

Universe Estimates Quarter 4, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Individuals#	6828.4	100.0%	20276.0	100.0%
People 2+	6683.3	97.9%	19840.8	97.9%
Children 0-4	428.3	6.3%	1245.3	6.1%
Children 2-9	731.3	10.7%	2051.0	10.1%
Children 5-12	742.2	10.9%	2035.3	10.0%
Children 10-17	815.2	11.9%	2149.1	10.6%
Children 13-17	521.1	7.6%	1354.7	6.7%
Children 0-17	1691.6	24.8%	4635.3	22.9%
Total Males	3519.8	51.5%	10068.2	49.7%
Male 0-4#	218.8	3.2%	639.9	3.2%
Male 5-9#	228.1	3.3%	636.2	3.1%
Male 10-12#	155.3	2.3%	407.7	2.0%
Male 13-15#	163.1	2.4%	412.9	2.0%
Male 16-17#	114.2	1.7%	282.2	1.4%
Male 18-24#	390.9	5.7%	1026.5	5.1%
Male 25-29#	243.2	3.6%	707.9	3.5%
Male 30-34#	228.1	3.3%	690.6	3.4%
Male 35-39#	262.1	3.8%	743.8	3.7%
Male 40-44#	256.8	3.8%	711.2	3.5%
Male 45-49#	263.9	3.9%	731.7	3.6%
Male 50-54#	240.0	3.5%	657.1	3.2%
Male 55-59#	226.2	3.3%	619.7	3.1%
Male 60-64#	198.3	2.9%	543.9	2.7%
Male 65+#	330.8	4.8%	1256.9	6.2%

UE - Universe Estimate

Quarter 4, 2009 refers to reporting quarter date range Sunday 27th September, 2009 - Saturday 26th December, 2009

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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, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Females	3308.6	48.5%	10207.8	50.3%
Female 0-4#	209.5	3.1%	605.4	3.0%
Female 5-9#	220.0	3.2%	604.7	3.0%
Female 10-12#	138.8	2.0%	386.7	1.9%
Female 13-15#	148.0	2.2%	391.8	1.9%
Female 16-17#	95.8	1.4%	267.8	1.3%
Female 18-24#	331.9	4.9%	981.3	4.8%
Female 25-29#	219.0	3.2%	681.3	3.4%
Female 30-34#	214.2	3.1%	691.8	3.4%
Female 35-39#	260.0	3.8%	753.6	3.7%
Female 40-44#	249.4	3.7%	721.0	3.6%
Female 45-49#	276.9	4.1%	748.0	3.7%
Female 50-54#	238.9	3.5%	677.0	3.3%
Female 55-59#	219.4	3.2%	637.6	3.1%
Female 60-64#	165.2	2.4%	545.6	2.7%
Female 65+#	321.6	4.7%	1514.2	7.5%
Female 25-54 with Children	821.4	12.0%	2269.7	11.2%
Working 16+	3176.6	46.5%	9151.0	45.1%
Not Working 16+	2170.2	31.8%	7039.7	34.7%

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Universe Estimates Quarter 4, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Occupation Group 1	1136.0	16.6%	3458.9	17.1%
Occupation Group 1 16-39	464.9	6.8%	1493.6	7.4%
Occupation Group 1 25-54	848.1	12.4%	2604.7	12.8%
Occupation Group 1 40-54	453.5	6.6%	1323.2	6.5%
Occupation Group 1 35+	828.3	12.1%	2423.5	12.0%
Occupation Group 1 55+	217.6	3.2%	642.1	3.2%
Occupation Group 2	1061.3	15.5%	3028.5	14.9%
Occupation Group 2 16-39	526.8	7.7%	1498.7	7.4%
Occupation Group 2 40-54	389.8	5.7%	1090.9	5.4%
Occupation Group 2 55+	144.7	2.1%	438.9	2.2%
Occupation Group 3	522.1	7.6%	1415.8	7.0%
Occupation Group 3 16-39	295.2	4.3%	836.5	4.1%
Occupation Group 3 40-54	162.6	2.4%	407.8	2.0%
Occupation Group 3 55+	64.3	0.9%	171.5	0.8%
Occupation Group 1-3 35-49	1055.1	15.5%	2960.1	14.6%
Occupation Group 4	185.1	2.7%	508.2	2.5%
Occupation Group 4 16-39	71.2	1.0%	197.0	1.0%
Occupation Group 4 40-54	81.1	1.2%	205.6	1.0%
Occupation Group 4 55+	32.8	0.5%	105.6	0.5%
Occupation Group 5	272.1	4.0%	739.6	3.6%
Occupation Group 5 16-39	137.6	2.0%	354.7	1.7%
Occupation Group 5 40-54	94.2	1.4%	262.5	1.3%
Occupation Group 5 55+	40.3	0.6%	122.4	0.6%
Male Occupation Group 1-2 25-54	849.4	12.4%	2438.7	12.0%

