

Sample Status: Atlanta

October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,335	1,389	104	1,911
PERSONS 18+	1,078	1,183	110	1,568
PERSONS 18-34	336	311	93	464
PERSONS 18-54	789	785	99	1,089
PERSONS 25-54	657	669	102	907
BLACK PERSONS 6+	427	430	101	628
BLACK PERSONS 18-34	112	100	89	161
BLACK PERSONS 25-54	214	211	98	301
HISPANIC PERSONS 6+	132	147	111	208
HISPANIC PERSONS 18-34	59	45	76	64
HISPANIC PERSONS 25-54	64	87	135	114
OTHER PERSONS 6+	777	811	104	1,075
OTHER PERSONS 18-34	165	166	101	239
OTHER PERSONS 25-54	379	372	98	492
MEN 18-34	171	157	92	232
MEN 25-54	327	316	97	430
WOMEN 18-34	165	154	93	232
WOMEN 25-54	330	353	107	477

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	95	88	90	87	78	77
Teens	101	86	85	89	80	84
18-24	89	85	93	89	79	88
25-34	88	87	92	93	90	96
35-44	85	79	83	85	79	87
45-54	115	107	114	121	120	124
55-64	146	137	139	145	140	146
65+	135	123	120	127	127	127



Sample Status: Baltimore



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,105	102	1,507
PERSONS 18+	893	973	109	1,279
PERSONS 18-34	260	210	81	317
PERSONS 18-54	602	584	97	800
PERSONS 25-54	489	492	101	664
BLACK PERSONS 6+	316	320	101	468
BLACK PERSONS 18-34	84	66	78	109
BLACK PERSONS 25-54	145	155	107	220
OTHER PERSONS 6+	764	785	103	1,039
OTHER PERSONS 18-34	176	144	82	208
OTHER PERSONS 25-54	344	337	98	444
MEN 18-34	129	112	87	166
MEN 25-54	236	225	95	311
WOMEN 18-34	131	97	74	151
WOMEN 25-54	253	267	106	353

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children			58	58	65	65
Teens			68	66	75	75
18-24			78	80	85	82
25-34			75	80	81	80
35-44			73	71	81	85
45-54			121	122	129	132
55-64			144	145	152	150
65+			105	109	114	118



Sample Status: Boston

October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,519	1,475	97	1,974
PERSONS 18+	1,273	1,299	102	1,701
PERSONS 18-34	365	299	82	439
PERSONS 18-54	859	784	91	1,072
PERSONS 25-54	702	659	94	888
BLACK PERSONS 6+	105	105	100	168
BLACK PERSONS 18-34	29	25	86	45
BLACK PERSONS 25-54	50	43	86	71
HISPANIC PERSONS 6+	122	127	104	177
HISPANIC PERSONS 18-34	44	29	67	41
HISPANIC PERSONS 25-54	58	68	117	91
OTHER PERSONS 6+	1,292	1,243	96	1,629
OTHER PERSONS 18-34	292	245	84	353
OTHER PERSONS 25-54	595	549	92	726
MEN 18-34	184	158	86	226
MEN 25-54	348	327	94	428
WOMEN 18-34	182	140	77	213
WOMEN 25-54	354	332	94	460

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	61	62	64	56	56	58
Teens	86	82	85	82	81	85
18-24	94	89	90	89	82	80
25-34	91	89	89	79	77	83
35-44	78	81	87	79	75	79
45-54	122	119	124	118	113	116
55-64	149	150	151	144	146	148
65+	98	105	106	101	101	103



Sample Status: Chicago



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,946	1,978	102	2,711
PERSONS 18+	1,584	1,712	108	2,275
PERSONS 18-34	486	468	96	671
PERSONS 18-54	1,104	1,087	99	1,507
PERSONS 25-54	902	900	100	1,225
BLACK PERSONS 6+	351	366	104	534
BLACK PERSONS 18-34	85	76	90	121
BLACK PERSONS 25-54	155	146	94	209
HISPANIC PERSONS 6+	380	365	96	498
HISPANIC PERSONS 18-34	142	130	92	174
HISPANIC PERSONS 25-54	178	184	103	247
HISPANIC SPANISH DOM.	224	211	94	270
HISPANIC ENGLISH DOM.	156	154	99	228
OTHER PERSONS 6+	1,216	1,247	103	1,679
OTHER PERSONS 18-34	259	262	101	376
OTHER PERSONS 25-54	569	570	100	769
MEN 18-34	248	246	99	339
MEN 25-54	451	447	99	604
WOMEN 18-34	238	222	93	332
WOMEN 25-54	451	453	100	621

