

Universe Estimates Quarter 4, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,071.7	100.0%	21,819.3	100.0%
People 2+	6,926.9	98.0%	21,359.3	97.9%
Children 0-4	462.7	6.5%	1,426.6	6.5%
Children 2-9	760.7	10.8%	2,285.5	10.5%
Children 5-12	709.1	10.0%	2,109.7	9.7%
Children 10-17	771.8	10.9%	2,173.1	10.0%
Children 13-17	505.5	7.1%	1,382.3	6.3%
Children 0-17	1,677.3	23.7%	4,918.6	22.5%
Total Males	3,602.9	50.9%	10,838.8	49.7%
Male 0-4#	235.0	3.3%	731.9	3.4%
Male 5-9#	235.1	3.3%	677.7	3.1%
Male 10-12#	135.9	1.9%	404.7	1.9%
Male 13-15#	159.7	2.3%	416.3	1.9%
Male 16-17#	110.5	1.6%	291.6	1.3%
Male 18-24#	378.3	5.3%	1,112.0	5.1%
Male 25-29#	253.3	3.6%	837.7	3.8%
Male 30-34#	231.0	3.3%	752.5	3.4%
Male 35-39#	244.3	3.5%	750.0	3.4%
Male 40-44#	255.8	3.6%	758.9	3.5%
Male 45-49#	265.0	3.7%	738.2	3.4%
Male 50-54#	254.2	3.6%	717.5	3.3%
Male 55-59#	232.4	3.3%	637.9	2.9%
Male 60-64#	206.0	2.9%	604.0	2.8%
Male 65+#	406.4	5.7%	1,407.9	6.5%

UE - Universe Estimate

Quarter 4, 2013 refers to reporting quarter date range Sunday 29th September - Saturday 28th December, 2013

* 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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,468.8	49.1%	10,980.5	50.3%
Female 0-4#	227.7	3.2%	694.7	3.2%
Female 5-9#	207.7	2.9%	641.2	2.9%
Female 10-12#	130.4	1.8%	386.1	1.8%
Female 13-15#	138.3	2.0%	396.2	1.8%
Female 16-17#	97.0	1.4%	278.2	1.3%
Female 18-24#	344.2	4.9%	1,063.2	4.9%
Female 25-29#	238.1	3.4%	813.7	3.7%
Female 30-34#	224.3	3.2%	750.0	3.4%
Female 35-39#	245.9	3.5%	758.2	3.5%
Female 40-44#	263.4	3.7%	775.7	3.6%
Female 45-49#	273.4	3.9%	753.5	3.5%
Female 50-54#	259.6	3.7%	739.1	3.4%
Female 55-59#	228.0	3.2%	659.1	3.0%
Female 60-64#	196.1	2.8%	620.9	2.8%
Female 65+#	394.7	5.6%	1,650.7	7.6%
Female 25-54 with Children	781.7	11.1%	2,406.8	11.0%
Working 16+	3,087.2	43.7%	9,326.8	42.7%
Not Working 16+	2,514.7	35.6%	8,143.7	37.3%

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

Universe Estimates Quarter 4, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,461.5	20.7%	3,697.3	16.9%
Occupation Group 1 16-39	578.5	8.2%	1,599.8	7.3%
Occupation Group 1 25-54	1,142.4	16.2%	2,803.9	12.9%
Occupation Group 1 40-54	616.6	8.7%	1,404.5	6.4%
Occupation Group 1 35+	1,066.6	15.1%	2,621.7	12.0%
Occupation Group 1 55+	266.4	3.8%	693.0	3.2%
Occupation Group 2	1,012.6	14.3%	3,189.2	14.6%
Occupation Group 2 16-39	544.6	7.7%	1,584.2	7.3%
Occupation Group 2 40-54	328.3	4.6%	1,111.0	5.1%
Occupation Group 2 55+	139.7	2.0%	494.0	2.3%
Occupation Group 3	295.9	4.2%	1,274.1	5.8%
Occupation Group 3 16-39	162.2	2.3%	759.2	3.5%
Occupation Group 3 40-54	90.7	1.3%	363.1	1.7%
Occupation Group 3 55+	43.0	0.6%	151.8	0.7%
Occupation Group 1-3 35-49	1,012.3	14.3%	2,992.6	13.7%
Occupation Group 4	131.6	1.9%	474.9	2.2%
Occupation Group 4 16-39	50.3	0.7%	191.4	0.9%
Occupation Group 4 40-54	51.3	0.7%	188.5	0.9%
Occupation Group 4 55+	30.0	0.4%	95.0	0.4%
Occupation Group 5	185.6	2.6%	691.3	3.2%
Occupation Group 5 16-39	86.5	1.2%	333.9	1.5%
Occupation Group 5 40-54	68.9	1.0%	242.3	1.1%
Occupation Group 5 55+	30.2	0.4%	115.1	0.5%
Male Occupation Group 1-2 25-54	811.4	11.5%	2,316.0	10.6%

