Arbitron Portable People Meter (PPM) Update

June 2008 Report Release

July 16, 2008

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Forward Looking Statements

Statements made in this presentation that are not historical in nature, particularly regarding expected performance in 2008 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, 2007 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.

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On the call from Arbitron

- **Pierre Bouvard**
  - President, Sales and Marketing
- **Bill Rose**
  - Senior Vice President of Marketing
- **John Snyder**
  - Vice President of Sales

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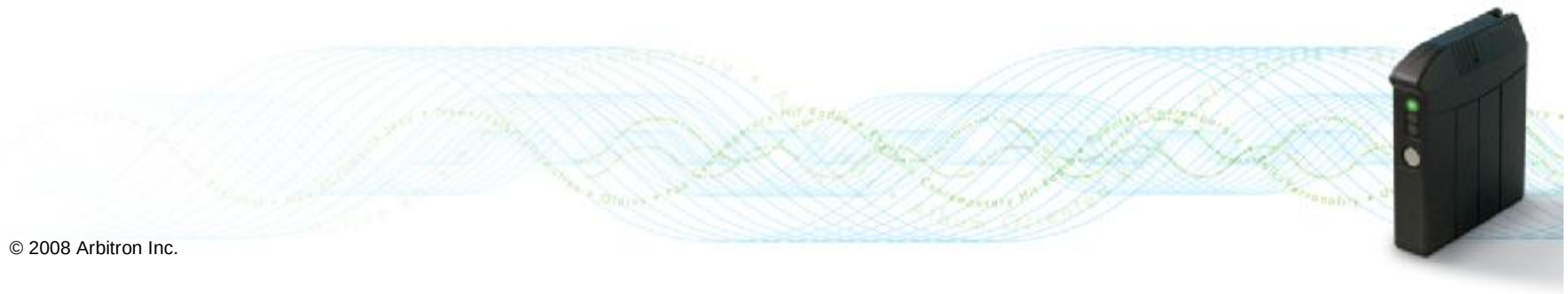
On the Call

- **Radio Clients**
  - Station clients from the first 14 PPM markets
  - Group executives
  - Rep firms
  - Radio consultants
- **Advertising agencies that subscribe to PPM**
- **Radio station trade press**



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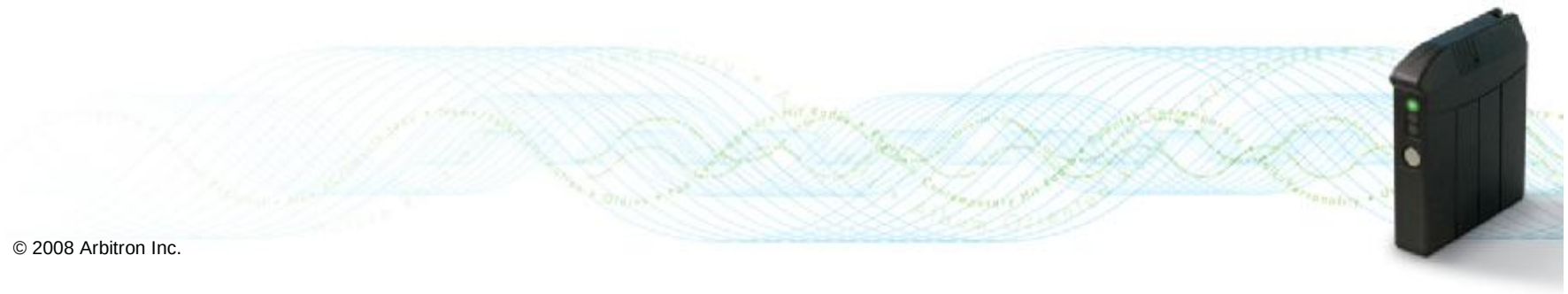
What we will cover today…

- PPM Sample Performance vs. Benchmarks
- Panel Install Status in New Markets
- PPM Software Update
- Data Insights from Los Angeles
- Important Dates
- Questions and answers



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PPM Sample Performance vs. Benchmarks

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Sample Progress Headlines

- **All markets exceed total sample benchmark and 18-54 Guarantee**
- **Best 18-34 sample performance to date**
  - Philly DDI = 101; New York DDI = 98; LA DDI = 96; Riverside DDI = 101; Chicago DDI = 93
  - Meeting or exceeding 54 of 57 (95%) 18-34 age cell DDI benchmarks across 10 markets
- **Continued solid performance for Black and Hispanic sample**
- **All markets over-installed in anticipation of the summer vacation season**

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PPM Total Sample Size Performance Benchmarks

- **Achieve 90%+ (DDI) of total panel sample objective**
  - Designated Delivery Index = DDI
  - Actual sample size for a given demo divided by the target sample size for the demo
  - DDI = (actual/target)*100

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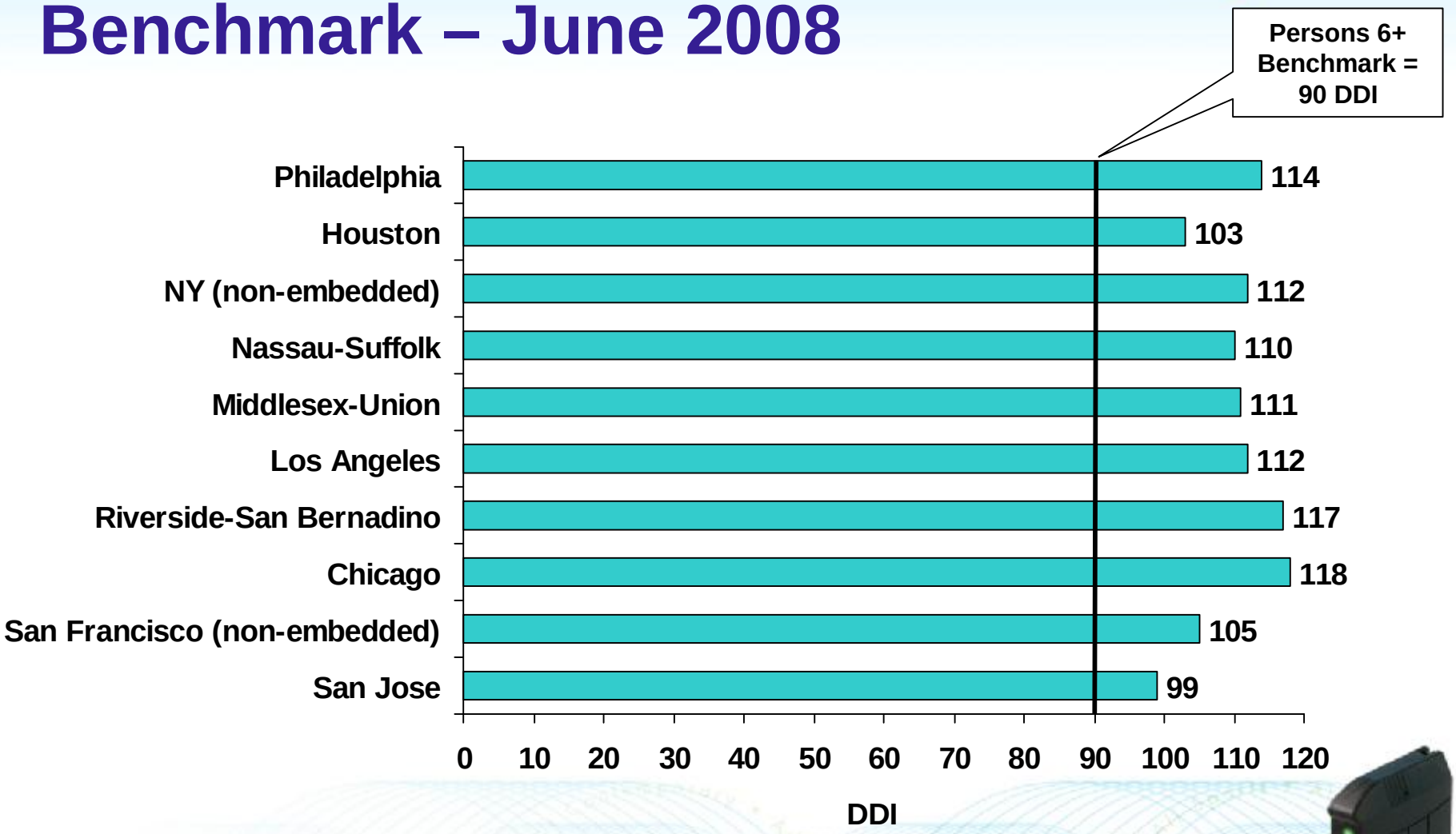
Persons 6+ Performance vs. Benchmark – June 2008



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

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18-54 Sample Guarantee

- 80%+ of the sample objective (e.g. 80 DDI) for persons 18-54
- Effective in Houston and Philadelphia now and will be effective with the third month of PPM currency in all subsequent markets

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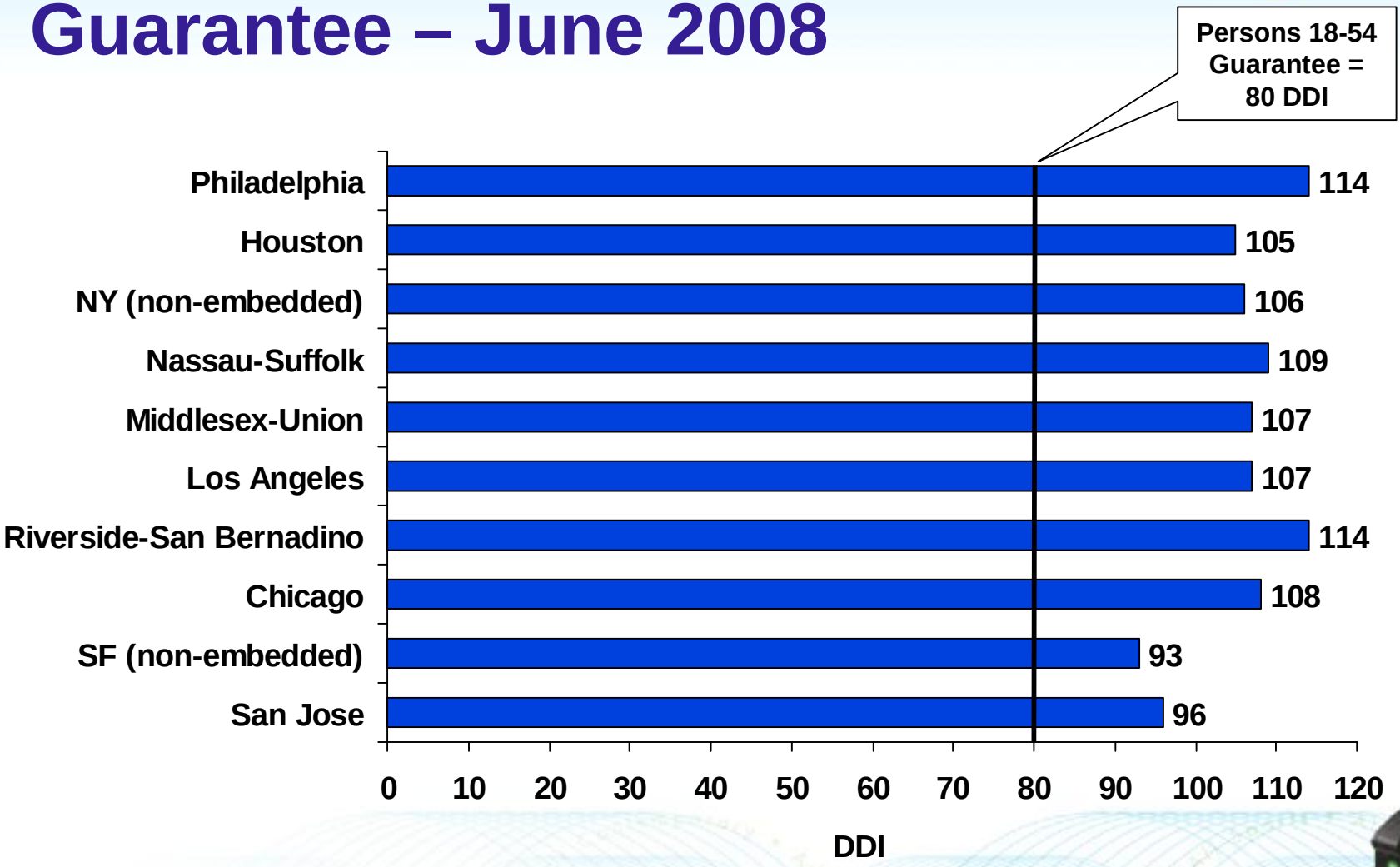
Persons 18-54 Performance vs. Guarantee – June 2008



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

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18-34 Sample Size Performance Benchmark

- **Benchmarks:** 70+ DDI in year one and 80 DDI in year two and beyond
- **Benchmark demos**
  - Persons, Men, Women 18-34
  - Black Persons 18-34 (if greater than 10% of the market)
  - Hispanic Persons 18-34 (if greater than 10% of the market)
  - Other Persons 18-34 (if Black or Hispanic population is greater than 10% of the market)

