

### Universe Estimates Quarter 4, 2010- Individuals

| DEMOGRAPHICS       | NATIONAL SUBSCRIPTION TV HOMES* |        | NATIONAL HOMES** |        |
|--------------------|---------------------------------|--------|------------------|--------|
|                    | UE (000's)                      | UE%    | UE (000's)       | UE%    |
| Total Individuals# | 6978.3                          | 100.0% | 20664.0          | 100.0% |
| People 2+          | 6828.2                          | 97.8%  | 20198.3          | 97.7%  |
| Children 0-4       | 445.9                           | 6.4%   | 1324.7           | 6.4%   |
| Children 2-9       | 743.5                           | 10.7%  | 2118.9           | 10.3%  |
| Children 5-12      | 734.4                           | 10.5%  | 2045.9           | 9.9%   |
| Children 10-17     | 803.9                           | 11.5%  | 2163.7           | 10.5%  |
| Children 13-17     | 517.2                           | 7.4%   | 1377.7           | 6.7%   |
| Children 0-17      | 1697.5                          | 24.3%  | 4748.3           | 23.0%  |
| Total Males        | 3565.3                          | 51.1%  | 10256.3          | 49.6%  |
| Male 0-4#          | 222.9                           | 3.2%   | 680.0            | 3.3%   |
| Male 5-9#          | 233.5                           | 3.3%   | 645.4            | 3.1%   |
| Male 10-12#        | 153.3                           | 2.2%   | 403.2            | 2.0%   |
| Male 13-15#        | 154.9                           | 2.2%   | 414.4            | 2.0%   |
| Male 16-17#        | 116.8                           | 1.7%   | 291.2            | 1.4%   |
| Male 18-24#        | 408.3                           | 5.9%   | 1046.0           | 5.1%   |
| Male 25-29#        | 250.7                           | 3.6%   | 756.1            | 3.7%   |
| Male 30-34#        | 235.9                           | 3.4%   | 682.1            | 3.3%   |
| Male 35-39#        | 263.9                           | 3.8%   | 770.1            | 3.7%   |
| Male 40-44#        | 234.4                           | 3.4%   | 700.2            | 3.4%   |
| Male 45-49#        | 268.1                           | 3.8%   | 739.3            | 3.6%   |
| Male 50-54#        | 242.4                           | 3.5%   | 668.6            | 3.2%   |
| Male 55-59#        | 218.6                           | 3.1%   | 598.6            | 2.9%   |
| Male 60-64#        | 203.1                           | 2.9%   | 582.5            | 2.8%   |
| Male 65+#          | 358.5                           | 5.1%   | 1278.6           | 6.2%   |

UE - Universe Estimate

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 are broader age groups of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

### Universe Estimates Quarter 4, 2010- Individuals

| DEMOGRAPHICS               | NATIONAL SUBSCRIPTION TV HOMES* |       | NATIONAL HOMES** |       |
|----------------------------|---------------------------------|-------|------------------|-------|
|                            | UE (000's)                      | UE%   | UE (000's)       | UE%   |
| Total Females              | 3413.0                          | 48.9% | 10407.7          | 50.4% |
| Female 0-4#                | 223.0                           | 3.2%  | 644.7            | 3.1%  |
| Female 5-9#                | 214.2                           | 3.1%  | 614.5            | 3.0%  |
| Female 10-12#              | 133.4                           | 1.9%  | 382.8            | 1.9%  |
| Female 13-15#              | 137.9                           | 2.0%  | 395.3            | 1.9%  |
| Female 16-17#              | 107.6                           | 1.5%  | 276.8            | 1.3%  |
| Female 18-24#              | 373.7                           | 5.4%  | 1003.3           | 4.9%  |
| Female 25-29#              | 235.8                           | 3.4%  | 733.0            | 3.5%  |
| Female 30-34#              | 232.5                           | 3.3%  | 680.2            | 3.3%  |
| Female 35-39#              | 269.9                           | 3.9%  | 784.2            | 3.8%  |
| Female 40-44#              | 239.3                           | 3.4%  | 710.1            | 3.4%  |
| Female 45-49#              | 271.2                           | 3.9%  | 757.9            | 3.7%  |
| Female 50-54#              | 245.2                           | 3.5%  | 690.6            | 3.3%  |
| Female 55-59#              | 206.4                           | 3.0%  | 618.6            | 3.0%  |
| Female 60-64#              | 190.3                           | 2.7%  | 589.0            | 2.9%  |
| Female 65+#                | 332.6                           | 4.8%  | 1526.7           | 7.4%  |
| Female 25-54 with Children | 819.5                           | 11.7% | 2334.8           | 11.3% |
| Working 16+                | 3316.4                          | 47.5% | 9096.5           | 44.0% |
| Not Working 16+            | 2188.8                          | 31.4% | 7387.2           | 35.7% |

