



# Radio Market Report

## Preface

This report is designed to provide radio audience estimates representing radio listening during an average week for this market for this survey period and other information. The estimates are based on listening information recorded by Personal People Meters carried by persons six years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

This report is intended to furnish radio station, advertiser and agency clients of Arbitron with an aid in evaluating radio audience size and composition. Arbitron attempts to provide herein a description of methodology for Arbitron audience estimates contained in this report.

## This Report Not Accredited by MRC

This service is not part of a regular syndicated ratings service accredited by the MRC. Arbitron has requested accreditation for this service and does provide syndicated services which are accredited.

## Warning

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**Please note/**Users of this report should become familiar with the Arbitron Description of Methodology. Instructions for estimating reliability and effective sample bases for this report can be found beginning on Page 18.

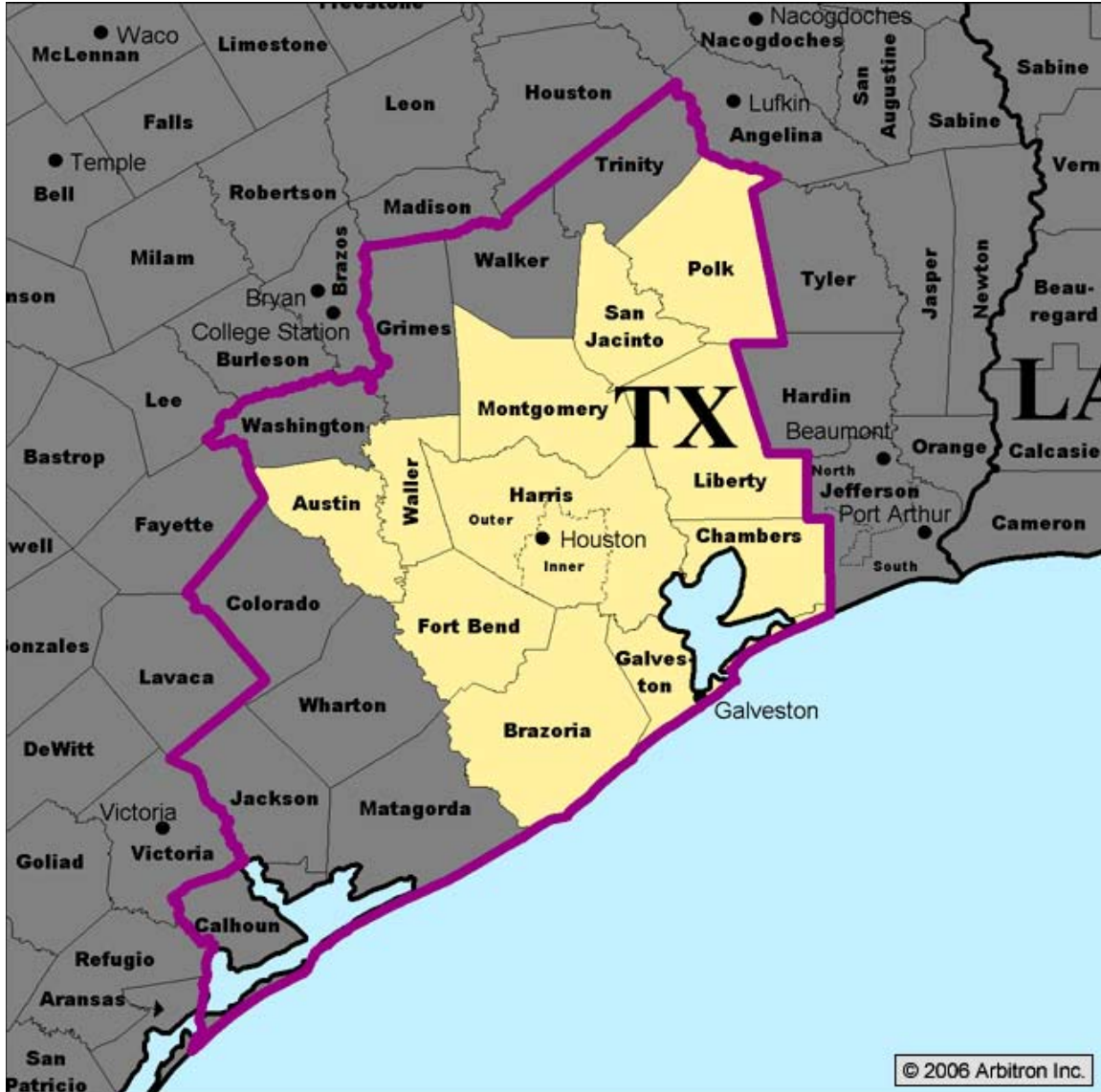




Houston-Galveston • August 2006 (7/27/06 - 8/23/06)



### Houston-Galveston



**Metro**  
**DMA®**

Metro Rank: 7

For definitions of the terms Metro and DMA, see "Selected Arbitron Terms."

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### Population Estimates and Average Daily In-Tab Persons by County

Estimated P6+ Population	In-Tab	Area	County/ Split County	ST	HDA	
					Blk.	Hisp.
24,300	9	MD	Austin	TX		
253,800	89	MD	Brazoria	TX		H
19,000	6	D	Calhoun	TX		
27,200	14	MD	Chambers	TX		
19,500	6	D	Colorado	TX		
425,400	124	MD	Fort Bend	TX	B	H
255,100	70	MD	Galveston	TX	B	H
23,300	7	D	Grimes	TX		
1,494,300	379	MD	Harris Inner	TX	B	H
1,859,300	568	MD	Harris Outer	TX		H
13,500	2	D	Jackson	TX		
71,000	33	MD	Liberty	TX		
34,700	2	D	Matagorda	TX		
349,700	101	MD	Montgomery	TX		H
43,600	17	MD	Polk	TX		
22,800	14	MD	San Jacinto	TX		
13,200	3	D	Trinity	TX		
59,400	7	D	Walker	TX		
33,300	9	MD	Waller	TX		
29,200	9	D	Washington	TX		
38,700	7	D	Wharton	TX		

M – Metro County HDA – High-Density Area (Black or Hispanic)  
D – DMA County

### High-Density Area

Combined	Total Persons 6+		Ethnic* Persons 6+	
	In-Tab	Est. Persons	In-Tab	Est. Persons
HDBA	119	502,500	82	332,700
HDHA	621	2,226,700	306	1,071,600

\*HDBA includes only Black 6+  
HDHA includes only Hispanic 6+

These population estimates are based on Census 2000 data, updated and projected to January 1, 2006, by Claritas, Inc.

For split-county population estimates, the 1/1/06 whole-county populations are allocated to the respective split counties, based on Claritas, Inc. 1/1/05 zip code population estimates (Census 2000-based).





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Population Estimates and Average Daily Installed and In-Tab Persons by Demographic

		Metro						DMA					
		Est. Pop.	Est. Pop. % P6+	Installed Sample	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P6+	Installed Sample	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
<b>Men</b>	12-24	530,100	10.9	231	148	10.4	11.2	561,200	11.0	234	149	10.1	10.8
	18-34	673,200	13.9	242	166	11.6	14.6	712,400	13.9	243	166	11.3	13.9
	18-49	1,288,900	26.5	455	336	23.6	27.6	1,357,900	26.6	462	341	23.1	26.7
	18-24	275,400	5.7	104	64	4.5	6.2	294,600	5.8	104	64	4.3	5.9
	25-54	1,191,400	24.5	437	341	23.9	25.4	1,250,400	24.5	445	347	23.5	24.7
	25-34	397,800	8.2	138	102	7.2	8.4	417,800	8.2	139	102	6.9	8.1
	35-44	412,300	8.5	141	109	7.7	8.4	432,100	8.5	147	114	7.7	8.5
	45-49	203,400	4.2	72	61	4.2	4.5	213,400	4.2	72	61	4.1	4.3
	50-54	177,900	3.7	87	69	4.9	4.0	187,100	3.7	88	70	4.8	3.9
	55-64	246,100	5.1	75	62	4.4	4.8	259,700	5.1	79	66	4.4	4.9
	65+	194,800	4.0	63	57	4.0	3.9	211,200	4.1	67	60	4.0	4.0
	18+	1,907,700	39.3	680	524	36.8	40.3	2,015,900	39.4	695	536	36.4	39.6
	<b>Women</b>	12-24	500,000	10.3	213	137	9.6	9.8	526,500	10.3	227	147	9.9
18-34		640,700	13.2	251	172	12.1	13.5	671,800	13.1	257	176	11.9	13.1
18-49		1,252,700	25.8	521	379	26.6	26.0	1,308,200	25.6	538	390	26.4	25.7
18-24		255,400	5.3	100	62	4.4	5.0	270,600	5.3	104	64	4.3	5.0
25-54		1,178,000	24.2	495	378	26.5	24.5	1,226,500	24.0	511	389	26.4	24.4
25-34		385,300	7.9	151	110	7.7	8.4	401,200	7.9	153	112	7.6	8.2
35-44		409,100	8.4	175	133	9.3	7.9	424,600	8.3	186	140	9.5	8.2
45-49		202,900	4.2	95	74	5.2	4.6	211,800	4.1	96	74	5.0	4.4
50-54		180,700	3.7	74	61	4.3	3.6	188,900	3.7	77	64	4.3	3.6
55-64		255,000	5.2	96	80	5.6	5.4	268,200	5.2	99	82	5.6	5.4
65+		257,600	5.3	69	61	4.3	5.1	278,900	5.5	73	64	4.3	5.2
18+		1,946,000	40.0	760	581	40.7	40.0	2,044,200	40.0	786	599	40.7	39.9
<b>P18+</b>			3,853,700	79.3	1,440	1,105	77.5	80.3	4,060,100	79.4	1,481	1,135	77.0
<b>Children 6-11</b>		506,800	10.4	253	161	11.3	9.8	527,700	10.3	268	171	11.6	10.3
<b>Teens 12-17</b>		499,300	10.3	240	159	11.1	9.9	522,500	10.2	253	168	11.4	10.2
<b>Black P6+</b>		793,300	16.3	370	257	18.0	16.3	831,300	16.3	382	266	18.1	16.3
<b>Hispanic P6+</b>		1,510,400	31.1	575	415	29.1	31.1	1,568,100	30.7	592	426	28.9	30.7
English-Dominant P6+		N/A	N/A	233	159	11.2	12.0	637,500	12.5	250	170	11.5	12.5
Spanish-Dominant P6+		N/A	N/A	342	256	17.9	19.1	930,600	18.2	343	256	17.4	18.2
<b>TV Reception Status</b>													
Cable and/or Satellite		N/A	N/A	1,551	1,146	80.4	74.7	3,854,400	75.4	1,612	1,189	80.7	75.4
No Cable or Satellite		N/A	N/A	382	279	19.6	25.3	1,255,900	24.6	390	285	19.3	24.6
<b>P18+ Employed Status</b>													
Employed Full Time		2,213,200	45.5	839	637	44.7	46.5	2,331,200	45.6	861	651	44.2	45.6
Not Employed Full Time		1,640,500	33.8	600	468	32.8	33.8	1,728,900	33.8	620	484	32.8	33.8
<b>Total P6+</b>		4,859,800	100.0	1,933	1,425	100.0	100.0	5,110,300	100.0	2,002	1,474	100.0	100.0

Cable/satellite penetration data are based upon data received from Nielsen Media Research, with TV penetration estimates updated through January 2006 and Cable/ADS penetration estimates as of October 2005. "No Cable or Satellite" includes persons who live in non-TV households.

N/A - Universe estimates are not available for the Metro.

Language universe estimates data are based upon January 2005 Nielsen Media Research estimates of language usage among Hispanics.

Employment data are based upon Census 2000 data and are updated to January 2006 by Arbitron.

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## Persons Sample Summary

	Metro	DMA
<b>Persons 6+</b>		
Total Unique Persons in Monthly Sample		
Installed Persons	2,108	2,198
In-Tab Persons	2,064	2,151
In-Tab Rate	97.9%	97.9%
Average Daily Persons		
Installed Persons	1,933	2,002
In-Tab Persons	1,425	1,474
In-Tab Rate	73.7%	73.6%
Est. Eligible Persons in Basic Households	2,594	2,741
In-Tab Basic Persons	532	553
<b>Persons (SPI)<sup>1</sup></b>	20.5%	20.2%
Total Person-Days of Measurement	39,898	41,271

## Household Sample Summary

	Metro	DMA
<b>Households – Average Daily Results</b>		
Total Installed HHs	693	717
Installed Basic HHs	270	281
Cooperation Rate	38.9%	39.2%
Sampling Points in Transition Status <sup>3</sup>	59	63
Est. Eligible Basic Households <sup>3</sup>	926	978
Reporting Basic Households <sup>3</sup>	242	252
<b>HH SPI<sup>2, 3</sup></b>	26.1%	25.8%

<sup>1</sup>Persons Sample Performance Indicator is calculated as follows:

$$\frac{\text{In-Tab Basic Persons}}{\text{Est. Eligible Persons in Basic Households}}$$

<sup>2</sup>Household Sample Performance Indicator is calculated as follows:

$$\frac{\text{Reporting Basic Households}}{\text{Eligible Basic Households}}$$

<sup>3</sup>Newly released sampling points are placed in a transitional status for the first 60 days to allow time for recruitment. During this time these points are excluded from the SPI calculations.



