

PPM™ Percentage of RADAR® Sample by Market



Notes: The total RADAR sample consists of four quarterly Local Market Surveys. The full impact of a PPM market will not be felt until the fourth quarterly survey.

For instance, New York represents 6.05 percent of the total Persons 12+ population in the Continental U.S.* The first study that included New York PPM respondent weeks was the Summer 2008 Local Market Survey. While the New York PPM respondent weeks represented approximately 6.05 percent of the quarterly sample, they represented approximately one-quarter of the 6.05 percent of the total RADAR sample.

For the Fall 2008 survey, the PPM respondent weeks represent approximately one-half of the 6.05 percent of the total RADAR sample; for the Winter 2009 survey approximately three-quarters of the 6.05 percent of the total RADAR sample; and for the Spring 2009 survey, approximately 100 percent of the 6.05 percent PPM respondent weeks will be in the total RADAR sample.

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* January 1, 2008, Persons 12+ Continental U.S. Population was 253,444,000.

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Local Market Report			SP08	SU08	FA08	WI09	SP09	SU09	FA09	WI10	SP10	SU10	FA10	WI11	SP11	SU11	FA11	
Corresponding RADAR Report			R98 Sep 08	R99 Dec 08	R100 Mar 09	R101 Jun 09	R102 Sep 09	R103 Dec 09	R104 Mar 10	R105 Jun 10	R106 Sep 10	R107 Dec 10	R108 Mar 11	R109 Jun 11	R110 Sep 11	R111 Dec 11	R112 Mar 12	
Metro Market	Persons 12+ Population	% of Total	Percent PPM Respondent Weeks of Total RADAR Sample															
			3.55%	7.67%	13.51%	19.72%	27.44%	32.14%	35.85%	39.81%	43.02%	45.76%	48.40%	50.42%	51.68%	52.32%	52.32%	
New York, NY	15,345,000	6.05		1.51	3.03	4.54	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	6.05	
Los Angeles, CA	10,902,400	4.30		1.08	2.15	3.23	4.30	4.30	4.30	4.30	4.30	4.30	4.30	4.30	4.30	4.30	4.30	
Chicago, IL	7,784,400	3.07		0.77	1.54	2.30	3.07	3.07	3.07	3.07	3.07	3.07	3.07	3.07	3.07	3.07	3.07	
San Francisco, CA	5,969,400	2.36		0.59	1.18	1.77	2.36	2.36	2.36	2.36	2.36	2.36	2.36	2.36	2.36	2.36	2.36	
Dallas-Ft. Worth, TX	4,973,000	1.96			0.49	0.98	1.47	1.96	1.96	1.96	1.96	1.96	1.96	1.96	1.96	1.96	1.96	
Houston-Galveston, TX	4,639,000	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	1.83	
Philadelphia, PA	4,350,000	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	1.72	
Atlanta, GA	4,267,500	1.68			0.42	0.84	1.26	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	
Washington, DC	4,210,000	1.66			0.42	0.83	1.25	1.66	1.66	1.66	1.66	1.66	1.66	1.66	1.66	1.66	1.66	
Boston, MA	3,874,600	1.53				0.38	0.76	1.15	1.53	1.53	1.53	1.53	1.53	1.53	1.53	1.53	1.53	
Detroit, MI	3,866,500	1.53			0.38	0.76	1.14	1.53	1.53	1.53	1.53	1.53	1.53	1.53	1.53	1.53	1.53	
Miami-Ft. Lauderdale-Hollywood, FL	3,538,400	1.40					0.35	0.70	1.05	1.40	1.40	1.40	1.40	1.40	1.40	1.40	1.40	