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

Universe Estimates Quarter 4, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	330.5	4.7%	1,992.0	9.1%
Persons in 2 Person Households#	1,763.4	24.9%	6,080.6	27.9%
Persons in 3 Person Households#	1,269.0	17.9%	3,921.0	18.0%
Persons in 4 Person Households#	1,954.0	27.6%	5,339.6	24.5%
Persons in 5+ Person Households#	1,754.8	24.8%	4,486.1	20.6%
Persons in 1 TV Households#	1,246.0	17.6%	6,467.5	29.6%
Persons in 2 TV Households#	2,481.6	35.1%	7,729.2	35.4%
Persons in 3+ TV Households#	3,344.1	47.3%	7,622.6	34.9%

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, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,415.3	100.0%	8,446.0	100.0%
1 Person Households#	330.5	13.7%	1,992.0	23.6%
2 Person Households#	881.7	36.5%	3,040.3	36.0%
3 Person Households#	423.0	17.5%	1,307.0	15.5%
4 Person Households#	488.5	20.2%	1,334.9	15.8%
5+ Person Households#	291.6	12.1%	771.8	9.1%
1 TV Households#	571.9	23.7%	3,223.3	38.2%
2 TVs Households#	917.7	38.0%	3,017.4	35.7%
3+ TVs Households#	925.7	38.3%	2,205.3	26.1%
Households receiving FTA channels	2,415.3	100.0%	8,446.0	100.0%
Households receiving STV channels	2,415.3	100.0%	2,415.3	28.6%
Grocery Buyers#	2,415.3	100.0%	8,446.0	100.0%
Grocery Buyers Working	1,258.0	52.1%	4,238.7	50.2%
Grocery Buyers Not Working	1,157.3	47.9%	4,207.3	49.8%
Grocery Buyers 18-39	669.8	27.7%	2,344.7	27.8%
Grocery Buyers 18-54	1,512.6	62.6%	4,963.3	58.8%
Grocery Buyers Age 25-54	1,447.7	59.9%	4,731.0	56.0%
Grocery Buyers Age 40-54	842.8	34.9%	2,618.6	31.0%
Grocery Buyers Age 55-64	462.1	19.1%	1,502.5	17.8%
Grocery Buyers Age 65+	440.6	18.2%	1,980.2	23.4%

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, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	750.4	31.1%	2,596.5	30.7%
Grocery Buyers Female	1,664.9	68.9%	5,849.5	69.3%
Grocery Buyers Female Age 25-49	825.8	34.2%	2,718.5	32.2%
Grocery Buyers 0 Children#	1,603.3	66.4%	5,815.1	68.9%
Grocery Buyers 1-2 Children#	655.7	27.1%	2,116.8	25.1%
Grocery Buyers 3+ Children#	156.3	6.5%	514.1	6.1%
Grocery Buyers Children 0-2	187.0	7.7%	676.0	8.0%
Grocery Buyers Children 0-4	286.7	11.9%	1,024.7	12.1%
Grocery Buyers Children 0-12	596.5	24.7%	2,026.5	24.0%
Grocery Buyers Children 0-15	727.1	30.1%	2,385.0	28.2%
Grocery Buyers Children 0-17	812.0	33.6%	2,630.9	31.1%
Grocery Buyers Children 5-12	442.7	18.3%	1,466.5	17.4%
Grocery Buyers Children 5-17	665.2	27.5%	2,095.2	24.8%
Grocery Buyers Children 13-17	359.6	14.9%	1,040.6	12.3%

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.

Approximate Sample Size Quarter 4, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,921	100.0%
People 2+	3,840	97.9%
Children 0-4	256	6.5%
Children 2-9	422	10.8%
Children 5-12	392	10.0%
Children 10-17	428	10.9%
Children 13-17	281	7.2%
Children 0-17	929	23.7%
Total Males	1,996	50.9%
Male 0-4	130	3.3%
Male 5-9	130	3.3%
Male 10-12	75	1.9%
Male 13-15	89	2.3%
Male 16-17	61	1.6%
Male 18-24	210	5.4%
Male 25-29	140	3.6%
Male 30-34	128	3.3%
Male 35-39	135	3.4%
Male 40-44	142	3.6%
Male 45-49	147	3.7%
Male 50-54	141	3.6%
Male 55-59	129	3.3%
Male 60-64	114	2.9%
Male 65+	225	5.7%

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

Approximate Sample Size Quarter 4, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,923	49.0%
Female 0-4	126	3.2%
Female 5-9	115	2.9%
Female 10-12	72	1.8%
Female 13-15	77	2.0%
Female 16-17	54	1.4%
Female 18-24	191	4.9%
Female 25-29	132	3.4%
Female 30-34	124	3.2%
Female 35-39	136	3.5%
Female 40-44	146	3.7%
Female 45-49	152	3.9%
Female 50-54	144	3.7%
Female 55-59	126	3.2%
Female 60-64	109	2.8%
Female 65+	219	5.6%
Female 25-54 with Children	433	11.0%
Working 16+	1,711	43.6%
Not Working 16+	1,394	35.6%

