



## Universe Estimates Quarter 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7256.7	100.0%	21709.0	100.0%
People 2+	7092.4	97.7%	21238.2	97.8%
Children 0-4	507.2	7.0%	1431.2	6.6%
Children 2-9	788.2	10.9%	2251.0	10.4%
Children 5-12	704.7	9.7%	2079.3	9.6%
Children 10-17	767.4	10.6%	2178.2	10.0%
Children 13-17	508.0	7.0%	1389.5	6.4%
Children 0-17	1719.9	23.7%	4900.0	22.6%
Total Males	3716.4	51.2%	10793.2	49.7%
Male 0-4#	260.1	3.6%	734.2	3.4%
Male 5-9#	225.5	3.1%	663.2	3.1%
Male 10-12#	129.0	1.8%	403.5	1.9%
Male 13-15#	147.9	2.0%	416.2	1.9%
Male 16-17#	109.6	1.5%	293.6	1.4%
Male 18-24#	438.6	6.0%	1139.0	5.2%
Male 25-29#	316.9	4.4%	849.6	3.9%
Male 30-34#	266.4	3.7%	744.1	3.4%
Male 35-39#	257.4	3.5%	763.1	3.5%
Male 40-44#	248.4	3.4%	738.4	3.4%
Male 45-49#	258.7	3.6%	744.2	3.4%
Male 50-54#	245.2	3.4%	703.2	3.2%
Male 55-59#	222.7	3.1%	627.7	2.9%
Male 60-64#	212.4	2.9%	597.6	2.8%
Male 65+#	377.6	5.2%	1375.6	6.3%

UE - Universe Estimate

Quarter 4, 2012 refers to reporting quarter date range Sunday 30th September, 2012 - Saturday 29 December, 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 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3540.3	48.8%	10915.8	50.3%
Female 0-4#	247.1	3.4%	697.0	3.2%
Female 5-9#	219.8	3.0%	627.4	2.9%
Female 10-12#	130.4	1.8%	385.2	1.8%
Female 13-15#	147.6	2.0%	398.1	1.8%
Female 16-17#	102.9	1.4%	281.6	1.3%
Female 18-24#	386.0	5.3%	1075.9	5.0%
Female 25-29#	285.3	3.9%	824.1	3.8%
Female 30-34#	242.0	3.3%	740.8	3.4%
Female 35-39#	268.2	3.7%	775.7	3.6%
Female 40-44#	249.7	3.4%	747.7	3.4%
Female 45-49#	260.0	3.6%	759.3	3.5%
Female 50-54#	257.7	3.6%	725.4	3.3%
Female 55-59#	208.5	2.9%	650.7	3.0%
Female 60-64#	192.9	2.7%	610.5	2.8%
Female 65+#	342.2	4.7%	1616.4	7.4%
Female 25-54 with Children	855.7	11.8%	2451.6	11.3%
Working 16+	3372.0	46.5%	9440.5	43.5%
Not Working 16+	2377.3	32.8%	7943.7	36.6%

UE - Universe Estimate

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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 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1340.9	18.5%	3623.4	16.7%
Occupation Group 1 16-39	577.4	8.0%	1573.5	7.2%
Occupation Group 1 25-54	1001.4	13.8%	2741.7	12.6%
Occupation Group 1 40-54	503.8	6.9%	1361.5	6.3%
Occupation Group 1 35+	943.7	13.0%	2576.5	11.9%
Occupation Group 1 55+	259.7	3.6%	688.4	3.2%
Occupation Group 2	1083.6	14.9%	3137.2	14.5%
Occupation Group 2 16-39	549.5	7.6%	1518.6	7.0%
Occupation Group 2 40-54	367.7	5.1%	1128.1	5.2%
Occupation Group 2 55+	166.4	2.3%	490.5	2.3%
Occupation Group 3	500.1	6.9%	1456.8	6.7%
Occupation Group 3 16-39	303.9	4.2%	846.1	3.9%
Occupation Group 3 40-54	132.1	1.8%	415.1	1.9%
Occupation Group 3 55+	64.1	0.9%	195.6	0.9%
Occupation Group 1-3 35-49	1031.1	14.2%	3051.2	14.1%
Occupation Group 4	181.6	2.5%	480.2	2.2%
Occupation Group 4 16-39	70.8	1.0%	182.8	0.8%
Occupation Group 4 40-54	71.6	1.0%	189.8	0.9%
Occupation Group 4 55+	39.2	0.5%	107.6	0.5%
Occupation Group 5	265.8	3.7%	742.9	3.4%
Occupation Group 5 16-39	139.4	1.9%	368.8	1.7%
Occupation Group 5 40-54	82.3	1.1%	253.6	1.2%
Occupation Group 5 55+	44.1	0.6%	120.5	0.6%
Male Occupation Group 1-2 25-54	884.1	12.2%	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 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	313.3	4.3%	1923.8	8.9%
Persons in 2 Person Households#	1753.0	24.2%	5983.4	27.6%
Persons in 3 Person Households#	1397.7	19.3%	3907.2	18.0%
Persons in 4 Person Households#	1887.2	26.0%	5320.0	24.5%
Persons in 5+ Person Households#	1905.5	26.3%	4574.6	21.1%
Persons in 1 TV Households#	1332.8	18.4%	6372.3	29.4%
Persons in 2 TV Households#	2467.3	34.0%	7561.3	34.8%
Persons in 3+ TV Households#	3456.6	47.6%	7775.4	35.8%

