

Election: 2009 Virginia gubernatorial
 Demographic: Adults 35+



Virginia Broadcast & Cable Competitive

Creigh Deeds Market	RV%	3QCPP		8/25-8/31		8/31-9/2		9/3-9/6		9/7-9/14		9/15-9/21		Total	
		A35+	Total	GRP	Total	GRP	Total	GRP	Total	GRP	Total	GRP	Total	GRP	
Charlottesville, VA	3%	\$33	\$ 11,175	335	\$ 9,370	281	\$ 8,120	243	\$ 16,305	489	\$ 13,655	409	\$ 77,690	2,172	
Charlottesville, VA cable	3%	\$36	\$ 5,750	160	\$ 2,760	77	\$ 2,990	83	\$ 5,750	160	\$ 2,000	56	\$ 30,751	796	
Harrisonburg, VA	3%	\$49	\$ 14,185	289	\$ 11,565	235	\$ 10,000	203	\$ 17,500	356	\$ 22,460	457	\$ 93,585	1,818	
Harrisonburg, VA cable	3%	\$53	\$ 6,250	119	\$ 2,991	57	\$ 3,392	64	\$ 6,240	118	\$ 2,780	53	\$ 34,154	552	
Norfolk, VA	22%	\$73	\$ 50,685	696	\$ 29,225	401	\$ 26,025	357	\$ 46,294	635	\$ 58,487	803	\$ 394,881	4,478	
Norfolk, VA cable	22%	\$102	\$ 17,479	172	\$ 8,737	86	\$ 10,300	101	\$ 7,883	77	\$ 12,300	121	\$ 141,422	1,141	
Richmond-Petersburg, VA	18%	\$66	\$ 49,260	748	\$ 30,835	468	\$ 24,260	368	\$ 37,950	576	\$ 53,165	808	\$ 428,165	6,436	
Richmond-Petersburg, VA cable	18%	\$76	\$ 19,190	251	\$ 9,595	126	\$ 11,996	157	\$ 15,149	198	\$ 10,947	143	\$ 153,691	1,998	
Roanoke-Lynchburg, VA	14%	\$46	\$ 39,220	859	\$ 26,080	571	\$ 24,895	545	\$ 37,025	811	\$ 50,175	1,099	\$ 306,025	5,578	
Roanoke-Lynchburg, VA cable	14%	\$39	\$ 11,589	300	\$ 5,784	150	\$ 6,793	176	\$ 10,672	276	\$ 6,675	173	\$ 76,043	1,438	
Tri-Cities, TN/VA	3%	\$35	\$ 18,965	540	\$ 13,850	394	\$ 11,875	338	\$ 25,040	713	\$ 28,620	815	\$ 152,381	3,686	
Tri-Cities, TN/VA cable	3%	\$46	\$ 3,874	85	\$ 3,718	81	\$ 2,065	45	\$ 3,875	85	\$ 2,999	66	\$ 44,519	832	
Washington, DC	36%	\$506		0		0		0	\$ 332,340	656	\$ 286,575	566	\$ 905,050	1,524	
Washington, DC cable	36%	\$644		0		0		0	\$ 51,072	79	\$ 79,914	124	\$ 197,734	262	
Grand Total			\$ 247,622		\$ 154,510		\$ 142,711		\$ 613,095		\$ 630,752		\$ 3,036,090		

