

X Unweighted and Projected Audiences ('000) and Estimated Two Sigma Tolerances
Base: All People

	Total People			Total Males			Total Females		
	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma	Unwgt	Proj ('000)	Two Sigma
Total People	54750	238282	-	27761	115176	-	26989	123105	-
Males	27761	115176	-	27761	115176	-	-	-	-
Females	26989	123105	-	-	-	-	26989	123105	-
12-17	3499	24972	-	1607	12699	-	1892	12273	-
12-19	4628	33376	-	2272	17283	-	2356	16093	-
12-24	7995	52607	-	4007	26616	-	3988	25991	-
12-34	17094	91864	-	8773	46130	-	8321	45733	-
18-24	4496	27635	-	2400	13917	-	2096	13719	-
25-34	9099	39256	-	4766	19514	-	4333	19742	-
35-44	11162	44190	-	5907	21735	-	5255	22455	-
45-54	10124	40439	-	5312	19680	-	4812	20759	-
55-64	7050	27389	-	3605	13084	-	3445	14305	-
65 and over	9320	34400	-	4164	14547	-	5156	19853	-
White	42285	183254	-	21628	88990	-	20657	94264	-
Black	6325	28387	-	2911	12824	-	3414	15563	-
Other	6796	29201	-	3554	14617	-	3242	14583	-
Employed	36551	149171	-	20601	79751	-	15950	69420	-
Not Employed	18199	89111	-	7160	35425	-	11039	53686	-
Census Region: Northeast	12496	45127	-	6237	21535	-	6259	23592	-
North Central	14198	54033	-	7285	26151	-	6913	27882	-
South	16239	85976	-	8093	41394	-	8146	44582	-
West	11817	53147	-	6146	26097	-	5671	27049	-
MSA	48902	192447	-	24873	93060	-	24029	99387	-
Non MSA	5848	45835	-	2888	22117	-	2960	23718	-
H/D Income \$75,000 or More	18636	75064	-	10711	38713	-	7925	36351	-
\$60,000 or more	25106	102266	-	14221	52687	-	10885	49579	-
\$50,000 or more	29951	123244	-	16758	63256	-	13193	59988	-
\$50,000 - 74,999	11315	48180	-	6047	24543	-	5268	23637	-
\$35,000 - 49,999	9066	35932	-	4509	17748	-	4557	18184	-
\$25,000 - 34,999	6081	26607	-	2817	12529	-	3264	14078	-
\$15,000 - 24,999	5105	25984	-	2088	11552	-	3017	14432	-
Less Than \$15,000	4547	26514	-	1589	10091	-	2958	16424	-
Allure	1256	5423	347	107	364	88	1149	5058	374
Automobile	941	4452	449	783	3586	360	158	866	221
AutoWeek	702	3160	416	601	2671	375	101	490	163
Better Homes & Gardens	9592	40286	1357	2311	8852	620	7281	31434	1190
Bridal Guide	919	4818	341	115	609	142	804	4209	273
Bride's	1353	6770	595	146	676	131	1207	6094	545
Car and Driver	2669	11397	518	2402	9967	516	267	1430	144
Car Craft	709	3716	298	633	3226	242	76	490	86
Circle Track	317	2101	253	262	1676	174	55	425	143
CosmoGirl!	1259	7571	335	65	313	95	1194	7259	316
Cosmopolitan	4126	19066	1069	663	2754	272	3463	16312	1155
Country Weekly	633	3965	352	212	1302	230	421	2663	363
Cycle World	810	3517	385	712	3077	317	98	440	97
Dirt Rider	397	2347	424	328	1915	386	69	432	121
Ebony	2869	12070	1459	1083	4330	718	1786	7739	912
Elle	1270	5234	345	131	419	98	1139	4815	313
Entertainment Weekly	2578	11077	380	1133	4455	519	1445	6623	326
ESPN	2847	13294	473	2363	10629	432	484	2666	155
Esquire	866	3168	183	582	1894	117	284	1274	148
Essence	2054	8180	1004	521	2019	306	1533	6161	795
Family Circle	5069	22435	909	503	2249	257	4566	20186	728

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		('000)	Sigma		('000)	Sigma		('000)	Sigma