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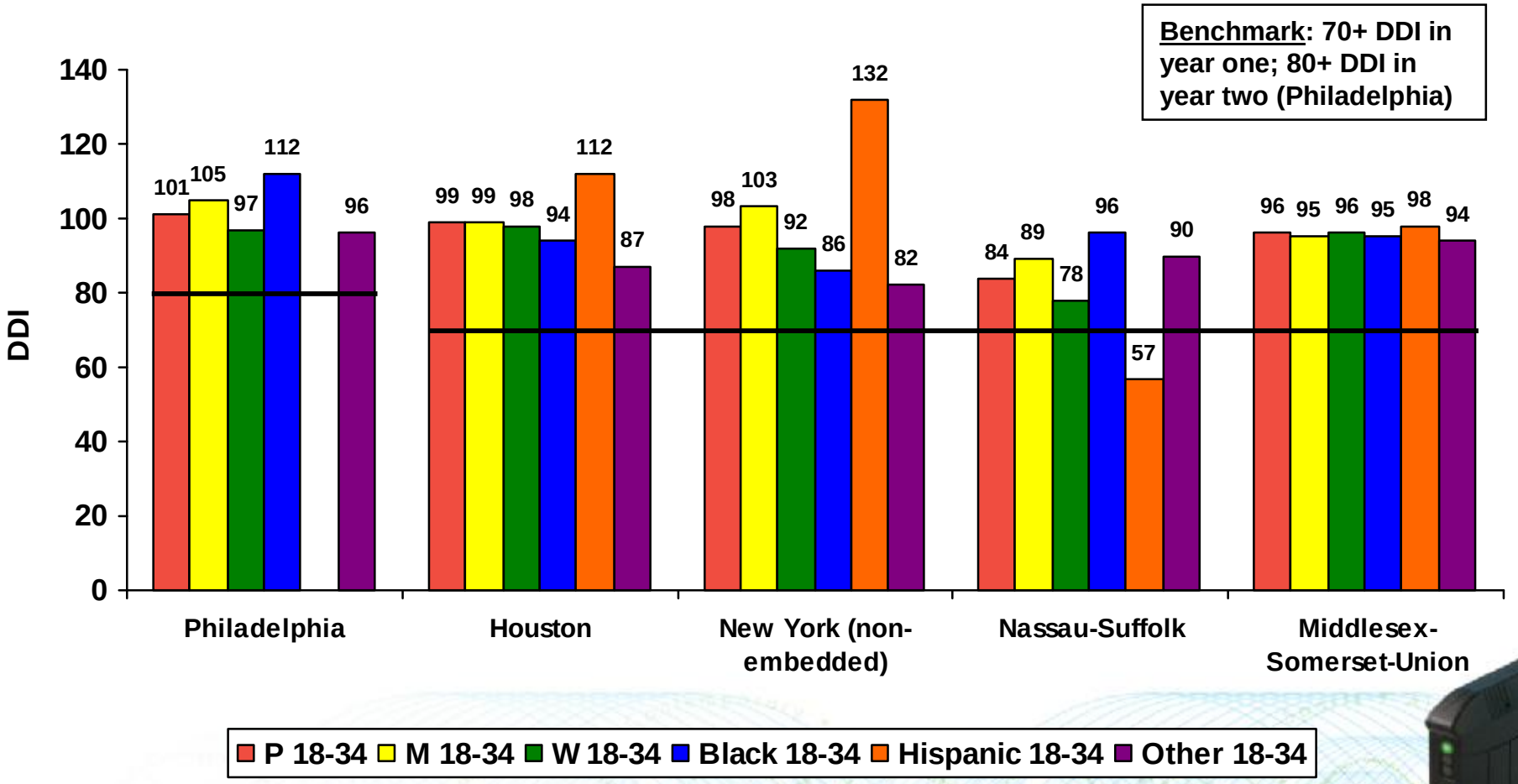
18-34 Performance vs. Benchmark – June 2008 (1)



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

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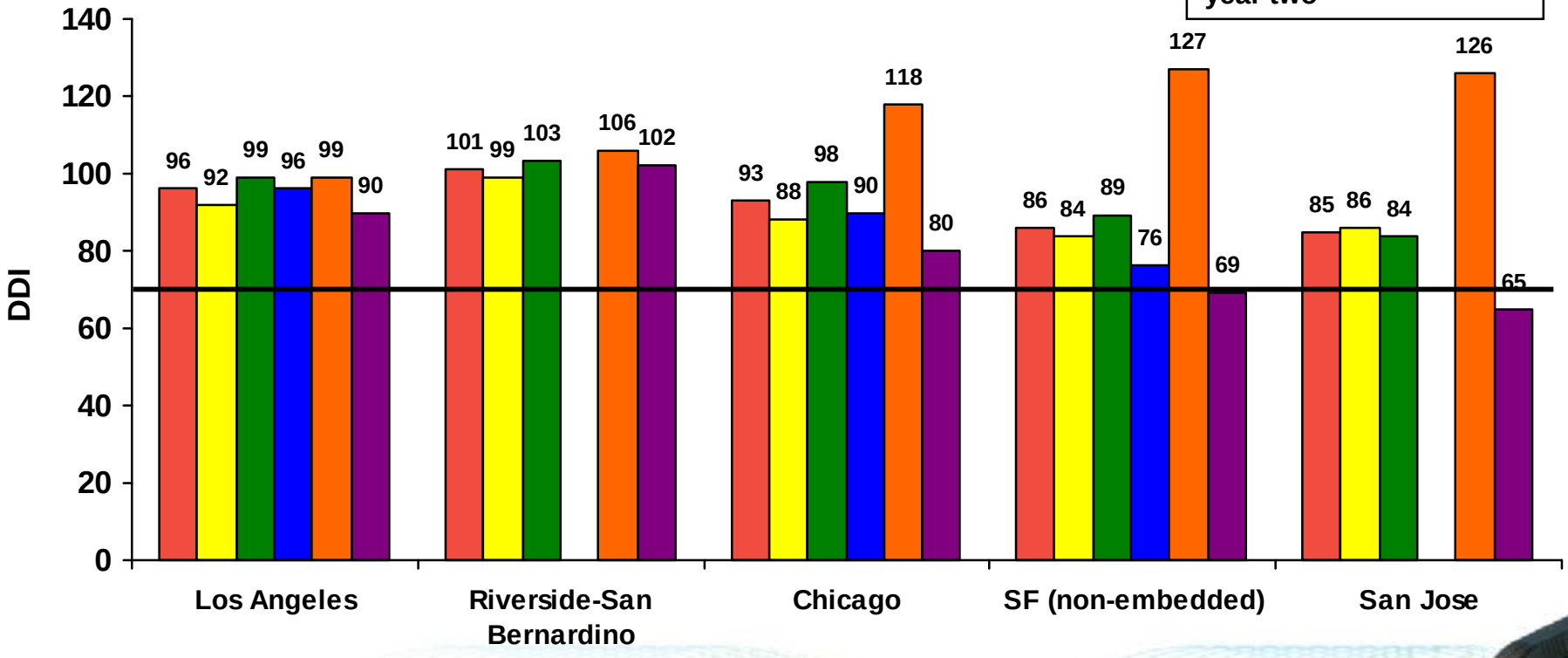
18-34 Performance vs. Benchmark – June 2008 (2)

Benchmark: 70+ DDI in year one; 80+ DDI in year two



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

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In-Tab Rate vs. Benchmark

- **In-tab rate: percent of persons 18 and older who provide 8+ hours of motion each day (5+ hours for persons 6-17)**
  - Total Panel: 75%+
  - 18-34 demos: 80% of the overall in-tab goal (.8 X 75% = 60%) for first two currency years of a panel

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In-Tab Rates – June 2008

	Persons 6+	Persons 18-34	Men 18-34	Women 18-34	Black 18-34	Hispanic 18-34	Other 18-34
BENCHMARK	*75%*	*60%*	*60%*	*60%*	*60%*	*60%*	*60%*
Philadelphia	72%	63%	64%	62%	60%	n/a	61%
Houston	72%	66%	67%	65%	57%	69%	66%
New York Core	77%	68%	71%	65%	64%	72%	66%
Nassau-Suffolk	78%	65%	67%	62%	68%	75%	62%
Middlesex-Somerset-Union	78%	67%	69%	66%	67%	66%	68%
Los Angeles	77%	70%	72%	69%	67%	70%	70%
Riverside-San Bernadino	77%	70%	71%	69%	n/a	72%	68%
Chicago	76%	70%	70%	70%	65%	73%	69%
San Fran Core	73%	66%	69%	64%	56%	71%	64%
San Jose	72%	68%	70%	65%	n/a	69%	66%

In-Tab Rate Benchmark:

- **Total Panel: 75%**
- **18-34 target demos: 80% of the overall in-tab goal (.8 X 75% = 60%)**

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Age Cell Components of 18-34 Sample Performance

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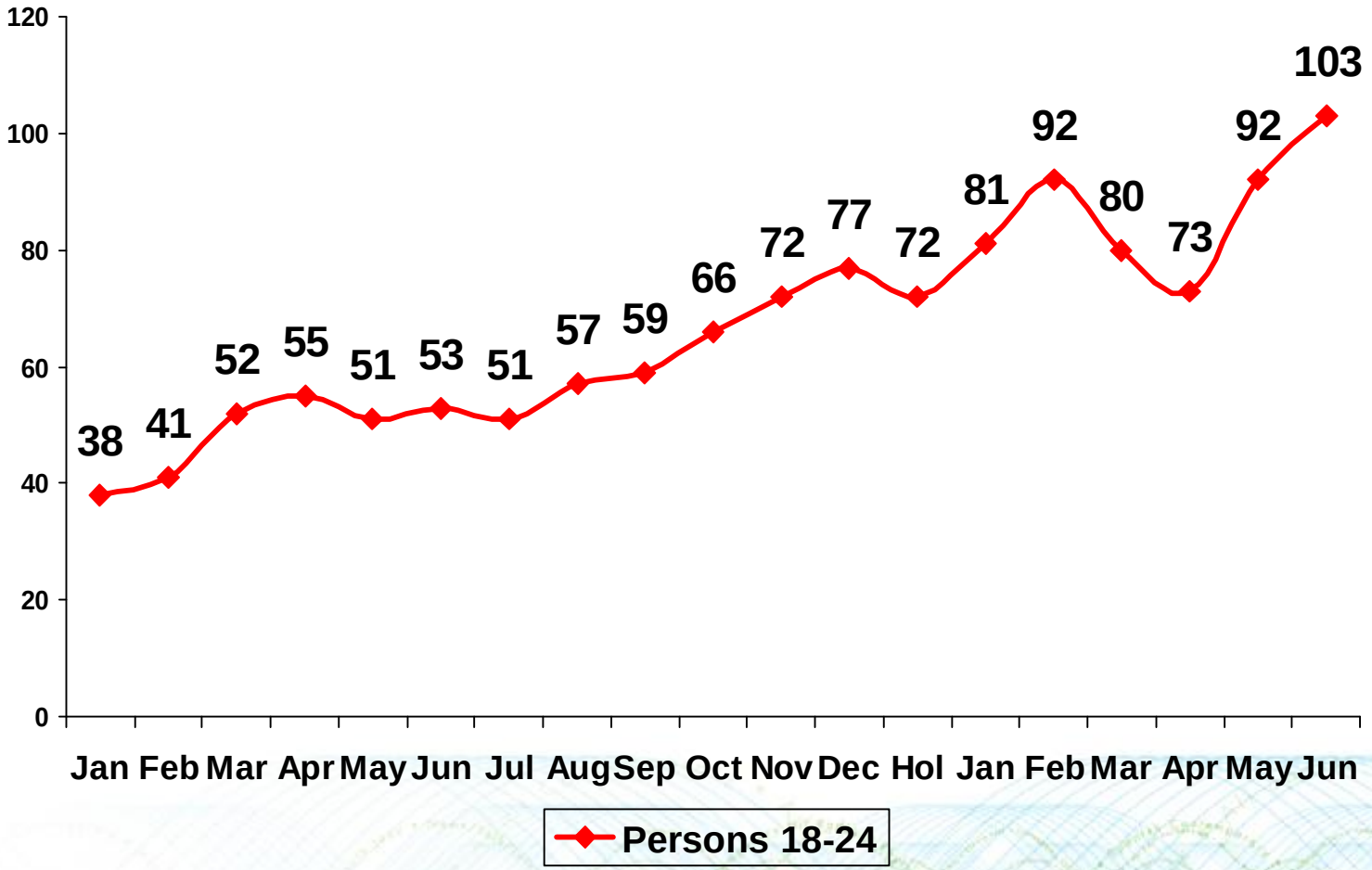
Philadelphia: Persons 18-24
Average Daily DDI



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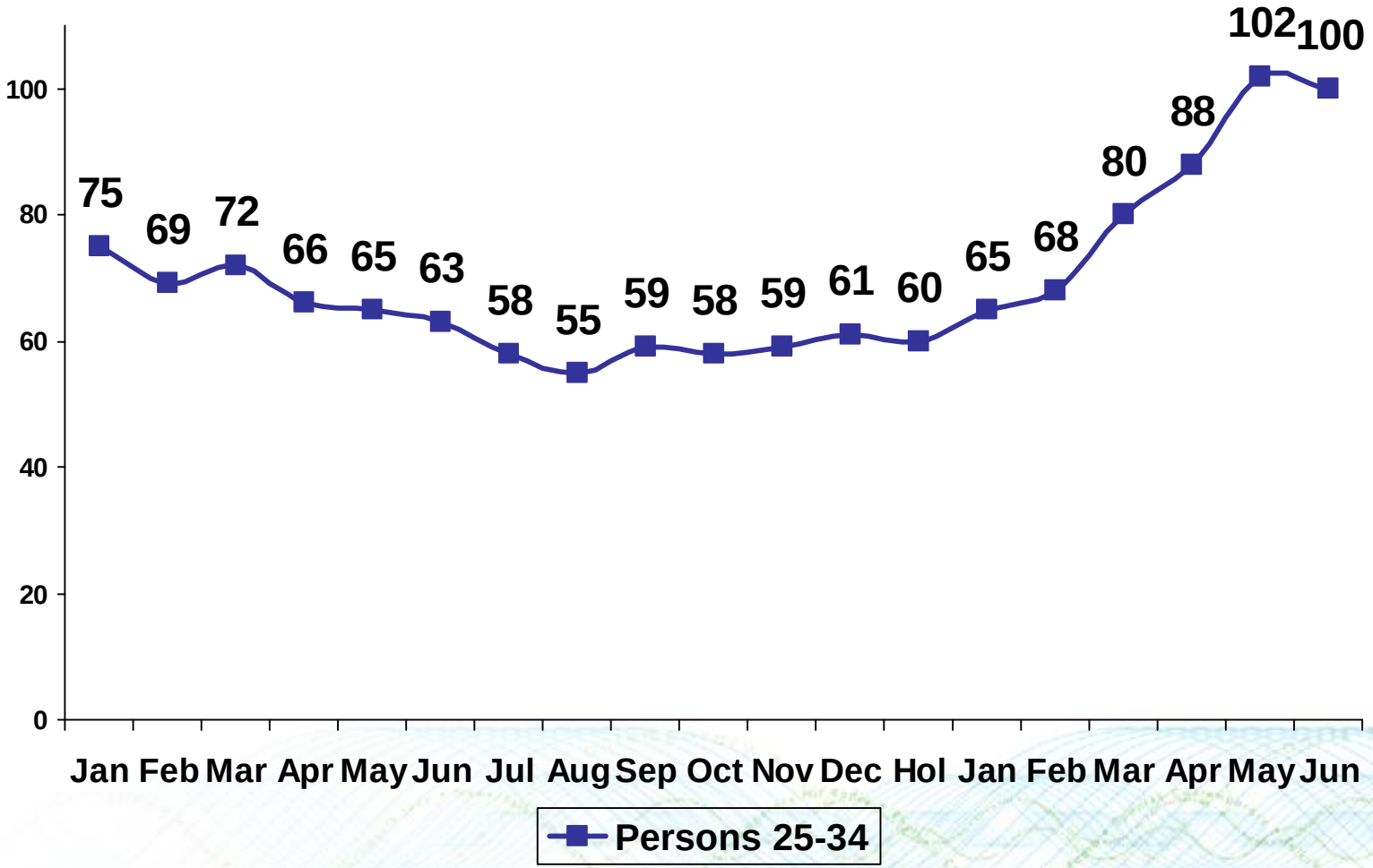
Philadelphia: Persons 25-34
Average Daily DDI