UE - Universe Estimate

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\*\* 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 4, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2432.1	100.0%	8321.0	100.0%
1 Person Households#	313.3	12.9%	1923.8	23.1%
2 Person Households#	876.5	36.0%	2991.7	36.0%
3 Person Households#	465.9	19.2%	1302.4	15.7%
4 Person Households#	471.8	19.4%	1330.0	16.0%
5+ Person Households#	304.6	12.5%	773.1	9.3%
1 TV Households#	598.1	24.6%	3099.0	37.2%
2 TVs Households#	898.2	36.9%	2950.9	35.5%
3+ TVs Households#	935.8	38.5%	2271.1	27.3%
Households receiving FTA channels	2432.1	100.0%	8321.0	100.0%
Households receiving STV channels	2432.1	100.0%	2432.1	29.2%
Grocery Buyers#	2432.1	100.0%	8321.0	100.0%
Grocery Buyers Working	1375.0	56.5%	4192.3	50.4%
Grocery Buyers Not Working	1057.1	43.5%	4128.7	49.6%
Grocery Buyers 18-39	718.0	29.5%	2359.5	28.4%
Grocery Buyers 18-54	1562.9	64.3%	4899.2	58.9%
Grocery Buyers Age 25-54	1502.8	61.8%	4648.5	55.9%
Grocery Buyers Age 40-54	844.9	34.7%	2539.7	30.5%
Grocery Buyers Age 55-64	458.7	18.9%	1482.7	17.8%
Grocery Buyers Age 65+	410.5	16.9%	1939.1	23.3%

UE - Universe Estimate

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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 4, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	733.1	30.1%	2434.5	29.3%
Grocery Buyers Female	1699.0	69.9%	5886.5	70.7%
Grocery Buyers Female Age 25-49	877.8	36.1%	2764.4	33.2%
Grocery Buyers 0 Children#	1527.3	62.8%	5666.1	68.1%
Grocery Buyers 1-2 Children#	723.5	29.7%	2136.8	25.7%
Grocery Buyers 3+ Children#	181.3	7.5%	518.1	6.2%
Grocery Buyers Children 0-2	231.7	9.5%	707.9	8.5%
Grocery Buyers Children 0-4	346.9	14.3%	1045.0	12.6%
Grocery Buyers Children 0-12	683.2	28.1%	2040.5	24.5%
Grocery Buyers Children 0-15	816.6	33.6%	2409.5	29.0%
Grocery Buyers Children 0-17	904.8	37.2%	2654.9	31.9%
Grocery Buyers Children 5-12	496.6	20.4%	1456.7	17.5%
Grocery Buyers Children 5-17	729.0	30.0%	2098.4	25.2%
Grocery Buyers Children 13-17	379.6	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 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,759	100.0%
People 2+	3,674	97.7%
Children 0-4	263	7.0%
Children 2-9	408	10.9%
Children 5-12	365	9.7%
Children 10-17	398	10.6%
Children 13-17	263	7.0%
Children 0-17	891	23.7%
Total Males	1,925	51.2%
Male 0-4	135	3.6%
Male 5-9	117	3.1%
Male 10-12	67	1.8%
Male 13-15	77	2.0%
Male 16-17	57	1.5%
Male 18-24	227	6.0%
Male 25-29	164	4.4%
Male 30-34	138	3.7%
Male 35-39	133	3.5%
Male 40-44	129	3.4%
Male 45-49	134	3.6%
Male 50-54	127	3.4%
Male 55-59	115	3.1%
Male 60-64	110	2.9%
Male 65+	196	5.2%

Quarter 4, 2012 refers to reporting quarter date range Sunday 30th September, 2012 - Saturday 29 December, 2012

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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



## Approximate Sample Size Quarter 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,834	48.8%
Female 0-4	128	3.4%
Female 5-9	114	3.0%
Female 10-12	68	1.8%
Female 13-15	76	2.0%
Female 16-17	53	1.4%
Female 18-24	200	5.3%
Female 25-29	148	3.9%
Female 30-34	125	3.3%
Female 35-39	139	3.7%
Female 40-44	129	3.4%
Female 45-49	135	3.6%
Female 50-54	134	3.6%
Female 55-59	108	2.9%
Female 60-64	100	2.7%
Female 65+	177	4.7%
Female 25-54 with Children	443	11.8%
Working 16+	1,747	46.5%
Not Working 16+	1,232	32.8%

