

Sample Status: Atlanta

September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,335	1,322	99	1,824
PERSONS 18+	1,082	1,122	104	1,501
PERSONS 18-34	342	293	86	441
PERSONS 18-54	799	743	93	1,031
PERSONS 25-54	666	638	96	870
BLACK PERSONS 6+	426	404	95	580
BLACK PERSONS 18-34	112	94	83	146
BLACK PERSONS 25-54	215	200	93	279
HISPANIC PERSONS 6+	130	140	108	196
HISPANIC PERSONS 18-34	59	44	74	61
HISPANIC PERSONS 25-54	64	83	129	109
OTHER PERSONS 6+	780	777	100	1,048
OTHER PERSONS 18-34	170	156	92	234
OTHER PERSONS 25-54	387	355	92	482
MEN 18-34	174	148	85	215
MEN 25-54	332	303	91	415
WOMEN 18-34	167	146	87	226
WOMEN 25-54	334	335	100	455

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	104	95	88	90	87	78
Teens	100	101	86	85	89	80
18-24	96	89	85	93	89	79
25-34	92	88	87	92	93	90
35-44	91	85	79	83	85	79
45-54	121	115	107	114	121	120
55-64	156	146	137	139	145	140
65+	144	135	123	120	127	127



Sample Status: Baltimore



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,092	101	1,564
PERSONS 18+	892	960	108	1,327
PERSONS 18-34	259	214	83	345
PERSONS 18-54	606	581	96	844
PERSONS 25-54	493	486	99	695
BLACK PERSONS 6+	316	333	105	487
BLACK PERSONS 18-34	84	70	84	113
BLACK PERSONS 25-54	146	158	109	228
OTHER PERSONS 6+	764	759	99	1,077
OTHER PERSONS 18-34	175	144	82	232
OTHER PERSONS 25-54	348	328	94	467
MEN 18-34	128	113	88	179
MEN 25-54	238	224	94	318
WOMEN 18-34	131	101	77	166
WOMEN 25-54	255	262	103	377

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children				58	58	65
Teens				68	66	75
18-24				78	80	85
25-34				75	80	81
35-44				73	71	81
45-54				121	122	129
55-64				144	145	152
65+				105	109	114



Sample Status: Boston



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,519	1,426	94	1,963
PERSONS 18+	1,269	1,255	99	1,691
PERSONS 18-34	364	287	79	437
PERSONS 18-54	861	758	88	1,066
PERSONS 25-54	705	630	89	875
BLACK PERSONS 6+	105	102	97	142
BLACK PERSONS 18-34	29	22	75	35
BLACK PERSONS 25-54	50	40	81	55
HISPANIC PERSONS 6+	118	121	102	173
HISPANIC PERSONS 18-34	42	29	68	43
HISPANIC PERSONS 25-54	56	63	112	85
OTHER PERSONS 6+	1,295	1,204	93	1,648
OTHER PERSONS 18-34	293	237	81	359
OTHER PERSONS 25-54	600	527	88	735
MEN 18-34	183	152	83	226
MEN 25-54	349	308	88	424
WOMEN 18-34	181	136	75	211
WOMEN 25-54	356	323	91	451

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	64	61	62	64	56	56
Teens	95	86	82	85	82	81
18-24	102	94	89	90	89	82
25-34	96	91	89	89	79	77
35-44	82	78	81	87	79	75
45-54	128	122	119	124	118	113
55-64	163	149	150	151	144	146
65+	105	98	105	106	101	101



Sample Status: Chicago



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,946	1,903	98	2,720
PERSONS 18+	1,580	1,637	104	2,277
PERSONS 18-34	488	424	87	640
PERSONS 18-54	1,109	1,034	93	1,503
PERSONS 25-54	908	860	95	1,223
BLACK PERSONS 6+	353	377	107	557
BLACK PERSONS 18-34	85	76	89	129
BLACK PERSONS 25-54	156	153	98	219
HISPANIC PERSONS 6+	376	323	86	479
HISPANIC PERSONS 18-34	141	114	81	161
HISPANIC PERSONS 25-54	177	162	92	233
HISPANIC SPANISH DOM.	222	195	88	278
HISPANIC ENGLISH DOM.	155	128	83	201
OTHER PERSONS 6+	1,217	1,203	99	1,684
OTHER PERSONS 18-34	263	235	89	350
OTHER PERSONS 25-54	576	546	95	771
MEN 18-34	250	218	87	322
MEN 25-54	454	429	94	597
WOMEN 18-34	239	207	87	318
WOMEN 25-54	455	432	95	626

