



Market Survey Schedule & Population Rankings

Radio • Spring 2007

2007-2008 Schedule of Survey Dates: Diary Measurement

Spring 2007	April 5 - June 27	Spring 2008	April 3 - June 25
Summer 2007	June 28 - Sept. 19	Summer 2008	June 26 - Sept. 17
Fall 2007	Sept. 20 - Dec. 12	Fall 2008	Sept. 18 - Dec. 10
Winter 2008	Jan. 10 - April 2		

2007 Schedule of Survey Dates: PPM Measurement

January 2007	Jan. 11 - Feb. 7	August 2007	July 26 - Aug. 22
February 2007	Feb. 8 - March 7	September 2007	Aug. 23 - Sept. 19
March 2007	March 8 - April 4	October 2007	Sept. 20 - Oct. 17
April 2007	April 5 - May 2	November 2007	Oct. 18 - Nov. 14
May 2007	May 3 - May 30	December 2007	Nov. 15 - Dec. 12
June 2007	May 31 - June 27	Holiday 2007	Dec. 13 - Jan. 9
July 2007	June 28 - July 25		

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These population estimates are based upon Census 2000 counts updated and projected to January 1, 2007, 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 2007 market definitions.

2007 Market Survey Schedule: All Markets

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
244	Abilene, TX	2	C	H
74	Akron, OH	4	CM	B
270	Albany, GA	2	C	B
63	Albany-Schenectady-Troy, NY	4	CM	
70	Albuquerque, NM	4	CM	H
221	Alexandria, LA	2	C	B
68	Allentown-Bethlehem, PA	4	CM	
267	Altoona, PA	2	S	
195	Amarillo, TX	2	C	H
171	Anchorage, AK	2	S	
147	Ann Arbor, MI	2	S	B
134	Appleton-Oshkosh, WI	2	S	
159	Asheville, NC	2	S	
300	Aspen, CO	2	C	H
9	Atlanta, GA	4	CM	BH
139	Atlantic City-Cape May, NJ	2	S	BH
109	Augusta, GA	2	S	B
268	Augusta-Waterville, ME	2	C	
42	Austin, TX	4	CM	BH
78	Bakersfield, CA	4	CM	H
21	Baltimore, MD	4	CM	B
220	Bangor, ME	2	S	
77	Baton Rouge, LA	4	CM	B
261	Battle Creek, MI	2	C	B
133	Beaumont-Port Arthur, TX	2	C	B
295	Beckley, WV	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
217	Bend, OR	2	C	
259	Billings, MT	2	C	
144	Biloxi-Gulfport-Pascagoula, MS	2	S	B
181	Binghamton, NY	2	S	
56	Birmingham, AL	4	CM	B
285	Bismarck, ND	2	C	
242	Bloomington, IL	2	S	
283	Bluefield, WV	2	C	
105	Boise, ID	2	S	
11	Boston, MA	4	CM	BH
208	Bowling Green, KY	2	C	
121	Bridgeport, CT	2	S	BH
298	Brunswick, GA	2	C	B
241	Bryan-College Station, TX	2	C	BH
52	Buffalo-Niagara Falls, NY	4	CM	B
138	Burlington-Plattsburgh, VT-NY	2	S	
128	Canton, OH	2	S	
189	Cape Cod, MA	2	C	
299	Casper, WY	2	C	
213	Cedar Rapids, IA	2	S	
222	Champaign, IL	2	C	B
88	Charleston, SC	4	CM	B
182	Charleston, WV	2	S	
33	Charlotte-Gastonia-Rock Hill, NC-SC	4	CM	BH
231	Charlottesville, VA	2	C	B
107	Chattanooga, TN	4	CM	B

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

2007 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
293	Cheyenne, WY	2	C	H
3	Chicago, IL	4	CM	BH
198	Chico, CA	2	C	H
28	Cincinnati, OH	4	CM	B
203	Clarksville-Hopkinsville, TN-KY	2	C	B
26	Cleveland, OH	4	CM	B
97	Colorado Springs, CO	4	CM	H
256	Columbia, MO	2	C	
91	Columbia, SC	4	CM	B
186	Columbus, GA	2	S	B
37	Columbus, OH	4	CM	B
273	Columbus-Starkville-West Point, MS	2	C	B
169	Concord (Lake Regions), NH	2	S	
287	Cookeville, TN	2	C	
136	Corpus Christi, TX	2	S	H
5	Dallas-Ft. Worth, TX	4	CM	BH
196	Danbury, CT	2	C	
59	Dayton, OH	4	CM	B
86	Daytona Beach, FL	2	S	B
281	Decatur, IL	2	C	B
22	Denver-Boulder, CO	4	CM	BH
92	Des Moines, IA	4	CM	
10	Detroit, MI	4	CM	B
193	Dothan, AL	2	C	B
236	Dubuque, IA	2	C	
204	Duluth-Superior, MN-WI	2	S	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
245	Eau Claire, WI	2	C	
76	El Paso, TX	4	CM	H
272	Elkins-Buckhannon-Weston, WV	2	C	
223	Elmira-Corning, NY	2	C	
168	Erie, PA	2	S	
150	Eugene-Springfield, OR	2	S	
162	Evansville, IN	2	S	
223	Fargo-Moorhead, ND-MN	2	S	
135	Fayetteville (North West Arkansas), AR	2	C	H
129	Fayetteville, NC	2	S	B
151	Flagstaff-Prescott, AZ	2	C	H
127	Flint, MI	2	S	B
216	Florence, SC	2	C	B
258	Florence-Muscle Shoals, AL	2	C	B
197	Frederick, MD	2	C	
153	Fredericksburg, VA	4	CM	B
66	Fresno, CA	4	CM	H
124	Ft. Collins-Greeley, CO	2	C	H
62	Ft. Myers-Naples-Marco Island, FL	2	S	H
99	Ft. Pierce-Stuart-Vero Beach, FL	2	S	BH
176	Ft. Smith, AR	2	C	
226	Ft. Walton Beach, FL	2	C	B
106	Ft. Wayne, IN	2	S	
83	Gainesville-Ocala, FL	4	CM	B
289	Grand Forks, ND-MN	2	C	
264	Grand Junction, CO	2	C	H

