

Coverage Maps of Commercial Viewership:



Adams • Cumberland • Dauphin • Franklin • Juniata • Lancaster • Lebanon • Mifflin • Perry • York

| County | Households with Television | Broadcast TV Penetration | Wired Cable Penetration (Comcast, Blue Ridge, etc) | ADS Penetration (DirecTV, Dish) |
|---------------------|--------------------------------------|--------------------------|--|---------------------------------|
| Adams | 38,430 | 100% | 46% | 45% |
| Cumberland | 91,960 | 100% | 77% | 19% |
| Dauphin | 106,140 | 100% | 80% | 15% |
| Franklin | 57,500 | 100% | 64% | 30% |
| Juniata | 8,680 | 100% | 31% | 62% |
| Lancaster | 185,140 | 100% | 73% | 19% |
| Lebanon | 50,460 | 100% | 66% | 28% |
| Mifflin | 18,120 | 100% | 52% | 46% |
| Perry | 17,690 | 100% | 39% | 58% |
| York | 169,300 | 100% | 63% | 31% |
| Total Market | 743,420 (98% of all Homes) | 100% | 68% | 26% |

Market Coverage Map



Source: Nielsen, May 2010

FOX 43 Viewership Map

WPMT • HARRISBURG • LANCASTER • LEBANON • YORK

