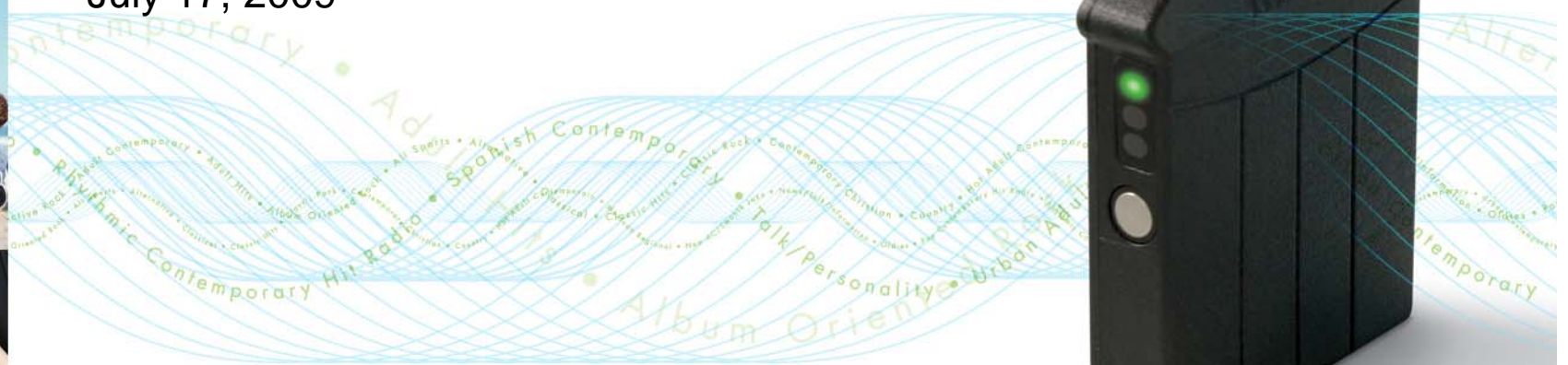




Arbitron Portable People Meter (PPM) Update

June 2009 Report Release

July 17, 2009



Disclosures

Forward Looking Statements: Statements made in this presentation that are not historical in nature, particularly regarding expected performance in 2009 and future years, are forward-looking statements.

These forward-looking statements are based on our current expectations and assumptions, and involve various risks and uncertainties that could cause actual results to differ materially from those expressed in such forward-looking statements.

Important factors known by the company that could cause such material differences include those referenced or discussed from time to time in our filings with the SEC, including those referenced under the heading “ITEM 1A – Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2008 and elsewhere, and any subsequent periodic or current reports filed by us with the SEC.

In addition, any forward-looking statements contained in this presentation represent our estimates only as of the date hereof and should not be relied upon as representing our estimates as of any subsequent date. While we may elect to update forward-looking statements at some point in the future, we specifically disclaim any obligation to do so, even if our estimates change.

Note: PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.



On the call from Arbitron



- **Bill Rose**
 - » Senior Vice President of Marketing
- **Beth Webb**
 - » Vice President Research Methods and Quality



Invited to the Call



- **Radio Clients**
 - » Station clients from the 20 PPM currency markets, and markets scheduled to begin in September
 - » Group executives
 - » Rep firms
 - » Radio consultants
- **Advertising agencies that subscribe to PPM**
- **AHAA - American Hispanic Advertising Association**
- **MRC Executive Staff**



We Want Your Feedback...



- Please enter your question in the Q&A box on the bottom right of your screen and address it to “all panelists”
- We discuss your ideas after the review of the sample performance and data insights



What we will cover today...



- **Planned PPM commercialization schedule**
- **PPM Sample Quality Benchmarks**
- **Sample Performance Update**
- **Arbitron, PPM and the MRC**
- **Data Insights**
- **Questions and answers**



PPM Commercialized in Five New Markets with June Data



- Miami-Ft. Lauderdale- Hollywood
- Seattle-Tacoma
- Phoenix
- Minneapolis-St. Paul
- San Diego



PPM Now the Buy/Sell “Currency” in 20 Markets



- Houston-Galveston
- Philadelphia
- New York
- Nassau-Suffolk
- Middlesex-Somerset- Union
- Los Angeles
- Riverside-San Bernardino
- Chicago
- San Francisco
- San Jose
- Atlanta
- Dallas-Fort Worth
- Detroit
- Washington DC
- Boston
- Miami-Ft. Lauderdale-Hollywood
- Seattle-Tacoma
- Phoenix
- Minneapolis-St. Paul
- San Diego

Among the 20 currency markets

- Total Average Daily In-tab = 30,055
- Total Monthly In-tab = 41,957



Other Markets Scheduled to Start PPM Measurement During 2009



Markets Scheduled to Start in September and December 2009

Market	Pre-Currency PPM Surveys	Scheduled First PPM Currency Survey	Last Diary Report
Baltimore	July/Aug 2009	Sep-09	Spring 2009
Denver-Boulder	July/Aug 2009	Sep-09	Spring 2009
Pittsburgh	July/Aug 2009	Sep-09	Spring 2009
St. Louis	July/Aug 2009	Sep-09	Spring 2009
Tampa-St. Petersburg-Clearwater	July/Aug 2009	Sep-09	Spring 2009
Cincinnati	Oct/Nov 2009	Dec-09	Summer 2009
Cleveland	Oct/Nov 2009	Dec-09	Summer 2009
Kansas City	Oct/Nov 2009	Dec-09	Summer 2009
Las Vegas	Oct/Nov 2009	Dec-09	Summer 2009
Portland, OR	Oct/Nov 2009	Dec-09	Summer 2009
Sacramento	Oct/Nov 2009	Dec-09	Summer 2009
Salt Lake City- Ogden-Provo	Oct/Nov 2009	Dec-09	Summer 2009
San Antonio	Oct/Nov 2009	Dec-09	Summer 2009

Current commercialization schedule available at...

www.arbitron.com/portable_people_meters/PPM_rollout.htm

Panel Build Status

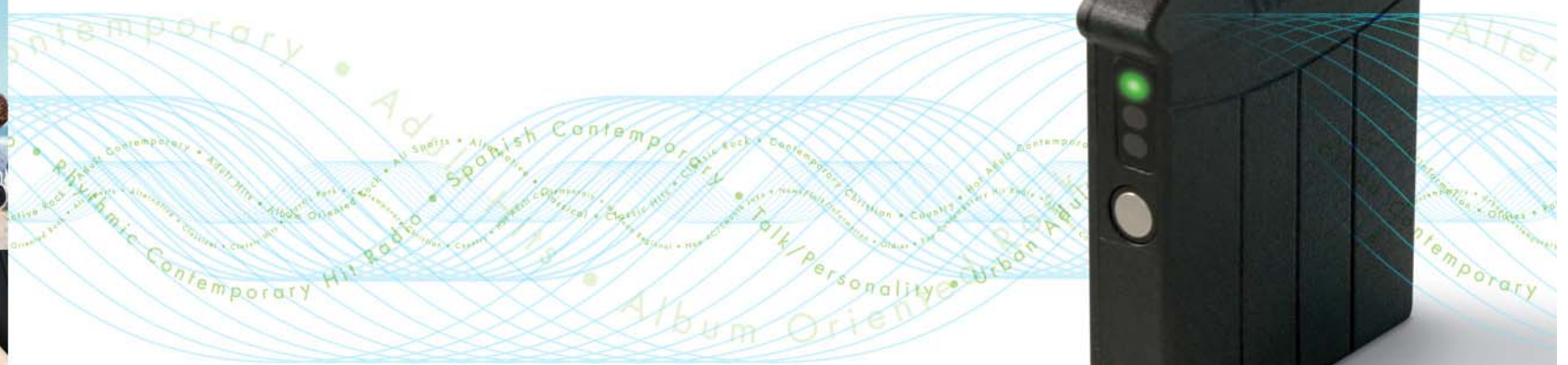


Markets Scheduled to Start in September and December 2009

Market	Install Target	Installed to date As of 7/9/09	Percent Installed
Baltimore (9/09)	1,440	1,424	99%
Denver-Boulder (9/09)	1,291	1,254	97%
Pittsburgh (9/09)	1,451	1,358	94%
St. Louis (9/09)	1,471	1,467	100%
Tampa-St. Petersburg (9/09)	1,355	1,314	97%
Cincinnati (12/09)	1,260	1121	89%
Cleveland (12/09)	1,355	1131	83%
Kansas City (12/09)	1,170	1045	89%
Las Vegas (12/09)	870	793	91%
Portland, OR (12/09)	1,185	998	84%
Sacramento (12/09)	1,290	1145	89%
Salt Lake City-Ogden-Provo (12/09)	1,035	944	91%
San Antonio (12/09)	1,180	1022	87%

Note: Dates in parentheses are the scheduled first PPM currency month

Upgraded PPM Sample Size Benchmarks



What “Benchmark” Means



- **The level below which we plan to take corrective measures**
- **A benchmark is NOT the target... our goal is always to achieve 100% of sample target**
- **Used to gauge sample performance**



DDI = PPM Size Benchmark



- Designated Delivery Index = DDI
- Actual sample size for a given demo divided by the target sample size for the demo
- $DDI = (\text{actual}/\text{target}) * 100$



Upgraded DDI Benchmarks



- **Persons 6+ = 95+ DDI year 1 (raised from 90) and 100+ year 2**
 - » Year 1 based on average of months to date (e.g., month 6 = 6-month average)
 - » Year 2 based on 13-month rolling average
- **Persons 18-34 = 80+ DDI (raised from 70/75)**
 - » Year 1 based on average of months to date (e.g., month 6 = 6-month average)
 - » Year 2 based on 13-month rolling average



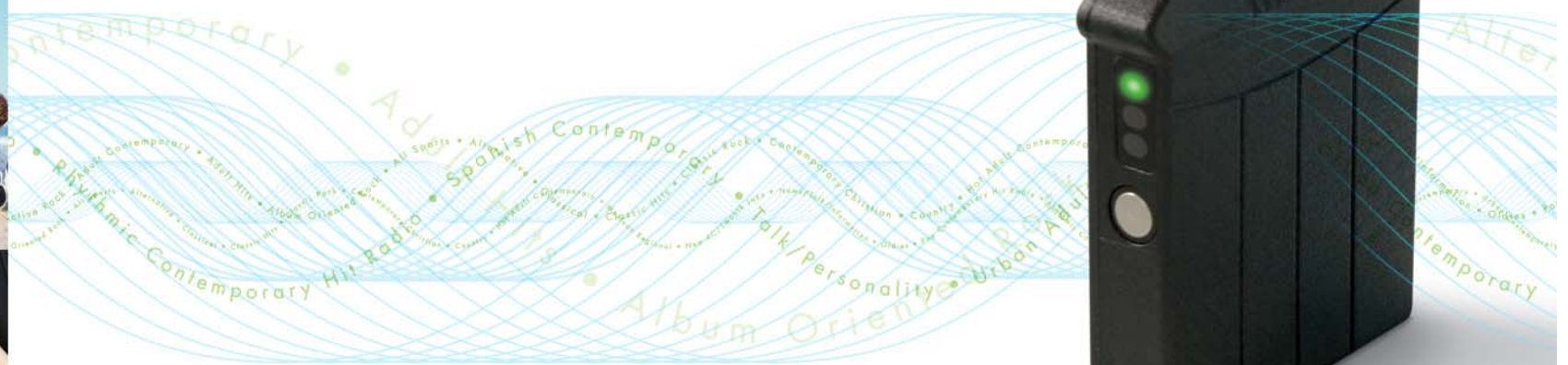
18-54 Guarantee and Other Benchmarks



- **Persons 18-54 sample size guarantee**
 - » 80 DDI in year 1
 - » 90 DDI in year 2 based on 13-month rolling average
- **Black, Hispanic and Other 18-34 DDI Benchmarks**
 - » 70+ DDI in months 1-6
 - » 75+ in months 7-12
 - » 80+ DDI in year 2 based on 13-month rolling average



PPM Sample Performance Update



Sample Performance

June 2009 Data Headlines*

- **6+ sample = 101 average DDI**
- **18-54 = 96 average DDI**
- **Persons 18-34 = 88 average DDI**
 - » Black 18-34 = 80 average DDI
 - » Hispanic 18-34 = 100 average DDI
 - » Other 18-34 = 85 average DDI
- **Black and Hispanic sample**
 - » Black = 102 average DDI
 - » Hispanic = 100 average DDI
 - *Spanish Dominant: 124 Average DDI*
 - *English Dominant: 100 Average DDI*
- **In-tab rate for Persons 6+ = average of 74%**
- **Sample Performance Indicator (SPI) = average of 19.9%**

* Average among 20 PPM Currency Markets, 15 markets for black, 15 markets for Hispanic, and 11 markets for language preference

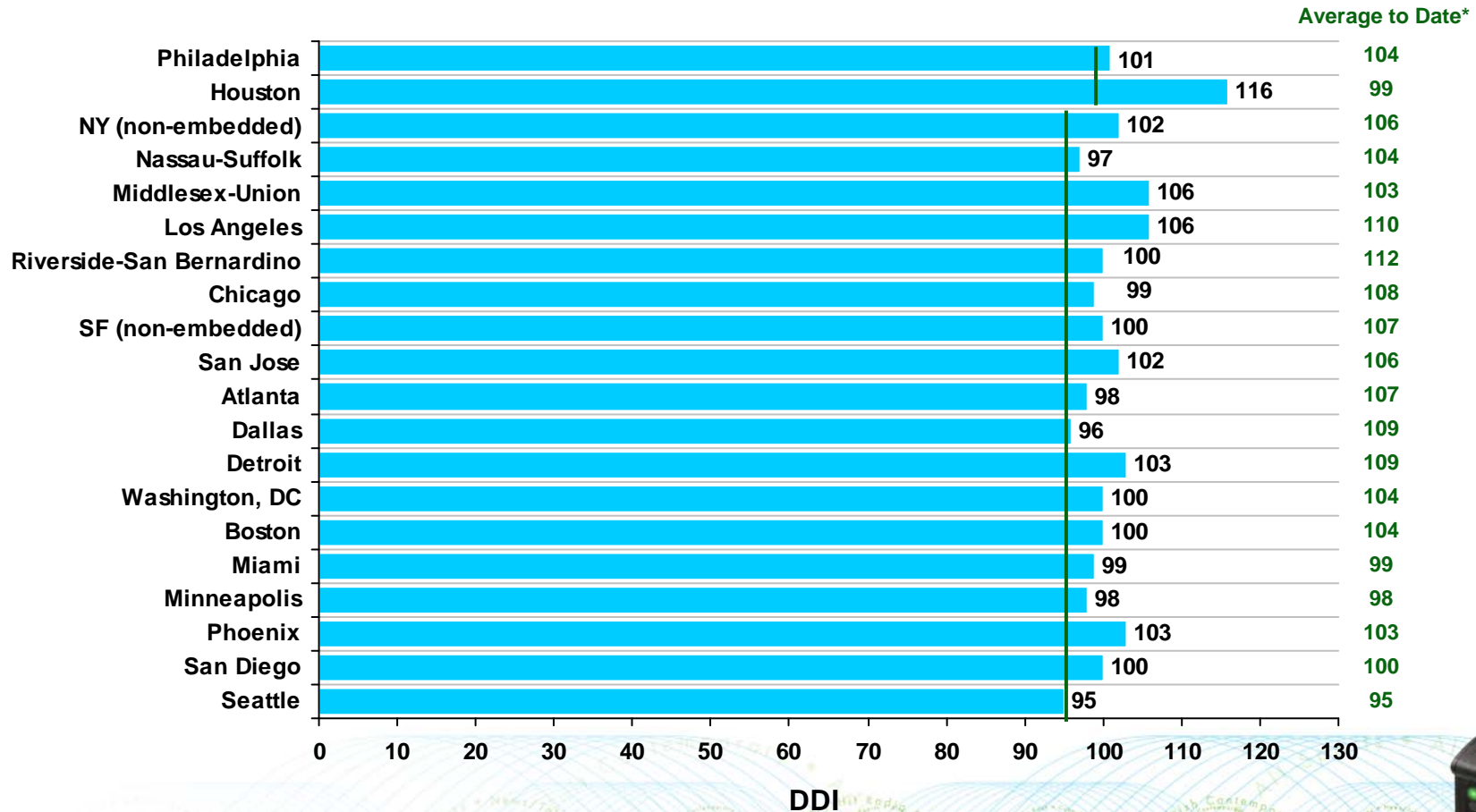


Persons 6+ – June 2009

Average DDI: 101



Persons 6+ Benchmark: 95+ DDI avg. to date year one, 100+ DDI in year 2 based on 13 month average