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

2007 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
67	Grand Rapids, MI	4	CM	
185	Green Bay, WI	2	S	
45	Greensboro-Winston-Salem-High Point, NC	4	CM	BH
89	Greenville-New Bern-Jacksonville, NC	4	CM	B
60	Greenville-Spartanburg, SC	4	CM	B
165	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	C	
260	Hamptons-Riverhead, NY	4	CM	H
79	Harrisburg-Lebanon-Carlisle, PA	4	CM	
277	Harrisonburg, VA	2	C	
50	Hartford-New Britain-Middletown, CT	4	CM	BH
219	Hilton Head, SC	2	C	B
64	Honolulu, HI	4	CM	
290	Hot Springs, AR	2	C	
6	Houston-Galveston, TX	13	PPM	BH
157	Huntington-Ashland, WV-KY	2	S	
113	Huntsville, AL	4	CM	B
40	Indianapolis, IN	4	CM	B
284	Ithaca, NY	2	C	
118	Jackson, MS	4	CM	B
291	Jackson, TN	2	C	B
47	Jacksonville, FL	4	CM	B
101	Johnson City-Kingsport-Bristol, TN-VA	4	CM	
191	Johnstown, PA	2	S	
292	Jonesboro, AR	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
239	Joplin, MO	2	C	
184	Kalamazoo, MI	2	S	B
262	Kalispell-Flathead Valley, MT	2	C	
30	Kansas City, MO-KS	4	CM	BH
156	Killeen-Temple, TX	2	C	BH
71	Knoxville, TN	4	CM	
230	La Crosse, WI	2	C	
246	Lafayette, IN	2	S	
102	Lafayette, LA	2	S	B
229	Lake Charles, LA	2	C	B
96	Lakeland-Winter Haven, FL	2	S	BH
114	Lancaster, PA	2	S	
122	Lansing-East Lansing, MI	4	CM	
205	Laredo, TX	2	C	H
227	Las Cruces, NM	2	C	H
32	Las Vegas, NV	4	CM	BH
247	LaSalle-Peru, IL	2	C	
209	Laurel-Hattiesburg, MS	2	C	B
282	Lawton, OK	2	C	B
179	Lebanon-Rutland-White River Junction, NH-VT	2	S	
280	Lewiston-Auburn, ME	2	C	
104	Lexington-Fayette, KY	2	S	B
251	Lima, OH	2	C	
174	Lincoln, NE	2	S	
85	Little Rock, AR	4	CM	B

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2007 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
2	Los Angeles, CA	4	CM	BH
54	Louisville, KY	4	CM	B
183	Lubbock, TX	2	S	H
253	Lufkin-Nacogdoches, TX	2	C	BH
155	Macon, GA	2	S	B
95	Madison, WI	4	CM	
190	Manchester, NH	2	S	
274	Mankato-New Ulm-St. Peter, MN	2	C	
240	Marion-Carbondale (Southern Illinois), IL	2	C	
296	Mason City, IA	2	C	
58	McAllen-Brownsville-Harlingen, TX	2	S	H
210	Medford-Ashland, OR	2	C	
94	Melbourne-Titusville-Cocoa, FL	2	S	
49	Memphis, TN	4	CM	B
180	Merced, CA	2	C	H
297	Meridian, MS	2	C	B
12	Miami-Ft. Lauderdale-Hollywood, FL	4	CM	BH
39	Middlesex-Somerset-Union, NJ	4	CM	BH
36	Milwaukee-Racine, WI	4	CM	BH
16	Minneapolis-St. Paul, MN	4	CM	B
90	Mobile, AL	4	CM	B
108	Modesto, CA	2	S	H
51	Monmouth-Ocean, NJ	2	S	
257	Monroe, LA	2	C	B
80	Monterey-Salinas-Santa Cruz, CA	4	CM	H
151	Montgomery, AL	2	S	B

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
266	Montpelier-Barre-St. Johnsbury, VT	2	S	
175	Morgantown-Clarksburg-Fairmont, WV	2	C	
112	Morristown, NJ	2	C	
212	Muncie-Marion, IN	2	C	
233	Muskegon, MI	2	C	B
161	Myrtle Beach, SC	2	C	B
44	Nashville, TN	4	CM	B
18	Nassau-Suffolk (Long Island), NY	4	CM	BH
177	New Bedford-Fall River, MA	2	C	
109	New Haven, CT	2	S	B
173	New London, CT	2	C	
57	New Orleans, LA	4	CM	B
1	New York, NY	4	CM	BH
140	Newburgh-Middletown (Mid Hudson Valley), NY	2	C	BH
41	Norfolk-Virginia Beach-Newport News, VA	4	CM	B
187	Odessa-Midland, TX	2	C	H
48	Oklahoma City, OK	4	CM	BH
215	Olean, NY	2	C	
72	Omaha-Council Bluffs, NE-IA	4	CM	
34	Orlando, FL	4	CM	BH
120	Oxnard-Ventura, CA	2	S	H
137	Palm Springs, CA	2	S	H
238	Panama City, FL	2	C	B
250	Parkersburg-Marietta, WV-OH	2	C	

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2007 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
124	Pensacola, FL	2	S	B
149	Peoria, IL	2	S	
7	Philadelphia, PA	13	PPM	BH
15	Phoenix, AZ	4	CM	H
243	Pittsburg, KS (Southeast Kansas)	2	C	
24	Pittsburgh, PA	4	CM	B
167	Portland, ME	2	S	
23	Portland, OR	4	CM	H
116	Portsmouth-Dover-Rochester, NH	2	S	
163	Poughkeepsie, NY	2	C	B
38	Providence-Warwick-Pawtucket, RI	4	CM	H
254	Pueblo, CO	2	S	H
13	Puerto Rico	4	CM	
143	Quad Cities (Davenport-Rock Island-Moline), IA-IL	2	S	
43	Raleigh-Durham, NC	4	CM	BH
276	Rapid City, SD	2	C	
130	Reading, PA	2	C	H
228	Redding, CA	2	C	
123	Reno, NV	2	S	H
55	Richmond, VA	4	CM	B
25	Riverside-San Bernardino, CA	4	CM	BH
115	Roanoke-Lynchburg, VA	2	S	B
232	Rochester, MN	2	C	
53	Rochester, NY	4	CM	B
154	Rockford, IL	2	S	H

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
202	Rocky Mount-Wilson, NC	2	C	B
27	Sacramento, CA	4	CM	BH
131	Saginaw-Bay City-Midland, MI	2	S	B
145	Salisbury-Ocean City, MD	2	S	B
31	Salt Lake City-Ogden-Provo, UT	4	CM	H
286	San Angelo, TX	2	C	H
29	San Antonio, TX	4	CM	BH
17	San Diego, CA	4	CM	BH
4	San Francisco, CA	4	CM	BH
35	San Jose, CA	4	CM	H
172	San Luis Obispo, CA	2	C	H
211	Santa Barbara, CA	2	S	H
237	Santa Fe, NM	2	C	H
207	Santa Maria-Lompoc, CA	2	C	H
119	Santa Rosa, CA	2	S	H
73	Sarasota-Bradenton, FL	2	S	
158	Savannah, GA	2	S	B
14	Seattle-Tacoma, WA	4	CM	BH
288	Sebring, FL	2	S	H
278	Sheboygan, WI	2	C	
132	Shreveport, LA	4	CM	B
275	Sioux City, IA	2	C	H
178	South Bend, IN	2	S	B
93	Spokane, WA	4	CM	
84	Springfield, MA	4	CM	H
142	Springfield, MO	2	S	

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2007 Market Survey Schedule: All Markets *(continued)*

