



# Market Survey Schedule & Population Rankings

Fall 2007

## 2007-2008 Schedule of Survey Dates: Diary Measurement

Fall 2007 .....	Sept. 20 - Dec. 12	Fall 2008.....	Sept. 18 - Dec. 10
Winter 2008 .....	Jan. 10 - April 2	Winter 2009 .....	Jan. 8 - April 1
Spring 2008.....	April 3 - June 25	Spring 2009.....	April 2 - June 24
Summer 2008.....	June 26 - Sept. 17		

## 2007-2008 Schedule of Survey Dates: PPM Measurement

October 2007 .....	Sept. 20 - Oct. 17	April 2008.....	April 3 - April 30
November 2007.....	Oct. 18 - Nov. 14	May 2008.....	May 1 - May 28
December 2007.....	Nov. 15 - Dec. 12	June 2008.....	May 29 - June 25
Holiday 2007 .....	Dec. 13 - Jan. 9	July 2008 .....	June 26 - July 23
January 2008.....	Jan. 10 - Feb. 6	August 2008 .....	July 24 - Aug. 20
February 2008.....	Feb. 7 - March 5	September 2008.....	Aug. 21 - Sept. 17
March 2008 .....	March 6 - April 2		

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These population estimates are based upon Census 2000 counts updated and projected to January 1, 2008, 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 Fall 2007 market definitions.

# 2007 Market Survey Schedule: All Markets

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
247	Abilene, TX	2	C	H
74	Akron, OH	4	CM	B
271	Albany, GA	2	C	B
63	Albany-Schenectady-Troy, NY	4	CM	
69	Albuquerque, NM	4	CM	H
224	Alexandria, LA	2	C	B
68	Allentown-Bethlehem, PA	4	CM	
269	Altoona, PA	2	S	
195	Amarillo, TX	2	C	H
171	Anchorage, AK	2	S	
149	Ann Arbor, MI	2	S	B
135	Appleton-Oshkosh, WI	2	S	
160	Asheville, NC	2	S	
302	Aspen, CO	2	C	H
8	Atlanta, GA	4	CM	BH
141	Atlantic City-Cape May, NJ	2	S	BH
110	Augusta, GA	2	S	B
270	Augusta-Waterville, ME	2	C	
42	Austin, TX	4	CM	BH
77	Bakersfield, CA	4	CM	H
21	Baltimore, MD	4	CM	B
220	Bangor, ME	2	S	
80	Baton Rouge, LA	4	CM	B
264	Battle Creek, MI	2	C	B
138	Beaumont-Port Arthur, TX	2	C	B
296	Beckley, WV	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
204	Bend, OR	2	C	
260	Billings, MT	2	C	
154	Biloxi-Gulfport-Pascagoula, MS	2	S	B
182	Binghamton, NY	2	S	
57	Birmingham, AL	4	CM	B
286	Bismarck, ND	2	C	
242	Bloomington, IL	2	S	
284	Bluefield, WV	2	C	
102	Boise, ID	2	S	
10	Boston, MA	4	CM	BH
206	Bowling Green, KY	2	C	
122	Bridgeport, CT	2	S	BH
299	Brunswick, GA	2	C	B
243	Bryan-College Station, TX	2	C	BH
52	Buffalo-Niagara Falls, NY	4	CM	B
137	Burlington-Plattsburgh, VT-NY	2	S	
128	Canton, OH	2	S	
191	Cape Cod, MA	2	C	
301	Casper, WY	2	C	
211	Cedar Rapids, IA	2	S	
225	Champaign, IL	2	C	B
87	Charleston, SC	4	CM	B
183	Charleston, WV	2	S	
25	Charlotte-Gastonia-Rock Hill, NC-SC	4	CM	BH
233	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	
295	Cheyenne, WY	2	C	H
3	Chicago, IL	4	CM	BH
197	Chico, CA	2	C	H
29	Cincinnati, OH	4	CM	B
210	Clarksville-Hopkinsville, TN-KY	2	C	B
28	Cleveland, OH	4	CM	B
95	Colorado Springs, CO	4	CM	H
255	Columbia, MO	2	C	
90	Columbia, SC	4	CM	B
185	Columbus, GA	2	S	B
37	Columbus, OH	4	CM	B
273	Columbus-Starkville-West Point, MS	2	C	B
169	Concord (Lakes Region), NH	2	S	
288	Cookeville, TN	2	C	
136	Corpus Christi, TX	2	S	H
5	Dallas-Ft. Worth, TX	4	CM	BH
198	Danbury, CT	2	C	
60	Dayton, OH	4	CM	B
85	Daytona Beach, FL	2	S	B
283	Decatur, IL	2	C	B
22	Denver-Boulder, CO	4	CM	BH
91	Des Moines, IA	4	CM	
11	Detroit, MI	4	CM	B
192	Dothan, AL	2	C	B
239	Dubuque, IA	2	C	
205	Duluth-Superior, MN-WI	2	S	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
244	Eau Claire, WI	2	C	
76	El Paso, TX	4	CM	H
274	Elkins-Buckhannon-Weston, WV	2	C	
226	Elmira-Corning, NY	2	C	
168	Erie, PA	2	S	
148	Eugene-Springfield, OR	2	S	
161	Evansville, IN	2	S	
220	Fargo-Moorhead, ND-MN	2	S	
134	Fayetteville (North West Arkansas), AR	2	C	H
130	Fayetteville, NC	2	S	B
147	Flagstaff-Prescott, AZ	2	C	H
127	Flint, MI	2	S	B
214	Florence, SC	2	C	B
259	Florence-Muscle Shoals, AL	2	C	B
198	Frederick, MD	2	C	
152	Fredericksburg, VA	4	CM	B
66	Fresno, CA	4	CM	H
123	Ft. Collins-Greeley, CO	2	C	H
62	Ft. Myers-Naples-Marco Island, FL	2	S	H
96	Ft. Pierce-Stuart-Vero Beach, FL	2	S	BH
173	Ft. Smith, AR	2	C	
229	Ft. Walton Beach, FL	2	C	B
106	Ft. Wayne, IN	2	S	
83	Gainesville-Ocala, FL	4	CM	B
292	Grand Forks, ND-MN	2	C	
267	Grand Island-Kearney, NE	2	C	

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	
263	Grand Junction, CO	2	C	H
67	Grand Rapids, MI	4	CM	
187	Green Bay, WI	2	S	
45	Greensboro-Winston-Salem-High Point, NC	4	CM	BH
89	Greenville-New Bern-Jacksonville, NC	4	CM	B
59	Greenville-Spartanburg, SC	4	CM	B
166	Hagerstown-Chambersburg-Waynesboro, MD-PA	2	C	
262	Hamptons-Riverhead, NY	2	S	H
78	Harrisburg-Lebanon-Carlisle, PA	4	CM	
278	Harrisonburg, VA	2	C	
50	Hartford-New Britain-Middletown, CT	4	CM	BH
215	Hilton Head, SC	2	C	B
64	Honolulu, HI	4	CM	
291	Hot Springs, AR	2	C	
6	Houston-Galveston, TX	13	PPM	BH
158	Huntington-Ashland, WV-KY	2	S	
109	Huntsville, AL	4	CM	B
40	Indianapolis, IN	4	CM	B
285	Ithaca, NY	2	C	
120	Jackson, MS	4	CM	B
293	Jackson, TN	2	C	B
47	Jacksonville, FL	4	CM	B
101	Johnson City-Kingsport-Bristol, TN-VA	4	CM	
294	Jonesboro, AR	2	C	

