



Local Cable Reach Guide May'09

**A market-by-market view of
Local Broadcast, Local Cable
and Local Market Interconnects**

The Reality

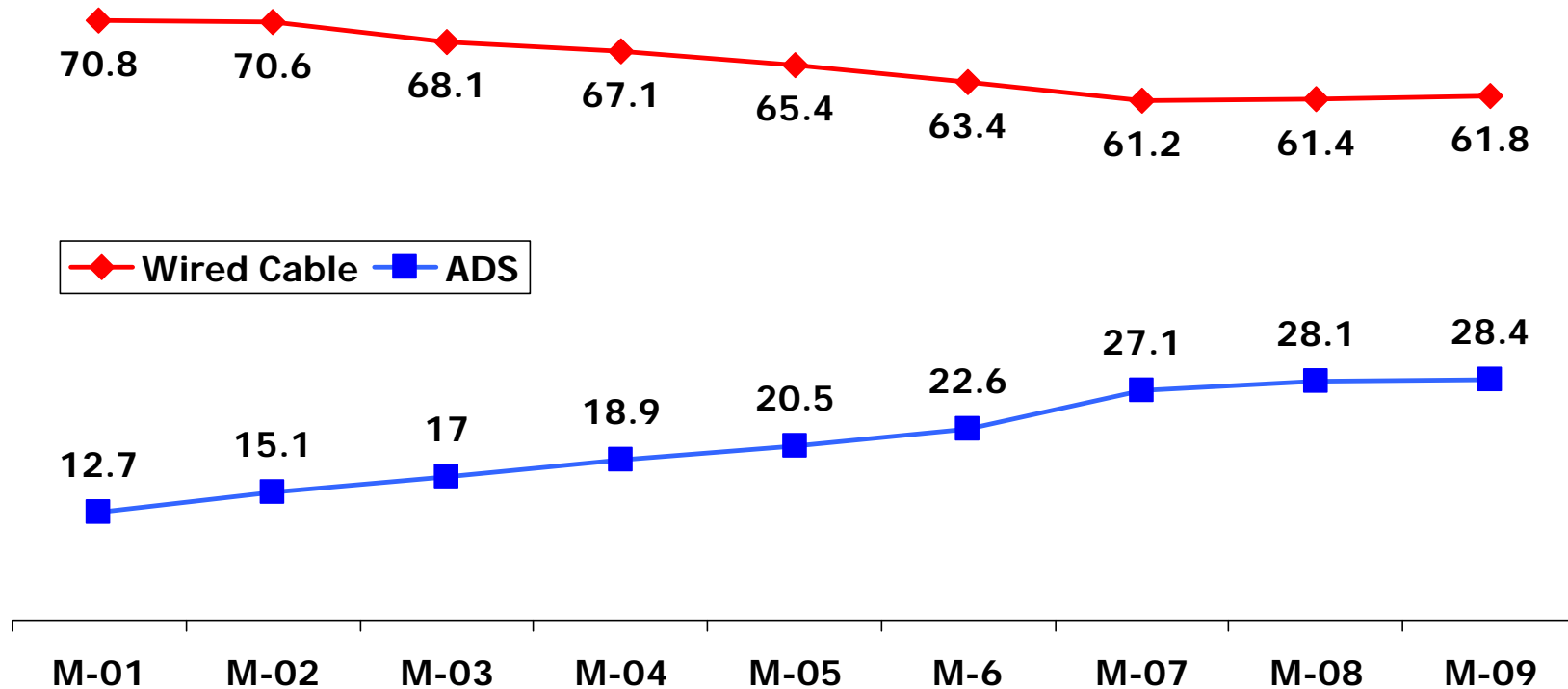
- According to Nielsen NTI data, national ADS penetration reached 28.4% in May 2009, up from 28.1% in May 2008, and now represents 31.7% of subscription television customers.
- Cable's national "ad-supported cable reach" includes ADS (satellite) delivery which does not accept local advertising.
- True local cable reach is measured by hard-wired cable delivery.

And that's not all . . .

- Buying the local market interconnect does not deliver all of the hard-wired cable homes in the market.

Wired Cable Reach has Eroded to All-Time Lows

% HHs Reached



The Following report gives a market-by-market view of Total Households, TV Households and Reach by Local Broadcast, Local Cable and Local Market Interconnects:

May 2009 DMA / TV Households			TV HHs	Reach by Local TV:	Reach by Cable and/or ADS			Reach by Hard-Wired Cable			Local Market Interconnect (s)					Interconnect to TV HH Gap
DMA Rank	DMA Name	TOTAL HHs			HHs	% Total HHs	% TV HHs	HHs	% Total HHs	% TV HHs	Name	HHs	% Total HHs	% TV HHs	% Wired Cable HH	
164	Abilene-Sweetwater	116,300	115,310	99.1%	101,910	87.6%	88.4%	49,620	42.7%	43.0%	SUDDENLINK - ABILENE	37,080	31.9%	32.2%	74.7%	79,220
146	Albany, GA	158,400	156,800	99.0%	145,520	91.9%	92.8%	91,860	58.0%	58.6%	MEDIACOM - ALBANY, GA	73,060	46.1%	46.6%	79.5%	85,340
56	Albany-Schenectady-Troy	561,300	556,750	99.2%	510,220	90.9%	91.6%	430,050	76.6%	77.2%	TIME WARNER MEDIA - ALBANY	415,100	74.0%	74.6%	96.5%	146,200
44	Albuquerque-Santa Fe	707,800	689,120	97.4%	568,450	80.3%	82.5%	277,960	39.3%	40.3%	COMCAST SPOTLIGHT - ALBUQUE	241,410	34.1%	35.0%	86.9%	466,390
180	Alexandria, LA	90,600	89,630	98.9%	82,010	90.5%	91.5%	57,050	63.0%	63.7%	SUDDENLINK	46,510	51.3%	51.9%	81.5%	44,090
208	Alpena	17,700	17,520	99.0%	16,220	91.6%	92.6%	10,510	59.4%	60.0%	CHARTER MEDIA - ALPENA	9,070	51.2%	51.8%	86.3%	8,630
131	Amarillo	193,700	192,090	99.2%	170,320	87.9%	88.7%	87,740	45.3%	45.7%	SUDDENLINK - AMARILLO	68,930	35.6%	35.9%	78.6%	124,770
150	Anchorage	155,400	150,620	96.9%	128,540	82.7%	85.3%	101,350	65.2%	67.3%	GCI CABLE ADVERTISING - ANC	92,240	59.4%	61.2%	91.0%	63,160
8	Atlanta	2,392,500	2,369,780	99.1%	2,244,840	93.8%	94.7%	1,346,120	56.3%	56.8%	COMCAST SPOTLIGHT - ATLANTA	1,300,870	54.4%	54.9%	96.6%	1,091,630
115	Augusta	256,200	253,950	99.1%	232,830	90.9%	91.7%	157,890	61.6%	62.2%	COMCAST SPOTLIGHT - AUGUSTA	105,100	41.0%	41.4%	66.6%	151,100
51	Austin	676,700	667,670	98.7%	582,520	86.1%	87.2%	431,090	63.7%	64.6%	TIME WARNER MEDIA - AUSTIN	374,810	55.4%	56.1%	86.9%	301,890
125	Bakersfield	223,800	220,730	98.6%	187,590	83.8%	85.0%	119,920	53.6%	54.3%	BRIGHT HOUSE NETWORKS - BAK	116,700	52.1%	52.9%	97.3%	107,100
24	Baltimore	1,110,500	1,102,080	99.2%	1,018,350	91.7%	92.4%	801,540	72.2%	72.7%	COMCAST SPOTLIGHT - BALTIMO	652,390	58.7%	59.2%	81.4%	458,110
152	Bangor	146,600	145,100	99.0%	115,810	79.0%	79.8%	61,540	42.0%	42.4%	TIME WARNER MEDIA - BANGOR	47,250	32.2%	32.6%	76.8%	99,350
94	Baton Rouge	328,900	326,390	99.2%	307,570	93.5%	94.2%	240,340	73.1%	73.6%	COX MEDIA - BATON ROUGE	188,840	57.4%	57.9%	78.6%	140,060
141	Beaumont-Port Arthur	167,300	165,440	98.9%	150,260	89.8%	90.8%	98,620	58.9%	59.6%	TIME WARNER MEDIA - BEAUMNT	90,040	53.8%	54.4%	91.3%	77,260
192	Bend, OR	66,400	64,830	97.6%	55,680	83.9%	85.9%	42,350	63.8%	65.3%						
170	Billings	107,700	106,030	98.4%	91,780	85.2%	86.6%	56,840	52.8%	53.6%	BRESNAN ADV SERVICES - BILL	40,660	37.8%	38.3%	71.5%	67,040
160	Biloxi-Gulfport	122,900	121,750	99.1%	114,200	92.9%	93.8%	86,080	70.0%	70.7%	CABLEONE ADV - MS GULF COAS	84,750	69.0%	69.6%	98.5%	38,150
156	Binghamton	140,200	138,930	99.1%	128,590	91.7%	92.6%	101,750	72.6%	73.2%	TIME WARNER MEDIA - BINGHAM	82,420	58.8%	59.3%	81.0%	57,780
40	Birmingham (Ann and Tusc)	745,400	739,750	99.2%	677,360	90.9%	91.6%	377,600	50.7%	51.0%	CHARTER MEDIA - GREATER BIR	365,100	49.0%	49.4%	96.7%	380,300
155	Bluefield-Beckley-Oak Hill	144,100	142,570	98.9%	134,600	93.4%	94.4%	96,470	66.9%	67.7%	SUDDENLINK - BLUEFIELD/BECK	74,500	51.7%	52.3%	77.2%	69,600
