



TV PSA - Demographic (Persons 12+)

02/01/2015 - 2/4/2016

Project Number: 19579
Title: Campaign Name Goes Here
Client: Client Name Goes Here

Release Date: 02/01/2015
Report Date: 2/4/2016
of Stations: 600

PSA Title :60	PSA Title :30	PSA Title :15	PSA Title :60
PSA Title :30	PSA Title :15		

TV PSA - Demographic (Persons 12+)

DMA	Station	Affiliation	City	State	Audience Impressions							
					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value
DMA - National / Regional				Totals =	2,081	322,846,745	46,697,484	234,021,874	65,706,989	136,715,692	74,687,318	\$734,720
	CNN Airport Network				800	156,000,000	22,620,000	112,944,800	31,746,400	66,066,400	35,958,400	\$200,000
	Comcast Sports Network CA HD				1	57,295	3,037	54,258	11,975	23,778	25,553	\$3,325
	Comcast SportsNet Bay Area				24	803,551	42,585	760,965	167,950	333,478	358,390	\$46,913
	Comcast SportsNet California				16	389,824	20,657	369,161	81,474	161,780	173,866	\$18,731
	CSN Bay Area				2	5,075	269	4,806	1,060	2,106	2,263	\$215
	Fox Sports Ohio				756	133,056,000	19,293,120	96,332,544	27,076,896	56,349,216	30,669,408	\$368,172
	SportsTime Ohio				482	32,535,000	4,717,816	23,555,340	6,621,234	13,778,934	7,499,438	\$97,364
DMA - 1 NEW YORK, NY				Totals =	16	244,442	65,868	184,640	84,598	131,333	141,488	\$6,123
	1 WJLP-TV	ME TV	Freehold	NJ	3	46,695		46,695	25,515	45,924	44,169	\$1,851
	1 WMBC-TV	Independent	West Caldwell	NJ	11	171,680	64,350	113,396	54,655	75,189	84,810	\$3,685

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1	WRNN-TV	Independent	Rye Brook	NY	2	26,067	1,518	24,549	4,428	10,220	12,509	\$587
DMA - 2 LOS ANGELES, CA Totals =					109	1,099,542	260,066	845,974	308,435	501,594	368,741	\$28,501
2	KDOC-TV	Independent	Santa Ana	CA	109	1,099,542	260,066	845,974	308,435	501,594	368,741	\$28,501
DMA - 3 CHICAGO, IL Totals =					156	5,044,458	303,334	4,743,058	1,024,544	2,495,696	2,171,237	\$256,069
3	WFLD-TV	FOX Broadcasting	Chicago	IL	31	370,360	27,022	343,338	71,645	228,836	89,351	\$8,656
3	WMAQ-TV	NBC Television Network	Chicago	IL	48	3,413,905	148,904	3,265,015	656,397	1,713,681	1,562,600	\$210,429
3	WPWR-TV	MyNetworkTV	Chicago	IL	77	1,260,193	127,408	1,134,705	296,502	553,179	519,286	\$36,984
DMA - 4 PHILADELPHIA, PA Totals =					2,921	245,947,628	9,930,418	236,107,852	27,988,511	98,957,739	38,156,743	\$8,402,861
4	WBPH-TV	Independent	Allentown	PA	461	2,635,881	871,195	1,844,789	890,356	1,425,529	1,345,856	\$73,694
4	WMCN-TV	Independent	Cherry Hill	NJ	196	2,068,739	176,182	1,892,557	1,491,038	1,868,313	1,639,496	\$30,209
4	WPVI-TV	ABC Television Network	Philadelphia	PA	2,158	240,671,623	8,759,745	231,912,003	25,468,873	95,421,912	14,906,776	\$8,284,924
4	WTVE-TV	Independent	Reading	PA	106	571,385	123,296	458,503	138,244	241,985	264,615	\$14,034
DMA - 7 WASHINGTON (HAGERSTOWN), DC-MD Totals =					4,488	68,605,572	9,182,343	59,714,791	15,214,810	32,913,796	35,484,398	\$3,396,166
7	WDCA-TV	MyNetworkTV	Washington	DC	551	4,962,760	772,617	4,198,272	1,421,473	2,553,418	2,727,213	\$220,770
7	WJAL-TV	Independent	Chambersburg	PA	3,041	17,608,679	6,179,281	11,712,858	6,633,494	9,468,976	9,347,717	\$667,178
7	WTTG-TV	FOX Broadcasting	Washington	DC	99	2,045,383	209,683	1,835,700	531,446	1,051,952	967,091	\$72,068
7	WUSA-TV	Bounce TV, CBS Televisior	Washington	DC	797	43,988,750	2,020,762	41,967,961	6,628,397	19,839,450	2,442,377	\$2,436,150
DMA - 8 BOSTON (MANCHESTER), MA-NH Totals =					115	662,218	172,719	508,405	105,264	321,497	336,160	\$18,179
8	WMFP-TV	Independent	Peabody	MA	113	655,604	169,823	504,357	103,821	318,986	333,424	\$17,929
8	WWDP-TV	NBC Television Network	West Bridgewater	MA	2	6,614	2,896	4,048	1,443	2,511	2,736	\$250
DMA - 9 ATLANTA, GA Totals =					536	23,327,302	2,020,043	21,307,259	5,023,939	12,222,846	9,644,535	\$688,983
9	WAGA-TV	FOX Broadcasting	Atlanta	GA	536	23,327,302	2,020,043	21,307,259	5,023,939	12,222,846	9,644,535	\$688,983
DMA - 13 DETROIT, MI Totals =					2	47,463	8,231	39,232	16,290	25,092	24,215	\$762
13	WKBD-TV	CW Television Network	Southfield	MI	2	47,463	8,231	39,232	16,290	25,092	24,215	\$762