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## Approximate Sample Size Quarter 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	695	18.5%
Occupation Group 1 16-39	299	8.0%
Occupation Group 1 25-54	519	13.8%
Occupation Group 1 40-54	261	6.9%
Occupation Group 1 35+	489	13.0%
Occupation Group 1 55+	135	3.6%
Occupation Group 2	561	14.9%
Occupation Group 2 16-39	285	7.6%
Occupation Group 2 40-54	190	5.1%
Occupation Group 2 55+	86	2.3%
Occupation Group 3	259	6.9%
Occupation Group 3 16-39	157	4.2%
Occupation Group 3 40-54	68	1.8%
Occupation Group 3 55+	33	0.9%
Occupation Group 1-3 35-49	534	14.2%
Occupation Group 4	94	2.5%
Occupation Group 4 16-39	37	1.0%
Occupation Group 4 40-54	37	1.0%
Occupation Group 4 55+	20	0.5%
Occupation Group 5	138	3.7%
Occupation Group 5 16-39	72	1.9%
Occupation Group 5 40-54	43	1.1%
Occupation Group 5 55+	23	0.6%
Male Occupation Group 1-2 25-54	458	12.2%

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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



## Approximate Sample Size Quarter 4, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	162	4.3%
Persons in 2 Person Households	908	24.2%
Persons in 3 Person Households	724	19.3%
Persons in 4 Person Households	978	26.0%
Persons in 5+ Person Households	987	26.3%
Persons in 1 TV Households	690	18.4%
Persons in 2 TV Households	1,278	34.0%
Persons in 3+ TV Households	1,791	47.6%

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## Approximate Sample Size Quarter 4, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,260	100.0%
1 Person Households	162	12.9%
2 Person Households	454	36.0%
3 Person Households	241	19.2%
4 Person Households	244	19.4%
5+ Person Households	158	12.5%
1 TV Households	310	24.6%
2 TVs Households	465	36.9%
3+ TVs Households	485	38.5%
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	712	56.5%
Grocery Buyers Not Working	548	43.5%
Grocery Buyers 18-39	372	29.5%
Grocery Buyers 18-54	810	64.3%
Grocery Buyers Age 25-54	779	61.8%
Grocery Buyers Age 40-54	438	34.7%
Grocery Buyers Age 55-64	238	18.9%
Grocery Buyers Age 65+	213	16.9%

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## Approximate Sample Size Quarter 4, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	380	30.1%
Grocery Buyers Female	880	69.9%
Grocery Buyers Female Age 25-49	455	36.1%

Grocery Buyers 0 Children	791	62.8%
Grocery Buyers 1-2 Children	375	29.7%
Grocery Buyers 3+ Children	94	7.5%

Grocery Buyers Children 0-2	120	9.5%
Grocery Buyers Children 0-4	180	14.3%
Grocery Buyers Children 0-12	354	28.1%
Grocery Buyers Children 0-15	423	33.6%
Grocery Buyers Children 0-17	469	37.2%
Grocery Buyers Children 5-12	257	20.4%
Grocery Buyers Children 5-17	378	30.0%
Grocery Buyers Children 13-17	197	15.6%

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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



## Universe Estimates Quarter 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7263.6	100.0%	21709.0	100.0%
People 2+	7102.5	97.8%	21238.2	97.8%
Children 0-4	503.5	6.9%	1431.2	6.6%
Children 2-9	792.6	10.9%	2251.0	10.4%
Children 5-12	711.0	9.8%	2079.3	9.6%
Children 10-17	770.3	10.6%	2178.2	10.0%
Children 13-17	509.5	7.0%	1389.5	6.4%
Children 0-17	1724.0	23.7%	4900.0	22.6%
Total Males	3702.4	51.0%	10793.2	49.7%
Male 0-4#	254.4	3.5%	734.2	3.4%
Male 5-9#	230.6	3.2%	663.2	3.1%
Male 10-12#	131.9	1.8%	403.5	1.9%
Male 13-15#	149.4	2.1%	416.2	1.9%
Male 16-17#	106.1	1.5%	293.6	1.4%
Male 18-24#	438.9	6.0%	1139.0	5.2%
Male 25-29#	307.4	4.2%	849.6	3.9%
Male 30-34#	258.2	3.6%	744.1	3.4%
Male 35-39#	260.9	3.6%	763.1	3.5%
Male 40-44#	248.3	3.4%	738.4	3.4%
Male 45-49#	260.9	3.6%	744.2	3.4%
Male 50-54#	247.3	3.4%	703.2	3.2%
Male 55-59#	227.9	3.1%	627.7	2.9%
Male 60-64#	205.7	2.8%	597.6	2.8%
Male 65+#	374.5	5.2%	1375.6	6.3%

UE - Universe Estimate

Quarter 3, 2012 refers to reporting quarter date range Sunday 1st July, 2012 - Saturday 29 September, 2012