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Approximate Sample Size Quarter 4, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	810	20.7%
Occupation Group 1 16-39	321	8.2%
Occupation Group 1 25-54	633	16.1%
Occupation Group 1 40-54	342	8.7%
Occupation Group 1 35+	591	15.1%
Occupation Group 1 55+	148	3.8%
Occupation Group 2	561	14.3%
Occupation Group 2 16-39	302	7.7%
Occupation Group 2 40-54	182	4.6%
Occupation Group 2 55+	77	2.0%
Occupation Group 3	164	4.2%
Occupation Group 3 16-39	90	2.3%
Occupation Group 3 40-54	50	1.3%
Occupation Group 3 55+	24	0.6%
Occupation Group 1-3 35-49	561	14.3%
Occupation Group 4	73	1.9%
Occupation Group 4 16-39	28	0.7%
Occupation Group 4 40-54	28	0.7%
Occupation Group 4 55+	17	0.4%
Occupation Group 5	103	2.6%
Occupation Group 5 16-39	48	1.2%
Occupation Group 5 40-54	38	1.0%
Occupation Group 5 55+	17	0.4%
Male Occupation Group 1-2 25-54	450	11.5%

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Approximate Sample Size Quarter 4, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	183	4.7%
Persons in 2 Person Households	978	24.9%
Persons in 3 Person Households	704	18.0%
Persons in 4 Person Households	1,083	27.6%
Persons in 5+ Person Households	973	24.8%
Persons in 1 TV Households	691	17.6%
Persons in 2 TV Households	1,376	35.1%
Persons in 3+ TV Households	1,854	47.3%

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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, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,339	100.0%
1 Person Households	183	13.7%
2 Person Households	489	36.5%
3 Person Households	235	17.6%
4 Person Households	271	20.2%
5+ Person Households	162	12.1%
1 TV Households	317	23.7%
2 TVs Households	509	38.0%
3+ TVs Households	513	38.3%
Households receiving FTA channels	1,339	100.0%
Households receiving STV channels	1,339	100.0%
Grocery Buyers	1,339	100.0%
Grocery Buyers Working	697	52.1%
Grocery Buyers Not Working	642	47.9%
Grocery Buyers 18-39	371	27.7%
Grocery Buyers 18-54	839	62.7%
Grocery Buyers Age 25-54	803	60.0%
Grocery Buyers Age 40-54	467	34.9%
Grocery Buyers Age 55-64	256	19.1%
Grocery Buyers Age 65+	244	18.2%

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

Approximate Sample Size Quarter 4, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	416	31.1%
Grocery Buyers Female	923	68.9%
Grocery Buyers Female Age 25-49	458	34.2%
Grocery Buyers 0 Children	889	66.4%
Grocery Buyers 1-2 Children	364	27.2%
Grocery Buyers 3+ Children	87	6.5%
Grocery Buyers Children 0-2	104	7.8%
Grocery Buyers Children 0-4	159	11.9%
Grocery Buyers Children 0-12	331	24.7%
Grocery Buyers Children 0-15	403	30.1%
Grocery Buyers Children 0-17	450	33.6%
Grocery Buyers Children 5-12	245	18.3%
Grocery Buyers Children 5-17	369	27.6%
Grocery Buyers Children 13-17	199	14.9%

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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).

Universe Estimates Quarter 3, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,130.0	100.0%	21,819.3	100.0%
People 2+	6,979.7	97.9%	21,359.3	97.9%
Children 0-4	465.6	6.5%	1,426.6	6.5%
Children 2-9	760.8	10.7%	2,285.5	10.5%
Children 5-12	716.8	10.1%	2,109.7	9.7%
Children 10-17	780.2	10.9%	2,173.1	10.0%
Children 13-17	508.9	7.1%	1,382.3	6.3%
Children 0-17	1,691.3	23.7%	4,918.6	22.5%
Total Males	3,645.3	51.1%	10,838.8	49.7%
Male 0-4#	235.0	3.3%	731.9	3.4%
Male 5-9#	235.5	3.3%	677.7	3.1%
Male 10-12#	137.8	1.9%	404.7	1.9%
Male 13-15#	156.5	2.2%	416.3	1.9%
Male 16-17#	112.5	1.6%	291.6	1.3%
Male 18-24#	392.8	5.5%	1,112.0	5.1%
Male 25-29#	260.9	3.7%	837.7	3.8%
Male 30-34#	237.2	3.3%	752.5	3.4%
Male 35-39#	241.3	3.4%	750.0	3.4%
Male 40-44#	259.4	3.6%	758.9	3.5%
Male 45-49#	264.6	3.7%	738.2	3.4%
Male 50-54#	257.5	3.6%	717.5	3.3%
Male 55-59#	235.9	3.3%	637.9	2.9%
Male 60-64#	214.8	3.0%	604.0	2.8%
Male 65+#	403.6	5.7%	1,407.9	6.5%