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
218	St. Cloud, MN	2	C	
20	St. Louis, MO	4	CM	B
145	Stamford-Norwalk, CT	2	C	H
255	State College, PA	2	C	
81	Stockton, CA	2	S	H
214	Sunbury-Selinsgrove-Lewisburg, PA	2	C	
248	Sussex, NJ	2	C	
82	Syracuse, NY	4	CM	
164	Tallahassee, FL	2	S	B
19	Tampa-St. Petersburg-Clearwater, FL	4	CM	BH
206	Terre Haute, IN	2	S	
263	Texarkana, TX-AR	2	C	B
294	The Florida Keys, FL	2	C	H
87	Toledo, OH	4	CM	B
194	Topeka, KS	2	S	
192	Traverse City-Petoskey, MI	2	C	
141	Trenton, NJ	2	S	BH
199	Tri-Cities, (Richland-Kennewick-Pasco), WA	2	C	H
61	Tucson, AZ	4	CM	H
65	Tulsa, OK	4	CM	
188	Tupelo, MS	2	C	B
234	Tuscaloosa, AL	2	C	B
235	Twin Falls (Sun Valley), ID	2	C	H
148	Tyler-Longview, TX	2	S	BH
160	Utica-Rome, NY	2	S	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
269	Valdosta, GA	2	C	B
126	Victor Valley, CA	2	S	H
100	Visalia-Tulare-Hanford, CA	2	S	H
201	Waco, TX	2	C	BH
8	Washington, DC	4	CM	BH
252	Waterloo-Cedar Falls, IA	2	S	
279	Watertown, NY	2	C	B
170	Wausau-Stevens Point, (Central Wisconsin), WI	2	C	
46	West Palm Beach-Boca Raton, FL	4	CM	BH
249	Wheeling, WV	2	S	
265	Wichita Falls, TX	2	C	BH
98	Wichita, KS	4	CM	
69	Wilkes Barre-Scranton, PA	4	CM	
271	Williamsport, PA	2	C	
75	Wilmington, DE	2	S	B
166	Wilmington, NC	2	S	B
225	Winchester, VA	2	C	
111	Worcester, MA	2	S	
200	Yakima, WA	2	C	H
103	York, PA	4	CM	
117	Youngstown-Warren, OH	2	S	B

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2007 Market Survey Schedule: PPM Surveyed Markets

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
6	Houston-Galveston, TX	13	PPM	BH
7	Philadelphia, PA	13	PPM	BH

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Ethnic Reports Available via CD Access

Black

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

Hispanic

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

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Metro Survey Area Rankings and Population

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
1	CM	New York, NY _____	15,291,100
2	CM	Los Angeles, CA _____	10,826,600
3	CM	Chicago, IL _____	7,738,000
4	CM	San Francisco, CA _____	5,891,900
5	CM	Dallas-Ft. Worth, TX _____	4,838,600
6	PPM	Houston-Galveston, TX _____	4,469,900
7	PPM	Philadelphia, PA _____	4,360,200
8	CM	Washington, DC _____	4,176,300
9	CM	Atlanta, GA _____	4,085,000
10	CM	Detroit, MI _____	3,888,300
11	CM	Boston, MA _____	3,838,800
12	CM	Miami-Ft. Lauderdale-Hollywood, FL _____	3,533,000
13	CM	Puerto Rico _____	3,296,800
14	CM	Seattle-Tacoma, WA _____	3,257,200
15	CM	Phoenix, AZ _____	3,058,000
16	CM	Minneapolis-St. Paul, MN _____	2,662,100
17	CM	San Diego, CA _____	2,497,000
18	CM	Nassau-Suffolk (Long Island), NY* _____	(2,373,900)
19	CM	Tampa-St. Petersburg-Clearwater, FL _____	2,314,300
20	CM	St. Louis, MO _____	2,282,700
21	CM	Baltimore, MD _____	2,257,900
22	CM	Denver-Boulder, CO _____	2,194,800
23	CM	Portland, OR _____	2,001,600
24	CM	Pittsburgh, PA _____	1,998,800
25	CM	Riverside-San Bernardino, CA _____	1,806,800
		TOTAL 1-25	102,565,700

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
26	CM	Cleveland, OH _____	1,794,200
27	CM	Sacramento, CA _____	1,785,400
28	CM	Cincinnati, OH _____	1,721,200
29	CM	San Antonio, TX _____	1,586,000
30	CM	Kansas City, MO-KS _____	1,575,300
31	CM	Salt Lake City-Ogden-Provo, UT _____	1,554,200
32	CM	Las Vegas, NV _____	1,484,400
33	CM	Charlotte-Gastonia-Rock Hill, NC-SC _____	1,456,600
34	CM	Orlando, FL _____	1,448,600
35	CM	San Jose, CA** _____	(1,436,400)
36	CM	Milwaukee-Racine, WI _____	1,433,300
37	CM	Columbus, OH _____	1,422,700
38	CM	Providence-Warwick-Pawtucket, RI _____	1,393,500
39	CM	Middlesex-Somerset-Union, NJ*** _____	(1,382,800)
40	CM	Indianapolis, IN _____	1,328,100
41	CM	Norfolk-Virginia Beach-Newport News, VA _____	1,327,600
42	CM	Austin, TX _____	1,252,400
43	CM	Raleigh-Durham, NC _____	1,184,200
44	CM	Nashville, TN _____	1,158,800
45	CM	Greensboro-Winston-Salem-High Point, NC _____	1,131,200
46	CM	West Palm Beach-Boca Raton, FL _____	1,116,800
47	CM	Jacksonville, FL _____	1,083,700
48	CM	Oklahoma City, OK _____	1,075,700
49	CM	Memphis, TN _____	1,060,700
50	CM	Hartford-New Britain-Middletown, CT _____	1,047,700
		TOTAL 26-50	31,422,300

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

TOTAL 1-50 133,988,000

* The Nassau-Suffolk 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		METRO PERSONS 12+ ESTIMATED POPULATION
51	S	Monmouth-Ocean, NJ* (1,020,500)
52	CM	Buffalo-Niagara Falls, NY 979,600
53	CM	Rochester, NY 936,000
54	CM	Louisville, KY 930,600
55	CM	Richmond, VA 916,400
56	CM	Birmingham, AL 875,300
57	CM	New Orleans, LA 864,100
58	S	McAllen-Brownsville-Harlingen, TX 838,400
59	CM	Dayton, OH 835,500
60	CM	Greenville-Spartanburg, SC 824,900
61	CM	Tucson, AZ 803,300
62	S	Ft. Myers-Naples-Marco Island, FL 783,100
63	CM	Albany-Schenectady-Troy, NY 778,800
64	CM	Honolulu, HI 768,300
65	CM	Tulsa, OK 732,000
66	CM	Fresno, CA 723,400
67	CM	Grand Rapids, MI 708,400
68	CM	Allentown-Bethlehem, PA 690,600
69	CM	Wilkes Barre-Scranton, PA 684,200
70	CM	Albuquerque, NM 672,000
71	CM	Knoxville, TN 644,100
72	CM	Omaha-Council Bluffs, NE-IA 617,600
73	S	Sarasota-Bradenton, FL 610,100
74	CM	Akron, OH 599,000
75	S	Wilmington, DE 590,300
76	CM	El Paso, TX 580,900

RANK		METRO PERSONS 12+ ESTIMATED POPULATION
77	CM	Baton Rouge, LA 568,700
78	CM	Bakersfield, CA 567,800
79	CM	Harrisburg-Lebanon-Carlisle, PA 560,800
80	CM	Monterey-Salinas-Santa Cruz, CA 556,200
81	S	Stockton, CA 555,500
82	CM	Syracuse, NY 555,100
83	CM	Gainesville-Ocala, FL 530,600
84	CM	Springfield, MA 529,500
85	CM	Little Rock, AR 523,200
86	S	Daytona Beach, FL 518,500
87	CM	Toledo, OH 517,200
88	CM	Charleston, SC 511,500
89	CM	Greenville-New Bern-Jacksonville, NC 504,900
90	CM	Mobile, AL 501,300
91	CM	Columbia, SC 494,600
92	CM	Des Moines, IA 493,600
93	CM	Spokane, WA 491,800
94	S	Melbourne-Titusville-Cocoa, FL 476,400
95	CM	Madison, WI 468,800
96	S	Lakeland-Winter Haven, FL 468,500
97	CM	Colorado Springs, CO 467,900
98	CM	Wichita, KS 466,700
99	S	Ft. Pierce-Stuart-Vero Beach, FL 465,700
100	S	Visalia-Tulare-Hanford, CA 455,700
		TOTAL 51-100 31,719,900
		TOTAL 1-100 165,707,900