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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 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3561.2	49.0%	10915.8	50.3%
Female 0-4#	249.1	3.4%	697.0	3.2%
Female 5-9#	219.6	3.0%	627.4	2.9%
Female 10-12#	128.9	1.8%	385.2	1.8%
Female 13-15#	150.8	2.1%	398.1	1.8%
Female 16-17#	103.2	1.4%	281.6	1.3%
Female 18-24#	388.4	5.3%	1075.9	5.0%
Female 25-29#	291.2	4.0%	824.1	3.8%
Female 30-34#	247.9	3.4%	740.8	3.4%
Female 35-39#	264.5	3.6%	775.7	3.6%
Female 40-44#	248.8	3.4%	747.7	3.4%
Female 45-49#	264.0	3.6%	759.3	3.5%
Female 50-54#	262.5	3.6%	725.4	3.3%
Female 55-59#	208.1	2.9%	650.7	3.0%
Female 60-64#	189.7	2.6%	610.5	2.8%
Female 65+#	344.5	4.7%	1616.4	7.4%
Female 25-54 with Children	862.4	11.9%	2451.6	11.3%
Working 16+	3410.0	46.9%	9440.5	43.5%
Not Working 16+	2338.9	32.2%	7943.7	36.6%

UE - Universe Estimate

Quarter 3, 2012 refers to reporting quarter date range Sunday 1st July, 2012 - Saturday 29 September, 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 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1326.2	18.3%	3623.4	16.7%
Occupation Group 1 16-39	569.9	7.8%	1573.5	7.2%
Occupation Group 1 25-54	982.9	13.5%	2741.7	12.6%
Occupation Group 1 40-54	491.7	6.8%	1361.5	6.3%
Occupation Group 1 35+	940.2	12.9%	2576.5	11.9%
Occupation Group 1 55+	264.6	3.6%	688.4	3.2%
Occupation Group 2	1100.9	15.2%	3137.2	14.5%
Occupation Group 2 16-39	560.7	7.7%	1518.6	7.0%
Occupation Group 2 40-54	375.2	5.2%	1128.1	5.2%
Occupation Group 2 55+	165.0	2.3%	490.5	2.3%
Occupation Group 3	525.3	7.2%	1456.8	6.7%
Occupation Group 3 16-39	314.4	4.3%	846.1	3.9%
Occupation Group 3 40-54	146.4	2.0%	415.1	1.9%
Occupation Group 3 55+	64.5	0.9%	195.6	0.9%
Occupation Group 1-3 35-49	1042.6	14.4%	3051.2	14.1%
Occupation Group 4	181.3	2.5%	480.2	2.2%
Occupation Group 4 16-39	73.5	1.0%	182.8	0.8%
Occupation Group 4 40-54	68.3	0.9%	189.8	0.9%
Occupation Group 4 55+	39.5	0.5%	107.6	0.5%
Occupation Group 5	276.3	3.8%	742.9	3.4%
Occupation Group 5 16-39	143.4	2.0%	368.8	1.7%
Occupation Group 5 40-54	89.6	1.2%	253.6	1.2%
Occupation Group 5 55+	43.3	0.6%	120.5	0.6%
Male Occupation Group 1-2 25-54	910.7	12.5%	2540.8	11.7%

UE - Universe Estimate

Quarter 3, 2012 refers to reporting quarter date range Sunday 1st July, 2012 - Saturday 29 September, 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 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	314.6	4.3%	1923.8	8.9%
Persons in 2 Person Households#	1723.4	23.7%	5983.4	27.6%
Persons in 3 Person Households#	1388.7	19.1%	3907.2	18.0%
Persons in 4 Person Households#	1922.0	26.5%	5320.0	24.5%
Persons in 5+ Person Households#	1914.9	26.4%	4574.6	21.1%
Persons in 1 TV Households#	1317.6	18.1%	6372.3	29.4%
Persons in 2 TV Households#	2458.1	33.8%	7561.3	34.8%
Persons in 3+ TV Households#	3487.9	48.0%	7775.4	35.8%

UE - Universe Estimate

Quarter 3, 2012 refers to reporting quarter date range Sunday 1st July, 2012 - Saturday 29 September, 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 3, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2426.4	100.0%	8321.0	100.0%
1 Person Households#	314.6	13.0%	1923.8	23.1%
2 Person Households#	861.7	35.5%	2991.7	36.0%
3 Person Households#	462.9	19.1%	1302.4	15.7%
4 Person Households#	480.5	19.8%	1330.0	16.0%
5+ Person Households#	306.7	12.6%	773.1	9.3%
1 TV Households#	592.7	24.4%	3099.0	37.2%
2 TVs Households#	890.7	36.7%	2950.9	35.5%
3+ TVs Households#	943.0	38.9%	2271.1	27.3%
Households receiving FTA channels	2426.4	100.0%	8321.0	100.0%
Households receiving STV channels	2426.4	100.0%	2426.4	29.2%
Grocery Buyers#	2426.4	100.0%	8321.0	100.0%
Grocery Buyers Working	1370.7	56.5%	4192.3	50.4%
Grocery Buyers Not Working	1055.7	43.5%	4128.7	49.6%
Grocery Buyers 18-39	718.6	29.6%	2359.5	28.4%
Grocery Buyers 18-54	1564.2	64.5%	4899.2	58.9%
Grocery Buyers Age 25-54	1504.4	62.0%	4648.5	55.9%
Grocery Buyers Age 40-54	845.6	34.8%	2539.7	30.5%
Grocery Buyers Age 55-64	450.4	18.6%	1482.7	17.8%
Grocery Buyers Age 65+	411.8	17.0%	1939.1	23.3%