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**Encoded Outlet Information**  
Radio Stations

**KBME-AM (790)**

2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970

Format: All Sports  
Sales Rep: Christal Radio  
Network: ESPN, FOXSP  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 5,000  
Power Night (watts): 5,000

**KBXX-FM (97.9)**

24 Greenway Plz Ste 900  
Houston, TX 77046  
Ph: 713-623-2108 Fax: 713-621-7589

Format: Rhythmic  
Contemporary Hit  
Radio  
Sales Rep: Katz Radio  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 585

**KCHN-AM (1050)**

1782 W Sam Houston Pky N  
Houston, TX 77043  
Ph.: 713-490-2538 Fax: 713-984-1721

Format: Ethnic  
Sales Rep: In House  
Network: IND  
City of Lic.: Brookshire  
Alt. City ID:  
County/Split Co.: Waller  
Power Day (watts): 410  
Power Night (watts):

**KCOH-AM (1430)**

5011 Almeda St  
Houston, TX 77004  
Ph.: 713-522-1001 Fax: 713-521-0769

Format: Urban Contemporary  
Sales Rep: Roslin Radio Sales  
Network: AURN, WESTWD  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 5,000  
Power Night (watts): 1,000

**KEYH-AM (850) §**

3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3565

Format: Spanish Oldies  
Sales Rep: Smrt  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 10,000  
Power Night (watts): 180

**KFNC-FM (97.5)**

2700 Post Oak Blvd Ste 2300  
Houston, TX 77056  
Ph.: 713-300-3500 Fax: 713-300-3585

Format: News/Talk/Information  
Sales Rep: Eastman Radio, Inc.  
Network: IND  
City of Lic.: Beaumont  
Alt. City ID: <Houston>  
County/Split Co.: Jefferson North  
ERP (watts): 100,000  
HAAT (meters): 596

**KGOL-AM (1180)**

5821 Southwest Fwy Ste 600  
Houston, TX 77057  
Ph.: 713-349-9880 Fax: 713-349-0647

Format: Ethnic  
Sales Rep: In House  
Network: IND  
City of Lic.: Humble  
Alt. City ID: <Houston>  
County/Split Co.: Harris Outer  
Power Day (watts): 50,000  
Power Night (watts): 1,000

**KHCB-AM (1400)**

2424 South Blvd  
Houston, TX 77098  
Ph.: 713-520-7900 Fax: 713-520-8104

Format: Spanish Religious  
Sales Rep: N/A  
Network: IND  
City of Lic.: Galveston  
Alt. City ID:  
County/Split Co.: Galveston  
Power Day (watts): 1,000  
Power Night (watts): 1,000

**KHCB-FM (105.7)**

2424 South Blvd  
Houston, TX 77098  
Ph.: 713-520-5200 Fax: 713-520-8104

Format: Religious  
Sales Rep: N/A  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 492

**Network Affiliation Abbreviations**

ABC: ABC Radio Networks  
APM: American Public Media  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Networks  
BTR: Business Talk Radio  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: CNN Radio Network  
DISNEY: Disney Radio Network  
ESPN: ESPN Radio Network  
FOXNEW: FOX News  
FOXSP: FOX Sports Network  
IEAMER: I E America Network  
JRN: Jones Radio Network

MRN: Motor Racing Network  
NPR: National Public Radio  
PRI: Public Radio International  
PRMIER: Premiere Radio Networks  
SBUSA: Sports Byline USA  
SOURCE: Source Radio Network  
SPNEWS: Sporting News Radio  
SRN: Salem Radio Network  
TALKNT: Talknet  
TARN: Talk America Radio Network  
UNIVSN: Radio Cadena Univision  
USA: USA Radio Network  
WESTWD: Westwood One Radio Networks

IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

(s) Station subscribers as of the publication date.  
§ 100% Simulcast requesting Total Line Reporting under primary station's call letters. See "Special Notices" section.  
<> Indicates home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See the "Special Notices" section of this report for additional station information.





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**Encoded Outlet Information**  
Radio Stations

**KHJZ-FM (95.7)**

24 Greenway Plz Ste 1900  
Houston, TX 77046  
Ph.: 713-881-5957 Fax: 713-881-5250

Format: New AC (NAC)/  
Smooth Jazz  
Sales Rep: Infinity Radio Sales  
Network: WESTWD, CBS  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 585

**KHMX-FM (96.5)**

2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970

Format: Hot Adult Contemporary  
Sales Rep: Clear Channel Radio  
Sales  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 585

**KHVL-AM (1490)**

Box 330  
Huntsville, TX 77342  
Ph.: 936-295-2651 Fax: 936-295-8201

Format: Oldies  
Sales Rep: N/A  
Network: ABC  
City of Lic.: Huntsville  
Alt. City ID:  
County/Split Co.: Walker  
Power Day (watts): 1,000  
Power Night (watts): 1,000

**KIKK-AM (650)**

24 Greenway Plz Ste 1900  
Houston, TX 77046  
Ph.: 713-881-5100 Fax: 713-881-5250

Format: News/Talk/Information  
Sales Rep: Infinity Radio Sales  
Network: CNN, WESTWD  
City of Lic.: Pasadena  
Alt. City ID:  
County/Split Co.: Harris Outer  
Power Day (watts): 250  
Power Night (watts):

**KILT-AM (610)**

24 Greenway Plz Ste 1900  
Houston, TX 77046  
Ph.: 713-881-5100 Fax: 713-881-5450

Format: All Sports  
Sales Rep: Infinity Radio Sales  
Network: SPNEWS, PREMIER  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 5,000  
Power Night (watts): 5,000

**KILT-FM (100.3)**

24 Greenway Plz Ste 1900  
Houston, TX 77046  
Ph.: 713-881-5100 Fax: 713-881-5250

Format: Country  
Sales Rep: Infinity Radio Sales  
Network: WESTWD  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 585

**KIOL-FM (103.7)**

2700 Post Oak Blvd Ste 2300  
Houston, TX 77056  
Ph.: 713-300-3500 Fax: 713-300-3585

Format: Album Oriented Rock  
Sales Rep: Eastman Radio, Inc.  
Network: IND  
City of Lic.: La Porte  
Alt. City ID:  
County/Split Co.: Harris Outer  
ERP (watts): 100,000  
HAAT (meters): 590

**KIOX-FM (96.9) §**

3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3565

Format: Spanish  
Contemporary  
Sales Rep: Smrt  
Network: IND  
City of Lic.: El Campo  
Alt. City ID:  
County/Split Co.: Wharton  
ERP (watts): 100,000  
HAAT (meters): 299

**KJOJ-AM (880)**

7080 Southwest Fwy  
Houston, TX 77074  
Ph.: 832-252-1234 Fax: 832-252-1233

Format: Ethnic  
Sales Rep: In House  
Network: IND  
City of Lic.: Conroe  
Alt. City ID:  
County/Split Co.: Montgomery  
Power Day (watts): 10,000  
Power Night (watts): 1,000

**Network Affiliation Abbreviations**

ABC: ABC Radio Networks  
APM: American Public Media  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Networks  
BTR: Business Talk Radio  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: CNN Radio Network  
DISNEY: Disney Radio Network  
ESPN: ESPN Radio Network  
FOXNEW: FOX News  
FOXSP: FOX Sports Network  
IEAMER: I E America Network  
JRN: Jones Radio Network

MRN: Motor Racing Network  
NPR: National Public Radio  
PRI: Public Radio International  
PRMIER: Premiere Radio Networks  
SBUSA: Sports Byline USA  
SOURCE: Source Radio Network  
SPNEWS: Sporting News Radio  
SRN: Salem Radio Network  
TALKNT: Talknet  
TARN: Talk America Radio Network  
UNIVSN: Radio Cadena Univision  
USA: USA Radio Network  
WESTWD: Westwood One Radio Networks

IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

(s) Station subscribers as of the publication date.  
§ 100% Simulcast requesting Total Line Reporting under primary station's call letters. See "Special Notices" section.  
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**Encoded Outlet Information**  
Radio Stations

**KJOJ-FM (103.3) §**

3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3565

Format: Mexican Regional  
Sales Rep: Smrt  
Network: IND  
City of Lic.: Freeport  
Alt. City ID:  
County/Split Co.: Brazoria  
ERP (watts): 100,000  
HAAT (meters): 303

**KKHT-FM (100.7)**

6161 Savoy Dr Ste 1200  
Houston, TX 77036  
Ph.: 713-260-3600 Fax: 713-260-3628

Format: Religious  
Sales Rep: Salem Radio  
Representatives  
Network: SRN  
City of Lic.: Winnie  
Alt. City ID: <Houston>  
County/Split Co.: Chambers  
ERP (watts): 100,000  
HAAT (meters): 595

**KKRW-FM (93.7)**

2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970

Format: Classic Rock  
Sales Rep: Clear Channel Radio  
Sales  
Network: PRMIER  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 524

**KLAT-AM (1010)**

1415 North Loop West Ste 400  
Houston, TX 77008  
Ph.: 713-407-1415 Fax: 713-407-1400

Format: Spanish News/Talk  
Sales Rep: Katz Hispanic Reps Inc  
Network: UNIVSN  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 5,000  
Power Night (watts): 3,600

**KLOL-FM (101.1)**

2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970

Format: Latino Urban  
Sales Rep: Clear Channel Radio  
Sales  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 585

**KLTN-FM (102.9)**

1415 North Loop West Ste 400  
Houston, TX 77008  
Ph.: 713-407-1415 Fax: 713-407-1400

Format: Mexican Regional  
Sales Rep: Katz Hispanic Reps Inc  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 300

**KMIC-AM (1590)**

3050 Post Oak Blvd Ste 220  
Houston, TX 77056  
Ph.: 713-552-1590 Fax: 713-552-1588

Format: Family Hits  
Sales Rep: Interep  
Network: ABC, DISNEY  
City of Lic.: Houston  
Alt. City ID: <Galveston>  
County/Split Co.: Harris Inner  
Power Day (watts): 5,000  
Power Night (watts): 5,000

**KMJQ-FM (102.1)**

24 Greenway Plz Ste 900  
Houston, TX 77046  
Ph.: 713-623-2108 Fax: 713-300-5762

Format: Urban Adult  
Contemporary  
Sales Rep: Katz Radio  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 524

**KNTH-AM (1070)**

6161 Savoy Dr Ste 1200  
Houston, TX 77036  
Ph.: 713-260-3600 Fax: 713-260-3628

Format: News/Talk/Information  
Sales Rep: Salem Radio  
Representatives  
Network: SRN  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 10,000  
Power Night (watts): 5,000

**Network Affiliation Abbreviations**

ABC: ABC Radio Networks  
APM: American Public Media  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Networks  
BTR: Business Talk Radio  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: CNN Radio Network  
DISNEY: Disney Radio Network  
ESPN: ESPN Radio Network  
FOXNEW: FOX News  
FOXSP: FOX Sports Network  
IEAMER: I E America Network  
JRN: Jones Radio Network

MRN: Motor Racing Network  
NPR: National Public Radio  
PRI: Public Radio International  
PRMIER: Premiere Radio Networks  
SBUSA: Sports Byline USA  
SOURCE: Source Radio Network  
SPNEWS: Sporting News Radio  
SRN: Salem Radio Network  
TALKNT: Talknet  
TARN: Talk America Radio Network  
UNIVSN: Radio Cadena Univision  
USA: USA Radio Network  
WESTWD: Westwood One Radio Networks

IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

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**Encoded Outlet Information**  
Radio Stations

**KODA-FM (99.1)**  
2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970  
*Format:* Adult Contemporary  
*Sales Rep:* Clear Channel Radio Sales  
*Network:* IND  
*City of Lic.:* Houston  
*Alt. City ID:*  
*County/Split Co.:* Harris Inner  
*ERP (watts):* 100,000  
*HAAT (meters):* 585

**KOVE-FM (106.5)**  
1415 North Loop West Ste 400  
Houston, TX 77008  
Ph.: 713-407-1415 Fax: 713-407-1400  
*Format:* Spanish Adult Hits  
*Sales Rep:* Katz Hispanic Reps Inc  
*Network:* IND  
*City of Lic.:* Galveston  
*Alt. City ID:* <Houston>  
*County/Split Co.:* Galveston  
*ERP (watts):* 100,000  
*HAAT (meters):* 403

