

Sample Status: Atlanta

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
Persons 6+	1,335	1,502	112	1,893
Persons 18+	1,079	1,227	114	1,504
Persons 18-34	332	346	104	445
Persons 18-54	782	882	113	1,105
Persons 25-54	650	755	116	937
Black Persons 6+	427	491	115	628
Black Persons 18-34	110	117	106	153
Black Persons 25-54	212	232	110	286
Hispanic Persons 6+	134	212	158	283
Hispanic Persons 18-34	59	56	94	74
Hispanic Persons 25-54	65	113	174	145
Other Persons 6+	774	799	103	982
Other Persons 18-34	162	173	107	218
Other Persons 25-54	373	409	110	506
Men 18-34	169	180	107	228
Men 25-54	324	349	108	433
Women 18-34	163	166	102	217
Women 25-54	326	406	124	504

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	102	112	116	113	114	116
Teens	87	101	93	96	99	98
18-24	93	103	93	96	97	97
25-34	102	109	106	103	111	109
35-44	96	114	117	117	123	121
45-54	115	131	128	122	123	117
55-64	126	145	133	130	133	130
65+	101	109	101	97	100	100

Sample Status: Austin

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	725	735	101	945
PERSONS 18+	593	603	102	759
PERSONS 18-34	209	165	79	227
PERSONS 18-54	442	403	91	526
PERSONS 25-54	359	347	97	443
BLACK PERSONS 6+	55	55	100	81
BLACK PERSONS 18-34	15	14	92	24
BLACK PERSONS 25-54	26	29	112	42
HISPANIC PERSONS 6+	216	202	94	264
HISPANIC PERSONS 18-34	76	64	85	91
HISPANIC PERSONS 25-54	104	103	98	133
HISPANIC SPANISH DOM.	102	78	77	102
HISPANIC ENGLISH DOM.	114	125	109	162
OTHER PERSONS 6+	454	478	105	600
OTHER PERSONS 18-34	118	87	74	112
OTHER PERSONS 25-54	229	215	94	268
MEN 18-34	109	82	75	109
MEN 25-54	186	173	93	217
WOMEN 18-34	100	83	83	118
WOMEN 25-54	173	174	101	226

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			104	95	94	96
Teens			95	100	98	104
18-24			69	68	66	68
25-34			100	98	92	87
35-44			91	92	90	89
45-54			124	120	116	116
55-64			144	134	136	135
65+			145	138	131	128

Sample Status: Baltimore

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,233	114	1,620
PERSONS 18+	895	1,065	119	1,370
PERSONS 18-34	261	245	94	353
PERSONS 18-54	598	646	108	865
PERSONS 25-54	486	560	115	739
BLACK PERSONS 6+	315	353	112	465
BLACK PERSONS 18-34	84	85	101	119
BLACK PERSONS 25-54	144	161	112	209
OTHER PERSONS 6+	765	880	115	1,155
OTHER PERSONS 18-34	177	160	90	234
OTHER PERSONS 25-54	343	398	116	530
MEN 18-34	130	129	99	184
MEN 25-54	235	268	114	352
WOMEN 18-34	131	116	88	169
WOMEN 25-54	251	292	116	387

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	58	61	74	99	99	89
Teens	75	70	86	102	101	92
18-24	89	87	85	81	78	77
25-34	82	84	90	100	101	106
35-44	75	72	91	117	113	105
45-54	127	119	127	140	136	131
55-64	153	155	168	172	169	159
65+	113	112	124	129	127	125

Sample Status: Boston

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,519	1,860	122	2,374
PERSONS 18+	1,275	1,591	125	1,986
PERSONS 18-34	369	374	102	506
PERSONS 18-54	855	1,025	120	1,315
PERSONS 25-54	694	879	127	1,118
BLACK PERSONS 6+	105	143	137	189
BLACK PERSONS 18-34	29	39	132	51
BLACK PERSONS 25-54	49	74	150	92
HISPANIC PERSONS 6+	127	197	155	251
HISPANIC PERSONS 18-34	46	49	105	65
HISPANIC PERSONS 25-54	60	98	164	125
OTHER PERSONS 6+	1,287	1,520	118	1,934
OTHER PERSONS 18-34	293	287	98	390
OTHER PERSONS 25-54	585	708	121	901
MEN 18-34	185	195	105	264
MEN 25-54	345	422	122	526
WOMEN 18-34	183	179	98	242
WOMEN 25-54	349	458	131	592

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	58	82	98	102	107	103
Teens	74	91	110	114	124	119
18-24	73	77	77	80	93	91
25-34	87	102	110	117	115	110
35-44	84	106	121	127	135	125
45-54	119	130	132	140	148	142
55-64	150	166	155	150	156	151
65+	111	131	122	123	125	120

Sample Status: Charlotte-Gastonia-Rock Hill

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
Persons 6+	993	1,123	113	1,361
Persons 18+	811	974	120	1,159
Persons 18-34	239	241	101	310
Persons 18-54	560	596	106	735
Persons 25-54	464	511	110	623
Black Persons 6+	214	234	109	300
Black Persons 18-34	54	52	97	71
Black Persons 25-54	99	121	123	155
Hispanic Persons 6+	80	122	152	148
Hispanic Persons 18-34	38	42	108	52
Hispanic Persons 25-54	39	64	163	76
Other Persons 6+	698	767	110	913
Other Persons 18-34	147	148	100	187
Other Persons 25-54	326	325	100	392
Men 18-34	121	119	99	150
Men 25-54	231	252	109	301
Women 18-34	118	122	103	160
Women 25-54	233	259	111	322

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			85	79	75	77
Teens			87	86	83	87
18-24			85	82	81	89
25-34			114	110	108	109
35-44			93	96	91	97
45-54			124	122	118	124
55-64			153	142	147	153
65+			148	149	144	149

Sample Status: Chicago

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,946	2,252	116	2,726
PERSONS 18+	1,586	1,904	120	2,263
PERSONS 18-34	485	512	105	639
PERSONS 18-54	1,096	1,307	119	1,571
PERSONS 25-54	894	1,124	126	1,324
BLACK PERSONS 6+	346	435	126	556
BLACK PERSONS 18-34	83	94	113	126
BLACK PERSONS 25-54	152	203	134	251
HISPANIC PERSONS 6+	386	469	121	555
HISPANIC PERSONS 18-34	144	144	100	172
HISPANIC PERSONS 25-54	180	243	135	278
HISPANIC SPANISH DOM.	220	250	114	286
HISPANIC ENGLISH DOM.	166	219	132	269
OTHER PERSONS 6+	1,214	1,347	111	1,615
OTHER PERSONS 18-34	258	273	106	341
OTHER PERSONS 25-54	563	677	120	795
MEN 18-34	247	246	100	303
MEN 25-54	448	536	120	628
WOMEN 18-34	238	265	111	336
WOMEN 25-54	446	588	132	696

DDI by Age Cell

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

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	74	81	85	88	90	91
Teens	84	90	94	94	101	102
18-24	78	88	89	92	94	91
25-34	94	104	109	113	114	116
35-44	90	97	100	109	112	109
45-54	128	133	141	144	149	151
55-64	137	141	144	146	146	144
65+	100	102	104	102	101	101