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	74	68	75	72	67	67
Teens	91	84	84	85	78	80
18-24	83	81	86	90	86	93
25-34	72	86	94	91	87	99
35-44	72	71	75	79	76	80
45-54	119	115	120	126	121	120
55-64	151	151	151	155	149	153
65+	132	133	123	118	108	108



Sample Status: Dallas-Ft. Worth



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,361	1,387	102	1,907
PERSONS 18+	1,091	1,167	107	1,548
PERSONS 18-34	363	335	92	477
PERSONS 18-54	807	798	99	1,081
PERSONS 25-54	670	675	101	895
BLACK PERSONS 6+	198	204	103	292
BLACK PERSONS 18-34	51	44	86	64
BLACK PERSONS 25-54	98	107	109	148
HISPANIC PERSONS 6+	367	370	101	515
HISPANIC PERSONS 18-34	138	133	96	184
HISPANIC PERSONS 25-54	179	197	110	256
HISPANIC SPANISH DOM.	217	250	115	324
HISPANIC ENGLISH DOM.	150	119	79	191
OTHER PERSONS 6+	796	813	102	1,100
OTHER PERSONS 18-34	174	159	91	229
OTHER PERSONS 25-54	393	371	94	491
MEN 18-34	189	158	84	220
MEN 25-54	343	330	96	426
WOMEN 18-34	174	177	102	257
WOMEN 25-54	327	345	105	469

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	94	84	81	73	71	74
Teens	96	82	81	88	84	89
18-24	88	80	84	83	83	89
25-34	94	89	89	91	88	94
35-44	91	79	77	79	81	84
45-54	121	107	109	121	121	126
55-64	147	116	111	116	112	119
65+	163	141	138	140	138	142



Sample Status: Denver-Boulder



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	968	1,004	104	1,396
PERSONS 18+	796	865	109	1,159
PERSONS 18-34	244	195	80	306
PERSONS 18-54	563	518	92	730
PERSONS 25-54	471	452	96	616
BLACK PERSONS 6+	53	55	104	86
BLACK PERSONS 18-34	13	14	110	27
BLACK PERSONS 25-54	26	18	69	29
HISPANIC PERSONS 6+	206	229	111	332
HISPANIC PERSONS 18-34	70	54	76	79
HISPANIC PERSONS 25-54	97	122	126	162
HISPANIC SPANISH DOM.	96	95	99	127
HISPANIC ENGLISH DOM.	110	134	122	205
OTHER PERSONS 6+	709	720	102	978
OTHER PERSONS 18-34	161	127	79	200
OTHER PERSONS 25-54	348	312	90	425
MEN 18-34	128	101	79	154
MEN 25-54	241	217	90	289
WOMEN 18-34	117	95	81	152
WOMEN 25-54	230	234	102	327

*Designated Delivery Index: $DDI = (actual/target)*100$

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children			71	71	67	68
Teens			87	85	86	94
18-24			68	66	62	72
25-34			81	78	76	85
35-44			73	68	68	80
45-54			108	108	109	121
55-64			143	141	145	150
65+			134	136	144	148



Sample Status: Detroit

October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,440	1,477	103	1,935
PERSONS 18+	1,180	1,295	110	1,639
PERSONS 18-34	324	276	85	398
PERSONS 18-54	787	771	98	1,010
PERSONS 25-54	648	656	101	838
BLACK PERSONS 6+	326	367	113	494
BLACK PERSONS 18-34	81	63	77	92
BLACK PERSONS 25-54	145	151	104	201
OTHER PERSONS 6+	1,114	1,110	100	1,441
OTHER PERSONS 18-34	242	213	88	306
OTHER PERSONS 25-54	503	505	100	637
MEN 18-34	164	139	85	193
MEN 25-54	321	304	95	381
WOMEN 18-34	160	137	85	205
WOMEN 25-54	327	352	108	457

