, LA _____	250,100
S	Lakeland-Winter Haven _____	613,200
S	Lancaster _____	900,300
CM	Lansing-East Lansing _____	833,200
C	Laredo, TX _____	199,300
C	Las Cruces, NM _____	176,200
CM	Las Vegas _____	1,803,000
C	LaSalle-Peru, IL _____	142,700
C	Laurel-Hattiesburg, MS _____	306,800
C	Lawton, OK _____	214,700
S	Lebanon-Rutland-White River Junction _____	314,600
C	Lewiston-Auburn, ME _____	91,600
S	Lexington-Fayette _____	918,700
C	Lima, OH _____	336,200
S	Lincoln _____	404,600
CM	Little Rock _____	1,092,700
CM	Louisville _____	1,409,000
S	Lubbock _____	359,700
C	Lufkin-Nacogdoches, TX _____	249,900

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S	Macon _____	599,000
CM	Madison _____	1,044,800
S	Manchester _____	307,100
C	Mankato-New Ulm-St. Peter, MN _____	217,300
C	Marion-Carbondale (Southern IL) _____	270,200
C	Mason City, IA _____	143,500
S	McAllen-Brownsville-Harlingen _____	954,400
C	Medford-Ashland, OR _____	289,100
S	Melbourne-Titusville-Cocoa _____	485,600
CM	Memphis _____	1,643,000
C	Merced, CA _____	218,900
C	Meridian, MS _____	227,700
CM	Milwaukee-Racine _____	1,865,700
CM	Mobile _____	1,117,900
S	Modesto _____	1,301,500
S	Monmouth-Ocean _____	1,033,700
C	Monroe, LA _____	405,700
CM	Monterey-Salinas-Santa Cruz _____	601,800
S	Montgomery _____	762,000
S	Montpelier-Barre-St. Johnsbury _____	286,700
C	Morgantown-Clarksburg-Fairmont, WV _____	396,500
C	Morristown, NJ _____	415,300
C	Muncie-Marion, IN _____	190,600
C	Muskegon, MI _____	211,700
C	Myrtle Beach, SC _____	473,700

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM	Nashville _____	2,263,000
C	New Bedford-Fall River, MA _____	221,400
S	New Haven _____	770,200
C	New London, CT _____	476,400
CM	New Orleans _____	1,803,100
C	Newburgh-Middletown, NY (Mid Hudson Valley) _____	438,200
CM	Norfolk-Virginia Beach-Newport News _____	1,702,200
C	Odessa-Midland, TX _____	336,500
CM	Oklahoma City _____	1,472,300
C	Olean, NY _____	163,000
CM	Omaha-Council Bluffs _____	1,212,400
CM	Orlando _____	3,751,100
S	Oxnard-Ventura _____	849,200
S	Palm Springs _____	512,200
C	Panama City, FL _____	316,200
C	Parkersburg-Marietta, WV-OH _____	297,900
S	Pensacola _____	763,800
S	Peoria _____	577,000
C	Pittsburg, KS (Southeast Kansas) _____	157,200
CM	Pittsburgh, PA _____	2,922,900
S	Portland, ME _____	858,800
CM	Portland, OR _____	2,604,000
S	Portsmouth-Dover-Rochester _____	538,200
C	Poughkeepsie, NY _____	797,500
CM	Providence-Warwick-Pawtucket _____	1,565,400

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S	Pueblo _____	210,100
CM	Puerto Rico _____	3,327,100
S	Quad Cities (Davenport-Rock Island-Moline) _____	721,400
CM	Raleigh-Durham _____	2,808,500
C	Rapid City, SD _____	231,200
C	Reading, PA _____	346,800
C	Redding, CA _____	262,900
S	Reno _____	659,700
CM	Richmond _____	1,402,500
S	Roanoke-Lynchburg _____	1,070,900
C	Rochester, MN _____	433,600
CM	Rochester, NY _____	1,173,100
S	Rockford _____	646,900
C	Rocky Mount-Wilson, NC _____	452,300
CM	Sacramento _____	2,758,900
S	Saginaw-Bay City-Midland _____	1,169,000
C	Salina-Manhattan, KS _____	214,700
S	Salisbury-Ocean City _____	565,200
CM	Salt Lake City-Ogden-Provo _____	2,044,700
C	San Angelo, TX _____	125,800
CM	San Antonio _____	2,079,100
C	San Luis Obispo, CA _____	408,000
S	Santa Barbara _____	346,500
C	Santa Maria-Lompoc, CA _____	174,400
S	Santa Rosa _____	460,400