Sample Status: Cincinnati

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	945	1,099	116	1,379
PERSONS 18+	775	959	124	1,183
PERSONS 18-34	229	227	99	297
PERSONS 18-54	522	598	115	747
PERSONS 25-54	425	507	119	622
BLACK PERSONS 6+	120	166	138	241
BLACK PERSONS 18-34	31	36	116	58
BLACK PERSONS 25-54	52	75	143	105
OTHER PERSONS 6+	825	933	113	1,138
OTHER PERSONS 18-34	198	191	97	239
OTHER PERSONS 25-54	372	432	116	517
MEN 18-34	115	121	105	156
MEN 25-54	209	249	119	303
WOMEN 18-34	114	106	93	141
WOMEN 25-54	215	258	120	319

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	71	77	77	78	76	79
Teens	71	78	87	92	89	85
18-24	77	82	85	90	92	94
25-34	88	91	102	107	100	104
35-44	86	89	93	100	100	98
45-54	140	147	157	157	157	152
55-64	155	161	169	176	173	172
65+	106	107	110	113	112	115

Sample Status: Cleveland

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,016	1,191	117	1,433
PERSONS 18+	844	1,040	123	1,228
PERSONS 18-34	222	217	98	275
PERSONS 18-54	532	582	109	701
PERSONS 25-54	435	491	113	588
BLACK PERSONS 6+	199	259	130	308
BLACK PERSONS 18-34	46	46	100	58
BLACK PERSONS 25-54	83	105	127	122
OTHER PERSONS 6+	817	931	114	1,125
OTHER PERSONS 18-34	176	171	97	217
OTHER PERSONS 25-54	352	387	110	466
MEN 18-34	111	101	91	128
MEN 25-54	212	223	105	266
WOMEN 18-34	111	116	104	147
WOMEN 25-54	223	268	121	322

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	75	78	75	79	83	85
Teens	82	88	90	94	96	91
18-24	87	83	85	82	86	93
25-34	88	89	94	104	103	101
35-44	90	93	101	109	110	104
45-54	126	126	134	134	134	129
55-64	172	175	183	182	183	180
65+	122	123	124	123	121	119

Sample Status: Columbus, OH

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	870	958	110	1,148
PERSONS 18+	711	841	118	989
PERSONS 18-34	226	211	94	261
PERSONS 18-54	503	551	110	662
PERSONS 25-54	411	476	116	569
BLACK PERSONS 6+	130	144	110	185
BLACK PERSONS 18-34	35	34	97	43
BLACK PERSONS 25-54	60	68	113	88
OTHER PERSONS 6+	740	815	110	963
OTHER PERSONS 18-34	191	178	93	218
OTHER PERSONS 25-54	351	408	116	481
MEN 18-34	115	108	94	132
MEN 25-54	206	222	108	262
WOMEN 18-34	111	103	93	129
WOMEN 25-54	205	254	124	307

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			51	62	57	57
Teens			84	97	95	92
18-24			83	91	86	82
25-34			94	103	102	101
35-44			93	104	97	95
45-54			155	157	153	151
55-64			155	157	152	150
65+			126	128	127	129

Sample Status: Dallas-Ft. Worth

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,361	1,597	117	2,047
PERSONS 18+	1,091	1,288	118	1,610
PERSONS 18-34	357	371	104	496
PERSONS 18-54	800	930	116	1,183
PERSONS 25-54	664	806	121	1,013
BLACK PERSONS 6+	198	272	138	358
BLACK PERSONS 18-34	50	73	147	96
BLACK PERSONS 25-54	97	152	158	193
HISPANIC PERSONS 6+	373	484	130	630
HISPANIC PERSONS 18-34	137	132	96	181
HISPANIC PERSONS 25-54	181	242	134	302
HISPANIC SPANISH DOM.	206	267	130	343
HISPANIC ENGLISH DOM.	167	217	130	287
OTHER PERSONS 6+	791	840	106	1,059
OTHER PERSONS 18-34	170	166	97	219
OTHER PERSONS 25-54	387	412	107	518
MEN 18-34	186	186	100	245
MEN 25-54	340	380	112	477
WOMEN 18-34	171	185	108	251
WOMEN 25-54	324	426	132	536

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	107	125	127	122	124	121
Teens	87	98	101	105	106	107
18-24	85	98	95	98	100	91
25-34	90	112	117	119	114	112
35-44	93	116	119	122	121	119
45-54	114	138	135	138	141	135
55-64	130	143	141	137	136	126
65+	120	135	123	117	115	120



Sample Status: Denver-Boulder

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	968	1,142	118	1,454
PERSONS 18+	797	962	121	1,200
PERSONS 18-34	242	240	99	310
PERSONS 18-54	557	612	110	781
PERSONS 25-54	466	540	116	685
BLACK PERSONS 6+	52	76	145	92
BLACK PERSONS 18-34	13	15	113	19
BLACK PERSONS 25-54	25	29	116	37
HISPANIC PERSONS 6+	208	235	113	307
HISPANIC PERSONS 18-34	71	64	91	84
HISPANIC PERSONS 25-54	97	118	121	150
HISPANIC SPANISH DOM.	90	94	104	118
HISPANIC ENGLISH DOM.	118	142	120	189
OTHER PERSONS 6+	707	831	117	1,055
OTHER PERSONS 18-34	159	161	101	207
OTHER PERSONS 25-54	343	393	115	498
MEN 18-34	127	129	102	163
MEN 25-54	238	269	113	333
WOMEN 18-34	116	111	96	147
WOMEN 25-54	227	271	119	352

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	80	78	91	100	100	99
Teens	91	99	105	116	112	112
18-24	85	84	84	86	81	78
25-34	101	102	112	120	117	111
35-44	80	82	89	98	98	100
45-54	130	132	135	141	137	136
55-64	148	161	170	173	171	158
65+	156	158	158	158	145	133



Sample Status: Detroit

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,440	1,645	114	2,082
PERSONS 18+	1,184	1,409	119	1,748
PERSONS 18-34	321	320	99	425
PERSONS 18-54	779	862	111	1,103
PERSONS 25-54	640	721	113	910
BLACK PERSONS 6+	325	379	117	515
BLACK PERSONS 18-34	81	86	107	125
BLACK PERSONS 25-54	143	164	115	219
OTHER PERSONS 6+	1,115	1,265	113	1,567
OTHER PERSONS 18-34	241	233	97	300
OTHER PERSONS 25-54	497	557	112	691
MEN 18-34	162	163	100	213
MEN 25-54	317	338	107	420
WOMEN 18-34	159	157	99	212
WOMEN 25-54	323	383	119	490

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	74	89	86	86	88	85
Teens	73	88	89	96	101	99
18-24	82	97	99	101	100	101
25-34	87	92	87	90	100	98
35-44	82	101	99	104	106	102
45-54	120	138	137	133	137	133
55-64	149	169	167	159	164	163
65+	94	100	103	109	111	108

Sample Status: Greensboro-Winston-Salem-High Pt.

