



## PPM Test Results

89.9  
Houston-DMA

Time Period	January 2007 (base)	1/31/2007	% Change
Mo-Su 6A-7A	5.3	4.1	-22.6
Mo-Su 7A-8A	5	4.1	-18
Mo-Su 8A-9A	5.3	7.4	39.6
Mo-Su 9A-10A	5.7	11.1	94.7
Mo-Su 10A-11A	5.3	11.6	118.9
Mo-Su 11A-12P	5.1	7.8	52.9
Mo-Su 12P-1P	4.7	11	134
Mo-Su 1P-2P	5.4	11.4	111.1
Mo-Su 2P-3P	4.9	7.1	44.9
Mo-Su 3P-4P	4.8	4.6	-4.2
Mo-Su 4P-5P	5.1	5.8	13.7
Mo-Su 5P-6P	4.8	7.5	56.3

\*\*\*Actual giveaway conducted in the 9am hour