**KPFT-FM (90.1)**  
419 Lovett Blvd  
Houston, TX 77006  
Ph.: 713-526-4000 Fax: 713-526-5750  
*Format:* Variety  
*Sales Rep:* N/A  
*Network:* PRI, APM  
*City of Lic.:* Houston  
*Alt. City ID:*  
*County/Split Co.:* Harris Inner  
*ERP (watts):* 28,000  
*HAAT (meters):* 205

**KPRC-AM (950)**  
2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970  
*Format:* News/Talk/Information  
*Sales Rep:* Clear Channel Radio Sales  
*Network:* CBS, WESTWD, FOXNEW  
*City of Lic.:* Houston  
*Alt. City ID:*  
*County/Split Co.:* Harris Inner  
*Power Day (watts):* 5,000  
*Power Night (watts):* 5,000

**KPTI-FM (105.3) §**  
1415 North Loop West Ste 550  
Houston, TX 77008  
Ph.: 713-407-1415 Fax: 713-407-1400  
*Format:* Rhythmic Contemporary Hit  
*Sales Rep:* Katz Hispanic Reps Inc  
*Network:* IND  
*City of Lic.:* Crystal Beach  
*Alt. City ID:*  
*County/Split Co.:* Galveston  
*ERP (watts):* 6,000  
*HAAT (meters):* 55

**KPTY-FM (104.9) §**  
1415 North Loop West Ste 550  
Houston, TX 77008  
Ph.: 713-407-1415 Fax: 713-407-1400  
*Format:* Rhythmic Contemporary Hit  
*Sales Rep:* Katz Hispanic Reps Inc  
*Network:* IND  
*City of Lic.:* Missouri City  
*Alt. City ID:*  
*County/Split Co.:* Fort Bend  
*ERP (watts):* 2,700  
*HAAT (meters):* 299

**KQBU-FM (93.3)**  
1415 North Loop West Ste 400  
Houston, TX 77008  
Ph.: 713-407-1415 Fax: 713-407-1400  
*Format:* Mexican Regional  
*Sales Rep:* Katz Hispanic Reps Inc  
*Network:* IND  
*City of Lic.:* Port Arthur  
*Alt. City ID:*  
*County/Split Co.:* Jefferson South  
*ERP (watts):* 100,000  
*HAAT (meters):* 595

**KQQK-FM (107.9) §**  
3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3565  
*Format:* Spanish Contemporary  
*Sales Rep:* Smrt  
*Network:* IND  
*City of Lic.:* Beaumont  
*Alt. City ID:* <Houston>  
*County/Split Co.:* Jefferson North  
*ERP (watts):* 100,000  
*HAAT (meters):* 551

**KQUE-AM (1230)**  
3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3565  
*Format:* Mexican Regional  
*Sales Rep:* Smrt  
*Network:* PRMIER  
*City of Lic.:* Houston  
*Alt. City ID:*  
*County/Split Co.:* Harris Inner  
*Power Day (watts):* 1,000  
*Power Night (watts):* 1,000

**Network Affiliation Abbreviations**

ABC: ABC Radio Networks  
APM: American Public Media  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Networks  
BTR: Business Talk Radio  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: CNN Radio Network  
DISNEY: Disney Radio Network  
ESPN: ESPN Radio Network  
FOXNEW: FOX News  
FOXSP: FOX Sports Network  
IEAMER: I E America Network  
JRN: Jones Radio Network

MRN: Motor Racing Network  
NPR: National Public Radio  
PRI: Public Radio International  
PRMIER: Premiere Radio Networks  
SBUSA: Sports Byline USA  
SOURCE: Source Radio Network  
SPNEWS: Sporting News Radio  
SRN: Salem Radio Network  
TALKNT: Talknet  
TARN: Talk America Radio Network  
UNIVSN: Radio Cadena Univision  
USA: USA Radio Network  
WESTWD: Westwood One Radio Networks

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**Encoded Outlet Information**  
Radio Stations

**KRBE-FM (104.1)**

9801 Westheimer Rd Ste 700  
Houston, TX 77042  
Ph.: 713-266-1000 Fax: 713-954-2344

Format: Pop Contemporary Hit  
Radio  
Sales Rep: In House  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 582

**KROI-FM (92.1)**

24 Greenway Plz Ste 900  
Houston, TX 77046  
Ph: 713-623-2108 Fax: 713-621-7589

Format: Contemporary  
Inspirational  
Sales Rep: McGavren Guild  
Network: IND  
City of Lic.: Seabrook  
Alt. City ID: <Houston>  
County/Split Co.: Harris Outer  
ERP (watts): 22,000  
HAAT (meters): 526

**KRTX-AM (980)**

1415 North Loop West Ste 400  
Houston, TX 77008  
Ph.: 713-407-1415 Fax: 713-407-1400

Format: Tejano  
Sales Rep: Katz Hispanic Reps Inc  
Network: IND  
City of Lic.: Rosenberg  
Alt. City ID: <Richmond>  
County/Split Co.: Fort Bend  
Power Day (watts): 1,000  
Power Night (watts): 4,000

**KSAM-FM (101.7)**

P O Box 330  
Huntsville, TX 77342  
Ph: 936-295-2651 Fax: 936-295-8201

Format: Country  
Sales Rep: NA  
Network: IND  
City Of Lic.: Huntsville  
Alt. City ID:  
County/Split Co.: Walker  
ERP (watts): 3,700  
HAAT (meters): 128

**KSBJ-FM (89.3) §**

P O Box 187  
Humble, TX 77347  
Ph.: 281-446-5725 Fax: 281-540-2198

Format: Contemporary  
Christian  
Sales Rep: N/A  
Network: IND  
City of Lic.: Humble  
Alt. City ID: <Houston>  
County/Split Co.: Harris Outer  
ERP (watts): 100,000  
HAAT (meters): 255

**KSEV-AM (700)**

11451 Katy Fwy Ste 215  
Houston, TX 77079  
Ph.: 281-588-4800 Fax: 832-358-8409

Format: News/Talk/Information  
Sales Rep: N/A  
Network: WESTWD, USA,  
TARN  
City of Lic.: Tomball  
Alt. City ID: <Houston>  
County/Split Co.: Harris Outer  
Power Day (watts): 15,000  
Power Night (watts): 1,000

**KTBZ-FM (94.5)**

2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970

Format: Alternative  
Sales Rep: Clear Channel Radio  
Sales  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 585

**KTEK-AM (1110)**

6161 Savoy Dr Ste 1200  
Houston, TX 77036  
Ph.: 713-260-3600 Fax: 713-260-3628

Format: Religious  
Sales Rep: Salem Radio  
Representatives  
Network: SRN  
City of Lic.: Alvin  
Alt. City ID: <Houston>  
County/Split Co.: Brazoria  
Power Day (watts): 2,500  
Power Night (watts):

**KTJM-FM (98.5) §**

3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3565

Format: Mexican Regional  
Sales Rep: Smrt  
Network: IND  
City of Lic.: Port Arthur  
Alt. City ID: <Houston>  
County/Split Co.: Jefferson South  
ERP (watts): 100,000  
HAAT (meters): 595

**Network Affiliation Abbreviations**

ABC: ABC Radio Networks  
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APNET: Associated Press Radio Network  
AURN: American Urban Radio Networks  
BTR: Business Talk Radio  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: CNN Radio Network  
DISNEY: Disney Radio Network  
ESPN: ESPN Radio Network  
FOXNEW: FOX News  
FOXSP: FOX Sports Network  
IEAMER: I E America Network  
JRN: Jones Radio Network

MRN: Motor Racing Network  
NPR: National Public Radio  
PRI: Public Radio International  
PRMIER: Premiere Radio Networks  
SBUSA: Sports Blyline USA  
SOURCE: Source Radio Network  
SPNEWS: Sporting News Radio  
SRN: Salem Radio Network  
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TARN: Talk America Radio Network  
UNIVSN: Radio Cadena Univision  
USA: USA Radio Network  
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**Encoded Outlet Information**  
Radio Stations

**KTRH-AM (740)**

2000 West Loop South Ste 300  
Houston, TX 77027  
Ph.: 713-212-8000 Fax: 713-212-8970

Format: News/Talk/Information  
Sales Rep: Christal Radio  
Network: WESTWD, ABC, CNN  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 50,000  
Power Night (watts): 50,000

**KTSU-FM (90.9)**

3100 Cleburne St  
Houston, TX 77004  
Ph.: 713-313-7591 Fax: 713-313-7479

Format: Jazz  
Sales Rep: N/A  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 18,500  
HAAT (meters): 81

**KUHF-FM (88.7)**

4343 Elgin St 3rd Fl  
Houston, TX 77204  
Ph.: 713-743-0887 Fax: 713-743-0868

Format: News/Talk/Information  
Sales Rep: N/A  
Network: NPR, PRI, APM  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
ERP (watts): 100,000  
HAAT (meters): 524

**KWWJ-AM (1360)**

4638 Decker Dr  
Baytown, TX 77522  
Ph.: 713-837-8777 Fax: 713-424-7588

Format: Gospel  
Sales Rep: N/A  
Network: AURN  
City of Lic.: Baytown  
Alt. City ID:  
County/Split Co.: Harris Outer  
Power Day (watts): 5,000  
Power Night (watts): 1,000

**KXGJ-FM (101.7) §**

3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3565

Format: Spanish Oldies  
Sales Rep: Smrt  
Network: IND  
City of Lic.: Bay City  
Alt. City ID:  
County/Split Co.: Matagorda  
ERP (watts): 100,000  
HAAT (meters): 137

**KXYZ-AM (1320)**

1782 W Sam Houston Pky N  
Houston, TX 77043  
Ph.: 713-490-2538 Fax: 713-984-1721

Format: Spanish Religious  
Sales Rep: In House  
Network: IND  
City of Lic.: Houston  
Alt. City ID:  
County/Split Co.: Harris Inner  
Power Day (watts): 5,000  
Power Night (watts): 5,000

**KYBJ-FM (91.1) §**

P O Box 187  
Humble, TX 77347  
Ph.: 281-446-5725 Fax: 281-540-2198

Format: Contemporary  
Christian  
Sales Rep: N/A  
Network: IND  
City of Lic.: Lake Jackson  
Alt. City ID:  
County/Split Co.: Brazoria  
ERP (watts): 5,000  
HAAT (meters): 140

**KZBJ-FM (89.5) §**

P O Box 187  
Humble, TX 77347  
Ph.: 281-446-5725 Fax: 281-540-2198

Format: Contemporary  
Christian  
Sales Rep: N/A  
Network: IND  
City of Lic.: Bay City  
Alt. City ID:  
County/Split Co.: Matagorda  
ERP (watts): 35,000  
HAAT (meters): 146

**KZRC-FM (92.5)**

P O Box 382  
Bay City, TX 77404  
Ph.: 979-323-7771 Fax: 979-323-4802

Format: Album Adult Alternative  
Sales Rep: In House  
Network: IND  
City of Lic.: Markham  
Alt. City ID:  
County/Split Co.: Matagorda  
ERP (watts): 6,000  
HAAT (meters): 100

**Network Affiliation Abbreviations**

ABC: ABC Radio Networks  
APM: American Public Media  
APNET: Associated Press Radio Network  
AURN: American Urban Radio Networks  
BTR: Business Talk Radio  
CAR: Cadena Caracol Network  
CBS: CBS Radio Networks  
CNN: CNN Radio Network  
DISNEY: Disney Radio Network  
ESPN: ESPN Radio Network  
FOXNEW: FOX News  
FOXSP: FOX Sports Network  
IEAMER: I E America Network  
JRN: Jones Radio Network

MRN: Motor Racing Network  
NPR: National Public Radio  
PRI: Public Radio International  
PRMIER: Premiere Radio Networks  
SBUSA: Sports Byline USA  
SOURCE: Source Radio Network  
SPNEWS: Sporting News Radio  
SRN: Salem Radio Network  
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TARN: Talk America Radio Network  
UNIVSN: Radio Cadena Univision  
USA: USA Radio Network  
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**Encoded Outlet Information**  
Broadcast TV Stations

**KAZH**  
2620 Fountain View, Ste 322  
Houston, TX 77057  
Ph.: 281-759-5757 Fax: 713-783-4157  
Network: IND  
City of Lic.: Baytown  
County/Split Co.: Chambers

**KFTH**  
9440 Kirby Dr  
Houston, TX 77054  
Ph.: 713-662-4545 Fax: 713-668-9054  
Network: TLF  
City of Lic.: Alvin  
County/Split Co.: Brazoria

