

**Table 3: Daypart Distribution of PSAs and GRPs**

Daypart	Number of Announcements				Gross Rating Points (GRPs)			
	February		March		February		March	
	Number	Percent	Number	Percent	GRPs	Percent	GRPs	Percent
Late Night (1-6:59 am)	179	45.0	238	47.2	10.3	17.4	14.6	20.1
Early Morning (7-8:59 am)	27	6.8	16	3.2	3.9	6.5	2.7	3.7
Day (9 am - 3:59 pm)	53	13.3	98	19.4	10.3	17.4	20.7	28.5
Early Fringe (4-7:59 pm)	71	17.8	48	9.5	19.4	32.8	13.0	17.9
Prime (8-10:59)	29	7.3	44	8.7	9.1	15.4	13.8	19.0
Late Fringe (11:00 pm - 12:59 am)	39	9.8	60	11.9	6.2	10.5	7.9	10.9
<b>Total</b>	<b>398</b>	<b>100.0</b>	<b>504</b>	<b>100.0</b>	<b>59.2</b>	<b>100.0</b>	<b>72.7</b>	<b>100.0</b>

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