



## Universe Estimates Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7399.3	100.0%	21709.0	100.0%
People 2+	7238.8	97.8%	21238.2	97.8%
Children 0-4	493.3	6.7%	1431.2	6.6%
Children 2-9	781.9	10.6%	2251.0	10.4%
Children 5-12	720.1	9.7%	2079.3	9.6%
Children 10-17	794.4	10.7%	2178.2	10.0%
Children 13-17	523.4	7.1%	1389.5	6.4%
Children 0-17	1736.8	23.5%	4900.0	22.6%
Total Males	3785.8	51.2%	10793.2	49.7%
Male 0-4#	246.5	3.3%	734.2	3.4%
Male 5-9#	234.9	3.2%	663.2	3.1%
Male 10-12#	140.0	1.9%	403.5	1.9%
Male 13-15#	159.6	2.2%	416.2	1.9%
Male 16-17#	111.9	1.5%	293.6	1.4%
Male 18-24#	451.9	6.1%	1139.0	5.2%
Male 25-29#	316.0	4.3%	849.6	3.9%
Male 30-34#	259.6	3.5%	744.1	3.4%
Male 35-39#	269.4	3.6%	763.1	3.5%
Male 40-44#	258.8	3.5%	738.4	3.4%
Male 45-49#	264.9	3.6%	744.2	3.4%
Male 50-54#	252.1	3.4%	703.2	3.2%
Male 55-59#	234.6	3.2%	627.7	2.9%
Male 60-64#	212.7	2.9%	597.6	2.8%
Male 65+ #	372.9	5.0%	1375.6	6.3%

UE - Universe Estimate

Quarter 1, 2012 refers to reporting quarter date range Sunday 1st January, 2012 - Saturday 31 March, 2012

\* National Subscription TV Homes - Homes with Subscription TV in the aggregated Metro & Regional TV panels. Overlap homes are counted only once.

\*\* National Homes - Homes in the aggregated Metro & Regional TV panels. Overlap homes are counted only once.

# National Subscription TV Weighting Categories. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

## Universe Estimates Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3613.5	48.8%	10915.8	50.3%
Female 0-4#	246.8	3.3%	697.0	3.2%
Female 5-9#	214.2	2.9%	627.4	2.9%
Female 10-12#	131.0	1.8%	385.2	1.8%
Female 13-15#	147.1	2.0%	398.1	1.8%
Female 16-17#	104.8	1.4%	281.6	1.3%
Female 18-24#	400.3	5.4%	1075.9	5.0%
Female 25-29#	291.8	3.9%	824.1	3.8%
Female 30-34#	253.0	3.4%	740.8	3.4%
Female 35-39#	266.6	3.6%	775.7	3.6%
Female 40-44#	257.2	3.5%	747.7	3.4%
Female 45-49#	274.5	3.7%	759.3	3.5%
Female 50-54#	254.4	3.4%	725.4	3.3%
Female 55-59#	227.3	3.1%	650.7	3.0%
Female 60-64#	190.7	2.6%	610.5	2.8%
Female 65+ #	353.8	4.8%	1616.4	7.4%
Female 25-54 with Children	870.5	11.8%	2451.6	11.3%
Working 16+	3478.2	47.0%	9440.5	43.5%
Not Working 16+	2401.0	32.4%	7943.7	36.6%

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# National Subscription TV Weighting Categories. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

## Universe Estimates Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1314.9	17.8%	3623.4	16.7%
Occupation Group 1 16-39	567.2	7.7%	1573.5	7.2%
Occupation Group 1 25-54	978.5	13.2%	2741.7	12.6%
Occupation Group 1 40-54	488.1	6.6%	1361.5	6.3%
Occupation Group 1 35+	930.2	12.6%	2576.5	11.9%
Occupation Group 1 55+	259.6	3.5%	688.4	3.2%
Occupation Group 2	1150.5	15.5%	3137.2	14.5%
Occupation Group 2 16-39	570.0	7.7%	1518.6	7.0%
Occupation Group 2 40-54	403.6	5.5%	1128.1	5.2%
Occupation Group 2 55+	176.9	2.4%	490.5	2.3%
Occupation Group 3	540.3	7.3%	1456.8	6.7%
Occupation Group 3 16-39	320.9	4.3%	846.1	3.9%
Occupation Group 3 40-54	149.1	2.0%	415.1	1.9%
Occupation Group 3 55+	70.3	1.0%	195.6	0.9%
Occupation Group 1-3 35-49	1068.5	14.4%	3051.2	14.1%
Occupation Group 4	193.0	2.6%	480.2	2.2%
Occupation Group 4 16-39	71.1	1.0%	182.8	0.8%
Occupation Group 4 40-54	79.0	1.1%	189.8	0.9%
Occupation Group 4 55+	42.9	0.6%	107.6	0.5%
Occupation Group 5	279.5	3.8%	742.9	3.4%
Occupation Group 5 16-39	144.0	1.9%	368.8	1.7%
Occupation Group 5 40-54	92.5	1.3%	253.6	1.2%
Occupation Group 5 55+	43.0	0.6%	120.5	0.6%
Male Occupation Group 1-2 25-54	923.5	12.5%	2540.8	11.7%