UE - Universe Estimate

Quarter 3, 2012 refers to reporting quarter date range Sunday 1st July, 2012 - Saturday 29 September, 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 3, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	718.3	29.6%	2434.5	29.3%
Grocery Buyers Female	1708.1	70.4%	5886.5	70.7%
Grocery Buyers Female Age 25-49	886.1	36.5%	2764.4	33.2%
Grocery Buyers 0 Children#	1522.9	62.8%	5666.1	68.1%
Grocery Buyers 1-2 Children#	719.7	29.7%	2136.8	25.7%
Grocery Buyers 3+ Children#	183.8	7.6%	518.1	6.2%
Grocery Buyers Children 0-2	232.6	9.6%	707.9	8.5%
Grocery Buyers Children 0-4	348.1	14.3%	1045.0	12.6%
Grocery Buyers Children 0-12	683.0	28.1%	2040.5	24.5%
Grocery Buyers Children 0-15	819.8	33.8%	2409.5	29.0%
Grocery Buyers Children 0-17	903.5	37.2%	2654.9	31.9%
Grocery Buyers Children 5-12	495.0	20.4%	1456.7	17.5%
Grocery Buyers Children 5-17	727.1	30.0%	2098.4	25.2%
Grocery Buyers Children 13-17	379.9	15.7%	1060.3	12.7%

UE - Universe Estimate

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\*\* 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.



## Approximate Sample Size Quarter 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,772	100.0%
People 2+	3,688	97.8%
Children 0-4	261	6.9%
Children 2-9	412	10.9%
Children 5-12	369	9.8%
Children 10-17	400	10.6%
Children 13-17	265	7.0%
Children 0-17	895	23.7%
Total Males	1,923	51.0%
Male 0-4	132	3.5%
Male 5-9	120	3.2%
Male 10-12	68	1.8%
Male 13-15	78	2.1%
Male 16-17	55	1.5%
Male 18-24	228	6.0%
Male 25-29	160	4.2%
Male 30-34	134	3.6%
Male 35-39	135	3.6%
Male 40-44	129	3.4%
Male 45-49	135	3.6%
Male 50-54	128	3.4%
Male 55-59	118	3.1%
Male 60-64	107	2.8%
Male 65+	194	5.2%

Quarter 3, 2012 refers to reporting quarter date range Sunday 1st July, 2012 - Saturday 29 September, 2012

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

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



## Approximate Sample Size Quarter 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,849	49.0%
Female 0-4	129	3.4%
Female 5-9	114	3.0%
Female 10-12	67	1.8%
Female 13-15	78	2.1%
Female 16-17	54	1.4%
Female 18-24	202	5.3%
Female 25-29	151	4.0%
Female 30-34	129	3.4%
Female 35-39	137	3.6%
Female 40-44	129	3.4%
Female 45-49	137	3.6%
Female 50-54	136	3.6%
Female 55-59	108	2.9%
Female 60-64	99	2.6%
Female 65+	179	4.7%
Female 25-54 with Children	448	11.9%
Working 16+	1,771	46.9%
Not Working 16+	1,215	32.2%

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## Approximate Sample Size Quarter 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	689	18.3%
Occupation Group 1 16-39	296	7.8%
Occupation Group 1 25-54	510	13.5%
Occupation Group 1 40-54	255	6.8%
Occupation Group 1 35+	488	12.9%
Occupation Group 1 55+	137	3.6%
Occupation Group 2	572	15.2%
Occupation Group 2 16-39	291	7.7%
Occupation Group 2 40-54	195	5.2%
Occupation Group 2 55+	86	2.3%
Occupation Group 3	273	7.2%
Occupation Group 3 16-39	163	4.3%
Occupation Group 3 40-54	76	2.0%
Occupation Group 3 55+	33	0.9%
Occupation Group 1-3 35-49	541	14.4%
Occupation Group 4	94	2.5%
Occupation Group 4 16-39	38	1.0%
Occupation Group 4 40-54	35	0.9%
Occupation Group 4 55+	21	0.5%
Occupation Group 5	143	3.8%
Occupation Group 5 16-39	74	2.0%
Occupation Group 5 40-54	47	1.2%
Occupation Group 5 55+	22	0.6%
Male Occupation Group 1-2 25-54	473	12.5%

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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



## Approximate Sample Size Quarter 3, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	163	4.3%
Persons in 2 Person Households	895	23.7%
Persons in 3 Person Households	721	19.1%
Persons in 4 Person Households	998	26.5%
Persons in 5+ Person Households	994	26.4%
Persons in 1 TV Households	684	18.1%
Persons in 2 TV Households	1,276	33.8%
Persons in 3+ TV Households	1,811	48.0%

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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