113	Boise	265,600	262,290	98.8%	195,690	73.7%	74.6%	83,780	31.5%	31.9%	CABLEONE ADV - BOISE	82,890	31.2%	31.6%	98.9%	182,710
7	Boston (Manchester)	2,430,800	2,409,080	99.1%	2,313,850	95.2%	96.0%	2,032,730	83.6%	84.4%	COMCAST SPOTLIGHT - BOSTON	1,732,790	71.3%	71.9%	85.2%	698,010
183	Bowling Green	81,000	80,260	99.1%	71,100	87.8%	88.6%	55,100	68.0%	68.7%	INSIGHT MEDIA - BOWLING GRE	28,280	34.9%	35.2%	51.3%	52,720
50	Buffalo	634,600	631,120	99.5%	574,410	90.5%	91.0%	391,560	61.7%	62.0%	TIME WARNER MEDIA - BUFFALO	375,740	59.2%	59.5%	96.0%	258,860
92	Burlington-Plattsburgh	337,100	331,320	98.3%	292,330	86.7%	88.2%	170,570	50.6%	51.5%	COMCAST SPOT - BURLINGTON/P	154,430	45.8%	46.6%	90.5%	182,670
194	Butte-Bozeman	67,500	65,480	97.0%	53,210	78.8%	81.3%	28,720	42.5%	43.9%	BRESNAN ADV SERVICES - BUTT	26,180	38.8%	40.0%	91.2%	41,320
198	Casper-Riverton	55,200	54,340	98.4%	50,010	90.6%	92.0%	34,590	62.7%	63.7%	BRESNAN ADV SERVICES - CASP	29,820	54.0%	54.9%	86.2%	25,380
87	Cedar Rapids-Wtrlo-IWC&Dub	348,900	346,330	99.3%	299,630	85.9%	86.5%	203,580	58.3%	58.8%	ONMEDIA	134,100	38.4%	38.7%	65.9%	214,800
84	Champaign&Sprngfld-Decatur	389,000	386,000	99.2%	349,670	89.9%	90.6%	233,860	60.1%	60.6%	COMCAST SPOTLIGHT - CHAMPAI	200,140	51.4%	51.8%	85.6%	188,860
100	Charleston, SC	310,300	307,610	99.1%	283,430	91.3%	92.1%	205,870	66.3%	66.9%	COMCAST SPOTLIGHT - CHARLES	151,470	48.8%	49.2%	73.6%	158,830
65	Charleston-Huntington	484,400	479,750	99.0%	450,680	93.0%	93.9%	277,300	57.2%	57.8%	SUDDENLINK - CHARLESTON - H	228,530	47.2%	47.6%	82.4%	255,870
25	Charlotte	1,130,800	1,122,860	99.3%	1,018,570	90.1%	90.7%	675,570	59.7%	60.2%	TIME WARNER MEDIA - CHARLOT	650,450	57.5%	57.9%	96.3%	480,350
181	Charlottesville	78,600	76,600	97.5%	67,450	85.8%	88.1%	42,760	54.4%	55.8%	COMCAST SPOTLIGHT - CHARLOT	38,410	48.9%	50.1%	89.8%	40,190
86	Chattanooga	369,900	366,780	99.2%	332,460	89.9%	90.6%	225,330	60.9%	61.4%	COMCAST SPOTLIGHT - CHATTAN	195,870	53.0%	53.4%	86.9%	174,030
196	Cheyenne-Scottsbluff	54,600	54,120	99.1%	49,840	91.3%	92.1%	35,220	64.5%	65.1%	CHARTER MEDIA - CHEYENNE -	8,640	15.8%	16.0%	24.5%	45,960
196	Cheyenne-Scottsbluff	54,600	54,120	99.1%	49,840	91.3%	92.1%	35,220	64.5%	65.1%	BRESNAN ADV SERVICES - CHYE	24,230	44.4%	44.8%	68.8%	30,370
3	Chicago	3,522,200	3,492,850	99.2%	3,074,880	87.3%	88.0%	2,178,080	61.8%	62.4%	COMCAST SPOTLIGHT - CHICAGO	2,080,480	59.1%	59.6%	95.5%	1,441,720
130	Chico-Redding	201,400	197,280	98.0%	165,710	82.3%	84.0%	68,490	34.0%	34.7%	CHARTER MEDIA - CHICO/REDDI	65,480	32.5%	33.2%	95.6%	135,920
33	Cincinnati	921,400	915,570	99.4%	786,440	85.4%	85.9%	548,350	59.5%	59.9%	TIME WARNER MEDIA - CINCINA	328,910	35.7%	35.9%	60.0%	592,490
166	Clarksburg-Weston	110,400	109,150	98.9%	103,200	93.5%	94.5%	59,500	53.9%	54.5%	TIME WARNER MEDIA	24,220	21.9%	22.2%	40.7%	86,180
17	Cleveland-Akron (Canton)	1,536,700	1,524,930	99.2%	1,387,900	90.3%	91.0%	1,072,180	69.8%	70.3%	CLEVELAND MEDIA CONNECT-CLE	945,620	61.5%	62.0%	88.2%	591,080
93	Colorado Springs-Pueblo	337,800	334,390	99.0%	283,980	84.1%	84.9%	146,620	43.4%	43.8%	COMCAST SPOTLIGHT - COLORAD	140,420	41.6%	42.0%	95.8%	197,380
81	Columbia, SC	396,400	393,170	99.2%	344,630	86.9%	87.7%	202,450	51.1%	51.5%	CABLEVANTAGE - COLUMBIA, SC	191,080	48.2%	48.6%	94.4%	205,320

May 2009 DMA / TV Households			TV HHS	Reach by Local TV:	Reach by Cable and/or ADS			Reach by Hard-Wired Cable			Local Market Interconnect (s)					Interconnect to TV HH Gap
DMA Rank	DMA Name	TOTAL HHS			HHS	% Total HHS	% TV HHS	HHS	% Total HHS	% TV HHS	Name	HHS	% Total HHS	% TV HHS	% Wired Cable HH	
137	Columbia-Jefferson City	180,700	179,010	99.1%	148,280	82.1%	82.8%	66,130	36.6%	36.9%	ONMEDIA	55,910	30.9%	31.2%	84.5%	124,790
128	Columbus, GA (Opelika, AL)	215,800	213,980	99.2%	196,400	91.0%	91.8%	155,650	72.1%	72.7%	MEDIACOM - COLUMBUS, GA	37,710	17.5%	17.6%	24.2%	178,090
128	Columbus, GA (Opelika, AL)	215,800	213,980	99.2%	196,400	91.0%	91.8%	155,650	72.1%	72.7%	CHARTER MEDIA - COLUMBUS GA	51,990	24.1%	24.3%	33.4%	163,810
32	Columbus, OH	931,800	925,840	99.4%	815,460	87.5%	88.1%	634,000	68.0%	68.5%	TIME WARNER MEDIA - COLUMBU	459,350	49.3%	49.6%	72.5%	472,450