**KHCW**  
7700 Westpark Dr  
Houston, TX 77063  
Ph.: 713-781-3939 Fax: 713-787-0528  
Network: WB  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KLTJ**  
1050 Gemini St  
Houston, TX 77058  
Ph.: 281-212-1022 Fax: 281-212-1031  
Network: IND  
City of Lic.: Galveston  
County/Split Co.: Galveston

**KNWS**  
8440 Westpark Dr  
Houston, TX 77063  
Ph.: 713-974-5151 Fax: 713-974-5188  
Network: IND  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KPRC**  
8181 Southwest Fwy  
Houston, TX 77074  
Ph.: 713-222-2222 Fax: 713-771-4930  
Network: NBC  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KPXB**  
256 N Sam Houston Pky E #49  
Houston, TX 77060  
Ph.: 281-820-4900 Fax: 281-820-3916  
Network: PAX  
City of Lic.: Conroe  
County/Split Co.: Montgomery

**KRIV**  
4261 Southwest Fwy  
Houston, TX 77027  
Ph.: 713-479-2600 Fax: 713-479-2859  
Network: FOX  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KTBU**  
7026 Old Katy Rd Ste 201  
Houston, TX 77024  
Ph.: 713-864-1999 Fax: 713-864-1993  
Network: IND  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KTMD**  
1235 North Loop West Ste 125  
Houston, TX 77008  
Ph.: 713-974-4848 Fax: 713-782-5575  
Network: TEL  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KTXH**  
4261 Southwest Fwy  
Houston, TX 77027  
Ph.: 713-479-2600 Fax: 713-479-2859  
Network: UPN  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KUHT**  
4343 Elgin St  
Houston, TX 77204  
Ph.: 713-748-8888 Fax: 713-743-8867  
Network: PBS  
City of Lic.: Houston  
County/Split Co.: Harris Inner

**KXLN**  
9440 Kirby Dr  
Houston, TX 77054  
Ph.: 713-662-4545 Fax: 713-668-9054  
Network: UNI  
City of Lic.: Rosenberg  
County/Split Co.: Fort Bend

**KZJL**  
3000 Bering Dr  
Houston, TX 77057  
Ph.: 713-315-3400 Fax: 713-315-3506  
Network: IND  
City of Lic.: Houston  
County/Split Co.: Harris Inner

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**Encoded Outlet Information**  
Cable TV Networks

**A&E**  
235 E 45th St  
New York, NY 10017  
Ph.: 212-210-1400 Fax: 212-210-9755

**ABC Family**  
3800 W Alameda Ave  
Burbank, CA 91505  
Ph.: 818-569-7500 Fax: 818-588-1241

**American Movie Classics**  
200 Jericho Quadrangle  
Jericho, NY 11753  
Ph.: 516-803-2300 Fax: 516-803-3464

**Animal Planet**  
One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 240-662-1916

**BBC America**  
One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 240-662-1916

**BET**  
1235 W Place NE  
Washington, DC 20018  
Ph.: 202-608-2000 Fax: 202-608-2481

**Biography**  
235 E 45th St  
New York, NY 10017  
Ph.: 212-210-1400 Fax: 212-210-9755

**Black Family Channel**  
800 Forrest St NW  
Atlanta, GA 30318  
Ph.: 404-350-2509 Fax: 404-350-0356

**Cartoon Network**  
One Time Warner Center  
New York, NY 10019  
Ph.: 212-275-6000 Fax: 212-757-3990

**CMT (Country Music Television)**  
330 Commerce St  
Nashville, TN 37201  
Ph.: 615-335-8400 Fax: 615-335-8615

**CNBC**  
30 Rockefeller Plz 12th Fl  
New York, NY 10112  
Ph.: 212-664-4444 Fax: 212-413-6509

**CNN**  
One CNN Center  
Atlanta, GA 30348  
Ph.: 404-827-1500 Fax: 404-827-1906

**Comedy Central**  
1775 Broadway 10th Fl  
New York, NY 10019  
Ph.: 212-767-8600 Fax: 212-767-8562

**Court TV**  
600 3rd Ave  
New York, NY 10016  
Ph.: 212-973-2800 Fax: 212-973-3210

**Discovery**  
One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 260-662-1916

**Discovery Health**  
One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 260-662-1916

**Discovery Home & Leisure**  
One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 260-662-1916

**E! Entertainment Television**  
5750 Wilshire Blvd  
Los Angeles, CA 90036  
Ph.: 323-954-2400 Fax: 323-954-2660

**ESPN**  
77 W 66th St 5th Fl  
New York, NY 10023  
Ph.: 212-456-7777 Fax: 212-456-1910

**ESPN2**  
77 W 66th St 5th Fl  
New York, NY 10023  
Ph.: 212-456-7777 Fax: 212-456-1910

**ESPN Classic**  
77 W 66th St 5th Fl  
New York, NY 10023  
Ph.: 212-456-7777 Fax: 212-456-1910

**ESPNEWS**  
77 W 66th St 5th Fl  
New York, NY 10023  
Ph.: 212-456-7777 Fax: 212-456-1910

**FitTV**  
One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 260-662-1916

**Food Network**  
9721 Sherrill Blvd  
Knoxville, TN 37932  
Ph.: 865-694-2700 Fax: 865-690-6595

**FOX News Channel**  
1211 Ave of the Americas 18th Fl  
New York, NY 10036  
Ph.: 212-301-3000 Fax: 212-301-5419

**FOX Sports Net SW**  
5251 Gulfton St  
Houston, TX 77081  
Ph.: 713-821-7500 Fax: 713-661-9938

**Fuse**  
200 Jericho Quadrangle  
Jericho, NY 11753  
Ph.: 516-803-2300 Fax: 516-803-3464

**FX**  
2121 Ave of the Stars  
Los Angeles, CA 90067  
Ph.: 310-369-1000 Fax: 310-969-4688

**Galavision**  
605 3rd Ave 12th Fl  
New York, NY 10158  
Ph.: 212-455-5200 Fax: 212-953-0198

**Game Show Network**  
2150 Colorado Ave Ste 100  
Santa Monica, CA 90404  
Ph.: 310-255-6800 Fax: 310-255-6810

**Golf Channel**  
7580 Commerce Center Dr  
Orlando, FL 32819  
Ph.: 407-355-4653 Fax: 407-345-4603

**Hallmark Channel**  
1325 Ave of the Americas 22nd Fl  
New York, NY 10019  
Ph.: 212-445-6600 Fax: 212-957-5392

**Headline News**  
One CNN Center  
Atlanta, GA 30348  
Ph.: 404-827-1500 Fax: 404-827-1906

**HGTV**  
9721 Sherrill Blvd  
Knoxville, TN 37932  
Ph.: 865-694-2700 Fax: 865-531-1588

**History Channel**  
235 E 45th St  
New York, NY 10017  
Ph.: 212-210-1400 Fax: 212-210-9091

The data above are the most current data provided to Arbitron as of the last day of this survey period. See the "Special Notices" section of this report for additional station information.





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**Encoded Outlet Information**  
Cable TV Networks

**MSNBC**

30 Rockefeller Plz  
New York, NY 10112  
Ph.: 212-664-4444 Fax: 212-413-6509

**MTV**

1515 Broadway  
New York, NY 10036  
Ph.: 212-258-8000 Fax: 212-258-8515

**MUN2**

2470 W 8th Ave  
Hialeah, FL 33010  
Ph.: 305-882-8700 Fax: 305-889-7203

**National Geographic**

1145 17th St NW  
Washington, DC 20036  
Ph.: 202-912-6500 Fax: 202-912-6603

**Nickelodeon**

1515 Broadway  
New York, NY 10036  
Ph.: 212-258-8000 Fax: 212-846-2348

**Nicktoons**

1515 Broadway  
New York, NY 10036  
Ph.: 212-258-8000 Fax: 212-258-8515

**Noggin**

1515 Broadway  
New York, NY 10036  
Ph.: 212-258-8000 Fax: 212-258-8515

**SOAPNet**

3800 W Alameda Ave  
Burbank, CA 91505  
Ph.: 818-569-7500 Fax: 818-588-1241

**Speed Channel**

2121 Ave of the Stars  
Los Angeles, CA 90067  
Ph.: 310-369-1000 Fax: 310-969-4688

**Spike TV**

1515 Broadway  
New York, NY 10036  
Ph.: 212-258-8000 Fax: 212-258-8515

**Style**

5750 Wilshire Blvd  
Los Angeles, CA 90036  
Ph.: 323-954-2400 Fax: 323-954-2660

**Superstation WGN**

2501 W Bradley Pl  
Chicago, IL 60618  
Ph.: 773-528-2311 Fax: 773-248-2304

**TBS**

One Time Warner Center  
New York, NY 10019  
Ph.: 212-275-6000 Fax: 212-757-3990

**TLC**

One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 240-662-1916

**TNT**

One Time Warner Center  
New York, NY 10019  
Ph.: 212-275-6000 Fax: 212-757-3990

**Toon Disney**

3800 W Alameda Ave  
Burbank, CA 91505  
Ph.: 818-569-7500 Fax: 818-588-1241

**Travel Channel**

One Discovery Pl  
Silver Spring, MD 20910  
Ph.: 240-662-0000 Fax: 240-662-1916

**Turner Classic Movies**

One Time Warner Center  
New York, NY 10019  
Ph.: 212-275-6000 Fax: 212-757-3990

**TV Guide**

1211 Ave of the Americas  
New York, NY 10036  
Ph.: 212-852-7500 Fax: 212-852-4912

**TV Land**

1515 Broadway #1155  
New York, NY 10036  
Ph.: 212-258-8000 Fax: 212-258-8515

**VH1**

1515 Broadway 20th Fl  
New York, NY 10036  
Ph.: 212-258-8000 Fax: 212-846-2348

**Weather Channel**

300 Interstate N Pky  
Atlanta, GA 30339  
Ph.: 770-226-0000 Fax: 770-226-2957

**Women's Entertainment**

200 Jericho Quadrangle  
Jericho, NY 11753  
Ph.: 516-803-2300 Fax: 516-803-3464

The data above are the most current data provided to Arbitron as of the last day of this survey period. See the "Special Notices" section of this report for additional station information.





### Metro Market Profile Ethnic Population Estimates

Demographics	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
<b>Persons 6+</b>	793,300	100.0	16.3	1,510,400	100.0	31.1
<b>Teens 12-17</b>	88,100	11.1	17.6	198,400	13.1	39.7
<b>Men 18-24</b>	40,600	5.1	14.7	133,700	8.9	48.5
25-34	56,800	7.2	14.3	164,600	10.9	41.4
35-44	63,200	8.0	15.3	125,400	8.3	30.4
45-49	31,900	4.0	15.7	48,000	3.2	23.6
50-54	24,500	3.1	13.8	37,300	2.5	21.0
55-64	35,200	4.4	14.3	46,500	3.1	18.9
65+	27,600	3.5	14.2	27,900	1.8	14.3
<b>Women 18-24</b>	45,000	5.7	17.6	108,800	7.2	42.6
25-34	66,500	8.4	17.3	141,100	9.3	36.6
35-44	73,300	9.2	17.9	112,000	7.4	27.4
45-49	36,300	4.6	17.9	44,900	3.0	22.1
50-54	28,600	3.6	15.8	36,500	2.4	20.2
55-64	42,300	5.3	16.6	49,000	3.2	19.2
65+	41,000	5.2	15.9	35,200	2.3	13.7

Metro Ethnic Populations are reported in all PPM Radio Market Reports whether or not ethnic sampling procedures are in place (see "Population Estimates and Average Daily In-Tab Persons by County.") The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 6+. The Percent Total Demographic is based on total "Population Estimates and Average Daily In-Tab Persons by County." Ethnic Population information is based on Census 2000 data, updated and projected to 1/1/06 by Claritas, Inc.

Hispanic persons may be of any race (White; Black; Native American; Eskimo or Aleut; Asian or Pacific Islander). For purposes of Arbitron reports and publications, Hispanic persons that are Black are not included in Black universe estimates. Hispanic persons of all races are included in estimates of Hispanic universes and Hispanic audience estimates.



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## Special Notices

### The Market

#### Metro Definition

The radio Metro definition of this market is Arbitron defined. It does not conform to the Metropolitan Statistical Area implemented by the U.S. Office of Management and Budget in 2003.

### Survey Procedures

#### Personal Race/Ethnicity and Language Usage Weighting

Effective March 2006, this market receives Language Usage Weighting. This procedure reduces bounce related to fluctuations in the percentage of Spanish Primary and English Primary Hispanics in the sample by holding the proportion of Spanish Primary and English Primary Hispanics constant in our weighted samples from report to report. Population estimates for Language Usage Weighting are based on Nielsen Media Research's language enumeration survey.