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	80	74	68	75	72	67
Teens	101	91	84	84	85	78
18-24	89	83	81	86	90	86
25-34	78	72	86	94	91	87
35-44	79	72	71	75	79	76
45-54	126	119	115	120	126	121
55-64	163	151	151	151	155	149
65+	138	132	133	123	118	108



Sample Status: Dallas-Ft. Worth



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,361	1,316	97	1,845
PERSONS 18+	1,094	1,109	101	1,507
PERSONS 18-34	369	316	86	473
PERSONS 18-54	816	763	94	1,061
PERSONS 25-54	676	648	96	879
BLACK PERSONS 6+	199	182	92	273
BLACK PERSONS 18-34	52	41	79	65
BLACK PERSONS 25-54	99	96	97	136
HISPANIC PERSONS 6+	363	341	94	484
HISPANIC PERSONS 18-34	138	121	88	181
HISPANIC PERSONS 25-54	178	185	104	246
HISPANIC SPANISH DOM.	214	233	109	312
HISPANIC ENGLISH DOM.	149	108	73	172
OTHER PERSONS 6+	800	793	99	1,088
OTHER PERSONS 18-34	180	154	86	227
OTHER PERSONS 25-54	400	367	92	497
MEN 18-34	192	153	80	220
MEN 25-54	345	316	91	418
WOMEN 18-34	177	163	92	253
WOMEN 25-54	331	332	100	461

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	97	94	84	81	73	71
Teens	103	96	82	81	88	84
18-24	96	88	80	84	83	83
25-34	101	94	89	89	91	88
35-44	96	91	79	77	79	81
45-54	127	121	107	109	121	121
55-64	153	147	116	111	116	112
65+	179	163	141	138	140	138



Sample Status: Denver-Boulder



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	967	918	95	1,330
PERSONS 18+	796	787	99	1,107
PERSONS 18-34	248	175	71	283
PERSONS 18-54	570	460	81	692
PERSONS 25-54	477	402	84	596
BLACK PERSONS 6+	53	50	95	76
BLACK PERSONS 18-34	13	13	98	21
BLACK PERSONS 25-54	26	16	61	25
HISPANIC PERSONS 6+	206	213	103	315
HISPANIC PERSONS 18-34	72	50	70	79
HISPANIC PERSONS 25-54	98	110	112	159
HISPANIC SPANISH DOM.	95	91	95	126
HISPANIC ENGLISH DOM.	110	122	110	189
OTHER PERSONS 6+	709	655	92	939
OTHER PERSONS 18-34	163	112	68	183
OTHER PERSONS 25-54	353	277	78	412
MEN 18-34	129	89	68	140
MEN 25-54	243	191	79	286
WOMEN 18-34	118	86	73	143
WOMEN 25-54	234	211	90	310

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	74	65	69	71	71	67
Teens	90	84	82	87	85	86
18-24	63	62	61	68	66	62
25-34	60	62	72	81	78	76
35-44	80	74	70	73	68	68
45-54	106	105	103	108	108	109
55-64	133	128	136	143	141	145
65+	136	130	130	134	136	144



Sample Status: Detroit

September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,440	1,473	102	1,971
PERSONS 18+	1,176	1,287	109	1,666
PERSONS 18-34	326	283	87	422
PERSONS 18-54	793	774	98	1,045
PERSONS 25-54	654	658	101	862
BLACK PERSONS 6+	328	367	112	512
BLACK PERSONS 18-34	82	64	78	99
BLACK PERSONS 25-54	146	151	104	206
OTHER PERSONS 6+	1,112	1,106	99	1,459
OTHER PERSONS 18-34	244	219	90	323
OTHER PERSONS 25-54	508	507	100	656
MEN 18-34	165	139	84	202
MEN 25-54	324	303	94	394
WOMEN 18-34	161	144	90	220
WOMEN 25-54	330	355	108	468