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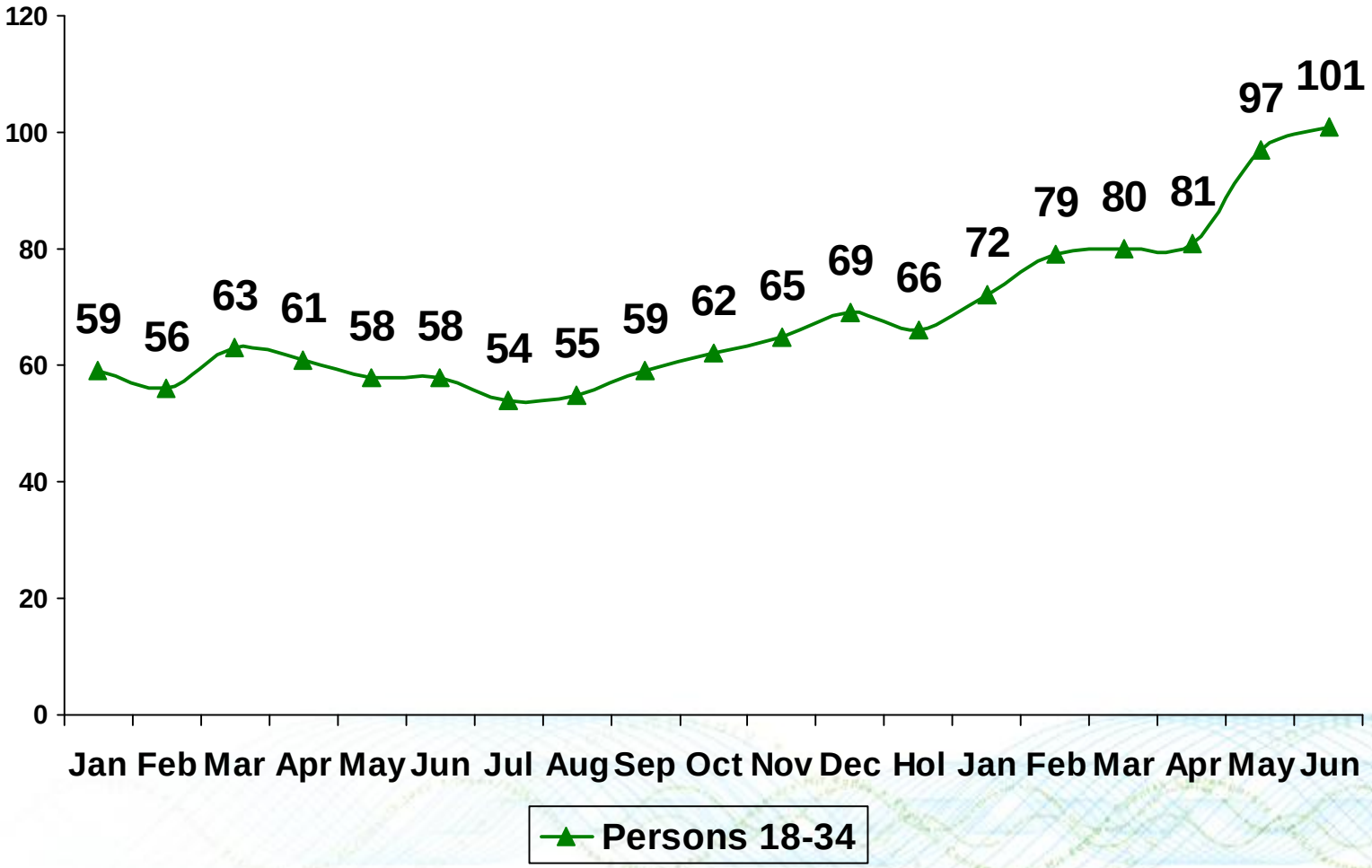
Philadelphia: Persons 18-34
Average Daily DDI



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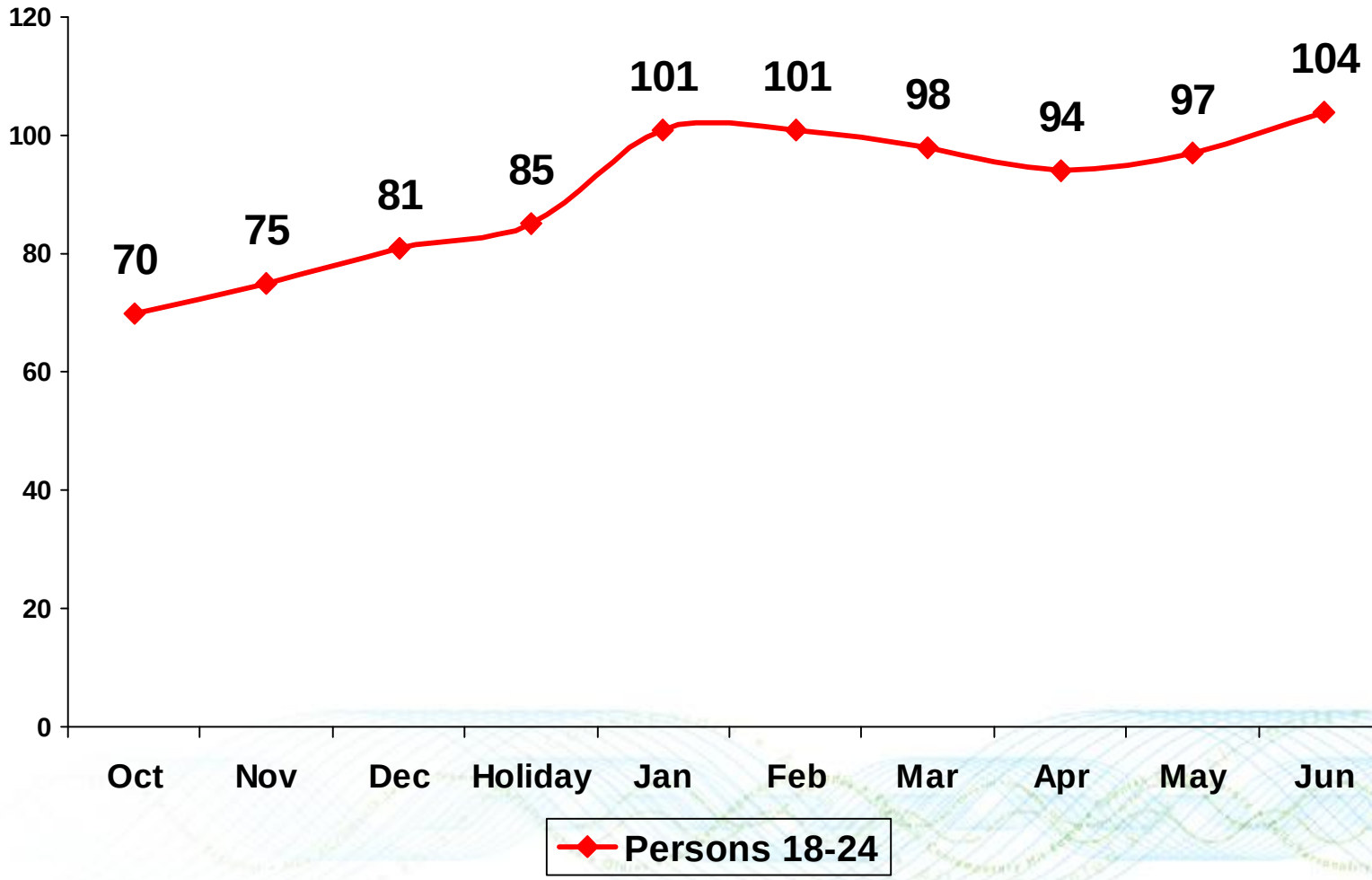
New York Total: Persons 18-24
Average Daily DDI



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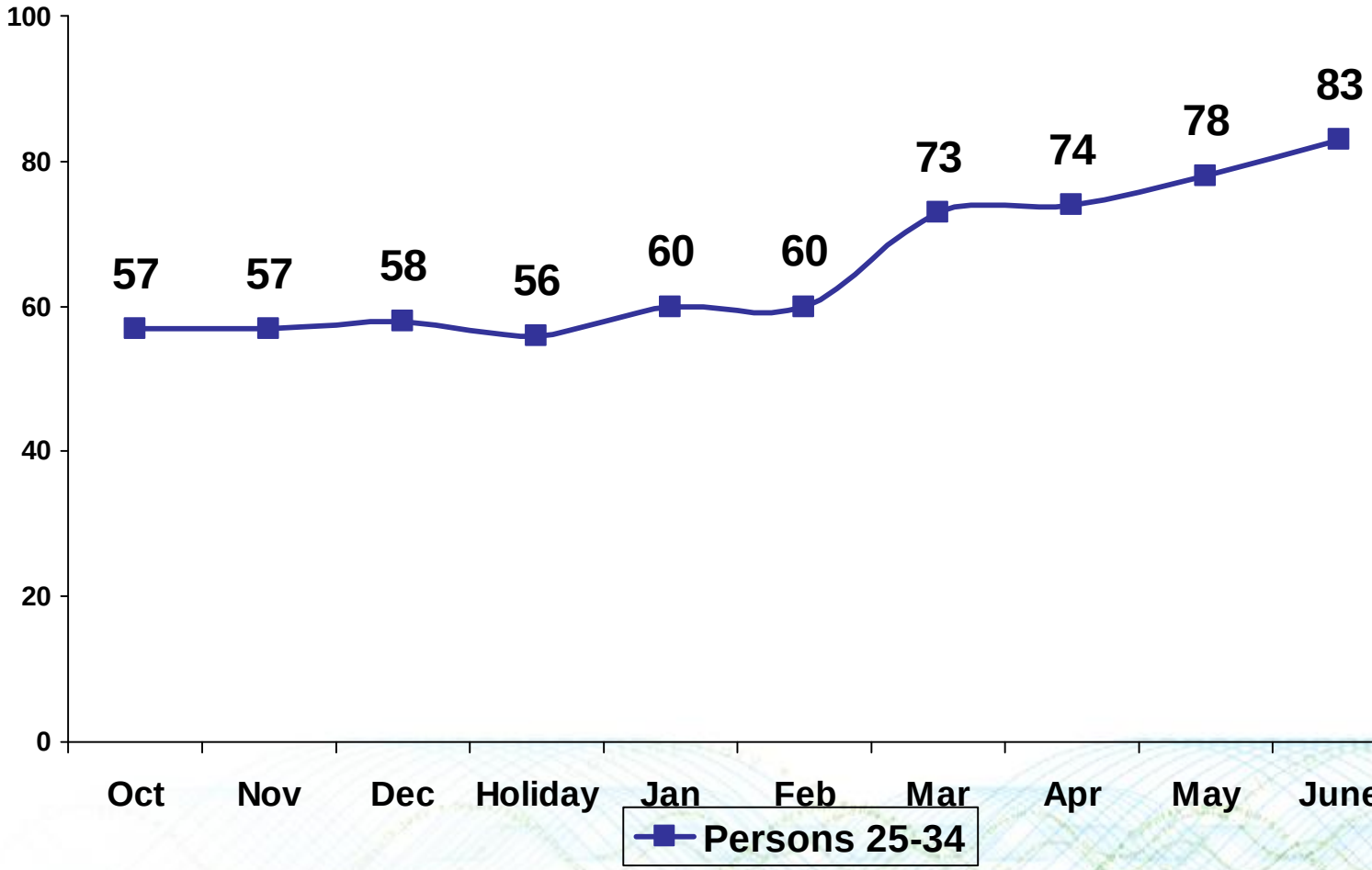
New York Total: Persons 25-34
Average Daily DDI