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
237	Joplin, MO	2	C	
188	Kalamazoo, MI	2	S	B
261	Kalispell-Flathead Valley, MT	2	C	
32	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	
104	Lafayette, LA	2	S	B
231	Lake Charles, LA	2	C	B
94	Lakeland-Winter Haven, FL	2	S	BH
113	Lancaster, PA	2	S	
125	Lansing-East Lansing, MI	4	CM	
203	Laredo, TX	2	C	H
223	Las Cruces, NM	2	C	H
33	Las Vegas, NV	4	CM	BH
248	LaSalle-Peru, IL	2	C	
227	Laurel-Hattiesburg, MS	2	C	B
287	Lawton, OK	2	C	B
181	Lebanon-Rutland-White River Junction, NH-VT	2	S	
282	Lewiston-Auburn, ME	2	C	
105	Lexington-Fayette, KY	2	S	B
253	Lima, OH	2	C	
174	Lincoln, NE	2	S	
84	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
53	Louisville, KY	4	CM	B
184	Lubbock, TX	2	S	H
254	Lufkin-Nacogdoches, TX	2	C	BH
155	Macon, GA	2	S	B
99	Madison, WI	4	CM	
190	Manchester, NH	2	S	
276	Mankato-New Ulm-St. Peter, MN	2	C	
241	Marion-Carbondale (Southern IL), IL	2	C	
297	Mason City, IA	2	C	
58	McAllen-Brownsville-Harlingen, TX	2	S	H
208	Medford-Ashland, OR	2	C	
97	Melbourne-Titusville-Cocoa, FL	2	S	
49	Memphis, TN	4	CM	B
180	Merced, CA	2	C	H
300	Meridian, MS	2	C	B
12	Miami-Ft. Lauderdale-Hollywood, FL	4	CM	BH
38	Middlesex-Somerset-Union, NJ	13	PPM	BH
36	Milwaukee-Racine, WI	4	CM	BH
16	Minneapolis-St. Paul, MN	4	CM	B
93	Mobile, AL	4	CM	B
108	Modesto, CA	2	S	H
51	Monmouth-Ocean, NJ	2	S	
258	Monroe, LA	2	C	B
81	Monterey-Salinas-Santa Cruz, CA	4	CM	H
153	Montgomery, AL	2	S	B

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
268	Montpelier-Barre-St. Johnsbury, VT	2	S	
176	Morgantown-Clarksburg-Fairmont, WV	2	C	
111	Morristown, NJ	2	C	
213	Muncie-Marion, IN	2	C	
235	Muskegon, MI	2	C	B
159	Myrtle Beach, SC	2	C	B
44	Nashville, TN	4	CM	B
18	Nassau-Suffolk (Long Island), NY	13	PPM	BH
178	New Bedford-Fall River, MA	2	C	
114	New Haven, CT	2	S	B
177	New London, CT	2	C	
55	New Orleans, LA	4	CM	B
1	New York, NY	13	PPM	BH
139	Newburgh-Middletown, (Mid Hudson Valley), NY	2	C	BH
41	Norfolk-Virginia Beach-Newport News, VA	4	CM	B
186	Odessa-Midland, TX	2	C	H
48	Oklahoma City, OK	4	CM	BH
218	Olean, NY	2	C	
72	Omaha-Council Bluffs, NE-IA	4	CM	
34	Orlando, FL	4	CM	BH
117	Oxnard-Ventura, CA	2	S	H
133	Palm Springs, CA	2	S	H
240	Panama City, FL	2	C	B
255	Parkersburg-Marietta, WV-OH	2	C	

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

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
126	Pensacola, FL	2	S	B
150	Peoria, IL	2	S	
7	Philadelphia, PA	13	PPM	BH
15	Phoenix, AZ	4	CM	H
245	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
39	Providence-Warwick-Pawtucket, RI	4	CM	H
251	Pueblo, CO	2	S	H
13	Puerto Rico	4	CM	
144	Quad Cities (Davenport-Rock Island-Moline), IA-IL	2	S	
43	Raleigh-Durham, NC	4	CM	BH
279	Rapid City, SD	2	C	
129	Reading, PA	2	C	H
228	Redding, CA	2	C	
124	Reno, NV	2	S	H
56	Richmond, VA	4	CM	B
26	Riverside-San Bernardino, CA	4	CM	BH
115	Roanoke-Lynchburg, VA	2	S	B
232	Rochester, MN	2	C	
54	Rochester, NY	4	CM	B
151	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
132	Saginaw-Bay City-Midland, MI	2	S	B
219	Salina-Manhattan, KS	2	C	
143	Salisbury-Ocean City, MD	2	S	B
31	Salt Lake City-Ogden-Provo, UT	4	CM	H
290	San Angelo, TX	2	C	H
30	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
212	Santa Barbara, CA	2	S	H
238	Santa Fe, NM	2	C	H
207	Santa Maria-Lompoc, CA	2	C	H
118	Santa Rosa, CA	2	S	H
73	Sarasota-Bradenton, FL	2	S	
157	Savannah, GA	2	S	B
14	Seattle-Tacoma, WA	4	CM	BH
289	Sebring, FL	2	S	H
280	Sheboygan, WI	2	C	
131	Shreveport, LA	4	CM	B
276	Sioux City, IA	2	C	H
179	South Bend, IN	2	S	B
92	Spokane, WA	4	CM	
86	Springfield, MA	4	CM	H

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

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
140	Springfield, MO	2	S	
217	St. Cloud, MN	2	C	
20	St. Louis, MO	4	CM	B
146	Stamford-Norwalk, CT	2	C	H
257	State College, PA	2	C	
79	Stockton, CA	2	S	H
216	Sunbury-Selinsgrove-Lewisburg, PA	2	C	
249	Sussex, NJ	2	C	
82	Syracuse, NY	4	CM	
164	Tallahassee, FL	2	S	B
19	Tampa-St. Petersburg-Clearwater, FL	4	CM	BH
209	Terre Haute, IN	2	S	
265	Texarkana, TX-AR	2	C	B
298	The Florida Keys, FL	2	C	H
88	Toledo, OH	4	CM	B
194	Topeka, KS	2	S	
193	Traverse City-Petoskey, MI	2	C	
142	Trenton, NJ	2	S	BH
196	Tri-Cities, WA (Richland-Kennewick-Pasco), WA	2	C	H
61	Tucson, AZ	4	CM	H
65	Tulsa, OK	4	CM	
189	Tupelo, MS	2	C	B
234	Tuscaloosa, AL	2	C	B
236	Twin Falls (Sun Valley), ID	2	C	H
145	Tyler-Longview, TX	2	S	BH

RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
162	Utica-Rome, NY	2	S	
272	Valdosta, GA	2	C	B
121	Victor Valley, CA	2	S	H
100	Visalia-Tulare-Hanford, CA	2	S	H
200	Waco, TX	2	C	BH
9	Washington, DC	4	CM	BH
250	Waterloo-Cedar Falls, IA	2	S	
281	Watertown, NY	2	C	B
170	Wausau-Stevens Point (Central WI), WI	2	C	
175	Wenatchee, WA	2	C	H
46	West Palm Beach-Boca Raton, FL	4	CM	BH
252	Wheeling, WV	2	S	
98	Wichita, KS	4	CM	
266	Wichita Falls, TX	2	C	BH
70	Wilkes Barre-Scranton, PA	4	CM	
274	Williamsport, PA	2	C	
75	Wilmington, DE	2	S	B
165	Wilmington, NC	2	S	B
222	Winchester, VA	2	C	
112	Worcester, MA	2	S	
201	Yakima, WA	2	C	H
103	York, PA	4	CM	
119	Youngstown-Warren, OH	2	S	B