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	63	63	65	58	58	58
Teens	92	84	85	82	82	81
18-24	90	89	91	94	84	83
25-34	82	84	85	83	89	87
35-44	77	73	73	74	78	83
45-54	145	134	133	133	131	129
55-64	169	158	152	154	156	156
65+	130	114	114	108	113	111



Sample Status: Houston Metro



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,361	1,493	110	2,133
PERSONS 18+	1,088	1,229	113	1,691
PERSONS 18-34	360	410	114	605
PERSONS 18-54	794	890	112	1,258
PERSONS 25-54	651	695	107	963
BLACK PERSONS 6+	233	269	115	415
BLACK PERSONS 18-34	60	73	122	123
BLACK PERSONS 25-54	110	127	115	190
HISPANIC PERSONS 6+	449	501	112	730
HISPANIC PERSONS 18-34	158	188	119	272
HISPANIC PERSONS 25-54	214	242	113	336
HISPANIC SPANISH DOM.	259	301	116	413
HISPANIC ENGLISH DOM.	189	200	105	317
OTHER PERSONS 6+	679	724	107	988
OTHER PERSONS 18-34	142	149	105	210
OTHER PERSONS 25-54	327	326	100	437
MEN 18-34	186	211	113	299
MEN 25-54	329	318	97	438
WOMEN 18-34	174	199	114	306
WOMEN 25-54	322	377	117	525

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	111	105	102	97	92	88
Teens	125	125	126	114	112	106
18-24	128	129	137	133	132	137
25-34	98	98	98	99	100	99
35-44	117	116	110	103	101	100
45-54	119	121	126	124	121	122
55-64	126	121	125	124	120	117
65+	119	117	119	115	116	113



Sample Status: Los Angeles



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,456	2,420	99	3,426
PERSONS 18+	2,000	2,020	101	2,805
PERSONS 18-34	643	555	86	827
PERSONS 18-54	1,426	1,346	94	1,906
PERSONS 25-54	1,151	1,115	97	1,553
BLACK PERSONS 6+	183	178	97	267
BLACK PERSONS 18-34	42	31	73	50
BLACK PERSONS 25-54	84	76	90	116
HISPANIC PERSONS 6+	1,058	1,052	99	1,479
HISPANIC PERSONS 18-34	354	309	87	446
HISPANIC PERSONS 25-54	496	517	104	702
HISPANIC SPANISH DOM.	541	567	105	753
HISPANIC ENGLISH DOM.	517	484	94	726
OTHER PERSONS 6+	1,215	1,191	98	1,680
OTHER PERSONS 18-34	246	215	87	331
OTHER PERSONS 25-54	571	522	91	735
MEN 18-34	330	278	84	406
MEN 25-54	584	529	91	725
WOMEN 18-34	312	276	89	421
WOMEN 25-54	567	586	103	828

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	97	98	92	78	73	83
Teens	103	103	103	93	86	92
18-24	92	92	94	85	82	84
25-34	86	90	96	88	83	88
35-44	97	96	92	84	81	90
45-54	123	126	124	115	109	113
55-64	116	115	120	107	106	123
65+	131	129	120	108	107	112



Sample Status: Miami-Ft. Lauderdale-Hollywood



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,553	1,626	105	2,198
PERSONS 18+	1,295	1,423	110	1,883
PERSONS 18-34	349	269	77	421
PERSONS 18-54	847	784	93	1,087
PERSONS 25-54	696	663	95	899
BLACK PERSONS 6+	320	311	97	435
BLACK PERSONS 18-34	84	61	73	94
BLACK PERSONS 25-54	144	139	97	192
HISPANIC PERSONS 6+	738	787	107	1,071
HISPANIC PERSONS 18-34	181	136	75	218
HISPANIC PERSONS 25-54	342	327	96	449
HISPANIC SPANISH DOM.	512	534	104	685
HISPANIC ENGLISH DOM.	226	253	112	386
OTHER PERSONS 6+	494	528	107	692
OTHER PERSONS 18-34	84	71	84	109
OTHER PERSONS 25-54	210	197	94	258
MEN 18-34	176	139	79	203
MEN 25-54	344	306	89	404
WOMEN 18-34	173	129	75	218
WOMEN 25-54	352	357	101	495