Total People	54750	238282	-	27761	115176	-	26989	123105	-
FHM	1250	4970	394	1111	4336	269	139	634	203
First for Woman	915	4138	356	42	185	68	873	3953	384
Fitness	1617	6660	436	394	1552	184	1223	5108	359
4 Wheel & Off-Road	754	4326	513	656	3662	437	98	665	238
Four Wheeler	644	3835	394	562	3213	339	82	622	207
Gamepro	820	4867	692	690	4095	608	130	771	187
Glamour	3054	13999	947	255	1148	133	2799	12851	878
Good Housekeeping	5898	25199	1286	751	3001	260	5147	22198	1104
GQ (Gentlemen's Quarterly)	1507	5581	284	1143	3961	326	364	1619	279
Harper's Bazaar	902	3264	290	127	410	88	775	2854	287
Hot Rod	1582	8617	527	1381	7264	459	201	1353	271
In Style	2351	9162	442	287	980	253	2064	8182	380
Jane	479	1979	220	56	182	54	423	1796	251
Jet	2146	9468	1393	919	3856	587	1227	5612	924
Ladies' Home Journal	3339	14635	520	212	963	195	3127	13671	441
Marie Claire	912	3713	286	71	305	116	841	3408	329
Maxim	3253	13983	857	2629	10809	709	624	3175	460
Men's Fitness	1578	6116	647	1414	5361	524	164	755	188
Men's Health	2541	9293	562	2156	7668	427	385	1626	330
Men's Journal	688	2560	269	599	2138	257	89	422	110
Modern Bride	1104	5594	461	122	620	109	982	4973	351
Motorcyclist	672	3226	462	602	2869	367	70	357	119
Motor Trend	1738	7283	507	1580	6594	466	158	689	138
Muscle & Fitness	1612	7169	501	1214	5322	434	398	1847	90
National Enquirer	2581	11940	852	917	4035	381	1664	7905	769
National Geographic	8635	34755	557	4997	19538	570	3638	15217	670
Newsweek	5727	20699	1070	3244	11021	650	2483	9677	462
O, The Oprah Magazine	3839	14488	670	470	1583	111	3369	12905	666
PC Gamer	862	4567	448	717	3739	381	145	827	163
People	10130	41665	801	3469	12888	543	6661	28778	810
Popular Hot Rodding	826	4575	245	727	3903	268	99	672	206
Popular Mechanics	2235	9368	471	2007	8233	428	228	1136	138
Popular Science	1878	7510	402	1578	6140	359	300	1370	165
Premiere	374	1474	222	199	767	159	175	707	121
PSM: 100% Ind. PlayStation 2 Mag.	933	5500	618	734	4287	503	199	1212	218
Reader's Digest	9997	42504	1012	4198	16479	575	5799	26025	1040
Real Simple	1402	4842	589	210	677	80	1192	4166	504
Redbook	2252	9929	466	197	840	127	2055	9089	555
Road & Track	1459	5827	340	1337	5212	404	122	615	114
Rolling Stone	2565	12011	753	1572	6897	559	993	5114	370
Scouting	461	2168	551	287	1387	385	174	781	236
Self	1442	5584	548	121	427	106	1321	5157	491
Seventeen	2228	13128	520	235	1244	158	1993	11883	545
Shape	1581	6274	474	182	704	76	1399	5570	494
Soap Opera Digest	1168	5743	697	116	552	160	1052	5191	672
Soap Opera Weekly	821	4393	327	81	460	163	740	3934	361
Spin	592	2670	305	373	1581	195	219	1089	182
Sport Truck	508	2911	449	457	2610	359	51	301	107
The Sporting News	951	4231	399	840	3654	431	111	577	134
Sports Illustrated	5574	23738	1398	4486	18621	1117	1088	5116	312
Star	1942	9178	623	534	2369	339	1408	6809	378
Stock Car Racing	758	4259	386	605	3357	322	153	902	150
Street Rodder	607	3461	459	546	3072	354	61	389	174
Stuff	1240	5752	510	1049	4546	395	191	1206	271

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Total People	54750	238282	-	27761	115176	-	26989	123105	-
Super Chevy	735	4082	577	649	3527	500	86	554	231