UE - Universe Estimate

Quarter 3, 2013 refers to reporting quarter date range Sunday 30th June - Saturday 28th September, 2013

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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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,484.7	48.9%	10,980.5	50.3%
Female 0-4#	230.6	3.2%	694.7	3.2%
Female 5-9#	210.0	2.9%	641.2	2.9%
Female 10-12#	133.5	1.9%	386.1	1.8%
Female 13-15#	144.4	2.0%	396.2	1.8%
Female 16-17#	95.5	1.3%	278.2	1.3%
Female 18-24#	345.5	4.8%	1,063.2	4.9%
Female 25-29#	240.3	3.4%	813.7	3.7%
Female 30-34#	227.8	3.2%	750.0	3.4%
Female 35-39#	248.3	3.5%	758.2	3.5%
Female 40-44#	264.5	3.7%	775.7	3.6%
Female 45-49#	269.6	3.8%	753.5	3.5%
Female 50-54#	262.2	3.7%	739.1	3.4%
Female 55-59#	228.3	3.2%	659.1	3.0%
Female 60-64#	200.2	2.8%	620.9	2.8%
Female 65+#	384.0	5.4%	1,650.7	7.6%
Female 25-54 with Children	797.7	11.2%	2,406.8	11.0%
Working 16+	3,138.1	44.0%	9,326.8	42.7%
Not Working 16+	2,508.6	35.2%	8,143.7	37.3%

UE - Universe Estimate

Quarter 3, 2013 refers to reporting quarter date range Sunday 30th June - Saturday 28th September, 2013

* 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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,427.6	20.0%	3,697.3	16.9%
Occupation Group 1 16-39	577.1	8.1%	1,599.8	7.3%
Occupation Group 1 25-54	1,114.0	15.6%	2,803.9	12.9%
Occupation Group 1 40-54	598.4	8.4%	1,404.5	6.4%
Occupation Group 1 35+	1,032.2	14.5%	2,621.7	12.0%
Occupation Group 1 55+	252.1	3.5%	693.0	3.2%
Occupation Group 2	1,028.8	14.4%	3,189.2	14.6%
Occupation Group 2 16-39	527.7	7.4%	1,584.2	7.3%
Occupation Group 2 40-54	353.2	5.0%	1,111.0	5.1%
Occupation Group 2 55+	147.9	2.1%	494.0	2.3%
Occupation Group 3	337.6	4.7%	1,274.1	5.8%
Occupation Group 3 16-39	197.9	2.8%	759.2	3.5%
Occupation Group 3 40-54	96.2	1.3%	363.1	1.7%
Occupation Group 3 55+	43.5	0.6%	151.8	0.7%
Occupation Group 1-3 35-49	1,027.0	14.4%	2,992.6	13.7%
Occupation Group 4	141.4	2.0%	474.9	2.2%
Occupation Group 4 16-39	52.5	0.7%	191.4	0.9%
Occupation Group 4 40-54	56.2	0.8%	188.5	0.9%
Occupation Group 4 55+	32.7	0.5%	95.0	0.4%
Occupation Group 5	202.7	2.8%	691.3	3.2%
Occupation Group 5 16-39	95.9	1.3%	333.9	1.5%
Occupation Group 5 40-54	72.8	1.0%	242.3	1.1%
Occupation Group 5 55+	34.0	0.5%	115.1	0.5%
Male Occupation Group 1-2 25-54	804.4	11.3%	2,316.0	10.6%

UE - Universe Estimate

Quarter 3, 2013 refers to reporting quarter date range Sunday 30th June - Saturday 28th September, 2013

* 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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	338.4	4.7%	1,992.0	9.1%
Persons in 2 Person Households#	1,763.8	24.7%	6,080.6	27.9%
Persons in 3 Person Households#	1,316.1	18.5%	3,921.0	18.0%
Persons in 4 Person Households#	1,928.8	27.1%	5,339.6	24.5%
Persons in 5+ Person Households#	1,782.9	25.0%	4,486.1	20.6%
Persons in 1 TV Households#	1,254.1	17.6%	6,467.5	29.6%
Persons in 2 TV Households#	2,513.1	35.2%	7,729.2	35.4%
Persons in 3+ TV Households#	3,362.8	47.2%	7,622.6	34.9%

UE - Universe Estimate

Quarter 3, 2013 refers to reporting quarter date range Sunday 30th June - Saturday 28th September, 2013

