

Market: 1236740 Orlando FL
Report Sequence: % Households Using Directory

Rank	Directory Number and Name	State	Pub Co.	Type & Cat	Close Date	Pub Date	Market Data					Dir Dsr	Dir. HHlds
							Dir HHlds in Mkt	% Dir HHlds in Mkt	DSR	HHlds using Directory	% HHlds using Directory		
1	012989 CENTRAL FL-ORLANDO	FL	DEX	U-WY	08/26/08	01/09	673,376	98.94	20.80	140,036	17.57	20.93	680,621
2	012677 CENTRAL FLORIDA VOL1	FL	ATT	U-WY	08/08/08	11/08	672,027	95.14	19.93	133,962	16.81	19.66	706,353
3	103937 ORLANDO	FL	IAR	M-WY	03/28/09	07/09	661,150	99.63	12.51	82,740	10.38	12.51	663,606
4	104026 CENTRAL FLORIDA COMP	FL	ATT	M-C	08/08/08	11/08	672,027	95.14	8.79	59,094	7.42	8.77	706,353
5	105254 CENTRAL FLORIDA PLUS	FL	DEX	M-C	08/26/08	01/09	673,376	98.94	8.58	57,789	7.25	8.58	680,621
6	012492 LAKE COUNTY	FL	DEX	U-WY	07/02/08	10/08	149,840	76.92	26.56	39,799	4.99	23.57	194,799
7	106450 COLLEGE PARK	FL	PPP	M-Y	11/27/08	02/09	320,892	100.00	8.79	28,204	3.54	8.79	320,892
8	106452 WATERFORD LAKES	FL	PPP	M-Y	01/04/09	06/09	320,892	100.00	8.64	27,741	3.48	8.64	320,892
9	104341 LAKE & SUMTER CO	FL	YBC	M-Y	04/25/09	07/09	175,296	79.11	14.84	26,011	3.26	14.83	221,584
10	106456 WINDERMERE-METROWEST	FL	PPP	M-Y	07/09/08	10/08	325,752	100.00	7.18	23,377	2.93	7.18	325,752
11	103941 LAKE & SUMTER COUNTY	FL	IAR	M-WY	10/22/08	02/09	134,341	78.16	15.01	20,164	2.53	14.49	171,869
12	104092 LAKE-SUMTER COUNTY	FL	CPB	M-WY	12/10/08	03/09	119,976	83.13	16.54	19,849	2.49	16.67	144,322
13	012809 GREATER SANFORD	FL	ATT	U-WY	01/02/09	03/09	112,892	73.93	14.63	16,519	2.07	14.60	152,710
14	012316 MT DORA-TVARES-EUST	FL	DEX	M-WY	07/02/08	10/08	87,686	88.38	11.40	9,997	1.25	10.91	99,214
15	012469 KISSIMMEE-ST CLOUD	FL	DEX	M-WY	01/09/09	04/09	90,152	85.90	10.94	9,865	1.24	11.21	104,955
16	102339 KISSIMMEE-ST CLOUD	FL	YBC	M-WY	04/25/09	07/09	89,756	90.25	10.48	9,409	1.18	10.63	99,457
17	100057 WINTER PARK COMMUNIT	FL	ATT	M-WY	10/15/08	12/08	95,585	100.00	9.47	9,048	1.14	9.47	95,585
18	101461 CENTRAL FL HISP SUPP	FL	ATT	M-F	08/08/08	11/08	130,480	18.47	6.46	8,433	1.06	6.48	706,353
19	106105 ORLANDO NORTH SPAN	FL	BLU	M-F	04/25/09	07/09	129,819	18.69	5.63	7,306	0.92	5.63	694,457
20	105538 SEMINOLE COUNTY	FL	DEX	M-Y	03/12/09	06/09	68,449	100.00	10.17	6,961	0.87	10.17	68,449
21	012670 ORLANDO-SPANISH	FL	HYP	M-F	08/17/08	11/08	134,023	13.69	4.68	6,269	0.79	5.03	978,756
22	012493 LAKE CNTY S-WNTR GRD	FL	DEX	M-WY	07/02/08	10/08	51,425	91.72	10.30	5,298	0.66	10.18	56,066
23	103938 ORLANDO SPANISH(Y)S	FL	IAR	M-F	03/28/09	07/09	81,283	31.62	6.37	5,179	0.65	6.37	257,068