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
Persons 6+	802	910	114	1,106
Persons 18+	665	786	118	935
Persons 18-34	188	164	87	214
Persons 18-54	438	457	104	557
Persons 25-54	357	394	110	473
Black Persons 6+	172	172	100	208
Black Persons 18-34	45	35	78	45
Black Persons 25-54	76	70	91	84
Hispanic Persons 6+	67	98	146	120
Hispanic Persons 18-34	34	29	86	34
Hispanic Persons 25-54	32	51	162	60
Other Persons 6+	563	640	114	778
Other Persons 18-34	110	100	91	135
Other Persons 25-54	249	273	110	329
Men 18-34	93	83	89	110
Men 25-54	176	184	105	223
Women 18-34	95	81	85	104
Women 25-54	181	209	116	250

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

DDI by Age Cell

					DEC10
Children					84
Teens					97
18-24					78
25-34					94
35-44					87
45-54					147
55-64					162
65+					130

Sample Status: Hartford-New Britain-Middletown

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
Persons 6+	826	891	108	1,130
Persons 18+	689	770	112	954
Persons 18-34	193	174	90	247
Persons 18-54	449	461	103	601
Persons 25-54	361	391	109	500
Black Persons 6+	89	132	149	172
Black Persons 18-34	26	32	121	45
Black Persons 25-54	40	59	151	74
Hispanic Persons 6+	100	107	108	158
Hispanic Persons 18-34	35	30	86	50
Hispanic Persons 25-54	43	52	121	76
Other Persons 6+	637	651	102	800
Other Persons 18-34	131	112	85	152
Other Persons 25-54	278	280	101	350
Men 18-34	98	89	91	126
Men 25-54	179	181	101	235
Women 18-34	94	85	90	121
Women 25-54	182	211	116	265

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

DDI by Age Cell

					DEC10
Children					87
Teens					89
18-24					79
25-34					100
35-44					93
45-54					128
55-64					124
65+					132

Sample Status: Houston Metro

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,361	1,458	107	1,955
PERSONS 18+	1,087	1,190	109	1,547
PERSONS 18-34	358	386	108	538
PERSONS 18-54	787	871	111	1,159
PERSONS 25-54	645	701	109	917
BLACK PERSONS 6+	230	274	119	374
BLACK PERSONS 18-34	58	79	135	112
BLACK PERSONS 25-54	107	144	134	190
HISPANIC PERSONS 6+	456	464	102	626
HISPANIC PERSONS 18-34	159	161	101	222
HISPANIC PERSONS 25-54	216	228	106	298
HISPANIC SPANISH DOM.	276	250	91	325
HISPANIC ENGLISH DOM.	180	214	119	301
OTHER PERSONS 6+	675	720	107	955
OTHER PERSONS 18-34	140	146	104	204
OTHER PERSONS 25-54	322	329	102	429
MEN 18-34	184	185	100	257
MEN 25-54	326	331	101	432
WOMEN 18-34	173	202	116	281
WOMEN 25-54	319	370	116	485

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	99	100	97	92	92	98
Teens	109	108	108	104	97	98
18-24	131	128	119	119	124	121
25-34	92	90	91	93	95	100
35-44	107	104	104	99	100	107
45-54	119	114	113	115	117	120
55-64	115	115	113	110	112	116
65+	100	95	91	88	93	94

Sample Status: Indianapolis

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,000	1,024	102	1,251
PERSONS 18+	806	870	108	1,034
PERSONS 18-34	238	203	85	257
PERSONS 18-54	560	541	96	659
PERSONS 25-54	467	472	101	568
BLACK PERSONS 6+	154	162	106	204
BLACK PERSONS 18-34	37	36	96	46
BLACK PERSONS 25-54	69	67	97	81
OTHER PERSONS 6+	846	862	102	1,047
OTHER PERSONS 18-34	202	168	83	211
OTHER PERSONS 25-54	398	405	102	487
MEN 18-34	119	99	83	126
MEN 25-54	231	216	93	258
WOMEN 18-34	119	104	88	131
WOMEN 25-54	236	256	109	310

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			88	90	88	85
Teens			74	78	72	74
18-24			80	80	75	73
25-34			101	97	94	93
35-44			97	96	90	93
45-54			120	120	117	116
55-64			166	160	156	159
65+			120	111	112	109

Sample Status: Jacksonville

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	729	759	104	951
PERSONS 18+	601	652	109	797
PERSONS 18-34	174	154	89	203
PERSONS 18-54	401	379	95	482
PERSONS 25-54	330	324	98	406
BLACK PERSONS 6+	162	165	102	216
BLACK PERSONS 18-34	42	35	83	48
BLACK PERSONS 25-54	72	86	120	110
OTHER PERSONS 6+	567	593	105	735
OTHER PERSONS 18-34	132	119	90	155
OTHER PERSONS 25-54	259	238	92	296
MEN 18-34	87	80	92	106
MEN 25-54	161	154	96	195
WOMEN 18-34	87	74	85	97
WOMEN 25-54	169	170	101	211

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

DDI by Age Cell

						DEC10
Children						79
Teens						87
18-24						78
25-34						96
35-44						88
45-54						109
55-64						137
65+						136

Sample Status: Kansas City

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	878	1,027	117	1,274
PERSONS 18+	715	882	123	1,062
PERSONS 18-34	207	219	105	281
PERSONS 18-54	484	552	114	681
PERSONS 25-54	402	474	118	576
BLACK PERSONS 6+	114	150	132	190
BLACK PERSONS 18-34	28	35	125	44
BLACK PERSONS 25-54	50	67	134	82
HISPANIC PERSONS 6+	65	87	133	113
HISPANIC PERSONS 18-34	24	21	88	30
HISPANIC PERSONS 25-54	30	42	137	50
OTHER PERSONS 6+	699	790	113	971
OTHER PERSONS 18-34	155	162	105	207
OTHER PERSONS 25-54	321	366	114	444
MEN 18-34	105	121	115	147
MEN 25-54	200	230	115	277
WOMEN 18-34	102	97	95	134
WOMEN 25-54	202	245	121	299

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	58	65	68	71	75	76
Teens	84	91	98	100	102	103
18-24	82	82	85	92	91	95
25-34	92	102	108	118	120	112
35-44	85	88	94	97	96	101
45-54	119	127	134	138	139	139
55-64	155	153	163	162	164	154
65+	135	138	145	139	133	132



Sample Status: Las Vegas

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	788	982	125	1,214
PERSONS 18+	640	816	128	987
PERSONS 18-34	197	194	99	255
PERSONS 18-54	445	495	111	618
PERSONS 25-54	373	423	113	519
BLACK PERSONS 6+	81	106	130	134
BLACK PERSONS 18-34	20	24	123	34
BLACK PERSONS 25-54	38	36	96	44
HISPANIC PERSONS 6+	222	263	118	337
HISPANIC PERSONS 18-34	79	69	87	93
HISPANIC PERSONS 25-54	107	126	117	160
OTHER PERSONS 6+	484	613	127	743
OTHER PERSONS 18-34	98	101	103	128
OTHER PERSONS 25-54	228	261	115	315
MEN 18-34	102	89	88	115
MEN 25-54	193	204	106	250
WOMEN 18-34	95	105	111	140
WOMEN 25-54	180	219	122	269

* Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	103	107	109	117	118	117
Teens	89	93	107	109	110	107
18-24	102	98	106	115	109	99
25-34	94	85	89	103	102	99
35-44	84	89	103	120	118	110
45-54	135	130	136	147	142	132
55-64	136	146	161	168	167	158
65+	151	152	167	177	174	173