*Designated Delivery Index: $DDI = (actual/target)*100$

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	72	61	64	67	69	74
Teens	84	75	79	83	80	84
18-24	77	75	72	76	77	81
25-34	75	69	74	79	76	74
35-44	79	74	75	78	80	86
45-54	117	117	117	115	116	120
55-64	132	128	127	134	134	132
65+	161	155	159	158	157	151



Sample Status: Middlesex-Somerset-Union



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	694	695	100	917
PERSONS 18+	573	600	105	773
PERSONS 18-34	157	152	96	205
PERSONS 18-54	390	390	100	513
PERSONS 25-54	323	329	102	427
BLACK PERSONS 6+	95	104	110	141
BLACK PERSONS 18-34	22	27	121	37
BLACK PERSONS 25-54	44	58	131	78
HISPANIC PERSONS 6+	133	142	106	182
HISPANIC PERSONS 18-34	44	39	89	53
HISPANIC PERSONS 25-54	64	75	117	94
OTHER PERSONS 6+	466	449	96	594
OTHER PERSONS 18-34	91	86	94	115
OTHER PERSONS 25-54	215	196	91	255
MEN 18-34	80	72	90	99
MEN 25-54	162	153	94	197
WOMEN 18-34	77	80	104	106
WOMEN 25-54	161	177	110	230

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	71	77	64	50	55	65
Teens	93	93	89	86	94	93
18-24	86	108	107	100	98	90
25-34	88	106	111	107	101	101
35-44	72	85	81	73	72	89
45-54	110	123	119	108	113	116
55-64	140	145	139	136	136	135
65+	92	104	99	91	91	96



Sample Status: Minneapolis-St. Paul



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,136	1,161	102	1,582
PERSONS 18+	930	1,002	108	1,329
PERSONS 18-34	276	255	92	386
PERSONS 18-54	654	664	101	917
PERSONS 25-54	541	568	105	769
BLACK PERSONS 6+	82	92	113	151
BLACK PERSONS 18-34	25	25	99	41
BLACK PERSONS 25-54	38	40	107	62
OTHER PERSONS 6+	1,055	1,068	101	1,431
OTHER PERSONS 18-34	251	230	92	345
OTHER PERSONS 25-54	504	528	105	707
MEN 18-34	141	140	99	199
MEN 25-54	274	293	107	386
WOMEN 18-34	136	115	85	187
WOMEN 25-54	268	275	103	383

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children			70	68	65	67
Teens			78	75	73	87
18-24			96	89	81	85
25-34			89	85	83	97
35-44			88	83	82	88
45-54			122	117	121	127
55-64			120	116	110	120
65+			120	116	119	126



Sample Status: Nassau-Suffolk (Long Island)



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,059	98	1,417
PERSONS 18+	891	904	101	1,180
PERSONS 18-34	231	201	87	281
PERSONS 18-54	570	550	96	732
PERSONS 25-54	459	455	99	592
BLACK PERSONS 6+	102	124	122	174
BLACK PERSONS 18-34	26	32	123	44
BLACK PERSONS 25-54	41	62	150	81
HISPANIC PERSONS 6+	142	138	97	182
HISPANIC PERSONS 18-34	51	33	65	45
HISPANIC PERSONS 25-54	65	60	92	75
OTHER PERSONS 6+	836	797	95	1,061
OTHER PERSONS 18-34	155	136	88	192
OTHER PERSONS 25-54	353	333	95	436
MEN 18-34	119	115	96	155
MEN 25-54	229	229	100	291
WOMEN 18-34	112	86	77	126
WOMEN 25-54	230	226	98	301

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	62	65	59	62	66	65
Teens	76	79	80	90	102	97
18-24	85	96	93	90	92	85
25-34	83	89	83	88	90	88
35-44	77	86	85	86	90	96
45-54	111	117	105	101	109	109
55-64	120	124	119	125	135	133
65+	96	97	85	79	90	91



Sample Status: New York (Total Metro)



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	3,882	3,890	100	5,145
PERSONS 18+	3,227	3,369	104	4,360
PERSONS 18-34	926	802	87	1,139
PERSONS 18-54	2,177	2,066	95	2,760
PERSONS 25-54	1,791	1,738	97	2,273
BLACK PERSONS 6+	**	**	**	**
BLACK PERSONS 18-34	**	**	**	**
BLACK PERSONS 25-54	**	**	**	**
HISPANIC PERSONS 6+	**	**	**	**
HISPANIC PERSONS 18-34	**	**	**	**
HISPANIC PERSONS 25-54	**	**	**	**
OTHER PERSONS 6+	**	**	**	**
OTHER PERSONS 18-34	**	**	**	**
OTHER PERSONS 25-54	**	**	**	**
MEN 18-34	465	419	90	586
MEN 25-54	882	852	97	1,102
WOMEN 18-34	461	383	83	553
WOMEN 25-54	909	887	98	1,171