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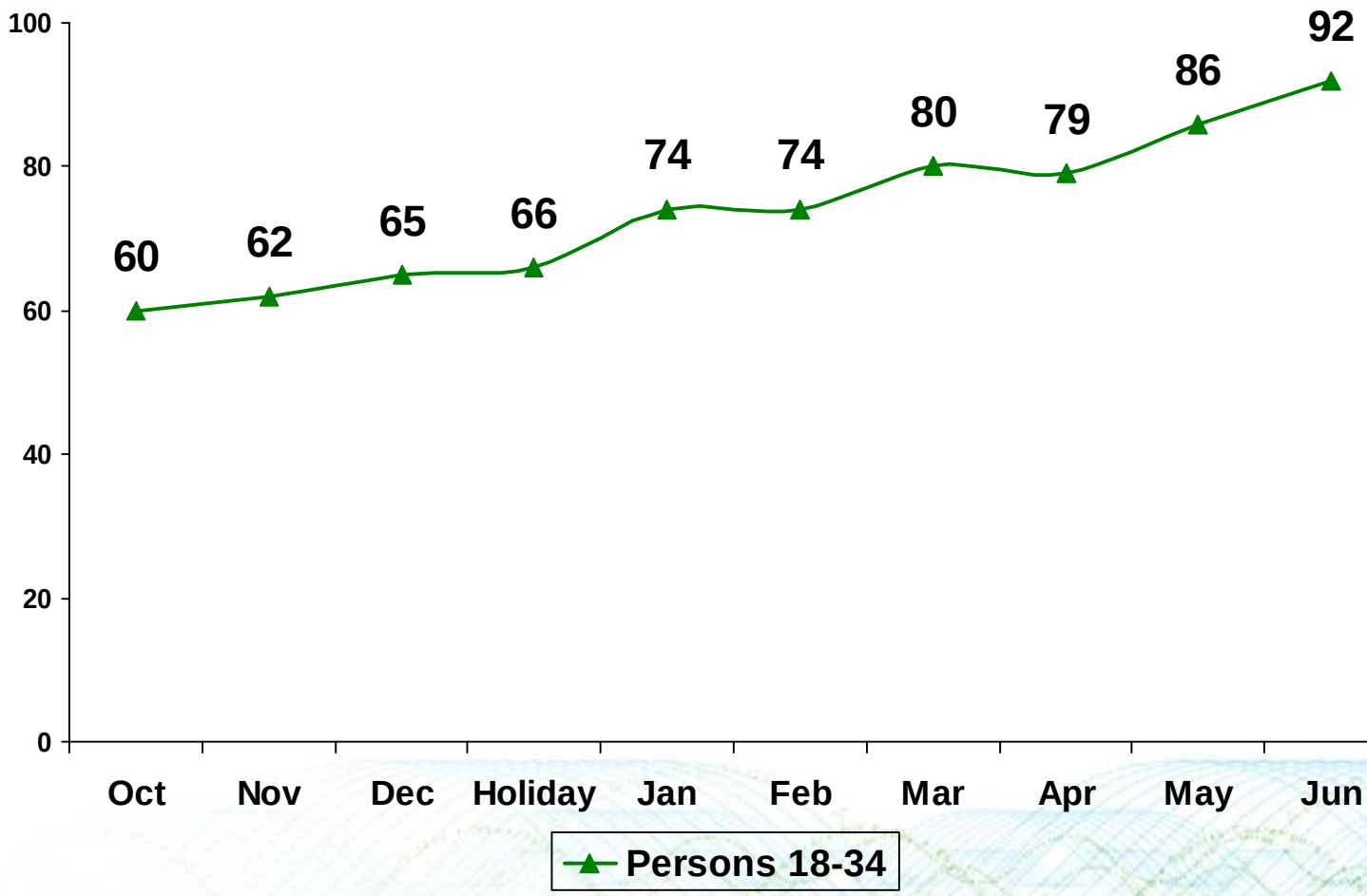
New York Total: Persons 18-34
Average Daily DDI



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Ethnic Sample Performance

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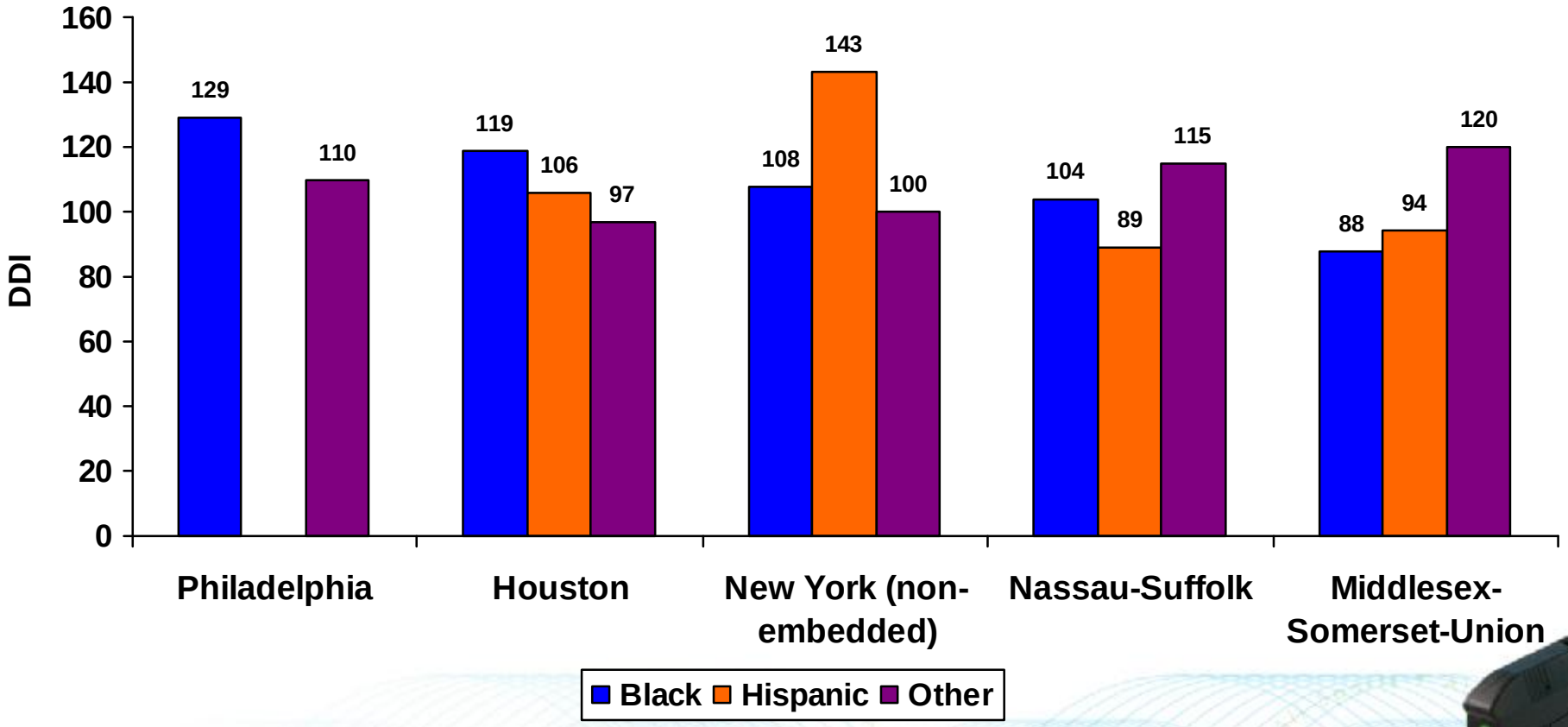
Total Persons Ethnic Performance June 2008



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

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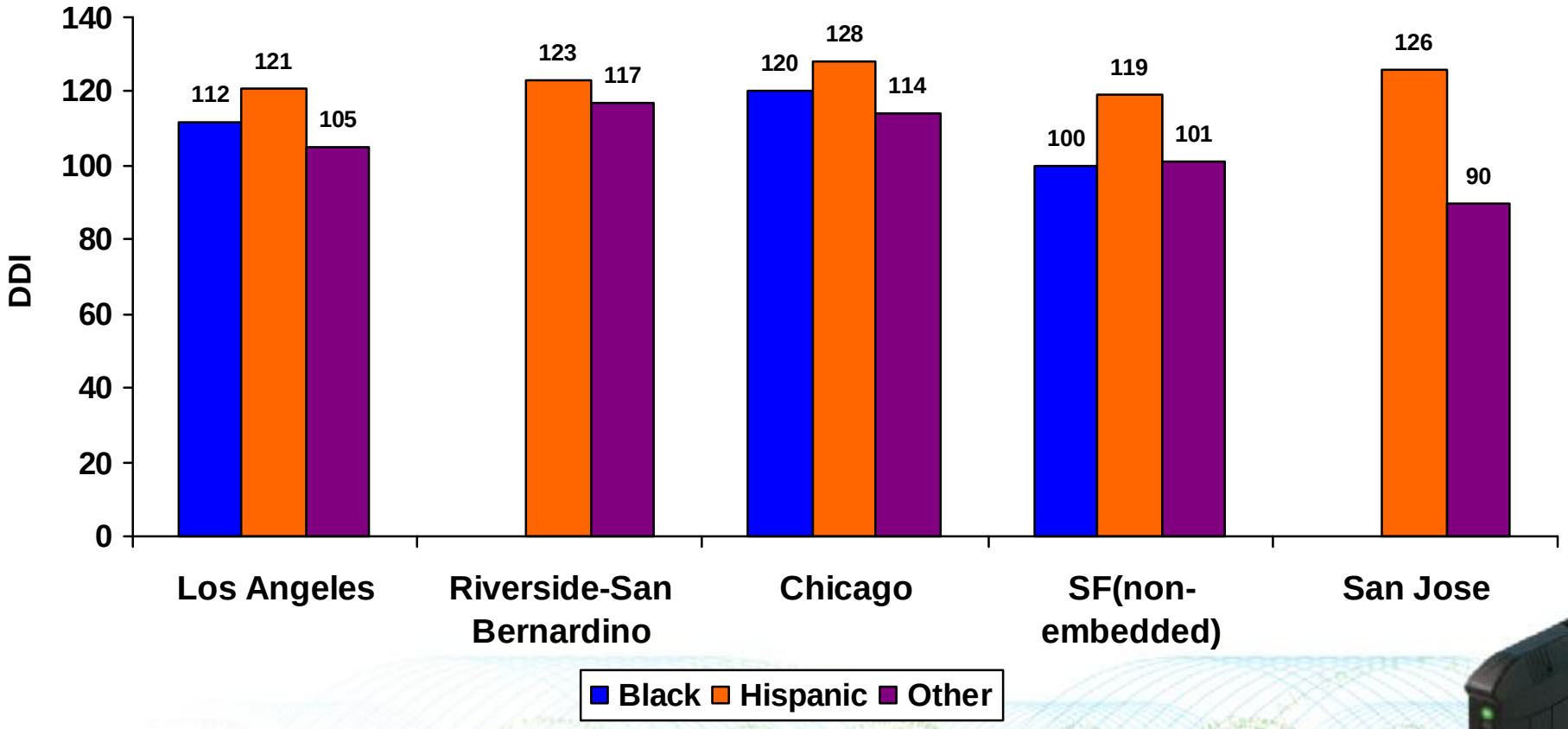
Total Persons Ethnic Performance June 2008



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

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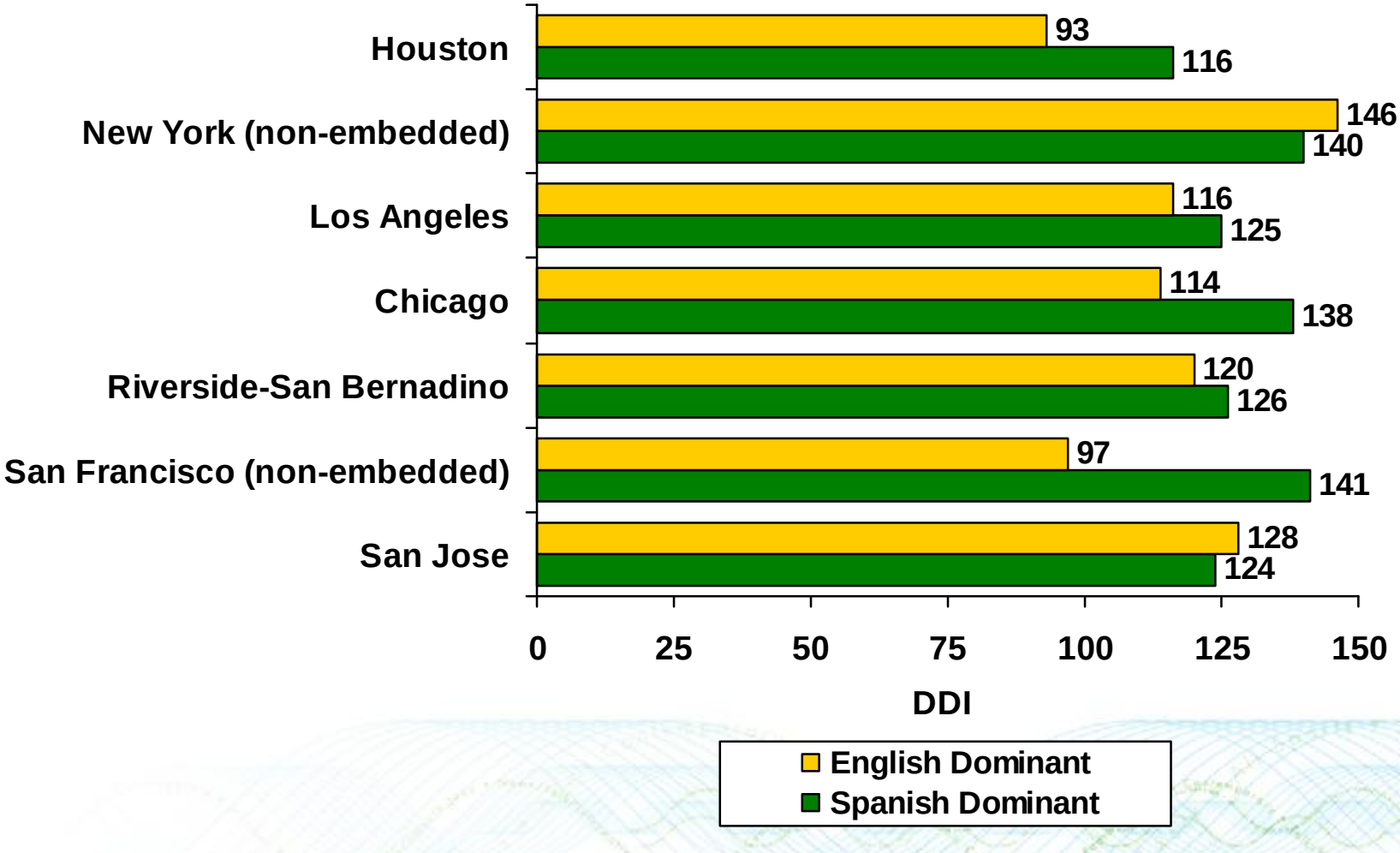
Language Preference Performance June 2008