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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 3, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,434.5	100.0%	8,446.0	100.0%
1 Person Households#	338.4	13.9%	1,992.0	23.6%
2 Person Households#	881.9	36.2%	3,040.3	36.0%
3 Person Households#	438.7	18.0%	1,307.0	15.5%
4 Person Households#	482.2	19.8%	1,334.9	15.8%
5+ Person Households#	293.3	12.0%	771.8	9.1%
1 TV Households#	572.6	23.5%	3,223.3	38.2%
2 TVs Households#	930.1	38.2%	3,017.4	35.7%
3+ TVs Households#	931.8	38.3%	2,205.3	26.1%
Households receiving FTA channels	2,434.5	100.0%	8,446.0	100.0%
Households receiving STV channels	2,434.5	100.0%	2,434.5	28.8%
Grocery Buyers#	2,434.5	100.0%	8,446.0	100.0%
Grocery Buyers Working	1,302.7	53.5%	4,238.7	50.2%
Grocery Buyers Not Working	1,131.8	46.5%	4,207.3	49.8%
Grocery Buyers 18-39	674.0	27.7%	2,344.7	27.8%
Grocery Buyers 18-54	1,527.3	62.7%	4,963.3	58.8%
Grocery Buyers Age 25-54	1,460.4	60.0%	4,731.0	56.0%
Grocery Buyers Age 40-54	853.3	35.1%	2,618.6	31.0%
Grocery Buyers Age 55-64	475.0	19.5%	1,502.5	17.8%
Grocery Buyers Age 65+	432.2	17.8%	1,980.2	23.4%

UE - Universe Estimate

Quarter 3, 2013 refers to reporting quarter date range Sunday 30th June - Saturday 28th September, 2013

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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 3, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	754.4	31.0%	2,596.5	30.7%
Grocery Buyers Female	1,680.1	69.0%	5,849.5	69.3%
Grocery Buyers Female Age 25-49	831.7	34.2%	2,718.5	32.2%
Grocery Buyers 0 Children#	1,606.6	66.0%	5,815.1	68.9%
Grocery Buyers 1-2 Children#	669.2	27.5%	2,116.8	25.1%
Grocery Buyers 3+ Children#	158.7	6.5%	514.1	6.1%
Grocery Buyers Children 0-2	196.4	8.1%	676.0	8.0%
Grocery Buyers Children 0-4	294.8	12.1%	1,024.7	12.1%
Grocery Buyers Children 0-12	613.5	25.2%	2,026.5	24.0%
Grocery Buyers Children 0-15	739.6	30.4%	2,385.0	28.2%
Grocery Buyers Children 0-17	827.9	34.0%	2,630.9	31.1%
Grocery Buyers Children 5-12	451.8	18.6%	1,466.5	17.4%
Grocery Buyers Children 5-17	674.2	27.7%	2,095.2	24.8%
Grocery Buyers Children 13-17	363.1	14.9%	1,040.6	12.3%

UE - Universe Estimate

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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.

** 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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,922	100.0%
People 2+	3,838	97.9%
Children 0-4	256	6.5%
Children 2-9	418	10.7%
Children 5-12	395	10.1%
Children 10-17	429	10.9%
Children 13-17	280	7.1%
Children 0-17	931	23.7%
Total Males	2,006	51.1%
Male 0-4	129	3.3%
Male 5-9	130	3.3%
Male 10-12	76	1.9%
Male 13-15	86	2.2%
Male 16-17	62	1.6%
Male 18-24	216	5.5%
Male 25-29	143	3.6%
Male 30-34	130	3.3%
Male 35-39	133	3.4%
Male 40-44	143	3.6%
Male 45-49	146	3.7%
Male 50-54	142	3.6%
Male 55-59	130	3.3%
Male 60-64	118	3.0%
Male 65+	222	5.7%

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

Approximate Sample Size Quarter 3, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,916	48.9%
Female 0-4	127	3.2%
Female 5-9	116	3.0%
Female 10-12	73	1.9%
Female 13-15	79	2.0%
Female 16-17	53	1.4%
Female 18-24	190	4.8%
Female 25-29	132	3.4%
Female 30-34	125	3.2%
Female 35-39	137	3.5%
Female 40-44	145	3.7%
Female 45-49	148	3.8%
Female 50-54	144	3.7%
Female 55-59	126	3.2%
Female 60-64	110	2.8%
Female 65+	211	5.4%
Female 25-54 with Children	439	11.2%
Working 16+	1,726	44.0%
Not Working 16+	1,380	35.2%

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

Approximate Sample Size Quarter 3, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	785	20.0%
Occupation Group 1 16-39	317	8.1%
Occupation Group 1 25-54	613	15.6%
Occupation Group 1 40-54	329	8.4%
Occupation Group 1 35+	568	14.5%
Occupation Group 1 55+	139	3.5%
Occupation Group 2	566	14.4%
Occupation Group 2 16-39	290	7.4%
Occupation Group 2 40-54	194	4.9%
Occupation Group 2 55+	81	2.1%
Occupation Group 3	186	4.7%
Occupation Group 3 16-39	109	2.8%
Occupation Group 3 40-54	53	1.4%
Occupation Group 3 55+	24	0.6%
Occupation Group 1-3 35-49	565	14.4%
Occupation Group 4	78	2.0%
Occupation Group 4 16-39	29	0.7%
Occupation Group 4 40-54	31	0.8%
Occupation Group 4 55+	18	0.5%
Occupation Group 5	111	2.8%
Occupation Group 5 16-39	53	1.4%
Occupation Group 5 40-54	40	1.0%
Occupation Group 5 55+	19	0.5%
Male Occupation Group 1-2 25-54	442	11.3%