DMA	Station	Affiliation	City	State	Audience Impressions								
					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value	
DMA - 14 SEATTLE-TACOMA, WA					Totals =	19	212,874	33,873	179,001	112,514	147,140	147,255	\$9,232
14	KSTW-TV	CW Television Network	Seattle	WA	19	212,874	33,873	179,001	112,514	147,140	147,255	\$9,232	
DMA - 15 MINNEAPOLIS-ST. PAUL, MN					Totals =	98	2,115,170	109,205	2,008,693	373,863	1,080,880	853,613	\$56,315
15	KRWF-TV	ABC Television Network	St. Paul	MN	16	32,966	14,680	19,546	7,673	12,725	13,387	\$1,840	
15	KSAX-TV	ABC Television Network	St. Paul	MN	17	34,749	15,474	20,603	8,088	13,413	14,111	\$1,955	
15	KSTC-TV	ME TV	St. Paul	MN	24	281,695	15,448	266,387	44,329	164,720	89,563	\$6,544	
15	KSTP-TV	ABC Television Network	St. Paul	MN	41	1,765,760	63,603	1,702,157	313,773	890,022	736,552	\$45,976	
DMA - 17 DENVER, CO					Totals =	796	4,947,735	976,181	4,014,523	1,314,330	2,567,742	1,430,765	\$186,572
17	KDVR-TV	FOX Broadcasting	Denver	CO	344	833,399	369,033	494,150	188,732	328,540	346,801	\$42,566	
17	KFCT-TV	FOX Broadcasting	Denver	CO	181	369,698	162,736	220,153	82,714	145,897	154,811	\$20,725	
17	KWGN-TV	CW Television Network	Denver	CO	271	3,744,638	444,412	3,300,220	1,042,884	2,093,305	929,153	\$123,281	
DMA - 18 CLEVELAND-AKRON (CANTON), OH					Totals =	37	733,614	11,998	721,616	144,578	387,480	273,058	\$10,968
18	WJW-TV	FOX Broadcasting	Cleveland	OH	37	733,614	11,998	721,616	144,578	387,480	273,058	\$10,968	
DMA - 21 ST. LOUIS, MO					Totals =	195	6,880,797	193,756	6,687,041	940,694	2,813,893	3,642,847	\$135,061
21	KSDK-TV	Bounce TV, NBC Television	St. Louis	MO	195	6,880,797	193,756	6,687,041	940,694	2,813,893	3,642,847	\$135,061	
DMA - 22 CHARLOTTE, NC					Totals =	438	13,000,115	431,330	12,569,001	1,799,382	6,019,921	5,985,654	\$282,771
22	WAXN-TV	Independent	Charlotte	NC	26	52,690	5,452	47,454	9,108	29,068	16,933	\$2,990	
22	WCNC-TV	NBC Television Network	Charlotte	NC	337	8,927,612	345,257	8,582,355	1,315,419	4,056,490	4,130,542	\$207,932	
22	WSOC-TV	ABC Television Network	Charlotte	NC	75	4,019,813	80,621	3,939,192	474,855	1,934,363	1,838,179	\$71,849	
DMA - 23 PITTSBURGH, PA					Totals =	35	55,696	9,689	46,768	13,292	23,099	26,180	\$4,372
23	WPCB-TV	Independent	Wall	PA	35	55,696	9,689	46,768	13,292	23,099	26,180	\$4,372	
DMA - 27 INDIANAPOLIS, IN					Totals =	715	6,175,520	413,472	5,783,067	1,082,806	3,495,232	2,000,239	\$137,911
27	WTHR-TV	NBC Television Network	Indianapolis	IN	1	19,208	2,181	17,027	4,209	8,009	10,250	\$459	