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

* Monmouth County (population 538,000) 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		METRO PERSONS 12+ ESTIMATED POPULATION	
101	CM	Johnson City-Kingsport-Bristol, TN-VA _____	455,600
102	S	Lafayette, LA _____	447,200
103	CM	York, PA _____	445,500
104	S	Lexington-Fayette, KY _____	440,200
105	S	Boise, ID _____	435,100
106	S	Ft. Wayne, IN _____	429,100
107	CM	Chattanooga, TN _____	423,600
108	S	Modesto, CA _____	421,800
109	S	New Haven, CT _____	419,200
109	S	Augusta, GA _____	419,200
111	S	Worcester, MA _____	417,100
112	C	Morristown, NJ* _____	(416,500)
113	CM	Huntsville, AL _____	415,900
114	S	Lancaster, PA _____	413,500
115	S	Roanoke-Lynchburg, VA _____	412,300
116	S	Portsmouth-Dover-Rochester, NH _____	412,200
117	S	Youngstown-Warren, OH _____	407,200
118	CM	Jackson, MS _____	405,500
119	S	Santa Rosa, CA** _____	(403,400)
120	S	Oxnard-Ventura, CA _____	402,600
121	S	Bridgeport, CT _____	395,900
122	CM	Lansing-East Lansing, MI _____	389,400
123	S	Reno, NV _____	384,900
124	C	Ft. Collins-Greeley, CO _____	379,800
124	S	Pensacola, FL _____	379,800
126	S	Victor Valley, CA _____	376,600

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
127	S	Flint, MI _____	369,400
128	S	Canton, OH _____	350,100
129	S	Fayetteville, NC _____	348,800
130	C	Reading, PA _____	342,800
131	S	Saginaw-Bay City-Midland, MI _____	339,200
132	CM	Shreveport, LA _____	336,200
133	C	Beaumont-Port Arthur, TX _____	324,500
134	S	Appleton-Oshkosh, WI _____	323,300
135	C	Fayetteville (North West Arkansas), AR _____	319,100
136	S	Corpus Christi, TX _____	319,000
137	S	Palm Springs, CA _____	318,800
138	S	Burlington-Plattsburgh, VT-NY _____	317,200
139	S	Atlantic City-Cape May, NJ _____	317,100
140	C	Newburgh-Middletown (Mid Hudson Valley), NY _____	314,800
141	S	Trenton, NJ _____	312,600
142	S	Springfield, MO _____	307,500
143	S	Quad Cities (Davenport-Rock Island-Moline), IA-IL _____	304,300
144	S	Biloxi-Gulfport-Pascagoula, MS _____	303,400
145	C	Stamford-Norwalk, CT*** _____	(302,000)
145	S	Salisbury-Ocean City, MD _____	302,000
147	S	Ann Arbor, MI _____	297,100
148	S	Tyler-Longview, TX _____	296,800
149	S	Peoria, IL _____	295,800
150	S	Eugene-Springfield, OR _____	294,800

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		METRO PERSONS 12+ ESTIMATED POPULATION	
151	S	Montgomery, AL _____	290,700
151	C	Flagstaff-Prescott, AZ _____	290,700
153	CM	Fredericksburg, VA* _____	(288,400)
154	S	Rockford, IL _____	287,300
155	S	Macon, GA _____	280,100
156	C	Killeen-Temple, TX _____	273,100
157	S	Huntington-Ashland, WV-KY _____	270,300
158	S	Savannah, GA _____	265,300
159	S	Asheville, NC _____	258,800
160	S	Utica-Rome, NY _____	257,600
161	C	Myrtle Beach, SC _____	257,200
162	S	Evansville, IN _____	257,100
163	C	Poughkeepsie, NY _____	255,100
164	S	Tallahassee, FL _____	253,300
165	C	Hagerstown-Chambersburg-Waynesboro, MD-PA _____	243,600
166	S	Wilmington, NC _____	241,800
167	S	Portland, ME _____	240,600
168	S	Erie, PA _____	238,000
169	S	Concord (Lake Regions), NH _____	236,400
170	C	Wausau-Stevens Point, (Central Wisconsin), WI _____	236,000
171	S	Anchorage, AK _____	229,700
172	C	San Luis Obispo, CA _____	229,500
173	C	New London, CT _____	228,600
174	S	Lincoln, NE _____	227,700

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
175	C	Morgantown-Clarksburg-Fairmont, WV _____	224,700
176	C	Ft. Smith, AR _____	224,600
177	C	New Bedford-Fall River, MA** _____	(222,600)
178	S	South Bend, IN _____	220,500
179	S	Lebanon-Rutland-White River Junction, NH-VT _____	215,900
180	C	Merced, CA _____	214,500
181	S	Binghamton, NY _____	214,200
182	S	Charleston, WV _____	213,000
183	S	Lubbock, TX _____	211,600
184	S	Kalamazoo, MI _____	204,500
185	S	Green Bay, WI _____	203,500
186	S	Columbus, GA _____	203,000
187	C	Odessa-Midland, TX _____	202,600
188	C	Tupelo, MS _____	201,500
189	C	Cape Cod, MA _____	201,000
190	S	Manchester, NH*** _____	(198,700)
191	S	Johnstown, PA _____	198,300
192	C	Traverse City-Petoskey, MI _____	197,600
193	C	Dothan, AL _____	196,500
194	S	Topeka, KS _____	194,600
195	C	Amarillo, TX _____	192,600
196	C	Danbury, CT _____	189,400
197	C	Frederick, MD**** _____	(188,500)
198	C	Chico, CA _____	187,700
199	C	Tri-Cities, (Richland-Kennewick-Pasco), WA _	187,500

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

* Stafford County (population 102,400) 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 50,700) 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		METRO PERSONS 12+ ESTIMATED POPULATION	
200	C	Yakima, WA _____	186,900
201	C	Waco, TX _____	186,200
202	C	Rocky Mount-Wilson, NC _____	185,800
203	C	Clarksville-Hopkinsville, TN-KY _____	177,800
204	S	Duluth-Superior, MN-WI _____	175,500
205	C	Laredo, TX _____	174,900
206	S	Terre Haute, IN _____	173,900
207	C	Santa Maria-Lompoc, CA _____	173,100
208	C	Bowling Green, KY _____	172,400
209	C	Laurel-Hattiesburg, MS _____	172,300
210	C	Medford-Ashland, OR _____	171,000
211	S	Santa Barbara, CA _____	170,900
212	C	Muncie-Marion, IN _____	170,500
213	S	Cedar Rapids, IA _____	168,700
214	C	Sunbury-Selinsgrove-Lewisburg, PA _____	167,700
215	C	Olean, NY _____	167,600
216	C	Florence, SC _____	167,200
217	C	Bend, OR _____	166,100
218	C	St. Cloud, MN _____	164,800
219	C	Hilton Head, SC _____	164,500
220	S	Bangor, ME _____	163,500
221	C	Alexandria, LA _____	162,000
222	C	Champaign, IL _____	161,300
223	S	Fargo-Moorhead, ND-MN _____	160,300
223	C	Elmira-Corning, NY _____	160,300
225	C	Winchester, VA _____	159,800

