

Project Name: ABC

Job #: 09-144

Drop Date: 8/20/2009

In-Home Date: 08/26/09 - 09/01/09

Total Mailed: 207

Days in Mailing	Date	% Scanned	% InHome
4	8/25/2009	1.93%	0.00%
5	8/26/2009	3.86%	0.97%
6	8/27/2009	6.76%	2.90%
7	8/28/2009	15.46%	7.25%
8	8/29/2009	40.58%	11.59%
9	8/31/2009	53.62%	29.95%
10	9/1/2009	66.18%	51.21%
11	9/2/2009	73.91%	62.32%
12	9/3/2009	76.81%	69.57%
13	9/4/2009	78.26%	73.43%
14	9/5/2009	85.02%	75.36%
15	9/8/2009	86.47%	79.71%
16	9/9/2009	86.96%	82.13%
17	9/10/2009	88.41%	83.09%
18	9/11/2009	88.41%	85.51%
19	9/12/2009	89.37%	86.47%
20	9/14/2009	89.37%	86.96%
21	9/15/2009	89.37%	87.92%
22	9/16/2009	89.37%	88.41%
23	9/17/2009	89.86%	88.41%

(*** Sundays/Holidays are excluded from report ***)

EAST (Rec Date: 08/29/09 - 09/16/09)

Days in Mailing	Date	% Scanned	% InHome
7	8/28/2009	3.85%	0.00%
8	8/29/2009	21.79%	1.28%
9	8/31/2009	28.21%	12.82%
10	9/1/2009	48.72%	33.33%
11	9/2/2009	58.97%	44.87%
12	9/3/2009	64.10%	57.69%
13	9/4/2009	66.67%	61.54%
14	9/5/2009	78.21%	62.82%
15	9/8/2009	82.05%	69.23%
16	9/9/2009	83.33%	71.79%
17	9/10/2009	87.18%	74.36%
18	9/11/2009	87.18%	79.49%
19	9/12/2009	89.74%	80.77%
20	9/14/2009	89.74%	82.05%
21	9/15/2009	89.74%	84.62%
22	9/16/2009	89.74%	85.90%
23	9/17/2009	91.03%	85.90%

MIDWEST (Rec Date: 08/28/09 - 09/12/09)

Days in Mailing	Date	% Scanned	% InHome
5	8/26/2009	1.14%	0.00%
7	8/28/2009	11.36%	1.14%
8	8/29/2009	43.18%	6.82%
9	8/31/2009	65.91%	27.27%
10	9/1/2009	72.73%	54.55%
11	9/2/2009	81.82%	67.05%
12	9/3/2009	84.09%	71.59%
13	9/4/2009	85.23%	75.00%
14	9/5/2009	90.91%	78.41%
15	9/8/2009	90.91%	82.95%
16	9/9/2009	90.91%	86.36%
18	9/11/2009	90.91%	87.50%
19	9/12/2009	90.91%	88.64%

MOUNTAIN (Rec Date: 08/28/09 - 09/04/09)

Days in Mailing	Date	% Scanned	% InHome
6	8/27/2009	7.69%	0.00%
7	8/28/2009	7.69%	7.69%
8	8/29/2009	38.46%	15.38%
9	8/31/2009	46.15%	38.46%
10	9/1/2009	76.92%	53.85%
11	9/2/2009	76.92%	76.92%
13	9/4/2009	76.92%	84.62%

WEST (Rec Date: 08/26/09 - 09/04/09)

Days in Mailing	Date	% Scanned	% InHome
4	8/25/2009	14.29%	0.00%
5	8/26/2009	25.00%	7.14%
6	8/27/2009	42.86%	21.43%
7	8/28/2009	64.29%	46.43%
8	8/29/2009	85.71%	53.57%
9	8/31/2009	89.29%	82.14%
10	9/1/2009	89.29%	89.29%
12	9/3/2009	89.29%	92.86%
13	9/4/2009	89.29%	96.43%