

OCTOBER 30 - NOVEMBER 26, 2003

TABLE 1 - UNIVERSE ESTIMATES - JAN. 2004

AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	TV HOUSEHOLDS BY COUNTY SIZE			
			A	B	C	D
METRO DMA	1,185,300	1,173,030				
	1,583,300	1,542,970	1,173,030	159,890	157,640	52,410
		150	76	10	10	3
%	2,436,600	2,407,820	1,173,030	848,690	222,280	162,720
NSI		100	49	35	9	7

TOTAL HOUSEHOLDS are estimates produced by Market Statistics, a division of Claritas, Inc., and are copyrighted by them. They are the base against which television penetration estimates have been applied.

TELEVISION OWNERSHIP PERCENTS are Nielsen Media Research estimates based on combining historical projections from the 1960 and 1970 Censuses with estimates from the NSI telephone interviews from a number of all market measurement periods.

HOUSEHOLDS ARE OCCUPIED HOUSING UNITS. The household universe estimates shown in Table 1 are estimates of year-round households, i.e., housing units occupied year round. Seasonal housing units which are occupied only during certain seasons of the year are not included in the Household Universe Estimates. Thus, the number of households during the survey period may differ from the estimate in Table 1.

† See Local Reference Supplement for definition of county size.

LT Less than 1%.

TABLE 2 - PENETRATION ESTIMATES

AREA	PERCENT OF TV HOUSEHOLDS						
	BLACK %	HISPANIC %	MULTI- SET %	VCR %	CABLE TV %	ADS %	CABLE PLUS %
METRO	16.4	2.3			70		
DMA	18.7	2.0	84	91	71	14	84
CLEVELAND	49.6	6.1	NA	NA	NA	NA	NA
AKRON	30.1	1.1	NA	NA	NA	NA	NA
CANTON	19.3	1.0	NA	NA	NA	NA	NA

Multi-set estimates are based on the metered sample. Multi-set, Cable TV, VCR, ADS and Cable Plus estimates are based on the latest available data. Black and Hispanic estimates are as of January 1, 2004. Cable Plus is defined as the presence of Cable and/or Alternate Delivery System (ADS). See Local Reference Supplement for detail.

TABLE 3 - SAMPLE SIZES: HOUSEHOLDS

AREA	METER SAMPLE IN-TAB AVG.	DIARY SAMPLE(1)					
		INITIALLY DESIGNATED HOUSEHOLDS			IN-TAB DIARY HOUSEHOLDS		
		LISTED	UNLISTED	TOTAL	LISTED	UNLISTED	TOTAL
METRO	267 (ESTD)	1840	1066	2906	722	288	1010
DMA(INCL. METRO)	378 (2)	2442	1312	3754	978	360	1339
NON-DMA	—	2637	1467	4294	1162	375	1527 (3)
NSK(INCL. DMA)	—	6279	2769	8048	2131	736	2868

(1) The Non-DMA (Diary) sample is combined with the DMA meter sample for compiling Station Total households; the entire diary sample is used for Audience Composition data.

(2) Yields an approximate equivalent simple random sample size of 736.

(2) + (3) NSI Area Station Total households herein are based on these in-tab samples and yield an approximate equivalent simple random sample size of 1238.

Equivalent simple random sample size is a term sometimes used for the statistical equivalent of the sample size for computing sampling errors or statistical inferences.

For sample selection procedures in Total Telephone Frame markets, see Local Reference Supplement.

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TABLE 4 • TELEVISION STATIONS

<u>CITY OF ORIGIN</u>	<u>STATION</u>	<u>CHANNEL</u>	<u>AFFILIATION</u>
AKRON	WQAH (L)	29	JND
AKRON	*WBX	58	WE
CANTON	WOXI (L)	17	TND
AKRON	*WZAO	49	FBS
CLEVELAND	*WUAB	6	ABC
CLEVELAND	*WJAX	3	KSC
CLEVELAND	*WTCB	3	TND
CANTON	WOAC (L)	67	CBS
SHAKER HEIGHTS	*WOIO	10	UMT
CLEVELAND	*WKBS (L)	61	UPN
LORAIN	*WJAB	43	FBS
CLEVELAND	*WVIZ	25	PAX
AKRON	*WVFX	25	
CABLE	AER	(D)	
CABLE	ANC	(D)	
CABLE	API	(D)	
CABLE	BET	(D)	
CABLE	BRVO	(D)	
CABLE	CW	(D)	
CABLE	CNB	(D)	
CABLE	CNN	(D)	
CABLE	CTI	(D)	
CABLE	DSC	(D)	
CABLE	DSNY	(D)	
CABLE	ECH	(D)	
CABLE	ESPN	(D)	
CABLE	EXX	(D)	
CABLE	FAM	(D)	
CABLE	FOOD	(D)	
CABLE	GSN	(D)	
CABLE	FX	(D)	
CABLE	FXNC	(D)	
CABLE	HBO	(D)	
CABLE	HDTV	(D)	
CABLE	MIS	(D)	
CABLE	NLN	(D)	
CABLE	NF	(D)	
CABLE	NBC	(D)	
CABLE	NBY	(D)	
CABLE	RITK	(D)	
CABLE	SATG	(D)	
CABLE	SPC	(D)	
CABLE	TSC	(D)	
CABLE	TEN	(D)	
CABLE	TLC	(D)	
CABLE	TRT	(D)	
CABLE	TRON	(D)	
CABLE	TRAV	(D)	
CABLE	TWC	(D)	
CABLE	TWL	(D)	
CABLE	USA	(D)	
CABLE	VNI	(D)	
CABLE	*WGN	(D)	

(1) THIS LOCAL STATION IS REPORTABLE IN THE DAYPART SECTION ONLY
(2) THIS OUTSIDE STATION IS REPORTABLE IN THE DAYPART SECTION ONLY

(15) THIS OUTSIDE STATION IS REPORTABLE IN THE DAYPART SECTION ON
IN ADDITION TO THE REPORTABLE STATIONS SHOWN ABOVE. THE FOLLOW-
ING STATIONS ORIGINATE IN OR ARE ASSIGNED FOR REPORTING PURPOSES
TO THIS MARKET BUT DID NOT MEET THE MINIMUM REPORTING STANDARDS
(SEE REPORTING STANDARDS, INSIDE BACK COVER)

SANDUSKY	WGON	62	IND
MANSFIELD	WMFO	68	IND

WAOH-TV IS LPTV STATION WAOH-LP.

DAYPART SUMMARY

#1=YOUNGSTOWN
#2=COLUMBUS, OH
#3=TOLEDO

Nielsen Media Research has been advised that a station(s) conducted a special promotional activity. See special notes.