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	74	75	71	64	64	70
Teens	79	80	77	78	84	89
18-24	86	93	95	91	87	85
25-34	86	88	89	89	88	88
35-44	77	82	79	76	76	84
45-54	117	121	117	112	113	118
55-64	149	150	148	149	149	149
65+	103	106	103	99	100	102



Sample Status: New York (Non-Embedded)



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,108	2,136	101	2,811
PERSONS 18+	1,756	1,865	106	2,407
PERSONS 18-34	516	449	87	653
PERSONS 18-54	1,197	1,126	94	1,515
PERSONS 25-54	987	954	97	1,254
BLACK PERSONS 6+	417	440	105	570
BLACK PERSONS 18-34	104	86	83	128
BLACK PERSONS 25-54	191	194	102	249
HISPANIC PERSONS 6+	503	534	106	720
HISPANIC PERSONS 18-34	156	157	101	214
HISPANIC PERSONS 25-54	241	279	116	359
HISPANIC SPANISH DOM.	275	295	107	378
HISPANIC ENGLISH DOM.	228	239	105	342
OTHER PERSONS 6+	1,188	1,162	98	1,521
OTHER PERSONS 18-34	257	206	80	311
OTHER PERSONS 25-54	555	481	87	646
MEN 18-34	258	232	90	332
MEN 25-54	484	471	97	614
WOMEN 18-34	259	217	84	321
WOMEN 25-54	503	483	96	640

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	81	78	80	69	67	73
Teens	74	73	69	66	68	81
18-24	86	87	93	89	81	83
25-34	92	89	92	91	89	90
35-44	81	81	77	74	73	79
45-54	119	118	120	115	112	120
55-64	163	162	163	162	156	159
65+	110	110	113	111	106	109



Sample Status: Philadelphia



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,530	1,513	99	2,059
PERSONS 18+	1,263	1,333	106	1,756
PERSONS 18-34	356	307	86	463
PERSONS 18-54	837	827	99	1,129
PERSONS 25-54	676	686	102	916
BLACK PERSONS 6+	317	320	101	447
BLACK PERSONS 18-34	80	66	82	105
BLACK PERSONS 25-54	139	156	112	213
HISPANIC PERSONS 6+	98	103	104	139
HISPANIC PERSONS 18-34	35	35	101	47
HISPANIC PERSONS 25-54	44	53	119	69
OTHER PERSONS 6+	1,114	1,090	98	1,473
OTHER PERSONS 18-34	242	207	85	311
OTHER PERSONS 25-54	492	478	97	634
MEN 18-34	179	155	86	229
MEN 25-54	331	324	98	429
WOMEN 18-34	177	153	86	234
WOMEN 25-54	345	362	105	487

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	68	71	77	77	75	65
Teens	79	77	70	66	71	70
18-24	102	96	96	87	88	87
25-34	83	85	85	81	84	85
35-44	89	92	90	86	84	85
45-54	122	127	128	121	129	129
55-64	137	147	153	155	146	144
65+	80	94	97	95	95	97



Sample Status: Phoenix



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,001	1,022	102	1,393
PERSONS 18+	806	823	102	1,088
PERSONS 18-34	261	213	81	321
PERSONS 18-54	566	534	94	730
PERSONS 25-54	465	453	97	605
HISPANIC PERSONS 6+	301	338	112	452
HISPANIC PERSONS 18-34	110	80	73	120
HISPANIC PERSONS 25-54	140	156	111	197
HISPANIC SPANISH DOM.	155	206	133	265
HISPANIC ENGLISH DOM.	146	132	90	187
OTHER PERSONS 6+	701	684	98	941
OTHER PERSONS 18-34	151	132	87	201
OTHER PERSONS 25-54	325	297	91	408
MEN 18-34	137	109	79	160
MEN 25-54	240	216	90	283
WOMEN 18-34	124	104	84	161
WOMEN 25-54	225	237	105	322