Sample Status: Los Angeles

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,456	2,909	118	3,566
PERSONS 18+	2,004	2,440	122	2,947
PERSONS 18-34	638	714	112	900
PERSONS 18-54	1,414	1,694	120	2,083
PERSONS 25-54	1,140	1,383	121	1,675
BLACK PERSONS 6+	181	246	136	307
BLACK PERSONS 18-34	41	50	122	68
BLACK PERSONS 25-54	82	125	152	152
HISPANIC PERSONS 6+	1,065	1,271	119	1,559
HISPANIC PERSONS 18-34	355	375	106	474
HISPANIC PERSONS 25-54	496	620	125	738
HISPANIC SPANISH DOM.	539	585	108	684
HISPANIC ENGLISH DOM.	526	686	130	875
OTHER PERSONS 6+	1,211	1,392	115	1,700
OTHER PERSONS 18-34	242	289	119	358
OTHER PERSONS 25-54	562	638	113	785
MEN 18-34	328	386	118	477
MEN 25-54	579	678	117	810
WOMEN 18-34	310	328	106	423
WOMEN 25-54	561	704	126	865

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	78	85	91	94	98	97
Teens	94	94	101	103	106	111
18-24	86	91	97	104	107	114
25-34	88	95	96	104	111	110
35-44	97	101	111	120	121	121
45-54	109	117	124	128	133	132
55-64	124	132	134	134	134	138
65+	116	121	125	118	117	116

Sample Status: Memphis

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	630	678	108	858
PERSONS 18+	507	599	118	747
PERSONS 18-34	155	126	81	181
PERSONS 18-54	346	349	101	458
PERSONS 25-54	280	302	108	383
BLACK PERSONS 6+	284	311	110	404
BLACK PERSONS 18-34	73	69	93	98
BLACK PERSONS 25-54	122	141	116	183
OTHER PERSONS 6+	346	367	106	454
OTHER PERSONS 18-34	81	57	70	83
OTHER PERSONS 25-54	157	161	102	200
MEN 18-34	77	61	80	86
MEN 25-54	134	135	101	169
WOMEN 18-34	78	65	82	95
WOMEN 25-54	145	167	115	214

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

DDI by Age Cell

						DEC10
Children						61
Teens						68
18-24						71
25-34						88
35-44						86
45-54						146
55-64						172
65+						138

Sample Status: Miami-Ft. Lauderdale-Hollywood

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,553	1,846	119	2,411
PERSONS 18+	1,299	1,575	121	2,034
PERSONS 18-34	346	336	97	480
PERSONS 18-54	838	928	111	1,232
PERSONS 25-54	688	790	115	1,024
BLACK PERSONS 6+	317	356	112	502
BLACK PERSONS 18-34	82	88	107	128
BLACK PERSONS 25-54	142	155	110	218
HISPANIC PERSONS 6+	747	923	124	1,190
HISPANIC PERSONS 18-34	181	167	92	241
HISPANIC PERSONS 25-54	342	418	122	531
HISPANIC SPANISH DOM.	512	575	112	716
HISPANIC ENGLISH DOM.	235	348	148	474
OTHER PERSONS 6+	488	568	116	719
OTHER PERSONS 18-34	82	81	98	111
OTHER PERSONS 25-54	204	217	106	275
MEN 18-34	175	173	99	245
MEN 25-54	340	377	111	484
WOMEN 18-34	171	163	95	235
WOMEN 25-54	348	413	119	540

DDI by Age Cell

* Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	87	90	106	115	118	117
Teens	77	81	99	108	102	97
18-24	93	96	96	107	104	92
25-34	89	94	98	109	109	101
35-44	91	97	107	129	129	122
45-54	114	120	125	135	130	119
55-64	136	139	147	152	149	141
65+	158	157	159	159	154	140

Sample Status: Middlesex-Somerset-Union

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	694	880	127	1,063
PERSONS 18+	573	750	131	886
PERSONS 18-34	157	185	118	231
PERSONS 18-54	387	494	128	600
PERSONS 25-54	320	427	134	513
BLACK PERSONS 6+	94	116	123	149
BLACK PERSONS 18-34	22	25	115	32
BLACK PERSONS 25-54	43	60	137	75
HISPANIC PERSONS 6+	137	231	169	272
HISPANIC PERSONS 18-34	45	57	127	71
HISPANIC PERSONS 25-54	65	115	176	134
OTHER PERSONS 6+	463	533	115	642
OTHER PERSONS 18-34	90	103	115	128
OTHER PERSONS 25-54	211	253	120	304
MEN 18-34	80	102	128	124
MEN 25-54	161	221	138	263
WOMEN 18-34	77	83	108	107
WOMEN 25-54	159	206	130	250

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	61	66	73	83	87	90
Teens	84	96	107	120	124	126
18-24	81	95	99	95	98	100
25-34	96	103	105	124	128	132
35-44	87	92	103	124	129	127
45-54	121	129	136	138	141	141
55-64	147	152	149	147	157	159
65+	101	108	110	116	117	117

Sample Status: Milwaukee-Racine

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	951	1,048	110	1,252
PERSONS 18+	780	890	114	1,032
PERSONS 18-34	220	197	89	245
PERSONS 18-54	514	530	103	631
PERSONS 25-54	418	452	108	529
BLACK PERSONS 6+	145	164	113	201
BLACK PERSONS 18-34	37	36	99	47
BLACK PERSONS 25-54	62	60	98	73
HISPANIC PERSONS 6+	80	83	103	116
HISPANIC PERSONS 18-34	30	23	75	31
HISPANIC PERSONS 25-54	35	40	113	52
OTHER PERSONS 6+	726	801	110	935
OTHER PERSONS 18-34	153	138	90	167
OTHER PERSONS 25-54	321	352	110	404
MEN 18-34	112	97	87	118
MEN 25-54	208	223	107	258
WOMEN 18-34	108	100	92	127
WOMEN 25-54	210	229	109	271

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

DDI by Age Cell

	SEP10	OCT10	NOV10	DEC10
Children	80	78	83	89
Teens	94	90	88	96
18-24	86	87	83	82
25-34	91	94	92	95
35-44	93	93	92	96
45-54	130	128	126	128
55-64	162	155	153	156
65+	118	114	114	116



Sample Status: Minneapolis-St. Paul

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,136	1,334	117	1,687
PERSONS 18+	931	1,127	121	1,401
PERSONS 18-34	275	311	113	403
PERSONS 18-54	648	765	118	959
PERSONS 25-54	536	661	123	817
BLACK PERSONS 6+	82	127	155	178
BLACK PERSONS 18-34	25	25	99	40
BLACK PERSONS 25-54	37	60	160	79
OTHER PERSONS 6+	1,054	1,207	114	1,509
OTHER PERSONS 18-34	250	286	114	363
OTHER PERSONS 25-54	498	601	121	738
MEN 18-34	140	153	109	195
MEN 25-54	271	316	117	386
WOMEN 18-34	135	158	117	208
WOMEN 25-54	265	345	130	431

* Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	73	87	92	91	100	89
Teens	83	86	97	119	115	114
18-24	82	86	93	100	94	93
25-34	108	113	119	142	137	127
35-44	91	99	110	124	120	106
45-54	121	125	131	145	146	137
55-64	125	132	144	150	149	145
65+	114	119	120	124	120	109

Sample Status: Nashville

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	754	825	110	1,036
PERSONS 18+	621	723	117	887
PERSONS 18-34	187	157	84	206
PERSONS 18-54	430	441	102	559
PERSONS 25-54	354	384	108	478
BLACK PERSONS 6+	123	167	135	212
BLACK PERSONS 18-34	31	34	107	46
BLACK PERSONS 25-54	55	73	133	92
OTHER PERSONS 6+	631	659	104	824
OTHER PERSONS 18-34	156	123	79	160
OTHER PERSONS 25-54	299	311	104	386
MEN 18-34	94	82	87	109
MEN 25-54	176	188	107	230
WOMEN 18-34	93	74	80	97
WOMEN 25-54	178	196	110	248