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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, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Persons in 1 Person Household#	281.4	4.1%	1775.2	8.8%
Persons in 2 Person Households#	1617.6	23.7%	5508.0	27.2%
Persons in 3 Person Households#	1249.2	18.3%	3699.3	18.2%
Persons in 4 Person Households#	1858.4	27.2%	4941.6	24.4%
Persons in 5+ Person Households#	1821.8	26.7%	4351.9	21.5%
Persons in 1 TV Households#	1021.5	15.0%	5110.1	25.2%
Persons in 2 TV Households#	2221.8	32.5%	7166.8	35.3%
Persons in 3+ TV Households#	3585.1	52.5%	7999.1	39.5%

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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, 2009 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Households#	2255.1	100.0%	7708.0	100.0%
1 Person Households#	281.4	12.5%	1775.2	23.0%
2 Person Households#	808.8	35.9%	2754.0	35.7%
3 Person Households#	416.4	18.5%	1233.1	16.0%
4 Person Households#	464.6	20.6%	1235.4	16.0%
5+ Person Households#	283.9	12.6%	710.3	9.2%
1 TV Households#	441.6	19.6%	2441.9	31.7%
2 TVs Households#	807.5	35.8%	2883.7	37.4%
3+ TVs Households#	1006.0	44.6%	2382.4	30.9%
Households receiving FTA channels	2255.1	100.0%	7708.0	100.0%
Households receiving STV channels	2255.1	100.0%	2255.1	29.3%
Grocery Buyers#	2255.1	100.0%	7708.0	100.0%
Grocery Buyers Working	1259.6	55.9%	4014.1	52.1%
Grocery Buyers Not Working	995.5	44.1%	3693.9	47.9%
Grocery Buyers 18-39	676.7	30.0%	2294.2	29.8%
Grocery Buyers 18-54	1484.6	65.8%	4647.1	60.3%
Grocery Buyers Age 25-54	1413.2	62.7%	4342.2	56.3%
Grocery Buyers Age 40-54	807.9	35.8%	2352.9	30.5%
Grocery Buyers Age 55-64	419.4	18.6%	1337.9	17.4%
Grocery Buyers Age 65+	351.1	15.6%	1723.0	22.4%

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Universe Estimates Quarter 4, 2009 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Grocery Buyers Male	603.2	26.7%	2191.0	28.4%
Grocery Buyers Female	1651.9	73.3%	5517.0	71.6%
Grocery Buyers Female Age 25-49	884.4	39.2%	2623.8	34.0%
Grocery Buyers 0 Children#	1395.1	61.9%	5297.2	68.7%
Grocery Buyers 1-2 Children#	679.3	30.1%	1933.0	25.1%
Grocery Buyers 3+ Children#	180.7	8.0%	477.8	6.2%
Grocery Buyers Children 0-2	219.8	9.7%	635.8	8.2%
Grocery Buyers Children 0-4	319.8	14.2%	929.7	12.1%
Grocery Buyers Children 0-12	644.2	28.6%	1849.2	24.0%
Grocery Buyers Children 0-15	768.5	34.1%	2176.1	28.2%
Grocery Buyers Children 0-17	860.0	38.1%	2410.8	31.3%
Grocery Buyers Children 5-12	473.3	21.0%	1320.8	17.1%
Grocery Buyers Children 5-17	690.3	30.6%	1898.8	24.6%
Grocery Buyers Children 13-17	367.3	16.3%	952.0	12.4%

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Approximate Sample Size Quarter 4, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,698	100.0%
People 2+	3,619	97.9%
Children 0-4	232	6.3%
Children 2-9	396	10.7%
Children 5-12	402	10.9%
Children 10-17	441	11.9%
Children 13-17	282	7.6%
Children 0-17	916	24.8%
Total Males	1,906	51.5%
Male 0-4	118	3.2%
Male 5-9	124	3.3%
Male 10-12	84	2.3%
Male 13-15	88	2.4%
Male 16-17	62	1.7%
Male 18-24	212	5.7%
Male 25-29	132	3.6%
Male 30-34	124	3.3%
Male 35-39	142	3.8%
Male 40-44	139	3.8%
Male 45-49	143	3.9%
Male 50-54	130	3.5%
Male 55-59	123	3.3%
Male 60-64	107	2.9%
Male 65+	179	4.8%