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## 2007 Market Survey Schedule: PPM Surveyed Markets

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RANK	MARKETS	SURVEY		DST
		FREQ	TYPE	
1	New York	13	PPM	BH
6	Houston-Galveston, TX	13	PPM	BH
7	Philadelphia, PA	13	PPM	BH
18	Nassau-Suffolk (Long Island)	13	PPM	BH
39	Middlesex-Somerset-Union	13	PPM	BH

CM – Continuous Measurement markets, PPM – PPM surveyed markets, C – Condensed markets, S – Standard markets  
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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	St. Louis	Boston	Houston-Galveston
Baltimore	Dayton	Memphis	San Francisco	Buffalo	New York
Baton Rouge	Detroit	Miami-Ft. Lauderdale	Washington, DC	Chattanooga	Nassau-Suffolk
Birmingham	Greensboro-Winston Salem	Mobile		Greenville-Spartanburg	Philadelphia
Charleston, SC	Greenville-New Bern-Jacksonville	Nashville		Huntsville	
Charlotte-Gastonia	Indianapolis	New Orleans		Little Rock	
Chicago	Jackson, MS	Norfolk-Virginia Beach		Milwaukee	
Cincinnati	Jacksonville	Raleigh-Durham		Orlando	
Cleveland	Kansas City	Richmond		Pittsburgh	
Columbia, SC	Los Angeles	Shreveport		Tampa-St. Petersburg	
Columbus, OH				Toledo	

## Hispanic

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

# Custom Survey Area Reports

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Winter 2007 - Fall 2007

MARKETS	WI07	SP07	SU07	FA07
Central New Jersey		•		
Champaign and Springfield-Decatur DMA		•		•
Fairfield County, CT		•		•
Northern New England		•		•
Northeast Radio Network		•		•
The New Jersey CSAR				•

# Metro Survey Area Rankings and Population

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
1	PPM	New York, NY _____	15,344,600
2	CM	Los Angeles, CA _____	10,902,400
3	CM	Chicago, IL _____	7,784,400
4	CM	San Francisco, CA _____	5,969,400
5	CM	Dallas-Ft. Worth, TX _____	4,973,000
6	PPM	Houston-Galveston, TX _____	4,639,000
7	PPM	Philadelphia, PA _____	4,350,000
8	CM	Atlanta, GA _____	4,267,500
9	CM	Washington, DC _____	4,210,000
10	CM	Boston, MA _____	3,874,600
11	CM	Detroit, MI _____	3,866,500
12	CM	Miami-Ft. Lauderdale-Hollywood, FL _____	3,538,400
13	CM	Puerto Rico _____	3,328,500
14	CM	Seattle-Tacoma, WA _____	3,328,100
15	CM	Phoenix, AZ _____	3,173,200
16	CM	Minneapolis-St. Paul, MN _____	2,683,000
17	CM	San Diego, CA _____	2,515,100
18	PPM	Nassau-Suffolk (Long Island), NY* _____	(2,359,300)
19	CM	Tampa-St. Petersburg-Clearwater, FL _____	2,350,000
20	CM	St. Louis, MO _____	2,308,400
21	CM	Baltimore, MD _____	2,255,100
22	CM	Denver-Boulder, CO _____	2,244,300
23	CM	Portland, OR _____	2,049,600
24	CM	Pittsburgh, PA _____	1,986,600
25	CM	Charlotte-Gastonia-Rock Hill, NC-SC _____	1,886,100
		<b>TOTAL 1-25</b>	<b>103,827,800</b>

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
26	CM	Riverside-San Bernardino, CA _____	1,828,500
27	CM	Sacramento, CA _____	1,805,200
28	CM	Cleveland, OH _____	1,782,400
29	CM	Cincinnati, OH _____	1,751,400
30	CM	San Antonio, TX _____	1,626,500
31	CM	Salt Lake City-Ogden-Provo, UT _____	1,621,900
32	CM	Kansas City, MO-KS _____	1,592,800
33	CM	Las Vegas, NV _____	1,541,900
34	CM	Orlando, FL _____	1,479,900
35	CM	San Jose, CA** _____	(1,465,400)
36	CM	Milwaukee-Racine, WI _____	1,431,300
37	CM	Columbus, OH _____	1,427,000
38	PPM	Middlesex-Somerset-Union, NJ*** _____	(1,378,800)
39	CM	Providence-Warwick-Pawtucket, RI _____	1,376,500
40	CM	Indianapolis, IN _____	1,350,900
41	CM	Norfolk-Virginia Beach-Newport News, VA _____	1,327,700
42	CM	Austin, TX _____	1,309,500
43	CM	Raleigh-Durham, NC _____	1,230,300
44	CM	Nashville, TN _____	1,182,900
45	CM	Greensboro-Winston-Salem-High Point, NC _____	1,154,400
46	CM	West Palm Beach-Boca Raton, FL _____	1,116,400
47	CM	Jacksonville, FL _____	1,106,400
48	CM	Oklahoma City, OK _____	1,091,300
49	CM	Memphis, TN _____	1,072,800
50	CM	Hartford-New Britain-Middletown, CT _____	1,048,200
		<b>TOTAL 26-50</b>	<b>35,100,300</b>

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

**TOTAL 1-50 136,083,900**

\* 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 971,400
53	CM	Louisville, KY 942,300
54	CM	Rochester, NY 934,100
55	CM	New Orleans, LA 929,300
56	CM	Richmond, VA 924,700
57	CM	Birmingham, AL 884,600
58	S	McAllen-Brownsville-Harlingen, TX 856,100
59	CM	Greenville-Spartanburg, SC 845,100
60	CM	Dayton, OH 829,000
61	CM	Tucson, AZ 824,400
62	S	Ft. Myers-Naples-Marco Island, FL 810,800
63	CM	Albany-Schenectady-Troy, NY 781,600
64	CM	Honolulu, HI 771,100
65	CM	Tulsa, OK 744,600
66	CM	Fresno, CA 734,600
67	CM	Grand Rapids, MI 711,700
68	CM	Allentown-Bethlehem, PA 698,700
69	CM	Albuquerque, NM 691,300
70	CM	Wilkes Barre-Scranton, PA 687,100
71	CM	Knoxville, TN 658,600
72	CM	Omaha-Council Bluffs, NE-IA 625,400
73	S	Sarasota-Bradenton, FL 616,200
74	CM	Akron, OH 598,800
75	S	Wilmington, DE 592,900
76	CM	El Paso, TX 592,700