Teen People	2417	13994	767	524	2923	468	1893	11071	592
Time	6446	23284	924	3572	12215	545	2874	11069	581
Truckin'	696	3843	429	621	3307	376	75	536	113
TV Guide	6381	28440	948	2805	11917	612	3576	16524	679
U.S. News & World Report	3147	11350	467	1902	6485	292	1245	4865	394
US Weekly	1906	8248	512	549	2183	226	1357	6064	530
Vanity Fair	1574	5508	354	392	1211	150	1182	4297	307
Vibe	1695	8543	890	826	3981	534	869	4562	501
Vogue	2726	11100	539	329	1239	153	2397	9861	568
W	461	1726	189	99	379	161	362	1347	191
Woman's Day	4896	21941	787	257	1102	180	4639	20838	597
Woman's World	1781	8554	542	91	465	213	1690	8089	385
Radio Wkday: 6-10:00 AM Cume	31601	128778	2325	16771	65160	1423	14830	63618	1436
10:00 AM - 3:00 PM	21518	93889	2330	11218	46752	1213	10300	47138	1501
3:00 PM - 7:00 PM	27125	115104	1304	14532	58417	908	12593	56688	813
7:00 PM - MIDNIGHT	9968	48723	1195	5138	24275	1064	4830	24447	1439
6:00 AM - MIDNIGHT	43494	185696	1714	22641	92030	862	20853	93666	1095
Radio Average Weekday Cume	43746	186873	1858	22786	92751	931	20960	94122	1094
Radio Avg. Weekend Day Cume	37416	162523	1650	18855	77724	754	18561	84800	1022
Radio Formats: All News	4780	11818	549	2960	6908	457	1820	4911	289
All Talk	2837	8539	563	1885	5520	520	952	3018	200
Adult Contemporary	10529	45281	1964	4567	18467	939	5962	26814	1282
Adult Standards	1410	5411	727	733	2591	401	677	2820	436
Alternative	6137	23650	600	3712	13419	623	2425	10231	624
CHR	10379	51020	1167	4570	21612	898	5809	29408	626
Classic Hits	1907	7604	648	1034	3972	516	873	3632	225
Classic Rock	6075	25765	1067	3981	16090	719	2094	9675	418
Classical	2580	7584	393	1361	3808	187	1219	3777	265
Country	9696	50872	1810	4736	23378	834	4960	27493	1053
Easy Listening	315	1471	157	145	664	159	170	807	150
Ethnic	364	1296	255	219	719	186	145	577	216
Gospel	1202	5931	920	479	2469	455	723	3462	505
Hispanic	2477	13583	1835	1324	6920	1138	1153	6663	832
Jazz	3356	10061	723	1738	5063	311	1618	4998	570
News/Talk	7607	24707	792	4651	14743	734	2956	9964	405
Oldies	6315	25501	1171	3268	12353	614	3047	13149	674
Public	2049	6723	361	1087	3525	314	962	3198	312
Religious	3668	15531	657	1606	6144	441	2062	9387	493
Rock	6699	29443	1380	4260	17728	1090	2439	11714	840
Soft AC	3805	14163	561	1468	5158	370	2337	9005	465
Sports	3238	9774	237	2733	7894	376	505	1880	218
Urban	7272	33694	1587	3367	15171	936	3905	18523	1006
Variety/Other	5455	24871	1306	2725	11776	755	2730	13095	824
Radio Networks: ABC Daytime Direction	10439	41227	1858	5968	22023	990	4471	19204	1016
ABC ESPN	2025	6534	517	1674	5177	299	351	1357	255
ABC FM Connection	4267	19230	1516	2224	9686	896	2043	9544	794
ABC Hot FM	7674	31636	1238	3963	15359	901	3711	16277	469
ABC Information and Entertainment	4586	17188	1686	2631	9307	1006	1955	7881	817
ABC Morning News	9324	34557	1753	5452	18917	1100	3872	15640	779
ABC Music	1126	6794	901	539	3285	663	587	3509	362
ABC News/Talk Production	5384	19027	1053	3353	11070	903	2031	7957	442

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Total People	54750	238282	-	27761	115176	-	26989	123105	-