UE - Universe Estimate

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 are broader age groups of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

### Universe Estimates Quarter 4, 2010- Individuals

| DEMOGRAPHICS                    | NATIONAL SUBSCRIPTION TV HOMES* |       | NATIONAL HOMES** |       |
|---------------------------------|---------------------------------|-------|------------------|-------|
|                                 | UE (000's)                      | UE%   | UE (000's)       | UE%   |
| Occupation Group 1              | 1179.2                          | 16.9% | 3354.4           | 16.2% |
| Occupation Group 1 16-39        | 488.9                           | 7.0%  | 1429.3           | 6.9%  |
| Occupation Group 1 25-54        | 885.1                           | 12.7% | 2540.5           | 12.3% |
| Occupation Group 1 40-54        | 465.2                           | 6.7%  | 1291.7           | 6.3%  |
| Occupation Group 1 35+          | 862.4                           | 12.4% | 2399.1           | 11.6% |
| Occupation Group 1 55+          | 225.1                           | 3.2%  | 633.4            | 3.1%  |
| Occupation Group 2              | 1113.0                          | 15.9% | 3031.2           | 14.7% |
| Occupation Group 2 16-39        | 554.8                           | 8.0%  | 1460.3           | 7.1%  |
| Occupation Group 2 40-54        | 390.5                           | 5.6%  | 1120.7           | 5.4%  |
| Occupation Group 2 55+          | 167.7                           | 2.4%  | 450.2            | 2.2%  |
| Occupation Group 3              | 581.6                           | 8.3%  | 1450.6           | 7.0%  |
| Occupation Group 3 16-39        | 347.6                           | 5.0%  | 847.1            | 4.1%  |
| Occupation Group 3 40-54        | 159.3                           | 2.3%  | 425.0            | 2.1%  |
| Occupation Group 3 55+          | 74.7                            | 1.1%  | 178.5            | 0.9%  |
| Occupation Group 1-3 35-49      | 1057.4                          | 15.2% | 2972.7           | 14.4% |
| Occupation Group 4              | 200.9                           | 2.9%  | 526.8            | 2.5%  |
| Occupation Group 4 16-39        | 81.4                            | 1.2%  | 195.3            | 0.9%  |
| Occupation Group 4 40-54        | 80.6                            | 1.2%  | 223.6            | 1.1%  |
| Occupation Group 4 55+          | 38.9                            | 0.6%  | 107.9            | 0.5%  |
| Occupation Group 5              | 241.7                           | 3.5%  | 733.5            | 3.5%  |
| Occupation Group 5 16-39        | 118.9                           | 1.7%  | 354.4            | 1.7%  |
| Occupation Group 5 40-54        | 85.1                            | 1.2%  | 256.9            | 1.2%  |
| Occupation Group 5 55+          | 37.7                            | 0.5%  | 122.2            | 0.6%  |
| Male Occupation Group 1-2 25-54 | 860.1                           | 12.3% | 2406.8           | 11.6% |

UE - Universe Estimate

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 are broader age groups of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

### Universe Estimates Quarter 4, 2010- Individuals

| DEMOGRAPHICS                     | NATIONAL SUBSCRIPTION TV HOMES* |       | NATIONAL HOMES** |       |
|----------------------------------|---------------------------------|-------|------------------|-------|
|                                  | UE (000's)                      | UE%   | UE (000's)       | UE%   |
| Persons in 1 Person Household#   | 306.1                           | 4.4%  | 1812.8           | 8.8%  |
| Persons in 2 Person Households#  | 1667.0                          | 23.9% | 5619.0           | 27.2% |
| Persons in 3 Person Households#  | 1311.3                          | 18.8% | 3748.8           | 18.1% |
| Persons in 4 Person Households#  | 1810.0                          | 25.9% | 5012.8           | 24.3% |
| Persons in 5+ Person Households# | 1883.9                          | 27.0% | 4470.6           | 21.6% |
| Persons in 1 TV Households#      | 1045.7                          | 15.0% | 5201.5           | 25.2% |
| Persons in 2 TV Households#      | 2254.4                          | 32.3% | 7148.5           | 34.6% |
| Persons in 3+ TV Households#     | 3678.2                          | 52.7% | 8314.0           | 40.2% |