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S	Sarasota-Bradenton _____	801,500
S	Savannah _____	855,800
C	Sebring, FL _____	88,800
C	Sheboygan, WI _____	98,900
CM	Shreveport _____	914,000
C	Sioux City, IA _____	278,000
S	South Bend _____	888,500
CM	Spokane _____	750,600
CM	Springfield, MA _____	720,900
S	Springfield, MO _____	671,900
C	St. Cloud, MN _____	504,800
CM	St. Louis _____	2,749,900
C	Stamford-Norwalk, CT _____	300,600
C	State College, PA _____	314,000
S	Stockton _____	561,100
C	Sunbury-Selinsgrove-Lewisburg, PA _____	243,300
C	Sussex, NJ _____	184,600
CM	Syracuse _____	987,100
S	Tallahassee _____	504,000
CM	Tampa-St. Petersburg-Clearwater _____	4,010,500
S	Terre Haute _____	347,900
C	Texarkana, TX-AR _____	287,500
CM	Toledo _____	970,800
S	Topeka _____	527,100
C	Traverse City-Petoskey, MI _____	479,800

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

Total Survey Area Population *(continued)*

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S	Trenton _____	424,700
C	Tri-Cities, WA (Richland-Kennewick-Pasco) _____	422,300
CM	Tucson _____	1,269,700
CM	Tulsa _____	1,312,100
C	Tupelo, MS _____	466,500
C	Tuscaloosa, AL _____	333,900
C	Twin Falls (Sun Valley), ID _____	144,600
S	Tyler-Longview _____	856,700
S	Utica-Rome _____	398,700
C	Valdosta, GA _____	178,800
S	Victor Valley _____	412,900
S	Visalia-Tulare-Hanford _____	468,200
C	Waco, TX _____	643,700
S	Waterloo-Cedar Falls _____	547,700
C	Watertown, NY _____	217,300
C	Wausau-Stevens Point, WI (Central WI) _____	551,800
C	Wenatchee, WA _____	257,000
CM	West Palm Beach-Boca Raton _____	1,685,300
S	Wheeling _____	278,900
CM	Wichita _____	704,000
C	Wichita Falls, TX _____	334,400
CM	Wilkes Barre-Scranton _____	947,700
C	Williamsport, PA _____	307,300
S	Wilmington, DE _____	724,200
S	Wilmington, NC _____	559,600

SURVEY TYPE	MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Winchester, VA _____	400,300
S	Worcester _____	541,400
C	Yakima, WA _____	215,400
CM	York _____	1,297,500
S	Youngstown-Warren _____	771,000

Survey Type: CM – Continuous Measurement markets, C – Condensed markets, S – Standard markets *Note: Total Survey Areas exist only in Diary markets.*

Top 25 Metro Survey Areas Based on 12+ Black Population

SURVEY TYPE	P12+ METRO RANK	METRO AREA	BLACK METRO PERSONS 12+ ESTIMATED POPULATION
PPM	1	New York	2,664,800
PPM	3	Chicago	1,378,800
PPM	7	Atlanta	1,354,800
PPM	9	Washington, DC	1,140,000
PPM	8	Philadelphia	884,700
PPM	11	Detroit	852,500
PPM	6	Houston-Galveston	810,600
PPM	2	Los Angeles	809,800
PPM	5	Dallas-Ft. Worth	733,400
PPM	12	Miami-Ft. Lauderdale-Hollywood	713,500
CM	22	Baltimore	648,900
CM	49	Memphis	469,400
PPM	4	San Francisco	426,700
CM	42	Norfolk-Virginia Beach-Newport News	424,800
CM	20	St. Louis	418,000
CM	25	Charlotte-Gastonia-Rock Hill	411,400
CM	29	Cleveland	335,500
CM	55	New Orleans	307,200
CM	54	Richmond	278,800
CM	43	Raleigh-Durham	276,500
PPM	10	Boston	260,700
CM	18	Tampa-St. Petersburg-Clearwater	255,400
CM	57	Birmingham	250,500
CM	46	Jacksonville	245,200
CM	34	Orlando	240,900