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27	WTTK-TV	CBS Television Network	Indianapolis	IN	179	266,807	116,437	159,839	63,054	102,509	107,618	\$17,900
27	WTTV-TV	CBS Television Network	Indianapolis	IN	214	323,014	140,969	193,513	76,336	124,104	130,289	\$21,400
27	WXIN-TV	FOX Broadcasting	Indianapolis	IN	321	5,566,491	153,885	5,412,688	939,207	3,260,610	1,752,082	\$98,152
DMA - 28 SAN DIEGO, CA Totals =					4,305	23,167,547	5,180,278	18,021,010	8,741,974	12,321,806	9,412,050	\$766,621
28	KBNT-TV	Univision Television	San Diego	CA	5	65,763	12,275	53,488	15,776	32,702	19,026	\$1,724
28	XDTV-TV	MyNetworkTV	San Diego	CA	4,300	23,101,784	5,168,003	17,967,522	8,726,198	12,289,104	9,393,024	\$764,897
DMA - 29 NASHVILLE, TN Totals =					642	43,006,472	918,454	42,088,018	5,793,008	17,037,684	22,676,566	\$658,675
29	WTVF-TV	CBS Television Network	Nashville	TN	642	43,006,472	918,454	42,088,018	5,793,008	17,037,684	22,676,566	\$658,675
DMA - 33 KANSAS CITY, MO Totals =					88	426,007	83,020	343,839	255,855	281,417	251,057	\$7,937
33	KMCI-TV	Bounce TV	Kansas City	MO	88	426,007	83,020	343,839	255,855	281,417	251,057	\$7,937
DMA - 34 SALT LAKE CITY, UT Totals =					1,591	12,056,583	835,066	11,216,115	3,061,579	5,572,102	4,708,231	\$316,565
34	KSL-TV	NBC Television Network	Salt Lake City	UT	56	483,467	87,296	396,171	164,928	231,599	238,817	\$19,653
34	KTVX-TV	ABC Television Network, M	Salt Lake City	UT	471	5,125,385	198,997	4,925,921	753,665	2,088,915	2,704,660	\$113,287
34	KUCW-TV	CW Television Network	Salt Lake City	UT	1,064	6,447,731	548,773	5,894,023	2,142,986	3,251,588	1,764,754	\$183,625
DMA - 35 MILWAUKEE, WI Totals =					14	345,186	67,216	277,975	106,928	180,706	180,638	\$12,780
35	WITI-TV	FOX Broadcasting	Milwaukee	WI	14	345,186	67,216	277,975	106,928	180,706	180,638	\$12,780
DMA - 37 GREENVILLE-SPARTANBURG-ASHEVILLE-AND Totals =					202	1,137,772	94,144	1,045,218	217,051	661,006	820,203	\$33,889
37	WGGS-TV	Independent	Greenville	SC	168	564,701	16,883	549,408	69,295	298,149	477,033	\$17,256
37	WLOS-TV	ABC Television Network, M	Asheville	NC	11	262,714	12,514	250,200	48,644	180,506	199,143	\$6,913
37	WMYA-TV	MyNetworkTV	Asheville	NC	23	310,357	64,747	245,610	99,112	182,351	144,027	\$9,720
DMA - 40 LAS VEGAS, NV Totals =					365	572,523	258,333	332,932	135,818	226,774	234,969	\$37,992
40	KPVM-TV	ION Television	Pahrump	NV	365	572,523	258,333	332,932	135,818	226,774	234,969	\$37,992
DMA - 41 GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, Totals =					4	8,289		8,288		6,492	7,676	\$98

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					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value	
41	WLLA-TV	ME TV	Kalamazoo	MI	4	8,289		8,288		6,492	7,676	\$98	
DMA - 44 HARRISBURG-LANCASTER-LEBANON-YORK, P					Totals =	892	21,202,989	2,042,510	19,160,500	6,232,370	9,419,794	13,216,104	\$633,265
44	WGAL-TV	ME TV, NBC Television NeLancaster		PA	892	21,202,989	2,042,510	19,160,500	6,232,370	9,419,794	13,216,104	\$633,265	
DMA - 48 ALBUQUERQUE-SANTA FE, NM					Totals =	19	25,488	9,035	17,361	4,867	8,688	12,219	\$1,706
48	KCHF-TV	Independent	Albuquerque	NM	19	25,488	9,035	17,361	4,867	8,688	12,219	\$1,706	
DMA - 57 LITTLE ROCK-PINE BLUFF, AR					Totals =	247	2,717,391	485,975	2,231,416	1,264,272	1,737,881	1,596,290	\$78,518
57	KARK-TV	NBC Television Network	Little Rock	AR	47	761,727	121,925	639,802	266,726	447,050	441,908	\$23,412	
57	KARZ-TV	Bounce TV, MyNetworkTV	Little Rock	AR	95	744,898	112,263	632,635	525,606	608,330	444,515	\$20,468	
57	KASN-TV	CW Television Network	Little Rock	AR	58	674,446	179,086	495,360	233,878	335,161	400,389	\$14,900	
57	KLRT-TV	FOX Broadcasting	Little Rock	AR	47	536,320	72,701	463,619	238,062	347,340	309,478	\$19,738	
DMA - 58 MOBILE-PENSACOLA (FT. WALTON BEACH), AL					Totals =	80	121,604	8,694	113,811	6,912	85,579	86,013	\$5,586
58	WHBR-TV	Independent	Pensacola	FL	80	121,604	8,694	113,811	6,912	85,579	86,013	\$5,586	
DMA - 61 FT. MYERS-NAPLES, FL					Totals =	4	5,772	2,644	3,918	986	1,716	2,540	\$380
61	WRXY-TV	Independent	Punta Gorda	FL	4	5,772	2,644	3,918	986	1,716	2,540	\$380	
DMA - 63 LEXINGTON, KY					Totals =	13	87,672	2,242	85,455	11,326	35,019	46,185	\$1,813
63	WYMT-TV	CBS Television Network	Hazard	KY	13	87,672	2,242	85,455	11,326	35,019	46,185	\$1,813	
DMA - 65 WICHITA-HUTCHINSON PLUS, KS					Totals =	14	51,866	11,046	40,814	25,863	34,608	22,945	\$993
65	KAAS-TV	FOX Broadcasting			5	11,251	2,543	8,705	4,518	8,871	3,445	\$170	
65	KMTW-TV	MyNetworkTV	Wichita	KS	2	8,532		8,532	9,132	5,534	3,508	\$143	
65	KOCW-TV	FOX Broadcasting			4	9,968	2,543	7,422	3,911	7,237	2,957	\$156	
65	KSAS-TV	FOX Broadcasting	Wichita	KS	3	22,115	5,960	16,155	8,302	12,966	13,035	\$524	
DMA - 68 GREEN BAY-APPLETON, WI					Totals =	8	81,089	11,532	69,557	65,755	59,316	49,970	\$2,636
68	WBAY-TV	ABC Television Network	Green Bay	WI	8	81,089	11,532	69,557	65,755	59,316	49,970	\$2,636	