UE - Universe Estimate

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 are broader age groups of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

### Universe Estimates Quarter 4, 2010- Households

| DEMOGRAPHICS                      | NATIONAL SUBSCRIPTION TV HOMES* |        | NATIONAL HOMES** |        |
|-----------------------------------|---------------------------------|--------|------------------|--------|
|                                   | UE (000's)                      | UE%    | UE (000's)       | UE%    |
| Total Households#                 | 2324.4                          | 100.0% | 7856.0           | 100.0% |
| 1 Person Households#              | 306.1                           | 13.2%  | 1812.8           | 23.1%  |
| 2 Person Households#              | 833.5                           | 35.9%  | 2809.5           | 35.8%  |
| 3 Person Households#              | 437.1                           | 18.8%  | 1249.6           | 15.9%  |
| 4 Person Households#              | 452.5                           | 19.5%  | 1253.2           | 16.0%  |
| 5+ Person Households#             | 295.2                           | 12.7%  | 730.9            | 9.3%   |
| 1 TV Households#                  | 468.4                           | 20.2%  | 2541.6           | 32.4%  |
| 2 TVs Households#                 | 835.6                           | 35.9%  | 2843.1           | 36.2%  |
| 3+ TVs Households#                | 1020.4                          | 43.9%  | 2471.3           | 31.5%  |
| Households receiving FTA channels | 2324.4                          | 100.0% | 7856.0           | 100.0% |
| Households receiving STV channels | 2324.4                          | 100.0% | 2324.4           | 29.6%  |
| Grocery Buyers#                   | 2324.4                          | 100.0% | 7856.0           | 100.0% |
| Grocery Buyers Working            | 1319.5                          | 56.8%  | 3944.3           | 50.2%  |
| Grocery Buyers Not Working        | 1004.9                          | 43.2%  | 3911.7           | 49.8%  |
| Grocery Buyers 18-39              | 709.6                           | 30.5%  | 2288.9           | 29.1%  |
| Grocery Buyers 18-54              | 1516.7                          | 65.3%  | 4690.1           | 59.7%  |
| Grocery Buyers Age 25-54          | 1446.2                          | 62.2%  | 4398.9           | 56.0%  |
| Grocery Buyers Age 40-54          | 807.1                           | 34.7%  | 2401.2           | 30.6%  |
| Grocery Buyers Age 55-64          | 430.1                           | 18.5%  | 1380.2           | 17.6%  |
| Grocery Buyers Age 65+            | 377.6                           | 16.2%  | 1785.7           | 22.7%  |

UE - Universe Estimate

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 are broader age groups of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

### Universe Estimates Quarter 4, 2010- Households

| DEMOGRAPHICS                    | NATIONAL SUBSCRIPTION TV HOMES* |       | NATIONAL HOMES** |       |
|---------------------------------|---------------------------------|-------|------------------|-------|
|                                 | UE (000's)                      | UE%   | UE (000's)       | UE%   |
| Grocery Buyers Male             | 637.3                           | 27.4% | 2249.2           | 28.6% |
| Grocery Buyers Female           | 1687.1                          | 72.6% | 5606.8           | 71.4% |
| Grocery Buyers Female Age 25-49 | 892.8                           | 38.4% | 2651.8           | 33.8% |
| Grocery Buyers 0 Children#      | 1454.5                          | 62.6% | 5383.5           | 68.5% |
| Grocery Buyers 1-2 Children#    | 692.9                           | 29.8% | 1992.7           | 25.4% |
| Grocery Buyers 3+ Children#     | 177.0                           | 7.6%  | 479.8            | 6.1%  |
| Grocery Buyers Children 0-2     | 219.6                           | 9.4%  | 673.4            | 8.6%  |
| Grocery Buyers Children 0-4     | 324.0                           | 13.9% | 975.5            | 12.4% |
| Grocery Buyers Children 0-12    | 653.7                           | 28.1% | 1900.6           | 24.2% |
| Grocery Buyers Children 0-15    | 777.9                           | 33.5% | 2257.8           | 28.7% |
| Grocery Buyers Children 0-17    | 869.9                           | 37.4% | 2472.5           | 31.5% |
| Grocery Buyers Children 5-12    | 471.9                           | 20.3% | 1326.6           | 16.9% |
| Grocery Buyers Children 5-17    | 700.0                           | 30.1% | 1929.3           | 24.6% |
| Grocery Buyers Children 13-17   | 375.2                           | 16.1% | 1005.9           | 12.8% |

UE - Universe Estimate

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 are broader age groups of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65-99.