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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 3, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	186	4.7%
Persons in 2 Person Households	970	24.7%
Persons in 3 Person Households	724	18.5%
Persons in 4 Person Households	1,061	27.1%
Persons in 5+ Person Households	981	25.0%
Persons in 1 TV Households	690	17.6%
Persons in 2 TV Households	1,382	35.2%
Persons in 3+ TV Households	1,850	47.2%

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

Approximate Sample Size Quarter 3, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,339	100.0%
1 Person Households	186	13.9%
2 Person Households	485	36.2%
3 Person Households	241	18.0%
4 Person Households	265	19.8%
5+ Person Households	161	12.0%
1 TV Households	315	23.5%
2 TVs Households	512	38.2%
3+ TVs Households	512	38.2%
Households receiving FTA channels	1,339	100.0%
Households receiving STV channels	1,339	100.0%
Grocery Buyers	1,339	100.0%
Grocery Buyers Working	716	53.5%
Grocery Buyers Not Working	623	46.5%
Grocery Buyers 18-39	371	27.7%
Grocery Buyers 18-54	840	62.7%
Grocery Buyers Age 25-54	803	60.0%
Grocery Buyers Age 40-54	469	35.0%
Grocery Buyers Age 55-64	261	19.5%
Grocery Buyers Age 65+	238	17.8%

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

Approximate Sample Size Quarter 3, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	415	31.0%
Grocery Buyers Female	924	69.0%
Grocery Buyers Female Age 25-49	457	34.1%
Grocery Buyers 0 Children	884	66.0%
Grocery Buyers 1-2 Children	368	27.5%
Grocery Buyers 3+ Children	87	6.5%
Grocery Buyers Children 0-2	108	8.1%
Grocery Buyers Children 0-4	162	12.1%
Grocery Buyers Children 0-12	337	25.2%
Grocery Buyers Children 0-15	407	30.4%
Grocery Buyers Children 0-17	455	34.0%
Grocery Buyers Children 5-12	248	18.5%
Grocery Buyers Children 5-17	371	27.7%
Grocery Buyers Children 13-17	200	14.9%

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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).

Universe Estimates Quarter 2, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,150.0	100.0%	21,819.3	100.0%
People 2+	7,000.0	97.9%	21,359.3	97.9%
Children 0-4	472.5	6.6%	1,426.6	6.5%
Children 2-9	764.2	10.7%	2,285.5	10.5%
Children 5-12	710.1	9.9%	2,109.7	9.7%
Children 10-17	778.0	10.9%	2,173.1	10.0%
Children 13-17	509.6	7.1%	1,382.3	6.3%
Children 0-17	1,692.2	23.7%	4,918.6	22.5%
Total Males	3,663.8	51.2%	10,838.8	49.7%
Male 0-4#	237.3	3.3%	731.9	3.4%
Male 5-9#	233.2	3.3%	677.7	3.1%
Male 10-12#	135.2	1.9%	404.7	1.9%
Male 13-15#	156.6	2.2%	416.3	1.9%
Male 16-17#	112.5	1.6%	291.6	1.3%
Male 18-24#	412.9	5.8%	1,112.0	5.1%
Male 25-29#	267.2	3.7%	837.7	3.8%
Male 30-34#	236.9	3.3%	752.5	3.4%
Male 35-39#	250.3	3.5%	750.0	3.4%
Male 40-44#	258.6	3.6%	758.9	3.5%
Male 45-49#	261.8	3.7%	738.2	3.4%
Male 50-54#	259.9	3.6%	717.5	3.3%
Male 55-59#	232.8	3.3%	637.9	2.9%
Male 60-64#	215.1	3.0%	604.0	2.8%
Male 65+#	393.5	5.5%	1,407.9	6.5%

UE - Universe Estimate

Quarter 2, 2013 refers to reporting quarter date range Sunday 31st March - Saturday 29th June, 2013