RANK		METRO PERSONS 12+ ESTIMATED POPULATION
77	CM	Bakersfield, CA 583,800
78	CM	Harrisburg-Lebanon-Carlisle, PA 566,200
79	S	Stockton, CA 561,400
80	CM	Baton Rouge, LA 557,300
81	CM	Monterey-Salinas-Santa Cruz, CA 556,900
82	CM	Syracuse, NY 554,800
83	CM	Gainesville-Ocala, FL 541,600
84	CM	Little Rock, AR 532,100
85	S	Daytona Beach, FL 529,300
86	CM	Springfield, MA 528,500
87	CM	Charleston, SC 518,400
88	CM	Toledo, OH 514,900
89	CM	Greenville-New Bern-Jacksonville, NC 510,300
90	CM	Columbia, SC 507,500
91	CM	Des Moines, IA 506,100
92	CM	Spokane, WA 502,600
93	CM	Mobile, AL 487,600
94	S	Lakeland-Winter Haven, FL 485,800
95	CM	Colorado Springs, CO 480,500
96	S	Ft. Pierce-Stuart-Vero Beach, FL 479,100
97	S	Melbourne-Titusville-Cocoa, FL 478,900
98	CM	Wichita, KS 473,000
99	CM	Madison, WI 471,500
100	S	Visalia-Tulare-Hanford, CA 463,900
		<b>TOTAL 51-100 32,699,600</b>
		<b>TOTAL 1-100 168,216,800</b>

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

\* Monmouth County (population 536,700) 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 _____	459,800
102	S	Boise, ID _____	458,600
103	CM	York, PA _____	454,000
104	S	Lafayette, LA _____	449,500
105	S	Lexington-Fayette, KY _____	445,700
106	S	Ft. Wayne, IN _____	432,700
107	CM	Chattanooga, TN _____	429,500
108	S	Modesto, CA _____	427,800
109	CM	Huntsville, AL _____	427,300
110	S	Augusta, GA _____	423,600
111	C	Morristown, NJ* _____	(418,600)
112	S	Worcester, MA _____	418,300
113	S	Lancaster, PA _____	418,000
114	S	New Haven, CT _____	417,100
115	S	Roanoke-Lynchburg, VA _____	415,200
116	S	Portsmouth-Dover-Rochester, NH _____	413,900
117	S	Oxnard-Ventura, CA _____	406,500
118	S	Santa Rosa, CA** _____	(405,700)
119	S	Youngstown-Warren, OH _____	402,200
120	CM	Jackson, MS _____	394,300
121	S	Victor Valley, CA _____	393,800
122	S	Bridgeport, CT _____	393,500
123	C	Ft. Collins-Greeley, CO _____	388,200
124	S	Reno, NV _____	387,200
125	CM	Lansing-East Lansing, MI _____	386,500
126	S	Pensacola, FL _____	380,400

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
127	S	Flint, MI _____	366,800
128	S	Canton, OH _____	350,000
129	C	Reading, PA _____	347,000
130	S	Fayetteville, NC _____	344,900
131	CM	Shreveport, LA _____	337,800
132	S	Saginaw-Bay City-Midland, MI _____	336,400
133	S	Palm Springs, CA _____	333,800
134	C	Fayetteville (North West Arkansas), AR _____	331,000
135	S	Appleton-Oshkosh, WI _____	326,400
136	S	Corpus Christi, TX _____	321,100
137	S	Burlington-Plattsburgh, VT-NY _____	319,100
138	C	Beaumont-Port Arthur, TX _____	317,900
139	C	Newburgh-Middletown, NY (Mid Hudson Valley) _____	317,600
140	S	Springfield, MO _____	315,900
141	S	Atlantic City-Cape May, NJ _____	315,700
142	S	Trenton, NJ _____	313,500
143	S	Salisbury-Ocean City, MD _____	306,200
144	S	Quad Cities (Davenport-Rock Island-Moline), IA-IL _____	306,100
145	S	Tyler-Longview, TX _____	301,400
146	C	Stamford-Norwalk, CT*** _____	(300,900)
147	C	Flagstaff-Prescott, AZ _____	299,100
148	S	Eugene-Springfield, OR _____	298,500
149	S	Ann Arbor, MI _____	297,800
150	S	Peoria, IL _____	297,200
151	S	Rockford, IL _____	296,500

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
152	CM	Fredericksburg, VA* _____ (296,400)
153	S	Montgomery, AL _____ 296,200
154	S	Biloxi-Gulfport-Pascagoula, MS _____ 293,400
155	S	Macon, GA _____ 280,700
156	C	Killeen-Temple, TX _____ 275,400
157	S	Savannah, GA _____ 272,200
158	S	Huntington-Ashland, WV-KY _____ 269,100
159	C	Myrtle Beach, SC _____ 268,500
160	S	Asheville, NC _____ 262,100
161	S	Evansville, IN _____ 258,200
162	S	Utica-Rome, NY _____ 257,100
163	C	Poughkeepsie, NY _____ 255,200
164	S	Tallahassee, FL _____ 250,000
165	S	Wilmington, NC _____ 249,900
166	C	Hagerstown-Chambersburg-Waynesboro, MD-PA _____ 247,600
167	S	Portland, ME _____ 239,800
168	S	Erie, PA _____ 237,800
169	S	Concord (Lakes Region), NH _____ 237,700
170	C	Wausau-Stevens Point, WI (Central WI) _____ 237,600
171	S	Anchorage, AK _____ 233,400
172	C	San Luis Obispo, CA _____ 231,300
173	C	Ft. Smith, AR _____ 228,900
174	S	Lincoln, NE _____ 228,000
175	C	Wenatchee, WA _____ 226,300
176	C	Morgantown-Clarksburg-Fairmont, WV _____ 225,800

RANK		METRO PERSONS 12+ ESTIMATED POPULATION
177	C	New London, CT _____ 224,900
178	C	New Bedford-Fall River, MA** _____ (222,000)
179	S	South Bend, IN _____ 221,400
180	C	Merced, CA _____ 217,900
181	S	Lebanon-Rutland-White River Junction, NH-VT _____ 214,800
182	S	Binghamton, NY _____ 214,200
183	S	Charleston, WV _____ 212,100
184	S	Lubbock, TX _____ 211,900
185	S	Columbus, GA _____ 210,300
186	C	Odessa-Midland, TX _____ 205,500
187	S	Green Bay, WI _____ 204,300
188	S	Kalamazoo, MI _____ 203,800
189	C	Tupelo, MS _____ 201,600
190	S	Manchester, NH*** _____ (199,800)
191	C	Cape Cod, MA _____ 199,100
192	C	Dothan, AL _____ 198,500
193	C	Traverse City-Petoskey, MI _____ 197,600
194	S	Topeka, KS _____ 194,300
195	C	Amarillo, TX _____ 193,900
196	C	Tri-Cities, WA (Richland-Kennewick-Pasco), WA _____ 191,500
197	C	Chico, CA _____ 189,800
198	C	Frederick, MD**** _____ (189,400)
198	C	Danbury, CT _____ 189,400
200	C	Waco, TX _____ 189,200

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

\* Stafford County (population 103,600) 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	
201	C	Yakima, WA _____	188,100
202	C	Rocky Mount-Wilson, NC _____	187,700
203	C	Laredo, TX _____	178,700
204	C	Bend, OR _____	176,000
205	S	Duluth-Superior, MN-WI _____	175,400
206	C	Bowling Green, KY _____	175,100
207	C	Santa Maria-Lompoc, CA _____	174,700
208	C	Medford-Ashland, OR _____	174,300
209	S	Terre Haute, IN _____	174,100
210	C	Clarksville-Hopkinsville, TN-KY _____	172,100
211	S	Cedar Rapids, IA _____	172,000
212	S	Santa Barbara, CA _____	171,000
213	C	Muncie-Marion, IN _____	168,700
214	C	Florence, SC _____	167,600
215	C	Hilton Head, SC _____	167,500
216	C	Sunbury-Selinsgrove-Lewisburg, PA _____	167,100
217	C	St. Cloud, MN _____	167,000
218	C	Olean, NY _____	165,700
219	C	Salina-Manhattan, KS _____	163,900
220	S	Fargo-Moorhead, ND-MN _____	163,300
220	S	Bangor, ME _____	163,300
222	C	Winchester, VA _____	163,200
223	C	Las Cruces, NM _____	163,000
224	C	Alexandria, LA _____	161,400
225	C	Champaign, IL _____	161,300
226	C	Elmira-Corning, NY _____	159,400