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike

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

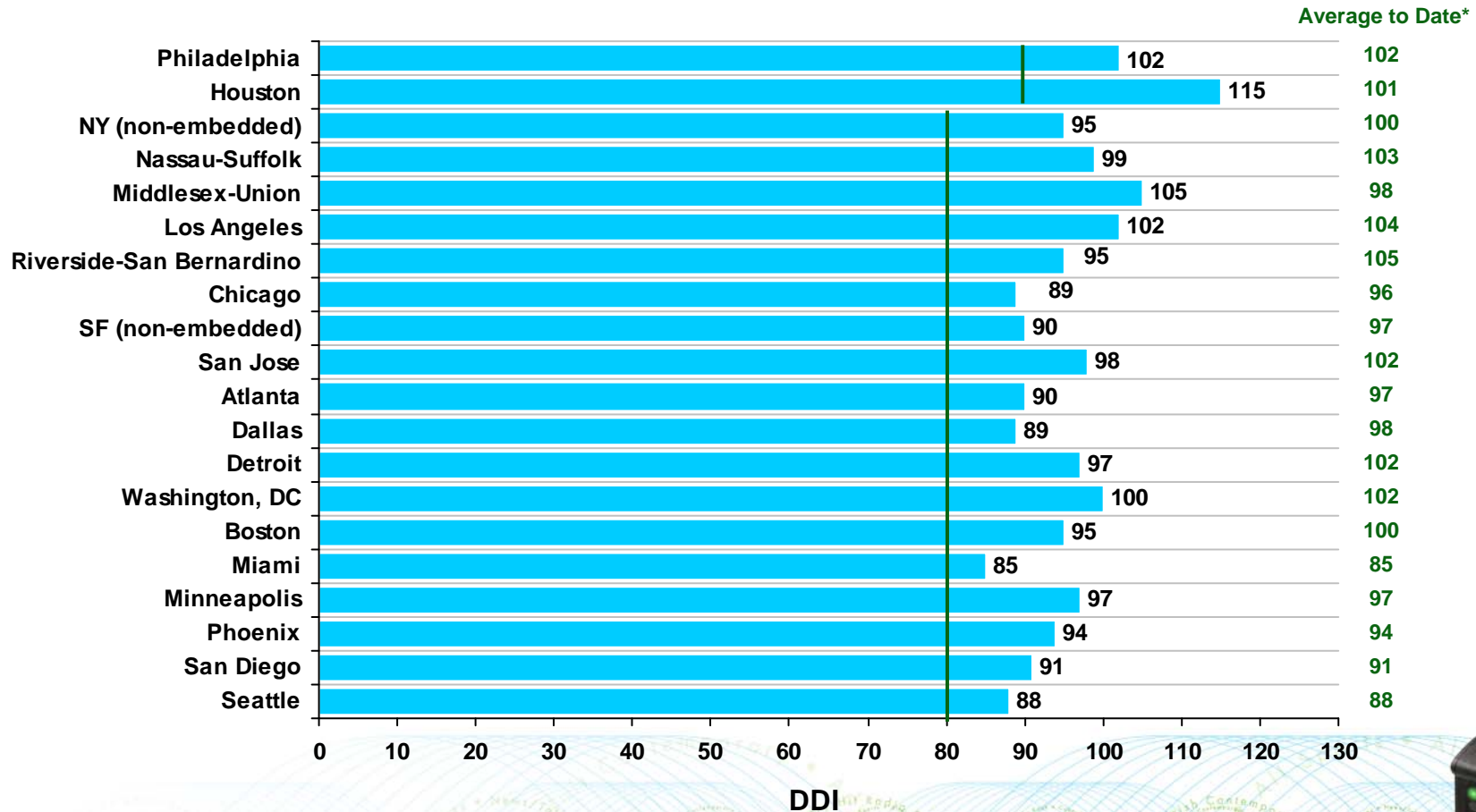


Persons 18-54 – June 2009

Average DDI: 96



Persons 18-54 Guarantee: 80+ DDI year one, 90+ DDI in year 2 (based on 13 month average)



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike

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

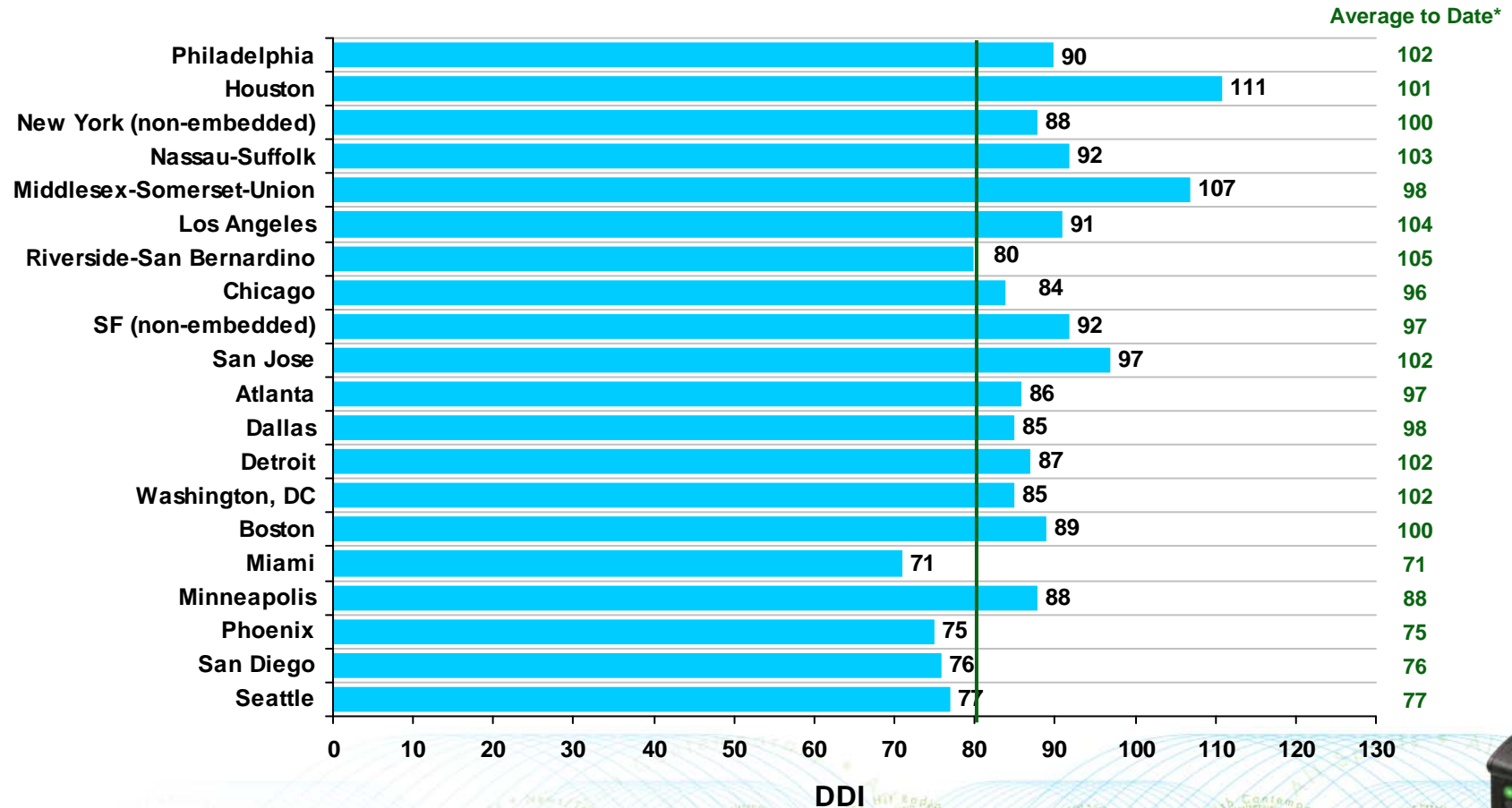


Persons 18-34 – June 2009

Average DDI: 88



Persons 18-34 Benchmark: 80+ DDI avg. to date in year one and 13 month avg. in year two



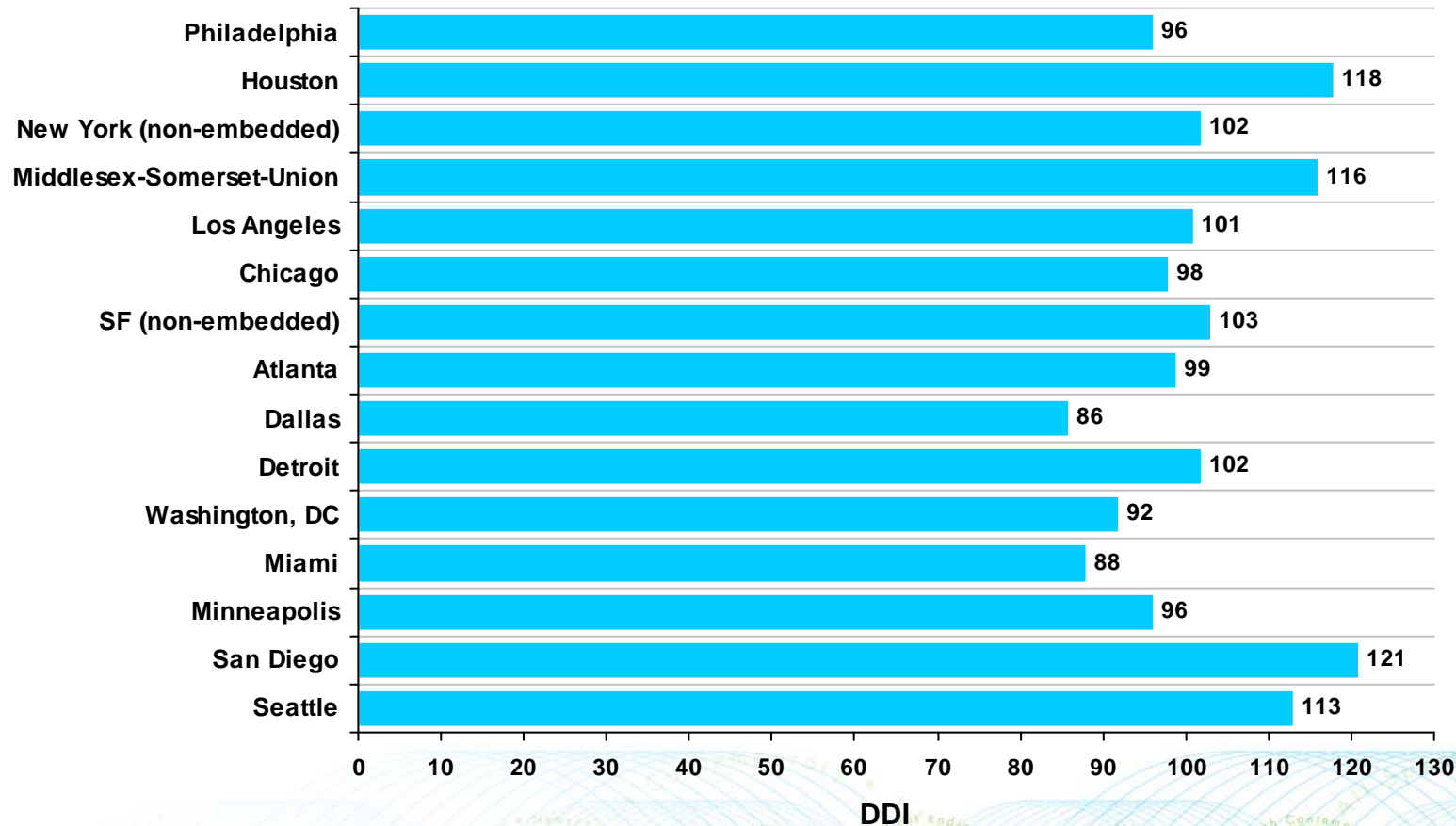
*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike

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



Black 6+ - June 2009

Average DDI: 102



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike

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

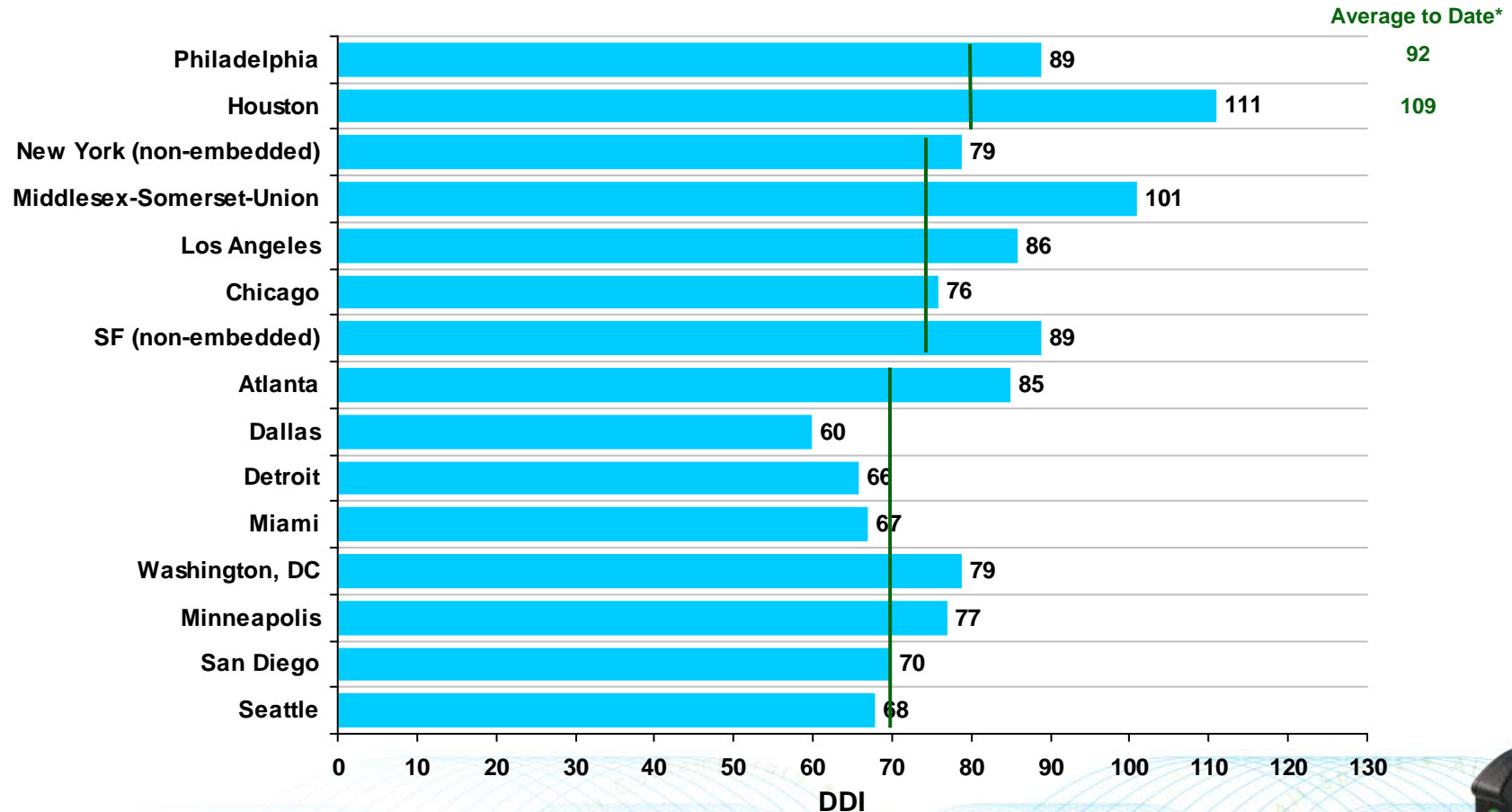


Black 18-34 – June 2009

Average DDI: 80



Black Persons 18-34 Benchmark: 70+ DDI in months 1-6, 75+ in months 7-12; 80+ DDI in year 2 (based on 13 month average)