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	65	63	63	65	58	58
Teens	95	92	84	85	82	82
18-24	92	90	89	91	94	84
25-34	86	82	84	85	83	89
35-44	82	77	73	73	74	78
45-54	150	145	134	133	133	131
55-64	173	169	158	152	154	156
65+	129	130	114	114	108	113



Sample Status: Houston Metro



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,361	1,514	111	2,141
PERSONS 18+	1,089	1,236	114	1,696
PERSONS 18-34	365	411	113	614
PERSONS 18-54	802	897	112	1,263
PERSONS 25-54	657	706	107	967
BLACK PERSONS 6+	235	279	119	411
BLACK PERSONS 18-34	61	75	123	119
BLACK PERSONS 25-54	111	134	120	189
HISPANIC PERSONS 6+	444	508	114	735
HISPANIC PERSONS 18-34	158	194	122	291
HISPANIC PERSONS 25-54	213	250	117	347
HISPANIC SPANISH DOM.	256	305	119	423
HISPANIC ENGLISH DOM.	187	203	108	312
OTHER PERSONS 6+	683	727	106	995
OTHER PERSONS 18-34	145	142	98	204
OTHER PERSONS 25-54	332	322	97	431
MEN 18-34	188	207	110	301
MEN 25-54	331	323	97	441
WOMEN 18-34	177	204	115	313
WOMEN 25-54	326	383	118	526

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	102	111	105	102	97	92
Teens	120	125	125	126	114	112
18-24	127	128	129	137	133	132
25-34	96	98	98	98	99	100
35-44	113	117	116	110	103	101
45-54	115	119	121	126	124	121
55-64	120	126	121	125	124	120
65+	116	119	117	119	115	116



Sample Status: Los Angeles



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,456	2,237	91	3,348
PERSONS 18+	1,984	1,862	94	2,743
PERSONS 18-34	643	530	82	828
PERSONS 18-54	1,426	1,267	89	1,896
PERSONS 25-54	1,154	1,044	90	1,538
BLACK PERSONS 6+	184	159	86	267
BLACK PERSONS 18-34	42	29	69	52
BLACK PERSONS 25-54	85	72	85	120
HISPANIC PERSONS 6+	1,057	1,002	95	1,458
HISPANIC PERSONS 18-34	353	295	84	446
HISPANIC PERSONS 25-54	495	491	99	695
HISPANIC SPANISH DOM.	540	557	103	771
HISPANIC ENGLISH DOM.	517	445	86	687
OTHER PERSONS 6+	1,215	1,076	89	1,623
OTHER PERSONS 18-34	248	206	83	330
OTHER PERSONS 25-54	575	481	84	723
MEN 18-34	330	269	82	405
MEN 25-54	584	501	86	720
WOMEN 18-34	313	261	83	423
WOMEN 25-54	570	543	95	818

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	101	97	98	92	78	73
Teens	110	103	103	103	93	86
18-24	97	92	92	94	85	82
25-34	89	86	90	96	88	83
35-44	101	97	96	92	84	81
45-54	130	123	126	124	115	109
55-64	123	116	115	120	107	106
65+	137	131	129	120	108	107



Sample Status: Miami-Ft. Lauderdale-Hollywood



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,553	1,595	103	2,163
PERSONS 18+	1,286	1,397	109	1,863
PERSONS 18-34	353	269	76	416
PERSONS 18-54	853	759	89	1,062
PERSONS 25-54	701	643	92	879
BLACK PERSONS 6+	324	304	94	432
BLACK PERSONS 18-34	85	60	71	96
BLACK PERSONS 25-54	146	131	89	181
HISPANIC PERSONS 6+	728	769	106	1,044
HISPANIC PERSONS 18-34	181	136	76	215
HISPANIC PERSONS 25-54	339	319	94	443
HISPANIC SPANISH DOM.	506	521	103	667
HISPANIC ENGLISH DOM.	223	248	111	377
OTHER PERSONS 6+	500	523	105	687
OTHER PERSONS 18-34	87	72	83	105
OTHER PERSONS 25-54	215	194	90	255
MEN 18-34	178	136	76	202
MEN 25-54	347	297	86	397
WOMEN 18-34	175	133	76	214
WOMEN 25-54	354	346	98	482

