



**Viewing collected for 8 PEG channels and 12 supplemental networks  
(7 broadcast stations & 5 cable networks)**

**Study Dates:**

**October 2004 – 750 sample / 613 completed**

**February 2005 – 750 sample / 661 completed**

**May 2005 – 750 sample / 591 completed**

**September 2005 – 750 sample / 649 completed**

**November 2005 – 750 sample / 637 completed**

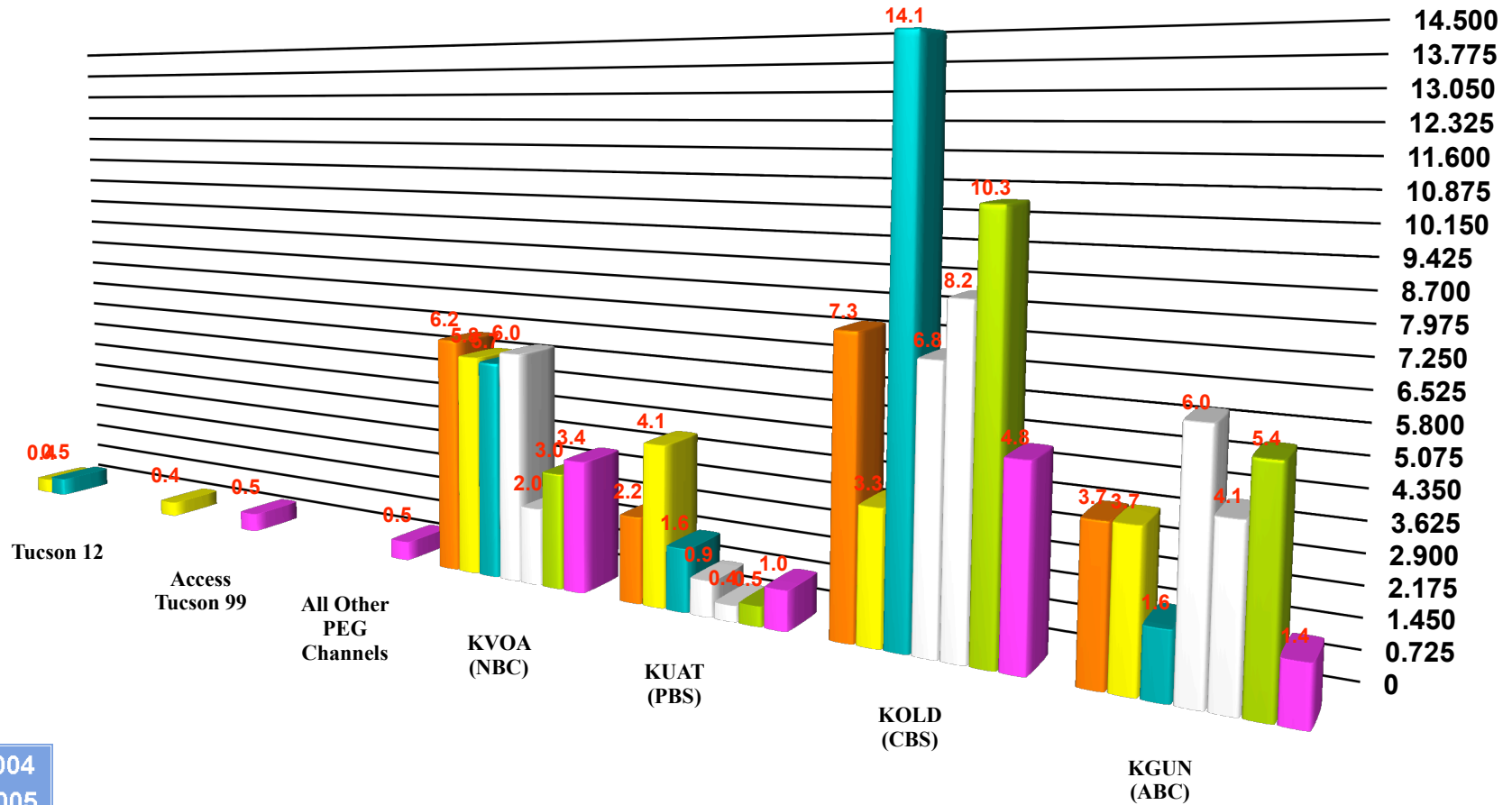
**March 2006 – 750 sample / 546 completed**