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike

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



Black 18-34 Action Plan



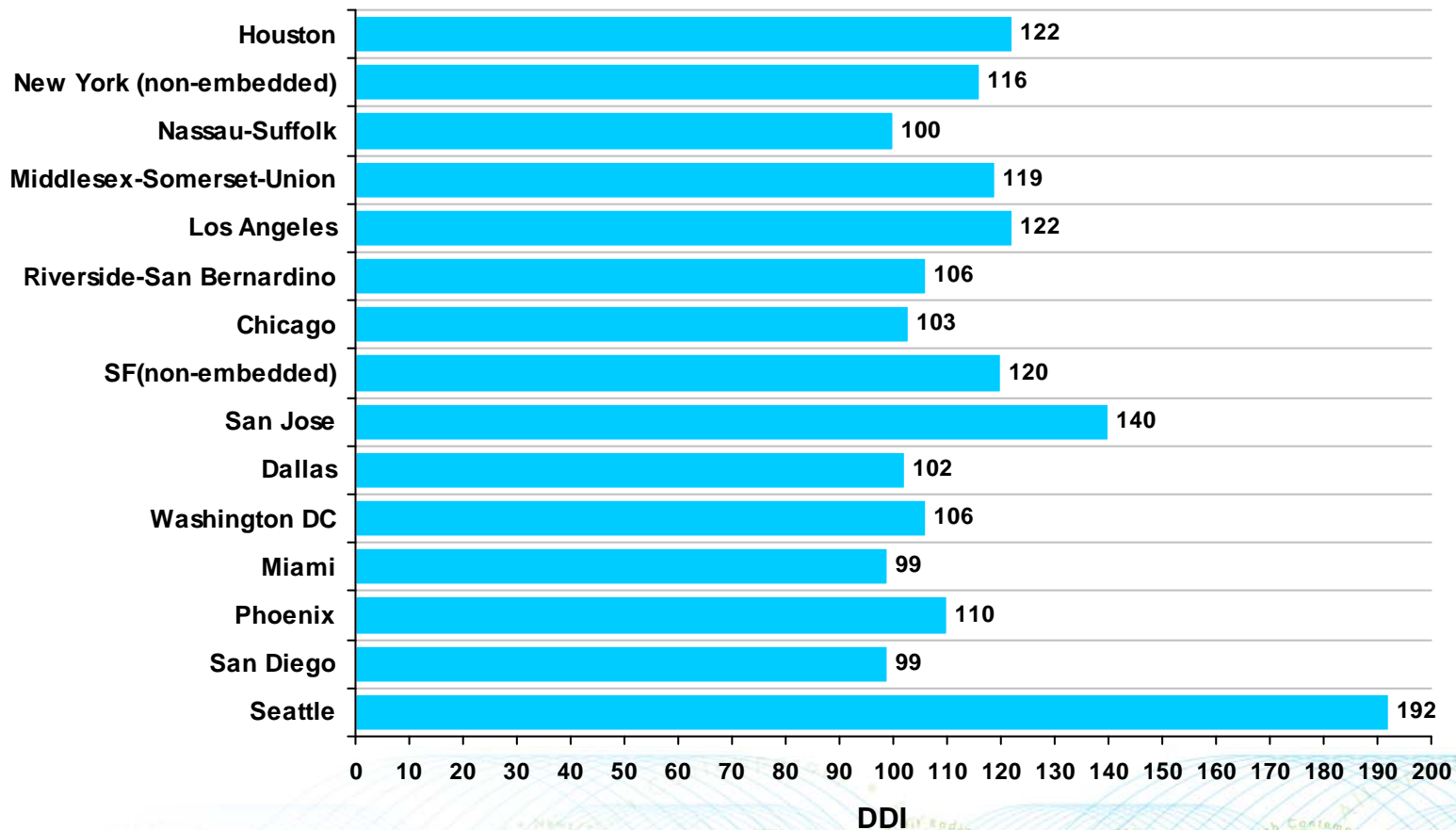
Planned steps designed to improve proportionality in selected markets

- Selecting more Black 18-34 households in markets with low proportionality
- Accelerated sample expiration in these markets
- Bring P6+ DDI closer to 100 by reducing over-installed demos
- Increasing Cell-Phone-Only targets to reach 10% by July
- Personal compliance coach to all Black 18-34 households in markets with In-Tab rates below 70%
- Implemented increased B25-34 incentives for selected markets in June
- Carry accessories for B18-34
- Newly installed HHs with any persons under 55 will only receive new “PPM 14s”
 - » More battery life
 - » Arbitron has observed higher in-tab rates for P18-34
- Seasonal maintenance plan with reminders and incentives
- Special summer bonus for month of July
- In-person coaching now fully implemented in Top 10 markets



Hispanic 6+ - June 2009

Average DDI: 117



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike



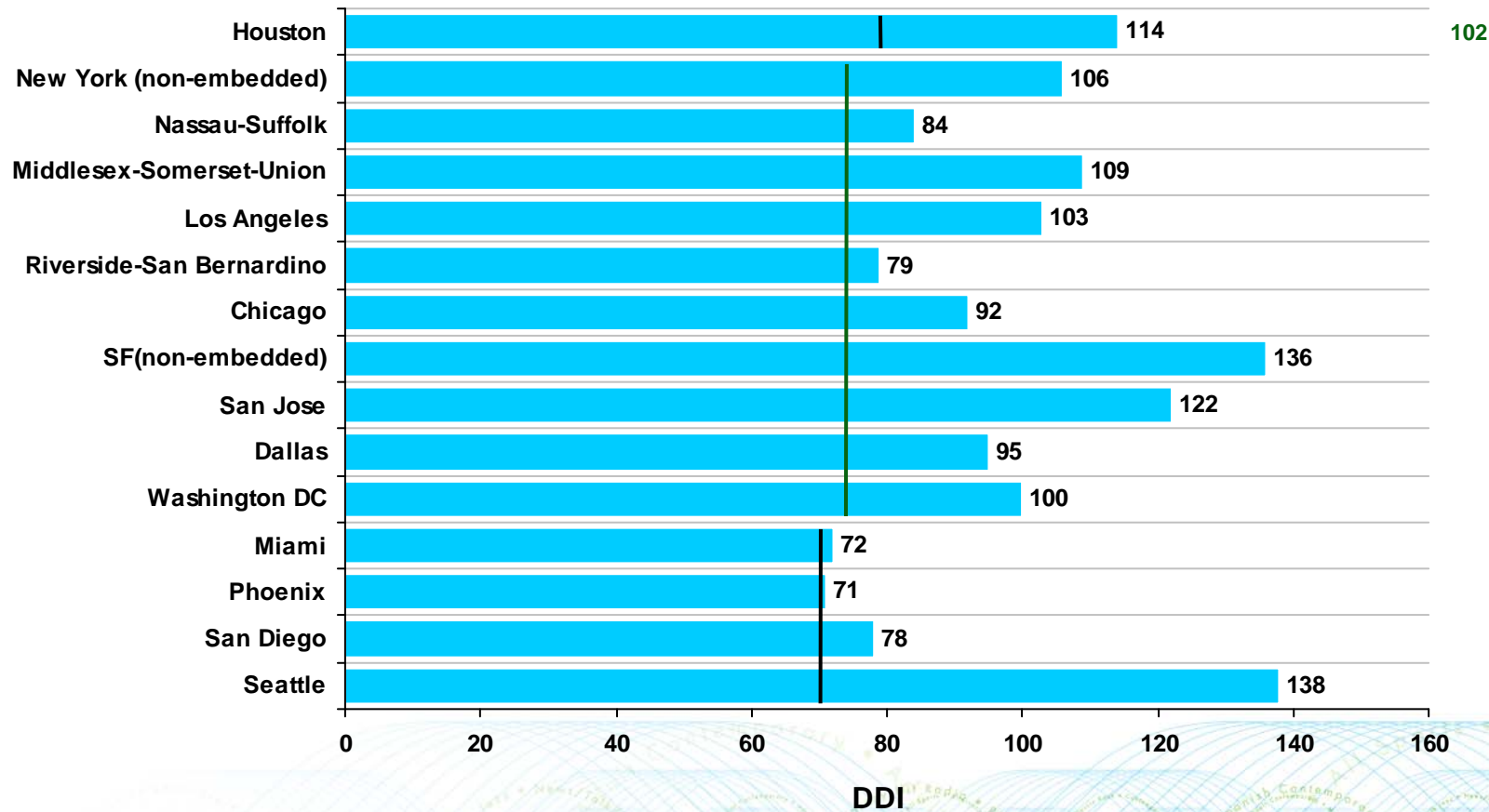
Hispanic 18-34 – June 2009

Average DDI: 100



Hispanic Persons 18-34 Benchmark: 70+ DDI in months 1-6, 75+ in months 7-12; 80+ DDI in year 2 (based on 13 month average)