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

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New Market Install Status and Digital Platform Reporting

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Digital Station Encoding (Internet Streams/HD)

- **Reporting on track to begin with the July ’08 survey**
  - » Stations must meet minimum reporting standards
- **Station counts (first 11 markets)**

	Total	AM/FM Web	HD2	HD2 Web	HD3	HD3 Web
Eligible to encode	330	216	77	27	7	3
Ready for reporting	271	173	69	20	6	3

Minimum rates for Internet streams:
44.1 kHz sample rate
32 kbps bit rate

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Scheduled Future Panel Builds

	Target	Actual	%
Dallas (12/08)	1,815	1,644	91%
Atlanta (12/08)	1,755	1276	73%
Detroit (12/08)	1,920	1417	74%
Washington (12/08)	1,775	994	56%

Scheduled New panel builds:

- **June**
  - » Boston (3/09)
- **September**
  - » Phoenix, Miami (6/09)
- **October**
  - » Minneapolis, San Diego, Seattle (6/09)

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

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PPM Software Update

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Analysis Tool and Weeklies

- **PPM Analysis Tool – Late July release**
  - Digital Audio Reporting
  - Significant improvement in report processing speed
  - Scheduler
  - New In/Out of Home Composition Report
  - Vista Compatibility
  - Faster and easier data installation
- **Weeklies – Version 6.0.4 released July 14**
  - Must be installed to see July data
  - Digital Audio Reporting
  - Faster and easier data installation
  - Vista Compatibility

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Preference Level Trend

- **Free trial**
- **P1, P2, P3 and P4+ trending in PPM markets**
- **Access details…**
  - » www.my.arbitron.com under "My Data and Downloads"
  - » Radio PPM clients who have PPM eBook access

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PPM Pre-Currency Data

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PPM Pre-Currency data

- **Los Angeles and Riverside-San Bernardino**
  - Today: Special release of the June PPM survey report
  - August 13: Regular release of the July PPM survey report
  - September 10: August PPM survey report
- **Chicago**
  - July 23: Special release of the June PPM survey report
  - August 13: Regular release of the July PPM survey report
  - September 10: August PPM survey report
- **San Francisco and San Jose**
  - August 13: Regular release of the July PPM survey report
  - September 10: August PPM survey report
- **New York, Nassau-Suffolk and Middlesex-Somerset-Union**
  - Pre-currency reports released since October 2007

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Insights from PPM Data

First look at Los Angeles
June Pre-currency report

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Solid Sample Quality in Los Angeles

	Los Angeles			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	2456	2754	112	3715
P18+	1973	2262	115	2976
P18-54	1423	1517	107	2071
P25-54	1157	1262	109	1694
Black 6+	184	206	112	293
Hispanic 6+	1048	1269	121	1714
English Dominant 6+	461	534	116	768
Spanish Dominant 6+	587	734	125	946
Other 6+	1224	1280	105	1708

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

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Strong 18-34 PPM Sample Metrics in Los Angeles

	Los Angeles			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	638	611	96	898
Men 18-34	326	302	92	431
Women 18-34	312	309	99	467
Black 18-34	42	40	96	62
Hispanic 18-34	347	345	99	502
Other 18-34	250	225	90	334

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

Benchmark = 70+

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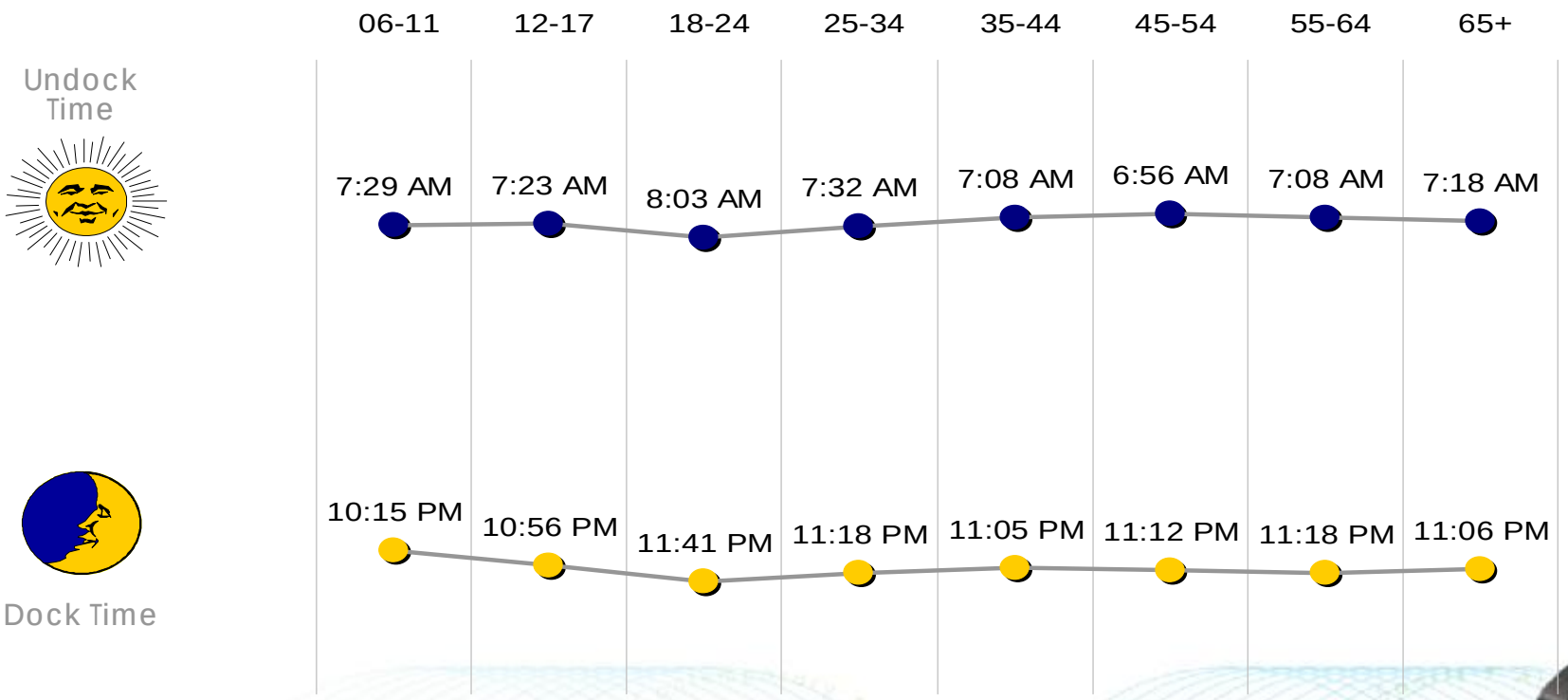
Los Angeles PPM Panel Has Consistent Undock/Dock Times

June 2008 Weekdays



Los Angeles Metro, In-Tab Persons 6+, June 2008

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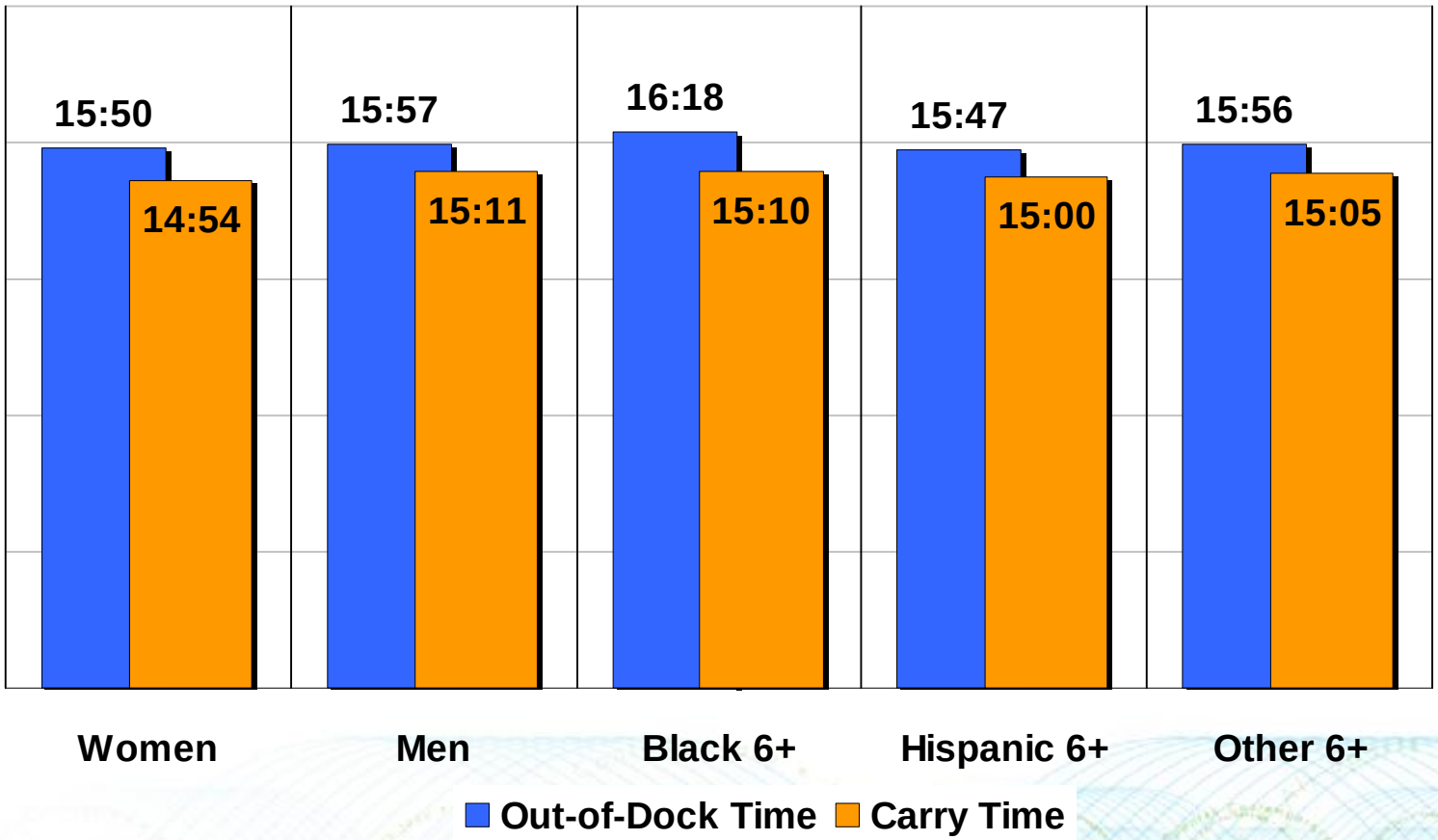
Little Difference in Out-of-Dock & Carry Time by Gender or Race/Ethnicity in LA

Median Out-of-Dock and Carry Times



Los Angeles Metro, June 2008

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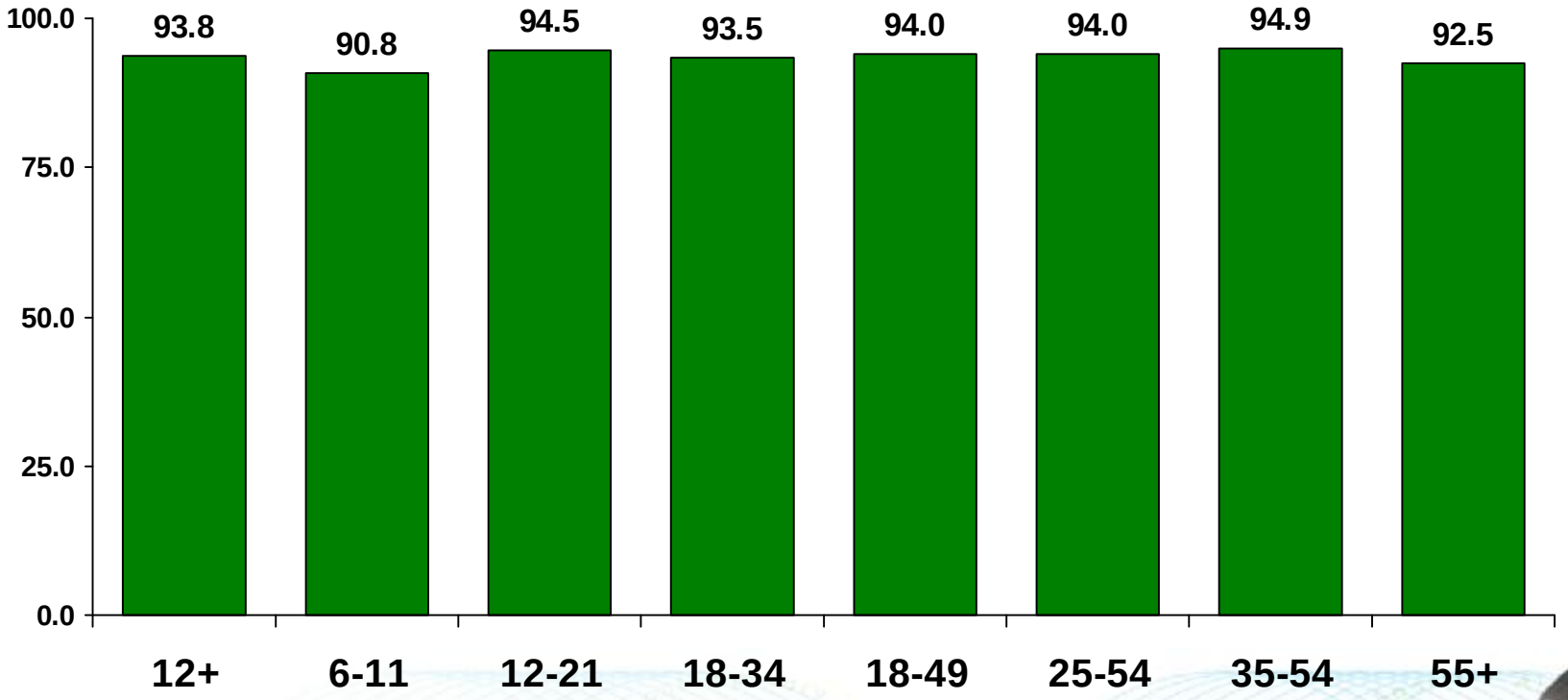
94% Listen to Los Angeles Radio During the Week According to PPM