133	Columbus-Tupelo-West Point	191,100	188,740	98.8%	169,030	88.5%	89.6%	66,860	35.0%	35.4%	COMCAST SPOTLIGHT - CLBUS -	39,280	20.6%	20.8%	58.7%	151,820
129	Corpus Christi	199,700	197,290	98.8%	178,420	89.3%	90.4%	129,880	65.0%	65.8%	TIME WARNER MEDIA - CORPUS	86,290	43.2%	43.7%	66.4%	113,410
5	Dallas-Ft. Worth	2,511,100	2,489,970	99.2%	2,048,900	81.6%	82.3%	1,125,010	44.8%	45.2%	TIME WARNER MEDIA - DALLAS	812,880	32.4%	32.6%	72.3%	1,698,220
96	Davenport-R.Island-Moline	311,200	309,600	99.5%	267,250	85.9%	86.3%	173,830	55.9%	56.1%	QUAD CITY INTERCONNECT	112,320	36.1%	36.3%	64.6%	198,880
62	Dayton	486,200	483,790	99.5%	416,450	85.7%	86.1%	317,440	65.3%	65.6%	TIME WARNER MEDIA - DAYTON	290,760	59.8%	60.1%	91.6%	195,440
18	Denver	1,548,600	1,524,210	98.4%	1,360,090	87.8%	89.2%	825,290	53.3%	54.1%	COMCAST SPOTLIGHT - DENVER	750,620	48.5%	49.2%	91.0%	797,980
71	Des Moines-Ames	434,800	432,410	99.5%	355,500	81.8%	82.2%	198,430	45.6%	45.9%	ONMEDIA - DES MOINES	156,800	36.1%	36.3%	79.0%	278,000
11	Detroit	1,937,000	1,926,970	99.5%	1,739,080	89.8%	90.2%	1,317,920	68.0%	68.4%	COMCAST SPOTLIGHT - DETROIT	1,203,030	62.1%	62.4%	91.3%	733,970
172	Dothan	101,700	100,950	99.3%	93,950	92.4%	93.1%	65,480	64.4%	64.9%	COMCAST SPOTLIGHT - DOTHAN	34,040	33.5%	33.7%	52.0%	67,660
138	Duluth-Superior	175,100	173,180	98.9%	137,660	78.6%	79.5%	70,200	40.1%	40.5%	CHARTER MEDIA - DULUTH/SUPE	55,540	31.7%	32.1%	79.1%	119,560
98	El Paso (Las Cruces)	311,000	308,080	99.1%	217,940	70.1%	70.7%	139,400	44.8%	45.2%	TIME WARNER MEDIA	105,360	33.9%	34.2%	75.6%	205,640
173	Elmira (Corning)	97,300	96,090	98.8%	90,400	92.9%	94.1%	68,590	70.5%	71.4%	TIME WARNER MEDIA - ELMIRA	53,160	54.6%	55.3%	77.5%	44,140
142	Erie	158,800	157,610	99.3%	134,630	84.8%	85.4%	93,230	58.7%	59.2%	TIME WARNER MEDIA - ERIE	72,970	46.0%	46.3%	78.3%	85,830
120	Eugene	248,800	242,790	97.6%	203,190	81.7%	83.7%	120,340	48.4%	49.6%	COMCAST SPOTLIGHT - EUGENE	99,070	39.8%	40.8%	82.3%	149,730
195	Eureka	63,700	60,900	95.6%	51,430	80.7%	84.4%	37,640	59.1%	61.8%	SUDDENLINK - EUREKA	30,580	48.0%	50.2%	81.2%	33,120
101	Evansville	294,000	292,220	99.4%	259,460	88.3%	88.8%	156,190	53.1%	53.4%	INSIGHT MEDIA - EVANSVILLE	144,810	49.3%	49.6%	92.7%	149,190
203	Fairbanks	38,800	37,110	95.6%	25,030	64.5%	67.4%	16,890	43.5%	45.5%	GCI CABLE ADVERTISING - FAI	16,750	43.2%	45.1%	99.2%	22,050
119	Fargo-Valley City	243,100	241,120	99.2%	208,370	85.7%	86.4%	132,970	54.7%	55.1%	CABLEONE ADV - FARGO-VALLEY	58,300	24.0%	24.2%	43.8%	184,800
66	Flint-Saginaw-Bay City	468,000	465,790	99.5%	412,780	88.2%	88.6%	290,580	62.1%	62.4%	COMCAST SPOTLIGHT - FLNT/SA	270,850	57.9%	58.1%	93.2%	197,150
55	Fresno-Visalia	582,100	574,900	98.8%	448,290	77.0%	78.0%	215,020	36.9%	37.4%	COMCAST SPOTLIGHT - FRESNO	205,110	35.2%	35.7%	95.4%	376,990
63	Ft. Myers-Naples	513,900	509,530	99.1%	488,890	95.1%	95.9%	349,130	67.9%	68.5%	COMCAST SPOTLIGHT - FORT MY	326,950	63.6%	64.2%	93.6%	186,950
102	Ft. Smith-Fay-Sprngdl-Rgrs	301,400	297,920	98.8%	265,950	88.2%	89.3%	156,300	51.9%	52.5%	COX MEDIA - FT SMITH	145,550	48.3%	48.9%	93.1%	155,850
107	Ft. Wayne	276,900	275,350	99.4%	221,980	80.2%	80.6%	128,470	46.4%	46.7%	COMCAST SPOTLIGHT - FT WAYN	81,290	29.4%	29.5%	63.3%	195,610
162	Gainesville	132,700	129,960	97.9%	116,580	87.9%	89.7%	78,310	59.0%	60.3%	COX MEDIA - GAINESVILLE	76,230	57.4%	58.7%	97.3%	56,470
210	Glendive	4,000	3,940	98.5%	3,600	90.0%	91.4%	2,860	71.5%	72.6%						
187	Grand Junction-Montrose	74,300	73,360	98.7%	63,480	85.4%	86.5%	39,640	53.4%	54.0%	COMCAST SPOTLIGHT - GRAND J	38,830	52.3%	52.9%	98.0%	35,470
39	Grand Rapids-Kalmzoo-B.Crk	746,900	741,420	99.3%	622,730	83.4%	84.0%	400,610	53.6%	54.0%	COMCAST SPOTLIGHT - GRAND R	385,740	51.6%	52.0%	96.3%	361,160
191	Great Falls	66,000	64,910	98.3%	57,280	86.8%	88.2%	31,690	48.0%	48.8%	BRESNAN ADV SERVICES - GREA	25,190	38.2%	38.8%	79.5%	40,810
70	Green Bay-Appleton	445,700	444,210	99.7%	361,960	81.2%	81.5%	227,910	51.1%	51.3%	TIME WARNER MEDIA - GREEN B	211,600	47.5%	47.6%	92.8%	234,100
46	Greensboro-H.Point-W.Salem	689,700	685,110	99.3%	621,410	90.1%	90.7%	433,310	62.8%	63.2%	TIME WARNER MEDIA	409,930	59.4%	59.8%	94.6%	279,770
