



2009 PREMIERE SEASON AUDIENCE PROJECTIONS

COVERAGE ASSUMED TO BE 75%

EPISODE TOTALS

	ALL Releases		1st Release		2nd Release		3rd Release		4th Release	
	GRP	GRI	rating	viewers	rating	viewers	rating	viewers	rating	viewers
Households	2.8	3,082,000	1.1	1,212,000	0.8	850,000	0.5	600,000	0.4	420,000
Persons 2+	1.3	3,812,000	0.5	1,502,000	0.4	1,050,000	0.2	740,000	0.2	520,000
Adults 18+	1.5	3,547,000	0.6	1,397,000	0.4	980,000	0.3	690,000	0.2	480,000
Adults 25-54	1.3	1,378,000	0.5	538,000	0.4	380,000	0.2	270,000	0.2	190,000
Adults 35-64	1.8	1,998,000	0.7	788,000	0.5	550,000	0.3	390,000	0.2	270,000
Women 25-54	1.0	612,000	0.4	242,000	0.3	170,000	0.2	120,000	0.1	80,000
Women 35-64	1.5	938,000	0.6	368,000	0.4	260,000	0.3	180,000	0.2	130,000
Men 25-54	1.3	765,000	0.5	295,000	0.4	210,000	0.2	150,000	0.2	110,000
Men 35-64	1.8	1,049,000	0.7	419,000	0.5	290,000	0.3	200,000	0.2	140,000
HH Inc. \$75K+	2.3	771,000	0.9	301,000	0.6	210,000	0.4	150,000	0.3	110,000
HH Inc. \$60K+	2.3	1,043,000	0.9	413,000	0.6	290,000	0.4	200,000	0.3	140,000
Educ. 4+COL	2.5	777,000	1.0	307,000	0.7	210,000	0.5	150,000	0.3	110,000
HOH POM	2.3	611,000	0.9	241,000	0.6	170,000	0.4	120,000	0.3	80,000

SEASON TOTALS

	ALL Releases		1st Release		2nd Release		3rd Release		4th Release	
	GRP	GRI	GRP	GRI	GRP	GRI	GRP	GRI	GRP	GRI
Households	36.2	39,906,000	14.3	15,756,000	10.0	11,030,000	7.0	7,720,000	4.9	5,400,000
Persons 2+	16.5	49,466,000	6.5	19,526,000	4.6	13,670,000	3.2	9,570,000	2.2	6,700,000
Adults 18+	19.8	46,001,000	7.8	18,161,000	5.5	12,710,000	3.8	8,900,000	2.7	6,230,000
Adults 25-54	16.5	17,724,000	6.5	6,994,000	4.6	4,900,000	3.2	3,430,000	2.2	2,400,000
Adults 35-64	23.1	25,944,000	9.1	10,244,000	6.4	7,170,000	4.5	5,020,000	3.1	3,510,000
Women 25-54	13.2	7,966,000	5.2	3,146,000	3.6	2,200,000	2.5	1,540,000	1.8	1,080,000
Women 35-64	19.8	12,134,000	7.8	4,784,000	5.5	3,350,000	3.8	2,350,000	2.7	1,650,000
Men 25-54	16.5	9,715,000	6.5	3,835,000	4.6	2,680,000	3.2	1,880,000	2.2	1,320,000
Men 35-64	23.1	13,797,000	9.1	5,447,000	6.4	3,810,000	4.5	2,670,000	3.1	1,870,000
HH Inc. \$75K+	29.6	9,913,000	11.7	3,913,000	8.2	2,740,000	5.7	1,920,000	4.0	1,340,000
HH Inc. \$60K+	29.6	13,599,000	11.7	5,369,000	8.2	3,760,000	5.7	2,630,000	4.0	1,840,000
Educ. 4+COL	32.9	10,101,000	13.0	3,991,000	9.1	2,790,000	6.4	1,950,000	4.5	1,370,000
HOH POM	29.6	7,923,000	11.7	3,133,000	8.2	2,190,000	5.7	1,530,000	4.0	1,070,000

Comments/Sources: Audience estimates are based on similar PBS programs, including: Ask This Old House, Hometime, Everyday Food, Real Simple, Victory Garden, New Yankee Workshop, Wired Science.

*CAUTION: Figures are only estimates. Actual audience size and composition will depend on publicity, competition, advertising, scheduling, title, and production quality, as well as the program's content. *

Prepared with NTL Peoplemeter data; November 2007 and January/February 2008.

*Head of Household, Occupation: Professional, (Business) Owner, Manager