Weekly Cume Rating Persons Using Radio



Los Angeles Metro Cume Persons, Mon-Sun, 6A-Mid, June 2008

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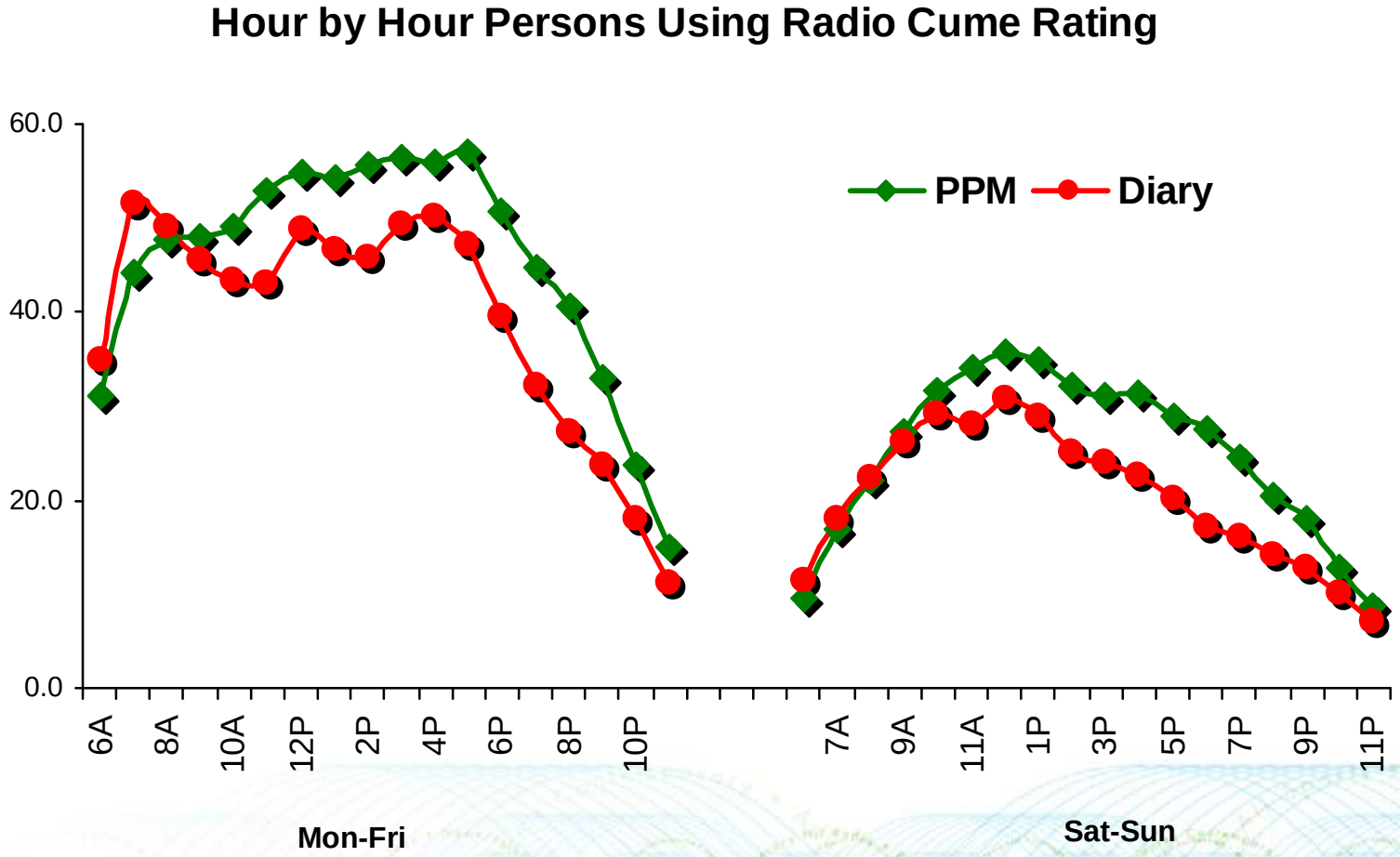
PPM Cume Higher than Diary After 9AM in Los Angeles



PPM, Los Angeles PPM, June 08 Preliminary Data, Mon-Sun 6AM-MID, Cume Rating Persons 12+
vs. Diary, Los Angeles Metro, SP 08, Mon-Sun 6AM-MID, Cume Rating Persons 12+

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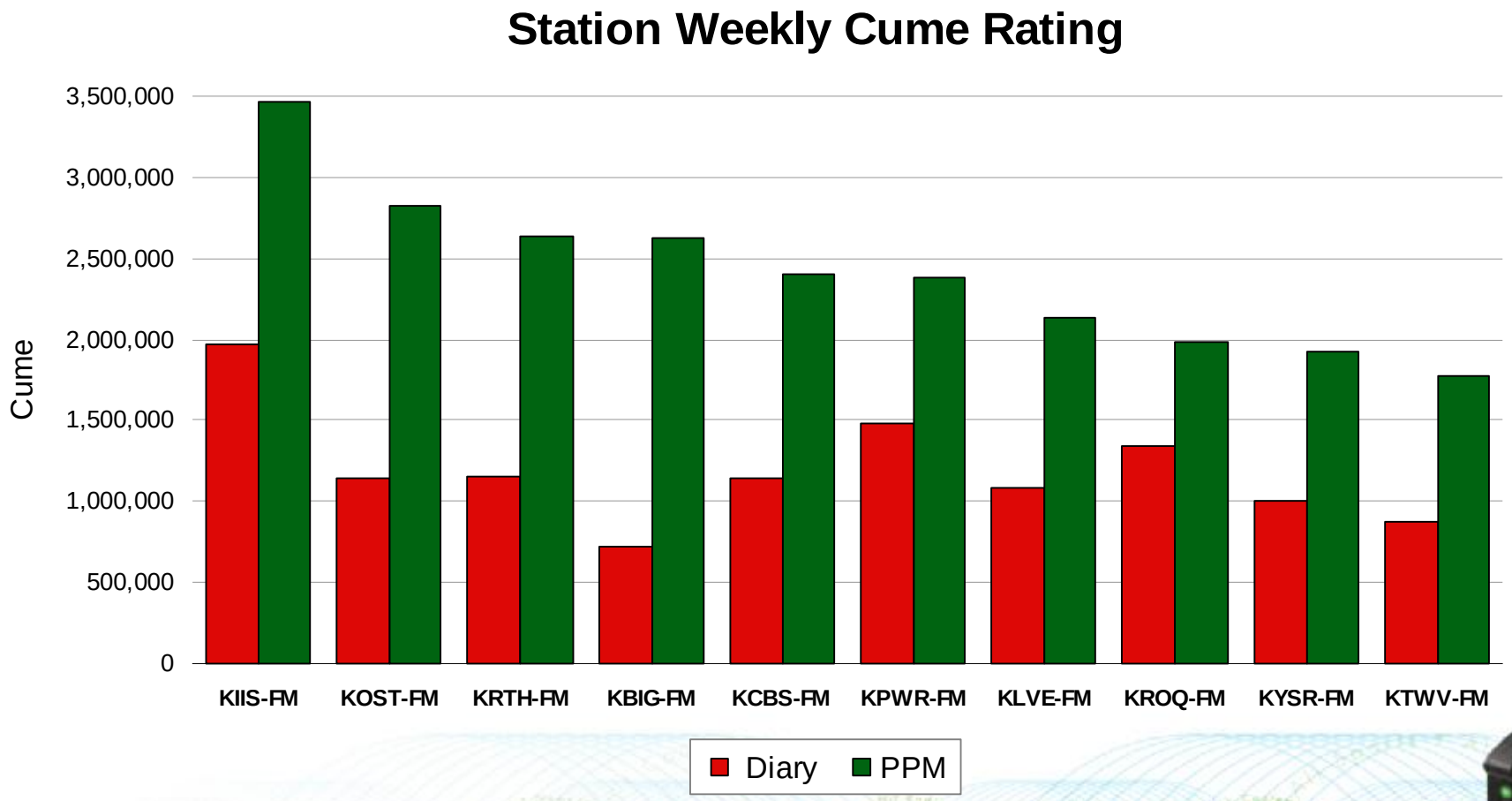
PPM Shows Big Gain in Los Angeles Radio Station Cume



PPM, Los Angeles PPM, June 08 Preliminary Data, Mon-Sun 6AM-MID, Cume Persons 12+ vs. Diary, Los Angeles Metro, SP 08, Mon-Sun 6AM-MID, Cume Persons 12+

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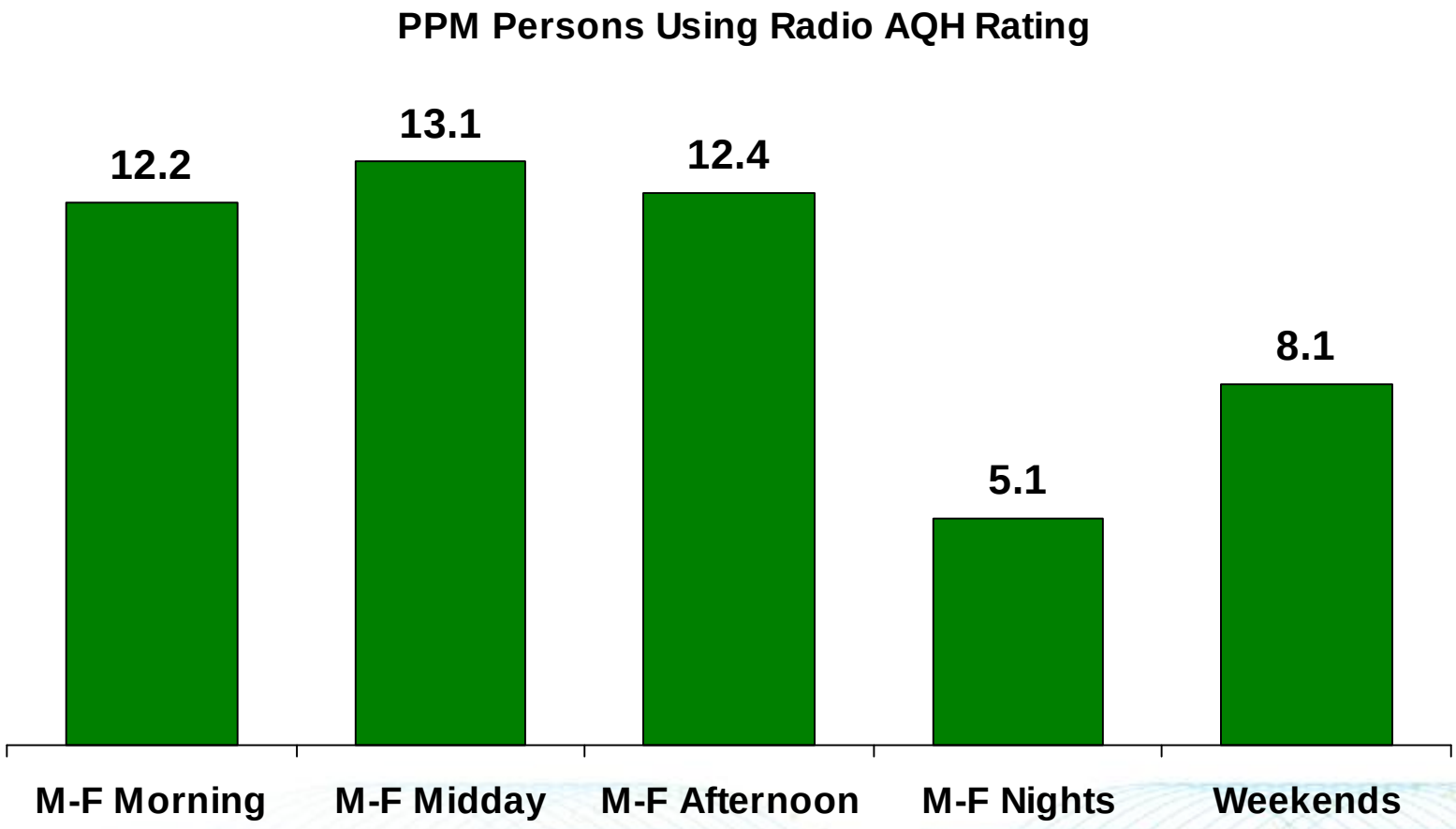
Market AQH in Morning, Midday and Afternoon Nearly Equal in PPM