105	Greenville-N.Bern-Washngtn	291,500	289,050	99.2%	259,780	89.1%	89.9%	167,400	57.4%	57.9%	TIME WARNER MEDIA	61,250	21.0%	21.2%	36.6%	230,250
105	Greenville-N.Bern-Washngtn	291,500	289,050	99.2%	259,780	89.1%	89.9%	167,400	57.4%	57.9%	SUDDENLINK - GREENVILLE - B	78,030	26.8%	27.0%	46.6%	213,470
36	Greenvl-Spart-Ashevl-And	866,800	858,050	99.0%	763,040	88.0%	88.9%	399,930	46.1%	46.6%	CHARTER MEDIA - GREENVILLE/	359,740	41.5%	41.9%	90.0%	507,060
184	Greenwood-Greenville	71,100	70,050	98.5%	64,470	90.7%	92.0%	44,520	62.6%	63.6%	COMCAST SPOTLIGHT-JACKSON	10,590	14.9%	15.1%	23.8%	60,510
184	Greenwood-Greenville	71,100	70,050	98.5%	64,470	90.7%	92.0%	44,520	62.6%	63.6%	CABLEONE ADV - GREENWOOD -	16,190	22.8%	23.1%	36.4%	54,910
184	Greenwood-Greenville	71,100	70,050	98.5%	64,470	90.7%	92.0%	44,520	62.6%	63.6%	COX MEDIA - GREENWOOD - GRE	11,950	16.8%	17.1%	26.8%	59,150
88	Harlingen-Wsico-Brnsvl-McA	355,300	349,910	98.5%	239,330	67.4%	68.4%	144,550	40.7%	41.3%	TIME WARNER MEDIA - HRLGNG	143,620	40.4%	41.0%	99.4%	211,680
41	Harrisburg-Lncstr-Leb-York	750,700	738,880	98.4%	680,590	90.7%	92.1%	521,730	69.5%	70.6%	COMCAST SPOTLIGHT - HLLY	453,290	60.4%	61.3%	86.9%	297,410
178	Harrisonburg	95,000	92,900	97.8%	83,030	87.4%	89.4%	56,650	59.6%	61.0%	COMCAST SPOTLIGHT - HARRISO	54,160	57.0%	58.3%	95.6%	40,840
29	Hartford & New Haven	1,024,000	1,014,990	99.1%	976,460	95.4%	96.2%	836,430	81.7%	82.4%	COMCAST SPOTLIGHT - HARTFOR	751,460	73.4%	74.0%	89.8%	272,540
168	Hattiesburg-Laurel	111,600	110,330	98.9%	97,990	87.8%	88.8%	54,490	48.8%	49.4%	COMCAST SPOTLIGHT - HATTIES	39,670	35.5%	36.0%	72.8%	71,930
206	Helena	27,500	27,040	98.3%	22,260	80.9%	82.3%	15,300	55.6%	56.6%	BRESNAN ADV SERVICES - HELE	14,430	52.5%	53.4%	94.3%	13,070
73	Honolulu	441,400	429,940	97.4%	406,830	92.2%	94.6%	384,660	87.1%	89.5%	OCEANIC/TIME WARNER CABLE	383,030	86.8%	89.1%	99.6%	58,370
10	Houston	2,128,800	2,106,210	98.9%	1,697,150	79.7%	80.6%	1,115,020	52.4%	52.9%	COMCAST SPOTLIGHT - HOUSTON	893,380	42.0%	42.4%	80.1%	1,235,420

May 2009 DMA / TV Households			TV HHS	Reach by Local TV:	Reach by Cable and/or ADS			Reach by Hard-Wired Cable			Local Market Interconnect (s)					Interconnect to TV HH Gap
DMA Rank	DMA Name	TOTAL HHS			HHS	% Total HHS	% TV HHS	HHS	% Total HHS	% TV HHS	Name	HHS	% Total HHS	% TV HHS	% Wired Cable HH	
83	Huntsville-Decatur (Flor)	389,200	386,520	99.3%	353,140	90.7%	91.4%	218,040	56.0%	56.4%	COMCAST SPOTLIGHT - HUNTSVI	151,360	38.9%	39.2%	69.4%	237,840
163	Idaho Falls-Pocatello	126,000	124,220	98.6%	98,770	78.4%	79.5%	43,180	34.3%	34.8%	CABLEONE ADV - IDAHO FALLS	36,550	29.0%	29.4%	84.6%	89,450
26	Indianapolis	1,123,900	1,114,970	99.2%	962,540	85.6%	86.3%	634,720	56.5%	56.9%	COMCAST SPOTLIGHT - INDIANA	530,170	47.2%	47.6%	83.5%	593,730
90	Jackson, MS	338,800	334,650	98.8%	303,170	89.5%	90.6%	146,380	43.2%	43.7%	COMCAST SPOTLIGHT - JACKSON	128,540	37.9%	38.4%	87.8%	210,260
174	Jackson, TN	99,000	98,050	99.0%	90,010	90.9%	91.8%	60,800	61.4%	62.0%	CHARTER MEDIA - JACKSON TN	39,240	39.6%	40.0%	64.5%	59,760
49	Jacksonville	681,500	674,860	99.0%	619,300	90.9%	91.8%	410,070	60.2%	60.8%	COMCAST SPOTLIGHT - JACKSON	384,590	56.4%	57.0%	93.8%	296,910
99	Johnstown-Altoona-St Colge	296,700	293,860	99.0%	278,340	93.8%	94.7%	187,380	63.2%	63.8%	COMCAST SPOTLIGHT - ALTOONA	159,080	53.6%	54.1%	84.9%	137,620
182	Jonesboro	81,700	80,900	99.0%	74,830	91.6%	92.5%	50,250	61.5%	62.1%	SUDDENLINK	28,530	34.9%	35.3%	56.8%	53,170
145	Joplin-Pittsburg	158,000	156,560	99.1%	126,200	79.9%	80.6%	60,950	38.6%	38.9%	CABLEONE ADV - JOPLIN-PITTS	34,120	21.6%	21.8%	56.0%	123,880
207	Juneau	27,100	25,250	93.2%	22,330	82.4%	88.4%	17,470	64.5%	69.2%	GCI CABLE ADVERTISING - JUN	16,310	60.2%	64.6%	93.4%	10,790
31	Kansas City	944,500	937,970	99.3%	819,300	86.7%	87.3%	601,970	63.7%	64.2%	TIME WARNER MEDIA - KANSAS	410,110	43.4%	43.7%	68.1%	534,390
58	Knoxville	553,400	547,930	99.0%	509,550	92.1%	93.0%	334,350	60.4%	61.0%	COMCAST SPOTLIGHT - KNOXVIL	271,660	49.1%	49.6%	81.3%	281,740
127	La Crosse-Eau Claire	217,200	215,610	99.3%	184,600	85.0%	85.6%	116,080	53.4%	53.8%	CHARTER MEDIA - LA CROSSE/E	89,430	41.2%	41.5%	77.0%	127,770
189	Lafayette, IN	68,100	67,070	98.5%	60,710	89.1%	90.5%	47,330	69.5%	70.6%	COMCAST SPOTLIGHT - LAFAYET	44,510	65.4%	66.4%	94.0%	23,590