#### Language Reporting

Two language variables are collected from Hispanic panelists: 1) language spoken at home and 2) preferred language for PPM system messages. 'Language spoken at home' is the variable used in weighting and sample performance reporting. However, the language currently reported in the PPM Analysis Tool is 'preferred language for PPM system messages'. Since the two language variables are highly correlated, there is no material difference between language ratings based on 'preferred language' and those based on 'language spoken at home'. In a future release Arbitron will revise the PPM Analysis Tool such that it reports language based upon 'language spoken at home' in order to be consistent with weighting and sample performance reporting.

### The Stations

#### Total Line Reporting

Stations that simulcast 100% of their broadcast hours throughout the report period, including commercials and PSA's, and that meet Minimum Reporting Standards, are eligible for Total Line Reporting. Audience estimates for stations that receive Total Line Reporting are reported as a total line that combines the estimated audience of all stations in the combo. The total line is listed with the call letters of one station in the combo (the "primary" station), designated in advance by the combo. Estimates for individual stations in combos that receive Total Line Reporting are not included in the lineup in any of Arbitron's reporting services.

Prior-survey trends for the initial survey for which a combo receives Total Line Reporting will reflect listening only to the primary station. During the initial survey for which a combo receives Total Line Reporting, multi-book averages for the combo will reflect listening to all of the partner stations during the current survey, averaged with prior-survey listening to only the primary station. Please see [www.arbitron.com/home/tlr.htm](http://www.arbitron.com/home/tlr.htm) for additional information regarding prior-survey trends and multi-book averages for stations that have requested Total Line Reporting.

Note: Total Line Reporting is voluntary, and some station operators have elected not to report their simulcast operations under Total Line Reporting.

#### The simulcast combos below received Total Line Reporting for the August 2006 survey:

Primary Station Call Letters	Partner Station Call Letters
KEYH-AM	KXGJ-FM
KPTY-FM	KPTI-FM
KQQK-FM	KIOX-FM
KSBJ-FM	KYBJ-FM
KSBJ-FM	KZBJ-FM
KTJM-FM	KJOJ-FM

#### Call Letter References

Notices appearing on this page may reference the call letters of stations for whom separate audience estimates are not reported. In some instances, these stations may be part of a simulcast combo that has requested and received Total Line Reporting.

Estimates for simulcast combos that receive Total Line Reporting are reported with the call letters of the "primary" station selected by the combo. The call letters of "non-primary" partner stations in combos that receive Total Line Reporting are not referenced on the "Encoded Outlet Information" page of this report or in sections of this report in which audience estimates are provided. See the "Total Line Reporting" notice on this page (if applicable) for a list of stations that have received Total Line Reporting in this report.







## Special Notices (continued)

### Encoding Status

Effective with the July 2006 survey, audience estimates are reported for all media outlets encoded for any portion of a survey month. For survey months prior to July 2006, audience estimates were reported only for media outlets encoded a specified percentage of the survey month.

Also effective with the July 2006 survey, the list of encoded outlets published in this report includes all outlets encoded during any part of the survey period, without reference to the percentage of the survey month during which the outlet was encoded. Outlets that were not encoded for any part of the survey month will not be listed, and audience estimates will not be reported for those outlets.

Estimates will not be adjusted for intervals during the survey period that a station was not encoded.

### Station Encoders and Monitor

We also want to take this opportunity to remind broadcasters that Arbitron provides each outlet with encoders for both its primary and back-up transmission paths as well as an in-station monitor that provides a continuous check of encoding status. The PPM monitor has the ability to be linked to an alarm system to alert engineers to any disruption in the encoding.

### Lineup Adjustments

**Lifetime and Lifetime Movie Channel/**For the May 2006 Houston PPM Market Report, audience estimates are not reported for Lifetime and Lifetime Movie Channel, cable television networks for which Arbitron reported audience estimates in prior surveys. As a result of changes in these networks' system configurations, the encoding time stamp may not have been reported appropriately. May 2006 estimates for Lifetime and Lifetime Movie Channel, if published, might potentially reflect viewing times that differ from respondents' actual viewing times. Audience estimates for other reported media outlets are not affected in any way.

No adjustments are made to the reported estimates for an outlet that does not broadcast for the entire survey period. Since the time an outlet is off the air is counted as zero listening in the survey average, the reported estimates for an outlet that is on the air less than the entire survey period could understate the audience for the time the outlet is on the air.



## Audience Estimates Reliability

### Instructions

#### Estimating the Reliability of Audience Ratings Estimates

The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page M-1, Paragraph 8.1 in the *Arbitron PPM Methodology Overview* for further information.)

Confidence intervals can be obtained for any rating in the "Listener Estimates" section in this report in two steps: (1) determine an estimated standard error and (2) use this estimated standard error to construct a confidence interval around the rating.

#### 1. Determine an estimate of standard error:

**a.** For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 2.9 rating is 16.78. Table A values represent the square root of (the rating x [100 - the rating]); therefore, Table A values are constant across all markets and surveys.

**b.** For AQH ratings, select the demographic group (down the side) and the daypart (across the top) for the corresponding Table B value. For Cume ratings, select the demographic group (down the side) for the corresponding Table B value in the first column. Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 25-54, Mon-Fri 6AM-7PM might be 93.14.

**c.** Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above,  $16.78 \div 93.14 = 0.18$ .

#### 2. Use the estimated standard error to construct a confidence interval around the rating:

**a.** The rating +/- one standard error will yield a 68% confidence interval. In the above example,  $2.9 \pm 0.18$  yields a confidence interval of 2.72 to 3.08. Interpretation: The user can be 68% confident that a census of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

**b.** The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example,  $2.9 \pm (1.64 \times 0.18)$  yields a confidence interval of 2.60 to 3.20. Interpretation: The user can be 90% confident that a census of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

**c.** The rating +/- (1.96 x the standard error) yields a 95% confidence interval (compute as in (b) above), and the rating +/- (2.58 x the standard error) yields a 99% confidence interval (compute as in (b) above).

#### Estimating Reliability for Projected Numbers of Persons

To estimate standard error (and construct confidence intervals) for Persons estimates rather than ratings:

- (1) Convert the Persons estimate into a rating. ( $[\text{Persons} \div \text{the population}] \times 100$ ).
- (2) Determine standard error using the instructions above.
- (3) Convert standard error for the rating into standard error for the Persons estimate. ( $[\text{Standard error} \times \text{the population}] \div 100$ ).
- (4) Use the Persons estimate +/- one standard error for a 68% confidence interval; use the Persons estimate +/- the standard error multiplied by 1.64, 1.96 or 2.58 to get 90%, 95% or 99% confidence intervals, respectively.

#### Estimating Effective Sample Base (ESB) Sizes

Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14, would be 93.14 squared, or 8,675. (See Page M-1, Paragraph 8.2 in the *Arbitron PPM Methodology Overview* for further information on ESB values.)

#### Limitations

Although Arbitron believes the above-described procedures provide report users with useful estimates of standard errors, the reader should note the limitations described in Paragraphs 9-15 in the *Arbitron PPM Methodology Overview*.





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**Audience Estimates Reliability: Radio Table B – Metro**

Average Quarter-Hour Estimates

Metro Radio Dayparts	All Cume Estimates	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-Mid	Weekend 6A-Mid	Mon-Sun 6A-Mid
Persons 12+	34.01	86.14	90.37	125.06	118.04
Persons 18-34	20.29	56.69	65.24	80.13	72.31
Persons 25-54	27.51	73.51	82.16	113.71	95.09
Teens 12-17	13.10	**	**	**	63.87
Black 12+	14.09	**	**	**	64.82
Hispanic 12+	14.83	**	**	**	64.69
Other 12+	26.90	**	**	**	87.21

\*\* Report does not include data for this demographic/daypart.





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**Audience Estimates Reliability: Television Table B – DMA**

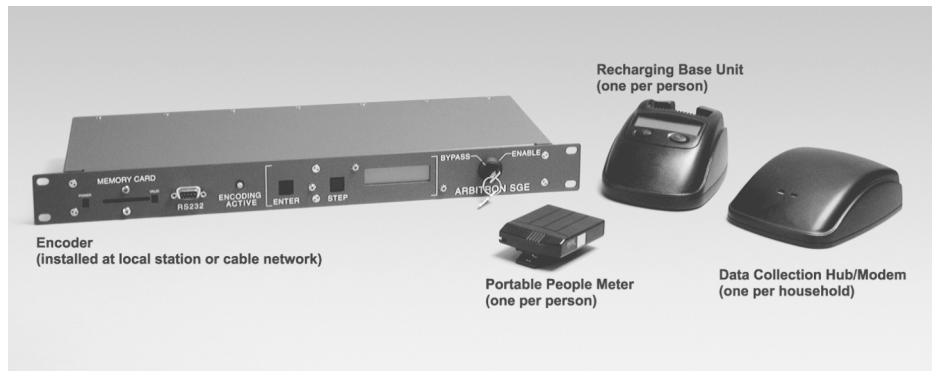
Average Quarter-Hour Estimates

DMA TV Dayparts		All Cume Estimates	Wknd 9A-6P	Mon-Fri 5A-6A	Mon-Fri 6A-9A	Mon-Fri 9A-4P	Mon-Fri 4P-6P	Mon-Fri 6P-7P	Mon-Fri 7P-10P	Mon-Fri 10P-10:30P	Mon-Fri 10:30P-1A	Mon-Sun 6A-Mid
Persons	6+	31.12	114.91	88.62	100.81	136.47	92.41	88.62	100.81	89.49	112.99	173.55
Men	18-34	13.53	**	**	**	**	**	**	**	**	**	96.18
	18-49	20.73	**	**	**	**	**	**	**	**	**	129.39
	25-54	20.56	**	**	**	**	**	**	**	**	**	124.89
Women	18-34	14.85	**	**	**	**	**	**	**	**	**	94.35
	18-49	22.32	**	**	**	**	**	**	**	**	**	128.74
	25-54	22.29	**	**	**	**	**	**	**	**	**	134.44
Persons	18-34	18.01	75.48	63.78	68.44	96.91	67.96	63.78	68.44	55.35	74.95	**
	25-54	25.28	93.45	73.68	90.61	110.48	94.14	73.68	90.61	74.97	97.10	**
	55+	16.76	**	**	**	**	**	**	**	**	**	85.36
Children	6-17	16.07	**	**	**	**	**	**	**	**	**	103.23
Black	6+	12.69	**	**	**	**	**	**	**	**	**	78.21
Hispanic	6+	14.34	**	**	**	**	**	**	**	**	**	95.81

\*\* Report does not include data for this demographic/daypart.



## Houston Portable People Meter Service



## Introduction

This document summarizes the major research methods, technology functions, data processing procedures, crediting rules and data reporting plans for the PPM service in Houston, TX. All descriptions contained herein are current as of July 1, 2006, but are subject to change at any time.

## 1. Overview of the Portable People Meter Audience Measurement System

The Portable People Meter (PPM<sup>SM</sup>) system measures personal exposures to the audio content of encoded local radio and television stations and encoded cable networks available in the Houston DMA<sup>®</sup>. The measured sample is a representative panel of persons age six and older residing in private residential households. Media exposure is measured both at home and out of home for all encoded sources. Media exposures are also captured when consumed “live” at the time of the original airing or time-shifted through the use of digital video recorders, VCRs and other recording/playback devices. Consumers’ media exposures are collected electronically and automatically by a small portable device (the Portable People Meter), which is worn or carried by panelists throughout the day.

Results from the measured panel are projected to the total specified survey population in Houston in the form of Average Quarter-Hour (AQH) ratings and

shares, Cume ratings, and Time Spent with the selected media. The standard ratings reporting period is monthly. Participating media outlets are those that encode their signals by installing the Critical Band Encoding Technology (CBET) encoders provided by Arbitron. Note that ratings information can only be provided for encoded media outlets.

## 2. Media Encoding

Radio and TV outlets, plus cable networks, which are home to the Houston DMA have been invited to encode. Arbitron provides two encoders and in-station monitoring equipment at no cost to all outlets signing an encoding agreement.

### Importance of Media Encoding

THE PPM SYSTEM, AS CURRENTLY DEPLOYED, CAN ONLY MEASURE CONSUMERS' EXPOSURES TO ENCODED MEDIA OUTLETS. ARBITRON ENCOURAGES ALL MEDIA OUTLETS IN A MARKET TO ENCODE, WHETHER OR NOT THEY ELECT TO SUBSCRIBE TO THE PPM SERVICE. HOWEVER, TO THE EXTENT THAT AN OUTLET ELECTS NOT TO ENCODE, THIS WILL RESULT IN NONMEASUREMENT OF THAT OUTLET FOR PPM RATINGS PURPOSES AND MAY AFFECT THE FUNCTIONING OF CERTAIN AUTOMATED EDIT RULES IN THE PPM SYSTEM.