Top 25 Metro Survey Areas Based on 12+ Hispanic Population

SURVEY TYPE	P12+ METRO RANK	METRO AREA	HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION
PPM	2	Los Angeles	4,494,600
PPM	1	New York	3,267,900
PPM	12	Miami-Ft. Lauderdale-Hollywood	1,682,200
PPM	6	Houston-Galveston	1,499,600
PPM	3	Chicago	1,448,800
PPM	5	Dallas-Ft. Worth	1,310,600
PPM	4	San Francisco	1,234,200
PPM	15	Phoenix	911,300
CM	31	San Antonio	851,100
PPM	26	Riverside-San Bernardino	839,500
S	58	McAllen-Brownsville-Harlingen	753,200
PPM	17	San Diego	713,900
PPM	9	Washington, DC	504,500
CM	76	El Paso	480,600
CM	21	Denver-Boulder	466,000
PPM	7	Atlanta	420,400
CM	33	Las Vegas	409,700
CM	39	Austin	393,000
CM	34	Orlando	381,900
PPM	35	San Jose	356,400
CM	66	Fresno	340,300
CM	18	Tampa-St. Petersburg-Clearwater	332,200
CM	27	Sacramento	301,800
CM	68	Albuquerque	296,900
PPM	19	Nassau-Suffolk (Long Island)	292,800

Survey Type: CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets

Proportionality Indices: Diary Measurement

SURVEY	BLACK	HISPANIC	M18-24
Winter 2005	101	94	76
Winter 2006	96	92	72
Winter 2007	91	85	67
Winter 2008	90	80	63
Spring 2005	96	93	69
Spring 2006	93	90	68
Spring 2007	90	81	62
Spring 2008	90	76	62
Summer 2005	101	94	77
Summer 2006	96	90	75
Summer 2007	93	81	69
Summer 2008	94	73	65
Fall 2005	96	94	65
Fall 2006	92	84	61
Fall 2007	88	81	56
Fall 2008	89	72	55

Response Rates: Diary Measurement

SURVEY	2005	2006	2007	2008
Winter	31.5	30.5	27.8	29.5
Spring	31.7	30.4	29.2	29.6
Summer	28.8	28.7	28.1	28.4
Fall	30.5	30.5	28.3	29.3

2008-2009 Top 100 Television DMA Markets

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
1	New York, NY	17,519,900	7,391,940
2	Los Angeles, CA	14,699,900	5,647,440
3	Chicago, IL	8,092,400	3,469,110
4	Philadelphia, PA	6,648,100	2,939,950
5	Dallas-Ft. Worth, TX	5,704,500	2,435,600
6	San Francisco-Oakland-San Jose, CA	5,921,700	2,419,440
7	Boston, MA (Manchester, NH)	5,350,400	2,393,960
8	Atlanta, GA	5,416,500	2,310,490
9	Washington, DC (Hagerstown, MD)	5,188,400	2,308,290
10	Houston, TX	4,990,200	2,050,550
11	Detroit, MI	4,207,000	1,925,460
12	Phoenix (Prescott), AZ	4,219,300	1,802,550
13	Tampa-St. Petersburg (Sarasota), FL	3,757,800	1,783,910
14	Seattle-Tacoma, WA	4,012,000	1,782,040
15	Minneapolis-St. Paul, MN	3,773,700	1,706,740
16	Miami-Ft. Lauderdale, FL	3,626,500	1,536,020
17	Cleveland-Akron (Canton), OH	3,268,300	1,533,710
18	Denver, CO	3,338,600	1,477,280
19	Orlando-Daytona Beach-Melbourne, FL	3,186,300	1,434,050
20	Sacramento-Stockton-Modesto, CA	3,373,900	1,391,790
21	St. Louis, MO	2,694,800	1,244,370
22	Pittsburgh, PA	2,444,600	1,158,210
23	Portland, OR	2,631,900	1,150,320
24	Baltimore, MD	2,436,700	1,095,490
25	Charlotte, NC	2,428,000	1,085,640