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DMA - 72 DES MOINES-AMES, IA Totals =					16	52,390	1,863	50,527	3,415	18,188	30,896	\$1,798
72	WHO-TV	NBC Television Network	Des Moines	IA	16	52,390	1,863	50,527	3,415	18,188	30,896	\$1,798
DMA - 73 SPOKANE, WA Totals =					221	1,344,477	54,951	1,290,832	222,616	491,155	843,466	\$46,213
73	KHQ-TV	NBC Television Network	Spokane	WA	1	45,584	4,936	40,648	8,478	14,037	25,989	\$2,334
73	KREM-TV	CBS Television Network	Spokane	WA	124	1,075,214	18,904	1,056,607	126,725	356,203	668,279	\$33,289
73	KSKN-TV	CW Television Network	Spokane	WA	96	223,679	31,111	193,577	87,413	120,915	149,198	\$10,590
DMA - 74 OMAHA, NE Totals =					60	631,569	119,486	512,085	173,979	328,992	402,507	\$37,114
74	KMTV-TV	Antenna TV, CBS Televisio	Omaha	NE	60	631,569	119,486	512,085	173,979	328,992	402,507	\$37,114
DMA - 75 SPRINGFIELD, MO Totals =					693	1,567,098	139,580	1,439,432	331,111	682,255	670,864	\$77,991
75	KOLR-TV	CBS Television Network	Springfield	MO	200	489,560	33,193	459,214	47,840	178,937	266,819	\$23,761
75	KOZL-TV	MyNetworkTV	Springfield	MO	493	1,077,538	106,387	980,218	283,271	503,318	404,045	\$54,230
DMA - 82 PADUCAH-CAPE GIRARDEAU-HARRISBURG, M Totals =					39	208,242	18,182	190,046	66,076	101,717	129,511	\$7,452
82	KBSI-TV	FOX Broadcasting	Cape Girardeau	MO	2	7,773		7,773	3,082	9,135	5,993	\$124
82	WDKA-TV	MyNetworkTV	Cape Girardeau	MO	1	4,741		4,741		5,863	1,640	\$70
82	WPSD-TV	NBC Television Network	Paducah	KY	36	195,728	18,182	177,532	62,994	86,719	121,878	\$7,258
DMA - 85 CHAMPAIGN & SPRINGFIELD-DECATUR, IL Totals =					419	842,467	140,985	701,512	429,988	362,051	576,503	\$29,807
85	WBUI-TV	CW Television Network	Springfield	IL	126	529,940	140,985	388,978	403,050	328,511	266,978	\$21,550
85	WCCU-TV	FOX Broadcasting	Springfield	IL	248	266,937		266,940	17,712	20,103	265,130	\$7,057
85	WICD-TV	ABC Television Network	Springfield	IL	3	3,384		3,384			3,384	\$86
85	WICS-TV	ABC Television Network	Springfield	IL	1	3,077		3,077	1,334	2,322	3,321	\$107
85	WRSP-TV	FOX Broadcasting	Springfield	IL	41	39,129		39,133	7,892	11,115	37,690	\$1,007
DMA - 88 CHATTANOOGA, TN Totals =					60	145,430	28,571	116,865	60,754	92,123	77,281	\$5,875
88	WFLI-TV	CW Television Network, M	Chattanooga	TN	36	106,291	25,292	81,001	48,720	59,493	48,650	\$4,194
88	WTVC-TV	ABC Television Network	Chattanooga	TN	24	39,139	3,279	35,864	12,034	32,630	28,631	\$1,681