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
226	C	Ft. Walton Beach, FL _____	159,600
227	C	Las Cruces, NM _____	159,200
228	C	Redding, CA _____	158,100
229	C	Lake Charles, LA _____	156,900
230	C	La Crosse, WI _____	155,300
231	C	Charlottesville, VA _____	152,500
232	C	Rochester, MN _____	151,400
233	C	Muskegon, MI _____	148,000
234	C	Tuscaloosa, AL _____	145,500
235	C	Twin Falls (Sun Valley), ID _____	142,700
236	C	Dubuque, IA _____	142,200
237	C	Santa Fe, NM _____	140,700
238	C	Panama City, FL _____	140,600
239	C	Joplin, MO _____	140,500
240	C	Marion-Carbondale (Southern Illinois), IL _____	140,400
241	C	Bryan-College Station, TX _____	138,400
242	S	Bloomington, IL _____	137,000
243	C	Pittsburg, KS (Southeast Kansas) _____	136,300
244	C	Abilene, TX _____	136,100
245	C	Eau Claire, WI _____	135,500
246	S	Lafayette, IN _____	134,100
247	C	LaSalle-Peru, IL _____	131,700
248	C	Sussex, NJ _____	131,500
249	S	Wheeling, WV _____	129,500
250	C	Parkersburg-Marietta, WV-OH _____	128,500
251	C	Lima, OH _____	128,400

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

Metro Survey Area Rankings and Population *(continued)*

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
252	S	Waterloo-Cedar Falls, IA	128,300
253	C	Lufkin-Nacogdoches, TX	127,800
254	S	Pueblo, CO	127,700
255	C	State College, PA	126,400
256	C	Columbia, MO	124,700
257	C	Monroe, LA	123,900
258	C	Florence-Muscle Shoals, AL	122,900
259	C	Billings, MT	118,500
260	CM	Hamptons-Riverhead, NY*	(117,200)
261	C	Battle Creek, MI	116,900
262	C	Kalispell-Flathead Valley, MT	115,500
263	C	Texarkana, TX-AR	114,400
264	C	Grand Junction, CO	113,200
265	C	Wichita Falls, TX	111,400
266	S	Montpelier-Barre-St. Johnsbury, VT	109,300
267	S	Altoona, PA	109,100
268	C	Augusta-Waterville, ME	106,800
269	C	Valdosta, GA	105,600
270	C	Albany, GA	104,700
271	C	Williamsport, PA	102,600
272	C	Elkins-Buckhannon-Weston, WV	101,900
273	C	Columbus-Starkville-West Point, MS	101,700
274	C	Mankato-New Ulm-St. Peter, MN	100,900
275	C	Sioux City, IA	100,300
276	C	Rapid City, SD	99,500
277	C	Harrisonburg, VA	99,300

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
278	C	Sheboygan, WI	99,000
279	C	Watertown, NY	98,300
280	C	Lewiston-Auburn, ME	94,100
281	C	Decatur, IL	92,200
282	C	Lawton, OK	91,800
283	C	Bluefield, WV	91,700
284	C	Ithaca, NY	90,100
285	C	Bismarck, ND	87,500
286	C	San Angelo, TX	86,000
287	C	Cookeville, TN	85,700
288	S	Sebring, FL	84,400
289	C	Grand Forks, ND-MN	83,300
290	C	Hot Springs, AR	82,600
291	C	Jackson, TN	80,200
292	C	Jonesboro, AR	74,200
293	C	Cheyenne, WY	72,500
294	C	The Florida Keys, FL	69,900
295	C	Beckley, WV	69,000
296	C	Mason City, IA	68,700
297	C	Meridian, MS	66,600
298	C	Brunswick, GA	61,400
299	C	Casper, WY	60,300
300	C	Aspen, CO	55,800
		TOTAL 101-300	40,749,800
		TOTAL 1-300	206,457,700

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

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C Abilene, TX _____	266,500
CM Akron, OH _____	1,320,900
C Albany, GA _____	490,900
CM Albany-Schenectady-Troy, NY _____	1,360,300
CM Albuquerque, NM _____	1,054,200
C Alexandria, LA _____	410,500
CM Allentown-Bethlehem, PA _____	965,800
S Altoona, PA _____	520,700
C Amarillo, TX _____	336,900
S Anchorage, AK _____	340,900
S Ann Arbor, MI _____	297,100
S Appleton-Oshkosh, WI _____	899,400
S Asheville, NC _____	487,200
C Aspen, CO _____	96,700
CM Atlanta, GA _____	5,399,000
S Atlantic City-Cape May, NJ _____	547,700
S Augusta, GA _____	606,600
C Augusta-Waterville, ME _____	436,300
CM Austin, TX _____	1,893,400
CM Bakersfield, CA _____	567,800
CM Baltimore, MD _____	2,993,900
S Bangor, ME _____	364,700
CM Baton Rouge, LA _____	1,442,000
C Battle Creek, MI _____	116,900
C Beaumont-Port Arthur, TX _____	571,700

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C Beckley, WV _____	281,800
C Bend, OR _____	166,100
C Billings, MT _____	198,400
S Biloxi-Gulfport-Pascagoula, MS _____	523,300
S Binghamton, NY _____	584,500
CM Birmingham, AL _____	1,842,900
C Bismarck, ND _____	204,600
S Bloomington, IL _____	243,300
C Bluefield, WV _____	216,000
S Boise, ID _____	690,300
CM Boston, MA _____	6,574,200
C Bowling Green, KY _____	284,200
S Bridgeport, CT _____	395,900
C Brunswick, GA _____	188,200
C Bryan-College Station, TX _____	241,800
CM Buffalo-Niagara Falls, NY _____	1,336,200
S Burlington-Plattsburgh, VT-NY _____	513,000
S Canton, OH _____	441,900
C Cape Cod, MA _____	223,600
C Casper, WY _____	141,900
S Cedar Rapids, IA _____	654,700
C Champaign, IL _____	486,700
CM Charleston, SC _____	733,300
S Charleston, WV _____	532,000
CM Charlotte-Gastonia-Rock Hill, NC-SC _____	3,013,000

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

Total Survey Area Population *(continued)*

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Charlottesville, VA _____ 343,800
CM	Chattanooga, TN _____ 1,078,500
C	Cheyenne, WY _____ 121,700
CM	Chicago, IL _____ 9,237,800
C	Chico, CA _____ 426,800
CM	Cincinnati, OH _____ 2,521,500
C	Clarksville-Hopkinsville, TN-KY _____ 229,500
CM	Cleveland, OH _____ 3,310,600
CM	Colorado Springs, CO _____ 787,000
C	Columbia, MO _____ 595,500
CM	Columbia, SC _____ 866,600
S	Columbus, GA _____ 554,500
CM	Columbus, OH _____ 2,157,400
C	Columbus-Starkville-West Point, MS _____ 222,200
S	Concord (Lake Regions), NH _____ 420,700
C	Cookeville, TN _____ 292,400
S	Corpus Christi, TX _____ 474,500
CM	Dallas-Ft. Worth, TX _____ 6,272,900
C	Danbury, CT _____ 189,400
CM	Dayton, OH _____ 1,758,500
S	Daytona Beach, FL _____ 518,500
C	Decatur, IL _____ 182,600
CM	Denver-Boulder, CO _____ 3,389,000
CM	Des Moines, IA _____ 990,000
CM	Detroit, MI _____ 5,192,900