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
227	C	Laurel-Hattiesburg, MS _____	158,900
228	C	Redding, CA _____	158,500
229	C	Ft. Walton Beach, FL _____	157,400
230	C	La Crosse, WI _____	156,600
231	C	Lake Charles, LA _____	153,600
232	C	Rochester, MN _____	152,900
233	C	Charlottesville, VA _____	152,600
234	C	Tuscaloosa, AL _____	147,600
235	C	Muskegon, MI _____	147,200
236	C	Twin Falls (Sun Valley), ID _____	145,700
237	C	Joplin, MO _____	143,000
238	C	Santa Fe, NM _____	142,700
239	C	Dubuque, IA _____	142,600
240	C	Panama City, FL _____	141,500
241	C	Marion-Carbondale (Southern IL), IL _____	140,500
242	S	Bloomington, IL _____	139,300
243	C	Bryan-College Station, TX _____	137,300
244	C	Eau Claire, WI _____	136,700
245	C	Pittsburg, KS (Southeast Kansas) _____	135,900
246	S	Lafayette, IN _____	135,600
247	C	Abilene, TX _____	132,700
248	C	LaSalle-Peru, IL _____	131,700
249	C	Sussex, NJ _____	131,600
250	S	Waterloo-Cedar Falls, IA _____	129,900
251	S	Pueblo, CO _____	129,700
252	S	Wheeling, WV _____	128,300

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	
253	C	Lima, OH _____	127,800
254	C	Lufkin-Nacogdoches, TX _____	127,600
255	C	Parkersburg-Marietta, WV-OH _____	127,500
255	C	Columbia, MO _____	127,500
257	C	State College, PA _____	126,500
258	C	Monroe, LA _____	124,100
259	C	Florence-Muscle Shoals, AL _____	123,900
260	C	Billings, MT _____	119,900
261	C	Kalispell-Flathead Valley, MT _____	118,100
262	CM	Hamptons-Riverhead, NY* _____	(117,700)
263	C	Grand Junction, CO _____	117,000
264	C	Battle Creek, MI _____	115,300
265	C	Texarkana, TX-AR _____	115,200
266	C	Wichita Falls, TX _____	112,400
267	C	Grand Island-Kearney, NE _____	112,200
268	S	Montpelier-Barre-St. Johnsbury, VT _____	109,900
269	S	Altoona, PA _____	109,000
270	C	Augusta-Waterville, ME _____	106,800
271	C	Albany, GA _____	106,300
272	C	Valdosta, GA _____	106,200
273	C	Columbus-Starkville-West Point, MS _____	101,700
274	C	Elkins-Buckhannon-Weston, WV _____	101,600
274	C	Williamsport, PA _____	101,600
276	C	Mankato-New Ulm-St. Peter, MN _____	101,300
276	C	Sioux City, IA _____	101,300
278	C	Harrisonburg, VA _____	100,900

RANK		METRO PERSONS 12+ ESTIMATED POPULATION	
279	C	Rapid City, SD _____	99,900
280	C	Sheboygan, WI _____	99,200
281	C	Watertown, NY _____	95,300
282	C	Lewiston-Auburn, ME _____	93,200
283	C	Decatur, IL _____	91,600
284	C	Bluefield, WV _____	91,200
285	C	Ithaca, NY _____	90,400
286	C	Bismarck, ND _____	89,100
287	C	Lawton, OK _____	87,700
288	C	Cookeville, TN _____	87,500
289	S	Sebring, FL _____	87,000
290	C	San Angelo, TX _____	85,800
291	C	Hot Springs, AR _____	83,800
292	C	Grand Forks, ND-MN _____	83,600
293	C	Jackson, TN _____	81,400
294	C	Jonesboro, AR _____	75,300
295	C	Cheyenne, WY _____	72,800
296	C	Beckley, WV _____	69,100
297	C	Mason City, IA _____	68,200
298	C	The Florida Keys, FL _____	68,000
299	C	Brunswick, GA _____	63,300
300	C	Meridian, MS _____	62,800
301	C	Casper, WY _____	60,700
302	C	Aspen, CO _____	57,800
		<b>TOTAL 101-302</b>	<b>43,087,200</b>

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

**TOTAL 1-302 209,546,100**

\* 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 _____	262,400
CM Akron, OH _____	1,324,000
C Albany, GA _____	496,700
CM Albany-Schenectady-Troy, NY _____	1,362,000
CM Albuquerque, NM _____	1,061,200
C Alexandria, LA _____	407,800
CM Allentown-Bethlehem, PA _____	975,800
S Altoona, PA _____	519,200
C Amarillo, TX _____	338,800
S Anchorage, AK _____	348,100
S Ann Arbor, MI _____	297,800
S Appleton-Oshkosh, WI _____	878,300
S Asheville, NC _____	493,000
C Aspen, CO _____	100,400
CM Atlanta, GA _____	5,648,600
S Atlantic City-Cape May, NJ _____	549,300
S Augusta, GA _____	602,000
C Augusta-Waterville, ME _____	437,100
CM Austin, TX _____	1,959,300
CM Bakersfield, CA _____	583,800
CM Baltimore, MD _____	3,002,300
S Bangor, ME _____	338,500
CM Baton Rouge, LA _____	1,463,700
C Battle Creek, MI _____	115,300
C Beaumont-Port Arthur, TX _____	561,100

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C Beckley, WV _____	279,800
C Bend, OR _____	176,000
C Billings, MT _____	200,800
S Biloxi-Gulfport-Pascagoula, MS _____	498,100
S Binghamton, NY _____	578,800
CM Birmingham, AL _____	1,742,900
C Bismarck, ND _____	205,500
S Bloomington, IL _____	245,400
C Bluefield, WV _____	214,200
S Boise, ID _____	690,200
CM Boston, MA _____	6,541,900
C Bowling Green, KY _____	287,800
S Bridgeport, CT _____	393,500
C Brunswick, GA _____	192,000
C Bryan-College Station, TX _____	240,700
CM Buffalo-Niagara Falls, NY _____	1,325,400
S Burlington-Plattsburgh, VT-NY _____	516,100
S Canton, OH _____	441,500
C Cape Cod, MA _____	221,600
C Casper, WY _____	143,800
S Cedar Rapids, IA _____	628,900
C Champaign, IL _____	485,800
CM Charleston, SC _____	739,800
S Charleston, WV _____	530,000
CM Charlotte-Gastonia-Rock Hill, NC-SC _____	2,647,900