Average to Date*



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike



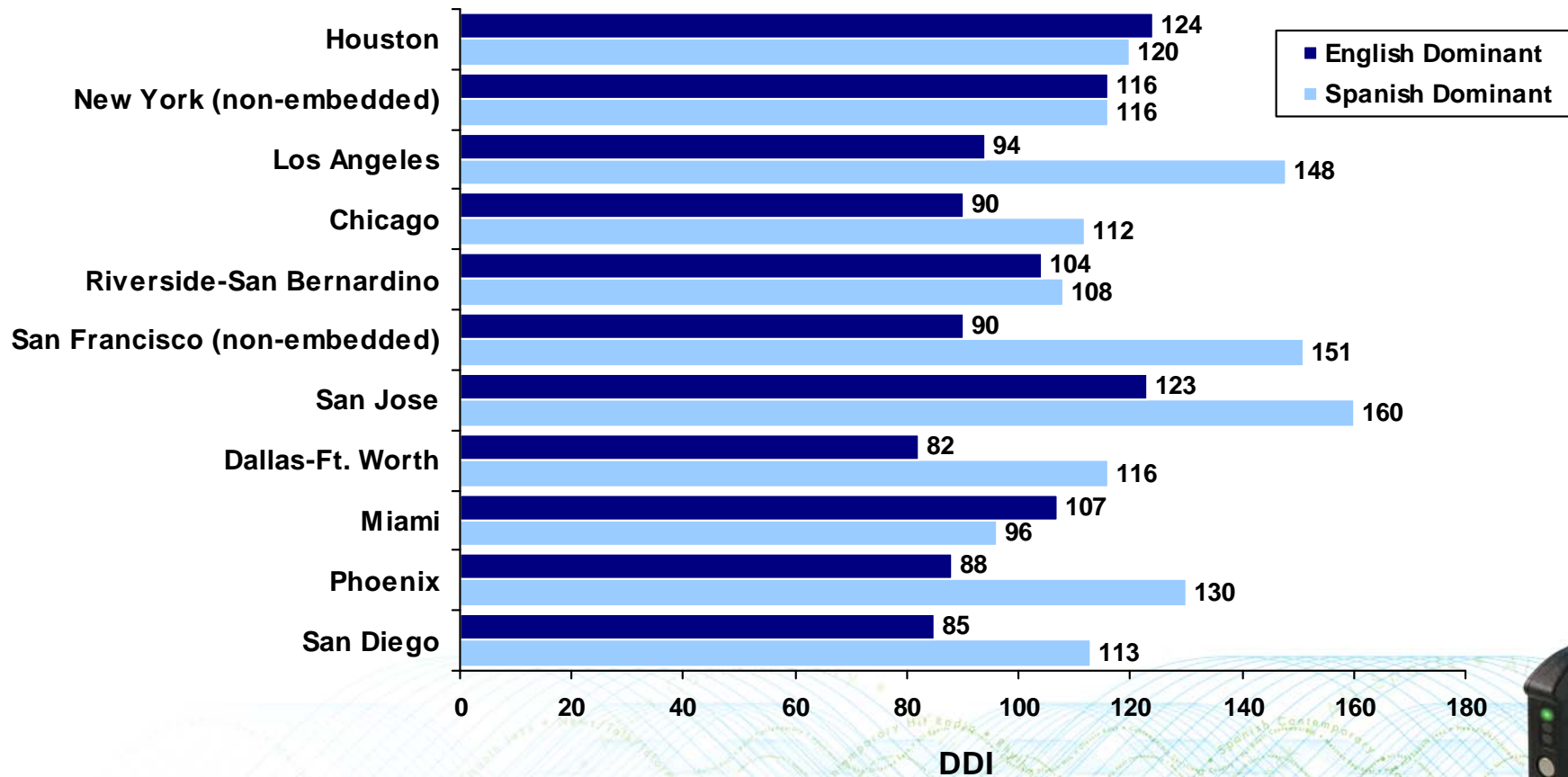
Language Preference – June 2009



Spanish Dominant: 124 Average DDI

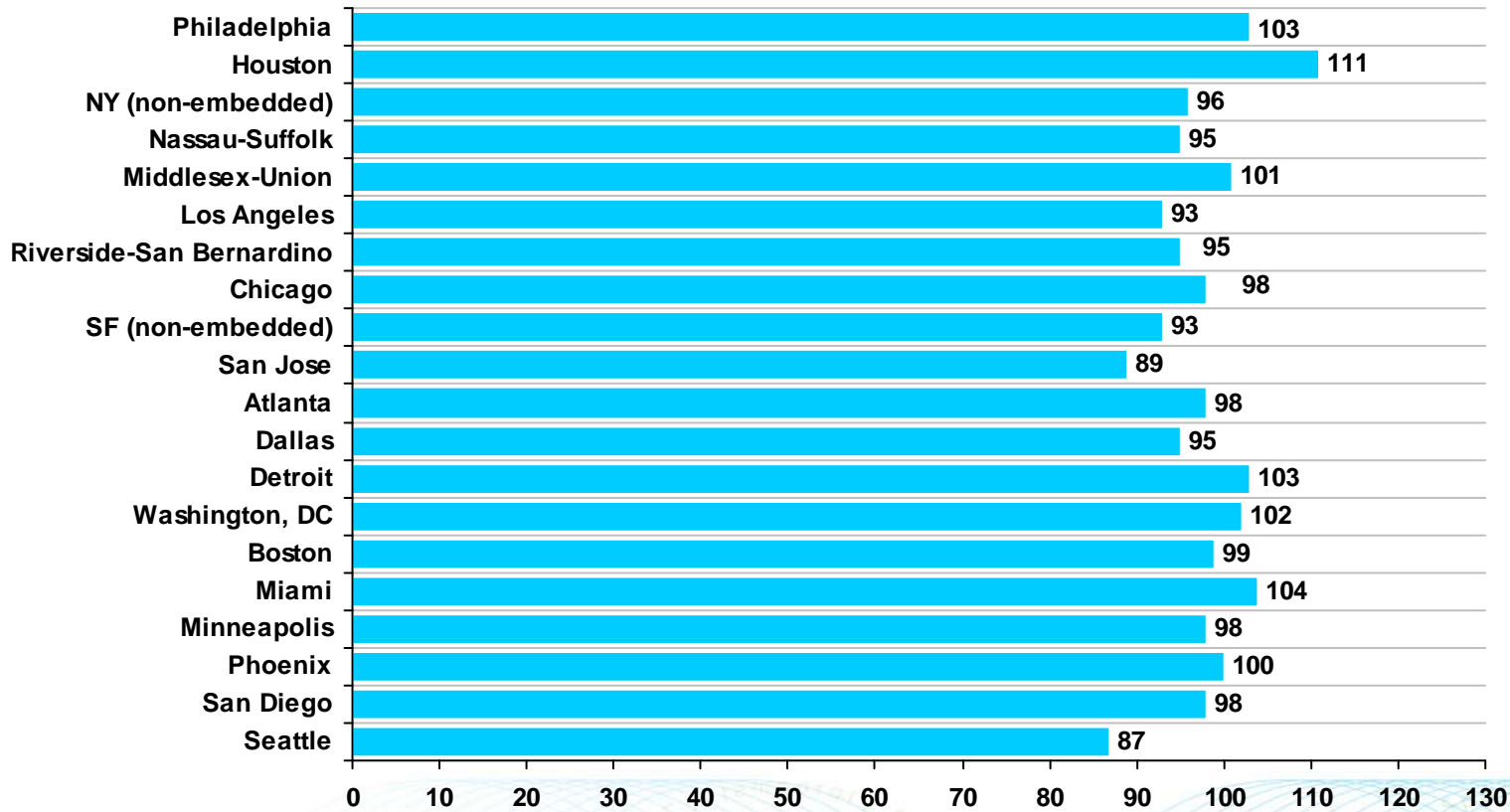
English Dominant: 100 Average DDI

Language Preference P6+



Other 6+ – June 2009

Average DDI: 98



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike

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

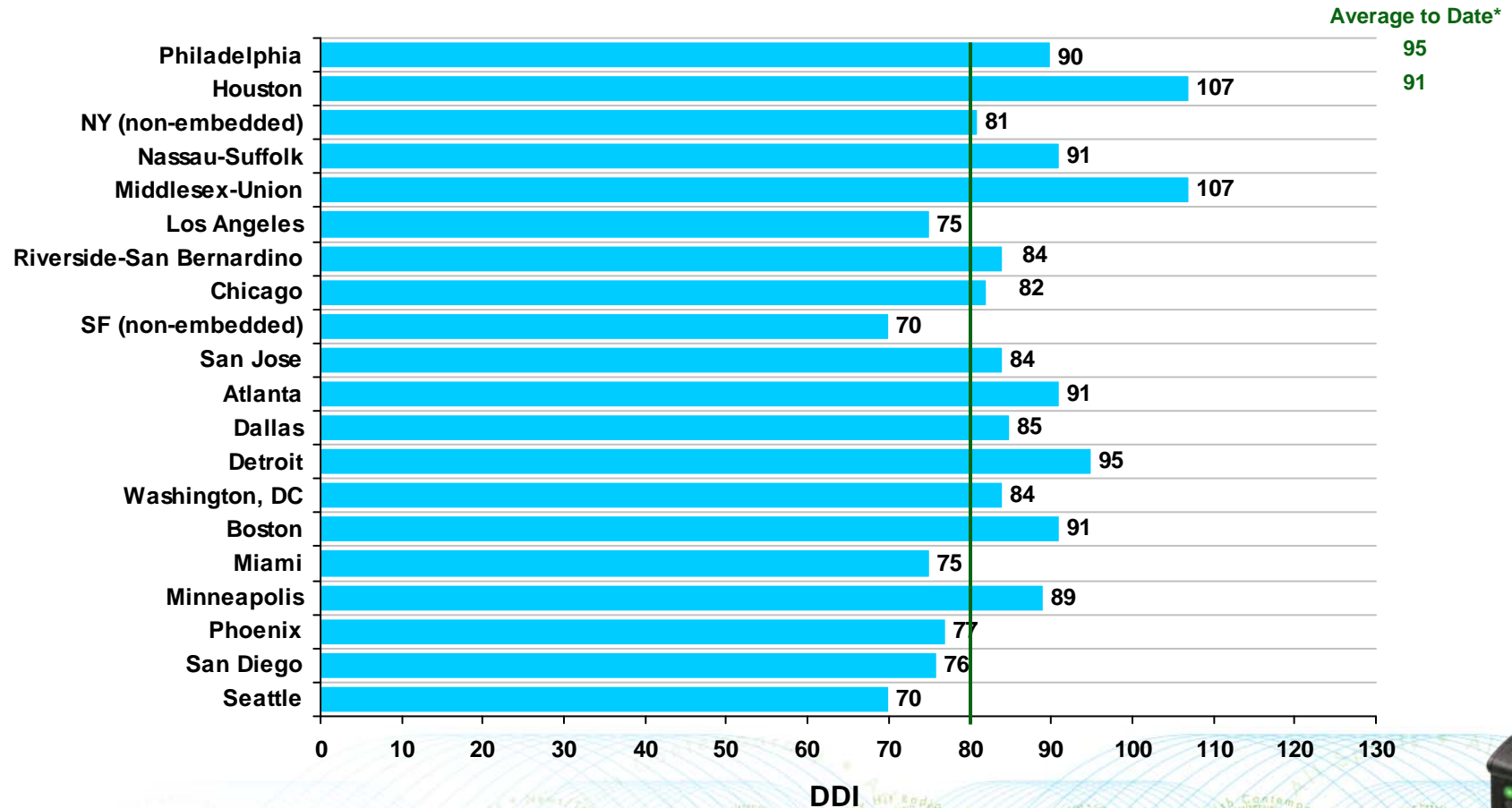


Other 18-34 – June 2009

Average DDI: 85



Persons 18-34 Benchmark: 80+ DDI avg. to date in year one and 13 month avg. in year two



*Houston average excludes Sept. '08 and Oct. '08 due to Hurricane Ike

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



In-Tab Rate Benchmark



- **In-tab rate**: percent of installed persons who have provided fault-free data and have 8 or more hours of motion (5+ hours for persons 6-17)
- **Persons 6+ Benchmark** = 75%+



Upgraded In-Tab Rate Benchmarks



- **Total Persons 18-34 = 70%+ (raised from 60%)**
 - » Year 1 based on average of months to date (e.g., month 6 = 6-month average)
 - » Year 2 based on 13-month rolling average
- **Black, Hispanic and Other 18-34 = 70%+ (raised from 60%)**
 - » Markets where Black or Hispanic persons 6+ exceeds 10% of the population
 - » Year 1 based on average of months to date (e.g., month 6 = 6-month average)
 - » Year 2 based on 13-month rolling average



In-Tab Rates – June 2009



20 Market Average: P6+ = 74%; P6+ Average to Date = 77%

	Persons 6+ June 2009	Persons 6+ Avg. to date	P 18-34 Avg. to date	B 18-34 Avg. to date	Hi 18-34 Avg. to date	Other 18-34 Avg. to date
Benchmark		75%	70%	70%	70%	70%
20 Market Average	74%	77%	70%	66%	72%	71%

In-Tab Rate Benchmarks (average to date in year one; 13 month average in year two):

Total Persons 6+: 75%

Total, Black, Hispanic, and Other Person 18-34: 70%



In-Tab Rates – June 2009



20 Market Average: P6+ = 74%; P6+ Average to Date = 77%

	Persons 6+ June 2009	Persons 6+ Avg. to date	P 18-34 Avg. to date	B 18-34 Avg. to date	Hi 18-34 Avg. to date	Other 18-34 Avg. to date
Benchmark		75%	70%	70%	70%	70%
20 Market Average	74%	77%	70%	66%	72%	71%
Markets commercialized prior to 2009						
Philadelphia	71%	75%	67%	64%	72%	68%
Houston Metro	71%	73%	66%	62%	68%	66%
New York	75%	79%	70%	68%	72%	70%
Nassau-Suffolk (Long Island)	74%	79%	69%	67%	70%	69%
Middlesex-Somerset-Union	77%	81%	73%	71%	67%	76%
Los Angeles	75%	79%	74%	68%	76%	72%
Riverside-San Bernardino	73%	79%	73%	73%	73%	73%
Chicago	76%	79%	73%	64%	78%	73%
San Francisco	74%	78%	72%	69%	73%	71%
San Jose	76%	78%	72%	n/a	72%	73%
Atlanta	72%	75%	69%	67%	78%	69%
Dallas-Ft. Worth	72%	76%	72%	66%	76%	69%
Detroit	75%	78%	71%	61%	n/a	74%
Washington, DC	72%	74%	66%	62%	67%	68%
Boston	73%	75%	68%	66%	67%	68%

In-Tab Rate Benchmarks (average to date in year one; 13 month average in year two):

Total Persons 6+: 75%

Total, Black, Hispanic, and Other Person 18-34: 70%



In-Tab Rates – June 2009



20 Market Average: P6+ = 74%; P6+ Average to Date = 77%

	Persons 6+ June 2009	Persons 6+ Avg. to date	P 18-34 Avg. to date	B 18-34 Avg. to date	Hi 18-34 Avg. to date	Other 18-34 Avg. to date
Benchmark		75%	70%	70%	70%	70%
20 Market Average	74%	77%	70%	66%	72%	71%
Markets Commercialized in 2009						
Miami-Ft. Lauderdale-Hollywood	73%	73%	62%	57%	62%	67%
Seattle-Tacoma	72%	72%	63%	64%	73%	61%
Phoenix	73%	73%	65%	n/a	64%	66%
Minneapolis-St. Paul	72%	72%	68%	63%	n/a	67%
San Diego	73%	73%	67%	69%	69%	65%

In-Tab Rate Benchmarks (average to date in year one; 13 month average in year two):

Total Persons 6+: 75%

Total, Black, Hispanic, and Other Person 18-34: 70%



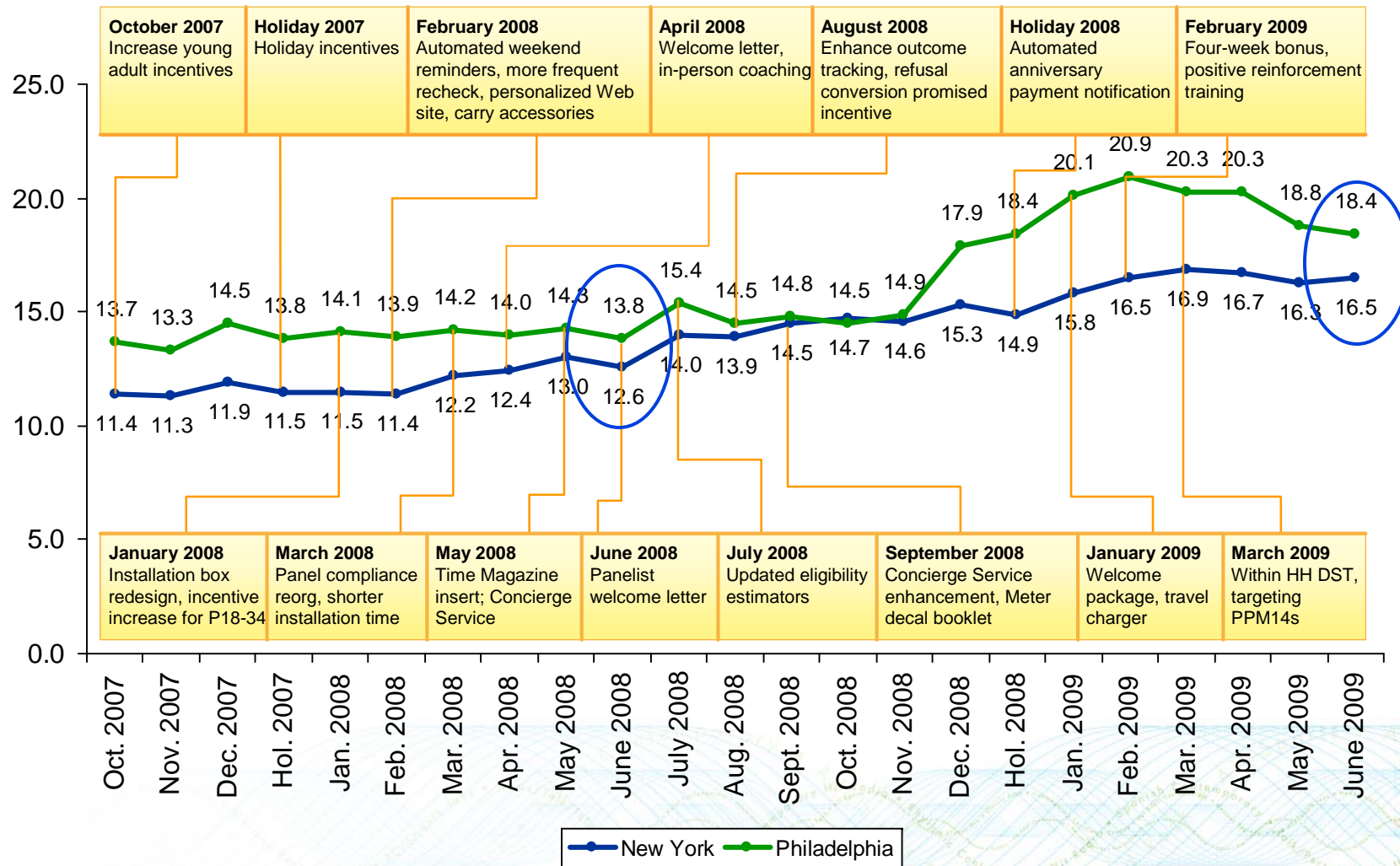
SPI (Sample Performance Indicator)



- **SPI is a longitudinal measure that is used as a proxy for response rate in electronic media panels for radio and TV**
 - » Approved for this purpose by the MRC
- **PPM metric = Average daily persons SPI**
 - » Percent of total persons in the original, pre-designated random sample selected for a PPM panel who qualified for the in-tab sample on a given day
 - » The SPI rate is calculated for each individual day in the reporting period and then averaged across days

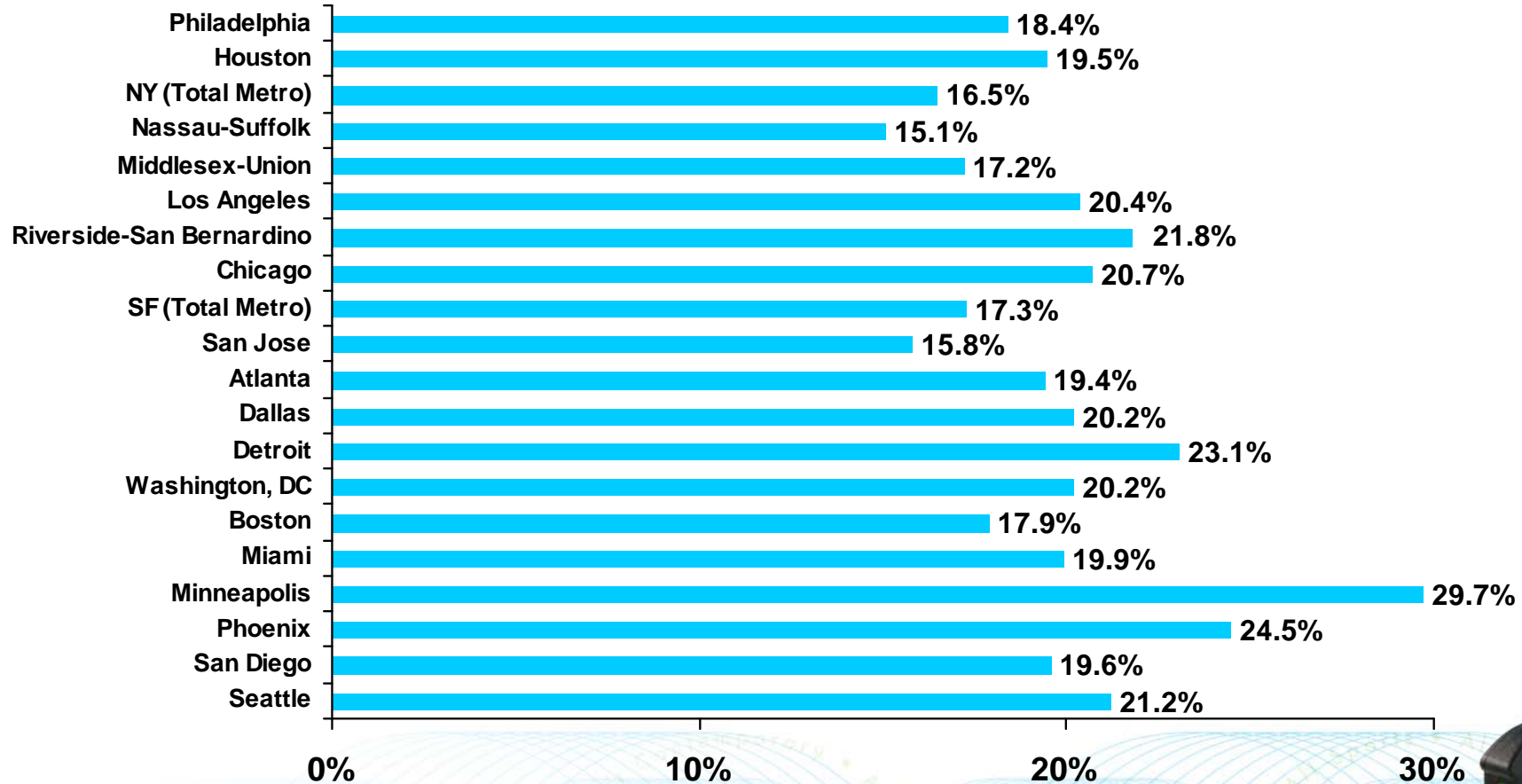


Continuous Improvement Program Helps Raise SPI



Persons 6+ – June 2009

Average Daily Persons SPI: 19.9%



SPI

SPI = Sample Performance Index



Anticipated PPM Sample Sizes For The Coming Months



- During the past year we have over-delivered the sample for total persons 6+ in an effort to boost sample size in key demographic groups
- Sample quality initiatives introduced during the past year have been designed to provide us with greater control over panel representation
- In the months ahead we currently anticipate that the DDI for persons 6+ will be close to 100 and the DDI for persons 18-34 will be close to 85
 - » Note: These projections are for an average month during the year