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			66	64	65	68
Teens			77	82	85	86
18-24			65	65	70	75
25-34			94	90	90	89
35-44			95	93	98	95
45-54			131	131	139	138
55-64			166	157	163	170
65+			119	120	126	126

Sample Status: Nassau-Suffolk (Long Island)

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,331	123	1,651
PERSONS 18+	893	1,120	125	1,361
PERSONS 18-34	233	258	111	343
PERSONS 18-54	566	715	126	883
PERSONS 25-54	456	592	130	713
BLACK PERSONS 6+	101	176	173	227
BLACK PERSONS 18-34	26	42	163	60
BLACK PERSONS 25-54	41	78	192	98
HISPANIC PERSONS 6+	146	242	166	297
HISPANIC PERSONS 18-34	52	60	114	77
HISPANIC PERSONS 25-54	67	109	163	129
OTHER PERSONS 6+	833	913	110	1,127
OTHER PERSONS 18-34	155	156	101	206
OTHER PERSONS 25-54	348	404	116	486
MEN 18-34	120	143	119	186
MEN 25-54	227	284	125	335
WOMEN 18-34	113	115	102	157
WOMEN 25-54	228	308	135	378

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	78	82	92	101	105	111
Teens	105	107	112	115	120	115
18-24	95	88	90	100	112	112
25-34	96	93	94	99	111	110
35-44	100	106	114	123	132	135
45-54	111	113	120	131	142	139
55-64	138	142	140	142	148	146
65+	99	103	102	102	103	104

Sample Status: New York (Total Metro)

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	3,880	4,645	120	5,774
PERSONS 18+	3,227	3,963	123	4,834
PERSONS 18-34	920	965	105	1,267
PERSONS 18-54	2,159	2,555	118	3,179
PERSONS 25-54	1,775	2,164	122	2,645
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	462	508	110	647
MEN 25-54	876	1,071	122	1,287
WOMEN 18-34	458	457	100	620
WOMEN 25-54	899	1,092	121	1,358

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

** Due to higher sampling rates in embedded markets, race and ethnicity DDIs are not provided for Total Metro. See *New York Unembedded*, *Nassau-Suffolk*, and *Middlesex-Somerset-Union* for market segment DDIs

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	76	79	85	97	102	101
Teens	86	88	96	106	110	108
18-24	83	85	88	96	102	102
25-34	88	90	93	104	109	107
35-44	85	89	99	114	120	119
45-54	121	120	125	136	142	137
55-64	151	152	151	155	161	159
65+	103	105	106	108	109	108

Sample Status: New York (Non-Embedded)

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,106	2,434	116	3,060
PERSONS 18+	1,755	2,094	119	2,587
PERSONS 18-34	511	522	102	693
PERSONS 18-54	1,186	1,346	113	1,696
PERSONS 25-54	978	1,145	117	1,419
BLACK PERSONS 6+	410	527	128	675
BLACK PERSONS 18-34	101	103	102	137
BLACK PERSONS 25-54	186	252	136	319
HISPANIC PERSONS 6+	509	649	128	826
HISPANIC PERSONS 18-34	156	171	110	221
HISPANIC PERSONS 25-54	242	309	128	379
HISPANIC SPANISH DOM.	291	315	108	384
HISPANIC ENGLISH DOM.	217	334	154	442
OTHER PERSONS 6+	1,187	1,257	106	1,559
OTHER PERSONS 18-34	254	248	98	335
OTHER PERSONS 25-54	550	583	106	721
MEN 18-34	255	263	103	337
MEN 25-54	481	566	118	689
WOMEN 18-34	256	259	101	356
WOMEN 25-54	498	578	116	730

DDI by Age Cell

* Designated Delivery Index: $DDI = (\text{actual}/\text{target}) * 100$

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	80	81	85	99	106	100
Teens	74	71	80	93	97	94
18-24	78	81	83	93	98	97
25-34	89	91	95	107	109	106
35-44	81	84	95	112	117	114
45-54	123	116	121	134	137	130
55-64	155	152	153	160	164	161
65+	104	103	105	106	107	106

Sample Status: Norfolk-Virginia Beach-Newport News

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	859	949	111	1,180
PERSONS 18+	707	812	115	977
PERSONS 18-34	232	195	84	258
PERSONS 18-54	496	525	106	655
PERSONS 25-54	391	450	115	549
BLACK PERSONS 6+	279	283	101	359
BLACK PERSONS 18-34	80	72	89	97
BLACK PERSONS 25-54	123	137	112	168
OTHER PERSONS 6+	580	667	115	821
OTHER PERSONS 18-34	151	123	81	161
OTHER PERSONS 25-54	268	313	117	381
MEN 18-34	122	89	73	118
MEN 25-54	194	196	101	241
WOMEN 18-34	109	106	97	140
WOMEN 25-54	197	254	129	308

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			84	91	92	94
Teens			75	90	87	88
18-24			63	70	74	72
25-34			91	94	94	95
35-44			86	100	93	92
45-54			146	150	156	156
55-64			147	140	136	134
65+			138	140	136	137

Sample Status: Orlando

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	766	837	109	1,038
PERSONS 18+	632	707	112	856
PERSONS 18-34	194	181	93	236
PERSONS 18-54	440	450	102	566
PERSONS 25-54	361	388	107	477
BLACK PERSONS 6+	124	158	127	194
BLACK PERSONS 18-34	33	33	100	44
BLACK PERSONS 25-54	56	60	107	73
HISPANIC PERSONS 6+	199	185	93	236
HISPANIC PERSONS 18-34	61	47	78	61
HISPANIC PERSONS 25-54	93	96	103	118
OTHER PERSONS 6+	442	495	112	608
OTHER PERSONS 18-34	100	100	100	131
OTHER PERSONS 25-54	212	231	109	286
MEN 18-34	99	87	88	114
MEN 25-54	182	191	105	229
WOMEN 18-34	95	93	99	122
WOMEN 25-54	179	197	110	248

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			81	82	89	91
Teens			103	99	104	103
18-24			87	84	87	79
25-34			97	97	101	103
35-44			78	83	88	90
45-54			129	123	125	130
55-64			121	122	121	127
65+			141	132	141	141



Sample Status: Philadelphia

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,530	1,790	117	2,247
PERSONS 18+	1,264	1,516	120	1,869
PERSONS 18-34	357	345	97	475
PERSONS 18-54	831	927	111	1,191
PERSONS 25-54	670	783	117	982
BLACK PERSONS 6+	322	381	118	511
BLACK PERSONS 18-34	81	86	107	126
BLACK PERSONS 25-54	141	176	125	232
HISPANIC PERSONS 6+	105	149	142	185
HISPANIC PERSONS 18-34	37	34	92	44
HISPANIC PERSONS 25-54	47	67	143	82
OTHER PERSONS 6+	1,103	1,261	114	1,551
OTHER PERSONS 18-34	239	225	94	305
OTHER PERSONS 25-54	483	539	112	668
MEN 18-34	180	173	96	231
MEN 25-54	329	369	112	457
WOMEN 18-34	177	172	97	244
WOMEN 25-54	342	414	121	525