When an encoder is installed and activated, Arbitron verifies that the equipment is functioning properly by analyzing samples of encoded audio from each encoder installed at the station. Once the initial installation is complete, ongoing quality assurance measures are used to ensure the continued proper operation of the encoders. A complete CBET signal is broadcast on each encoded channel or station approximately every five seconds, assuming continuous audio.

### How Encoding Works

The Arbitron CBET encoders insert a unique code into the audio programming of each outlet at the time of broadcast. The code is inserted by adding very small amounts of audio energy to the program in a manner that is masked by the original audio. This process is known as “psychoacoustic masking.” Each code uniquely identifies an individual broadcast station or cable network. (Note that cable channels are presently encoded at the network level, not the local interconnect level. This means that locally inserted cable content and spots are not being encoded for the service. However, the PPM lead-in edit rules, described later in this document, account for most such encoding “gaps.”)

Each complete code also provides a broadcast time indicator that is updated once per minute. By comparing the broadcast time to the time the meter detected the code, the PPM reporting system can provide estimates of time-shifted listening.

PPM codes are repeated roughly every five seconds given that there is continuous program audio sufficient to mask the code. This means that silent periods in a program may cause code insertion to take longer than five seconds. However, the data processing system aggregates and reports code information in 30-second increments called “segments.” This provides an important level of redundancy in the code detection process, since codes can be repeated up to six times in each segment or up to 12 times in each minute. Only one usable code is required to identify and credit the media source. This built-in redundancy is important because it

prevents bias in the detection and reporting of different kinds of audio content, such as music or talk programming.

## 2.1 Encoder Monitoring

Arbitron provides each outlet with an in-studio monitor. These monitors can be linked to an alarm system that can be customized to meet the specific needs of local engineers (e.g., in-studio alarm, cell phone or Internet notification, etc.). The in-studio monitors permit outlets to verify their encoding status directly at all times.

## 3. The PPM Panel

### 3.1 Sample Design

The sample universe for the Houston panel consists of persons age six and older residing in the Houston DMA.

The installed sample target for the Houston PPM panel is 2,000 persons age six and older. This persons target yields an installed panel size of around 740 households. In line with the population distribution within the DMA, roughly 95 percent of the total sample falls within the Arbitron Radio Metro area.

The primary sampling unit is a household. All eligible persons age six and older living full time within the sampled household are included.

The sample frame is an address list covering virtually all residential households in the DMA. The list is built using postal addresses and is updated bimonthly to account for changes to postal geographies. Based on Census blocks, the addresses are stratified by geography (e.g., county), race, ethnicity, median age of householder and employment status prior to sample selection.

### Selection of “Basics” and “Alternates”

Addresses are selected at random from the stratified frame using the systematic random sampling procedure. The required sampling interval (1:n) is calculated, and a random starting point is selected within the first interval. Each “nth” address is then selected to fulfill the required starting sample size. This first group of selected addresses serves as

the predesignated “Basic” sample. Each Basic address constitutes a random geographic sampling point.

Following the selection of Basic sampling points, a predetermined number of supplemental addresses are selected within the same zip+4 area as the Basic address. Three of these are designated as reserve Basics to serve as replacements in the event the first Basic proves to be ineligible to join the PPM panel (e.g., business, media affiliated, demolished address). The remaining addresses in each sampling point serve as “Alternates” in the event that an eligible Basic cannot be recruited or retained in the panel. Alternates are thus always within close geographic proximity to the Basic. If the Basic household cannot be recruited or retained in the panel, it is replaced with an Alternate household. To be eligible to replace a Basic household, Alternate households must match the Basic on preassigned matching criteria. The matching criteria include cable/satellite status (with/without cable or satellite service); presence of children (with/without any child under age 18); and/or employment status (with/without any full-time-employed adults in the household). Alternate households must match the Basic on two of these criteria, as assigned in advance by Arbitron’s Sampling department.

Arbitron makes extensive efforts to recruit the Basic household in each sampling point using mail, telephone and in-person methods, as described below. Alternates are recruited only after all required steps to recruit or retain the Basic address in each sampling point have been exhausted.

### 3.2 Recruitment

Recruitment is a multistep process that employs multiple modes of contact and incentives to optimize cooperation. Throughout the entire recruitment process, anytime there is an address discrepancy, eligibility question or other problem that could affect the integrity of the sample design, Arbitron’s Sampling department is contacted to resolve the issue.

### Sample Prep

Two months prior to recruitment, Arbitron mails Basic households the sample prep questionnaire with a cash incentive, as well as a promised incentive for completion. The one-page questionnaire contains questions about media usage and asks for contact information, including phone number.

### Telephone Recruitment Calls

We first attempt to recruit by telephone all Basic households for which we have a phone number, either from the questionnaire or provided by the vendor. Every household that returns the sample prep questionnaire and includes their telephone number, as well as those that did not but have phone numbers provided by our sample vendor, is mailed a recruitment brochure with a cash incentive.

Prerecruitment calls begin when recruitment brochures are mailed to the households. The purpose of prerecruitment calling is to make contact with households in an effort to alert them that a recruitment brochure and money were mailed to their homes. The prerecruitment call allows us an opportunity to secure a commitment from residents to look for our mailing, and to notify residents that we will recontact them via telephone in a few days.

Shortly after the first prerecruitment telephone calls are made, Arbitron telephone recruiters conduct recruitment telephone calls to make contact with Basic households with phone numbers in order to: (a) verify addresses provided by the vendor, (b) secure a strong commitment on behalf of all eligible household members to wear the PPM meters, and (c) arrange for the delivery of the equipment.

### Field Recruitment

Field recruitment is conducted in person by Arbitron membership representatives. They visit the homes of: (a) Basic households without phone number matches, (b) Basic households that were called during telephone recruitment but did not agree to participate or were never reached, and (c) qualifying Alternate

households from sampling points where the Basic refuses to participate.

When a Basic household refuses to participate after being visited in person, a matching Alternate is recruited and installed. At that same time, a conversion letter is sent to the Basic household. If the Basic household decides to join the panel, then the Alternate is deinstalled. After full panel installation, refusing Basic households are periodically recontacted. If the Basic household agrees to join the panel at this time, the Alternate household is deinstalled.

### 3.3 Incentives

Arbitron provides a standard incentive package to households participating in the panel. All panelist incentives beginning with the installation stage are personal incentives (that is, provided to each panelist, not the household), including: (a) an installation premium, (b) a monthly base premium for each installed panelist, (c) bonuses for meeting weekly compliance goals, (d) weekly and weekend performance-based prize drawings, and (e) 90-day and annual retention bonuses. The primary focus of the incentives is to encourage households to join and then remain in the panel, and to encourage each panelist to keep the meter with them all day. When panelists wear or carry their meter, motion is detected by the meter. Panel members receive points good toward bonus incentives based on how long they wear the meter each day. This method is specifically designed to help panelists remember to undock and wear the meters every day. Arbitron provides clear written and verbal statements to panelists that there is absolutely no connection between their incentives and how much media they consume.

### Differential Survey Treatment

Differential Survey Treatment (DST) is used for households that have at least one eligible member who is black or Spanish-dominant (i.e., speaks only or mostly Spanish when at home). Under the DST program, personal retention bonuses paid at the 90-day, one-year and two-year anniversary dates are 50 percent higher than the standard amounts. The DST program is focused

on retention rather than recruitment because both black and Hispanic households have demonstrated above-average agree rates for PPM panels at the recruitment stage in numerous tests.

### 3.4 Panel Maintenance

The panel is maintained by Arbitron panel relations specialists by telephone, mail and/or e-mail, although membership representatives are available to provide in-field assistance when necessary. Because PPM data are received on a daily basis, panel relations specialists have the ability to closely monitor panelist compliance, rewarding good compliance or reacting quickly to poor compliance by providing coaching.

Sample characteristic updates are made when Arbitron becomes aware of a change in the household's composition or in a panelist's characteristics. All fully installed households are recontacted each quarter to confirm demographic characteristic data for every member of the household. All demographics except for gender, birth month/birth year, and Hispanic Origin/Race are verified during this update. On the one-year anniversary of the households' installation, households are recontacted to recollect all of the demographic characteristics of each member of the household. In addition, panelist's ages are automatically updated during their birth month.

### Sample Turnover/Deinstallation

An installed household is kept in the panel for a maximum of two years. A household may leave sooner than two years due to: (a) noncompliance, (b) expiration of the sampling point (individual sample replicates have a life span of 2.5 years), (c) a change in the household's characteristics that makes it ineligible, (d) involuntary deinstallation of an Alternate household because of a Basic conversion or because a Basic moves and a new family moves in with characteristics that no longer match the Alternate, and (e) deinstallation requested by the household.

### 3.5 Special Procedures for Hispanic Sample

Throughout the panel recruitment and panel management process, Arbitron employs enhanced sampling procedures and appropriate bilingual written materials and staffing levels to ensure effective sampling of and communication with Hispanic and Spanish-speaking persons in the survey population. The following list describes these special procedures.

- Sample frame stratified by Hispanic penetration: Addresses included in the starting sample frame are stratified based on their Census block's percentage of Hispanic households.
- Bilingual prerecruitment materials: Spanish-English materials are mailed to sample addresses in "high-density" Census blocks (25 percent Hispanic and higher).
- Bilingual telephone and in-person recruiters are used as first contacts in high-density Hispanic Census blocks.
- Bilingual telephone and in-person recruiters are available to be deployed for all Spanish-speaking households in areas that are not high-density Hispanic areas.
- At recruitment, race/ethnicity and language use at home are collected for each person in the household.
- Bilingual recruitment and installation materials are sent to all households with one or more Hispanic persons.
- Bilingual panel relations specialists are assigned to any households with one or more Spanish-dominant Hispanic persons.
- Persons in households with at least one Spanish-dominant Hispanic person receive higher anniversary bonuses (90-day, one-year and two-year bonuses are increased by 50 percent over the standard incentive).
- Audience estimates are to be weighted for personal (not household) race/ethnicity.
- Audience estimates are weighted for personal Spanish-language usage.



### 3.6 Sample Performance Indicator (SPI)

Sample performance is measured using a Sample Performance Indicator (SPI), which is calculated as defined below. The SPI is tracked at both the Household and Person levels and is reported on an average day for each reporting month.

#### Household SPI

$$\text{Household SPI} = \frac{\text{Reporting Basic Households}}{\text{Eligible Sampling Points}}$$

To qualify as a reporting household on a given day, a household must successfully report technically “fault-free” data for at least one panel member in that household for the day. At the household collection stage, there is no compliance-based standard for reporting.

#### Persons SPI

$$\text{Persons SPI} = \frac{\text{In-Tab Basic Persons}}{\text{Estimated Basic Persons in Eligible Sampling Points}}$$

*(Note: To estimate the number of Basic persons in eligible sampling points, we assume that on average there is the same number of persons in refusing/noncontacted Basic households as in agreeing households.)*

To qualify as in-tab, a person must have fault-free media and motion data reported for a given day **and** must qualify based on their compliance with wearing/carrying their PPM on that day. The minimum in-tab qualification rules for motion-based compliance are as follows:

Age Demo	Minimum Motion Compliance Standard
Adults 18+	8 Hous per Day
Children 6-17	5 Hours per Day

Panelists (or households) are also counted as out-of-tab and are excluded from PPM audience estimates for the following reasons: (a) data integrity issues (such as evidence of media affiliation or media contact with a panelist), (b) broken/lost equipment, (c) panelist reported being away from home, (d) equipment not properly

communicating, (e) other equipment issues, and (f) incomplete data issues.

#### Ineligible Household Member

There are several reasons why a full-time member of a household in the panel would not be metered (assigned a PPM) due to ineligibility, including but not necessarily limited to the following: (a) under age six, (b) at another location more than four nights per week, (c) child with parents who have shared custody, and (d) physically or mentally unable to participate.

## 4. Equipment Used by Panelists

### 4.1 The Portable People Meter

A PPM is worn or carried by each panelist. This meter is always “checking” for codes, which are inserted into broadcast within the audio of a radio or television station by an Arbitron encoder. The code conveys the station’s unique identification, a time stamp of the broadcast (inserted by the encoder at the station) and a time of detection. The meter stores detected codes at 30-second increments.

If the program source is audible, tests have shown that the PPM reliably detects the code. If the program source is not audible—either due to distance, low volume or excessive background noise—the PPM is designed to not credit such instances as media exposure. Note that the PPM *does* measure radio listening using headphones. Headphone listening is measured using a special adapter provided to all panelists who at installation report having used a portable radio at least once in the past year.