**June 2006 - 750 sample/ 562 completed**



# Nielsen Household Ratings (8p-9p)

Nielsen  
Media Research

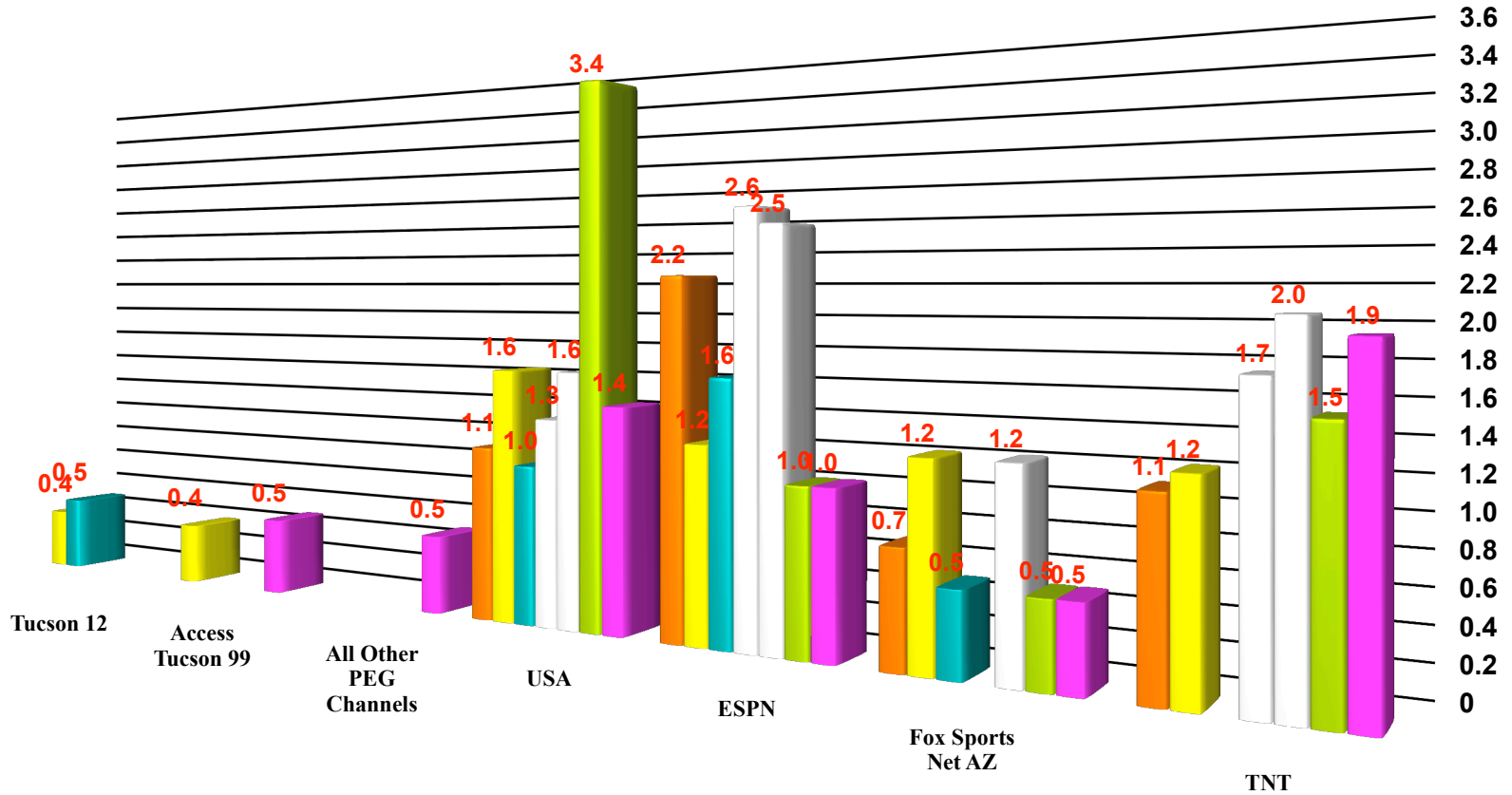


- Oct. 2004
- Feb. 2005
- May 2005
- Sep. 2005
- Nov. 2005
- Mar. 2006
- Jun. 2006

Nielsen Media Research Coincidental Studies. October 2004: 10/3 & 10/5, February 2005: 2/23 & 2/26, May 2005: 5/16 & 5/19 September 2005: 9/23 & 9/25, November 2005: 11/15 & 11/16, March 2006: 3/13 & 3/16, and June 2006: 6/21 & 6/22. Time of study on all dates: 8p-9p. Base: Cox Tucson Homes of 128,000. One rating point = approximately 1,280 homes.



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