### Approximate Sample Size Quarter 4, 2010 - Individuals

| DEMOGRAPHICS      | NATIONAL SUBSCRIPTION TV HOMES* |        |
|-------------------|---------------------------------|--------|
|                   | ASS                             | ASS %  |
| Total Individuals | 3,724                           | 100.0% |
| People 2+         | 3,641                           | 97.8%  |
| Children 0-4      | 242                             | 6.5%   |
| Children 2-9      | 400                             | 10.7%  |
| Children 5-12     | 397                             | 10.7%  |
| Children 10-17    | 435                             | 11.7%  |
| Children 13-17    | 278                             | 7.5%   |
| Children 0-17     | 917                             | 24.6%  |
| Total Males       | 1,907                           | 51.2%  |
| Male 0-4          | 121                             | 3.3%   |
| Male 5-9          | 125                             | 3.4%   |
| Male 10-12        | 82                              | 2.2%   |
| Male 13-15        | 84                              | 2.3%   |
| Male 16-17        | 62                              | 1.7%   |
| Male 18-24        | 219                             | 5.9%   |
| Male 25-29        | 136                             | 3.6%   |
| Male 30-34        | 121                             | 3.3%   |
| Male 35-39        | 145                             | 3.9%   |
| Male 40-44        | 129                             | 3.5%   |
| Male 45-49        | 143                             | 3.9%   |
| Male 50-54        | 124                             | 3.3%   |
| Male 55-59        | 115                             | 3.1%   |
| Male 60-64        | 112                             | 3.0%   |
| Male 65+          | 188                             | 5.0%   |

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 to contact homes to either restore faults or to recruit new homes).

### Approximate Sample Size Quarter 4, 2010 - Individuals

| DEMOGRAPHICS               | NATIONAL SUBSCRIPTION TV HOMES* |       |
|----------------------------|---------------------------------|-------|
|                            | ASS                             | ASS % |
| Total Females              | 1,817                           | 48.8% |
| Female 0-4                 | 120                             | 3.2%  |
| Female 5-9                 | 115                             | 3.1%  |
| Female 10-12               | 75                              | 2.0%  |
| Female 13-15               | 76                              | 2.1%  |
| Female 16-17               | 55                              | 1.5%  |
| Female 18-24               | 194                             | 5.2%  |
| Female 25-29               | 125                             | 3.4%  |
| Female 30-34               | 121                             | 3.3%  |
| Female 35-39               | 147                             | 4.0%  |
| Female 40-44               | 128                             | 3.4%  |
| Female 45-49               | 143                             | 3.8%  |
| Female 50-54               | 129                             | 3.5%  |
| Female 55-59               | 112                             | 3.0%  |
| Female 60-64               | 101                             | 2.7%  |
| Female 65+                 | 175                             | 4.7%  |
| Female 25-54 with Children | 439                             | 11.8% |
| Working 16+                | 1,752                           | 47.0% |
| Not Working 16+            | 1,173                           | 31.5% |

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 to contact homes to either restore faults or to recruit new homes).



### Approximate Sample Size Quarter 4, 2010 - Individuals

| DEMOGRAPHICS                    | NATIONAL SUBSCRIPTION TV HOMES* |       |
|---------------------------------|---------------------------------|-------|
|                                 | ASS                             | ASS % |
| Occupation Group 1              | 616                             | 16.5% |
| Occupation Group 1 16-39        | 256                             | 6.9%  |
| Occupation Group 1 25-54        | 466                             | 12.5% |
| Occupation Group 1 40-54        | 246                             | 6.6%  |
| Occupation Group 1 35+          | 454                             | 12.2% |
| Occupation Group 1 55+          | 115                             | 3.1%  |
| Occupation Group 2              | 589                             | 15.8% |
| Occupation Group 2 16-39        | 300                             | 8.1%  |
| Occupation Group 2 40-54        | 204                             | 5.5%  |
| Occupation Group 2 55+          | 85                              | 2.3%  |
| Occupation Group 3              | 306                             | 8.2%  |
| Occupation Group 3 16-39        | 180                             | 4.8%  |
| Occupation Group 3 40-54        | 87                              | 2.3%  |
| Occupation Group 3 55+          | 39                              | 1.0%  |
| Occupation Group 1-3 35-49      | 569                             | 15.3% |
| Occupation Group 4              | 105                             | 2.8%  |
| Occupation Group 4 16-39        | 41                              | 1.1%  |
| Occupation Group 4 40-54        | 44                              | 1.2%  |
| Occupation Group 4 55+          | 20                              | 0.5%  |
| Occupation Group 5              | 135                             | 3.6%  |
| Occupation Group 5 16-39        | 68                              | 1.8%  |
| Occupation Group 5 40-54        | 47                              | 1.3%  |
| Occupation Group 5 55+          | 20                              | 0.5%  |
| Male Occupation Group 1-2 25-54 | 454                             | 12.2% |

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 to contact homes to either restore faults or to recruit new homes).