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DMA - 90 CEDAR RAPIDS-WATERLOO-IOWA CITY & DUB Totals =					63	112,063	12,071	100,723	30,008	48,206	61,517	\$6,804
90	KFXA-TV	FOX Broadcasting	Cedar Rapids	IA	22	25,877	5,399	20,791	6,230	12,188	12,089	\$2,007
90	KGAN-TV	CBS Television Network	Cedar Rapids	IA	41	86,186	6,672	79,932	23,778	36,018	49,428	\$4,797
DMA - 91 SAVANNAH, GA Totals =					354	1,622,333	368,932	1,253,463	448,966	1,071,355	938,456	\$49,625
91	WGSA-TV	CW Television Network	Savannah	GA	341	1,575,757	355,166	1,220,653	426,548	1,039,650	916,215	\$48,177
91	WSAV-TV	MyNetworkTV, NBC Televisi	Savannah	GA	13	46,576	13,766	32,810	22,418	31,705	22,241	\$1,448
DMA - 100 FT. SMITH-FAYETTEVILLE-SPRINGDALE-ROGI Totals =					82	930,318	94,665	835,653	284,186	580,675	619,183	\$24,900
100	KFSM-TV	CBS Television Network, M	Fort Smith	AR	82	930,318	94,665	835,653	284,186	580,675	619,183	\$24,900
DMA - 104 JOHNSTOWN-ALTOONA-STATE COLLEGE, PA Totals =					54	74,597	16,494	60,684	11,638	37,593	26,979	\$4,866
104	WATM-TV	FOX Broadcasting	Johnstown	PA	16	10,914	3,109	8,329	2,072	4,675	4,441	\$1,125
104	WKBS-TV	Independent	Wall	PA	19	25,474	11,133	16,260	5,274	8,944	10,697	\$2,185
104	WWCP-TV	FOX Broadcasting	Johnstown	PA	19	38,209	2,252	36,095	4,292	23,974	11,841	\$1,556
DMA - 107 BOISE, ID Totals =					290	194,147	36,691	159,252	48,520	90,120	78,990	\$20,490
107	KBOI-TV	CBS Television Network	Boise	ID	122	106,440	12,472	94,538	28,290	46,625	50,224	\$8,697
107	KYUU-TV	CW Television Network	Boise	ID	168	87,707	24,219	64,714	20,230	43,495	28,766	\$11,793
DMA - 110 SIOUX FALLS (MITCHELL), SD Totals =					391	224,280	72,188	160,437	46,001	90,337	132,125	\$27,473
110	KDLT-TV	NBC Television Network	Sioux Falls	SD	199	114,487	36,713	82,017	23,581	45,933	67,722	\$13,960
110	KDLV-TV	NBC Television Network	Sioux Falls	SD	192	109,793	35,475	78,420	22,420	44,404	64,403	\$13,513
DMA - 111 FT. WAYNE, IN Totals =					143	735,694	38,639	697,135	337,054	382,554	427,081	\$19,471
111	WANE-TV	Antenna TV, CBS Televisio	Fort Wayne	IN	143	735,694	38,639	697,135	337,054	382,554	427,081	\$19,471
DMA - 112 AUGUSTA-AIKEN, GA Totals =					221	746,177	163,210	582,996	271,455	426,960	348,236	\$15,349
112	WAGT-TV	NBC Television Network	Augusta	GA	221	746,177	163,210	582,996	271,455	426,960	348,236	\$15,349
DMA - 113 LANSING, MI Totals =					632	4,070,512	175,136	3,897,355	493,572	1,476,105	2,377,949	\$134,416