The PPM has a green light, which is linked to a motion detector. The green light comes on when motion is detected to let the panelist know that their compliance is being recorded. If no motion is detected after 20 minutes, the green light begins blinking to alert the panelist that the meter is no longer detecting motion. After 10 minutes of blinking, the green light goes out. The meter stores these motion data. The compliance instructions given to the panelist are: (a) undock upon rising,

(b) keep the green light on, and (c) dock the meter when going to bed.

### 4.2 The Recharger

When the meter is docked into the recharger, data are extracted from the meter, meter memory is cleared and the meter’s battery is recharged. Based on the motion data, various messages thanking the panelists for their compliance or encouraging them to be more compliant are presented to the panelists using the recharger display. (At this time, new parameters or a new program may be loaded into the meter, as applicable.)

### 4.3 The Data Collection Hub/Modem

The data files extracted from the meter by the recharger are then sent to the data collection hub (collector) via the household electrical wiring. The collector is a data collection device connected both to the phone line and the household current. Data travel from each recharger in the household to the collector via the normal electrical current.

At a predefined time each day, the collector automatically places a telephone call to the Data Center to send the household’s data to Arbitron.

### 4.4 Installation Procedures

The PPM system is a “plug-and-play” system that can easily be self-installed by most households. The collector requires connection to a standard power outlet and a telephone line. The recharger only requires connection to a power outlet; it communicates data to the collector over the standard electrical wires already in the household. No special wiring or installation is required, except for nontelephone homes, which require the addition of a phone line that Arbitron would provide.

For households recruited by phone, the equipment is shipped directly to the household using a common carrier, and the panel members handle installation themselves. For households recruited in person, the Arbitron membership representative installs the equipment at the time of the recruitment visit. In both cases, proper installation is immediately

verified through a communication test to the host computer. If any problems are discovered, the household is contacted immediately for troubleshooting.

## 5. Data Processing

### 5.1 Editing Rules

#### **Determining In-Tab**

To be counted in the in-tab sample for any given day, panelists must meet a minimum compliance standard based on how long they wore or carried the meter on that day. For Adults 18+, the minimum is eight hours; for Children 6-17, the minimum is five hours. In addition, the meter data record for each person must meet the "fault-free" status specified as part of the standard qualification edit procedure.

#### **Code Usability**

All media codes reported by the PPM must pass standard usability edits based on code completeness and degree of agreement with valid assigned media codes. A code that is not an exact match to an encoding outlet is only considered usable if it can be attributed to a media outlet. A nonmatching code is considered usable if it is detected within 15 minutes of a code that it matches on two out of three characters and on media type or it is within five minutes of a code that it matches on media type. If the nonmatching code does not meet either of these criteria, it is deleted from further processing.

#### **Lead-In Edits**

Because the PPM works by detecting embedded audio codes in media programs, there is always a slight lag time between when the media exposure actually began and when the meter detected and recorded the code. The minimum lag time is about five seconds, as this is the time required to transmit or read a code, but the actual lag time varies depending on a number of factors, such as volume level of the program, program content and presence of background noises that might interfere with code detection (e.g., a fire siren, vacuum cleaner or barking dog).

To account for this code detection lag time, as well as possible interruptions in code detection during continuous media exposure events, lead-in duration edits are applied whenever a media code segment is preceded by a blank time segment. For television codes, the maximum lead-in edit is 30 seconds (the duration of one code segment). For radio, the maximum lead-in edit is 60 seconds (up to two code segments). The longer lead-in adjustment for radio is due to research findings indicating that code interruptions are roughly twice as common for radio as for TV. This is believed to be due to the more complex audio environment in which radio is consumed as compared to TV (such as more listening time in car, at work, etc.).

#### **Determining Time-Shifted Exposure**

Time-shifting is determined by comparing the broadcast time of a code detection (based upon the encoder time, which has a one-minute resolution) to the exposure time of the detection (based upon the meter time, which is resolved to a 30-second increment). If the broadcast time is three minutes or more earlier than the exposure time, the exposure is considered time-shifted and credited to the broadcast time.

The validity of each individual broadcast time detection is confirmed by checking the broadcast times of nearby codes to the same media outlet for consistency. If a broadcast time is not consistent with nearby detections, it is deleted from further processing. If an individual 30-second media code detection does not have an associated valid broadcast time, the closest detection within three minutes to the same outlet is used to determine the broadcast time; otherwise the detection is credited to the exposure time.

#### **Docked-Meter Edit**

As noted above, the PPM listens for and records media codes at all times, whether in or out of the recharging docking station. Because people do use radio and TV while in bed, and thus while their meters are docked, it is important that the meter continue to credit exposures for some period of time after being docked and before being undocked. The docked-meter edit allows

continued credit after the meter is docked for the last time each day. Crediting continues for up to one hour of media exposure for both radio and TV, after which time further media codes are not credited. The goal is to avoid crediting extended periods of overnight radio or TV code detections that occur while panel members are asleep. Crediting for docked meters then resumes at 4AM, the start of the next media day. This allows early-morning use of radio and TV to be captured before the meter is undocked for the day.

### 5.2 Crediting Rules

After the PPM media code data have been processed through Arbitron edit rules, they are processed to determine applicable audience credit. Media exposures may be credited at the clock-minute and the quarter-hour levels for purposes of programming analyses. Media ratings and projections use quarter-hour crediting only.

#### **Minute Crediting**

While the PPM can detect media codes multiple times each minute, the codes are converted or resolved in the data processing system so that a media outlet is credited only once for each 30-second interval, or "segment." When a media outlet is credited with at least one segment in a clock minute, it receives credit for that clock minute. Start and stop times for detected radio and TV exposures are always credited at the whole-minute level. In other words, the whole clock minute represents the smallest degree of granularity or precision presently available in terms of reporting PPM-captured media exposure start and stop times.

#### **Quarter-Hour Crediting**

The PPM system deployed in Houston uses the prevailing local market "five-minute rule" for crediting viewers to a media outlet for the purpose of determining Cume, Time Spent and Average Quarter-Hour ratings. A person must be credited to the outlet for at least five minutes within a clock quarter-hour to be counted in the outlet's reach for that period. The minutes need not be contiguous.

## 6. Determining Audience Estimates

### 6.1 Sample Balancing (Weighting)

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. There are six sample balancing variables: (a) TV reception status (cable or satellite vs. no cable nor satellite), (b) employment status for Persons 18+, (c) geography (individual county, county equivalent or county clusters), (d) sex/age (18 individual sex/age classes), (e) race/ethnicity (Black, Hispanic and Other) and (f) primary language for Hispanics (Spanish vs. English).

There are three types of weights computed: (a) preliminary daily or "overnights" (weights for the previous day's in-tab sample), (b) final daily (weights for a media day after allowing seven days for in-tab to be collected) and (c) final weekly (weights for the unified weekly sample).

### 6.2 Determining Cume Estimates

Cume Persons is the number of different (unduplicated) people within a specific target that are exposed to an outlet for at least five minutes in a quarter-hour within a specified time period during an average day. For the Houston PPM service, Cume Persons is determined as follows:

$$\frac{\sum \text{Daily Weights Among Panelists with } \geq 1 \text{ QH to Target Outlet}}{\text{Number of Days in Report Period}}$$

*Cume Rating* for individual media outlets is computed by dividing the rounded Cume Persons estimate for the outlet by the population estimate for the desired demographic group (e.g., Adults 25-54), and then multiplying by 100.

### 6.3 Average Quarter-Hour (AQH) Estimates

Station AQH Persons estimates are the average number of persons exposed to a particular outlet for at least five minutes

during a clock quarter-hour. For the Houston PPM service, AQH Persons is determined as follows:

$$\frac{[\sum (\sum \text{Outlets QHs in Daypart} \times \text{Panelist Daily Weight})]}{(\text{Number of QHs in Daypart per Day} \times \text{Number of Days in Report Period})}$$

*Average quarter-hour (AQH) ratings* for individual outlets are determined by dividing the rounded AQH Persons estimate for the outlet by the population estimate for the desired demographic group (e.g., Adults 25-54), and then multiplying by 100.

### 6.4 The PPM Analysis Tool<sup>SM</sup>

The PPM Analysis Tool software application is delivered directly to report users via CD. It provides desktop computer access to a wide range of standard and custom reports as determined by the data users based on tabulations of respondent-level PPM data files. The PPM Analysis Tool will not provide listening estimates if the user-selected target demographic has fewer than 30 average daily in-tab persons for the selected report period.

Also, Radio PPM Summary Data Sets will be sent to third-party processors who are licensed by Arbitron to then provide the data to clients through their own proprietary software programs.

## 7. MRC Accreditation

This service is not part of a regular syndicated ratings service accredited by the MRC. Arbitron has requested accreditation for this service and does provide syndicated services which are accredited.

## 8. Statistical Reliability

### 8.1 Sampling Error

Arbitron estimates are subject to the statistical variances (sampling error) associated with all surveys that use a sample of the universe and, additionally, to all of the factors described in "Special Notices" and Paragraph 9. Approximations of the sampling error for audience estimates can be developed by

use of Tables A and B included with the monthly PPM Market Report. These tables were derived from an empirical study that employed "Jack-Knife Replication." Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 9, the reliability of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

### 8.2 Effective Sample Bases (ESBs)

Estimates of the Effective Sample Base indicate the size of a simple random sample that would be required to provide the same degree of reliability as the in-tab sample actually used to produce the audience estimates in the monthly PPM Market Report. The statistical reliability of such estimates depends on the ESB and only indirectly on the average daily number of meters tabulated. Statistical reliability is also affected by factors described in Paragraph 9.

Approximations of ESBs for audience estimates may be determined by squaring the values in Tables B of the PPM Market Report. The Arbitron formula for estimating ESBs is based upon an empirical study that employed "Jack-Knife Replication." This formula takes into account the differences in in-tab rates among sampling units, the individual sex-age categories and race/ethnic groups.

## 9. Other General Limitations

In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

- a. The sample frame covers residential addresses only. Known commercial establishments and other known nonresidential facilities listed in address sources are specifically excluded from the sample frame. Steps are taken during recruitment to further exclude: business or other nonresidential addresses inadvertently included in the sample; residents of media-affiliated households;

and group quarters residences containing nine or more unrelated individuals or containing 17 or more individuals regardless of relationship. Additionally, all possible residential addresses may not be included in the frame employed for sample selection. Persons not covered may have media habits that differ from those of persons included in the sample.

**b.** Effort is made to exclude households with media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of recruitment for the panel, or at any time thereafter, or from other sources.

**c.** There may be instances where Arbitron instructions are not followed by the interviewer.

**d.** Nonresponding persons may have media habits that differ from those of respondents.

**e.** Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.

**f.** The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, or persons in certain income or education groups. Such persons may have media habits that differ from those of other persons.

**g.** The primary language spoken by a panelist may influence his or her listening behavior, and persons whose primary language is not English may be differentially represented in the sample. Arbitron currently weights its in-tab sample based upon primary language spoken by respondents only where primary Spanish language usage population estimates are available.

**h.** The limitations in data from Claritas, Inc. are inherent in the Arbitron estimates based thereon. The population estimates from Claritas, Inc. used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In

addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Claritas, Inc. to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

**i.** The limitations in data provided by Nielsen Media Research, Inc., the third-party vendor that supplies language usage population estimates to Arbitron, are inherent in the Arbitron estimates based thereon. The language usage population estimates that Arbitron uses in weighting the sample are based upon this third-party vendor's survey results and thus are subject to all of the limitations existing in those results, which may include sampling and/or methodological errors, processing, and recording errors. Furthermore, any external data sources that Nielsen Media Research, Inc. may use to update or improve its language usage population estimates may not include adjustments for known or unknown over- or undercounts of various segments of the population or other known data limitations.

**j.** Zip code information used to produce this report is subject to defects and limitations that are inherent in Arbitron estimates based thereon.

**k.** Panel members may not keep their assigned meters with them during all waking moments as instructed, and to the extent this occurs the media exposure data collected may be incomplete.

**l.** Encoding devices placed at media outlets may malfunction and/or be disconnected in such a way as to prevent the media sources from being properly encoded. To the extent this condition is known by Arbitron, it will be noted in the PPM ratings reports.

**m.** Human and computer processing errors may occur before or after the PPM data are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

**n.** The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.

**o.** Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

**p.** Rounding occurs at various stages in the determination of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups.

**q.** Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/ facilities/special activities; or other factors.

## 10. Warning

The PPM data are proprietary, confidential to, and copyrighted by Arbitron. The application is proprietary, confidential to and copyrighted by Arbitron or its third-party provider. The unauthorized use of any of the PPM data and/or the application constitutes copyright infringement.