## Approximate Sample Size Quarter 3, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,260	100.0%
1 Person Households	163	13.0%
2 Person Households	447	35.5%
3 Person Households	240	19.1%
4 Person Households	250	19.8%
5+ Person Households	159	12.6%
1 TV Households	308	24.4%
2 TVs Households	463	36.7%
3+ TVs Households	490	38.9%
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	712	56.5%
Grocery Buyers Not Working	548	43.5%
Grocery Buyers 18-39	373	29.6%
Grocery Buyers 18-54	812	64.5%
Grocery Buyers Age 25-54	781	62.0%
Grocery Buyers Age 40-54	439	34.8%
Grocery Buyers Age 55-64	234	18.6%
Grocery Buyers Age 65+	214	17.0%

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

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



## Approximate Sample Size Quarter 3, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	373	29.6%
Grocery Buyers Female	887	70.4%
Grocery Buyers Female Age 25-49	460	36.5%

Grocery Buyers 0 Children	791	62.8%
Grocery Buyers 1-2 Children	374	29.7%
Grocery Buyers 3+ Children	95	7.6%

Grocery Buyers Children 0-2	121	9.6%
Grocery Buyers Children 0-4	181	14.3%
Grocery Buyers Children 0-12	355	28.1%
Grocery Buyers Children 0-15	426	33.8%
Grocery Buyers Children 0-17	469	37.2%
Grocery Buyers Children 5-12	257	20.4%
Grocery Buyers Children 5-17	378	30.0%
Grocery Buyers Children 13-17	197	15.7%

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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





## Universe Estimates Quarter 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7350.1	100.0%	21709.0	100.0%
People 2+	7188.1	97.8%	21238.2	97.8%
Children 0-4	501.8	6.8%	1431.2	6.6%
Children 2-9	797.0	10.8%	2251.0	10.4%
Children 5-12	723.0	9.8%	2079.3	9.6%
Children 10-17	781.8	10.6%	2178.2	10.0%
Children 13-17	516.0	7.0%	1389.5	6.4%
Children 0-17	1740.8	23.7%	4900.0	22.6%
Total Males	3750.2	51.0%	10793.2	49.7%
Male 0-4#	253.2	3.4%	734.2	3.4%
Male 5-9#	235.1	3.2%	663.2	3.1%
Male 10-12#	136.5	1.9%	403.5	1.9%
Male 13-15#	152.4	2.1%	416.2	1.9%
Male 16-17#	108.3	1.5%	293.6	1.4%
Male 18-24#	446.5	6.1%	1139.0	5.2%
Male 25-29#	312.3	4.2%	849.6	3.9%
Male 30-34#	261.4	3.6%	744.1	3.4%
Male 35-39#	264.0	3.6%	763.1	3.5%
Male 40-44#	255.5	3.5%	738.4	3.4%
Male 45-49#	261.0	3.6%	744.2	3.4%
Male 50-54#	248.7	3.4%	703.2	3.2%
Male 55-59#	235.8	3.2%	627.7	2.9%
Male 60-64#	208.4	2.8%	597.6	2.8%
Male 65+ #	371.1	5.0%	1375.6	6.3%

UE - Universe Estimate

Quarter 2, 2012 refers to reporting quarter date range Sunday 1st April, 2012 - Saturday 30 June, 2012

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\*\* 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 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3599.9	49.0%	10915.8	50.3%
Female 0-4#	248.6	3.4%	697.0	3.2%
Female 5-9#	222.1	3.0%	627.4	2.9%
Female 10-12#	129.3	1.8%	385.2	1.8%
Female 13-15#	150.2	2.0%	398.1	1.8%
Female 16-17#	105.1	1.4%	281.6	1.3%
Female 18-24#	396.8	5.4%	1075.9	5.0%
Female 25-29#	294.0	4.0%	824.1	3.8%
Female 30-34#	250.3	3.4%	740.8	3.4%
Female 35-39#	269.4	3.7%	775.7	3.6%
Female 40-44#	252.2	3.4%	747.7	3.4%
Female 45-49#	269.7	3.7%	759.3	3.5%
Female 50-54#	258.6	3.5%	725.4	3.3%
Female 55-59#	216.6	2.9%	650.7	3.0%
Female 60-64#	189.2	2.6%	610.5	2.8%
Female 65+#	347.8	4.7%	1616.4	7.4%
Female 25-54 with Children	875.3	11.9%	2451.6	11.3%
Working 16+	3451.8	47.0%	9440.5	43.5%
Not Working 16+	2370.9	32.3%	7943.7	36.6%