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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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,486.2	48.8%	10,980.5	50.3%
Female 0-4#	235.2	3.3%	694.7	3.2%
Female 5-9#	208.5	2.9%	641.2	2.9%
Female 10-12#	133.2	1.9%	386.1	1.8%
Female 13-15#	145.0	2.0%	396.2	1.8%
Female 16-17#	95.5	1.3%	278.2	1.3%
Female 18-24#	355.2	5.0%	1,063.2	4.9%
Female 25-29#	249.6	3.5%	813.7	3.7%
Female 30-34#	229.4	3.2%	750.0	3.4%
Female 35-39#	256.0	3.6%	758.2	3.5%
Female 40-44#	254.7	3.6%	775.7	3.6%
Female 45-49#	264.1	3.7%	753.5	3.5%
Female 50-54#	266.8	3.7%	739.1	3.4%
Female 55-59#	220.3	3.1%	659.1	3.0%
Female 60-64#	197.1	2.8%	620.9	2.8%
Female 65+#	375.6	5.3%	1,650.7	7.6%
Female 25-54 with Children	809.1	11.3%	2,406.8	11.0%
Working 16+	3,207.9	44.9%	9,326.8	42.7%
Not Working 16+	2,457.9	34.4%	8,143.7	37.3%

UE - Universe Estimate

Quarter 2, 2013 refers to reporting quarter date range Sunday 31st March - Saturday 29th June, 2013

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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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,392.0	19.5%	3,697.3	16.9%
Occupation Group 1 16-39	575.6	8.1%	1,599.8	7.3%
Occupation Group 1 25-54	1,081.3	15.1%	2,803.9	12.9%
Occupation Group 1 40-54	576.5	8.1%	1,404.5	6.4%
Occupation Group 1 35+	1,005.2	14.1%	2,621.7	12.0%
Occupation Group 1 55+	239.9	3.4%	693.0	3.2%
Occupation Group 2	1,058.7	14.8%	3,189.2	14.6%
Occupation Group 2 16-39	534.0	7.5%	1,584.2	7.3%
Occupation Group 2 40-54	371.8	5.2%	1,111.0	5.1%
Occupation Group 2 55+	152.9	2.1%	494.0	2.3%
Occupation Group 3	377.6	5.3%	1,274.1	5.8%
Occupation Group 3 16-39	223.2	3.1%	759.2	3.5%
Occupation Group 3 40-54	107.3	1.5%	363.1	1.7%
Occupation Group 3 55+	47.1	0.7%	151.8	0.7%
Occupation Group 1-3 35-49	1,043.2	14.6%	2,992.6	13.7%
Occupation Group 4	156.6	2.2%	474.9	2.2%
Occupation Group 4 16-39	59.9	0.8%	191.4	0.9%
Occupation Group 4 40-54	62.2	0.9%	188.5	0.9%
Occupation Group 4 55+	34.5	0.5%	95.0	0.4%
Occupation Group 5	223.0	3.1%	691.3	3.2%
Occupation Group 5 16-39	105.8	1.5%	333.9	1.5%
Occupation Group 5 40-54	79.1	1.1%	242.3	1.1%
Occupation Group 5 55+	38.1	0.5%	115.1	0.5%
Male Occupation Group 1-2 25-54	829.9	11.6%	2,316.0	10.6%

UE - Universe Estimate

Quarter 2, 2013 refers to reporting quarter date range Sunday 31st March - Saturday 29th June, 2013

* 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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	344.1	4.8%	1,992.0	9.1%
Persons in 2 Person Households#	1,753.8	24.5%	6,080.6	27.9%
Persons in 3 Person Households#	1,311.9	18.3%	3,921.0	18.0%
Persons in 4 Person Households#	1,924.0	26.9%	5,339.6	24.5%
Persons in 5+ Person Households#	1,816.2	25.4%	4,486.1	20.6%
Persons in 1 TV Households#	1,255.7	17.6%	6,467.5	29.6%
Persons in 2 TV Households#	2,523.7	35.3%	7,729.2	35.4%
Persons in 3+ TV Households#	3,370.6	47.1%	7,622.6	34.9%

UE - Universe Estimate

Quarter 2, 2013 refers to reporting quarter date range Sunday 31st March - Saturday 29th June, 2013

* 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, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,434.8	100.0%	8,446.0	100.0%
1 Person Households#	344.1	14.1%	1,992.0	23.6%
2 Person Households#	876.9	36.0%	3,040.3	36.0%
3 Person Households#	437.3	18.0%	1,307.0	15.5%
4 Person Households#	481.0	19.8%	1,334.9	15.8%
5+ Person Households#	295.5	12.1%	771.8	9.1%
1 TV Households#	572.9	23.5%	3,223.3	38.2%
2 TVs Households#	937.6	38.5%	3,017.4	35.7%
3+ TVs Households#	924.3	38.0%	2,205.3	26.1%
Households receiving FTA channels	2,434.8	100.0%	8,446.0	100.0%
Households receiving STV channels	2,434.8	100.0%	2,434.8	28.8%
Grocery Buyers#	2,434.8	100.0%	8,446.0	100.0%
Grocery Buyers Working	1,322.4	54.3%	4,238.7	50.2%
Grocery Buyers Not Working	1,112.4	45.7%	4,207.3	49.8%
Grocery Buyers 18-39	677.0	27.8%	2,344.7	27.8%
Grocery Buyers 18-54	1,534.8	63.0%	4,963.3	58.8%
Grocery Buyers Age 25-54	1,471.1	60.4%	4,731.0	56.0%
Grocery Buyers Age 40-54	857.8	35.2%	2,618.6	31.0%
Grocery Buyers Age 55-64	468.1	19.2%	1,502.5	17.8%
Grocery Buyers Age 65+	431.9	17.7%	1,980.2	23.4%