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 _____ 348,300
CM	Chattanooga, TN _____ 1,063,500
C	Cheyenne, WY _____ 121,100
CM	Chicago, IL _____ 9,288,300
C	Chico, CA _____ 434,300
CM	Cincinnati, OH _____ 2,534,700
C	Clarksville-Hopkinsville, TN-KY _____ 224,100
CM	Cleveland, OH _____ 3,239,200
CM	Colorado Springs, CO _____ 762,600
C	Columbia, MO _____ 599,800
CM	Columbia, SC _____ 879,200
S	Columbus, GA _____ 576,200
CM	Columbus, OH _____ 2,197,700
C	Columbus-Starkville-West Point, MS _____ 219,600
S	Concord (Lakes Region), NH _____ 294,400
C	Cookeville, TN _____ 296,700
S	Corpus Christi, TX _____ 468,000
CM	Dallas-Ft. Worth, TX _____ 6,213,700
C	Danbury, CT _____ 189,400
CM	Dayton, OH _____ 1,761,500
S	Daytona Beach, FL _____ 529,300
C	Decatur, IL _____ 181,700
CM	Denver-Boulder, CO _____ 3,423,600
CM	Des Moines, IA _____ 989,300
CM	Detroit, MI _____ 5,165,400

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Dothan, AL _____ 495,500
C	Dubuque, IA _____ 220,300
S	Duluth-Superior, MN-WI _____ 364,700
C	Eau Claire, WI _____ 362,100
CM	El Paso, TX _____ 834,100
C	Elkins-Buckhannon-Weston, WV _____ 225,400
C	Elmira-Corning, NY _____ 280,400
S	Erie, PA _____ 438,100
S	Eugene-Springfield, OR _____ 656,000
S	Evansville, IN _____ 711,200
S	Fargo-Moorhead, ND-MN _____ 442,900
C	Fayetteville (North West Arkansas), AR _____ 479,600
S	Fayetteville, NC _____ 868,000
C	Flagstaff-Prescott, AZ _____ 437,100
S	Flint, MI _____ 731,900
C	Florence, SC _____ 514,800
C	Florence-Muscle Shoals, AL _____ 267,700
C	Frederick, MD _____ 314,800
CM	Fredericksburg, VA _____ 390,300
CM	Fresno, CA _____ 1,539,300
C	Ft. Collins-Greeley, CO _____ 388,200
S	Ft. Myers-Naples-Marco Island, FL _____ 1,150,700
S	Ft. Pierce-Stuart-Vero Beach, FL _____ 512,700
C	Ft. Smith, AR _____ 524,300
C	Ft. Walton Beach, FL _____ 206,600

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 _____	853,800
CM Gainesville-Ocala, FL _____	954,600
C Grand Forks, ND-MN _____	152,500
C Grand Island-Kearney, NE _____	227,100
C Grand Junction, CO _____	267,700
CM Grand Rapids, MI _____	1,605,900
S Green Bay, WI _____	804,300
CM Greensboro-Winston-Salem-High Point, NC _____	2,365,600
CM Greenville-New Bern-Jacksonville, NC _____	995,000
CM Greenville-Spartanburg, SC _____	1,929,700
C Hagerstown-Chambersburg-Waynesboro, MD-PA _____	406,700
CM Hamptons-Riverhead, NY _____	117,700
CM Harrisburg-Lebanon-Carlisle, PA _____	1,588,200
C Harrisonburg, VA _____	297,000
CM Hartford-New Britain-Middletown, CT _____	2,768,100
C Hilton Head, SC _____	186,900
CM Honolulu, HI _____	951,600
C Hot Springs, AR _____	148,400
S Huntington-Ashland, WV-KY _____	594,700
CM Huntsville, AL _____	1,004,400
CM Indianapolis, IN _____	2,200,600
C Ithaca, NY _____	149,500
CM Jackson, MS _____	801,000
C Jackson, TN _____	494,100
CM Jacksonville, FL _____	1,531,700

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
CM Johnson City-Kingsport-Bristol, TN-VA _____	823,700
C Jonesboro, AR _____	334,900
C Joplin, MO _____	408,500
S Kalamazoo, MI _____	664,500
C Kalispell-Flathead Valley, MT _____	128,300
CM Kansas City, MO-KS _____	2,314,100
C Killeen-Temple, TX _____	329,700
CM Knoxville, TN _____	1,359,800
C La Crosse, WI _____	197,900
S Lafayette, IN _____	348,300
S Lafayette, LA _____	630,200
C Lake Charles, LA _____	250,600
S Lakeland-Winter Haven, FL _____	595,400
S Lancaster, PA _____	893,300
CM Lansing-East Lansing, MI _____	997,400
C Laredo, TX _____	198,600
C Las Cruces, NM _____	174,100
CM Las Vegas, NV _____	1,756,000
C LaSalle-Peru, IL _____	142,900
C Laurel-Hattiesburg, MS _____	303,300
C Lawton, OK _____	213,200
S Lebanon-Rutland-White River Junction, NH-VT _____	317,800
C Lewiston-Auburn, ME _____	93,200
S Lexington-Fayette, KY _____	911,800
C Lima, OH _____	339,700

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
S Lincoln, NE _____	403,100
CM Little Rock, AR _____	1,085,300
CM Los Angeles, CA _____	15,713,800
CM Louisville, KY _____	1,398,800
S Lubbock, TX _____	357,600
C Lufkin-Nacogdoches, TX _____	290,700
S Macon, GA _____	592,700
CM Madison, WI _____	1,040,800
S Manchester, NH _____	524,900
C Mankato-New Ulm-St. Peter, MN _____	218,400
C Marion-Carbondale (Southern IL), IL _____	270,900
C Mason City, IA _____	146,300
S McAllen-Brownsville-Harlingen, TX _____	941,400
C Medford-Ashland, OR _____	287,100
S Melbourne-Titusville-Cocoa, FL _____	478,900
CM Memphis, TN _____	1,648,900
C Merced, CA _____	217,900
C Meridian, MS _____	228,500
CM Miami-Ft. Lauderdale-Hollywood, FL _____	4,722,800
CM Middlesex-Somerset-Union, NJ _____	1,378,800
CM Milwaukee-Racine, WI _____	1,986,700
CM Minneapolis-St. Paul, MN _____	3,662,400
CM Mobile, AL _____	1,107,800
S Modesto, CA _____	1,474,100
S Monmouth-Ocean, NJ _____	1,020,500

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C Monroe, LA _____	411,200
CM Monterey-Salinas-Santa Cruz, CA _____	690,700
S Montgomery, AL _____	758,200
S Montpelier-Barre-St. Johnsbury, VT _____	288,600
C Morgantown-Clarksburg-Fairmont, WV _____	399,300
C Morristown, NJ _____	418,600
C Muncie-Marion, IN _____	191,200
C Muskegon, MI _____	213,900
C Myrtle Beach, SC _____	461,200
CM Nashville, TN _____	2,187,200
CM Nassau-Suffolk (Long Island), NY _____	2,359,300
C New Bedford-Fall River, MA _____	222,000
S New Haven, CT _____	767,000
C New London, CT _____	471,400
CM New Orleans, LA _____	1,786,500
CM New York, NY _____	18,903,000
C Newburgh-Middletown, NY (Mid Hudson Valley) _____	437,500
CM Norfolk-Virginia Beach-Newport News, VA _____	1,692,000
C Odessa-Midland, TX _____	331,000
CM Oklahoma City, OK _____	1,461,300
C Olean, NY _____	165,700
CM Omaha-Council Bluffs, NE-IA _____	1,213,000
CM Orlando, FL _____	3,654,600
S Oxnard-Ventura, CA _____	846,500
S Palm Springs, CA _____	500,000