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	115	116	104	99	107	102
Teens	116	98	93	98	97	102
18-24	90	83	82	76	79	81
25-34	71	69	73	72	71	82
35-44	101	100	96	92	94	98
45-54	128	124	119	111	111	113
55-64	135	132	136	135	137	137
65+	126	108	105	97	98	105



Sample Status: Pittsburgh, PA



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,088	1,136	104	1,518
PERSONS 18+	924	1,013	110	1,321
PERSONS 18-34	232	202	87	313
PERSONS 18-54	561	575	103	791
PERSONS 25-54	455	485	106	652
BLACK PERSONS 6+	95	104	109	153
BLACK PERSONS 18-34	24	15	64	28
BLACK PERSONS 25-54	38	41	107	60
OTHER PERSONS 6+	992	1,032	104	1,365
OTHER PERSONS 18-34	208	187	90	285
OTHER PERSONS 25-54	417	444	106	592
MEN 18-34	118	104	88	163
MEN 25-54	225	227	101	303
WOMEN 18-34	114	98	87	150
WOMEN 25-54	230	258	112	349

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children			75	74	76	77
Teens			70	68	69	73
18-24			75	79	82	86
25-34			83	78	80	88
35-44			70	74	80	82
45-54			126	123	127	139
55-64			112	123	131	140
65+			97	99	104	106



Sample Status: Riverside-San Bernardino



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	799	784	98	1,185
PERSONS 18+	629	626	100	930
PERSONS 18-34	237	201	85	321
PERSONS 18-54	468	448	96	679
PERSONS 25-54	372	365	98	544
BLACK PERSONS 6+	74	88	118	128
BLACK PERSONS 18-34	21	17	79	28
BLACK PERSONS 25-54	36	33	94	50
HISPANIC PERSONS 6+	377	367	97	560
HISPANIC PERSONS 18-34	139	112	81	185
HISPANIC PERSONS 25-54	180	183	102	271
HISPANIC SPANISH DOM.	173	166	96	221
HISPANIC ENGLISH DOM.	204	201	99	339
OTHER PERSONS 6+	347	329	95	497
OTHER PERSONS 18-34	77	73	94	108
OTHER PERSONS 25-54	157	148	94	223
MEN 18-34	122	90	74	146
MEN 25-54	188	171	91	258
WOMEN 18-34	115	111	96	175
WOMEN 25-54	184	194	105	286

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	113	106	109	108	104	106
Teens	102	96	92	81	72	79
18-24	98	92	98	89	77	87
25-34	72	73	88	91	83	84
35-44	91	87	90	88	89	97
45-54	148	134	126	126	115	117
55-64	148	133	127	128	120	136
65+	124	102	86	80	74	89



Sample Status: San Diego



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,055	98	1,451
PERSONS 18+	888	885	100	1,186
PERSONS 18-34	301	238	79	360
PERSONS 18-54	633	578	91	807
PERSONS 25-54	503	467	93	641
BLACK PERSONS 6+	56	69	121	102
BLACK PERSONS 18-34	18	14	79	26
BLACK PERSONS 25-54	27	28	103	45
HISPANIC PERSONS 6+	321	343	107	478
HISPANIC PERSONS 18-34	114	96	84	140
HISPANIC PERSONS 25-54	147	163	111	211
HISPANIC SPANISH DOM.	164	185	113	244
HISPANIC ENGLISH DOM.	157	158	101	234
OTHER PERSONS 6+	702	643	92	871
OTHER PERSONS 18-34	169	129	76	194
OTHER PERSONS 25-54	329	277	84	385
MEN 18-34	159	137	86	198
MEN 25-54	255	228	89	309
WOMEN 18-34	141	102	72	162
WOMEN 25-54	247	239	97	332

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	102	96	100	95	92	89
Teens	111	102	102	98	89	88
18-24	80	73	85	82	74	85
25-34	82	79	82	78	72	75
35-44	102	96	96	94	85	90
45-54	119	112	118	116	109	115
55-64	137	130	135	133	125	133
65+	117	117	118	117	112	109



Sample Status: San Francisco (Total Metro)