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Dothan, AL _____ 491,400
C	Dubuque, IA _____ 220,000
S	Duluth-Superior, MN-WI _____ 396,600
C	Eau Claire, WI _____ 359,600
CM	El Paso, TX _____ 820,400
C	Elkins-Buckhannon-Weston, WV _____ 225,400
C	Elmira-Corning, NY _____ 282,000
S	Erie, PA _____ 438,200
S	Eugene-Springfield, OR _____ 647,100
S	Evansville, IN _____ 714,800
S	Fargo-Moorhead, ND-MN _____ 450,800
C	Fayetteville (North West Arkansas), AR _____ 464,700
S	Fayetteville, NC _____ 863,900
C	Flagstaff-Prescott, AZ _____ 423,900
S	Flint, MI _____ 737,000
C	Florence, SC _____ 513,600
C	Florence-Muscle Shoals, AL _____ 267,000
C	Frederick, MD _____ 188,500
CM	Fredericksburg, VA _____ 378,300
CM	Fresno, CA _____ 1,514,000
C	Ft. Collins-Greeley, CO _____ 379,800
S	Ft. Myers-Naples-Marco Island, FL _____ 997,200
S	Ft. Pierce-Stuart-Vero Beach, FL _____ 498,800
C	Ft. Smith, AR _____ 517,500
C	Ft. Walton Beach, FL _____ 207,800

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

Total Survey Area Population *(continued)*

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S Ft. Wayne, IN _____	849,200
CM Gainesville-Ocala, FL _____	930,800
C Grand Forks, ND-MN _____	153,700
C Grand Junction, CO _____	259,100
CM Grand Rapids, MI _____	1,625,800
S Green Bay, WI _____	821,300
CM Greensboro-Winston-Salem-High Point, NC ____	2,365,300
CM Greenville-New Bern-Jacksonville, NC _____	1,145,900
CM Greenville-Spartanburg, SC _____	1,933,700
C Hagerstown-Chambersburg-Waynesboro, MD-PA	397,600
CM Hamptons-Riverhead, NY _____	117,200
CM Harrisburg-Lebanon-Carlisle, PA _____	1,602,400
C Harrisonburg, VA _____	293,900
CM Hartford-New Britain-Middletown, CT _____	2,774,000
C Hilton Head, SC _____	183,800
CM Honolulu, HI _____	945,600
C Hot Springs, AR _____	146,800
PPM Houston-Galveston, TX _____	5,287,200
S Huntington-Ashland, WV-KY _____	595,700
CM Huntsville, AL _____	975,700
CM Indianapolis, IN _____	2,200,100
C Ithaca, NY _____	148,800
CM Jackson, MS _____	843,200
C Jackson, TN _____	491,600
CM Jacksonville, FL _____	1,480,500

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM Johnson City-Kingsport-Bristol, TN-VA _____	897,000
S Johnstown, PA _____	319,900
C Jonesboro, AR _____	333,200
C Joplin, MO _____	405,300
S Kalamazoo, MI _____	668,000
C Kalispell-Flathead Valley, MT _____	125,500
CM Kansas City, MO-KS _____	2,361,400
C Killeen-Temple, TX _____	327,400
CM Knoxville, TN _____	1,324,900
C La Crosse, WI _____	196,400
S Lafayette, IN _____	346,500
S Lafayette, LA _____	623,000
C Lake Charles, LA _____	253,900
S Lakeland-Winter Haven, FL _____	575,600
S Lancaster, PA _____	879,900
CM Lansing-East Lansing, MI _____	1,038,600
C Laredo, TX _____	195,300
C Las Cruces, NM _____	170,600
CM Las Vegas, NV _____	1,802,600
C LaSalle-Peru, IL _____	143,200
C Laurel-Hattiesburg, MS _____	328,900
C Lawton, OK _____	217,200
S Lebanon-Rutland-White River Junction, NH-VT ____	287,200
C Lewiston-Auburn, ME _____	94,100
S Lexington-Fayette, KY _____	888,700

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

Total Survey Area Population *(continued)*

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C Lima, OH _____	340,700
S Lincoln, NE _____	402,700
CM Little Rock, AR _____	1,104,100
CM Los Angeles, CA _____	15,580,500
CM Louisville, KY _____	1,396,200
S Lubbock, TX _____	375,300
C Lufkin-Nacogdoches, TX _____	291,200
S Macon, GA _____	625,200
CM Madison, WI _____	1,074,200
S Manchester, NH _____	522,600
C Mankato-New Ulm-St. Peter, MN _____	218,400
C Marion-Carbondale (Southern Illinois), IL _____	270,500
C Mason City, IA _____	148,100
S McAllen-Brownsville-Harlingen, TX _____	918,000
C Medford-Ashland, OR _____	283,000
S Melbourne-Titusville-Cocoa, FL _____	476,400
CM Memphis, TN _____	1,672,200
C Merced, CA _____	214,500
C Meridian, MS _____	239,100
CM Miami-Ft. Lauderdale-Hollywood, FL _____	4,719,700
CM Middlesex-Somerset-Union, NJ _____	1,382,800
CM Milwaukee-Racine, WI _____	2,057,400
CM Minneapolis-St. Paul, MN _____	3,700,300
CM Mobile, AL _____	1,124,800
S Modesto, CA _____	1,454,500

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S Monmouth-Ocean, NJ _____	1,020,500
C Monroe, LA _____	410,100
CM Monterey-Salinas-Santa Cruz, CA _____	602,000
S Montgomery, AL _____	727,600
S Montpelier-Barre-St. Johnsbury, VT _____	286,400
C Morgantown-Clarksburg-Fairmont, WV _____	398,200
C Morristown, NJ _____	416,500
C Muncie-Marion, IN _____	192,900
C Muskegon, MI _____	214,900
C Myrtle Beach, SC _____	442,600
CM Nashville, TN _____	2,209,400
CM Nassau-Suffolk (Long Island), NY _____	2,373,900
C New Bedford-Fall River, MA _____	222,600
S New Haven, CT _____	769,100
C New London, CT _____	475,900
CM New Orleans, LA _____	1,750,800
CM New York, NY _____	18,848,800
C Newburgh-Middletown (Mid Hudson Valley), NY _____	433,200
CM Norfolk-Virginia Beach-Newport News, VA _____	1,721,200
C Odessa-Midland, TX _____	327,100
CM Oklahoma City, OK _____	1,463,500
C Olean, NY _____	167,600
CM Omaha-Council Bluffs, NE-IA _____	1,225,400
CM Orlando, FL _____	3,566,400
S Oxnard-Ventura, CA _____	841,800