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 Panama City, FL	313,500
C Parkersburg-Marietta, WV-OH	300,100
S Pensacola, FL	752,500
S Peoria, IL	574,900
CM Phoenix, AZ	3,885,800
C Pittsburg, KS (Southeast Kansas)	159,500
CM Pittsburgh, PA	2,945,100
S Portland, ME	867,300
CM Portland, OR	2,572,700
S Portsmouth-Dover-Rochester, NH	538,600
C Poughkeepsie, NY	799,400
CM Providence-Warwick-Pawtucket, RI	1,992,200
S Pueblo, CO	205,800
CM Puerto Rico	3,328,500
S Quad Cities (Davenport-Rock Island-Moline), IA-IL	730,000
CM Raleigh-Durham, NC	2,727,800
C Rapid City, SD	229,600
C Reading, PA	347,000
C Redding, CA	265,100
S Reno, NV	653,200
CM Richmond, VA	1,379,000
CM Riverside-San Bernardino, CA	2,988,400
S Roanoke-Lynchburg, VA	1,059,400
C Rochester, MN	435,000
CM Rochester, NY	1,177,700

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
S Rockford, IL	638,900
C Rocky Mount-Wilson, NC	445,400
CM Sacramento, CA	3,135,500
S Saginaw-Bay City-Midland, MI	1,270,200
C Salina-Manhattan, KS	238,500
S Salisbury-Ocean City, MD	556,800
CM Salt Lake City-Ogden-Provo, UT	1,980,500
C San Angelo, TX	124,500
CM San Antonio, TX	2,024,100
CM San Diego, CA	2,753,800
CM San Francisco, CA	7,432,200
CM San Jose, CA	1,729,000
C San Luis Obispo, CA	406,000
S Santa Barbara, CA	345,700
C Santa Fe, NM	204,600
C Santa Maria-Lompoc, CA	174,700
S Santa Rosa, CA	463,300
S Sarasota-Bradenton, FL	789,500
S Savannah, GA	842,500
CM Seattle-Tacoma, WA	3,897,700
S Sebring, FL	87,000
C Sheboygan, WI	99,200
CM Shreveport, LA	912,000
C Sioux City, IA	284,300
S South Bend, IN	891,600

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
CM	Spokane, WA _____ 744,400
CM	Springfield, MA _____ 723,700
S	Springfield, MO _____ 663,700
C	St. Cloud, MN _____ 504,000
CM	St. Louis, MO _____ 2,764,600
C	Stamford-Norwalk, CT _____ 300,900
C	State College, PA _____ 310,300
S	Stockton, CA _____ 561,400
C	Sunbury-Selinsgrove-Lewisburg, PA _____ 245,100
C	Sussex, NJ _____ 185,200
CM	Syracuse, NY _____ 991,400
S	Tallahassee, FL _____ 493,800
CM	Tampa-St. Petersburg-Clearwater, FL _____ 3,935,100
S	Terre Haute, IN _____ 348,200
C	Texarkana, TX-AR _____ 289,000
C	The Florida Keys, FL _____ 68,000
CM	Toledo, OH _____ 1,113,100
S	Topeka, KS _____ 523,600
C	Traverse City-Petoskey, MI _____ 485,300
S	Trenton, NJ _____ 426,500
C	Tri-Cities, WA (Richland-Kennewick-Pasco) _____ 421,300
CM	Tucson, AZ _____ 1,229,400
CM	Tulsa, OK _____ 1,309,100
C	Tupelo, MS _____ 465,800
C	Tuscaloosa, AL _____ 330,300

MARKET	TSA PERSONS 12+ ESTIMATED POPULATION
C	Twin Falls (Sun Valley), ID _____ 145,700
S	Tyler-Longview, TX _____ 849,700
S	Utica-Rome, NY _____ 401,800
C	Valdosta, GA _____ 175,100
S	Victor Valley, CA _____ 393,800
S	Visalia-Tulare-Hanford, CA _____ 463,900
C	Waco, TX _____ 625,500
CM	Washington, DC _____ 7,113,000
S	Waterloo-Cedar Falls, IA _____ 552,100
C	Watertown, NY _____ 215,300
C	Wausau-Stevens Point, WI (Central WI) _____ 554,800
C	Wenatchee, WA _____ 255,900
CM	West Palm Beach-Boca Raton, FL _____ 3,169,700
S	Wheeling, WV _____ 285,400
CM	Wichita, KS _____ 707,100
C	Wichita Falls, TX _____ 329,700
CM	Wilkes Barre-Scranton, PA _____ 952,100
C	Williamsport, PA _____ 309,300
S	Wilmington, DE _____ 721,300
S	Wilmington, NC _____ 536,700
C	Winchester, VA _____ 396,000
S	Worcester, MA _____ 770,500
C	Yakima, WA _____ 215,100
CM	York, PA _____ 1,288,500
S	Youngstown-Warren, OH _____ 790,000

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
PPM	1	New York, NY _____ 2,663,400
CM	3	Chicago, IL _____ 1,378,100
CM	8	Atlanta, GA _____ 1,315,500
CM	9	Washington, DC _____ 1,126,800
PPM	7	Philadelphia, PA _____ 878,300
CM	11	Detroit, MI _____ 845,800
CM	2	Los Angeles, CA _____ 812,900
PPM	6	Houston-Galveston, TX _____ 760,400
CM	12	Miami-Ft. Lauderdale-Hollywood, FL _____ 717,900
CM	5	Dallas-Ft. Worth, TX _____ 702,000
CM	21	Baltimore, MD _____ 634,000
CM	49	Memphis, TN _____ 468,100
CM	4	San Francisco, CA _____ 425,100
CM	20	St. Louis, MO _____ 422,000
CM	41	Norfolk-Virginia Beach-Newport News, VA _____ 421,900
CM	25	Charlotte-Gastonia-Rock Hill, NC-SC _____ 394,400
CM	28	Cleveland, OH _____ 341,300
CM	55	New Orleans, LA _____ 287,000
CM	56	Richmond, VA _____ 274,600
CM	43	Raleigh-Durham, NC _____ 266,800
CM	10	Boston, MA _____ 255,100
CM	57	Birmingham, AL _____ 250,100
CM	19	Tampa-St. Petersburg-Clearwater, FL _____ 249,500
CM	47	Jacksonville, FL _____ 238,300
CM	34	Orlando, FL _____ 234,200

## Top 25 Metro Survey Areas Based on 12+ Hispanic Population

P12+ METRO RANK		HISPANIC METRO PERSONS 12+ ESTIMATED POPULATION
CM	2	Los Angeles, CA _____ 4,460,900
PPM	1	New York, NY _____ 3,210,100
CM	12	Miami-Ft. Lauderdale-Hollywood, FL _____ 1,647,500
PPM	6	Houston-Galveston, TX _____ 1,443,000
CM	3	Chicago, IL _____ 1,412,200
CM	5	Dallas-Ft. Worth, TX _____ 1,240,200
CM	4	San Francisco, CA _____ 1,183,600
CM	15	Phoenix, AZ _____ 867,000
CM	30	San Antonio, TX _____ 825,400
CM	26	Riverside-San Bernardino, CA _____ 808,300
S	58	McAllen-Brownsville-Harlingen, TX _____ 742,700
CM	17	San Diego, CA _____ 693,700
CM	9	Washington, DC _____ 491,000
CM	76	El Paso, TX _____ 479,700
CM	22	Denver-Boulder, CO _____ 455,200
CM	8	Atlanta, GA _____ 393,100
CM	33	Las Vegas, NV _____ 383,700
CM	42	Austin, TX _____ 366,900
CM	34	Orlando, FL _____ 355,500
CM	35	San Jose, CA _____ 338,400
CM	66	Fresno, CA _____ 331,500
CM	19	Tampa-St. Petersburg-Clearwater, FL _____ 311,800
CM	27	Sacramento, CA _____ 290,000
PPM	18	Nassau-Suffolk (Long Island), NY _____ 289,400
CM	69	Albuquerque, NM _____ 287,900