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	77	80	93	95	97	98
Teens	77	88	97	101	102	108
18-24	85	90	87	90	88	89
25-34	92	97	101	104	102	103
35-44	81	86	97	104	105	108
45-54	130	136	138	138	134	136
55-64	143	155	157	160	159	162
65+	103	109	117	114	111	114

Sample Status: Phoenix

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,001	1,174	117	1,592
PERSONS 18+	806	950	118	1,253
PERSONS 18-34	257	254	99	356
PERSONS 18-54	560	619	110	836
PERSONS 25-54	461	518	112	694
BLACK PERSONS 6+	49	99	200	142
BLACK PERSONS 18-34	13	14	108	20
BLACK PERSONS 25-54	24	41	172	58
HISPANIC PERSONS 6+	304	403	133	539
HISPANIC PERSONS 18-34	109	109	100	151
HISPANIC PERSONS 25-54	141	196	139	257
HISPANIC SPANISH DOM.	149	203	137	261
HISPANIC ENGLISH DOM.	155	199	128	278
OTHER PERSONS 6+	648	673	104	911
OTHER PERSONS 18-34	135	131	97	185
OTHER PERSONS 25-54	297	282	95	379
MEN 18-34	135	131	97	183
MEN 25-54	238	242	102	324
WOMEN 18-34	122	123	101	173
WOMEN 25-54	223	276	124	370

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	107	118	123	126	126	116
Teens	107	106	111	119	126	113
18-24	87	98	107	114	111	101
25-34	89	93	102	111	107	98
35-44	105	109	113	117	122	114
45-54	122	132	142	148	144	127
55-64	152	159	166	173	175	165
65+	110	110	111	119	119	109

Sample Status: Pittsburgh, PA

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,088	1,265	116	1,609
PERSONS 18+	925	1,127	122	1,411
PERSONS 18-34	233	247	106	336
PERSONS 18-54	557	654	117	844
PERSONS 25-54	451	543	120	694
BLACK PERSONS 6+	96	149	155	200
BLACK PERSONS 18-34	24	33	137	46
BLACK PERSONS 25-54	38	60	156	79
OTHER PERSONS 6+	991	1,116	113	1,409
OTHER PERSONS 18-34	210	215	102	290
OTHER PERSONS 25-54	413	483	117	615
MEN 18-34	119	126	106	166
MEN 25-54	223	251	112	323
WOMEN 18-34	115	122	106	170
WOMEN 25-54	228	291	128	371

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	66	72	79	86	84	83
Teens	66	72	82	94	89	87
18-24	80	83	101	108	106	105
25-34	88	89	103	105	104	107
35-44	74	84	103	108	102	100
45-54	120	119	135	146	147	146
55-64	140	147	160	165	167	158
65+	108	108	113	112	111	106

Sample Status: Portland, OR

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	889	1,083	122	1,328
PERSONS 18+	734	932	127	1,116
PERSONS 18-34	216	237	110	307
PERSONS 18-54	497	592	119	727
PERSONS 25-54	414	504	122	608
HISPANIC PERSONS 6+	106	147	140	182
HISPANIC PERSONS 18-34	45	47	104	59
HISPANIC PERSONS 25-54	50	78	156	94
OTHER PERSONS 6+	783	936	120	1,146
OTHER PERSONS 18-34	171	190	111	248
OTHER PERSONS 25-54	363	425	117	514
MEN 18-34	111	125	112	157
MEN 25-54	211	250	119	301
WOMEN 18-34	104	112	108	150
WOMEN 25-54	203	254	125	307

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	78	74	84	96	102	97
Teens	85	83	87	99	102	100
18-24	96	96	98	101	101	107
25-34	90	94	110	115	110	112
35-44	93	92	100	116	116	111
45-54	124	128	130	144	147	142
55-64	143	141	145	146	147	152
65+	133	140	146	147	142	133

Sample Status: Providence-Warwick-Pawtucket

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	630	639	101	801
PERSONS 18+	530	549	104	668
PERSONS 18-34	154	129	84	175
PERSONS 18-54	348	357	103	449
PERSONS 25-54	279	309	111	380
HISPANIC PERSONS 6+	58	59	101	78
HISPANIC PERSONS 18-34	22	18	83	25
HISPANIC PERSONS 25-54	26	29	108	35
OTHER PERSONS 6+	572	580	101	723
OTHER PERSONS 18-34	133	112	84	150
OTHER PERSONS 25-54	253	280	111	345
MEN 18-34	78	69	89	89
MEN 25-54	137	151	110	182
WOMEN 18-34	77	60	79	86
WOMEN 25-54	142	158	111	198

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

DDI by Age Cell

	SEP10	OCT10	NOV10	DEC10
Children	106	91	96	96
Teens	92	85	80	84
18-24	74	72	71	70
25-34	108	108	105	95
35-44	125	119	117	106
45-54	126	127	125	128
55-64	128	127	129	136
65+	86	84	80	80

Sample Status: Raleigh-Durham

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	733	805	110	994
PERSONS 18+	601	681	113	820
PERSONS 18-34	193	175	91	224
PERSONS 18-54	434	466	107	574
PERSONS 25-54	353	415	117	505
BLACK PERSONS 6+	161	164	102	213
BLACK PERSONS 18-34	40	35	87	47
BLACK PERSONS 25-54	75	77	103	95
HISPANIC PERSONS 6+	71	107	151	131
HISPANIC PERSONS 18-34	36	40	112	49
HISPANIC PERSONS 25-54	35	59	168	68
OTHER PERSONS 6+	501	534	107	650
OTHER PERSONS 18-34	117	100	86	128
OTHER PERSONS 25-54	243	279	115	342
MEN 18-34	98	80	82	100
MEN 25-54	177	196	111	235
WOMEN 18-34	95	95	100	124
WOMEN 25-54	177	219	124	270

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

DDI by Age Cell

			SEP10	OCT10	NOV10	DEC10
Children			98	98	100	99
Teens			87	85	88	88
18-24			63	61	64	63
25-34			121	120	116	111
35-44			96	98	100	104
45-54			128	129	133	139
55-64			116	111	117	117
65+			136	134	141	143

Sample Status: Riverside-San Bernardino

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	799	904	113	1,132
PERSONS 18+	631	727	115	892
PERSONS 18-34	237	244	103	319
PERSONS 18-54	467	534	115	667
PERSONS 25-54	373	424	114	521
BLACK PERSONS 6+	74	111	150	148
BLACK PERSONS 18-34	21	25	119	35
BLACK PERSONS 25-54	35	46	130	61
HISPANIC PERSONS 6+	382	402	105	490
HISPANIC PERSONS 18-34	140	130	93	166
HISPANIC PERSONS 25-54	183	201	110	240
HISPANIC SPANISH DOM.	172	169	99	206
HISPANIC ENGLISH DOM.	210	233	111	284
OTHER PERSONS 6+	343	391	114	494
OTHER PERSONS 18-34	75	89	118	118
OTHER PERSONS 25-54	154	177	115	220
MEN 18-34	122	121	100	152
MEN 25-54	189	197	104	238
WOMEN 18-34	115	123	107	167
WOMEN 25-54	184	227	123	283

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	99	103	116	119	108	99
Teens	109	110	115	130	123	112
18-24	116	115	118	128	128	118
25-34	82	83	97	104	103	94
35-44	113	117	123	122	119	107
45-54	150	148	153	161	156	147
55-64	149	147	155	157	152	138
65+	98	104	110	106	105	99