PPM Cell-Phone-Only Sampling Update



- **We plan to increase In-Tab targets to 10% by July and 15% by December 2009**
 - » Accelerated from previously communicated 12.5% by year end 2009
- **Arbitron no longer weights its sample by Cell-Phone-Only or landline status**
 - » We expect this change to reduce bounce and minimize the number of extreme weights



Hispanic Country of Origin



- **Plan to implement question in first quarter 2010 in markets with Hispanic sample controls to enable us to report panel characteristics by country of origin**
 - » In 2009, we plan to collect the data and provide a one time only report of panel characteristics in selected markets with Hispanic sample controls
- **Test completed in Q1 2009 showed no negative impact on panelist participation**



Software Update: Improvements Focused on SPEED



TAPSCAN Web

- » New version on 6/13
 - *Much faster overall*
 - *PPM Daily estimates*
 - *Hour-by-Hour report*
 - *Save schedules locally*
- » Next version scheduled for 8/29
 - *Better performance with slower connections*
 - *Firefox® compatibility (works on a Mac®)*

PPM Analysis Tool

- » Version 12 on 6/5
 - *60-90% faster data installation and start-up*
 - *4 markets installed in less than a minute*
- » Scheduled July 20 release: 60% faster performance

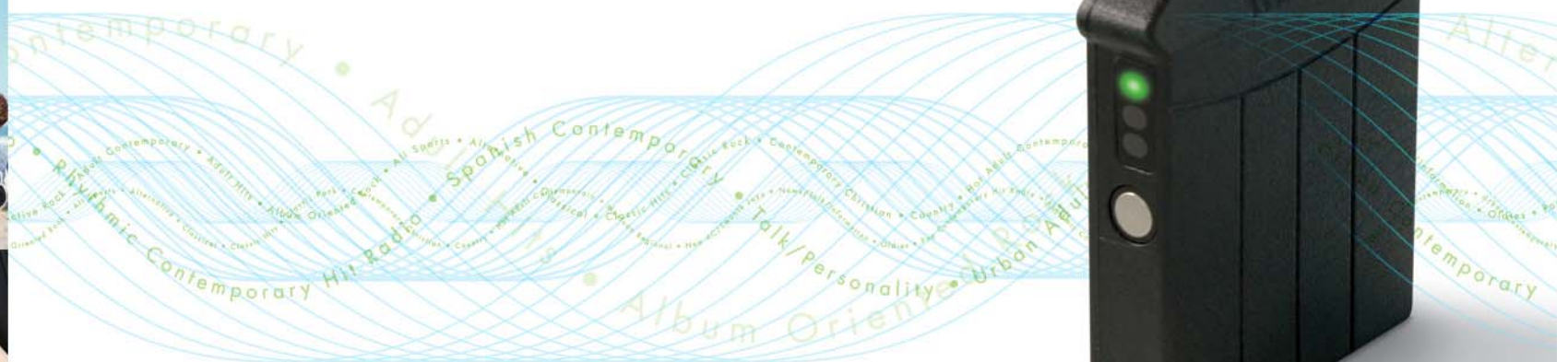
PPM Weeklies

- » Scheduled July release
 - *Faster data installation and start-up*

Firefox is a registered trademark of the Mozilla Foundation. Mac is a registered trademark of Apple Inc.



Arbitron, PPM and the MRC



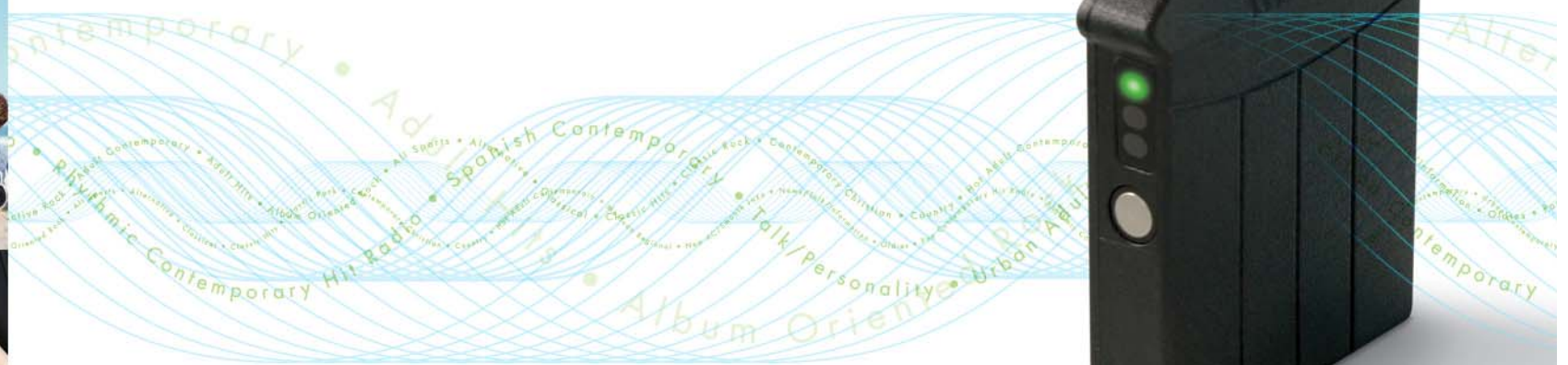
Arbitron, PPM and the MRC



- Arbitron is committed to participating in the ongoing voluntary accreditation process of the Media Rating Council
- Our goal is to achieve MRC accreditation of the PPM radio ratings service in all markets we plan to commercialize
- The MRC has only accredited the Radio Monthly Average Quarter Hour Radio Estimates produced by the PPM service in Houston-Galveston and Riverside-San Bernardino
- In January 2008, the MRC denied accreditation of the Radio Monthly Average Quarter Hour Estimates produced by the PPM service in New York and Philadelphia
 - » We continue to work with the MRC to gain accreditation in these markets by participating in additional audits and by sharing additional information to support our goal of accreditation.
- All other commercialized PPM markets have been audited by the MRC, but it has made no decisions on accreditation on our initial applications for accreditation in those markets
- Arbitron continues to work closely with the MRC to support its continuing accreditation evaluation
 - » In particular, we are working to improve response rates, compliance rates and differential compliance rates.
 - » The only data that Arbitron has and is currently working with the MRC to audit and accredit are average quarter hour estimates
- Arbitron continues to comply with the minimum requirements of the MRC Voluntary Code of Conduct in each PPM market prior to commercializing the PPM radio ratings service in that market



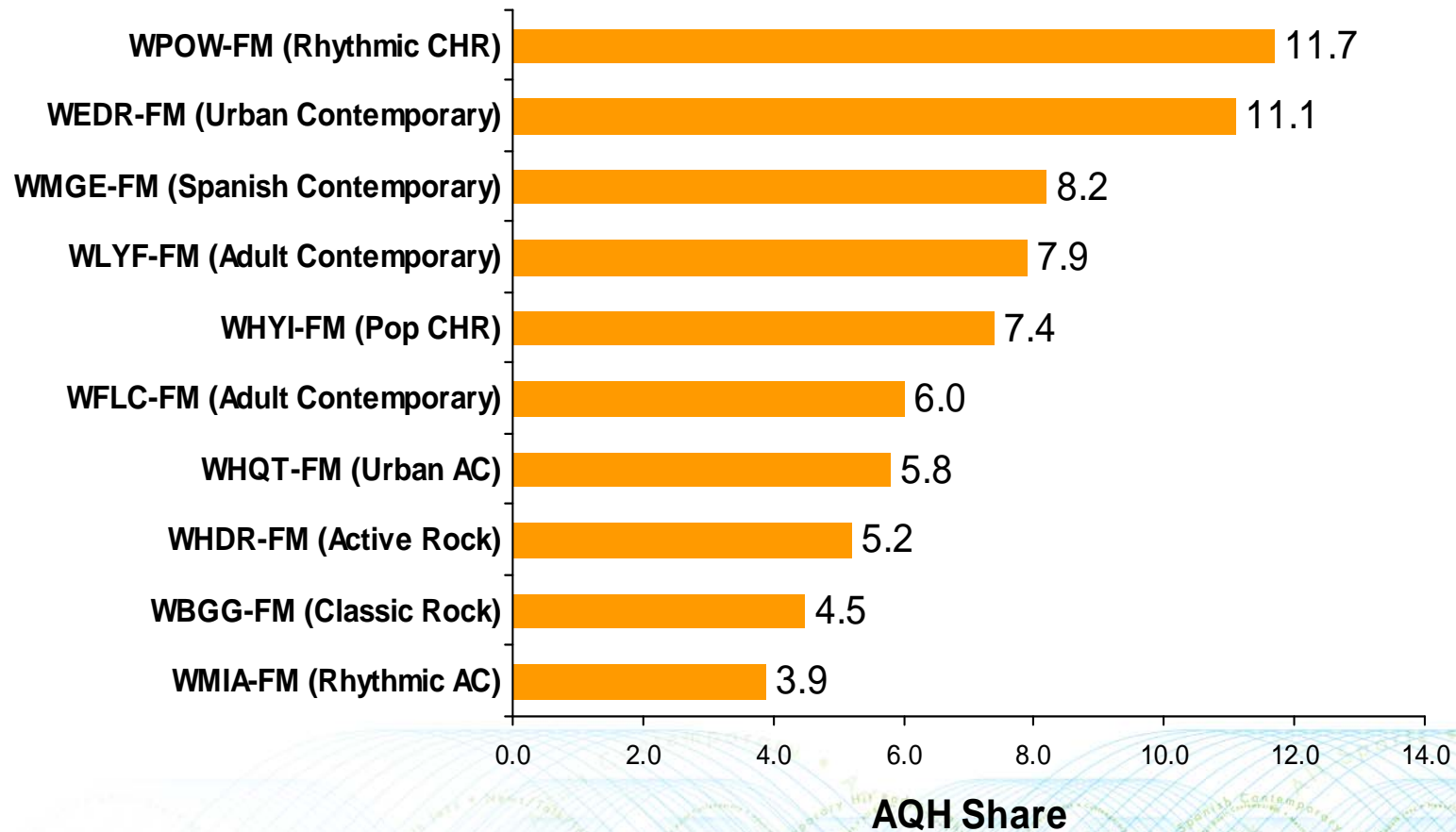
Insights from PPM Data



Miami - 18-34: Urban Stations Capture Top 2 slots; Spanish Station #3



June 2009 M-Sn 6A-Mid



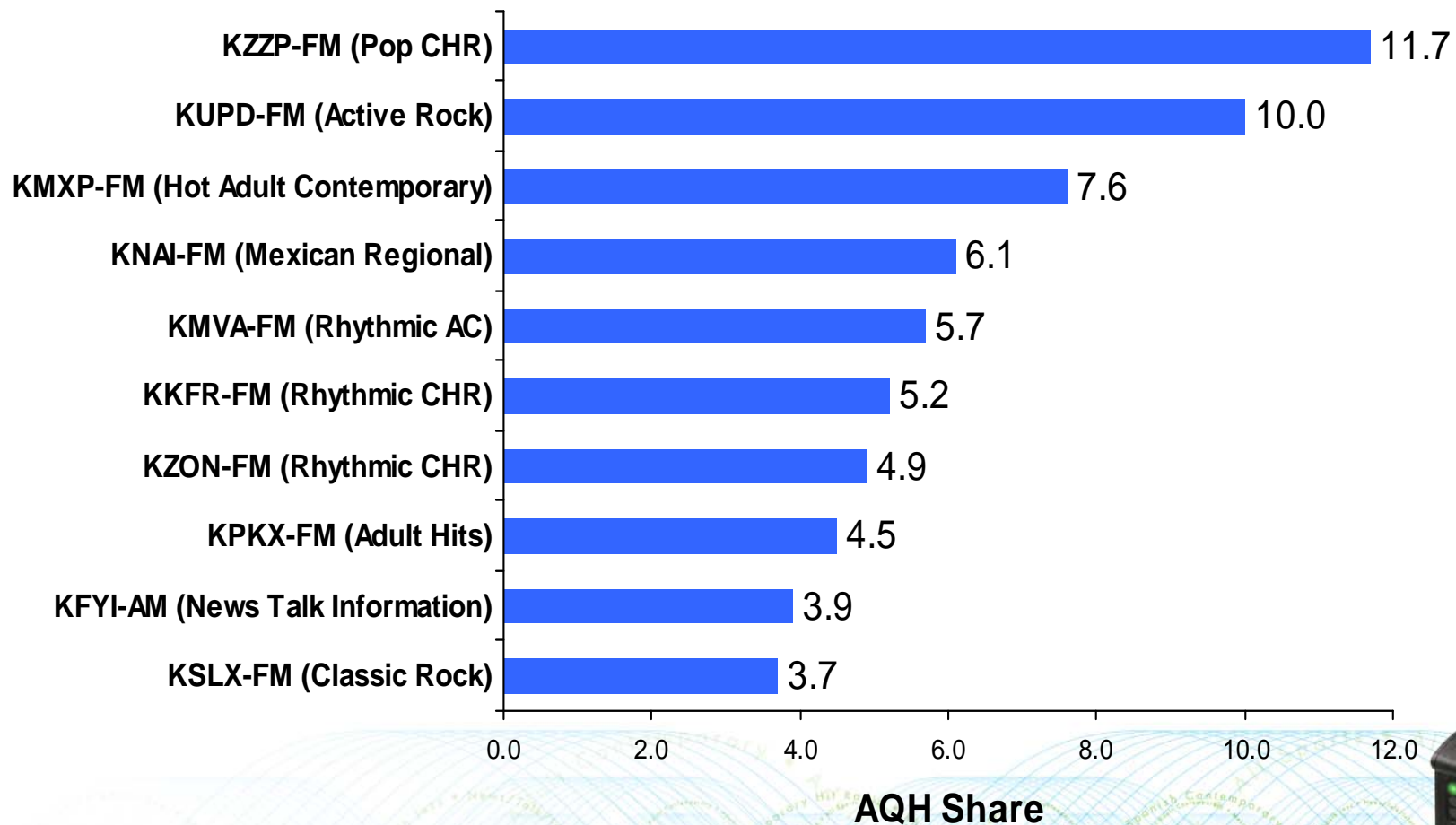
Miami June 2009 PPM, AQH Share, Mon-Sun 6AM-12Mid, Persons 18-34