DMA	Station	Affiliation	City	State	Audience Impressions							
					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value
113	WLAJ-TV	ABC Television Network	Lansing	MI	442	1,226,894	119,407	1,109,262	266,680	498,991	599,355	\$51,549
113	WLNS-TV	CBS Television Network	Lansing	MI	190	2,843,618	55,729	2,788,093	226,892	977,114	1,778,594	\$82,867
DMA - 114 YOUNGSTOWN, OH				Totals =	19	155,896	19,907	136,008	43,135	64,847	85,616	\$8,866
114	WFMJ-TV	CW Television Network, NEYoungstown		OH	19	155,896	19,907	136,008	43,135	64,847	85,616	\$8,866
DMA - 115 FARGO-VALLEY CITY, ND				Totals =	311	1,744,586	109,117	1,636,967	302,831	750,403	792,607	\$50,198
115	KVLY-TV	CBS Television Network, NFargo		ND	177	1,495,366	86,220	1,409,726	269,034	659,379	648,661	\$37,604
115	KXJB-TV	CBS Television Network	Fargo	ND	119	185,489	10,805	175,604	21,058	66,992	102,667	\$9,214
115	WDAY-TV	ABC Television Network	Fargo	ND	15	63,731	12,092	51,637	12,739	24,032	41,279	\$3,380
DMA - 119 EUGENE, OR				Totals =	853	551,531	150,957	429,616	82,962	202,371	331,147	\$55,063
119	KPIC-TV	CBS Television Network	Roseburg	OR	853	551,531	150,957	429,616	82,962	202,371	331,147	\$55,063
DMA - 121 LAFAYETTE, LA				Totals =	566	8,287,386	1,161,382	7,126,512	1,705,137	3,869,179	3,964,110	\$325,548
121	KATC-TV	ABC Television Network	Lafayette	LA	566	8,287,386	1,161,382	7,126,512	1,705,137	3,869,179	3,964,110	\$325,548
DMA - 123 YAKIMA-PASCO-RICHLAND-KENNEWICK, WA				Totals =	2	15,201	5,880	9,321	5,878	7,768	6,988	\$1,080
123	KNDO-TV	NBC Television Network	Yakima	WA	1	12,233	4,834	7,399	3,489	5,998	5,478	\$924
123	KNDU-TV	NBC Television Network	Kennewick	WA	1	2,968	1,046	1,922	2,389	1,770	1,510	\$156
DMA - 126 BAKERSFIELD, CA				Totals =	1,017	1,970,756	252,726	1,715,587	737,213	1,101,040	1,313,600	\$117,244
126	KBAK-TV	FOX Broadcasting	Bakersfield	CA	593	1,160,251	120,574	1,038,403	298,547	675,026	787,422	\$64,400
126	KBFX-TV	FOX Broadcasting	Bakersfield	CA	424	810,505	132,152	677,184	438,666	426,014	526,178	\$52,844
DMA - 128 LA CROSSE-EAU CLAIRE, WI				Totals =	77	229,204	64,711	164,486	126,551	155,782	126,126	\$11,989
128	WEUX-TV	FOX Broadcasting	Eau Claire	WI	39	33,762		33,755	34,458	35,954	27,657	\$1,244
128	WLAX-TV	FOX Broadcasting	La Crosse	WI	38	195,442	64,711	130,731	92,093	119,828	98,469	\$10,745
DMA - 130 WILMINGTON, NC				Totals =	1,438	3,337,417	102,942	3,241,365	1,173,803	2,446,443	2,128,126	\$144,382
130	WILM-TV	CBS Television Network	Wilmington	NC	1,438	3,337,417	102,942	3,241,365	1,173,803	2,446,443	2,128,126	\$144,382

DMA	Station	Affiliation	City	State	Audience Impressions								
					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value	
DMA - 134 WAUSAU-RHINELANDER, WI					Totals =	2,864	25,696,873	529,193	25,171,765	2,857,689	8,783,421	15,456,987	\$639,221
134	WSAW-TV	CBS Television Network, M	Wausau	WI	2,864	25,696,873	529,193	25,171,765	2,857,689	8,783,421	5,456,987	\$639,221	
DMA - 137 MONROE-EL DORADO, LA-AR					Totals =	255	3,122,649	332,523	2,790,147	713,132	1,461,523	1,923,367	\$156,882
137	KNOE-TV	ABC Television Network, C	Monroe	LA	255	3,122,649	332,523	2,790,147	713,132	1,461,523	1,923,367	\$156,882	
DMA - 139 MINOT-BISMARCK-DICKINSON, ND					Totals =	87	66,817	17,579	49,241	23,554	29,465	35,772	\$4,211
139	KBMY-TV	ABC Television Network	Bismarck	ND	3	3,475	711	2,761	1,789	2,267	2,587	\$156	
139	KFYR-TV	FOX Broadcasting	Bismarck	ND	24	46,656	14,868	31,792	14,398	18,190	19,464	\$3,258	
139	KMCY-TV	ABC Television Network	Minot	ND	5	3,859	711	3,145	1,789	2,267	2,971	\$171	
139	KMOT-TV	FOX Broadcasting	Minot	ND	30	6,575	667	5,911	2,838	3,459	5,526	\$314	
139	KUMV-TV	FOX Broadcasting	Williston	ND	25	6,252	622	5,632	2,740	3,282	5,224	\$312	
DMA - 145 ODESSA-MIDLAND, TX					Totals =	913	1,221,414	60,487	1,161,591	263,891	514,255	597,558	\$72,991
145	KMID-TV	ABC Television Network	Midland	TX	913	1,221,414	60,487	1,161,591	263,891	514,255	597,558	\$72,991	
DMA - 146 PALM SPRINGS, CA					Totals =	35	44,427	1,981	42,642	5,734	19,681	22,325	\$3,497
146	KDFX-TV	FOX Broadcasting	Palm Desert	CA	30	15,242	1,665	13,773	3,234	8,536	4,993	\$1,992	
146	KESQ-TV	ABC Television Network, C	Thousand Palms	CA	5	29,185	316	28,869	2,500	11,145	17,332	\$1,505	
DMA - 148 ANCHORAGE, AK					Totals =	78	665,845	146,011	519,838	211,674	297,387	348,898	\$51,573
148	KTUU-TV	NBC Television Network	Anchorage	AK	78	665,845	146,011	519,838	211,674	297,387	348,898	\$51,573	
DMA - 150 ERIE, PA					Totals =	74	538,723	92,824	445,899	211,834	323,230	365,678	\$23,292
150	WFXP-TV	FOX Broadcasting	Erie	PA	65	450,254	76,176	374,078	178,196	297,144	308,333	\$19,537	
150	WJET-TV	ABC Television Network	Erie	PA	9	88,469	16,648	71,821	33,638	26,086	57,345	\$3,755	
DMA - 151 JOPLIN-PITTSBURG, MO-KS					Totals =	654	3,389,300	431,848	2,957,633	1,075,191	1,699,788	2,089,709	\$169,266
151	KFJX-TV	FOX Broadcasting	Pittsburg	KS	319	1,405,152	263,397	1,141,860	678,699	777,064	727,540	\$62,422	
151	KOAM-TV	CBS Television Network	Pittsburg	KS	335	1,984,148	168,451	1,815,773	396,492	922,724	1,362,169	\$106,844	