ABC Prime Reach	9660	36547	1641	5619	19869	946	4041	16678	821
ABC Urban Advantage	3633	16153	1223	1646	7171	764	1987	8981	556
ABC Young Adult	8784	42114	2204	4499	20823	1285	4285	21291	1070
AURN	5034	22161	1544	2276	9903	863	2758	12258	1061
Bloomberg Network	2327	6819	803	1492	4172	346	835	2647	465
Concert Music Ntwrk	1936	4579	390	1076	2478	343	860	2101	171
Dow Jones Money Report	1837	5200	407	1136	3116	313	701	2084	205
Dow Jones/WSJ Ntwrk	4384	12736	504	2726	7754	320	1658	4982	278
NPR	3989	12798	917	2284	6860	522	1705	5937	667
Premiere Diamond	10775	42754	2171	5444	20454	1129	5331	22301	1137
Premiere Emerald	8218	38650	1248	3993	18104	732	4225	20546	842
Premiere Mediabase	14244	57653	2155	6480	24909	1459	7764	32744	1004
Premiere Pearl	8040	31816	1565	3479	13037	835	4561	18779	914
Premiere Sapphire	5966	23064	601	3825	13885	520	2141	9180	460
WSJ Report	2642	7828	366	1657	4851	266	985	2978	282
Westwood: CBS Marketwatch	4694	14213	993	2951	8528	602	1743	5685	532
Westwood: The Edge	2645	7954	732	1812	5114	509	833	2840	308
TV Wkday Av 1/2 Hr:6AM-4PM	5865	29006	1199	2374	11454	484	3491	17552	941
4:00 PM - 6:00 PM	10257	50177	1567	4570	22018	713	5687	28158	1248
6:00 PM - 8:00 PM	19482	88108	1738	9721	42025	827	9761	46083	1207
8:00 PM - 11:00 PM	24752	106444	1473	12430	51020	818	12323	55424	1013
11:00 PM - 1:00 AM	8789	38619	1121	4616	19406	463	4173	19213	852
Have Cable	35557	144972	2570	17822	69350	1052	17735	75622	1738
Heavy Cable Viewing (15+Hrs)	32528	141300	1809	17245	70382	880	15283	70918	1220
Any Watching:									
ABC Family	11361	54200	1013	4615	20702	475	6746	33498	767
A&E Television Network	13168	50553	1598	6545	23420	881	6623	27133	825
American Movie Classics	8947	35686	1327	4892	18549	884	4055	17137	1068
Animal Planet	12866	57413	1760	6515	27538	1427	6351	29876	663
BBC America	2668	9329	550	1452	4879	259	1216	4451	360
BET (Black Entertainment TV)	5383	27231	1758	2696	13195	1036	2687	14036	1125
BRAVO	5911	21118	671	2956	10253	468	2955	10865	639
Cartoon Network	8528	43251	1444	4470	21054	776	4058	22197	949
CMT (Country Music Television)	4222	23321	606	2093	10762	548	2129	12558	399
CNN (Cable News Network)	18930	71239	1167	10445	36905	744	8485	34333	912
Comedy Central	11189	50886	464	6957	30371	620	4232	20515	679
COURT-TV	7383	33013	1808	3403	14200	685	3980	18812	1243
The Discovery Channel	19397	81193	1131	11388	45242	502	8009	35951	865
The Discovery Health Channel	3983	17866	907	1584	6395	444	2399	11470	584
Discovery Home Channel	1099	4765	480	555	2230	161	544	2535	416
Disney Channel	8326	41756	937	3249	15377	609	5077	26379	693
DIY (Do It Yourself Network)	1932	8209	377	983	3699	368	949	4510	149
E! (Entertainment Television)	9299	38038	1057	4355	16814	810	4944	21223	566
ESPN	15393	62020	1097	11747	45671	538	3646	16349	736
ESPN2	9005	36358	982	7430	29083	679	1575	7275	405
ESPN Classic	3012	12613	774	2636	10621	555	376	1992	346
ESPNews	5281	22401	639	4071	16707	651	1210	5695	477
Flix	597	2667	270	372	1526	179	225	1141	190
FX	8839	41208	1724	5348	23307	876	3491	17901	1149
Food Network	9830	40534	1518	3847	14363	966	5983	26172	889