Sample Status: Sacramento

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	967	1,163	120	1,460
PERSONS 18+	797	998	125	1,230
PERSONS 18-34	262	251	96	327
PERSONS 18-54	549	646	118	805
PERSONS 25-54	445	531	119	654
BLACK PERSONS 6+	77	127	166	168
BLACK PERSONS 18-34	22	23	107	30
BLACK PERSONS 25-54	35	53	150	66
HISPANIC PERSONS 6+	175	229	131	291
HISPANIC PERSONS 18-34	65	72	111	94
HISPANIC PERSONS 25-54	82	111	135	136
HISPANIC SPANISH DOM.	81	90	110	108
HISPANIC ENGLISH DOM.	93	139	149	183
OTHER PERSONS 6+	716	807	113	1,001
OTHER PERSONS 18-34	175	156	89	203
OTHER PERSONS 25-54	328	367	112	452
MEN 18-34	132	129	98	160
MEN 25-54	221	265	120	316
WOMEN 18-34	130	122	94	167
WOMEN 25-54	224	265	119	338

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	66	78	82	85	86	86
Teens	99	101	112	110	114	108
18-24	94	98	100	105	106	111
25-34	87	93	102	98	94	86
35-44	75	91	103	106	106	104
45-54	150	155	165	172	174	170
55-64	142	155	159	156	157	150
65+	137	144	152	143	141	135



Sample Status: Salt Lake City-Ogden-Provo

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	776	969	125	1,200
PERSONS 18+	610	790	129	954
PERSONS 18-34	243	294	121	381
PERSONS 18-54	457	558	122	690
PERSONS 25-54	350	454	130	550
HISPANIC PERSONS 6+	103	147	143	179
HISPANIC PERSONS 18-34	41	40	98	55
HISPANIC PERSONS 25-54	50	71	142	82
OTHER PERSONS 6+	673	822	122	1,021
OTHER PERSONS 18-34	202	254	126	326
OTHER PERSONS 25-54	300	383	128	468
MEN 18-34	126	152	121	193
MEN 25-54	179	216	121	261
WOMEN 18-34	117	142	121	188
WOMEN 25-54	170	237	139	289

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	99	96	106	112	107	105
Teens	86	91	101	116	114	111
18-24	90	85	85	107	108	97
25-34	113	117	129	148	145	140
35-44	89	95	97	105	104	102
45-54	128	130	136	154	151	148
55-64	167	178	182	188	192	178
65+	120	118	125	139	139	125

Sample Status: San Antonio

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	885	1,048	118	1,331
PERSONS 18+	708	887	125	1,104
PERSONS 18-34	236	221	94	295
PERSONS 18-54	496	553	111	698
PERSONS 25-54	398	463	116	575
BLACK PERSONS 6+	58	82	142	108
BLACK PERSONS 18-34	15	23	150	30
BLACK PERSONS 25-54	26	39	147	48
HISPANIC PERSONS 6+	465	525	113	664
HISPANIC PERSONS 18-34	140	121	86	162
HISPANIC PERSONS 25-54	208	235	113	293
HISPANIC SPANISH DOM.	153	154	100	177
HISPANIC ENGLISH DOM.	311	371	119	487
OTHER PERSONS 6+	363	441	122	559
OTHER PERSONS 18-34	80	77	95	103
OTHER PERSONS 25-54	164	190	116	234
MEN 18-34	119	110	92	143
MEN 25-54	196	223	114	273
WOMEN 18-34	117	111	95	152
WOMEN 25-54	202	240	119	302

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	64	68	72	70	65	66
Teens	112	124	123	127	124	117
18-24	74	81	97	103	97	92
25-34	87	93	100	100	98	95
35-44	88	98	106	106	103	99
45-54	147	147	160	171	166	157
55-64	171	183	185	193	187	169
65+	151	153	154	152	148	147



Sample Status: San Diego

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,080	1,248	116	1,678
PERSONS 18+	889	1,062	119	1,399
PERSONS 18-34	301	336	112	470
PERSONS 18-54	630	731	116	989
PERSONS 25-54	499	587	118	780
BLACK PERSONS 6+	56	87	157	122
BLACK PERSONS 18-34	17	18	102	27
BLACK PERSONS 25-54	26	36	136	48
HISPANIC PERSONS 6+	327	371	113	486
HISPANIC PERSONS 18-34	116	127	110	171
HISPANIC PERSONS 25-54	149	181	122	228
HISPANIC SPANISH DOM.	178	191	107	238
HISPANIC ENGLISH DOM.	149	180	121	248
OTHER PERSONS 6+	697	790	113	1,070
OTHER PERSONS 18-34	168	191	114	272
OTHER PERSONS 25-54	324	370	114	504
MEN 18-34	161	171	107	231
MEN 25-54	254	287	113	371
WOMEN 18-34	141	165	117	239
WOMEN 25-54	244	300	123	409

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	97	89	98	110	103	89
Teens	110	99	102	119	118	107
18-24	93	90	93	117	122	110
25-34	84	89	94	111	118	113
35-44	99	100	105	119	118	105
45-54	125	122	124	146	152	136
55-64	142	148	149	159	167	152
65+	115	114	111	117	118	107



Sample Status: San Francisco (Total Metro)

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	2,130	2,561	120	3,130
PERSONS 18+	1,787	2,218	124	2,660
PERSONS 18-34	496	546	110	688
PERSONS 18-54	1,202	1,399	116	1,729
PERSONS 25-54	1,001	1,188	119	1,463
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	260	266	103	327
MEN 25-54	517	582	113	712
WOMEN 18-34	236	280	118	361
WOMEN 25-54	484	605	125	751

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

** Due to higher sampling rates in the embedded market, race and ethnicity DDIs are not provided for Total Metro. See *San Francisco Unembedded*, and *San Jose* for market segment DDIs

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	82	88	89	92	95	97
Teens	82	87	94	101	105	103
18-24	87	93	95	99	104	105
25-34	92	97	99	105	112	114
35-44	87	93	97	106	110	110
45-54	110	119	121	126	131	131
55-64	139	147	151	151	152	157
65+	120	123	123	116	122	124



Sample Status: San Francisco (Non-Embedded)

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,263	1,498	119	1,819
PERSONS 18+	1,065	1,316	124	1,564
PERSONS 18-34	293	309	106	379
PERSONS 18-54	707	794	112	969
PERSONS 25-54	589	672	114	820
BLACK PERSONS 6+	109	147	135	180
BLACK PERSONS 18-34	25	35	142	43
BLACK PERSONS 25-54	49	66	133	80
HISPANIC PERSONS 6+	262	295	113	372
HISPANIC PERSONS 18-34	92	79	86	99
HISPANIC PERSONS 25-54	121	138	115	175
HISPANIC SPANISH DOM.	134	124	93	154
HISPANIC ENGLISH DOM.	128	172	134	218
OTHER PERSONS 6+	893	1,056	118	1,267
OTHER PERSONS 18-34	177	195	110	237
OTHER PERSONS 25-54	419	468	112	565
MEN 18-34	152	154	101	184
MEN 25-54	301	329	109	398
WOMEN 18-34	141	155	110	195
WOMEN 25-54	288	343	119	422

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	62	68	70	75	79	83
Teens	78	82	94	95	102	102
18-24	87	91	94	94	100	104
25-34	87	91	96	104	107	107
35-44	80	84	89	96	103	103
45-54	114	122	124	127	132	131
55-64	142	143	146	143	145	151
65+	135	137	138	133	140	141