DMA	Station	Affiliation	City	State	Audience Impressions							
					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value
DMA - 152 ALBANY, GA				Totals =	211	164,498	14,743	150,558	63,405	104,860	118,597	\$11,225
152	WSST-TV	Independent	Cordele	GA	211	164,498	14,743	150,558	63,405	104,860	118,597	\$11,225
DMA - 158 BILOXI-GULFPORT, MS				Totals =	196	28,905	12,489	17,687	6,918	11,218	11,237	\$9,800
158	WKFK-TV	ION Television	Pascagoula	MS	196	28,905	12,489	17,687	6,918	11,218	11,237	\$9,800
DMA - 159 BINGHAMTON, NY				Totals =	195	355,598	16,985	338,623	120,105	268,418	321,481	\$24,036
159	WBPN-TV	MyNetworkTV	Vestal	NY	129	229,706	12,780	216,926	98,120	165,348	212,423	\$15,765
159	WICZ-TV	FOX Broadcasting	Vestal	NY	66	125,892	4,205	121,697	21,985	103,070	109,058	\$8,271
DMA - 160 BLUEFIELD-BECKLEY-OAK HILL, WV				Totals =	609	1,607,465	13,441	1,594,347	120,862	494,381	1,079,657	\$55,876
160	WOAY-TV	ABC Television Network	Oak Hill	WV	609	1,607,465	13,441	1,594,347	120,862	494,381	1,079,657	\$55,876
DMA - 161 SHERMAN-ADA, TX-OK				Totals =	53	82,591	4,348	78,278	2,462	43,417	33,858	\$3,752
161	KXII-TV	CBS Television Network, MSherman		TX	53	82,591	4,348	78,278	2,462	43,417	33,858	\$3,752
DMA - 165 ABILENE-SWEETWATER, TX				Totals =	1	920		920		341	944	\$48
165	KTXS-TV	ABC Television Network	Abilene	TX	1	920		920		341	944	\$48
DMA - 167 BILLINGS, MT				Totals =	474	492,155	50,768	442,700	142,115	231,058	283,873	\$38,350
167	KHMT-TV	FOX Broadcasting	Billings	MT	118	98,349	11,966	86,699	43,373	52,271	28,161	\$6,869
167	KSVI-TV	ABC Television Network	Billings	MT	201	117,338	17,532	100,800	42,185	53,292	65,363	\$11,347
167	KTVQ-TV	CBS Television Network	Billings	MT	55	210,620	21,270	189,359	56,086	94,764	145,157	\$17,362
167	KULR-TV	NBC Television Network	Billings	MT	100	65,848		65,842	471	30,731	45,192	\$2,772
DMA - 170 QUINCY-HANNIBAL-KEOKUK, IL-MO				Totals =	404	2,700,363	70,507	2,630,243	389,645	1,022,700	1,523,960	\$130,645
170	KHQA-TV	ABC Television Network, CQuincy		IL	9	27,166	3,242	23,925	14,252	16,493	20,241	\$1,505
170	WGEM-TV	NBC Television Network	Quincy	IL	395	2,673,197	67,265	2,606,318	375,393	1,006,207	1,503,719	\$129,140
DMA - 173 DOTHAN, AL				Totals =	409	3,710,762	160,010	3,550,752	567,004	1,449,573	2,203,236	\$131,226
173	WDHN-TV	ABC Television Network	Dothan	AL	31	100,001	19,296	80,705	48,402	71,529	61,433	\$3,640