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

Total Survey Area Population *(continued)*

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S Palm Springs, CA	348,700
C Panama City, FL	310,600
C Parkersburg-Marietta, WV-OH	301,300
S Pensacola, FL	749,900
S Peoria, IL	573,000
PPM Philadelphia, PA	7,784,100
CM Phoenix, AZ	3,712,200
C Pittsburg, KS (Southeast Kansas)	160,200
CM Pittsburgh, PA	3,015,500
S Portland, ME	869,500
CM Portland, OR	2,513,900
S Portsmouth-Dover-Rochester, NH	537,200
C Poughkeepsie, NY	797,000
CM Providence-Warwick-Pawtucket, RI	2,008,200
S Pueblo, CO	227,500
CM Puerto Rico	3,296,800
S Quad Cities (Davenport-Rock Island-Moline), IA-IL	727,000
CM Raleigh-Durham, NC	2,706,400
C Rapid City, SD	227,100
C Reading, PA	342,800
C Redding, CA	264,300
S Reno, NV	654,300
CM Richmond, VA	1,373,200
CM Riverside-San Bernardino, CA	2,922,500
S Roanoke-Lynchburg, VA	1,055,400

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C Rochester, MN	434,900
CM Rochester, NY	1,181,100
S Rockford, IL	625,100
C Rocky Mount-Wilson, NC	441,200
CM Sacramento, CA	3,258,000
S Saginaw-Bay City-Midland, MI	1,313,900
S Salisbury-Ocean City, MD	548,200
CM Salt Lake City-Ogden-Provo, UT	1,919,500
C San Angelo, TX	125,100
CM San Antonio, TX	2,057,800
CM San Diego, CA	2,721,000
CM San Francisco, CA	7,386,400
CM San Jose, CA	1,698,300
C San Luis Obispo, CA	402,600
S Santa Barbara, CA	344,000
C Santa Fe, NM	202,400
C Santa Maria-Lompoc, CA	173,100
S Santa Rosa, CA	403,400
S Sarasota-Bradenton, FL	782,800
S Savannah, GA	828,700
CM Seattle-Tacoma, WA	3,841,900
S Sebring, FL	84,400
C Sheboygan, WI	99,000
CM Shreveport, LA	908,900
C Sioux City, IA	283,500

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

Total Survey Area Population *(continued)*

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S South Bend, IN _____	890,100
CM Spokane, WA _____	768,300
CM Springfield, MA _____	593,300
S Springfield, MO _____	652,300
C St. Cloud, MN _____	498,200
CM St. Louis, MO _____	2,741,200
C Stamford-Norwalk, CT _____	302,000
C State College, PA _____	310,700
S Stockton, CA _____	555,500
C Sunbury-Selinsgrove-Lewisburg, PA _____	245,300
C Sussex, NJ _____	183,200
CM Syracuse, NY _____	994,000
S Tallahassee, FL _____	493,800
CM Tampa-St. Petersburg-Clearwater, FL _____	3,863,400
S Terre Haute, IN _____	348,700
C Texarkana, TX-AR _____	288,900
C The Florida Keys, FL _____	69,900
CM Toledo, OH _____	1,145,000
S Topeka, KS _____	522,200
C Traverse City-Petoskey, MI _____	488,100
S Trenton, NJ _____	1,230,700
C Tri-Cities, (Richland-Kennewick-Pasco), WA _____	416,300
CM Tucson, AZ _____	1,158,200
CM Tulsa, OK _____	1,337,900
C Tupelo, MS _____	466,100

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C Tuscaloosa, AL _____	330,700
C Twin Falls (Sun Valley), ID _____	142,700
S Tyler-Longview, TX _____	844,200
S Utica-Rome, NY _____	402,300
C Valdosta, GA _____	174,300
S Victor Valley, CA _____	376,600
S Visalia-Tulare-Hanford, CA _____	455,700
C Waco, TX _____	619,600
CM Washington, DC _____	7,137,700
S Waterloo-Cedar Falls, IA _____	566,300
C Watertown, NY _____	217,900
C Wausau-Stevens Point, (Central Wisconsin), WI _____	552,000
CM West Palm Beach-Boca Raton, FL _____	3,157,800
S Wheeling, WV _____	288,600
CM Wichita, KS _____	698,600
C Wichita Falls, TX _____	332,900
CM Wilkes Barre-Scranton, PA _____	1,060,300
C Williamsport, PA _____	311,800
S Wilmington, DE _____	733,800
S Wilmington, NC _____	399,700
C Winchester, VA _____	384,900
S Worcester, MA _____	769,000
C Yakima, WA _____	213,500
CM York, PA _____	1,381,200
S Youngstown-Warren, OH _____	923,000

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

Top 25 Metro Survey Areas Based on 12+ Black Population

P12+ METRO RANK		BLACK METRO PERSONS 12+ ESTIMATED POPULATION
CM	1	New York, NY _____ 2,667,700
CM	3	Chicago, IL _____ 1,373,500
CM	9	Atlanta, GA _____ 1,240,700
CM	8	Washington, DC _____ 1,116,800
PPM	7	Philadelphia, PA _____ 880,500
CM	10	Detroit, MI _____ 846,300
CM	2	Los Angeles, CA _____ 814,900
PPM	6	Houston-Galveston, TX _____ 729,800
CM	12	Miami-Ft. Lauderdale-Hollywood, FL _____ 711,200
CM	5	Dallas-Ft. Worth, TX _____ 679,100
CM	21	Baltimore, MD _____ 630,100
CM	49	Memphis, TN _____ 460,100
CM	4	San Francisco, CA _____ 424,600
CM	41	Norfolk-Virginia Beach-Newport News, VA _____ 419,100
CM	20	St. Louis, MO _____ 412,100
CM	26	Cleveland, OH _____ 342,600
CM	33	Charlotte-Gastonia-Rock Hill, NC-SC _____ 306,200
CM	55	Richmond, VA _____ 274,500
CM	43	Raleigh-Durham, NC _____ 258,700
CM	57	New Orleans, LA _____ 251,900
CM	11	Boston, MA _____ 246,500
CM	56	Birmingham, AL _____ 246,100
CM	19	Tampa-St. Petersburg-Clearwater, FL _____ 241,000
CM	47	Jacksonville, FL _____ 231,800
CM	45	Greensboro-Winston-Salem-High Point, NC _____ 227,800

Top 25 Metro Survey Areas Based on 12+ Hispanic Population

P12+ METRO RANK		HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION
CM	2	Los Angeles, CA _____ 4,404,600
CM	1	New York, NY _____ 3,175,700
CM	12	Miami-Ft. Lauderdale-Hollywood, FL _____ 1,619,100
CM	3	Chicago, IL _____ 1,373,200
PPM	6	Houston-Galveston, TX _____ 1,359,400
CM	5	Dallas-Ft. Worth, TX _____ 1,174,200
CM	4	San Francisco, CA _____ 1,148,900
CM	15	Phoenix, AZ _____ 812,700
CM	29	San Antonio, TX _____ 800,400
CM	25	Riverside-San Bernardino, CA _____ 772,600
S	58	McAllen-Brownsville-Harlingen, TX _____ 724,000
CM	17	San Diego, CA _____ 677,200
CM	8	Washington, DC _____ 471,500
CM	76	El Paso, TX _____ 466,800
CM	22	Denver-Boulder, CO _____ 435,300
CM	9	Atlanta, GA _____ 359,900
CM	32	Las Vegas, NV _____ 355,600
CM	42	Austin, TX _____ 348,000
CM	34	Orlando, FL _____ 330,300
CM	35	San Jose, CA _____ 328,200
CM	66	Fresno, CA _____ 320,400
CM	19	Tampa-St. Petersburg-Clearwater, FL _____ 294,300
CM	18	Nassau-Suffolk (Long Island), NY _____ 283,700
CM	27	Sacramento, CA _____ 278,600
CM	70	Albuquerque, NM _____ 278,200