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	69	72	61	64	67	69
Teens	81	84	75	79	83	80
18-24	75	77	75	72	76	77
25-34	73	75	69	74	79	76
35-44	75	79	74	75	78	80
45-54	103	117	117	117	115	116
55-64	132	132	128	127	134	134
65+	155	161	155	159	158	157



Sample Status: Middlesex-Somerset-Union



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	694	665	96	852
PERSONS 18+	572	575	101	722
PERSONS 18-34	157	156	99	209
PERSONS 18-54	392	373	95	484
PERSONS 25-54	326	308	95	392
BLACK PERSONS 6+	94	102	109	137
BLACK PERSONS 18-34	22	25	111	37
BLACK PERSONS 25-54	44	55	125	74
HISPANIC PERSONS 6+	132	127	97	158
HISPANIC PERSONS 18-34	43	41	95	51
HISPANIC PERSONS 25-54	64	67	104	82
OTHER PERSONS 6+	468	436	93	557
OTHER PERSONS 18-34	92	91	99	121
OTHER PERSONS 25-54	218	186	86	236
MEN 18-34	80	76	95	102
MEN 25-54	163	145	89	183
WOMEN 18-34	77	80	104	107
WOMEN 25-54	162	163	101	209

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	65	71	77	64	50	55
Teens	90	93	93	89	86	94
18-24	82	86	108	107	100	98
25-34	94	88	106	111	107	101
35-44	64	72	85	81	73	72
45-54	104	110	123	119	108	113
55-64	139	140	145	139	136	136
65+	86	92	104	99	91	91



Sample Status: Minneapolis-St. Paul



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,136	1,068	94	1,528
PERSONS 18+	929	925	100	1,284
PERSONS 18-34	279	229	82	369
PERSONS 18-54	660	617	93	889
PERSONS 25-54	546	524	96	739
BLACK PERSONS 6+	83	69	83	111
BLACK PERSONS 18-34	25	19	77	34
BLACK PERSONS 25-54	38	29	76	46
OTHER PERSONS 6+	1,054	999	95	1,417
OTHER PERSONS 18-34	254	210	83	335
OTHER PERSONS 25-54	507	495	98	693
MEN 18-34	142	128	90	194
MEN 25-54	275	273	99	370
WOMEN 18-34	137	101	74	175
WOMEN 25-54	271	251	93	369

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	91	79	71	70	68	65
Teens	101	92	81	78	75	73
18-24	97	95	92	96	89	81
25-34	100	91	86	89	85	83
35-44	102	93	88	88	83	82
45-54	131	122	119	122	117	121
55-64	121	122	116	120	116	110
65+	127	118	114	120	116	119



Sample Status: Nassau-Suffolk (Long Island)



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,068	99	1,413
PERSONS 18+	887	904	102	1,174
PERSONS 18-34	230	210	91	299
PERSONS 18-54	574	555	97	750
PERSONS 25-54	466	456	98	596
BLACK PERSONS 6+	100	129	128	178
BLACK PERSONS 18-34	25	32	128	45
BLACK PERSONS 25-54	41	64	155	83
HISPANIC PERSONS 6+	139	149	107	192
HISPANIC PERSONS 18-34	49	38	77	50
HISPANIC PERSONS 25-54	65	64	99	80
OTHER PERSONS 6+	840	791	94	1,043
OTHER PERSONS 18-34	155	140	90	204
OTHER PERSONS 25-54	360	328	91	433
MEN 18-34	118	120	101	163
MEN 25-54	232	229	99	294
WOMEN 18-34	112	90	80	136
WOMEN 25-54	235	227	97	302

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	66	62	65	59	62	66
Teens	77	76	79	80	90	102
18-24	81	85	96	93	90	92
25-34	78	83	89	83	88	90
35-44	79	77	86	85	86	90
45-54	113	111	117	105	101	109
55-64	123	120	124	119	125	135
65+	94	96	97	85	79	90