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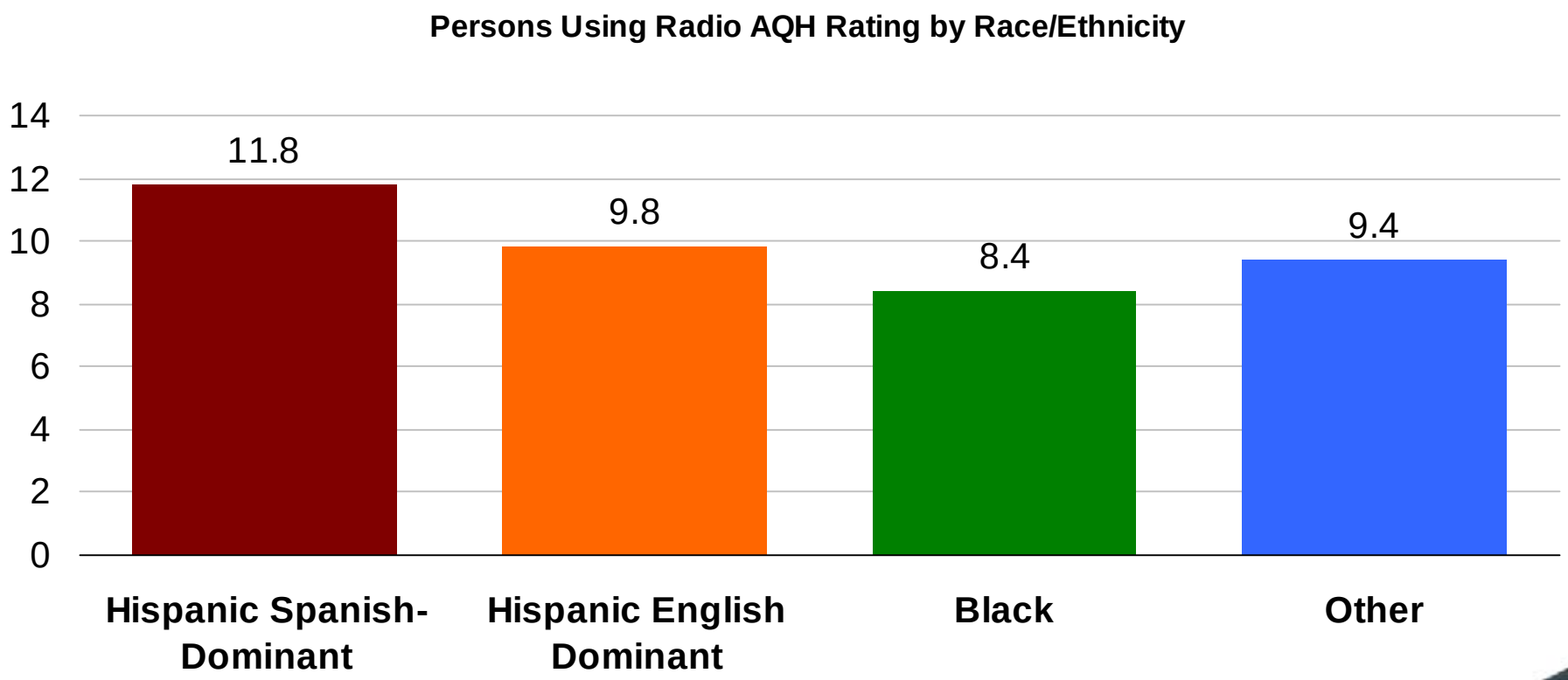
PPM, Los Angeles, June 2008 preliminary data, 12+ Persons Using Radio AQH Rating

Spanish Speaking Hispanics have Highest Time Spent with LA Radio



PPM, Los Angeles, June 2008 preliminary data, Mon-Sun 6AM-MID, 12+ AQH Rating

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LA Rank Positions: Top 5 Stations In Key Demos Represent Many Formats

Persons 12+

Contemporary Hit Radio
News/Talk Information
Classic Rock/Hits
Adult Contemporary
Alternative

Persons 18-34

Contemporary Hit Radio
Mexican Regional
Alternative
Rhythmic CHR
Mexican Regional

Persons 25-54

Contemporary Hit Radio
Alternative
Spanish Contemporary
Adult Hits
Mexican Regional

Persons 35-54

Adult Hits
Alternative
Adult Contemporary
Contemporary Hit Radio
Classic Hit

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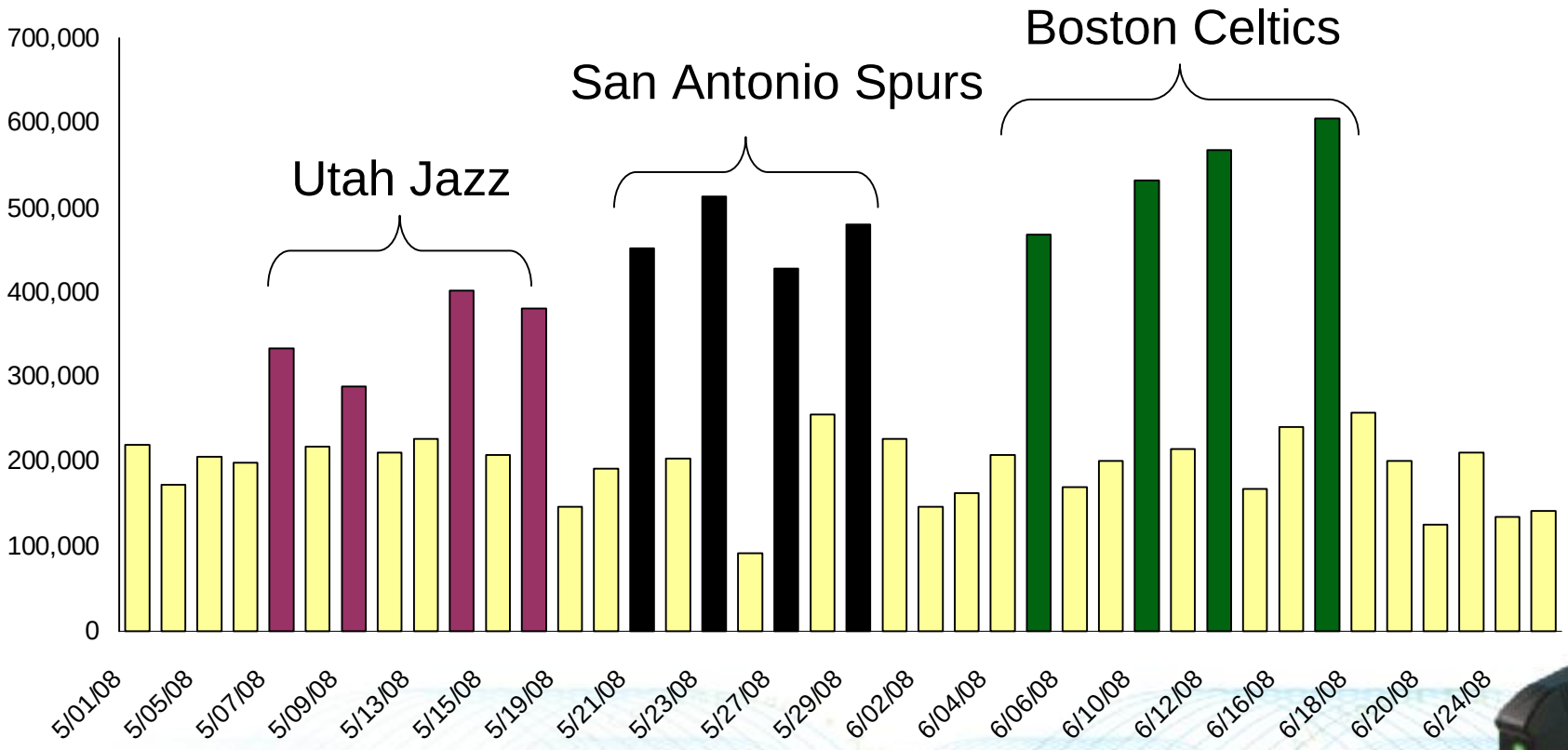
PPM, Los Angeles, June 2008 preliminary data, Mon-Sun 6AM-Mid, AQH Rating Rank

PPM Highlights the Value of Radio Play-by-Play in Los Angeles

Listening to Lakers Games Throughout The Playoffs
KLAC-AM M-F 6a-12m



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PPM, Los Angeles, June 2008 preliminary data, Daily Cume, Persons 6+

PPM Training Resources

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PPM Training Resources

- **Web site www.arbitron.com/ppm**
  - » Self-paced
  - » Videos (English & Spanish)
- **Live via Web**
  - » Live PPM Mondays
  - » Customized for specific organizations
- **In-person**
- **Market wide presentations**
  - » Broadcaster/Arbitron co-presentations
  - » Local agencies, rep firms, national buyers
  - » Marketwide orientations

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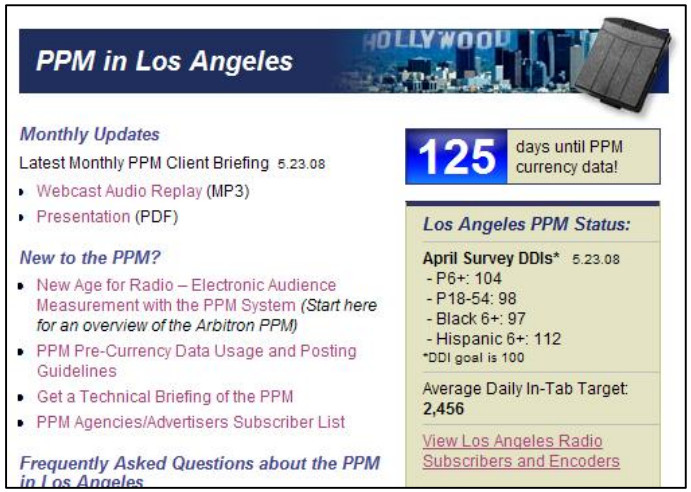
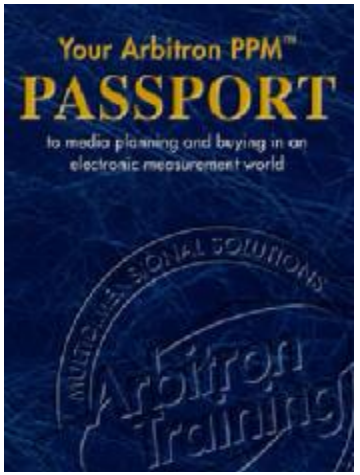
PPM Training Tools

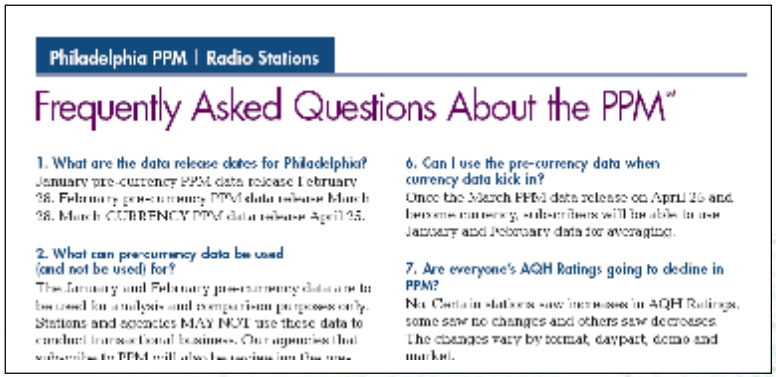
Market-Specific Web Sites



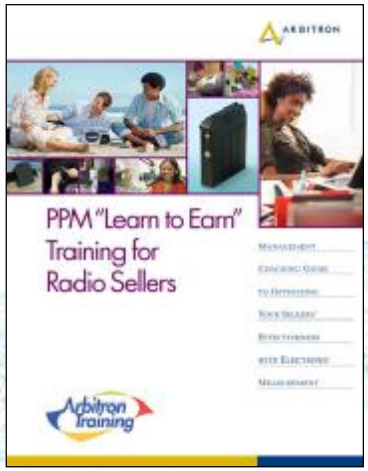
PPM Passport for Agencies



Frequently Asked Questions



PPM Learn To Earn for Radio



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Important Dates

- **July Data Release and next Client Briefing**
  - » Wednesday, August 13
- **Radio Advisory Council**
  - » July 16-18
- **Consultant Fly-in**
  - » 8/13 - 8/14
- **PPM Breakfasts**
  - » Detroit, 8/19
  - » Atlanta, 8/21
  - » Dallas, 9/16
  - » Washington DC, 9/23

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Questions and Answers

- **To maximize the number of people who can ask a question, please limit yourself to one question and a follow-up**
- **If your question isn't answered today go to:**
  - » www.arbitron.com/portable_people_meters/ppm_questions.htm
- **Web page for Advisory Council contacts**
  - » www.arbitron.com/radio_stations/arac_members.htm
- **Download this presentation now:**
  - » Click "documents" icon at top-right of screen.

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Appendix

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Sample Status: Houston

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

	Houston			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	1361	1409	103	2054
P18+	1087	1149	106	1622
P18-54	805	843	105	1234
P25-54	659	685	104	979
Black 6+	226	268	119	420
Hispanic 6+	438	466	106	665
English Dominant 6+	183	171	93	260
Spanish Dominant 6+	255	296	116	405
Other 6+	697	674	97	969

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

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Sample Performance by Age Cell

	Houston				
	February	March	April	May	June
Children	101	106	101	99	95
Teens	105	103	103	93	94
18-24	100	105	107	107	109
25-34	93	94	97	92	92
35-44	101	102	104	99	104
45-54	110	112	118	120	116
55-64	110	115	113	116	116
65+	99	96	93	94	100

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

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18-34 DDI Performance versus Benchmarks

	Houston			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	364	358	99	555
Men 18-34	186	185	99	281
Women 18-34	177	174	98	274
Black 18-34	59	55	94	100
Hispanic 18-34	157	175	112	255
Other 18-34	148	128	87	200

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

Benchmark = 70+

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

	Houston			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Black 25-54	**107**	**122**	**113**	**191**
Hispanic 25-54	**209**	**234**	**111**	**329**

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

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Sample Status: Philadelphia

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

	Philadelphia			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	1530	1742	114	2538
P18+	1258	1490	118	2094
P18-54	844	962	114	1428
P25-54	684	798	117	1144
Black 6+	318	410	129	643
Other 6+	1120	1231	110	1742

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

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Sample Performance by Age Cell

	Philadelphia				
	February	March	April	May	June
Children	81	75	71	81	84
Teens	109	91	86	96	101
18-24	92	80	73	92	103
25-34	68	80	88	102	100
35-44	109	98	95	102	108
45-54	68	59	56	58	64
55-64	105	95	87	93	99
55+	140	121	115	116	127

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

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18-34 DDI Performance versus Benchmarks

	Philadelphia			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	358	361	101	597
Men 18-34	179	187	105	305
Women 18-34	178	174	97	292
Black 18-34	81	91	112	154
Other 18-34	244	235	96	388

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

Benchmark = 80

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

	Philadelphia			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Black 25-54	**140**	**192**	**136**	**280**

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

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DDI Performance
October 2007 to June 2008