Bob McDonnell Market	RV%	3QCPP		8/25-8/31		8/31-9/6		9/7-9/14		9/14-9/20		Total	
		A35+	Total	GRP	Total	GRP	Total	GRP	Total	GRP	Total	GRP	
Charlottesville, VA	3%	\$25	\$ 8,140	322	\$ 9,445	374		\$ 9,480	375	\$ 10,995	435	\$ 97,935	3,614
Charlottesville, VA cable	3%	\$27	\$ 1,773	65	\$ 3,295	121		\$ 2,715	100	\$ 3,103	114	\$ 25,900	885
Harrisonburg, VA	3%	\$37	\$ 9,160	246	\$ 10,690	287		\$ 8,035	216	\$ 10,930	293	\$ 99,140	2,542
Harrisonburg, VA cable	3%	\$40	\$ 3,960	99	\$ 6,122	153		\$ 5,218	131	\$ 5,836	146	\$ 45,866	978
Norfolk, VA	22%	\$55	\$ 18,225	330	\$ 42,060	762		\$ 43,820	794	\$ 40,901	741	\$ 374,286	5,603
Norfolk, VA cable	22%	\$77	\$ 9,748	126	\$ 10,000	130		\$ 9,000	117	\$ 10,000	130	\$ 118,838	1,265
Richmond-Petersburg, VA	18%	\$50	\$ 31,515	632	\$ 40,765	817		\$ 37,895	760	\$ 39,725	796	\$ 353,115	6,697
Richmond-Petersburg, VA cable	18%	\$58	\$ 9,391	162	\$ 12,487	216		\$ 9,580	166	\$ 10,648	184	\$ 113,456	1,861
Roanoke-Lynchburg, VA	14%	\$35	\$ 26,800	775	\$ 33,960	982		\$ 22,075	638	\$ 31,240	903	\$ 315,252	7,584
Roanoke-Lynchburg, VA cable	14%	\$29	\$ 5,718	195	\$ 6,144	210		\$ 6,144	210	\$ 7,026	240	\$ 65,146	1,626
Tri-Cities, TN/VA	3%	\$27	\$ 13,535	509	\$ 18,644	701		\$ 12,410	466	\$ 12,480	469	\$ 162,458	5,186
Tri-Cities, TN/VA cable	3%	\$35	\$ 3,862	112	\$ 4,969	144		\$ 4,209	122	\$ 5,295	153	\$ 50,281	1,240
Washington, DC	36%	\$384		0		0		\$ 265,935	693	\$ 336,140	876	\$ 1,556,290	3,619
Washington, DC cable	36%	\$488		0		0		\$ 51,700	106	\$ 78,017	160	\$ 398,736	729
Grand Total			\$ 141,827		\$ 198,580			\$ 488,216		\$ 602,336		\$ 3,776,698	

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Virginia Common Sense Market	RV%	3QCPP A35+	8/26-9/3		9/10-9/18		9/22-10/1		Total	
			Cost	GRP	Cost	GRP	Cost	GRP	Cost	GRP
Charlottesville, VA	3%	\$44	\$ 19,930	453	\$ 23,150	526	\$ 22,070	502	\$ 65,150	1,382
Charlottesville, VA cable	3%	\$48	\$ 3,000	63	\$ 2,500	53	\$ 2,500	53	\$ 8,000	157
Harrisonburg, VA	3%	\$62	\$ 22,605	365	\$ 26,310	424	\$ 26,495	427	\$ 75,410	1,115
Harrisonburg, VA cable	3%	\$75	\$ 4,000	54	\$ 3,000	40	\$ 3,000	40	\$ 10,000	123
Norfolk, VA	22%	\$92	\$ 61,340	667	\$ 58,620	637	\$ 36,770	400	\$ 156,730	1,353
Norfolk, VA cable	22%	\$129	\$ 11,140	86	\$ 9,270	72	\$ 9,940	77	\$ 30,350	186
Richmond-Petersburg, VA	18%	\$86	\$ 56,854	661	\$ 58,713	683	\$ 39,414	458	\$ 154,981	1,680
Richmond-Petersburg, VA cable	18%	\$99	\$ 6,900	69	\$ 15,245	153	\$ 17,935	180	\$ 40,080	374
Roanoke-Lynchburg, VA	14%	\$56	\$ 49,720	888	\$ 52,127	931	\$ 48,063	858	\$ 149,910	2,077
Roanoke-Lynchburg, VA cable	14%	\$54	\$ 5,400	100	\$ 7,993	148	\$ 7,993	148	\$ 21,386	307
Tri-Cities, TN/VA	3%	\$44	\$ 27,986	636	\$ 29,443	669	\$ 23,009	523	\$ 80,438	1,484
Tri-Cities, TN/VA cable	3%	\$57	\$ -	0	\$ -	0	\$ -	0	\$ -	0
Washington, DC	36%	\$665	\$ -	0	\$ -	0	\$ -	0	\$ -	0
Washington, DC cable	36%	\$846	\$ -	0	\$ -	0	\$ -	0	\$ -	0
Grand Total			\$ 268,875		\$ 286,371		\$ 237,189		\$ 792,435	