

SCARBOROUGH RESEARCH DATA DELIVERY SCHEDULE METROS 2009



| METRO* | WAVE | RELEASE I | RELEASE II |
|--------------------------------------|------|-----------|------------|
| Akron, OH | W | 4/30 | 10/29 |
| Albany/Schenectady/Troy, NY | R | 4/23 | 10/22 |
| Albuquerque, NM | B | 5/28 | 11/25 |
| Appleton/Oshkosh, WI | B | 6/25 | 12/23 |
| Asheville, NC | B | 6/4 | 12/3 |
| Atlanta, GA | R | 4/9 | 10/8 |
| Austin, TX | B | 5/28 | 11/25 |
| Bakersfield, CA | B | 5/28 | 11/25 |
| Baltimore, MD | W | 4/30 | 10/29 |
| Birmingham, AL | W | 5/14 | 11/12 |
| Boston, MA | W | 5/21 | 11/19 |
| Buffalo/Niagara Falls, NY | B | 5/28 | 11/25 |
| Charleston, WV | B | 6/25 | 12/23 |
| Charlotte/Gastonia, NC/Rock Hill, SC | W | 4/30 | 10/29 |
| Chattanooga, TN | B | 6/25 | 12/23 |
| Chicago, IL | W | 4/30 | 10/29 |
| Cincinnati, OH | W | 5/14 | 11/12 |
| Cleveland, OH | W | 4/30 | 10/29 |
| Colorado Springs, CO | B | 5/28 | 11/25 |
| Columbus, OH | B | 5/28 | 11/25 |
| Dallas/Ft. Worth, TX | W | 5/7 | 11/5 |
| Dayton, OH | B | 6/4 | 12/3 |
| Daytona Beach, FL | R | 4/9 | 10/8 |

| METRO* | WAVE | RELEASE I | RELEASE II |
|---|------|-----------|------------|
| Denver/Boulder, CO | W | 4/23 | 10/22 |
| Des Moines, IA | W | 5/7 | 11/5 |
| Detroit, MI | R | 4/2 | 10/1 |
| El Paso, TX | W | 4/30 | 10/29 |
| Fayetteville, NC | B | 6/11 | 12/10 |
| Flint, MI | B | 6/25 | 12/23 |
| Ft. Myers/Naples/Marco Island, FL | R | 4/16 | 10/15 |
| Ft. Pierce/Stuart/Vero Beach, FL | R | 4/9 | 10/8 |
| Fresno, CA | R | 4/2 | 10/1 |
| Grand Rapids, MI | B | 6/4 | 12/3 |
| Green Bay, WI | B | 6/25 | 12/23 |
| Greensboro/Winston-Salem/High Point, NC | B | 6/4 | 12/3 |
| Greenville/Spartanburg, SC | B | 6/4 | 12/3 |
| Harlingen/McAllen/Brownsville, TX | R | 4/2 | 10/1 |
| Harrisburg/Lebanon/Carlisle, PA | B | 6/11 | 12/10 |
| Hartford/New Britain/Middletown, CT | R | 4/16 | 10/15 |
| Honolulu, HI | B | 6/4 | 12/3 |
| Houston/Galveston, TX | W | 5/7 | 11/5 |
| Huntington/Ashland, WV | B | 6/25 | 12/23 |
| Indianapolis, IN | R | 4/16 | 10/15 |
| Jacksonville, FL | B | 6/11 | 12/10 |
| Kansas City, MO | W | 5/7 | 11/5 |
| Knoxville, TN | B | 6/18 | 12/17 |
| Lancaster, PA | B | 6/11 | 12/10 |

Each Release is divided into 3 Waves:
R = Red, W = White, B = Blue

Fieldwork dates for Waves can be found on the last page.

