

## DAY PART SUMMARY

METRO HH		DAYPART TIME(CTZ) STATION	DMA HOUSEHOLD				DMA RATINGS																												PERCENT DISTRIBUTION						TV HI RATINGS IN ADJACENT DMA'S		
R T G	S H R		R T G	S H R	IN MKT S H R	SHARE TREND				PERSONS								WOMEN								MEN								HWS	CHILD	MET	HOME DMA	ADJACENT DMA			ADJACENT DMA'S		
						FEB '03	NOV '02	JUL '02	MAY '02	2 +	12- 24	12- 34	12- 34	18- 49	18- 49	25- 54	35- 54	35- 64	50 +	18 +	12- 24	18- 34	18- 49	25- 49	25- 54	W K G	18 +	18- 34	18- 49	21- 49	25- 49	25- 54	12- 17					2- 11	6- 11	#1	#2	#3	#1
1	2		7	8	9	10	11	12	13	15	17	18	19	20	21	22	23	24	25	26	27	28	29	31	32	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51

SUN. - SAT.		9:00A- MID.		P		PX		WUP		C		N		A		IT		H/P/T.*		SUN. - SAT.															
2	5	KLTS	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	71	94	6												
1	3	KHSS	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	71	94	6												
1	3	KFXJ	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	44	58	1												
8	3	KSHV	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	76	89	1												
20	20	KSLA	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	64	90	1												
6	16	KTAL	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	62	86	5												
1	1	KTBS	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	65	91	3												
1	3	WTBS	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	65	91	3												
1	3	LIF	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	65	91	3												
1	1	NIK	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	65	91	3												
1	4	TNT	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	65	91	3												
1	2	USA	1	4	9	4	4	3	4	1	1	1	1	1	1	1	1	1	1	1	65	91	3												
37		H/P/T.*	36		16	39	38	36	36	21	15	18	18	19	20	21	26	24	30	28	16	21	23	23	24	22	19	15	16	17	17	18	13	10	10