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

Proportionality Indices: Diary Measurement

SURVEY	BLACK	HISPANIC	M18-24
Winter 2003	102	104	85
Winter 2004	99	99	78
Winter 2005	101	94	76
Winter 2006	96	92	72
Spring 2003	98	101	82
Spring 2004	98	96	73
Spring 2005	96	93	69
Spring 2006	93	90	68
Summer 2003	102	103	85
Summer 2004	104	95	80
Summer 2005	101	94	77
Summer 2006	96	90	75
Fall 2003	100	99	73
Fall 2004	98	92	69
Fall 2005	96	94	65
Fall 2006	92	84	61

Response Rates: Diary Measurement

SURVEY	2003	2004	2005	2006
Winter	33.9	32.1	31.5	30.5
Spring	33.7	33.0	31.7	30.4
Summer	30.8	30.2	28.8	28.7
Fall	33.1	32.9	30.5	30.5

2006-2007 Top 100 Television DMA Markets

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
1	New York, NY	17,415,100	7,366,950
2	Los Angeles, CA	14,528,600	5,611,110
3	Chicago, IL	8,009,000	3,455,020
4	Philadelphia, PA	6,635,100	2,941,450
5	San Francisco-Oakland-San Jose, CA	5,802,400	2,383,570
6	Dallas-Ft. Worth, TX	5,420,100	2,378,660
7	Boston, MA (Manchester, NH)	5,278,900	2,372,030
8	Washington, DC (Hagerstown, MD)	5,098,600	2,272,120
9	Atlanta, GA	5,066,000	2,205,510
10	Houston, TX	4,700,500	1,982,120
11	Detroit, MI	4,223,600	1,938,320
12	Tampa-St. Petersburg (Sarasota), FL	3,624,400	1,755,750
13	Phoenix (Prescott), AZ	3,924,500	1,725,000
14	Seattle-Tacoma, WA	3,898,000	1,724,450
15	Minneapolis-St. Paul, MN	3,738,400	1,678,430
16	Miami-Ft. Lauderdale, FL	3,602,900	1,538,620
17	Cleveland-Akron (Canton), OH	3,310,200	1,537,500
18	Denver, CO	3,183,100	1,431,910
19	Orlando-Daytona Beach-Melbourne, FL	3,035,100	1,395,830
20	Sacramento-Stockton-Modesto, CA	3,317,800	1,368,680
21	St. Louis, MO	2,683,600	1,228,980
22	Pittsburgh, PA	2,469,700	1,163,150
23	Portland, OR	2,530,500	1,117,990
24	Baltimore, MD	2,420,300	1,097,290
25	Indianapolis, IN	2,261,100	1,060,550

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
26	Charlotte, NC	2,269,300	1,045,240
27	San Diego, CA	2,497,000	1,030,020
28	Hartford & New Haven, CT	2,244,500	1,014,630
29	Raleigh-Durham (Fayetteville), NC	2,209,800	1,006,330
30	Nashville, TN	2,071,300	944,100
31	Kansas City, MO	1,964,700	913,280
32	Columbus, OH	1,926,100	898,030
33	Cincinnati, OH	1,909,400	886,910
34	Milwaukee, WI	1,899,300	882,990
35	Salt Lake City, UT	2,144,400	839,170
36	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	1,759,200	826,290
37	San Antonio, TX	1,842,100	774,470
38	West Palm Beach-Ft. Pierce, FL	1,615,600	772,140
39	Grand Rapids-Kalamazoo-Battle Creek, MI	1,661,100	734,670
40	Birmingham (Anniston and Tuscaloosa), AL	1,541,100	723,210
41	Harrisburg-Lancaster-Lebanon-York, PA	1,598,700	713,960
42	Norfolk-Portsmouth-Newport News, VA	1,604,600	712,790
43	Las Vegas, NV	1,526,300	671,630
44	Memphis, TN	1,474,800	664,290
45	Albuquerque-Santa Fe, NM	1,519,300	662,380
45	Oklahoma City, OK	1,431,200	662,380
47	Greensboro-High Point-Winston Salem, NC	1,398,700	660,570
48	Louisville, KY	1,374,500	648,190

2006-2007 Top 100 Television DMA Markets *(continued)*

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
49	Buffalo, NY	1,389,400	639,990
50	Jacksonville, FL	1,403,500	639,110
51	Providence, RI-New Bedford, MA	1,393,500	633,950
52	Austin, TX	1,371,800	602,340
53	Wilkes Barre-Scranton, PA	1,311,900	590,170
54	New Orleans, LA	1,304,300	566,960
55	Fresno-Visalia, CA	1,514,000	557,380
56	Albany-Schenectady-Troy, NY	1,192,800	554,970
57	Little Rock-Pine Bluff, AR	1,163,800	539,900
58	Dayton, OH	1,126,700	531,120
59	Mobile, AL-Pensacola (Ft. Walton Beach), FL	1,154,100	524,200
60	Knoxville, TN	1,104,400	523,010
61	Richmond-Petersburg, VA	1,150,600	517,800
62	Tulsa, OK	1,112,900	513,090
63	Lexington, KY	1,041,000	483,520
64	Ft. Myers-Naples, FL	997,200	479,130
65	Charleston-Huntington, WV	1,003,400	477,040
66	Flint-Saginaw-Bay City, MI	1,027,200	474,430
67	Wichita-Hutchinson, KS Plus	976,100	445,860
68	Roanoke-Lynchburg, VA	951,900	445,840
69	Green Bay-Appleton, WI	946,300	434,760
70	Tucson (Sierra Vista), AZ	947,400	433,310
71	Toledo, OH	915,300	425,820
72	Honolulu, HI	1,087,800	419,160
73	Des Moines-Ames, IA	903,900	417,900
74	Portland-Auburn, ME	869,500	409,180
75	Omaha, NE	868,700	403,560
76	Springfield, MO	874,200	402,310

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
77	Spokane, WA	906,000	395,490
78	Rochester, NY	869,400	392,630
79	Syracuse, NY	862,400	386,940
80	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	822,200	384,510
81	Shreveport, LA	838,100	381,200
82	Champaign & Springfield-Decatur, IL	810,400	378,150
83	Columbia, SC	834,100	377,940
84	Huntsville-Decatur (Florence), AL	797,700	375,270
85	Madison, WI	793,900	369,220
86	Chattanooga, TN	751,700	347,380
87	Jackson, MS	785,400	343,550
88	South Bend-Elkhart, IN	744,000	334,370
89	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	726,500	333,270
90	Burlington, VT-Plattsburgh, NY	739,600	327,480
91	Harlingen-Weslaco-Brownsville-McAllen, TX	902,700	327,070
92	Tri-Cities, TN-VA	685,800	326,560
93	Baton Rouge, LA	743,500	322,540
94	Colorado Springs-Pueblo, CO	711,600	316,630
95	Waco-Temple-Bryan, TX	735,400	311,690
96	Davenport, IA-Rock Island-Moline, IL	658,400	308,360
97	Savannah, GA	676,200	298,130
98	Johnstown-Altoona, PA	663,200	294,160
99	El Paso, TX (Las Cruces, NM)	744,900	293,700
100	Charleston, SC	627,100	290,110