## 11. Special Notices

To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the "Special Notices" section of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

## 12. Disclaimer of Warranties

ARBITRON AND ITS THIRD-PARTY DATA AND/OR SERVICE PROVIDERS MAKE NO WARRANTIES, EXPRESS OR IMPLIED, CONCERNING: DATA GATHERED OR OBTAINED BY ARBITRON; THE FUTURE METHODOLOGY EMPLOYED BY ARBITRON IN PRODUCING THE PPM DATA; THE PPM DATA PROVIDED HEREIN; THE APPLICATION PROVIDED HEREUNDER; AND ALL OTHER ASPECTS OF THE ARBITRON SERVICE. THE PPM DATA REPRESENT ONLY THE OPINION OF ARBITRON. THE APPLICATION PROVIDED HEREUNDER IS PROVIDED "AS IS-WHERE IS." RELIANCE ON AND USE OF THE PPM DATA AND THE APPLICATION ARE AT LICENSEE'S OWN RISK. IN NO EVENT SHALL ARBITRON BE LIABLE FOR THE FAILURE OF ANY THIRD-PARTY DATA AND/OR SERVICE PROVIDER TO PROVIDE DATA OR SERVICES FOR USE IN CONNECTION WITH THE PPM DATA AND/OR APPLICATION LICENSED HEREUNDER.

## 13. Liabilities and Limitations of Remedies

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THIRD-PARTY DATA AND/OR SERVICE PROVIDER BE LIABLE FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, NOR SHALL THEY BE SUBJECT TO INJUNCTIVE RELIEF WITH RESPECT TO THE PPM DATA AND/OR APPLICATION.

## 14. Reservation of Rights

Arbitron reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions. Arbitron reserves the right to change the scope of the PPM data provided and to cease to provide the PPM data and access to the application at any time.

## 15. Restrictions on Use of Report

All PPM data and estimates are for evaluation purposes only and are copyrighted by Arbitron. PPM data and estimates that are made available by Arbitron may only be used by licensed media outlets, advertisers and agencies and may only be used pursuant to the restrictions and limitations on use printed herein and in clients' agreements. Quotations of the data or estimates contained herein by users of this report must identify Arbitron as the source and that the data and estimates are copyrighted. Users of this report should also mention that these data and estimates are subject to all qualifications and limitations stated herein.

**Alternate City of Identification:** A city, other than its legally authorized city of license, with which a station may regularly ID.

**Alternates:** Non-basic households within a sampling unit recruited to participate in the panel if the Basic household cannot be recruited, refuses to participate in the panel, or can not be maintained in the panel. Alternates must match refusing Basics in a given sampling unit on predetermined matching characteristics.

**Ascription:** A statistical procedure that assigns values, data, or characteristics to one group based on the probability that the distribution of the values, data, or characteristics is similar to that of another group.

**Average Quarter-Hour Persons:** The estimated average number of persons exposed to a particular station for at least five minutes within a quarter-hour during a daypart (note: the five minutes of exposure need not be continuous).

**Average Quarter-Hour Composition:** A station's Target AQH Persons divided by its Total 6+ AQH audience.

**Average Quarter-Hour Rating:** The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population.

**Average Quarter-Hour Share:** The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart.

**Basics:** Randomly selected household(s) chosen to represent a sampling unit in the panel.

**Below-the-Line Listing:** Describes when a station's estimates are listed in a Radio Market Report below a special distinguishing line. A station may be listed "below-the-line" if it has engaged in activities determined by Arbitron to have Rating Bias or Rating Distortion potential. Below-the-line may also refer to a station being listed as an "outside" station (rather than a "home" station).

**Broadcast Time Stamp:** Identifier within a CBET code which indicates the time that the signal was originally broadcast.

**CBET (Critical Band Encoding Technology):** A sequence of uniquely timed sound patterns that are detected by a panelist's meter.

**"Cell Phone-Only" Household:** Households with cellular telephone service that do not also have landline telephone service.

**Compliance Rate:** The percentage of metered panelists eligible to be included in the in-tab sample. A panelist may be ineligible due to factors including, but not limited to, an extended period of travel away from home.

**Cume Composition:** A station's Target Weekly Cume Persons divided by its Total 6+ Weekly Cume audience.

**Cume Duplication:** The percentage of estimated Cume Persons for one station that were exposed to a second station.

**Cume Persons:** The estimated number of different persons within a specific target demo who are exposed to a station for at least five minutes in a quarter-hour within a specified time period during an average week (note: the five minutes of exposure need not be continuous).

**Cume Rating %:** The number of Weekly Cume Persons expressed as a percentage of the appropriate estimated population.

**Daily Weight:** Numeric value assigned to an in-tab panelist on an average day for the purpose of projecting and estimating audience estimates to the population. The daily weight reflects the number of persons in the geographic, sex, age, and (if applicable) ethnic and/or language usage (English/Spanish) group represented by each in-tab panelist after sample balancing has been performed.

**Daypart:** A time period for which audience estimates are reported (e.g., Monday-Sunday 6AM-Midnight, Monday-Friday 6AM-10AM, Weekend 6AM-Midnight).

**Deinstalled Household:** A household that was at one time, but is not currently, participating in the panel.

**Demographic Groups (Demos):** Classifications of populations according to sex, age, race, ethnicity, income, etc.

**Differential Survey Treatments (DST):** Special survey procedures used to increase participation rates of targeted demographic groups (e.g., Black, Hispanic, young males) that tend to be underrepresented in surveys.

**Effective Sample Base (ESB):** An estimate of the size of a simple random sample that would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

**Encoded Station:** A station that has received, installed and activated a CBET encoder. The code emitted by the encoder must pass the quality assurance tests performed by Arbitron's Encoding Operations Team.

**Encoder:** Audio equipment or software that embeds a CBET code into an audio signal of a broadcast.

**Ethnic Composition:** Audience estimates for Total, Black and/or Hispanic persons, ratings and composition percents in the Metro. Ethnic composition estimates are based on total Metro in-tab panelists and are reported for the Metro if at least 30 Black and/or Hispanic panelists are in-tab for the Metro, as applicable.

**Ethnic Controls:** Procedures designed to improve the representation of Black and Hispanic populations in the panel.

**High-Density Area (HDA):** A zip code-defined sampling unit—either a High-Density Black Area (HDBA) or High-Density Hispanic Area (HDHA)—that may be established in a county within the Metro of an ethnically controlled market.

**Home Station:** Generally, any station licensed to a city located within a particular Arbitron radio Metro. A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status if it meets certain criteria.

**Installed Household:** A household that is currently participating in the panel.

**In-Tab Rate:** The percentage of metered panelists who wear or carry their meters for a time sufficient to be in-tab for that day.

**Layering:** The embedding of multiple CBET codes into an audio broadcast.

**Listed Sample:** Telephone numbers in the sample for which names and mailable addresses are published in telephone directories.

**Listening Locations:** Locations for which audience estimates are reported (At Home, Out of Home).

**Market Totals:** (See "Metro Totals.")

**Media-Affiliated:** A household in which the person being recruited to participate in the panel, or anyone else in the household, or anyone the contact knows directly, is employed by a radio station or network, a television station or network, a cable or satellite station or network, a newspaper, a magazine, or an advertising agency. Media-affiliated households are not eligible to participate in the panel.

**Media Day:** Time periods corresponding to individual days of the week used to organize panelist exposure data. The media day in Arbitron's panel design begins at 4AM and ends at 4AM the next day.

**Media Rating Council® (MRC):** An organization that accredits media ratings services. The MRC mandates and performs annual audits of the compliance of a service with certain minimum standards.

**Meter Time Stamp:** Indicates the time when the meter detects and stores a CBET code.

**Metro Survey Area (Metro):** The primary reporting area for local radio audience estimates. Metro Survey Area definitions may correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

**Metro Totals:** Total reported exposure to encoded media in the Metro (could refer to AQH or Cume estimates). This is

also referred to as Persons Using Measured Media (PUMM).

**Minimum Reporting Standards (MRS):** Criteria used to determine which stations qualify to be listed in Arbitron Radio Market Reports.

**Model:** The particular group of panelists being sample-balanced together. A model may correspond to an entire Metro, to race, or to ethnicity within a particular Metro.

**Network Affiliation:** An agreement between a radio station and a network in which the station agrees to broadcast network commercials and/or network programming of various types. Arbitron lists up to three network affiliations for reported stations on the "Station Information" page of the Radio Market Report if the network qualifies to be listed and if the station reports such affiliation to Arbitron.

**Offline status:** Status indicating that a panelist is not eligible to be in-tab.

**Online status:** Status indicating that a panelist is eligible to be in-tab.

**Outside Station:** A station that is not "home" to a particular Metro.

**Panel:** A group comprised of panelists who have been assembled to carry the PPM.

**Panel/ Panel Design:** A research methodology in which similar measurements are made on the same sample at different points in time.

**Panel Management:** The processes by which panelists are encouraged to wear or carry their meters and the monitoring of panelist compliance with this instruction.

**Panel Relations Team:** Arbitron associates that interact directly with panelists.

**Panelist:** A person participating in the PPM ratings panel.

**Portable People Meter (PPM):** An electronic-measurement device that detects and logs CBET codes as it is exposed to encoded audio.

**Persons Using Measured Media (PUMM):** (See "Metro Totals.")

**Persons Using Measured Media Percent (PUMM %):** Persons Using Measured Media expressed as a percentage of the target population.

**Premium:** An incentive intended to encourage participation in the panel, or offered as a "thank-you" for participation in the panel.

**Psychoacoustic Masking:** The process through which Arbitron CBET codes are inserted into existing audio such that the audible broadcast audio "masks" the CBET code from being heard by the human ear. This masking does not interfere with the meter's ability to detect a CBET code.

**Qualification Edit:** The process that screens data quality, meter status and motion detection data in order to determine a panelist's in-tab status for a given media day.

**Quarter-Hour:** The basic unit, or smallest time period, for which exposure is credited to stations. Generally, outlets receive credit for a quarter-hour of credit if the panelist is exposed to the station for five or more minutes during a quarter-hour (note: the minutes of exposure need not be continuous).

**Radio Market Report (RMR):** Arbitron's syndicated report that provides audience estimates and other data for specific markets.

**Rating:** (See "Average Quarter-Hour Rating.")

**Reliability:** The extent to which the survey estimate deviates, in repeated applications of the same sampling procedures, from the result that would be achieved through a complete census of the population, using the same methodological standards and data collection procedures. The degree of the reliability of estimates based on probability samples is usually expressed in terms of standard error. All things being equal, the smaller the standard error the more reliable the estimate.

**Sample Frame:** The universe from which potential respondent households are randomly selected. The sample

frame for Arbitron panels is designed to include households with landline telephones and “cell-phone-only” households.

**Sample Performance Indicator (SPI):**

The appropriate sample performance metric for a panel design. SPI is tracked at both the Household and Person levels and is reported for individual media days and for the month.

**Sample Target:** The installed sample size objective for a particular Metro.

**Sample Turnover:** When a household leaves the panel and is replaced by another household. All households are phased out of the panel after two years, but may be phased out earlier.

**Sampling Unit:** A geographic area consisting of a county or county equivalent for which sample is separately selected and monitored.

**Share:** (See “Average Quarter-Hour Share.”)

**Split County:** A portion of a county, consisting of one or more zip codes, that is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

**Technical Difficulty (TD):** Time period(s) of five or more consecutive minutes during a quarter-hour within the report period for which a station listed in an Arbitron Radio Market Report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or encoder failure. Audience estimates for stations will not be adjusted for sign-on/sign-off times or technical difficulties, including periods when a station’s signal is not encoded.

**Time Period:** (See “Daypart.”)

**Time-Shifted Media Exposure:**

Exposure to encoded media at a time other than the original broadcast time.

**Time Spent Listening (TSL):** An estimate of the average amount of time the average panelist was exposed to a station (or all encoded media) during a particular daypart.

**Total Line Reporting:** The reporting of audience estimates for stations that simulcast 100 percent of their broadcast day throughout the report period, including commercials and PSAs, under a single set of call letters (e.g., the “primary” station’s call letters).

**Universe Estimate (Population):** The estimated total number of persons in a particular sex/age group and geographic area.

**Weekly Weight:** Numeric value assigned to an in-tab panelist on an average week for the purpose of projecting and estimating audience estimates to the population. The weekly weight reflects the number of persons in the geographic, sex, age, and (if applicable) ethnic and/or language usage (English/Spanish) group represented by each in-tab panelist after sample balancing has been performed.

**Frequently Used Abbreviations**

AQH	Average Quarter-Hour
DOM	Description of Methodology
DST	Differential Survey Treatment
ESB	Effective Sample Base
HDBA	High-Density Black Area
HDHA	High-Density Hispanic Area
MRC	Media Rating Council
MRS	Minimum Reporting Standards
MSA	Metropolitan Statistical Area
PPM	Portable People Meter
PUMM	Persons Using Measured Media
RMR	Radio Market Report
SSA	Special Station Activities
TD	Technical Difficulty
TSL	Time Spent Listening