Phoenix – 18-34: CHR Tops AM Drive 1 Spanish & 3 Rhythmic Stations in Top 10



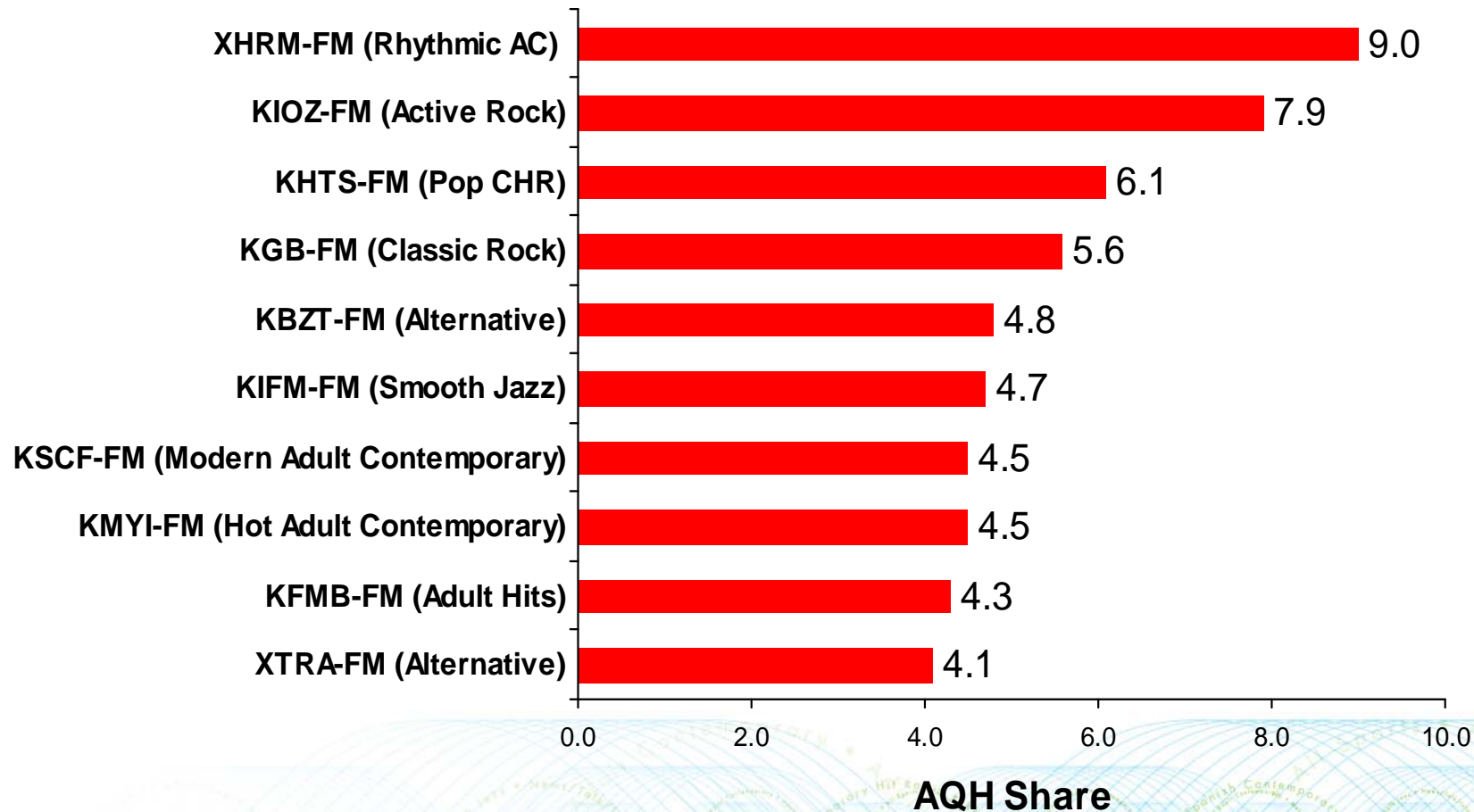
June 2009 M-F 6-10A



San Diego – 18-49: Rhythmic AC Tops in Mid day



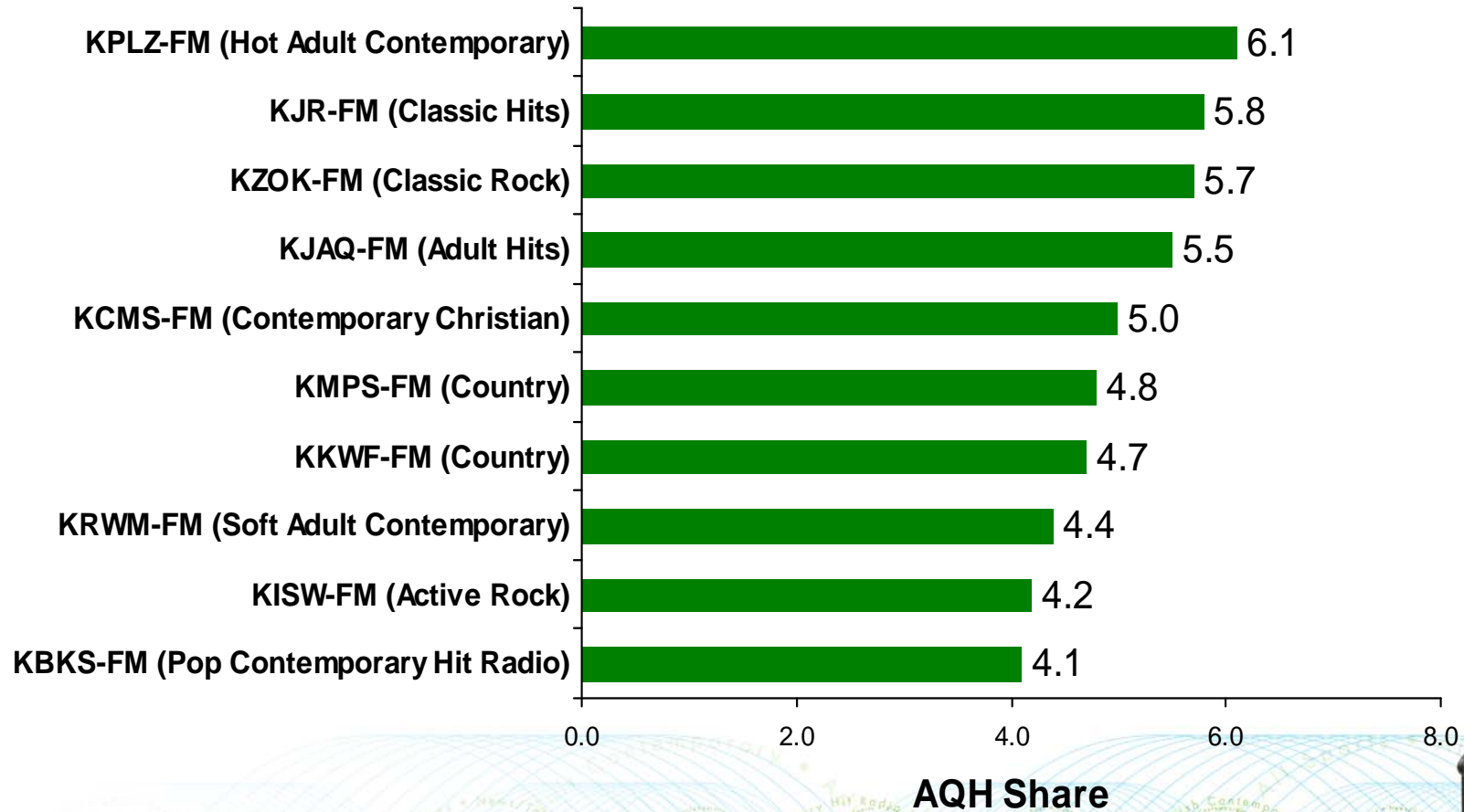
June 2009 M-F 10A-3P



Seattle - 25-54: Hot AC #1 and Two Country Stations in the Top 10



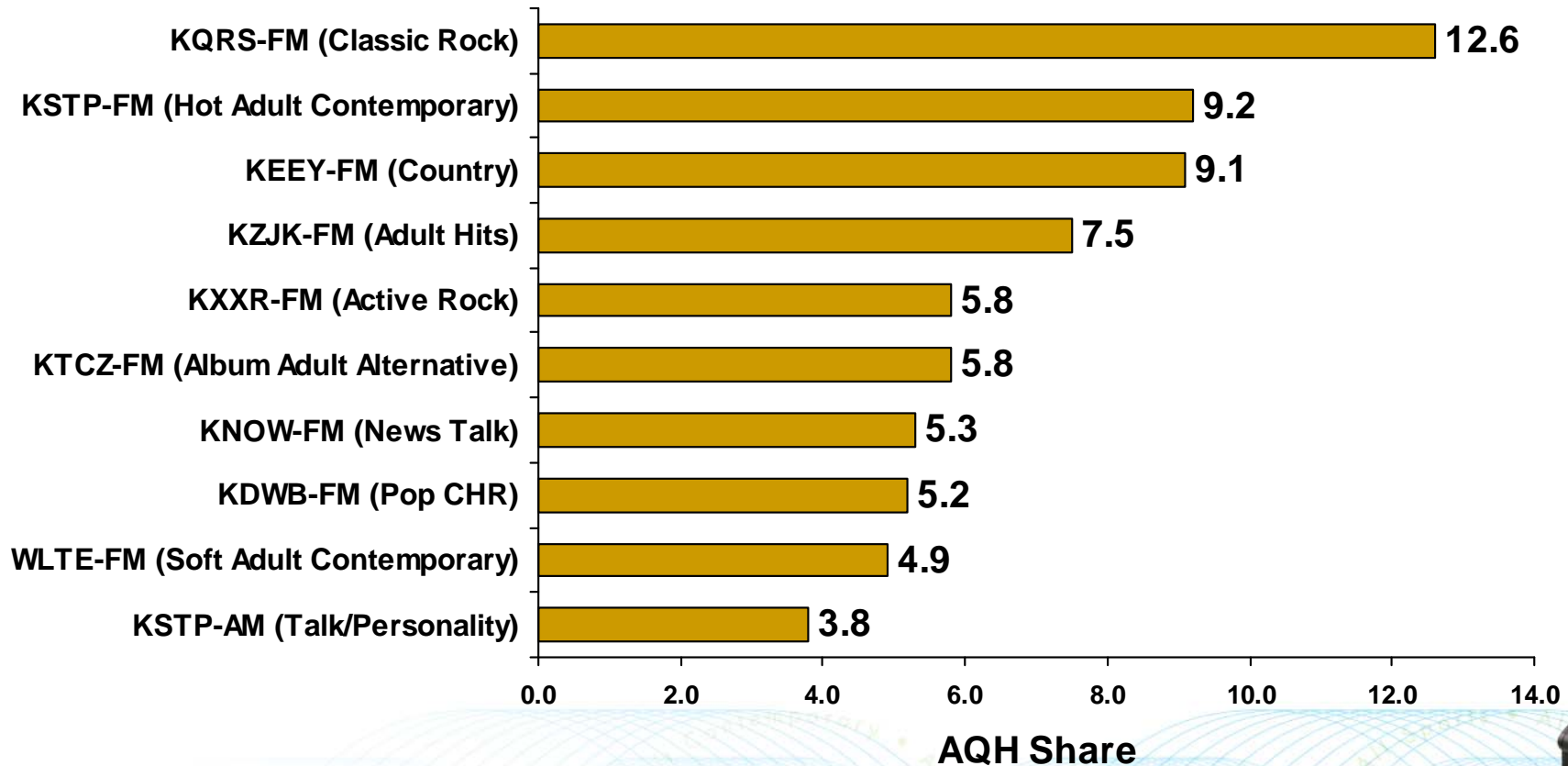
June 2009 M-Sn 6A-Mid



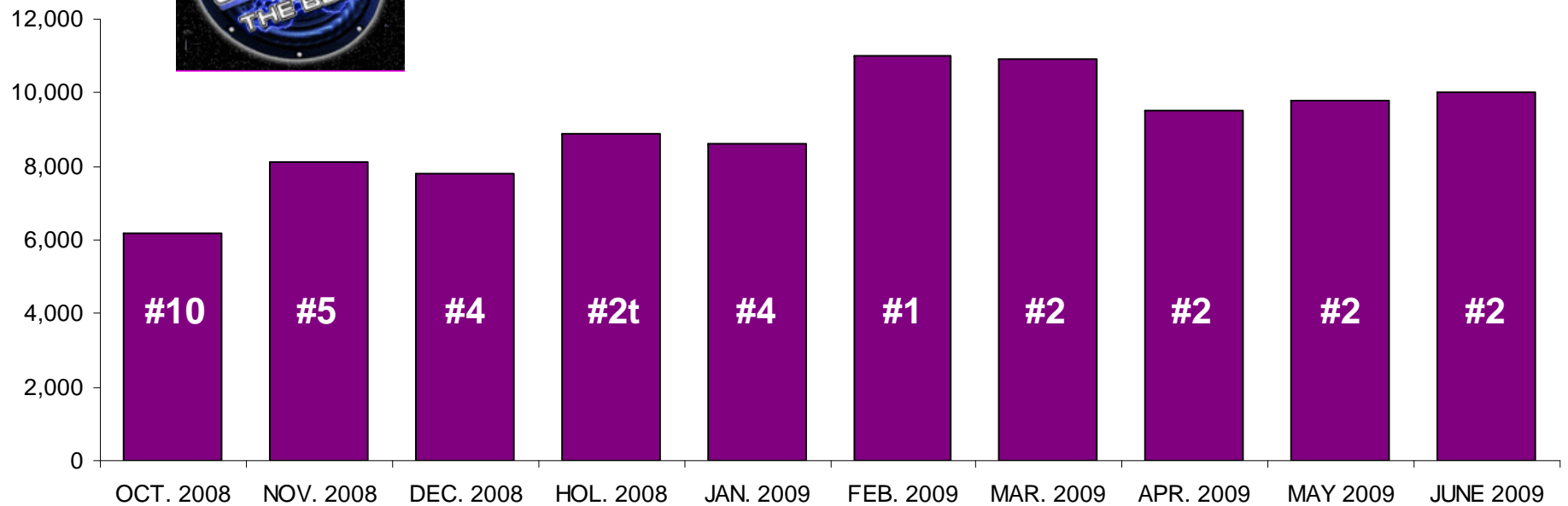
Minneapolis 25-54: Classic Rock at the Top; AC #2 and Country #3



June 2009 M-Sn 6A-Mid



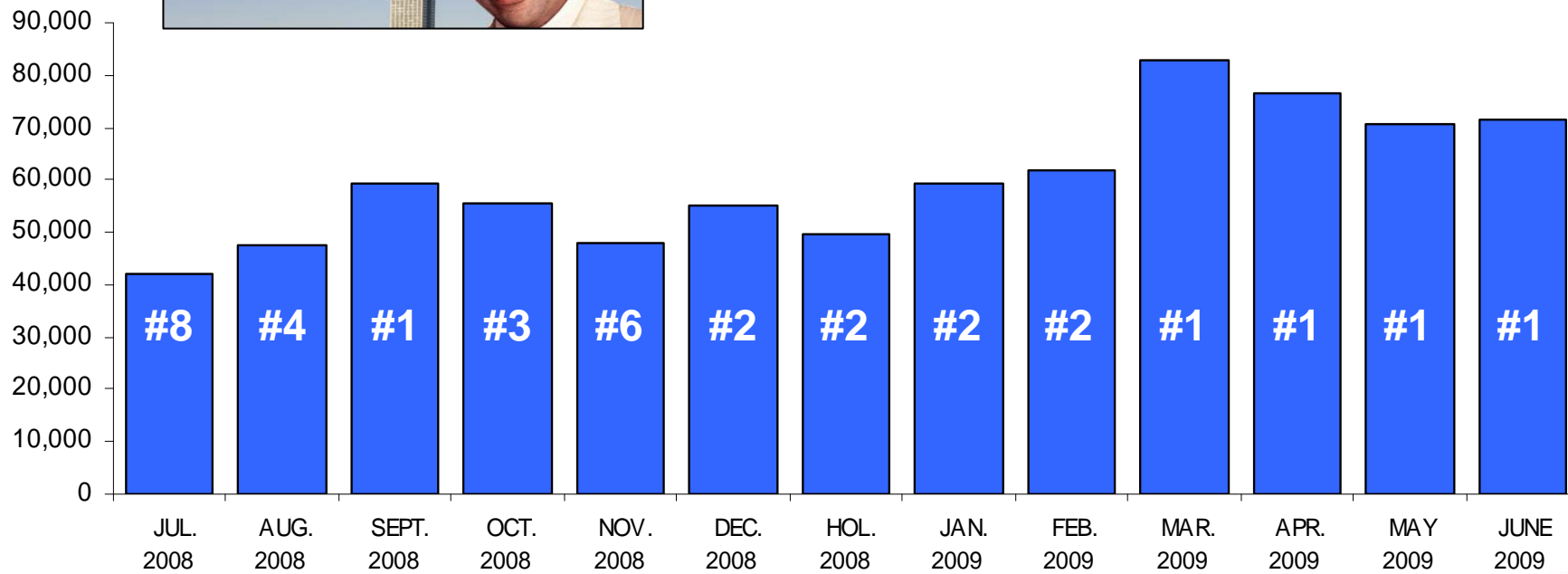
KBFB-FM Climbs in Dallas Among Persons 18-34