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,130	2,193	103	2,939
PERSONS 18+	1,788	1,910	107	2,519
PERSONS 18-34	503	448	89	636
PERSONS 18-54	1,214	1,142	94	1,545
PERSONS 25-54	1,014	985	97	1,305
BLACK PERSONS 6+	**	**	**	**
BLACK PERSONS 18-34	**	**	**	**
BLACK PERSONS 25-54	**	**	**	**
HISPANIC PERSONS 6+	**	**	**	**
HISPANIC PERSONS 18-34	**	**	**	**
HISPANIC PERSONS 25-54	**	**	**	**
OTHER PERSONS 6+	**	**	**	**
OTHER PERSONS 18-34	**	**	**	**
OTHER PERSONS 25-54	**	**	**	**
MEN 18-34	264	227	86	316
MEN 25-54	522	488	93	641
WOMEN 18-34	239	221	93	320
WOMEN 25-54	492	497	101	664

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	79	81	84	83	81	86
Teens	84	77	79	78	80	80
18-24	82	86	94	90	82	78
25-34	94	99	104	99	95	96
35-44	81	80	85	84	83	83
45-54	105	107	115	114	112	112
55-64	130	131	144	140	148	141
65+	122	127	135	137	138	127



Sample Status: San Francisco (Non-Embedded)



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,264	1,290	102	1,721
PERSONS 18+	1,065	1,158	109	1,514
PERSONS 18-34	297	256	86	366
PERSONS 18-54	713	643	90	873
PERSONS 25-54	596	549	92	730
BLACK PERSONS 6+	111	109	98	151
BLACK PERSONS 18-34	25	18	72	29
BLACK PERSONS 25-54	50	39	78	55
HISPANIC PERSONS 6+	257	305	119	390
HISPANIC PERSONS 18-34	90	114	126	147
HISPANIC PERSONS 25-54	119	179	150	218
HISPANIC SPANISH DOM.	125	181	145	222
HISPANIC ENGLISH DOM.	132	124	94	168
OTHER PERSONS 6+	896	877	98	1,180
OTHER PERSONS 18-34	182	123	68	190
OTHER PERSONS 25-54	426	331	78	457
MEN 18-34	155	131	85	182
MEN 25-54	304	273	90	365
WOMEN 18-34	142	124	87	184
WOMEN 25-54	292	276	94	365

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	59	62	64	64	59	62
Teens	71	65	68	71	70	71
18-24	83	86	97	95	82	80
25-34	95	95	100	95	89	90
35-44	75	75	79	79	77	80
45-54	98	103	112	109	102	106
55-64	144	146	157	158	163	157
65+	133	136	144	145	147	137



Sample Status: San Jose



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	866	903	104	1,218
PERSONS 18+	719	752	105	1,005
PERSONS 18-34	207	192	93	270
PERSONS 18-54	508	499	98	672
PERSONS 25-54	424	435	103	575
HISPANIC PERSONS 6+	217	294	135	384
HISPANIC PERSONS 18-34	69	78	113	109
HISPANIC PERSONS 25-54	98	141	143	179
HISPANIC SPANISH DOM.	101	155	153	191
HISPANIC ENGLISH DOM.	116	139	120	193
OTHER PERSONS 6+	649	608	94	834
OTHER PERSONS 18-34	138	114	83	161
OTHER PERSONS 25-54	325	294	91	396
MEN 18-34	111	95	86	134
MEN 25-54	225	215	95	276
WOMEN 18-34	96	97	101	136
WOMEN 25-54	199	221	111	299

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	101	102	105	102	105	113
Teens	99	91	92	88	93	91
18-24	80	85	87	82	81	75
25-34	92	104	111	107	104	105
35-44	85	84	90	87	89	84
45-54	117	114	120	122	128	121
55-64	113	113	129	119	129	123
65+	110	118	127	132	130	117



Sample Status: Seattle-Tacoma



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,219	1,229	101	1,745
PERSONS 18+	1,017	1,069	105	1,477
PERSONS 18-34	292	266	91	432
PERSONS 18-54	697	675	97	976
PERSONS 25-54	582	575	99	807
BLACK PERSONS 6+	69	75	109	113
BLACK PERSONS 18-34	19	15	78	28
BLACK PERSONS 25-54	33	37	111	52
HISPANIC PERSONS 6+	84	145	173	195
HISPANIC PERSONS 18-34	34	45	134	61
HISPANIC PERSONS 25-54	41	74	181	94
OTHER PERSONS 6+	1,065	1,009	95	1,437
OTHER PERSONS 18-34	238	206	86	343
OTHER PERSONS 25-54	508	464	91	661
MEN 18-34	150	144	96	226
MEN 25-54	294	287	98	398
WOMEN 18-34	142	122	86	206
WOMEN 25-54	288	288	100	409