*Arbitron Radio Metro Area

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| METRO* | WAVE | RELEASE I | RELEASE II |
|---|-------------|------------------|-------------------|
| Las Vegas, NV | B | 5/28 | 11/25 |
| Lexington/Fayette, KY | B | 6/25 | 12/23 |
| Little Rock, AR | B | 6/25 | 12/23 |
| Los Angeles, CA | R | 4/2 | 10/1 |
| Louisville, KY | B | 6/11 | 12/10 |
| Memphis, TN | B | 6/18 | 12/17 |
| Miami/Ft. Lauderdale/ Hollywood, FL | R | 4/9 | 10/8 |
| Milwaukee/Racine, WI | R | 4/16 | 10/15 |
| Minneapolis/ St. Paul, MN | R | 4/16 | 10/15 |
| Mobile, AL | B | 5/21 | 11/19 |
| Nashville, TN | R | 4/23 | 10/22 |
| Nassau/Suffolk, NY | W | 5/7 | 11/5 |
| New Haven, CT | R | 4/16 | 10/15 |
| New Orleans, LA | B | 5/21 | 11/19 |
| New York, NY | W | 5/7 | 11/5 |
| Norfolk/ Virginia Beach/ Newport News, VA | W | 5/21 | 11/19 |
| Oklahoma City, OK | B | 6/18 | 12/17 |
| Orlando, FL | R | 4/9 | 10/8 |
| Pensacola, FL | B | 5/21 | 11/19 |
| Philadelphia, PA | R | 4/16 | 10/15 |
| Phoenix, AZ | R | 4/2 | 10/1 |
| Pittsburgh, PA | W | 5/7 | 11/5 |
| Portland, OR | W | 4/30 | 10/29 |
| Providence/Warwick/ Pawtucket, RI | B | 6/11 | 12/10 |
| Pueblo, CO | B | 5/28 | 11/25 |
| Raleigh/Durham, NC | B | 6/11 | 12/10 |
| Richmond, VA | B | 6/4 | 12/3 |

| METRO* | WAVE | RELEASE I | RELEASE II |
|---|-------------|------------------|-------------------|
| Riverside/ San Bernardino, CA | R | 4/2 | 10/1 |
| Roanoke/ Lynchburg, VA | R | 4/23 | 10/22 |
| Rochester, NY | R | 4/23 | 10/22 |
| Sacramento, CA | W | 5/7 | 11/5 |
| Saginaw/Bay City/ Midland, MI | B | 6/25 | 12/23 |
| Salt Lake/Ogden/ Provo, UT | R | 4/9 | 10/8 |
| San Antonio, TX | R | 4/2 | 10/1 |
| San Diego, CA | R | 4/2 | 10/1 |
| San Francisco, CA | R | 4/23 | 10/22 |
| San Jose, CA | R | 4/23 | 10/22 |
| Sarasota/ Bradenton, FL | R | 4/9 | 10/8 |
| Seattle/Tacoma, WA | W | 4/30 | 10/29 |
| Spokane, WA | W | 5/21 | 11/19 |
| St. Louis, MO | R | 4/23 | 10/22 |
| Syracuse, NY | B | 6/11 | 12/10 |
| Tampa/ St. Petersburg/ Clearwater, FL | R | 4/9 | 10/8 |
| Toledo, OH | B | 6/18 | 12/17 |
| Tucson, AZ | R | 4/9 | 10/8 |
| Tulsa, OK | W | 5/14 | 11/12 |
| Washington, D.C. | W | 5/14 | 11/12 |
| West Palm Beach/ Boca Raton, FL | R | 4/9 | 10/8 |
| Wichita, KS | R | 4/16 | 10/15 |
| Wilkes-Barre/ Scranton, PA | B | 6/25 | 12/23 |
| York, PA | B | 6/11 | 12/10 |

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SCARBOROUGH RESEARCH DATA DELIVERY SCHEDULE **METROS 2009**



FIELDWORK DATES

Data is released twice a year for all Scarborough markets. Each release is a rolling 12-month average of the current and previous six months of fieldwork. Data for the 2009 Scarborough Survey included fieldwork from the following time periods:

Release I, 2008 (12 months)

| | |
|------------------|------------------|
| Red Wave | 2/5/08 - 1/10/09 |
| White/Green Wave | 3/4/08 - 2/7/09 |
| Blue | 4/1/08 - 3/7/09 |

Release II, 2008 (12 months)

| | |
|------------------|------------------|
| Red Wave | 8/5/08 - 7/11/09 |
| White/Green Wave | 9/3/08 - 8/8/09 |
| Blue | 9/30/08 - 9/5/09 |

Scarborough data is delivered via electronic database twice a year.