### Approximate Sample Size Quarter 4, 2010 - Individuals

| DEMOGRAPHICS                    | NATIONAL SUBSCRIPTION TV HOMES* |       |
|---------------------------------|---------------------------------|-------|
|                                 | ASS                             | ASS % |
| Persons in 1 Person Household   | 164                             | 4.4%  |
| Persons in 2 Person Households  | 880                             | 23.6% |
| Persons in 3 Person Households  | 684                             | 18.4% |
| Persons in 4 Person Households  | 978                             | 26.3% |
| Persons in 5+ Person Households | 1,017                           | 27.3% |
| Persons in 1 TV Households      | 560                             | 15.1% |
| Persons in 2 TV Households      | 1,187                           | 31.9% |
| Persons in 3+ TV Households     | 1,976                           | 53.1% |

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 to contact homes to either restore faults or to recruit new homes).

### Approximate Sample Size Quarter 4, 2010 - Individuals

| DEMOGRAPHICS                      | NATIONAL SUBSCRIPTION TV HOMES* |        |
|-----------------------------------|---------------------------------|--------|
|                                   | ASS                             | ASS %  |
| Total Households                  | 1,237                           | 100.0% |
| 1 Person Households               | 164                             | 13.3%  |
| 2 Person Households               | 440                             | 35.6%  |
| 3 Person Households               | 228                             | 18.4%  |
| 4 Person Households               | 245                             | 19.8%  |
| 5+ Person Households              | 160                             | 12.9%  |
| 1 TV Households                   | 252                             | 20.4%  |
| 2 TVs Households                  | 436                             | 35.2%  |
| 3+ TVs Households                 | 549                             | 44.4%  |
| Households receiving FTA channels | 1,237                           | 100.0% |
| Households receiving STV channels | 1,237                           | 100.0% |
| Grocery Buyers                    | 1,237                           | 100.0% |
| Grocery Buyers Working            | 696                             | 56.3%  |
| Grocery Buyers Not Working        | 541                             | 43.7%  |
| Grocery Buyers 18-39              | 382                             | 30.9%  |
| Grocery Buyers 18-54              | 809                             | 65.4%  |
| Grocery Buyers Age 25-54          | 769                             | 62.2%  |
| Grocery Buyers Age 40-54          | 426                             | 34.5%  |
| Grocery Buyers Age 55-64          | 230                             | 18.6%  |
| Grocery Buyers Age 65+            | 198                             | 16.0%  |

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 to contact homes to either restore faults or to recruit new homes).

### Approximate Sample Size Quarter 4, 2010 - Households

| DEMOGRAPHICS                    | NATIONAL SUBSCRIPTION TV HOMES* |       |
|---------------------------------|---------------------------------|-------|
|                                 | ASS                             | ASS % |
| Grocery Buyers Male             | 340                             | 27.5% |
| Grocery Buyers Female           | 896                             | 72.5% |
| Grocery Buyers Female Age 25-49 | 475                             | 38.4% |
| Grocery Buyers 0 Children       | 774                             | 62.6% |
| Grocery Buyers 1-2 Children     | 363                             | 29.4% |
| Grocery Buyers 3+ Children      | 100                             | 8.0%  |
| Grocery Buyers Children 0-2     | 123                             | 9.9%  |
| Grocery Buyers Children 0-4     | 176                             | 14.2% |
| Grocery Buyers Children 0-12    | 347                             | 28.1% |
| Grocery Buyers Children 0-15    | 415                             | 33.6% |
| Grocery Buyers Children 0-17    | 463                             | 37.4% |
| Grocery Buyers Children 5-12    | 253                             | 20.5% |
| Grocery Buyers Children 5-17    | 374                             | 30.3% |
| Grocery Buyers Children 13-17   | 201                             | 16.3% |

Quarter 4, 2010 refers to reporting quarter date range Sunday 26th September, 2010 - Saturday 25th December, 2010

\* 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 to contact homes to either restore faults or to recruit new homes).