Sample Status: New York (Total Metro)



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	3,892	3,768	97	5,064
PERSONS 18+	3,219	3,269	102	4,313
PERSONS 18-34	925	808	87	1,163
PERSONS 18-54	2,185	2,001	92	2,735
PERSONS 25-54	1,801	1,667	93	2,220
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	464	421	91	592
MEN 25-54	885	827	93	1,083
WOMEN 18-34	461	387	84	571
WOMEN 25-54	916	841	92	1,137

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	70	74	75	71	64	64
Teens	79	79	80	77	78	84
18-24	89	86	93	95	91	87
25-34	85	86	88	89	89	88
35-44	76	77	82	79	76	76
45-54	119	117	121	117	112	113
55-64	153	149	150	148	149	149
65+	107	103	106	103	99	100



Sample Status: New York (Non-Embedded)



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,118	2,034	96	2799
PERSONS 18+	1,755	1,790	102	2417
PERSONS 18-34	517	443	86	655
PERSONS 18-54	1,200	1,072	89	1501
PERSONS 25-54	991	904	91	1232
BLACK PERSONS 6+	421	424	101	583
BLACK PERSONS 18-34	104	83	80	132
BLACK PERSONS 25-54	192	182	95	249
HISPANIC PERSONS 6+	506	482	95	681
HISPANIC PERSONS 18-34	156	146	93	204
HISPANIC PERSONS 25-54	242	256	106	339
HISPANIC SPANISH DOM.	277	282	102	370
HISPANIC ENGLISH DOM.	230	200	87	311
OTHER PERSONS 6+	1,191	1,129	95	1535
OTHER PERSONS 18-34	257	214	83	319
OTHER PERSONS 25-54	558	465	83	644
MEN 18-34	257	225	88	327
MEN 25-54	485	453	93	606
WOMEN 18-34	259	217	84	328
WOMEN 25-54	506	451	89	626

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	73	81	78	80	69	67
Teens	75	74	73	69	66	68
18-24	95	86	87	93	89	81
25-34	90	92	89	92	91	89
35-44	81	81	81	77	74	73
45-54	124	119	118	120	115	112
55-64	171	163	162	163	162	156
65+	119	110	110	113	111	106



Sample Status: Philadelphia



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,530	1,520	99	2,102
PERSONS 18+	1,261	1,324	105	1,781
PERSONS 18-34	356	305	86	469
PERSONS 18-54	842	827	98	1,151
PERSONS 25-54	680	685	101	935
BLACK PERSONS 6+	320	309	97	447
BLACK PERSONS 18-34	80	68	84	108
BLACK PERSONS 25-54	140	148	106	210
HISPANIC PERSONS 6+	95	103	108	141
HISPANIC PERSONS 18-34	34	32	96	49
HISPANIC PERSONS 25-54	43	51	118	68
OTHER PERSONS 6+	1,115	1,108	99	1,514
OTHER PERSONS 18-34	242	205	85	312
OTHER PERSONS 25-54	497	486	98	657
MEN 18-34	180	154	86	233
MEN 25-54	333	325	98	440
WOMEN 18-34	177	151	86	236
WOMEN 25-54	347	361	104	495

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	73	68	71	77	77	75
Teens	91	79	77	70	66	71
18-24	109	102	96	96	87	88
25-34	88	83	85	85	81	84
35-44	94	89	92	90	86	84
45-54	131	122	127	128	121	129
55-64	138	137	147	153	155	146
65+	80	80	94	97	95	95



Sample Status: Phoenix



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,001	980	98	1,348
PERSONS 18+	807	781	97	1,050
PERSONS 18-34	266	196	74	296
PERSONS 18-54	571	507	89	701
PERSONS 25-54	469	426	91	581
HISPANIC PERSONS 6+	297	340	114	446
HISPANIC PERSONS 18-34	110	84	76	120
HISPANIC PERSONS 25-54	139	155	111	200
HISPANIC SPANISH DOM.	153	212	138	264
HISPANIC ENGLISH DOM.	144	128	89	182
OTHER PERSONS 6+	704	641	91	902
OTHER PERSONS 18-34	156	112	72	176
OTHER PERSONS 25-54	330	271	82	381
MEN 18-34	140	99	71	152
MEN 25-54	242	198	82	270
WOMEN 18-34	126	97	77	144
WOMEN 25-54	227	228	100	311