AQH Persons



Steve Harvey Morning Show on WBLS-FM #1 in New York



AQH Persons

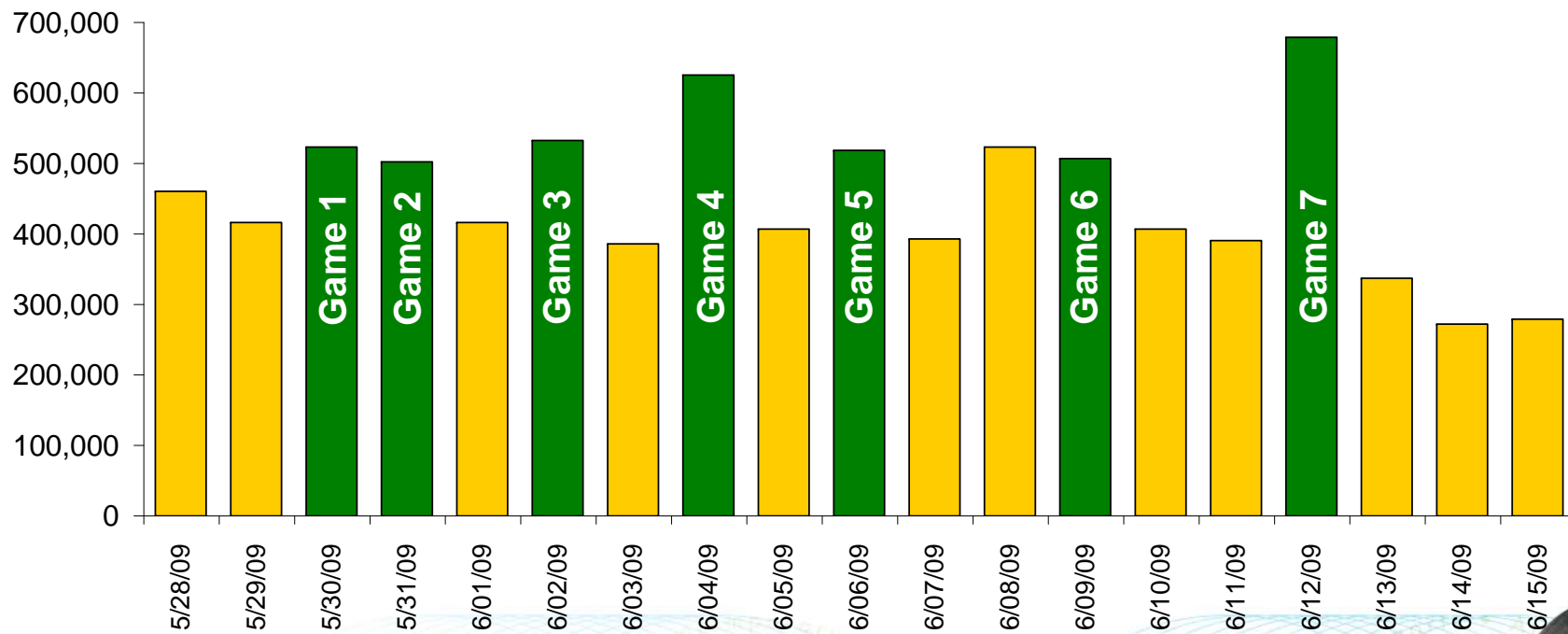
Source: PPM New York Metro, P25-54, M-F 6a-10a



Nearly 700,000 Tuned to WXYT on Day of NHL Playoff Game 7 in Detroit



WXYT AM/FM Daily Cume Persons



Internet Streaming AM/FM Radio Stations



- **Streams of AM/FM stations and HD are eligible to be encoded**
 - » Tuning reflects audience for encoded stations only
 - » NOT included (impact not quantifiable)
 - *Internet-only radio and Podcasts*
 - *Non-encoded stream of out of market radio stations*
- **Minimum reporting standard**
 - » .495 Weekly Cume Rating

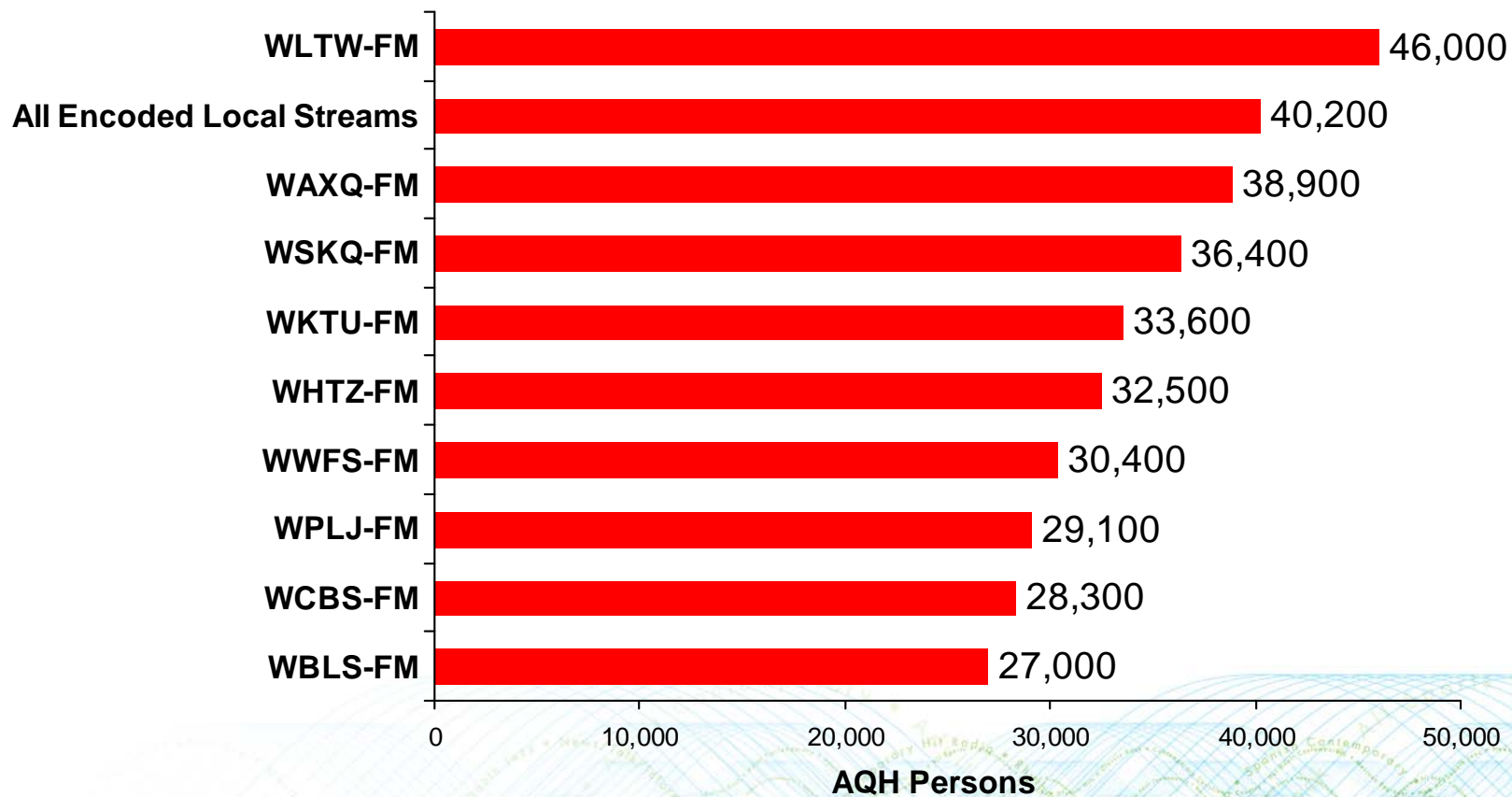


Combined AQH of Encoded Streams from Local Stations Would Rank 2nd in New York



June 2009 Full Time Working Person 25-54

Work Hours (9A-5P) Away From Home



New York PPM, Avg. of Nov 08-May 09, AQH Persons 25-54,
Mon-Fri 9A-5PM, Away from Home



Feedback and Questions



- **If your question wasn't answered today go to:**
 - » www.arbitron.com/ppmquestions
- **Web page for Advisory Council contacts**
 - » www.arbitron.com/rac
- **Download this presentation at**
 - » www.arbitron.com/ppm



Sample Status: Houston Radio Metro



In-Tab Sample Size, by Demo and Race/Ethnicity



	Houston Metro			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,361	1,576	116	2279
P18+	1,089	1,263	116	1764
P18-54	802	923	115	1318
P25-54	657	735	112	1021
Black 6+	235	277	118	421
Hispanic 6+	444	539	122	767
English Dominant 6+	188	232	124	338
Spanish Dominant 6+	256	307	120	429
Other 6+	683	759	111	1091

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



DDI by Age Cell



Houston Metro						
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	84	78	86	102	111	105
Teens	106	104	104	120	125	125
18-24	108	103	112	127	128	129
25-34	82	77	83	96	98	98
35-44	103	95	104	113	117	116
45-54	112	111	109	115	119	121
55-64	114	117	112	120	126	121
65+	102	104	108	116	119	117

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



18-34 DDI Performance versus Benchmarks



	Houston Metro			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	365	404	111	603
Men 18-34	188	201	107	296
Women 18-34	177	203	115	307
Black 18-34	61	68	111	110
Hispanic 18-34	158	181	114	265
Other 18-34	145	155	107	228

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

Benchmark = 80



In-Tab Sample Size, by 25-54 Race/Ethnicity



June 2009	Houston Metro			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	657	735	112	1021
Men 25-54	331	353	106	481
Women 25-54	326	383	117	540
Black 25-54	111	127	114	184
Hispanic 25-54	213	259	122	350
Other 25-54	332	349	105	487

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



Sample Status: Philadelphia



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	Philadelphia			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,530	1,552	101	2248
P18+	1,261	1,353	107	1904
P18-54	842	856	102	1249
P25-54	680	700	103	993
Black 6+	320	308	96	471
Hispanic 6+	95	101	106	142
Other 6+	1,115	1,144	103	1635

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



DDI by Age Cell



	Philadelphia					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	83	88	77	73	68	71
Teens	98	106	98	91	79	77
18-24	111	119	114	109	102	96
25-34	98	100	93	88	83	85
35-44	91	98	93	94	89	92
45-54	126	137	135	131	122	127
55-64	133	141	136	138	137	147
65+	86	89	86	80	80	94

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



18-34 DDI Performance versus Benchmarks



June 2009	Philadelphia			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	356	322	90	514
Men 18-34	180	163	91	254
Women 18-34	177	158	90	260
Black 18-34	80	72	89	114
Hispanic 18-34	34	31	92	46
Other 18-34	242	219	90	354

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

Benchmark = 80



In-Tab Sample Size, by 25-54 Race/Ethnicity



June 2009	Philadelphia			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	680	700	103	993
Men 25-54	333	341	103	474
Women 25-54	347	359	103	519
Black 25-54	140	146	104	220
Hispanic 25-54	43	51	118	71
Other 25-54	497	504	101	702

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



Sample Status: New York



In-Tab Sample Size, by Demo and Race/Ethnicity



	New York (Total Metro)			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	3,892	3,941	101	5475
P18+	3,219	3,423	106	4660
P18-54	2,185	2,115	97	2956
P25-54	1,801	1,757	98	2406
Black 6+	**	**	**	**
Hispanic 6+	**	**	**	**
Other 6+	**	**	**	**

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



DDI by Age Cell



	New York (Total Metro)					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	73	72	73	70	74	75
Teens	91	85	88	79	79	80
18-24	97	96	96	89	86	93
25-34	89	88	86	85	86	88
35-44	81	80	79	76	77	82
45-54	127	126	125	119	117	121
55-64	159	159	162	153	149	150
65+	113	115	114	107	103	106

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



In-Tab Sample Size, by 18-34 Race/Ethnicity



	New York (Total Metro)			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	925	835	90	1248
Men 18-34	464	437	94	643
Women 18-34	461	398	86	605
Black 18-34	**	**	**	**
Hispanic 18-34	**	**	**	**
Other 18-34	**	**	**	**

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



In-Tab Sample Size, by 25-54 Race/Ethnicity



	New York (Total Metro)			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	1,801	1,757	98	2406
Men 25-54	885	868	98	1167
Women 25-54	916	889	97	1239
Black 25-54	**	**	**	**
Hispanic 25-54	**	**	**	**
Other 25-54	**	**	**	**

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



In-Tab Sample Size, by Demo and Race/Ethnicity



New York Metro (non-embedded portion)				
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	2,118	2,156	102	2992
P18+	1,755	1,880	107	2562
P18-54	1,200	1,136	95	1589
P25-54	991	954	96	1310
Black 6+	421	429	102	618
Hispanic 6+	506	587	116	780
English Dominant 6+	229	267	116	368
Spanish Dominant 6+	277	321	116	412
Other 6+	1,191	1,140	96	1594

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



Sample Performance by Age Cell



	New York (Non-Embedded)					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	74	73	75	73	81	78
Teens	80	82	81	75	74	73
18-24	102	102	101	95	86	87
25-34	90	92	89	90	92	89
35-44	81	82	82	81	81	81
45-54	121	120	123	124	119	118
55-64	166	159	172	171	163	162
65+	122	118	121	119	110	110

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



18-34 DDI Performance versus Benchmarks



	New York (non-embedded portion)			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	517	455	88	685
Men 18-34	257	234	91	345
Women 18-34	259	221	85	340
Black 18-34	104	82	79	133
Hispanic 18-34	156	165	106	219
Other 18-34	257	209	81	333

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70



In-Tab Sample Size, by 25-54 Race/Ethnicity



	New York (Non-Embedded)			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	991	954	96	1310
Men 25-54	485	474	98	636
Women 25-54	506	480	95	674
Black 25-54	192	192	100	269
Hispanic 25-54	242	293	121	378
Other 25-54	558	469	84	663

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



Sample Status: Nassau-Suffolk



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	Nassau-Suffolk			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,080	1,047	97	1474
P18+	887	908	102	1248
P18-54	574	566	99	795
P25-54	466	463	99	630
Black 6+	100	107	106	160
Hispanic 6+	139	139	100	194
Other 6+	840	801	95	1120

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



DDI by Age Cell



	Nassau-Suffolk					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	74	73	71	66	62	65
Teens	94	83	89	77	76	79
18-24	89	90	91	81	85	96
25-34	91	90	88	78	83	89
35-44	91	89	84	79	77	86
45-54	132	128	129	113	111	117
55-64	154	145	142	123	120	124
65+	101	100	101	94	96	97

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



18-34 DDI Performance versus Benchmarks



	Nassau-Suffolk			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	230	212	92	320
Men 18-34	118	121	103	178
Women 18-34	112	91	81	142
Black 18-34	25	29	115	44
Hispanic 18-34	49	41	84	61
Other 18-34	155	141	91	215