123	Lafayette, LA	232,500	230,670	99.2%	214,210	92.1%	92.9%	143,710	61.8%	62.3%	COX MEDIA - LAFAYETTE, LA	132,840	57.1%	57.6%	92.4%	99,660
176	Lake Charles	96,600	95,410	98.8%	88,380	91.5%	92.6%	61,230	63.4%	64.2%	SUDDENLINK - LAKE CHARLES M	48,890	50.6%	51.2%	79.8%	47,710
112	Lansing	260,400	258,650	99.3%	220,190	84.6%	85.1%	139,050	53.4%	53.8%	COMCAST SPOTLIGHT - LANSING	131,320	50.4%	50.8%	94.4%	129,080
188	Laredo	69,000	68,110	98.7%	52,870	76.6%	77.6%	42,330	61.3%	62.1%	TIMEWARNER MEDIA - LAREDO	39,200	56.8%	57.6%	92.6%	29,800
43	Las Vegas	735,900	728,410	99.0%	671,660	91.3%	92.2%	511,030	69.4%	70.2%	COX MEDIA - LAS VEGAS	499,720	67.9%	68.6%	97.8%	236,180
64	Lexington	509,400	503,260	98.8%	463,060	90.9%	92.0%	262,280	51.5%	52.1%	INSIGHT MEDIA	198,360	38.9%	39.4%	75.6%	311,040
185	Lima	71,100	70,690	99.4%	65,110	91.6%	92.1%	51,760	72.8%	73.2%	TIME WARNER MEDIA - LIMA	35,990	50.6%	50.9%	69.5%	35,110
104	Lincoln & Hastings-Krny	283,000	281,290	99.4%	248,580	87.8%	88.4%	158,300	55.9%	56.3%	TIME WARNER MEDIA - LINC -	85,770	30.3%	30.5%	54.2%	197,230
57	Little Rock-Pine Bluff	572,800	567,060	99.0%	506,880	88.5%	89.4%	235,040	41.0%	41.4%	COMCAST SPOTLIGHT - LITTLE	202,200	35.3%	35.7%	86.0%	370,600
2	Los Angeles	5,727,700	5,654,260	98.7%	4,873,770	85.1%	86.2%	2,887,450	50.4%	51.1%	ADLINK	2,596,860	45.3%	45.9%	89.9%	3,130,840
48	Louisville	671,800	667,230	99.3%	592,930	88.3%	88.9%	420,150	62.5%	63.0%	INSIGHT MEDIA - LOUISVILLE	370,850	55.2%	55.6%	88.3%	300,950
148	Lubbock	159,500	158,070	99.1%	129,520	81.2%	81.9%	70,950	44.5%	44.9%	SUDDENLINK - LUBBOCK	55,710	34.9%	35.2%	78.5%	103,790
121	Macon	242,000	239,820	99.1%	220,310	91.0%	91.9%	129,590	53.5%	54.0%	COX MEDIA - MIDDLE GEORGIA	107,680	44.5%	44.9%	83.1%	134,320
85	Madison	382,100	378,740	99.1%	312,640	81.8%	82.5%	194,540	50.9%	51.4%	CHARTER MEDIA - MADISON	175,880	46.0%	46.4%	90.4%	206,220
199	Mankato	52,600	52,230	99.3%	45,710	86.9%	87.5%	35,170	66.9%	67.3%	CHARTER MEDIA - MANKATO	20,010	38.0%	38.3%	56.9%	32,590
199	Mankato	52,600	52,230	99.3%	45,710	86.9%	87.5%	35,170	66.9%	67.3%	COMCAST SPOTLIGHT - TWIN CI	8,880	16.9%	17.0%	25.2%	43,720
179	Marquette	90,600	89,290	98.6%	82,380	90.9%	92.3%	62,950	69.5%	70.5%	CHARTER MEDIA - MARQUETTE	55,530	61.3%	62.2%	88.2%	35,070
140	Medford-Klamath Falls	176,200	171,830	97.5%	151,260	85.8%	88.0%	77,100	43.8%	44.9%	CHARTER MEDIA - MEDFORD/KLA	61,730	35.0%	35.9%	80.1%	114,470
47	Memphis	680,600	673,770	99.0%	589,940	86.7%	87.6%	331,100	48.6%	49.1%	COMCAST SPOTLIGHT - MEMPHIS	256,290	37.7%	38.0%	77.4%	424,310
186	Meridian	73,100	72,280	98.9%	64,670	88.5%	89.5%	28,130	38.5%	38.9%	COMCAST SPOTLIGHT - MERIDIA	23,730	32.5%	32.8%	84.4%	49,370
16	Miami-Ft. Lauderdale	1,566,500	1,546,920	98.8%	1,441,760	92.0%	93.2%	1,006,030	64.2%	65.0%	COMCAST SPOTLIGHT - MIAMI	999,260	63.8%	64.6%	99.3%	567,240
34	Milwaukee	909,300	905,350	99.6%	733,300	80.6%	81.0%	573,790	63.1%	63.4%	TIME WARNER MEDIA - MILWAUK	440,460	48.4%	48.7%	76.8%	468,840
15	Minneapolis-St. Paul	1,744,100	1,730,530	99.2%	1,428,780	81.9%	82.6%	1,004,210	57.6%	58.0%	COMCAST SPOTLIGHT - TWIN CI	883,020	50.6%	51.0%	87.9%	861,080
158	Minot-Bismarck-Dickinson	137,700	136,730	99.3%	120,920	87.8%	88.4%	85,550	62.1%	62.6%	MIDCONTINENT COMM - MINOT	53,110	38.6%	38.8%	62.1%	84,590
167	Missoula	114,500	111,340	97.2%	89,050	77.8%	80.0%	40,250	35.2%	36.2%	BRESNAN ADV SERVICES - MISS	39,620	34.6%	35.6%	98.4%	74,880
61	Mobile-Pensacola (Ft Walt)	542,900	537,810	99.1%	494,130	91.0%	91.9%	323,380	59.6%	60.1%	COX MEDIA - MOBILE - PENSAC	312,080	57.5%	58.0%	96.5%	230,820
136	Monroe-El Dorado	181,100	179,190	98.9%	159,650	88.2%	89.1%	85,070	47.0%	47.5%	COMCAST SPOTLIGHT - MONROE	37,120	20.5%	20.7%	43.6%	143,980
124	Monterey-Salinas	232,200	225,350	97.0%	202,130	87.0%	89.7%	125,670	54.1%	55.8%	COMCAST SPOTLIGHT - MONTERE	116,600	50.2%	51.7%	92.8%	115,600
118	Montgomery-Selma	249,700	247,230	99.0%	230,040	92.1%	93.0%	167,430	67.1%	67.7%	CHARTER MEDIA - MONTGOMERY/	101,310	40.6%	41.0%	60.5%	148,390
119	Montgomery-Selma	249,700	247,230	99.0%	230,040	92.1%	93.0%	167,430	67.1%	67.7%	VIAMEDIA - MONTGOMERY	39,860	16.0%	16.1%	23.8%	209,840