24	105320 LAKE COUNTY PLUS	FL	DEX	M-C	07/02/08	10/08	91,840	79.33	5.22	4,795	0.60	4.91	115,763
25	106104 ORLANDO SOUTH SPAN	FL	BLU	M-F	10/10/08	12/08	97,075	24.54	4.75	4,614	0.58	4.73	395,568
26	012658 OCALA-MARION COUNTYW	FL	DEX	U-WY	12/03/08	03/09	24,733	15.00	13.52	3,343	0.42	27.31	164,913
27	106448 WINTERPARK-GOLDENROD	FL	PPP	M-Y	08/18/08	12/08	33,249	100.00	9.15	3,042	0.38	9.15	33,249
28	012576 TRI-COUNTY AREA	FL	DEX	U-WY	12/03/08	03/09	23,312	24.54	12.05	2,809	0.35	13.58	95,011
29	106449 OVIEDO	FL	PPP	M-Y	03/05/09	07/09	22,160	100.00	10.06	2,229	0.28	10.06	22,160
30	106453 ALTAMONTE SPRINGS	FL	PPP	M-Y	04/18/09	07/09	26,796	100.00	8.23	2,206	0.28	8.23	26,796
31	012107 SUMTER COUNTYWIDE	FL	DEX	U-WY	07/16/08	10/08	18,634	41.66	11.50	2,142	0.27	20.00	44,726
32	000985 THE VILLAGES OF FL	FL	DPC	M-WY	08/01/08	11/08	18,634	54.18	11.36	2,116	0.27	11.06	34,391
33	012665 GRTR DELAND-DELTONA	FL	DEX	U-WY	02/08/09	05/09	16,820	16.12	11.75	1,976	0.25	17.01	104,316
34	106454 LONGWOOD	FL	PPP	M-Y	03/02/09	07/09	20,499	100.00	9.05	1,856	0.23	9.05	20,499
35	106445 SANFORD-LAKE FOREST	FL	PPP	M-Y	06/09/08	08/08	25,978	100.00	7.11	1,846	0.23	7.11	25,978
36	105390 OCALA-MARION COWPLUS	FL	DEX	M-C	12/03/08	03/09	24,733	14.98	7.41	1,833	0.23	6.98	165,138
37	106451 WINTERSPG-TUSCAWILLA	FL	PPP	M-Y	01/04/09	07/09	16,456	100.00	10.92	1,797	0.23	10.92	16,456
38	103291 KISSIMMEE SPANISH	FL	DEX	M-F	12/18/08	04/09	28,918	27.55	6.16	1,780	0.22	6.18	104,955
39	106447 CASSELBERRY-FERNPARK	FL	PPP	M-Y	08/08/08	12/08	16,066	100.00	8.10	1,301	0.16	8.10	16,066
40	106455 LAKE MARY-HEATHROW	FL	PPP	M-Y	04/25/09	08/09	14,768	100.00	8.67	1,281	0.16	8.68	14,768
41	106446 MAITLAND	FL	PPP	M-Y	08/25/08	01/09	8,612	100.00	10.03	864	0.11	10.03	8,612
42	107175 BALDWIN PARK	FL	PPP	M-Y	12/15/08	04/09	10,862	100.00	7.74	841	0.11	7.74	10,862
43	103655 OCALA FL	FL	WDP	M-WY	11/28/08	03/09	6,099	4.17	10.95	668	0.08	15.46	146,327
44	105556 VOLUSIA COUNTY	FL	YBC	M-Y	06/18/08	09/08	1,326	0.66	12.75	169	0.02	18.04	200,332
45	012198 DAYTONA BEACH	FL	CPB	M-WY	05/30/08	08/08	1,326	0.51	11.46	152	0.02	17.30	258,617
46	103940 VOLUSIA COUNTY	FL	IAR	M-WY	06/05/08	09/08	1,326	0.63	7.39	98	0.01	14.17	209,829
47	105248 POLK COUNTY	FL	ATT	M-Y	05/15/08	08/08	396	0.16	13.89	55	0.01	18.87	250,302
48	105249 POLK COUNTY MIDI	FL	ATT	M-C	05/15/08	08/08	396	0.17	0.00	0	0.00	7.73	236,193
49	105096 DSI BLACK PAGES-ORL	FL	DSI	M-Y	10/08/08	01/09	0	0.00	0.00	0	0.00	0.00	440,092
50	000713 ROLLINS COLLEGE FL	FL	UD	M-WY	07/15/08	11/08	0	0.00	0.00	0	0.00	0.00	49,874
51	104492 UNIV CENTRAL FLORIDA	FL	UD	M-Y	07/15/08	09/08	0	0.00	0.00	0	0.00	0.00	0
Market Totals							796,863	99.98					