Fox News Channel	16761	66301	1692	9341	34622	967	7420	31679	1050
FSN	8254	32865	1344	6451	24925	995	1803	7940	668

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Total People	54750	238282	-	27761	115176	-	26989	123105	-
Fuse	644	3855	318	362	2061	289	282	1794	295
G4techTV	925	4385	398	790	3689	371	135	695	91
Golf Channel	2263	7701	479	1834	6015	351	429	1686	269
Great American Country	1024	5783	830	465	2503	519	559	3280	422
Hallmark Channel	4465	21286	1050	1542	6871	744	2923	14415	803
Headline CNN News	11201	43087	671	6540	23493	506	4661	19594	829
History Channel	13729	54990	2045	9021	34554	1604	4708	20436	664
HGTV (Home & Garden Television)	9489	38493	1143	3479	12680	978	6010	25813	607
HSN (Home Shopping Network)	2053	8648	470	561	2251	120	1492	6397	469
IFC (Independent Film Channel)	1158	4417	342	740	2688	201	418	1729	190
Lifetime	11278	51787	1303	2549	10852	506	8729	40935	991
Lifetime Movie Network	5424	26866	785	1548	6997	462	3876	19868	510
The Military Channel	1715	7284	433	1386	5594	309	329	1690	224
MSNBC	11362	41459	571	6571	22692	461	4791	18768	489
MTV	9518	46766	997	5077	23912	627	4441	22854	509
MTV 2	4273	23437	722	2402	12528	689	1871	10909	459
National Geographic Channel	6543	27774	547	4170	16887	340	2373	10887	556
Nick at Nite	6380	31402	871	2748	12753	460	3632	18649	697
Nickelodeon	6871	35391	944	2966	14270	918	3905	21121	514
OLN (Outdoor Life Network)	1704	8161	752	1433	6615	441	271	1547	311
Outdoor Channel	2067	10665	733	1687	8434	678	380	2230	128
Oxygen	3744	16019	979	1093	4122	335	2651	11896	683
QVC	2476	10355	660	628	2475	281	1848	7880	528
The Science Channel	2208	9564	885	1550	6429	599	658	3135	371
Sci-Fi Channel	7914	36326	1744	5027	21816	1168	2887	14510	717
Soap Net	1287	6776	472	213	1074	201	1074	5702	361
Speed Channel	2754	12567	550	2369	10428	677	385	2139	264
Style	1412	5462	322	284	987	182	1128	4475	232
Sundance	832	3216	435	514	1854	246	318	1362	218
Superstation WGN	5228	24089	1030	3152	13315	463	2076	10775	671
TBS	14922	67663	1320	8246	35029	847	6676	32633	1182
TLC (The Learning Channel)	10690	45649	1197	4837	18829	664	5853	26820	737
Toon Disney	3534	19847	872	1511	7904	489	2023	11943	642
The Travel Channel	6994	28473	1336	3963	15246	854	3031	13227	706
TNT (Turner Network Television)	16353	71405	2538	9084	37977	1320	7269	33428	1354
TCM (Turner Classic Movies)	6417	26165	764	3525	13562	555	2892	12603	419
TV Guide Channel	5409	23845	704	2512	10570	589	2897	13275	470
TV Land	5254	25308	581	2698	11874	380	2556	13434	707
USA Network	14524	64806	1489	8068	34275	693	6456	30531	1223
VH-1	7141	34097	727	3741	17027	347	3400	17070	528
The Weather Channel	19431	79269	2158	10346	39361	1403	9085	39907	1221
WE: Women's Entertainment	2938	13132	711	658	2757	383	2280	10375	597
Cinemax	4185	18810	525	2543	10497	357	1642	8313	386
Encore	2780	12610	923	1644	6856	584	1136	5753	606
HBO	11835	48729	1202	6651	25642	801	5184	23087	870
The Movie Channel	2469	10813	367	1408	5882	325	1061	4931	390
Showtime	4929	21900	767	2883	12031	747	2046	9869	489
Starz!	4268	19722	830	2395	10032	308	1873	9690	676