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70



In-Tab Sample Size, by 25-54 Race/Ethnicity



June 2009	Nassau-Suffolk			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	466	463	99	630
Men 25-54	232	230	99	307
Women 25-54	235	232	99	323
Black 25-54	41	57	139	79
Hispanic 25-54	65	59	92	84
Other 25-54	360	346	96	467

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



Sample Status: Middlesex-Somerset-Union



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	Middlesex-Somerset-Union			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	694	738	106	1009
P18+	572	635	111	850
P18-54	392	413	105	572
P25-54	326	341	105	466
Black 6+	94	108	116	159
Hispanic 6+	132	156	119	217
Other 6+	468	473	101	633



DDI by Age Cell



Middlesex-Somerset-Union						
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	73	65	69	65	71	77
Teens	105	100	101	90	93	93
18-24	94	89	85	82	86	108
25-34	98	95	94	94	88	106
35-44	72	70	69	64	72	85
45-54	127	123	114	104	110	123
55-64	155	151	153	139	140	145
65+	115	114	107	86	92	104

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



18-34 DDI Performance versus Benchmarks



	Middlesex-Somerset-Union			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	157	168	107	243
Men 18-34	80	82	102	120
Women 18-34	77	86	112	123
Black 18-34	22	22	101	38
Hispanic 18-34	43	47	109	68
Other 18-34	92	98	107	137

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70



In-Tab Sample Size, by 25-54 Race/Ethnicity



Middlesex-Somerset-Union				
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	326	341	105	466
Men 25-54	163	164	101	224
Women 25-54	162	177	109	242
Black 25-54	44	57	130	80
Hispanic 25-54	64	83	130	116
Other 25-54	218	201	92	270

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



Sample Status: Los Angeles



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	Los Angeles			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	2,456	2,603	106	3583
P18+	1,984	2,130	107	2864
P18-54	1,426	1,448	102	1993
P25-54	1,154	1,197	104	1621
Black 6+	184	186	101	267
Hispanic 6+	1,057	1,286	122	1725
English Dominant 6+	517	486	94	701
Spanish Dominant 6+	540	800	148	1024
Other 6+	1,215	1,132	93	1591

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



DDI by Age Cell



	Los Angeles					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	99	99	101	101	97	98
Teens	108	104	111	110	103	103
18-24	98	96	96	97	92	92
25-34	86	86	88	89	86	90
35-44	100	100	102	101	97	96
45-54	130	129	130	130	123	126
55-64	125	122	122	123	116	115
65+	141	141	138	137	131	129

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



18-34 DDI Performance versus Benchmarks



	Los Angeles			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	643	585	91	849
Men 18-34	330	305	92	428
Women 18-34	313	280	90	421
Black 18-34	42	36	86	52
Hispanic 18-34	353	362	103	496
Other 18-34	248	186	75	301

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

Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



	Los Angeles			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	1,154	1,197	104	1621
Men 25-54	584	597	102	790
Women 25-54	570	599	105	831
Black 25-54	85	87	103	119
Hispanic 25-54	495	633	128	821
Other 25-54	575	477	83	681

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



Sample Status: Riverside-San Bernardino



In-Tab Sample Size, by Demo and Race/Ethnicity



	Riverside-San Bernardino			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	799	802	100	1157
P18+	630	632	100	891
P18-54	473	448	95	649
P25-54	377	360	95	508
Black 6+	75	72	96	105
Hispanic 6+	373	396	106	587
English Dominant 6+	201	210	104	310
Spanish Dominant 6+	172	186	108	277
Other 6+	351	334	95	465

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



DDI by Age Cell



Riverside-San Bernardino						
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	107	113	120	118	113	106
Teens	103	111	113	106	102	96
18-24	108	110	101	99	98	92
25-34	78	79	77	76	72	73
35-44	97	98	101	97	91	87
45-54	153	152	161	157	148	134
55-64	149	149	146	149	148	133
65+	136	136	131	128	124	102

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



18-34 DDI Performance versus Benchmarks



Riverside-San Bernardino				
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	239	192	80	295
Men 18-34	122	85	69	130
Women 18-34	116	107	92	165
Black 18-34	21	16	74	25
Hispanic 18-34	138	110	79	173
Other 18-34	79	66	84	97

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



Riverside-San Bernardino				
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	377	360	95	508
Men 25-54	190	169	89	238
Women 25-54	187	190	102	270
Black 25-54	36	26	71	38
Hispanic 25-54	179	195	109	278
Other 25-54	161	139	86	192

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



Sample Status: Chicago



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	Chicago			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,946	1,930	99	2650
P18+	1,580	1,654	105	2211
P18-54	1,109	987	89	1383
P25-54	908	824	91	1124
Black 6+	353	347	98	503
Hispanic 6+	376	387	103	520
English Dominant 6+	155	139	90	206
Spanish Dominant 6+	222	247	112	314
Other 6+	1,217	1,197	98	1627

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



DDI by Age Cell



	Chicago					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	91	86	90	80	74	68
Teens	101	99	103	101	91	84
18-24	91	91	91	89	83	81
25-34	79	81	80	78	72	86
35-44	83	83	82	79	72	71
45-54	134	128	129	126	119	115
55-64	164	164	166	163	151	151
65+	135	138	135	138	132	133

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



18-34 DDI Performance versus Benchmarks



	Chicago			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	488	409	84	611
Men 18-34	250	205	82	298
Women 18-34	239	204	85	313
Black 18-34	85	65	76	106
Hispanic 18-34	141	129	92	179
Other 18-34	263	215	82	326

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

Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



	Chicago			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	908	824	91	1124
Men 25-54	454	412	91	553
Women 25-54	455	413	91	571
Black 25-54	156	127	81	183
Hispanic 25-54	177	187	106	246
Other 25-54	576	511	89	695

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



Sample Status: San Francisco



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	San Francisco Total			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	2,131	2,140	100	2998
P18+	1,778	1,861	105	2554
P18-54	1,218	1,140	94	1629
P25-54	1,020	968	95	1349
Black 6+	**	**	**	**
Hispanic 6+	**	**	**	**
Other 6+	**	**	**	**

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



DDI by Age Cell



San Francisco Total						
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	91	90	87	82	79	81
Teens	84	89	91	88	84	77
18-24	88	90	86	81	82	86
25-34	107	104	103	98	94	99
35-44	86	85	88	86	81	80
45-54	115	116	116	113	105	107
55-64	137	139	141	137	130	131
65+	133	136	133	133	122	127

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



18-34 DDI Performance versus Benchmarks



	San Francisco Total			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	504	473	94	698
Men 18-34	264	240	91	343
Women 18-34	240	233	97	355
Black 18-34	**	**	**	**
Hispanic 18-34	**	**	**	**
Other 18-34	**	**	**	**

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



June 2009	San Francisco Total			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	1,020	968	95	1349
Men 25-54	525	485	92	661
Women 25-54	495	484	98	688
Black 25-54	**	**	**	**
Hispanic 25-54	**	**	**	**
Other 25-54	**	**	**	**

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



In-Tab Sample Size, by Demo and Race/Ethnicity



	San Francisco Non-Embedded			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,265	1,259	100	1777
P18+	1,060	1,128	106	1548
P18-54	718	646	90	946
P25-54	601	546	91	773
Black 6+	110	114	103	161
Hispanic 6+	256	308	120	441
English Dominant 6+	130	118	90	186
Spanish Dominant 6+	126	189	151	255
Other 6+	898	838	93	1175

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



DDI by Age Cell



San Francisco Non-Embedded

	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	68	76	65	60	59	62
Teens	74	73	80	76	71	65
18-24	87	92	86	79	83	86
25-34	103	105	101	98	95	95
35-44	79	83	81	80	75	75
45-54	110	111	108	105	98	103
55-64	155	158	158	152	144	146
65+	146	147	144	142	133	136

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



18-34 DDI Performance versus Benchmarks



San Francisco Non-Embedded				
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	298	273	92	414
Men 18-34	155	143	92	202
Women 18-34	143	131	91	212
Black 18-34	25	22	89	32
Hispanic 18-34	90	123	136	171
Other 18-34	183	128	70	211

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

Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



San Francisco Non-Embedded				
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	601	546	91	773
Men 25-54	306	273	89	378
Women 25-54	295	273	92	395
Black 25-54	51	46	91	63
Hispanic 25-54	120	176	147	238
Other 25-54	431	324	75	472

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



Sample Status: San Jose



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	San Jose			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	866	881	102	1221
P18+	712	732	103	1006
P18-54	506	494	98	683
P25-54	423	423	100	576
Hispanic 6+	218	306	140	407
English Dominant 6+	117	144	123	202
Spanish Dominant 6+	102	162	160	205
Other 6+	648	575	89	814

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



DDI by Age Cell



	San Jose					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	106	113	111	105	101	102
Teens	98	109	104	104	99	91
18-24	80	92	85	83	80	85
25-34	109	106	106	99	92	104
35-44	86	91	94	90	85	84
45-54	121	125	127	125	117	114
55-64	110	120	120	119	113	113
65+	119	127	122	124	110	118

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



18-34 DDI Performance versus Benchmarks



	San Jose			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	206	199	97	284
Men 18-34	110	97	88	141
Women 18-34	96	102	107	143
Hispanic 18-34	69	84	122	119
Other 18-34	137	115	84	165

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



	San Jose			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	423	423	100	576
Men 25-54	224	212	94	283
Women 25-54	199	211	106	293
Hispanic 25-54	98	146	149	187
Other 25-54	325	277	85	389

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



Sample Status: Atlanta



In-Tab Sample Size, by Demo and Race/Ethnicity



	Atlanta			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,335	1,307	98	1870
P18+	1,082	1,086	100	1492
P18-54	799	716	90	1021
P25-54	666	604	91	843
Black 6+	426	421	99	618
Hispanic 6+	130	124	96	176
Other 6+	780	762	98	1076

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



DDI by Age Cell



	Atlanta					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	92	103	110	104	95	88
Teens	95	98	101	100	101	86
18-24	94	96	98	96	89	85
25-34	88	97	96	92	88	87
35-44	90	97	98	91	85	79
45-54	116	117	121	121	115	107
55-64	145	152	157	156	146	137
65+	133	139	148	144	135	123

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



18-34 DDI Performance versus Benchmarks



	Atlanta			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	342	294	86	437
Men 18-34	174	144	83	211
Women 18-34	167	149	89	226
Black 18-34	112	96	85	146
Hispanic 18-34	59	43	73	59
Other 18-34	170	155	91	232

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



	Atlanta			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	666	604	91	843
Men 25-54	332	275	83	389
Women 25-54	334	329	98	454
Black 25-54	215	192	89	276
Hispanic 25-54	64	72	112	97
Other 25-54	387	340	88	470

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



Sample Status: Dallas



In-Tab Sample Size, by Demo and Race/Ethnicity



	Dallas			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,361	1,306	96	1894
P18+	1,094	1,084	99	1521
P18-54	816	729	89	1035
P25-54	676	617	91	859
Black 6+	199	172	86	262
Hispanic 6+	363	370	102	515
English Dominant 6+	149	122	82	189
Spanish Dominant 6+	214	248	116	326
Other 6+	800	764	95	1117

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



DDI by Age Cell



	Dallas					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	98	109	98	97	94	84
Teens	100	111	104	103	96	82
18-24	85	100	95	96	88	80
25-34	92	104	102	101	94	89
35-44	90	96	94	96	91	79
45-54	125	134	130	127	121	107
55-64	148	157	159	153	147	116
65+	171	177	180	179	163	141

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



18-34 DDI Performance versus Benchmarks



	Dallas			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	369	315	85	460
Men 18-34	192	151	79	217
Women 18-34	177	164	93	243
Black 18-34	52	31	60	53
Hispanic 18-34	138	131	95	176
Other 18-34	180	153	85	231

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

Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



	Dallas			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	676	617	91	859
Men 25-54	345	303	88	416
Women 25-54	331	314	95	443
Black 25-54	99	78	79	114
Hispanic 25-54	178	192	108	254
Other 25-54	400	347	87	491

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



Sample Status: Detroit



In-Tab Sample Size, by Demo and Race/Ethnicity



	Detroit			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,440	1,482	103	2014
P18+	1,176	1,287	109	1698
P18-54	793	769	97	1044
P25-54	654	644	99	863
Black 6+	328	334	102	468
Other 6+	1,062	1,098	103	1474

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



DDI by Age Cell



	Detroit					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	62	68	69	65	63	63
Teens	90	98	99	95	92	84
18-24	91	100	94	92	90	89
25-34	90	92	88	86	82	84
35-44	78	82	83	82	77	73
45-54	143	150	152	150	145	134
55-64	165	172	174	173	169	158
65+	119	129	133	129	130	114

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



18-34 DDI Performance versus Benchmarks



	Detroit			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	326	282	87	409
Men 18-34	165	139	84	194
Women 18-34	161	143	89	215
Black 18-34	82	54	66	82
Other 18-34	244	228	93	327

*Designated Delivery Index: $DDI = (actual/target) * 100$
 Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



	Detroit			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	654	644	99	863
Men 25-54	324	297	92	390
Women 25-54	330	348	105	473
Black 25-54	146	126	86	179
Other 25-54	508	519	104	684

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



Sample Status: Washington, DC



In-Tab Sample Size, by Demo and Race/Ethnicity



	Washington, DC			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,331	1,331	100	1855
P18+	1,096	1,169	107	1590
P18-54	777	776	100	1089
P25-54	647	667	103	914
Black 6+	365	337	92	501
Hispanic 6+	163	172	106	228
Other 6+	803	822	102	1126

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



DDI by Age Cell



	Washington, DC					
	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	72	74	68	68	65	68
Teens	94	96	89	83	79	70
18-24	86	89	96	95	92	84
25-34	87	92	88	85	80	86
35-44	99	100	98	95	95	93
45-54	130	137	135	134	129	128
55-64	136	139	140	143	134	127
65+	120	120	120	120	121	119

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



18-34 DDI Performance versus Benchmarks



	Washington, DC			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	328	280	85	435
Men 18-34	164	142	86	209
Women 18-34	164	138	84	226
Black 18-34	91	71	79	122
Hispanic 18-34	61	61	100	85
Other 18-34	176	148	84	228

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

Benchmark = 70+



In-Tab Sample Size, by 25-54 Race/Ethnicity



	Washington, DC			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	647	667	103	914
Men 25-54	316	324	102	432
Women 25-54	331	344	104	482
Black 25-54	177	162	92	231
Hispanic 25-54	81	98	121	126
Other 25-54	390	407	105	557

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



Sample Status: Boston



In-Tab Sample Size, by Demo and Race/Ethnicity



June 2009	Boston			
	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
P6+	1,519	1,516	100	2071
P18+	1,269	1,337	105	1785
P18-54	861	821	95	1146
P25-54	705	683	97	936
Black 6+	105	117	112	160
Hispanic 6+	118	115	97	173
Other 6+	1,295	1,284	99	1738

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



DDI by Age Cell



Boston

	JAN09	FEB09	MAR09	APR09	MAY09	JUN09
Children	77	69	70	69	61	62
Teens	109	103	104	104	86	82
18-24	88	85	93	98	94	89
25-34	77	68	93	104	91	89
35-44	78	75	83	89	78	81
45-54	126	118	130	130	122	119
55-64	143	136	156	161	149	150
65+	93	90	101	104	98	105

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



18-34 DDI Performance versus Benchmarks



	Boston			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	364	324	89	474
Men 18-34	183	172	94	251
Women 18-34	181	152	84	223
Black 18-34	29	26	91	41
Hispanic 18-24	42	31	73	46
Other 18-34	293	267	91	387

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

Benchmark = 80



In-Tab Sample Size, by 25-54 Race/Ethnicity



	Boston			
June 2009	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 25-54	705	683	97	936
Men 25-54	349	330	94	453
Women 25-54	356	353	99	483
Black 25-54	50	46	92	65
Hispanic 25-54	56	57	103	84
Other 25-54	600	579	97	787

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