Sample Status: San Jose

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	866	1,063	123	1,311
PERSONS 18+	717	902	126	1,096
PERSONS 18-34	204	236	116	309
PERSONS 18-54	501	604	121	760
PERSONS 25-54	417	516	124	643
HISPANIC PERSONS 6+	219	304	139	381
HISPANIC PERSONS 18-34	69	84	121	106
HISPANIC PERSONS 25-54	98	140	143	175
HISPANIC SPANISH DOM.	103	123	119	143
HISPANIC ENGLISH DOM.	116	181	156	238
OTHER PERSONS 6+	647	759	117	930
OTHER PERSONS 18-34	135	153	113	203
OTHER PERSONS 25-54	319	376	118	468
MEN 18-34	109	112	103	143
MEN 25-54	222	254	114	314
WOMEN 18-34	95	125	131	166
WOMEN 25-54	195	262	134	329

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	104	111	110	110	110	112
Teens	87	93	92	105	107	104
18-24	86	94	94	105	109	105
25-34	98	107	103	107	118	123
35-44	93	100	104	115	117	117
45-54	106	114	116	126	130	131
55-64	143	162	168	171	172	173
65+	101	105	105	94	99	104

Sample Status: Seattle-Tacoma

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,219	1,424	117	1,813
PERSONS 18+	1,019	1,215	119	1,510
PERSONS 18-34	292	310	106	413
PERSONS 18-54	692	812	117	1,020
PERSONS 25-54	576	693	120	855
BLACK PERSONS 6+	71	80	113	115
BLACK PERSONS 18-34	20	19	97	29
BLACK PERSONS 25-54	34	43	126	59
HISPANIC PERSONS 6+	88	135	155	163
HISPANIC PERSONS 18-34	35	42	120	50
HISPANIC PERSONS 25-54	42	68	162	79
OTHER PERSONS 6+	1,060	1,209	114	1,535
OTHER PERSONS 18-34	237	248	105	334
OTHER PERSONS 25-54	500	582	116	717
MEN 18-34	151	159	105	203
MEN 25-54	292	326	112	397
WOMEN 18-34	140	151	107	210
WOMEN 25-54	284	367	129	458

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	81	78	87	113	122	107
Teens	69	71	84	112	115	102
18-24	84	90	95	111	118	103
25-34	95	97	101	124	125	108
35-44	83	90	104	134	133	124
45-54	112	112	116	141	145	127
55-64	142	147	154	168	162	143
65+	116	113	118	125	119	102

Sample Status: St. Louis

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,103	1,285	117	1,634
PERSONS 18+	910	1,116	123	1,388
PERSONS 18-34	263	245	93	323
PERSONS 18-54	601	654	109	834
PERSONS 25-54	489	559	114	700
BLACK PERSONS 6+	209	265	127	354
BLACK PERSONS 18-34	54	50	92	73
BLACK PERSONS 25-54	90	118	131	152
OTHER PERSONS 6+	894	1,020	114	1,280
OTHER PERSONS 18-34	209	194	93	250
OTHER PERSONS 25-54	399	441	110	548
MEN 18-34	131	126	96	163
MEN 25-54	239	259	108	324
WOMEN 18-34	132	118	89	160
WOMEN 25-54	250	300	120	376

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	48	56	61	63	67	69
Teens	79	91	102	103	109	107
18-24	93	90	93	93	93	85
25-34	87	90	90	95	99	98
35-44	66	82	93	95	100	100
45-54	133	137	140	145	150	140
55-64	168	168	174	177	179	171
65+	127	135	143	141	136	129

Sample Status: Tampa-St. Petersburg-Clearwater

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,016	1,222	120	1,543
PERSONS 18+	858	1,074	125	1,341
PERSONS 18-34	221	217	98	287
PERSONS 18-54	520	599	115	754
PERSONS 25-54	432	514	119	636
BLACK PERSONS 6+	118	149	127	186
BLACK PERSONS 18-34	31	35	113	45
BLACK PERSONS 25-54	51	67	130	80
HISPANIC PERSONS 6+	153	176	115	216
HISPANIC PERSONS 18-34	47	41	87	52
HISPANIC PERSONS 25-54	68	84	123	100
OTHER PERSONS 6+	746	898	120	1,141
OTHER PERSONS 18-34	142	141	99	190
OTHER PERSONS 25-54	312	364	116	456
MEN 18-34	112	112	100	144
MEN 25-54	215	244	114	300
WOMEN 18-34	109	105	97	143
WOMEN 25-54	217	271	125	336

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	91	94	100	93	93	85
Teens	69	69	84	91	95	103
18-24	79	84	91	95	97	96
25-34	89	89	101	104	104	100
35-44	94	96	105	109	109	109
45-54	123	124	137	143	145	144
55-64	148	147	167	165	165	163
65+	132	129	133	136	136	125

Sample Status: Washington, DC

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	1,331	1,584	119	2,021
PERSONS 18+	1,100	1,362	124	1,716
PERSONS 18-34	325	322	99	452
PERSONS 18-54	763	864	113	1,135
PERSONS 25-54	633	762	120	983
BLACK PERSONS 6+	357	440	123	579
BLACK PERSONS 18-34	88	97	110	138
BLACK PERSONS 25-54	171	201	117	266
HISPANIC PERSONS 6+	173	221	128	297
HISPANIC PERSONS 18-34	64	62	96	88
HISPANIC PERSONS 25-54	84	117	140	159
OTHER PERSONS 6+	802	923	115	1,145
OTHER PERSONS 18-34	173	164	95	226
OTHER PERSONS 25-54	378	445	117	558
MEN 18-34	164	155	94	221
MEN 25-54	311	358	115	464
WOMEN 18-34	162	168	104	231
WOMEN 25-54	323	404	125	519

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

DDI by Age Cell

	JUL10	AUG10	SEP10	OCT10	NOV10	DEC10
Children	52	63	80	94	93	94
Teens	66	71	87	98	97	97
18-24	81	85	82	89	88	78
25-34	96	111	118	119	123	113
35-44	76	91	103	116	119	121
45-54	112	129	130	131	130	126
55-64	140	171	174	172	161	162
65+	113	131	137	131	131	132



Sample Status: West Palm Beach-Boca Raton

December 2010	Average Daily In-Tab Target	Average Daily In-Tab Actual	DDI*	Total Unique Monthly In-Tab
PERSONS 6+	757	880	116	1,079
PERSONS 18+	643	762	118	921
PERSONS 18-34	150	139	92	181
PERSONS 18-54	363	406	112	507
PERSONS 25-54	301	352	117	432
BLACK PERSONS 6+	119	181	152	234
BLACK PERSONS 18-34	32	39	120	50
BLACK PERSONS 25-54	53	76	144	95
HISPANIC PERSONS 6+	139	152	109	194
HISPANIC PERSONS 18-34	47	33	71	46
HISPANIC PERSONS 25-54	66	77	117	98
OTHER PERSONS 6+	499	548	110	651
OTHER PERSONS 18-34	71	67	94	85
OTHER PERSONS 25-54	183	199	109	239
MEN 18-34	78	65	83	84
MEN 25-54	152	167	110	200
WOMEN 18-34	72	74	102	97
WOMEN 25-54	149	186	124	232

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

DDI by Age Cell

					DEC10
Children					123
Teens					86
18-24					88
25-34					96
35-44					99
45-54					149
55-64					152
65+					113