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

## Proportionality Indices: Diary Measurement

SURVEY	BLACK	HISPANIC	M18-24
Winter 2004	99	99	78
Winter 2005	101	94	76
Winter 2006	96	92	72
Winter 2007	91	85	67
Spring 2004	98	96	73
Spring 2005	96	93	69
Spring 2006	93	90	68
Spring 2007	90	81	62
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	2004	2005	2006	2007
Winter	32.1	31.5	30.5	27.8
Spring	33.0	31.7	30.4	29.2
Summer	30.2	28.8	28.7	
Fall	32.9	30.5	30.5	



## 2007-2008 Top 100 Television DMA Markets

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
1	New York, NY	17,473,700	7,391,940
2	Los Angeles, CA	14,675,200	5,647,440
3	Chicago, IL	8,059,500	3,469,110
4	Philadelphia, PA	6,640,900	2,939,950
5	Dallas-Ft. Worth, TX	5,557,800	2,435,600
6	San Francisco-Oakland-San Jose, CA	5,878,600	2,419,440
7	Boston, MA (Manchester, NH)	5,316,700	2,393,960
8	Atlanta, GA	5,288,600	2,310,490
9	Washington, DC (Hagerstown, MD)	5,151,900	2,308,290
10	Houston, TX	4,869,500	2,050,550
11	Detroit, MI	4,202,100	1,925,460
12	Phoenix (Prescott), AZ	4,108,400	1,802,550
13	Tampa-St. Petersburg (Sarasota), FL	3,689,200	1,783,910
14	Seattle-Tacoma, WA	3,982,100	1,782,040
15	Minneapolis-St. Paul, MN	3,764,300	1,706,740
16	Miami-Ft. Lauderdale, FL	3,606,400	1,536,020
17	Cleveland-Akron (Canton), OH	3,297,200	1,533,710
18	Denver, CO	3,256,700	1,477,280
19	Orlando-Daytona Beach-Melbourne, FL	3,105,700	1,434,050
20	Sacramento-Stockton-Modesto, CA	3,356,900	1,391,790
21	St. Louis, MO	2,708,000	1,244,370
22	Pittsburgh, PA	2,457,400	1,158,210
23	Portland, OR	2,601,800	1,150,320
24	Baltimore, MD	2,420,500	1,095,490
25	Charlotte, NC	2,347,600	1,085,640

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
26	Indianapolis, IN	2,284,400	1,072,090
27	San Diego, CA	2,515,100	1,051,210
28	Raleigh-Durham (Fayetteville), NC	2,258,500	1,039,890
29	Hartford & New Haven, CT	2,239,600	1,007,490
30	Nashville, TN	2,098,700	966,170
31	Kansas City, MO	1,991,600	927,060
32	Columbus, OH	1,942,900	905,690
33	Cincinnati, OH	1,941,400	904,340
34	Milwaukee, WI	1,900,600	891,010
35	Salt Lake City, UT	2,233,600	874,650
36	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	1,787,700	838,270
37	San Antonio, TX	1,883,600	792,440
38	West Palm Beach-Ft. Pierce, FL	1,629,100	775,340
39	Grand Rapids-Kalamazoo-Battle Creek, MI	1,659,900	739,640
40	Birmingham (Anniston and Tuscaloosa), AL	1,554,400	730,430
41	Harrisburg-Lancaster-Lebanon-York, PA	1,619,700	723,620
42	Norfolk-Portsmouth-Newport News, VA	1,607,700	717,440
43	Las Vegas, NV	1,586,000	707,470
44	Albuquerque-Santa Fe, NM	1,545,100	677,740
45	Oklahoma City, OK	1,452,400	676,850
46	Greensboro-High Point-Winston Salem, NC	1,423,400	671,980
47	Memphis, TN	1,483,800	667,890
48	Louisville, KY	1,388,500	657,180

## 2007-2008 Top 100 Television DMA Markets *(continued)*

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
49	Jacksonville, FL	1,432,200	655,470
50	Buffalo, NY	1,378,100	636,700
51	Austin, TX	1,430,700	635,860
52	Providence, RI-New Bedford, MA	1,376,500	626,800
53	New Orleans, LA	1,353,200	600,150
54	Wilkes Barre-Scranton, PA	1,314,000	592,310
55	Fresno-Visalia, CA	1,539,300	568,730
56	Albany-Schenectady-Troy, NY	1,195,000	553,790
57	Little Rock-Pine Bluff, AR	1,187,200	552,400
58	Knoxville, TN	1,125,100	534,410
59	Richmond-Petersburg, VA	1,163,500	526,760
60	Tulsa, OK	1,128,100	519,820
61	Mobile, AL-Pensacola (Ft Walton Beach), FL	1,136,800	517,410
62	Dayton, OH	1,079,800	511,220
63	Ft. Myers-Naples, FL	1,026,100	491,760
64	Lexington, KY	1,050,700	490,530
65	Charleston-Huntington, WV	1,001,600	476,680
66	Flint-Saginaw-Bay City, MI	1,020,300	469,980
67	Roanoke-Lynchburg, VA	964,000	451,580
68	Tucson (Sierra Vista), AZ	971,800	446,550
69	Wichita-Hutchinson, KS Plus	979,900	446,520
70	Green Bay-Appleton, WI	950,700	439,940
71	Des Moines-Ames, IA	914,900	425,760
72	Toledo, OH	912,200	424,670
73	Honolulu, HI	1,095,600	424,010
74	Springfield, MO	887,900	410,930
75	Omaha, NE	877,400	407,700
76	Portland-Auburn, ME	867,300	407,560

TVHH RANK	MARKET	DMA PERSONS 12+	TVHH
77	Spokane, WA	921,300	403,820
78	Rochester, NY	867,700	392,420
79	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	835,300	390,130
80	Syracuse, NY	863,700	386,380
81	Columbia, SC	846,600	384,060
82	Shreveport, LA	840,300	383,610
83	Huntsville-Decatur (Florence), AL	812,600	382,790
84	Champaign & Springfield-Decatur, IL	809,100	378,870
85	Madison, WI	798,500	372,990
86	Chattanooga, TN	763,700	353,680
87	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	733,000	339,480
88	Harlingen-Weslaco-Brownsville-McAllen, TX	920,400	338,550
89	South Bend-Elkhart, IN	745,900	337,870
90	Jackson, MS	754,700	334,200
91	Tri-Cities, TN-VA	690,400	328,970
92	Burlington, VT-Plattsburgh, NY	742,200	328,050
93	Colorado Springs-Pueblo, CO	728,200	326,380
94	Baton Rouge, LA	726,300	317,550
95	Waco-Temple-Bryan, TX	739,400	315,900
96	Davenport, IA-Rock Island-Moline, IL	661,100	308,950
97	Savannah, GA	696,000	306,680
98	El Paso, TX (Las Cruces, NM)	760,500	302,470
99	Johnstown-Altoona-State College, PA	661,100	295,180
100	Charleston, SC	634,700	294,230