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	120	115	116	104	99	107
Teens	118	116	98	93	98	97
18-24	95	90	83	82	76	79
25-34	77	71	69	73	72	71
35-44	106	101	100	96	92	94
45-54	136	128	124	119	111	111
55-64	137	135	132	136	135	137
65+	133	126	108	105	97	98



Sample Status: Pittsburgh, PA



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,088	1,072	99	1,485
PERSONS 18+	921	952	103	1,274
PERSONS 18-34	230	186	81	299
PERSONS 18-54	563	540	96	766
PERSONS 25-54	458	453	99	630
BLACK PERSONS 6+	96	100	104	145
BLACK PERSONS 18-34	23	15	63	25
BLACK PERSONS 25-54	39	39	100	59
OTHER PERSONS 6+	991	972	98	1,340
OTHER PERSONS 18-34	206	172	83	274
OTHER PERSONS 25-54	420	415	99	571
MEN 18-34	117	94	80	149
MEN 25-54	226	210	93	288
WOMEN 18-34	113	92	82	150
WOMEN 25-54	232	244	105	342

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children				75	74	76
Teens				70	68	69
18-24				75	79	82
25-34				83	78	80
35-44				70	74	80
45-54				126	123	127
55-64				112	123	131
65+				97	99	104



Sample Status: Riverside-San Bernardino



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	799	727	91	1,091
PERSONS 18+	630	578	92	841
PERSONS 18-34	239	192	80	295
PERSONS 18-54	473	428	90	626
PERSONS 25-54	377	354	94	514
BLACK PERSONS 6+	75	72	96	110
BLACK PERSONS 18-34	21	18	82	31
BLACK PERSONS 25-54	36	29	82	45
HISPANIC PERSONS 6+	373	349	93	517
HISPANIC PERSONS 18-34	138	106	76	158
HISPANIC PERSONS 25-54	179	182	101	257
HISPANIC SPANISH DOM.	172	170	99	233
HISPANIC ENGLISH DOM.	201	179	89	284
OTHER PERSONS 6+	351	306	87	464
OTHER PERSONS 18-34	79	68	87	106
OTHER PERSONS 25-54	161	143	88	212
MEN 18-34	122	88	72	137
MEN 25-54	190	164	87	242
WOMEN 18-34	116	103	89	158
WOMEN 25-54	187	190	102	272

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	118	113	106	109	108	104
Teens	106	102	96	92	81	72
18-24	99	98	92	98	89	77
25-34	76	72	73	88	91	83
35-44	97	91	87	90	88	89
45-54	157	148	134	126	126	115
55-64	149	148	133	127	128	120
65+	128	124	102	86	80	74



Sample Status: San Diego



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,014	94	1,415
PERSONS 18+	885	838	95	1,143
PERSONS 18-34	302	221	73	345
PERSONS 18-54	636	543	85	778
PERSONS 25-54	504	445	88	623
BLACK PERSONS 6+	55	63	114	91
BLACK PERSONS 18-34	17	11	65	19
BLACK PERSONS 25-54	26	23	86	34
HISPANIC PERSONS 6+	321	334	104	478
HISPANIC PERSONS 18-34	114	91	80	140
HISPANIC PERSONS 25-54	146	154	105	212
HISPANIC SPANISH DOM.	164	179	109	243
HISPANIC ENGLISH DOM.	157	155	99	235
OTHER PERSONS 6+	704	617	88	846
OTHER PERSONS 18-34	171	119	69	186
OTHER PERSONS 25-54	331	268	81	377
MEN 18-34	163	119	73	180
MEN 25-54	257	210	82	296
WOMEN 18-34	140	102	73	165
WOMEN 25-54	247	235	95	327

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	100	102	96	100	95	92
Teens	116	111	102	102	98	89
18-24	82	80	73	85	82	74
25-34	88	82	79	82	78	72
35-44	98	102	96	96	94	85
45-54	128	119	112	118	116	109
55-64	142	137	130	135	133	125
65+	120	117	117	118	117	112