	Philadelphia			
	Pop %	Oct 2007 DDI	Jun 2008 DDI	Point Change
Persons 6+	100	105	114	+9
Black 6+	20.8	106	129	+23
Persons 18-34	23.5	62	101	+39
Black 18-34	5.3	67	112	+45
Persons 25-54	45.2	102	117	+15
Black 25-54	9.3	103	136	+33

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

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In-tab Rate Performance

October 2007 to June 2008

	Philadelphia			
	Pop %	Oct 2007 In-tab Rate	Jun 2008 In-tab Rate	Point Change
Persons 6+	100%	73%	72%	-1
Black 6+	20.8%	70%	66%	-4
Persons 18-34	23.5%	60%	63%	+3
Black 18-34	5.3%	59%	60%	+1
Persons 25-54	45.2%	75%	74%	-1
Black 25-54	9.3%	72%	72%	-

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Sample Status: New York

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

	New York Total			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	**3878**	**4325**	**111**	**5711**
P18+	**3202**	**3747**	**117**	**4853**
P18-54	**2183**	**2321**	**106**	**3131**
P25-54	**1812**	**1935**	**107**	**2563**
Black 6+	**	**	**	**
Hispanic 6+	**	**	**	**
Other 6+	**	**	**	**

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

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Sample Performance by Age Cell

	New York (Total Metro)				
	February	March	April	May	June
Children	79	70	67	70	71
Teens	111	98	95	102	100
18-24	97	94	91	97	104
25-34	58	71	72	78	83
35-44	93	87	83	90	91
45-54	154	142	136	140	143
55-64	170	160	150	157	160
65+	130	122	117	121	122

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

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

	New York Metro (non-embedded portion)			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	2110	2362	112	3139
P18+	1746	2070	119	2698
P18-54	1199	1272	106	1730
P25-54	996	1047	105	1404
Black 6+	421	456	108	647
Hispanic 6+	500	713	143	928
English Dominant 6+	219	320	146	454
Spanish Dominant 6+	280	393	140	474
Other 6+	1189	1193	100	1564

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

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18-34 DDI Performance versus Benchmarks

	New York (non-embedded portion)			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	515	504	98	748
Men 18-34	257	266	103	380
Women 18-34	257	238	92	368
Black 18-34	104	90	86	145
Hispanic 18-34	154	203	132	280
Other 18-34	257	211	82	323

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

Benchmark = 70

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

	New York (Non-Embedded)			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Black 25-54	194	194	100	268
Hispanic 25-54	241	373	155	479

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

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DDI Performance
October 2007 to June 2008

	New York (Non-Embedded)			
	Pop %	Oct 2007 DDI	Jun 2008 DDI	Point Change
Persons 6+	100%	96	112	+16
Black 6+	20%	100	108	+8
Hispanic 6+	23.7%	100	143	+43
Persons 18-34	24.4%	65	98	+33
Black 18-34	4.9%	59	86	+27
Hispanic 18-34	7.3%	79	132	+53
Persons 25-54	47.2%	89	105	+16
Black 25-54	9.2%	90	100	+10
Hispanic 25-54	11.4%	100	155	+55

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

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In-tab Rate Performance
October 2007 to June 2008

	New York (Non-Embedded)			
	Pop %	Oct 2007 In-tab Rate	Jun 2008 In-tab Rate	Point Change
Persons 6+	100%	69%	77%	+8
Black 6+	20%	66%	72%	+6
Hispanic 6+	23.7%	69%	77%	+8
Persons 18-34	24.4%	58%	69%	+11
Black 18-34	4.9%	53%	64%	+11
Hispanic 18-34	7.3%	58%	73%	+15
Persons 25-54	47.2%	71%	77%	+6
Black 25-54	9.2%	68%	74%	+6
Hispanic 25-54	11.4%	72%	80%	+8

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Sample Status: Nassau-Suffolk

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

	Nassau-Suffolk			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	1080	1192	110	1558
P18+	888	1017	115	1304
P18-54	579	629	109	833
P25-54	477	534	112	693
Black 6+	101	105	104	151
Hispanic 6+	136	120	89	153
Other 6+	843	966	115	1254

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

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Sample Performance by Age Cell

	Nassau-Suffolk				
	February	March	April	May	June
Children	76	73	70	74	77
Teens	119	103	96	102	104
18-24	100	97	89	93	93
25-34	49	62	65	70	77
35-44	107	95	93	101	104
45-54	163	150	141	143	143
55-64	154	144	133	140	147
65+	121	112	105	108	108

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

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18-34 DDI Performance vs. Benchmarks

	Nassau-Suffolk			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	227	191	84	298
Men 18-34	117	105	89	157
Women 18-34	110	86	78	141
Black 18-34	25	24	96	35
Hispanic 18-34	47	27	57	35
Other 18-34	155	139	90	228

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

Benchmark = 70

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Sample Status: Middlesex-Somerset-Union

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

	Middlesex-Somerset-Union			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	694	771	111	1014
P18+	568	660	116	851
P18-54	392	420	107	568
P25-54	325	353	109	466
Black 6+	93	82	88	123
Hispanic 6+	128	120	94	172
Other 6+	473	570	120	719

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Sample Performance by Age Cell

	Middlesex-Somerset-Union				
	February	March	April	May	June
Children	87	75	70	73	75
Teens	113	95	95	101	102
18-24	96	87	87	90	100
25-34	62	83	82	85	92
35-44	93	84	81	85	85
45-54	153	138	134	140	146
55-64	167	159	157	158	159
55+	130	122	115	114	116

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

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18-34 DDI Performance vs. Benchmarks

	Middlesex-Somerset-Union			
June 2008	Avg. Daily In-tab Target	Avg. Daily In-tab Actual	DDI*	Total Month In-Tab
Persons 18-34	157	150	96	223
Men 18-34	80	76	95	109
Women 18-34	77	74	96	114
Black 18-34	22	21	95	31
Hispanic 18-34	42	41	98	66
Other 18-34	93	88	94	126

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

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Sample Status: Los Angeles

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

	Los Angeles			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	2456	2754	112	3715
P18+	1973	2262	115	2976
P18-54	1423	1517	107	2071
P25-54	1157	1262	109	1694
Black 6+	184	206	112	293
Hispanic 6+	1048	1269	121	1714
English Dominant 6+	461	534	116	768
Spanish Dominant 6+	587	734	125	946
Other 6+	1224	1280	105	1708

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

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Sample Performance by Age Cell

	Los Angeles				
	February	March	April	May	June
Children	97	92	95	102	103
Teens	104	98	95	103	101
18-24	85	84	87	91	96
25-34	66	74	86	93	95
35-44	101	95	97	104	105
45-54	120	116	118	125	127
55-64	125	123	126	131	135
65+	145	134	132	133	136

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

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18-34 DDI Performance versus Benchmarks

	Los Angeles			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	638	611	96	898
Men 18-34	326	302	92	431
Women 18-34	312	309	99	467
Black 18-34	42	40	96	62
Hispanic 18-34	347	345	99	502
Other 18-34	250	225	90	334

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

Benchmark = 70+

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

	Los Angeles			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 25-54	1157	1262	109	1694
Men 25-54	585	623	107	813
Women 25-54	572	639	112	881
Black 25-54	85	96	113	133
Hispanic 25-54	491	624	127	828
Other 25-54	582	542	93	733

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

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Sample Status: Riverside-San Bernardino

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

	Riverside-San Bernardino			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	799	931	117	1244
P18+	623	754	121	976
P18-54	464	529	114	699
P25-54	369	426	115	553
Black 6+	76	63	83	86
Hispanic 6+	365	449	123	607
English Dominant 6+	199	240	120	345
Spanish Dominant 6+	166	209	126	262
Other 6+	358	418	117	551

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

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Sample Performance by Age Cell

	Riverside-San Bernardino				
June 2008	**February**	**March**	**April**	**May**	**June**
Children	87	88	99	104	96
Teens	103	99	106	111	106
18-24	104	105	105	107	109
25-34	63	65	88	102	96
35-44	97	94	100	108	107
45-54	142	132	141	145	149
55-64	129	119	133	145	146
65+	140	130	123	133	138

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

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18-34 DDI Performance versus Benchmarks

	Riverside-San Bernardino			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	229	232	101	325
Men 18-34	118	117	99	161
Women 18-34	111	115	103	164
Black 18-34	21	14	67	20
Hispanic 18-34	131	139	106	190
Other 18-34	77	78	102	115

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

Benchmark = 70+

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

	Riverside-San Bernardino			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 25-54	369	426	115	553
Men 25-54	187	205	109	261
Women 25-54	182	221	121	292
Black 25-54	36	30	83	39
Hispanic 25-54	172	223	130	290
Other 25-54	161	173	107	224

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

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Sample Status: Chicago

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

	Chicago			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	1946	2293	118	3065
P18+	1576	1916	122	2484
P18-54	1113	1205	108	1616
P25-54	914	1010	111	1323
Black 6+	354	424	120	574
Hispanic 6+	368	472	128	639
English Dominant 6+	145	165	114	238
Spanish Dominant 6+	138	308	138	401
Other 6+	1224	1396	114	1852

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

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Sample Performance by Age Cell

	Chicago				
June 2008	**February**	**March**	**April**	**May**	**June**
Children	106	103	103	102	96
Teens	110	108	113	114	107
18-24	97	94	100	103	98
25-34	77	82	88	89	89
35-44	112	109	107	102	98
45-54	153	147	150	152	143
55-64	166	166	175	175	171
65+	148	140	142	138	137

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

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18-34 DDI Performance versus Benchmarks

	Chicago			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	489	453	93	650
Men 18-34	249	220	88	314
Women 18-34	240	234	98	336
Black 18-34	86	77	90	117
Hispanic 18-34	138	163	118	225
Other 18-34	265	213	80	308

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

Benchmark = 70+

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

	Chicago			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 25-54	914	1010	111	1323
Men 25-54	456	487	107	637
Women 25-54	459	523	114	686
Black 25-54	158	165	105	222
Hispanic 25-54	174	245	141	314
Other 25-54	583	600	103	787

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

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Sample Status: San Francisco

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

	San Francisco Total			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	2133	2179	102	3212
P18+	1771	1884	106	2709
P18-54	1219	1153	95	1763
P25-54	1024	993	97	1504
Black 6+	**	**	**	**
Hispanic 6+	**	**	**	**
English Dominant 6+	**	**	**	**
Spanish Dominant 6+	**	**	**	**
Other 6+	**	**	**	**

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

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Sample Performance by Age Cell

	San Francisco Total				
June 2008	**February**	**March**	**April**	**May**	**June**
Children	70	72	78	78	78
Teens	77	79	88	87	85
18-24	54	60	73	77	82
25-34	56	64	74	71	89
35-44	78	83	88	83	85
45-54	95	105	117	116	117
55-64	116	129	140	129	132
65+	123	130	139	128	133

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

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18-34 DDI Performance versus Benchmarks

	San Francisco Total			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	502	432	86	719
Men 18-34	262	224	86	360
Women 18-34	240	208	87	359
Black 18-34	**	**	**	**
Hispanic 18-34	**	**	**	**
Other 18-34	**	**	**	**

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

Benchmark = 70+

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

	San Francisco Total			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 25-54	1040	993	97	1504
Men 25-54	525	489	93	734
Women 25-54	499	504	101	770
Black 25-54	**	**	**	**
Hispanic 25-54	**	**	**	**
Other 25-54	**	**	**	**

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

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

	San Francisco Non-Embedded			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	1267	1324	105	1932
P18+	1056	1166	110	1655
P18-54	718	665	93	1013
P25-54	604	583	97	873
Black 6+	112	112	100	179
Hispanic 6+	249	296	119	444
English Dominant 6+	125	121	97	206
Spanish Dominant 6+	124	175	141	238
Other 6+	906	916	101	1309

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

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Sample Performance by Age Cell

	San Francisco Non-Embedded				
June 2008	**February**	**March**	**April**	**May**	**June**
Children	75	71	69	69	72
Teens	75	68	77	79	79
18-24	56	60	71	70	71
25-34	67	73	86	80	96
35-44	86	84	87	80	81
45-54	106	108	117	112	112
55-64	142	149	159	147	149
65+	153	152	156	144	142

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

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18-34 DDI Performance versus Benchmarks

	San Francisco Non-Embedded			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	297	257	86	419
Men 18-34	154	130	84	207
Women 18-34	143	127	89	212
Black 18-34	25	19	76	36
Hispanic 18-34	87	10	127	168
Other 18-34	185	128	69	215

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

Benchmark = 70+

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

	San Francisco Non-Embedded			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 25-54	604	583	97	873
Men 25-54	307	286	93	428
Women 25-54	297	298	100	445
Black 25-54	51	46	90	75
Hispanic 25-54	116	164	141	236
Other 25-54	437	374	86	562

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

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Sample Status: San Jose

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

	San Jose			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
P6+	866	855	99	1280
P18+	711	719	101	1054
P18-54	506	487	96	750
P25-54	425	410	96	631
Black 6+	-	-	-	-
Hispanic 6+	210	264	126	393
English Dominant 6+	109	139	128	212
Spanish Dominant 6+	101	125	124	181
Other 6+	656	591	90	887

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

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Sample Performance by Age Cell

	San Jose				
June 2008	**February**	**March**	**April**	**May**	**June**
Children	61	70	85	87	84
Teens	80	93	102	97	93
18-24	51	59	76	86	97
25-34	40	50	56	57	78
35-44	64	78	88	83	86
45-54	40	52	60	63	65
55-64	54	69	82	84	84
65+	75	98	110	104	105

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

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18-34 DDI Performance versus Benchmarks

	San Jose			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 18-34	206	175	85	300
Men 18-34	110	94	86	153
Women 18-34	97	81	84	147
Black 18-34				
Hispanic 18-34	66	84	126	130
Other 18-34	140	91	65	170

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

Benchmark = 70+

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

	San Jose			
June 2008	**Avg. Daily In-tab Target**	**Avg. Daily In-tab Actual**	**DDI***	**Total Month In-Tab**
Persons 25-54	425	410	95	631
Men 25-54	224	203	91	306
Women 25-54	201	206	103	325
Black 25-54				
Hispanic 25-54	95	128	134	192
Other 25-54	330	282	85	439

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

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