UE - Universe Estimate

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\*\* 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 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1324.2	18.0%	3623.4	16.7%
Occupation Group 1 16-39	577.8	7.9%	1573.5	7.2%
Occupation Group 1 25-54	983.8	13.4%	2741.7	12.6%
Occupation Group 1 40-54	484.6	6.6%	1361.5	6.3%
Occupation Group 1 35+	930.3	12.7%	2576.5	11.9%
Occupation Group 1 55+	261.8	3.6%	688.4	3.2%
Occupation Group 2	1128.0	15.3%	3137.2	14.5%
Occupation Group 2 16-39	568.3	7.7%	1518.6	7.0%
Occupation Group 2 40-54	388.7	5.3%	1128.1	5.2%
Occupation Group 2 55+	171.0	2.3%	490.5	2.3%
Occupation Group 3	538.7	7.3%	1456.8	6.7%
Occupation Group 3 16-39	323.3	4.4%	846.1	3.9%
Occupation Group 3 40-54	147.0	2.0%	415.1	1.9%
Occupation Group 3 55+	68.4	0.9%	195.6	0.9%
Occupation Group 1-3 35-49	1055.2	14.4%	3051.2	14.1%
Occupation Group 4	186.8	2.5%	480.2	2.2%
Occupation Group 4 16-39	69.8	0.9%	182.8	0.8%
Occupation Group 4 40-54	74.1	1.0%	189.8	0.9%
Occupation Group 4 55+	42.9	0.6%	107.6	0.5%
Occupation Group 5	274.1	3.7%	742.9	3.4%
Occupation Group 5 16-39	142.4	1.9%	368.8	1.7%
Occupation Group 5 40-54	90.8	1.2%	253.6	1.2%
Occupation Group 5 55+	40.9	0.6%	120.5	0.6%
Male Occupation Group 1-2 25-54	917.3	12.5%	2540.8	11.7%

UE - Universe Estimate

Quarter 2, 2012 refers to reporting quarter date range Sunday 1st April, 2012 - Saturday 30 June, 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 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	326.9	4.4%	1923.8	8.9%
Persons in 2 Person Households#	1743.2	23.7%	5983.4	27.6%
Persons in 3 Person Households#	1389.9	18.9%	3907.2	18.0%
Persons in 4 Person Households#	1980.8	26.9%	5320.0	24.5%
Persons in 5+ Person Households#	1909.3	26.0%	4574.6	21.1%
Persons in 1 TV Households#	1339.8	18.2%	6372.3	29.4%
Persons in 2 TV Households#	2489.2	33.9%	7561.3	34.8%
Persons in 3+ TV Households#	3521.1	47.9%	7775.4	35.8%

UE - Universe Estimate

Quarter 2, 2012 refers to reporting quarter date range Sunday 1st April, 2012 - Saturday 30 June, 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 2, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2471.1	100.0%	8321.0	100.0%
1 Person Households#	326.9	13.2%	1923.8	23.1%
2 Person Households#	871.6	35.3%	2991.7	36.0%
3 Person Households#	463.3	18.7%	1302.4	15.7%
4 Person Households#	495.2	20.0%	1330.0	16.0%
5+ Person Households#	314.1	12.7%	773.1	9.3%
1 TV Households#	604.4	24.5%	3099.0	37.2%
2 TVs Households#	909.1	36.8%	2950.9	35.5%
3+ TVs Households#	957.6	38.8%	2271.1	27.3%
Households receiving FTA channels	2471.1	100.0%	8321.0	100.0%
Households receiving STV channels	2471.1	100.0%	2471.1	29.7%
Grocery Buyers#	2471.1	100.0%	8321.0	100.0%
Grocery Buyers Working	1393.8	56.4%	4192.3	50.4%
Grocery Buyers Not Working	1077.3	43.6%	4128.7	49.6%
Grocery Buyers 18-39	754.5	30.5%	2359.5	28.4%
Grocery Buyers 18-54	1600.7	64.8%	4899.2	58.9%
Grocery Buyers Age 25-54	1535.6	62.1%	4648.5	55.9%
Grocery Buyers Age 40-54	846.2	34.2%	2539.7	30.5%
Grocery Buyers Age 55-64	463.8	18.8%	1482.7	17.8%
Grocery Buyers Age 65+	406.6	16.5%	1939.1	23.3%

UE - Universe Estimate

Quarter 2, 2012 refers to reporting quarter date range Sunday 1st April, 2012 - Saturday 30 June, 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 2, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	716.5	29.0%	2434.5	29.3%
Grocery Buyers Female	1754.6	71.0%	5886.5	70.7%
Grocery Buyers Female Age 25-49	922.5	37.3%	2764.4	33.2%
Grocery Buyers 0 Children#	1554.6	62.9%	5666.1	68.1%
Grocery Buyers 1-2 Children#	730.2	29.5%	2136.8	25.7%
Grocery Buyers 3+ Children#	186.3	7.5%	518.1	6.2%
Grocery Buyers Children 0-2	243.0	9.8%	707.9	8.5%
Grocery Buyers Children 0-4	353.5	14.3%	1045.0	12.6%
Grocery Buyers Children 0-12	696.7	28.2%	2040.5	24.5%
Grocery Buyers Children 0-15	831.7	33.7%	2409.5	29.0%
Grocery Buyers Children 0-17	916.5	37.1%	2654.9	31.9%
Grocery Buyers Children 5-12	503.4	20.4%	1456.7	17.5%
Grocery Buyers Children 5-17	734.6	29.7%	2098.4	25.2%
Grocery Buyers Children 13-17	385.0	15.6%	1060.3	12.7%

UE - Universe Estimate

Quarter 2, 2012 refers to reporting quarter date range Sunday 1st April, 2012 - Saturday 30 June, 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.