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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, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,792	48.5%
Female 0-4	113	3.1%
Female 5-9	119	3.2%
Female 10-12	75	2.0%
Female 13-15	80	2.2%
Female 16-17	52	1.4%
Female 18-24	180	4.9%
Female 25-29	119	3.2%
Female 30-34	116	3.1%
Female 35-39	141	3.8%
Female 40-44	135	3.7%
Female 45-49	150	4.1%
Female 50-54	129	3.5%
Female 55-59	119	3.2%
Female 60-64	89	2.4%
Female 65+	174	4.7%
Female 25-54 with Children	445	12.0%
Working 16+	1,720	46.5%
Not Working 16+	1,175	31.8%

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Approximate Sample Size Quarter 4, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	615	16.6%
Occupation Group 1 16-39	252	6.8%
Occupation Group 1 25-54	459	12.4%
Occupation Group 1 40-54	246	6.6%
Occupation Group 1 35+	449	12.1%
Occupation Group 1 55+	118	3.2%
Occupation Group 2	575	15.5%
Occupation Group 2 16-39	285	7.7%
Occupation Group 2 40-54	211	5.7%
Occupation Group 2 55+	78	2.1%
Occupation Group 3	283	7.6%
Occupation Group 3 16-39	160	4.3%
Occupation Group 3 40-54	88	2.4%
Occupation Group 3 55+	35	0.9%
Occupation Group 1-3 35-49	571	15.5%
Occupation Group 4	100	2.7%
Occupation Group 4 16-39	39	1.0%
Occupation Group 4 40-54	44	1.2%
Occupation Group 4 55+	18	0.5%
Occupation Group 5	147	4.0%
Occupation Group 5 16-39	75	2.0%
Occupation Group 5 40-54	51	1.4%
Occupation Group 5 55+	22	0.6%
Male Occupation Group 1-2 25-54	460	12.4%

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Approximate Sample Size Quarter 4, 2009 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	152	4.1%
Persons in 2 Person Households	876	23.7%
Persons in 3 Person Households	677	18.3%
Persons in 4 Person Households	1,006	27.2%
Persons in 5+ Person Households	987	26.7%
Persons in 1 TV Households	553	15.0%
Persons in 2 TV Households	1,203	32.5%
Persons in 3+ TV Households	1,942	52.5%

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Approximate Sample Size Quarter 4, 2009 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,221	100.0%
1 Person Households	152	12.5%
2 Person Households	438	35.9%
3 Person Households	226	18.5%
4 Person Households	252	20.6%
5+ Person Households	154	12.6%
1 TV Households	239	19.6%
2 TVs Households	437	35.8%
3+ TVs Households	545	44.6%
Households receiving FTA channels	1,221	100.0%
Households receiving STV channels	1,221	100.0%
Grocery Buyers	1,221	100.0%
Grocery Buyers Working	682	55.9%
Grocery Buyers Not Working	539	44.1%
Grocery Buyers 18-39	366	30.0%
Grocery Buyers 18-54	804	65.8%
Grocery Buyers Age 25-54	765	62.7%
Grocery Buyers Age 40-54	438	35.8%
Grocery Buyers Age 55-64	227	18.6%
Grocery Buyers Age 65+	190	15.6%

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Approximate Sample Size Quarter 4, 2009 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	327	26.7%
Grocery Buyers Female	895	73.3%
Grocery Buyers Female Age 25-49	479	39.2%
Grocery Buyers 0 Children	756	61.9%
Grocery Buyers 1-2 Children	368	30.1%
Grocery Buyers 3+ Children	98	8.0%
Grocery Buyers Children 0-2	119	9.7%
Grocery Buyers Children 0-4	173	14.2%
Grocery Buyers Children 0-12	349	28.6%
Grocery Buyers Children 0-15	416	34.1%
Grocery Buyers Children 0-17	466	38.1%
Grocery Buyers Children 5-12	256	21.0%
Grocery Buyers Children 5-17	374	30.6%
Grocery Buyers Children 13-17	199	16.3%

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