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# National Subscription TV Weighting Categories. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

## Universe Estimates Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	348.1	4.7%	1923.8	8.9%
Persons in 2 Person Households#	1736.6	23.5%	5983.4	27.6%
Persons in 3 Person Households#	1384.8	18.7%	3907.2	18.0%
Persons in 4 Person Households#	1978.4	26.7%	5320.0	24.5%
Persons in 5+ Person Households#	1951.4	26.4%	4574.6	21.1%
Persons in 1 TV Households#	1331.6	18.0%	6372.3	29.4%
Persons in 2 TV Households#	2473.5	33.4%	7561.3	34.8%
Persons in 3+ TV Households#	3594.2	48.6%	7775.4	35.8%

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# National Subscription TV Weighting Categories. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

## Universe Estimates Quarter 1, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2491.6	100.0%	8321.0	100.0%
1 Person Households#	348.1	14.0%	1923.8	23.1%
2 Person Households#	868.3	34.8%	2991.7	36.0%
3 Person Households#	461.6	18.5%	1302.4	15.7%
4 Person Households#	494.6	19.9%	1330.0	16.0%
5+ Person Households#	319.0	12.8%	773.1	9.3%
1 TV Households#	599.3	24.1%	3099.0	37.2%
2 TVs Households#	916.4	36.8%	2950.9	35.5%
3+ TVs Households#	975.9	39.2%	2271.1	27.3%
Households receiving FTA channels	2491.6	100.0%	8321.0	100.0%
Households receiving STV channels	2491.6	100.0%	2491.6	29.9%
Grocery Buyers#	2491.6	100.0%	8321.0	100.0%
Grocery Buyers Working	1406.2	56.4%	4192.3	50.4%
Grocery Buyers Not Working	1085.4	43.6%	4128.7	49.6%
Grocery Buyers 18-39	762.9	30.6%	2359.5	28.4%
Grocery Buyers 18-54	1611.9	64.7%	4899.2	58.9%
Grocery Buyers Age 25-54	1542.8	61.9%	4648.5	55.9%
Grocery Buyers Age 40-54	849.0	34.1%	2539.7	30.5%
Grocery Buyers Age 55-64	470.8	18.9%	1482.7	17.8%
Grocery Buyers Age 65+	408.9	16.4%	1939.1	23.3%

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# National Subscription TV Weighting Categories. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

## Universe Estimates Quarter 1, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	732.5	29.4%	2434.5	29.3%
Grocery Buyers Female	1759.1	70.6%	5886.5	70.7%
Grocery Buyers Female Age 25-49	923.9	37.1%	2764.4	33.2%
Grocery Buyers 0 Children#	1581.5	63.5%	5666.1	68.1%
Grocery Buyers 1-2 Children#	722.4	29.0%	2136.8	25.7%
Grocery Buyers 3+ Children#	187.7	7.5%	518.1	6.2%
Grocery Buyers Children 0-2	240.0	9.6%	707.9	8.5%
Grocery Buyers Children 0-4	348.0	14.0%	1045.0	12.6%
Grocery Buyers Children 0-12	688.1	27.6%	2040.5	24.5%
Grocery Buyers Children 0-15	823.0	33.0%	2409.5	29.0%
Grocery Buyers Children 0-17	910.1	36.5%	2654.9	31.9%
Grocery Buyers Children 5-12	496.2	19.9%	1456.7	17.5%
Grocery Buyers Children 5-17	728.7	29.2%	2098.4	25.2%
Grocery Buyers Children 13-17	389.8	15.6%	1060.3	12.7%

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# National Subscription TV Weighting Categories. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