103	Myrtle Beach-Florence	287,400	285,010	99.2%	260,950	90.8%	91.6%	187,380	65.2%	65.7%	TIME WARNER MEDIA - MYRTLE	58,030	20.2%	20.4%	31.0%	229,370
30	Nashville	1,025,700	1,016,290	99.1%	912,970	89.0%	89.8%	563,350	54.9%	55.4%	COMCAST SPOTLIGHT - NASHVIL	530,420	51.7%	52.2%	94.2%	495,280
53	New Orleans	608,100	602,740	99.1%	555,610	91.4%	92.2%	389,780	64.1%	64.7%	CHARTER MEDIA - NEW ORLEANS	111,870	18.4%	18.6%	28.7%	496,230
53	New Orleans	608,100	602,740	99.1%	555,610	91.4%	92.2%	389,780	64.1%	64.7%	COX MEDIA - NEW ORLEANS	212,840	35.0%	35.3%	54.6%	395,260

May 2009 DMA / TV Households				Reach by Local TV:	Reach by Cable and/or ADS			Reach by Hard-Wired Cable			Local Market Interconnect (s)					Interconnect to TV HH Gap
DMA Rank	DMA Name	TOTAL HHS	TV HHS		HHS	% Total HHS	% TV HHS	HHS	% Total HHS	% TV HHS	Name	HHS	% Total HHS	% TV HHS	% Wired Cable HH	
1	New York	7,546,000	7,433,820	98.5%	7,133,190	94.5%	96.0%	6,271,840	83.1%	84.4%	TIME WARNER MEDIA - NEW YOR	1,727,310	22.9%	23.2%	27.5%	5,818,690
1	New York	7,546,000	7,433,820	98.5%	7,133,190	94.5%	96.0%	6,271,840	83.1%	84.4%	NEW YORK INTERCONNECT	3,919,700	51.9%	52.7%	62.5%	3,626,300
42	Norfolk-Portsmth-Newpt Nws	723,300	718,020	99.3%	659,390	91.2%	91.8%	500,470	69.2%	69.7%	COX MEDIA - HAMPTON RDS	389,530	53.9%	54.3%	77.8%	333,770
209	North Platte	15,400	15,250	99.0%	13,570	88.1%	89.0%	9,690	62.9%	63.5%	CHARTER MEDIA - NORTH PLATT	8,470	55.0%	55.5%	87.4%	6,930
157	Odessa-Midland	143,200	141,560	98.9%	132,000	92.2%	93.2%	94,530	66.0%	66.8%	SUDDENLINK - MIDLAND - ODES	56,180	39.2%	39.7%	59.4%	87,020
45	Oklahoma City	692,200	687,300	99.3%	570,240	82.4%	83.0%	378,800	54.7%	55.1%	COX MEDIA - OKLAHOMA CITY	261,400	37.8%	38.0%	69.0%	430,800
75	Omaha	413,800	411,520	99.4%	375,070	90.6%	91.1%	300,320	72.6%	73.0%	COX MEDIA - OMAHA	229,790	55.5%	55.8%	76.5%	184,010
19	Orlando-Daytona Bch-Melbrn	1,478,000	1,466,420	99.2%	1,375,930	93.1%	93.8%	1,049,360	71.0%	71.6%	CENTRAL FLORIDA IC	969,620	65.6%	66.1%	92.4%	508,380
199	Ottumwa-Kirksville	52,000	51,270	98.6%	44,620	85.8%	87.0%	25,080	48.2%	48.9%						
79	Paducah-Cape-Girard-Harsbg	396,600	393,260	99.2%	349,520	88.1%	88.9%	166,600	42.0%	42.4%						
144	Palm Springs	161,900	159,240	98.4%	153,570	94.9%	96.4%	126,640	78.2%	79.5%	ADLINK	125,580	77.6%	78.9%	99.2%	36,320
154	Panama City	149,100	147,520	98.9%	134,380	90.1%	91.1%	94,590	63.4%	64.1%	COMCAST SPOTLIGHT - PANAMA	56,050	37.6%	38.0%	59.3%	93,050
190	Parkersburg	64,200	63,760	99.3%	59,590	92.8%	93.5%	46,430	72.3%	72.8%	SUDDENLINK - PARKERSBURG	39,010	60.8%	61.2%	84.0%	25,190
117	Peoria-Bloomington	250,700	248,510	99.1%	223,850	89.3%	90.1%	156,920	62.6%	63.1%	COMCAST SPOTLIGHT - PEORIA	135,920	54.2%	54.7%	86.6%	114,780
4	Philadelphia	2,970,100	2,950,220	99.3%	2,805,720	94.5%	95.1%	2,306,800	77.7%	78.2%	COMCAST SPOTLIGHT - PHILADE	1,797,970	60.5%	60.9%	77.9%	1,172,130
12	Phoenix (Prescott)	1,883,000	1,855,930	98.6%	1,600,890	85.0%	86.3%	1,011,420	53.7%	54.5%	COX MEDIA - PHOENIX	873,850	46.4%	47.1%	86.4%	1,009,150
22	Pittsburgh	1,163,400	1,156,460	99.4%	1,089,370	93.6%	94.2%	852,420	73.3%	73.7%	COMCAST SPOTLIGHT - PITTSBU	767,840	66.0%	66.4%	90.1%	395,560
23	Portland, OR	1,199,100	1,175,100	98.0%	1,004,720	83.8%	85.5%	679,060	56.6%	57.8%	COMCAST SPOTLIGHT - PORTLAN	612,440	51.1%	52.1%	90.2%	586,660
76	Portland-Auburn	415,100	410,890	99.0%	364,870	87.9%	88.8%	276,360	66.6%	67.3%	TIME WARNER MEDIA - PORTLAN	221,110	53.3%	53.8%	80.0%	193,990
205	Presque Isle	31,600	31,270	99.0%	28,260	89.4%	90.4%	18,340	58.0%	58.7%	TIME WARNER MEDIA - PRESQUE	15,590	49.3%	49.9%	85.0%	16,010
52	Providence-New Bedford	625,700	622,580	99.5%	581,990	93.0%	93.5%	522,540	83.5%	83.9%	PROVIDENCE INTERCONNECT	469,270	75.0%	75.4%	89.8%	156,430
171	Quincy-Hannibal-Keokuk	104,500	103,910	99.4%	88,330	84.5%	85.0%	45,870	43.9%	44.1%	COMCAST SPOTLIGHT - QUNICY	32,050	30.7%	30.8%	69.9%	72,450
28	Raleigh-Durham (Fayetteville)	1,089,200	1,080,680	99.2%	969,540	89.0%	89.7%	643,480	59.1%	59.5%	TIME WARNER MEDIA - RALEIGH	625,520	57.4%	57.9%	97.2%	463,680
175	Rapid City	97,800	96,450	98.6%	86,510	88.5%	89.7%	63,930	65.4%	66.3%	VIA MEDIA - RAPID CITY	26,200	26.8%	27.2%	41.0%	71,600