Seattle-Tacoma, WA	3,328,100	1.31					0.33	0.66	0.98	1.31	1.31	1.31	1.31	1.31	1.31	1.31	1.31	
Phoenix, AZ	3,173,200	1.25					0.31	0.63	0.94	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	
Minneapolis-St. Paul, MN	2,683,000	1.06					0.26	0.53	0.79	1.06	1.06	1.06	1.06	1.06	1.06	1.06	1.06	
San Diego, CA	2,515,100	0.99					0.25	0.50	0.74	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	
Tampa-St. Petersburg-Clearwater, FL	2,350,000	0.93						0.23	0.46	0.70	0.93	0.93	0.93	0.93	0.93	0.93	0.93	
St. Louis, MO	2,308,400	0.91						0.23	0.46	0.68	0.91	0.91	0.91	0.91	0.91	0.91	0.91	
Baltimore, MD	2,255,100	0.89						0.22	0.44	0.67	0.89	0.89	0.89	0.89	0.89	0.89	0.89	
Denver-Boulder, CO	2,244,300	0.89						0.22	0.44	0.66	0.89	0.89	0.89	0.89	0.89	0.89	0.89	
Portland, OR	2,049,600	0.81							0.20	0.40	0.61	0.81	0.81	0.81	0.81	0.81	0.81	
Pittsburgh, PA	1,986,600	0.78							0.20	0.39	0.59	0.78	0.78	0.78	0.78	0.78	0.78	
Charlotte-Gastonia-Rock Hill, NC-SC	1,886,100	0.74									0.19	0.37	0.56	0.74	0.74	0.74	0.74	
Riverside-San Bernardino, CA	1,829,200	0.72		0.18	0.36	0.54	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	
Sacramento, CA	1,805,200	0.71							0.18	0.36	0.53	0.71	0.71	0.71	0.71	0.71	0.71	
Cleveland, OH	1,782,400	0.70							0.18	0.35	0.53	0.70	0.70	0.70	0.70	0.70	0.70	
Cincinnati, OH	1,751,400	0.69							0.17	0.35	0.52	0.69	0.69	0.69	0.69	0.69	0.69	
San Antonio, TX	1,626,500	0.64								0.16	0.32	0.48	0.64	0.64	0.64	0.64	0.64	
Salt Lake City-Ogden-Provo, UT	1,621,900	0.64								0.16	0.32	0.48	0.64	0.64	0.64	0.64	0.64	
Kansas City, MO-KS	1,592,800	0.63								0.16	0.31	0.47	0.63	0.63	0.63	0.63	0.63	
Las Vegas, NV	1,541,900	0.61								0.15	0.30	0.46	0.61	0.61	0.61	0.61	0.61	
Orlando, FL	1,479,900	0.58									0.15	0.29	0.44	0.58	0.58	0.58	0.58	
Milwaukee-Racine, WI	1,431,300	0.56									0.14	0.28	0.42	0.56	0.56	0.56	0.56	
Columbus, OH	1,427,000	0.56									0.14	0.28	0.42	0.56	0.56	0.56	0.56	
Providence-Warwick-Pawtucket, RI	1,376,500	0.54									0.14	0.27	0.41	0.54	0.54	0.54	0.54	
Indianapolis, IN	1,350,900	0.53										0.13	0.27	0.40	0.53	0.53	0.53	
Norfolk-Virginia Beach-Newport News, VA	1,327,700	0.52										0.13	0.26	0.39	0.52	0.52	0.52	
Austin, TX	1,309,500	0.52										0.13	0.26	0.39	0.52	0.52	0.52	
Raleigh-Durham, NC	1,230,300	0.49										0.12	0.24	0.36	0.49	0.49	0.49	
Nashville, TN	1,182,900	0.47										0.12	0.23	0.35	0.47	0.47	0.47	
Greensboro-Winston-Salem-High Point, NC	1,154,400	0.46											0.11	0.23	0.34	0.46	0.46	
West Palm Beach-Boca Raton, FL	1,116,400	0.44											0.11	0.22	0.33	0.44	0.44	
Jacksonville, FL	1,106,400	0.44											0.11	0.22	0.33	0.44	0.44	
Memphis, TN	1,072,800	0.42											0.11	0.21	0.32	0.42	0.42	
Hartford-New Britain-Middletown, CT	1,048,200	0.41											0.10	0.21	0.31	0.41	0.41	
New Orleans, LA	929,300	0.37											0.09	0.18	0.28	0.37	0.37	