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	88	80	83	73	71	78
Teens	95	82	76	71	77	81
18-24	86	77	85	81	80	87
25-34	77	78	83	81	80	94
35-44	87	83	88	85	82	83
45-54	114	109	110	111	109	118
55-64	130	129	133	136	139	142
65+	108	110	112	112	108	104



Sample Status: St. Louis



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,103	1,077	98	1,485
PERSONS 18+	908	963	106	1,280
PERSONS 18-34	263	214	82	331
PERSONS 18-54	604	566	94	796
PERSONS 25-54	492	473	96	650
BLACK PERSONS 6+	209	203	97	310
BLACK PERSONS 18-34	55	40	73	74
BLACK PERSONS 25-54	91	93	103	137
OTHER PERSONS 6+	893	873	98	1,175
OTHER PERSONS 18-34	208	174	84	257
OTHER PERSONS 25-54	402	380	95	513
MEN 18-34	131	109	83	156
MEN 25-54	240	225	93	298
WOMEN 18-34	132	106	80	175
WOMEN 25-54	252	249	99	352

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children			49	52	45	45
Teens			55	67	66	71
18-24			70	75	81	83
25-34			81	79	74	81
35-44			79	78	72	74
45-54			122	125	129	128
55-64			146	148	149	145
65+			115	117	116	118



Sample Status: Tampa-St. Petersburg-Clearwater



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,016	1,090	107	1,463
PERSONS 18+	857	965	113	1,264
PERSONS 18-34	222	177	80	266
PERSONS 18-54	524	505	96	701
PERSONS 25-54	435	434	100	589
BLACK PERSONS 6+	117	120	103	171
BLACK PERSONS 18-34	31	21	69	37
BLACK PERSONS 25-54	51	49	96	70
HISPANIC PERSONS 6+	150	160	107	228
HISPANIC PERSONS 18-34	47	36	77	53
HISPANIC PERSONS 25-54	67	67	100	98
OTHER PERSONS 6+	750	810	108	1,064
OTHER PERSONS 18-34	144	120	83	176
OTHER PERSONS 25-54	317	318	100	421
MEN 18-34	112	85	76	127
MEN 25-54	216	200	93	273
WOMEN 18-34	109	92	84	139
WOMEN 25-54	219	234	107	316

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children			70	76	77	78
Teens			74	79	75	79
18-24			73	75	71	79
25-34			79	80	78	80
35-44			81	86	91	101
45-54			102	108	111	116
55-64			135	126	137	140
65+			116	117	120	136



Sample Status: Washington, DC



October 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,331	1,401	105	1,913
PERSONS 18+	1,098	1,231	112	1,638
PERSONS 18-34	327	305	94	447
PERSONS 18-54	770	809	105	1,108
PERSONS 25-54	639	690	108	921
BLACK PERSONS 6+	360	377	105	524
BLACK PERSONS 18-34	89	89	100	135
BLACK PERSONS 25-54	173	178	103	239
HISPANIC PERSONS 6+	168	171	102	233
HISPANIC PERSONS 18-34	63	61	96	83
HISPANIC PERSONS 25-54	83	96	116	124
OTHER PERSONS 6+	804	853	106	1,156
OTHER PERSONS 18-34	175	156	89	229
OTHER PERSONS 25-54	384	416	108	558
MEN 18-34	164	162	99	227
MEN 25-54	313	338	108	440
WOMEN 18-34	162	143	88	220
WOMEN 25-54	326	352	108	481

*Designated Delivery Index: DDI = (actual/target)*100

DDI by Age Cell

	MAY09	JUN09	JUL09	AUG09	SEP09	OCT09
Children	65	68	75	67	69	65
Teens	79	70	73	74	82	80
18-24	92	84	93	98	95	91
25-34	80	86	89	89	94	95
35-44	95	93	97	96	97	97
45-54	129	128	132	128	129	129
55-64	134	127	128	138	145	143
65+	121	119	118	119	120	113