## Approximate Sample Size Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,742	100.0%
People 2+	3,661	97.8%
Children 0-4	249	6.7%
Children 2-9	395	10.6%
Children 5-12	364	9.7%
Children 10-17	402	10.7%
Children 13-17	265	7.1%
Children 0-17	878	23.5%
Total Males	1,914	51.2%
Male 0-4	125	3.3%
Male 5-9	119	3.2%
Male 10-12	71	1.9%
Male 13-15	81	2.2%
Male 16-17	57	1.5%
Male 18-24	229	6.1%
Male 25-29	160	4.3%
Male 30-34	131	3.5%
Male 35-39	136	3.6%
Male 40-44	131	3.5%
Male 45-49	134	3.6%
Male 50-54	127	3.4%
Male 55-59	119	3.2%
Male 60-64	108	2.9%
Male 65+	189	5.0%

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ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

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### Approximate Sample Size Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,827	48.8%
Female 0-4	125	3.3%
Female 5-9	108	2.9%
Female 10-12	66	1.8%
Female 13-15	74	2.0%
Female 16-17	53	1.4%
Female 18-24	202	5.4%
Female 25-29	148	3.9%
Female 30-34	128	3.4%
Female 35-39	135	3.6%
Female 40-44	130	3.5%
Female 45-49	139	3.7%
Female 50-54	129	3.4%
Female 55-59	115	3.1%
Female 60-64	96	2.6%
Female 65+	179	4.8%
Female 25-54 with Children	440	11.8%
Working 16+	1,759	47.0%
Not Working 16+	1,214	32.4%

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### Approximate Sample Size Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	665	17.8%
Occupation Group 1 16-39	287	7.7%
Occupation Group 1 25-54	495	13.2%
Occupation Group 1 40-54	247	6.6%
Occupation Group 1 35+	470	12.6%
Occupation Group 1 55+	131	3.5%
Occupation Group 2	582	15.5%
Occupation Group 2 16-39	288	7.7%
Occupation Group 2 40-54	204	5.5%
Occupation Group 2 55+	89	2.4%
Occupation Group 3	273	7.3%
Occupation Group 3 16-39	162	4.3%
Occupation Group 3 40-54	75	2.0%
Occupation Group 3 55+	36	1.0%
Occupation Group 1-3 35-49	540	14.4%
Occupation Group 4	98	2.6%
Occupation Group 4 16-39	36	1.0%
Occupation Group 4 40-54	40	1.1%
Occupation Group 4 55+	22	0.6%
Occupation Group 5	141	3.8%
Occupation Group 5 16-39	73	1.9%
Occupation Group 5 40-54	47	1.3%
Occupation Group 5 55+	22	0.6%
Male Occupation Group 1-2 25-54	467	12.5%

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## Approximate Sample Size Quarter 1, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	176	4.7%
Persons in 2 Person Households	878	23.5%
Persons in 3 Person Households	700	18.7%
Persons in 4 Person Households	1,000	26.7%
Persons in 5+ Person Households	987	26.4%
Persons in 1 TV Households	673	18.0%
Persons in 2 TV Households	1,251	33.4%
Persons in 3+ TV Households	1,818	48.6%

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## Approximate Sample Size Quarter 1, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,260	100.0%
1 Person Households	176	14.0%
2 Person Households	439	34.8%
3 Person Households	233	18.5%
4 Person Households	250	19.9%
5+ Person Households	161	12.8%
1 TV Households	303	24.1%
2 TVs Households	463	36.8%
3+ TVs Households	494	39.2%
Households receiving FTA channels	1,260	100.0%
Households receiving STV channels	1,260	100.0%
Grocery Buyers	1,260	100.0%
Grocery Buyers Working	711	56.4%
Grocery Buyers Not Working	549	43.6%
Grocery Buyers 18-39	386	30.6%
Grocery Buyers 18-54	815	64.7%
Grocery Buyers Age 25-54	780	61.9%
Grocery Buyers Age 40-54	429	34.1%
Grocery Buyers Age 55-64	238	18.9%
Grocery Buyers Age 65+	207	16.4%

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## Approximate Sample Size Quarter 1, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	370	29.4%
Grocery Buyers Female	890	70.6%
Grocery Buyers Female Age 25-49	467	37.1%
Grocery Buyers 0 Children	800	63.5%
Grocery Buyers 1-2 Children	365	29.0%
Grocery Buyers 3+ Children	95	7.5%
Grocery Buyers Children 0-2	121	9.6%
Grocery Buyers Children 0-4	176	14.0%
Grocery Buyers Children 0-12	348	27.6%
Grocery Buyers Children 0-15	416	33.0%
Grocery Buyers Children 0-17	460	36.5%
Grocery Buyers Children 5-12	251	19.9%
Grocery Buyers Children 5-17	369	29.2%
Grocery Buyers Children 13-17	197	15.6%

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