175	Rapid City	97,800	96,450	98.6%	86,510	88.5%	89.7%	63,930	65.4%	66.3%	MIDCONTINENT COMM - RAPID C	21,320	21.8%	22.1%	33.3%	76,480
110	Reno	276,900	271,080	97.9%	247,860	89.5%	91.4%	137,740	49.7%	50.8%	CHARTER MEDIA - RENO	117,880	42.6%	43.5%	85.6%	159,020
59	Richmond-Petersburg	554,700	550,240	99.2%	501,280	90.4%	91.1%	312,230	56.3%	56.7%	COMCAST SPOTLIGHT - RICHMON	231,200	41.7%	42.0%	74.0%	323,500
67	Roanoke-Lynchburg	466,700	461,420	98.9%	412,160	88.3%	89.3%	217,880	46.7%	47.2%	COMCAST SPOTLIGHT - ROANOKE	197,210	42.3%	42.7%	90.5%	269,490
78	Rochester, NY	392,500	390,590	99.5%	333,200	84.9%	85.3%	273,580	69.7%	70.0%	TIME WARNER MEDIA - ROCHEST	265,240	67.6%	67.9%	97.0%	127,260
153	Rochestr-Mason City-Austin	145,700	144,700	99.3%	126,540	86.8%	87.4%	90,750	62.3%	62.7%	CHARTER MEDIA - ROCHESTER/M	54,480	37.4%	37.7%	60.0%	91,220
132	Rockford	189,900	188,860	99.5%	164,800	86.8%	87.3%	113,180	59.6%	59.9%	COMCAST SPOTLIGHT - ROCKFOR	88,380	46.5%	46.8%	78.1%	101,520
20	Sacramnto-Stkton-Modesto	1,420,600	1,399,520	98.5%	1,253,040	88.2%	89.5%	726,640	51.2%	51.9%	COMCAST SPOTLIGHT - SACRAME	646,280	45.5%	46.2%	88.9%	774,320
147	Salisbury	159,700	157,940	98.9%	147,630	92.4%	93.5%	118,590	74.3%	75.1%	COMCAST SPOTLIGHT - SALISBU	106,230	66.5%	67.3%	89.6%	53,470
35	Salt Lake City	931,500	919,390	98.7%	749,640	80.5%	81.5%	390,350	41.9%	42.5%	COMCAST SPOTLIGHT - SALT LA	326,800	35.1%	35.5%	83.7%	604,700
197	San Angelo	55,600	54,980	98.9%	51,620	92.8%	93.9%	31,050	55.8%	56.5%	COX MEDIA - SAN ANGELO	27,240	49.0%	49.5%	87.7%	28,360
37	San Antonio	829,900	818,560	98.6%	728,670	87.8%	89.0%	504,620	60.8%	61.6%	TIME WARNER MEDIA - SAN ANT	400,810	48.3%	49.0%	79.4%	429,090
27	San Diego	1,085,000	1,066,680	98.3%	993,760	91.6%	93.2%	871,900	80.4%	81.7%	COX MEDIA - SAN DIEGO	831,630	76.6%	78.0%	95.4%	253,370
6	San Francisco-Oak-San Jose	2,539,000	2,476,450	97.5%	2,280,160	89.8%	92.1%	1,656,660	65.2%	66.9%	COMCAST SPOTLIGHT - SAN FRA	1,591,980	62.7%	64.3%	96.1%	947,020
122	SantaBarbra-SanMar-SanLuOb	246,900	240,190	97.3%	221,890	89.9%	92.4%	154,120	62.4%	64.2%	CHARTER MEDIA - SANTA BARBA	91,160	36.9%	38.0%	59.1%	155,740
122	SantaBarbra-SanMar-SanLuOb	246,900	240,190	97.3%	221,890	89.9%	92.4%	154,120	62.4%	64.2%	COX MEDIA - SANTA BARBARA	62,200	25.2%	25.9%	40.4%	184,700
97	Savannah	322,800	319,160	98.9%	301,480	93.4%	94.5%	197,040	61.0%	61.7%	COMCAST SPOTLIGHT - SAVANNA	134,810	41.8%	42.2%	68.4%	187,990
14	Seattle-Tacoma	1,863,400	1,819,970	97.7%	1,659,860	89.1%	91.2%	1,296,910	69.6%	71.3%	COMCAST SPOTLIGHT - SEATTLE	1,248,050	67.0%	68.6%	96.2%	615,350
161	Sherman-Ada	129,600	128,100	98.8%	112,800	87.0%	88.1%	53,760	41.5%	42.0%	CABLEONE ADV - SHERMAN-ADA	38,150	29.4%	29.8%	71.0%	91,450
82	Shreveport	390,000	385,770	98.9%	348,390	89.3%	90.3%	147,640	37.9%	38.3%						
143	Sioux City	155,700	154,900	99.5%	132,960	85.4%	85.8%	88,890	57.1%	57.4%	CABLEONE ADV - SIOUX CITY	45,050	28.9%	29.1%	50.7%	110,650
114	Sioux Falls(Mitchell)	262,300	260,190	99.2%	235,740	89.9%	90.6%	168,560	64.3%	64.8%	MIDCONTINENT COMM - SIOUX F	104,840	40.0%	40.3%	62.2%	157,460
89	South Bend-Elkhart	337,800	334,720	99.1%	271,840	80.5%	81.2%	149,850	44.4%	44.8%	COMCAST SPOTLIGHT - SOUTH B	132,110	39.1%	39.5%	88.2%	205,690
77	Spokane	426,400	416,630	97.7%	359,240	84.2%	86.2%	181,060	42.5%	43.5%	COMCAST SPOTLIGHT - SPOKANE	160,340	37.6%	38.5%	88.6%	266,060

May 2009 DMA / TV Households			TV HHS	Reach by Local TV:	Reach by Cable and/or ADS			Reach by Hard-Wired Cable			Local Market Interconnect (s)					Interconnect to TV HH Gap
DMA Rank	DMA Name	TOTAL HHS			HHS	% Total HHS	% TV HHS	HHS	% Total HHS	% TV HHS	Name	HHS	% Total HHS	% TV HHS	% Wired Cable HH	
74	Springfield, MO	427,100	421,960	98.8%	338,800	79.3%	80.3%	129,280	30.3%	30.6%	ONMEDIA - SPRINGFIELD	72,060	16.9%	17.1%	55.7%	355,040
109	Springfield-Holyoke	265,800	262,850	98.9%	246,850	92.9%	93.9%	219,010	82.4%	83.3%	COMCAST SPOTLIGHT - SPRINGF	210,770	79.3%	80.2%	96.2%	55,030
201	St. Joseph	47,100	46,840	99.4%	41,320	87.7%	88.2%	29,720	63.1%	63.5%	CABLEVISION AD SALES - ST J	27,770	59.0%	59.3%	93.4%	19,330
21	St. Louis	1,259,100	1,249,820	99.3%	1,093,070	86.8%	87.5%	615,840	48.9%	49.3%	CHARTER MEDIA - ST LOUIS	526,140	41.8%	42.1%	85.4%	732,960