Sample Status: San Francisco (Total Metro)



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,131	2,234	105	2,932
PERSONS 18+	1,778	1,949	110	2,514
PERSONS 18-34	504	453	90	637
PERSONS 18-54	1,218	1,150	94	1,549
PERSONS 25-54	1,020	988	97	1,303
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	226	86	316
MEN 25-54	525	489	93	638
WOMEN 18-34	240	227	95	321
WOMEN 25-54	495	499	101	665

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	82	79	81	84	83	81
Teens	88	84	77	79	78	80
18-24	81	82	86	94	90	82
25-34	98	94	99	104	99	95
35-44	86	81	80	85	84	83
45-54	113	105	107	115	114	112
55-64	137	130	131	144	140	148
65+	133	122	127	135	137	138



Sample Status: San Francisco (Non-Embedded)



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,265	1,296	102	1721
PERSONS 18+	1,060	1,164	110	1517
PERSONS 18-34	298	258	86	374
PERSONS 18-54	718	633	88	879
PERSONS 25-54	601	538	89	726
BLACK PERSONS 6+	110	110	100	149
BLACK PERSONS 18-34	25	20	78	29
BLACK PERSONS 25-54	51	39	77	54
HISPANIC PERSONS 6+	256	291	114	394
HISPANIC PERSONS 18-34	90	113	125	150
HISPANIC PERSONS 25-54	120	170	142	223
HISPANIC SPANISH DOM.	125	172	137	220
HISPANIC ENGLISH DOM.	131	119	91	174
OTHER PERSONS 6+	898	895	100	1178
OTHER PERSONS 18-34	183	125	68	195
OTHER PERSONS 25-54	431	329	76	449
MEN 18-34	155	130	84	189
MEN 25-54	306	268	88	360
WOMEN 18-34	143	127	89	185
WOMEN 25-54	295	270	91	366

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	60	59	62	64	64	59
Teens	76	71	65	68	71	70
18-24	79	83	86	97	95	82
25-34	98	95	95	100	95	89
35-44	80	75	75	79	79	77
45-54	105	98	103	112	109	102
55-64	152	144	146	157	158	163
65+	142	133	136	144	145	147



Sample Status: San Jose



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	866	938	108	1,211
PERSONS 18+	712	785	110	997
PERSONS 18-34	206	195	95	263
PERSONS 18-54	506	517	102	670
PERSONS 25-54	423	450	106	577
HISPANIC PERSONS 6+	218	302	138	385
HISPANIC PERSONS 18-34	69	81	117	110
HISPANIC PERSONS 25-54	98	144	147	182
HISPANIC SPANISH DOM.	102	160	157	194
HISPANIC ENGLISH DOM.	117	142	122	191
OTHER PERSONS 6+	648	636	98	826
OTHER PERSONS 18-34	137	114	83	153
OTHER PERSONS 25-54	325	306	94	395
MEN 18-34	110	96	87	127
MEN 25-54	224	221	98	278
WOMEN 18-34	96	100	104	136
WOMEN 25-54	199	229	115	299

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	105	101	102	105	102	105
Teens	104	99	91	92	88	93
18-24	83	80	85	87	82	81
25-34	99	92	104	111	107	104
35-44	90	85	84	90	87	89
45-54	125	117	114	120	122	128
55-64	119	113	113	129	119	129
65+	124	110	118	127	132	130



Sample Status: Seattle-Tacoma



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,219	1,163	95	1,677
PERSONS 18+	1,015	1,012	100	1,412
PERSONS 18-34	295	235	80	389
PERSONS 18-54	704	626	89	927
PERSONS 25-54	587	532	91	765
BLACK PERSONS 6+	69	71	104	106
BLACK PERSONS 18-34	19	13	68	23
BLACK PERSONS 25-54	33	34	103	48
HISPANIC PERSONS 6+	81	138	170	199
HISPANIC PERSONS 18-34	33	40	122	65
HISPANIC PERSONS 25-54	39	68	174	94
OTHER PERSONS 6+	1,069	954	89	1,372
OTHER PERSONS 18-34	243	182	75	301
OTHER PERSONS 25-54	514	430	84	623
MEN 18-34	152	127	84	204
MEN 25-54	297	267	90	371
WOMEN 18-34	143	109	76	185
WOMEN 25-54	291	266	91	394