## Approximate Sample Size Quarter 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,748	100.0%
People 2+	3,665	97.8%
Children 0-4	256	6.8%
Children 2-9	406	10.8%
Children 5-12	369	9.8%
Children 10-17	399	10.6%
Children 13-17	263	7.0%
Children 0-17	888	23.7%
Total Males	1,912	51.0%
Male 0-4	129	3.4%
Male 5-9	120	3.2%
Male 10-12	70	1.9%
Male 13-15	78	2.1%
Male 16-17	55	1.5%
Male 18-24	228	6.1%
Male 25-29	159	4.2%
Male 30-34	133	3.6%
Male 35-39	135	3.6%
Male 40-44	130	3.5%
Male 45-49	133	3.6%
Male 50-54	127	3.4%
Male 55-59	120	3.2%
Male 60-64	106	2.8%
Male 65+	189	5.0%

Quarter 2, 2012 refers to reporting quarter date range Sunday 1st April, 2012 - Saturday 30 June, 2012

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

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



## Approximate Sample Size Quarter 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,836	49.0%
Female 0-4	127	3.4%
Female 5-9	113	3.0%
Female 10-12	66	1.8%
Female 13-15	77	2.0%
Female 16-17	54	1.4%
Female 18-24	202	5.4%
Female 25-29	150	4.0%
Female 30-34	128	3.4%
Female 35-39	137	3.7%
Female 40-44	129	3.4%
Female 45-49	138	3.7%
Female 50-54	132	3.5%
Female 55-59	110	2.9%
Female 60-64	96	2.6%
Female 65+	177	4.7%
Female 25-54 with Children	446	11.9%
Working 16+	1,760	47.0%
Not Working 16+	1,209	32.3%

Quarter 2, 2012 refers to reporting quarter date range Sunday 1st April, 2012 - Saturday 30 June, 2012.

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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





## Approximate Sample Size Quarter 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	675	18.0%
Occupation Group 1 16-39	295	7.9%
Occupation Group 1 25-54	502	13.4%
Occupation Group 1 40-54	247	6.6%
Occupation Group 1 35+	474	12.7%
Occupation Group 1 55+	133	3.6%
Occupation Group 2	575	15.3%
Occupation Group 2 16-39	290	7.7%
Occupation Group 2 40-54	198	5.3%
Occupation Group 2 55+	87	2.3%
Occupation Group 3	275	7.3%
Occupation Group 3 16-39	165	4.4%
Occupation Group 3 40-54	75	2.0%
Occupation Group 3 55+	35	0.9%
Occupation Group 1-3 35-49	538	14.4%
Occupation Group 4	95	2.5%
Occupation Group 4 16-39	36	0.9%
Occupation Group 4 40-54	38	1.0%
Occupation Group 4 55+	22	0.6%
Occupation Group 5	140	3.7%
Occupation Group 5 16-39	73	1.9%
Occupation Group 5 40-54	46	1.2%
Occupation Group 5 55+	21	0.6%
Male Occupation Group 1-2 25-54	468	12.5%

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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



## Approximate Sample Size Quarter 2, 2012 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	167	4.4%
Persons in 2 Person Households	889	23.7%
Persons in 3 Person Households	709	18.9%
Persons in 4 Person Households	1,010	26.9%
Persons in 5+ Person Households	974	26.0%
Persons in 1 TV Households	683	18.2%
Persons in 2 TV Households	1,269	33.9%
Persons in 3+ TV Households	1,795	47.9%

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

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



## Approximate Sample Size Quarter 2, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,260	100.0%
1 Person Households	167	13.2%
2 Person Households	444	35.3%
3 Person Households	236	18.7%
4 Person Households	252	20.0%
5+ Person Households	160	12.7%
1 TV Households	308	24.5%
2 TVs Households	464	36.8%
3+ TVs Households	488	38.8%
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	385	30.5%
Grocery Buyers 18-54	816	64.8%
Grocery Buyers Age 25-54	783	62.1%
Grocery Buyers Age 40-54	431	34.2%
Grocery Buyers Age 55-64	236	18.8%
Grocery Buyers Age 65+	207	16.5%

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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



## Approximate Sample Size Quarter 2, 2012 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	365	29.0%
Grocery Buyers Female	895	71.0%
Grocery Buyers Female Age 25-49	470	37.3%

Grocery Buyers 0 Children	793	62.9%
Grocery Buyers 1-2 Children	372	29.5%
Grocery Buyers 3+ Children	95	7.5%

Grocery Buyers Children 0-2	124	9.8%
Grocery Buyers Children 0-4	180	14.3%
Grocery Buyers Children 0-12	355	28.2%
Grocery Buyers Children 0-15	424	33.7%
Grocery Buyers Children 0-17	467	37.1%
Grocery Buyers Children 5-12	257	20.4%
Grocery Buyers Children 5-17	375	29.7%
Grocery Buyers Children 13-17	196	15.6%

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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



## 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

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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 %
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%

UE - Universe Estimate

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\*\* 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 %
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%

UE - Universe Estimate

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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%

UE - Universe Estimate

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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%

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.



## 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



## 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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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



## 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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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



## 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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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