80	Syracuse	392,000	388,000	99.0%	346,840	88.5%	89.4%	288,780	73.7%	74.4%	TIME WARNER MEDIA - SYRACUS	270,900	69.1%	69.8%	93.8%	121,100
108	Tallahassee-Thomasville	286,300	282,390	98.6%	259,860	90.8%	92.0%	160,830	56.2%	57.0%	COMCAST SPOTLIGHT - TALLAHA	125,550	43.9%	44.5%	78.1%	160,750
13	Tampa-St. Pete (Sarasota)	1,837,600	1,822,160	99.2%	1,683,820	91.6%	92.4%	1,418,060	77.2%	77.8%	BRIGHT HOUSE NETWORKS - TAM	1,013,110	55.1%	55.6%	71.4%	824,490
151	Terre Haute	147,100	145,450	98.9%	128,880	87.6%	88.6%	63,890	43.4%	43.9%	TIME WARNER MEDIA - TERRE H	22,060	15.0%	15.2%	34.5%	125,040
72	Toledo	427,800	425,890	99.6%	353,160	82.6%	82.9%	254,070	59.4%	59.7%	BUCKEYE CABLE SYSTEM	134,420	31.4%	31.6%	52.9%	293,380
72	Toledo	427,800	425,890	99.6%	353,160	82.6%	82.9%	254,070	59.4%	59.7%	TIME WARNER MEDIA - TOLEDO	91,080	21.3%	21.4%	35.8%	336,720
139	Topeka	177,500	175,940	99.1%	157,410	88.7%	89.5%	105,650	59.5%	60.0%	COX MEDIA - TOPEKA	76,420	43.1%	43.4%	72.3%	101,080
116	Traverse City-Cadillac	250,200	247,650	99.0%	207,920	83.1%	84.0%	119,890	47.9%	48.4%	CHARTER MEDIA - TRAVERSE CI	97,230	38.9%	39.3%	81.1%	152,970
91	Tri-Cities, TN-VA	336,100	332,840	99.0%	310,630	92.4%	93.3%	206,850	61.5%	62.1%	CHARTER MEDIA - TRI-CITIES	170,430	50.7%	51.2%	82.4%	165,670
68	Tucson (Sierra Vista)	463,400	456,030	98.4%	393,910	85.0%	86.4%	251,600	54.3%	55.2%	COX MEDIA - TUCSON	250,720	54.1%	55.0%	99.7%	212,680
60	Tulsa	534,400	529,540	99.1%	445,290	83.3%	84.1%	275,590	51.6%	52.0%	COX MEDIA - TULSA	201,220	37.7%	38.0%	73.0%	333,180
193	Twin Falls	64,600	63,540	98.4%	51,030	79.0%	80.3%	25,650	39.7%	40.4%	CABLEONE ADV - TWIN FALLS	16,230	25.1%	25.5%	63.3%	48,370
111	Tyler-Longview(Lfkn&Ncgd)	268,100	265,200	98.9%	243,990	91.0%	92.0%	107,580	40.1%	40.6%	SUDDENLINK	99,600	37.2%	37.6%	92.6%	168,500
169	Utica	107,100	106,280	99.2%	99,690	93.1%	93.8%	79,970	74.7%	75.2%	TIME WARNER MEDIA - UTICA	27,220	25.4%	25.6%	34.0%	79,880
204	Victoria	31,700	31,260	98.6%	28,180	88.9%	90.1%	20,850	65.8%	66.7%	SUDDENLINK - VICTORIA	20,630	65.1%	66.0%	98.9%	11,070
95	Waco-Temple-Bryan	332,900	329,690	99.0%	294,150	88.4%	89.2%	190,240	57.1%	57.7%	TIME WARNER MEDIA - KILEEN	112,060	33.7%	34.0%	58.9%	220,840
9	Washington, DC (Hagrstwn)	2,344,300	2,321,610	99.0%	2,148,070	91.6%	92.5%	1,532,120	65.4%	66.0%	COMCAST SPOTLIGHT - WASHING	1,210,380	51.6%	52.1%	79.0%	1,133,920
177	Watertown	95,700	94,960	99.2%	86,420	90.3%	91.0%	66,490	69.5%	70.0%	COMCAST SPOT - BURLINGTON/P	63,320	66.2%	66.7%	95.2%	32,380
134	Wausau-Rhineland	185,300	184,220	99.4%	151,360	81.7%	82.2%	87,420	47.2%	47.5%	CHARTER MEDIA - WAUSAU - RH	72,550	39.2%	39.4%	83.0%	112,750
38	West Palm Beach-Ft. Pierce	787,600	779,430	99.0%	751,790	95.5%	96.5%	541,580	68.8%	69.5%	COMCAST SPOTLIGHT - WEST PA	536,580	68.1%	68.8%	99.1%	251,020
159	Wheeling-Steubenville	134,400	133,700	99.5%	126,000	93.8%	94.2%	99,400	74.0%	74.3%	COMCAST SPOTLIGHT - WHEELIN	74,810	55.7%	56.0%	75.3%	59,590
149	Wichita Falls & Lawton	159,000	157,820	99.3%	142,910	89.9%	90.6%	74,250	46.7%	47.0%						
69	Wichita-Hutchinson Plus	455,200	450,930	99.1%	400,120	87.9%	88.7%	281,510	61.8%	62.4%	COX MEDIA - WICHITA - HUTCH	214,010	47.0%	47.5%	76.0%	241,190
54	Wilkes Barre-Scranton	600,000	594,570	99.1%	552,970	92.2%	93.0%	387,340	64.6%	65.1%	TARGET SELECT CABLE ADVERTI	146,440	24.4%	24.6%	37.8%	453,560
135	Wilmington	189,200	187,480	99.1%	173,350	91.6%	92.5%	128,640	68.0%	68.6%	TIME WARNER MEDIA - WILMING	125,600	66.4%	67.0%	97.6%	63,600
126	Yakima-Pasco-RchInd-Knnwck	220,900	216,780	98.1%	183,690	83.2%	84.7%	91,600	41.5%	42.3%	CHARTER MEDIA - YAKIMA/PSCO	87,300	39.5%	40.3%	95.3%	133,600
106	Youngstown	270,500	268,930	99.4%	235,720	87.1%	87.7%	185,220	68.5%	68.9%	TIME WARNER MEDIA - YOUNGST	89,740	33.2%	33.4%	48.5%	180,760
106	Youngstown	270,500	268,930	99.4%	235,720	87.1%	87.7%	185,220	68.5%	68.9%	COMCAST SPOTLIGHT - YOUNGST	68,510	25.3%	25.5%	37.0%	201,990
165	Yuma-El Centro	117,600	115,650	98.3%	92,380	78.6%	79.9%	47,210	40.1%	40.8%	TIME WARNER MEDIA - YUMA -	46,430	39.5%	40.1%	98.3%	71,170
202	Zanesville	32,800	32,550	99.2%	30,270	92.3%	93.0%	23,600	72.0%	72.5%	TIME WARNER MEDIA - ZANESVI	21,730	66.3%	66.8%	92.1%	11,070