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	94	88	80	83	73	71
Teens	100	95	82	76	71	77
18-24	96	86	77	85	81	80
25-34	82	77	78	83	81	80
35-44	95	87	83	88	85	82
45-54	120	114	109	110	111	109
55-64	141	130	129	133	136	139
65+	112	108	110	112	112	108



Sample Status: St. Louis



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,103	1,058	96	1,495
PERSONS 18+	907	949	105	1,290
PERSONS 18-34	264	204	77	328
PERSONS 18-54	610	558	91	807
PERSONS 25-54	496	466	94	653
BLACK PERSONS 6+	209	194	93	299
BLACK PERSONS 18-34	54	37	68	63
BLACK PERSONS 25-54	91	90	99	133
OTHER PERSONS 6+	893	864	97	1,196
OTHER PERSONS 18-34	210	167	79	265
OTHER PERSONS 25-54	406	376	93	520
MEN 18-34	132	105	79	160
MEN 25-54	242	221	91	308
WOMEN 18-34	133	99	75	168
WOMEN 25-54	254	245	97	345

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children				49	52	45
Teens				55	67	66
18-24				70	75	81
25-34				81	79	74
35-44				79	78	72
45-54				122	125	129
55-64				146	148	149
65+				115	117	116



Sample Status: Tampa-St. Petersburg-Clearwater



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,016	1,016	100	1,403
PERSONS 18+	858	896	104	1,194
PERSONS 18-34	224	168	75	257
PERSONS 18-54	529	478	90	674
PERSONS 25-54	439	414	94	570
BLACK PERSONS 6+	115	110	96	179
BLACK PERSONS 18-34	31	20	63	39
BLACK PERSONS 25-54	51	46	91	71
HISPANIC PERSONS 6+	146	163	111	231
HISPANIC PERSONS 18-34	46	34	74	56
HISPANIC PERSONS 25-54	66	70	107	100
OTHER PERSONS 6+	755	743	98	993
OTHER PERSONS 18-34	147	114	78	162
OTHER PERSONS 25-54	323	298	92	399
MEN 18-34	113	81	71	119
MEN 25-54	219	193	88	262
WOMEN 18-34	111	87	79	138
WOMEN 25-54	221	221	100	308

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children				70	76	77
Teens				74	79	75
18-24				73	75	71
25-34				79	80	78
35-44				81	86	91
45-54				102	108	111
55-64				135	126	137
65+				116	117	120



Sample Status: Washington, DC



September 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,331	1,422	107	1,880
PERSONS 18+	1,096	1,244	114	1,611
PERSONS 18-34	328	309	94	446
PERSONS 18-54	777	818	105	1,098
PERSONS 25-54	647	695	107	910
BLACK PERSONS 6+	365	384	105	523
BLACK PERSONS 18-34	91	87	97	135
BLACK PERSONS 25-54	177	177	100	241
HISPANIC PERSONS 6+	163	173	106	236
HISPANIC PERSONS 18-34	61	60	98	84
HISPANIC PERSONS 25-54	81	95	117	124
OTHER PERSONS 6+	803	865	108	1,121
OTHER PERSONS 18-34	176	162	92	227
OTHER PERSONS 25-54	390	423	109	545
MEN 18-34	164	161	98	230
MEN 25-54	316	340	107	434
WOMEN 18-34	164	148	90	216
WOMEN 25-54	331	355	107	476

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

DDI by Age Cell

	APR09	MAY09	JUN09	JUL09	AUG09	SEP09
Children	68	65	68	75	67	69
Teens	83	79	70	73	74	82
18-24	95	92	84	93	98	95
25-34	85	80	86	89	89	94
35-44	95	95	93	97	96	97
45-54	134	129	128	132	128	129
55-64	143	134	127	128	138	145
65+	120	121	119	118	119	120

