

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

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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.

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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%

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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%

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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%

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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%

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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%

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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%

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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).

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%

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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%

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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%

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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%

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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%

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