DMA	Station	Affiliation	City	State	Audience Impressions								
					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value	
173	WTVY-TV	CBS Television Network, MDothan		AL	378	3,610,761	140,714	3,470,047	518,602	1,378,044	2,141,803	\$127,586	
DMA - 174 LAKE CHARLES, LA					Totals =	57	257,118	140,528	116,596	113,845	104,217	89,174	\$33,540
174	KVHP-TV	FOX Broadcasting	Lake Charles	LA	57	257,118	140,528	116,596	113,845	104,217	89,174	\$33,540	
DMA - 175 ELMIRA (CORNING), NY					Totals =	26	51,678	986	50,692	5,416	21,016	48,160	\$4,816
175	WJKP-TV	MyNetworkTV	Corning	NY	15	28,005		28,005	3,842	3,622	27,775	\$2,867	
175	WYDC-TV	FOX Broadcasting	Corning	NY	11	23,673	986	22,687	1,574	17,394	20,385	\$1,949	
DMA - 179 ALEXANDRIA, LA					Totals =	1,435	6,930,018	1,564,280	5,365,824	1,988,595	2,991,455	3,732,006	\$721,247
179	KALB-TV	CBS Television Network, NAlexandria		LA	831	5,424,214	1,415,984	4,008,300	1,066,399	2,157,765	2,784,398	\$564,382	
179	KLAX-TV	ABC Television Network, MAlexandria		LA	604	1,505,804	148,296	1,357,524	922,196	833,690	947,608	\$156,865	
DMA - 180 MARQUETTE, MI					Totals =	254	436,972	6,361	430,927	13,450	53,398	369,087	\$16,066
180	WZMQ-TV	ME TV, MyNetworkTV	Marquette	MI	254	436,972	6,361	430,927	13,450	53,398	369,087	\$16,066	
DMA - 182 BOWLING GREEN, KY					Totals =	1,749	15,680,076	1,287,081	14,393,354	3,336,241	6,193,798	8,655,588	\$953,480
182	WBKO-TV	FOX Broadcasting	Bowling Green	KY	1,749	15,680,076	1,287,081	14,393,354	3,336,241	6,193,798	8,655,588	\$953,480	
DMA - 184 LAREDO, TX					Totals =	746	3,204,587	1,192,899	2,011,655	1,270,898	1,820,203	1,210,896	\$436,691
184	KXOF-TV	FOX Broadcasting	Laredo	TX	746	3,204,587	1,192,899	2,011,655	1,270,898	1,820,203	1,210,896	\$436,691	
DMA - 186 BUTTE-BOZEMAN, MT					Totals =	8	12,207		12,207	160	9,456	5,841	\$1,927
186	KBZK-TV	CBS Television Network, CBozeman		MT	4	2,474		2,474	160	1,118	2,393	\$290	
186	KXLF-TV	CBS Television Network	Butte	MT	4	9,733		9,733		8,338	3,448	\$1,637	
DMA - 188 LIMA, OH					Totals =	2,222	7,460,619	473,635	6,987,735	1,838,848	3,635,335	4,769,746	\$545,520
188	WLIO-TV	FOX Broadcasting	Lima	OH	1,190	5,860,967	358,611	5,502,503	1,093,357	2,254,139	3,712,069	\$406,808	
188	WOHL-TV	FOX Broadcasting	Lima	OH	1,032	1,599,652	115,024	1,485,232	745,491	1,381,196	1,057,677	\$138,712	
DMA - 189 MERIDIAN, MS					Totals =	767	1,046,100	81,261	965,545	311,911	542,808	468,889	\$63,691
189	WGBC-TV	FOX Broadcasting	Meridian	MS	575	829,569	75,400	754,647	277,205	434,780	364,472	\$52,297	

DMA	Station	Affiliation	City	State	Audience Impressions								
					Airings	Persons 12+	Teens 12-17	Adults 18+	Adults 18-34	Adults 25-54	Adults 55+	Media Value	
189	WMDN-TV	Bounce TV, CBS TelevisiorMeridian		MS	192	216,531	5,861	210,898	34,706	108,028	104,417	\$11,394	
DMA - 191 GREAT FALLS, MT					Totals =	4	8,149	1,120	7,029	957	1,603	6,083	\$1,390
191	KRTV-TV	CBS Television Network	Great Falls	MT	4	8,149	1,120	7,029	957	1,603	6,083	\$1,390	
DMA - 205 HELENA, MT					Totals =	4	3,704	655	3,049	549	3,449	1,792	\$1,092
205	KXLH-TV	CBS Television Network	Helena	MT	4	3,704	655	3,049	549	3,449	1,792	\$1,092	
DMA - 210 GLENDIVE, MT					Totals =	512	138,227	6,614	131,737	14,271	35,427	110,874	\$217,099
210	KXGN-TV	CBS Television Network, N	Glendive	MT	512	138,227	6,614	131,737	14,271	35,427	110,874	\$217,099	
Grand Totals =					44,562	915,873,672	90,890,622	783,467,095	170,286,608	395,536,360	391,073,239	\$22,661,484	