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
26	Indianapolis, IN	2,375,200	1,072,090
27	San Diego, CA	2,536,000	1,051,210
28	Raleigh-Durham (Fayetteville), NC	2,349,000	1,039,890
29	Hartford & New Haven, CT	2,250,200	1,007,490
30	Nashville, TN	2,172,400	966,170
31	Kansas City, MO	1,996,400	927,060
32	Columbus, OH	1,961,100	905,690
33	Cincinnati, OH	1,960,300	904,340
34	Milwaukee, WI	1,916,500	891,010
35	Salt Lake City, UT	2,307,500	874,650
36	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	1,815,900	838,270
37	San Antonio, TX	1,929,500	792,440
38	West Palm Beach-Ft. Pierce, FL	1,642,900	775,340
39	Grand Rapids-Kalamazoo-Battle Creek, MI	1,663,000	739,640
40	Birmingham (Anniston and Tuscaloosa), AL	1,559,200	730,430
41	Harrisburg-Lancaster-Lebanon-York, PA	1,630,800	723,620
42	Norfolk-Portsmouth-Newport News, VA	1,598,300	717,440
43	Las Vegas, NV	1,631,700	707,470
44	Albuquerque-Santa Fe, NM	1,542,600	677,740
45	Oklahoma City, OK	1,462,000	676,850
46	Greensboro-High Point-Winston Salem, NC	1,448,700	671,980
47	Memphis, TN	1,475,300	667,890
48	Louisville, KY	1,398,600	657,180
49	Jacksonville, FL	1,474,000	655,470

2008-2009 Top 100 Television DMA Markets *(continued)*

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
50	Buffalo, NY	1,367,000	636,700
51	Austin, TX	1,504,200	635,860
52	Providence, RI-New Bedford, MA	1,368,300	626,800
53	New Orleans, LA	1,364,800	600,150
54	Wilkes Barre-Scranton, PA	1,307,800	592,310
55	Fresno-Visalia, CA	1,552,700	568,730
56	Albany-Schenectady-Troy, NY	1,194,500	553,790
57	Little Rock-Pine Bluff, AR	1,202,800	552,400
58	Knoxville, TN	1,136,500	534,410
59	Richmond-Petersburg, VA	1,212,400	526,760
60	Tulsa, OK	1,128,600	519,820
61	Mobile, AL-Pensacola (Ft Walton Beach), FL	1,166,500	517,410
62	Dayton, OH	1,014,800	511,220
63	Ft. Myers-Naples, FL	1,053,900	491,760
64	Lexington, KY	1,056,800	490,530
65	Charleston-Huntington, WV	988,900	476,680
66	Flint-Saginaw-Bay City, MI	1,003,000	469,980
67	Roanoke-Lynchburg, VA	975,300	451,580
68	Tucson (Sierra Vista), AZ	987,300	446,550
69	Wichita-Hutchinson, KS Plus	971,000	446,520
70	Green Bay-Appleton, WI	950,800	439,940
71	Des Moines-Ames, IA	913,500	425,760
72	Toledo, OH	904,600	424,670
73	Honolulu, HI	1,093,600	424,010
74	Springfield, MO	894,500	410,930
75	Omaha, NE	873,300	407,700
76	Portland-Auburn, ME	858,800	407,560
77	Spokane, WA	927,500	403,820

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
78	Rochester, NY	867,700	392,420
79	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	828,900	390,130
80	Syracuse, NY	858,400	386,380
81	Columbia, SC	854,900	384,060
82	Shreveport, LA	838,800	383,610
83	Huntsville-Decatur (Florence), AL	818,000	382,790
84	Champaign & Springfield-Decatur, IL	818,400	378,870
85	Madison, WI	804,300	372,990
86	Chattanooga, TN	778,300	353,680
87	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	734,900	339,480
88	Harlingen-Weslaco-Brownsville-McAllen, TX	933,300	338,550
89	South Bend-Elkhart, IN	743,100	337,870
90	Jackson, MS	754,500	334,200
91	Tri-Cities, TN-VA	689,100	328,970
92	Burlington, VT-Plattsburgh, NY	736,300	328,050
93	Colorado Springs-Pueblo, CO	752,100	326,380
94	Baton Rouge, LA	739,200	317,550
95	Waco-Temple-Bryan, TX	766,900	315,900
96	Davenport, IA-Rock Island-Moline, IL	653,500	308,950
97	Savannah, GA	709,100	306,680
98	El Paso, TX (Las Cruces, NM)	764,900	302,470
99	Johnstown-Altoona, PA	658,400	295,180
100	Charleston, SC	657,600	294,230