UE - Universe Estimate

Quarter 2, 2013 refers to reporting quarter date range Sunday 31st March - Saturday 29th June, 2013

* 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, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	752.3	30.9%	2,596.5	30.7%
Grocery Buyers Female	1,682.5	69.1%	5,849.5	69.3%
Grocery Buyers Female Age 25-49	833.6	34.2%	2,718.5	32.2%
Grocery Buyers 0 Children#	1,586.6	65.2%	5,815.1	68.9%
Grocery Buyers 1-2 Children#	681.7	28.0%	2,116.8	25.1%
Grocery Buyers 3+ Children#	166.5	6.8%	514.1	6.1%
Grocery Buyers Children 0-2	200.3	8.2%	676.0	8.0%
Grocery Buyers Children 0-4	308.9	12.7%	1,024.7	12.1%
Grocery Buyers Children 0-12	633.2	26.0%	2,026.5	24.0%
Grocery Buyers Children 0-15	762.9	31.3%	2,385.0	28.2%
Grocery Buyers Children 0-17	848.2	34.8%	2,630.9	31.1%
Grocery Buyers Children 5-12	468.1	19.2%	1,466.5	17.4%
Grocery Buyers Children 5-17	692.8	28.5%	2,095.2	24.8%
Grocery Buyers Children 13-17	368.4	15.1%	1,040.6	12.3%

UE - Universe Estimate

Quarter 2, 2013 refers to reporting quarter date range Sunday 31st March - Saturday 29th June, 2013

* 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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,933	100.0%
People 2+	3,848	97.8%
Children 0-4	260	6.6%
Children 2-9	420	10.7%
Children 5-12	390	9.9%
Children 10-17	428	10.9%
Children 13-17	281	7.1%
Children 0-17	931	23.7%
Total Males	2,014	51.2%
Male 0-4	131	3.3%
Male 5-9	128	3.3%
Male 10-12	74	1.9%
Male 13-15	86	2.2%
Male 16-17	62	1.6%
Male 18-24	227	5.8%
Male 25-29	147	3.7%
Male 30-34	130	3.3%
Male 35-39	138	3.5%
Male 40-44	142	3.6%
Male 45-49	144	3.7%
Male 50-54	143	3.6%
Male 55-59	128	3.3%
Male 60-64	118	3.0%
Male 65+	216	5.5%

Quarter 2, 2013 refers to reporting quarter date range Sunday 31st March - Saturday 29th June, 2013

* 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 2, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,917	48.7%
Female 0-4	129	3.3%
Female 5-9	115	2.9%
Female 10-12	73	1.9%
Female 13-15	80	2.0%
Female 16-17	53	1.3%
Female 18-24	195	5.0%
Female 25-29	137	3.5%
Female 30-34	126	3.2%
Female 35-39	141	3.6%
Female 40-44	140	3.6%
Female 45-49	145	3.7%
Female 50-54	147	3.7%
Female 55-59	121	3.1%
Female 60-64	108	2.7%
Female 65+	207	5.3%
Female 25-54 with Children	445	11.3%
Working 16+	1,764	44.9%
Not Working 16+	1,352	34.4%

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

Approximate Sample Size Quarter 2, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	766	19.5%
Occupation Group 1 16-39	317	8.1%
Occupation Group 1 25-54	595	15.1%
Occupation Group 1 40-54	317	8.1%
Occupation Group 1 35+	553	14.1%
Occupation Group 1 55+	132	3.4%
Occupation Group 2	582	14.8%
Occupation Group 2 16-39	294	7.5%
Occupation Group 2 40-54	204	5.2%
Occupation Group 2 55+	84	2.1%
Occupation Group 3	208	5.3%
Occupation Group 3 16-39	123	3.1%
Occupation Group 3 40-54	59	1.5%
Occupation Group 3 55+	26	0.7%
Occupation Group 1-3 35-49	574	14.6%
Occupation Group 4	86	2.2%
Occupation Group 4 16-39	33	0.8%
Occupation Group 4 40-54	34	0.9%
Occupation Group 4 55+	19	0.5%
Occupation Group 5	123	3.1%
Occupation Group 5 16-39	58	1.5%
Occupation Group 5 40-54	44	1.1%
Occupation Group 5 55+	21	0.5%
Male Occupation Group 1-2 25-54	456	11.6%

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Approximate Sample Size Quarter 2, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	189	4.8%
Persons in 2 Person Households	964	24.5%
Persons in 3 Person Households	721	18.3%
Persons in 4 Person Households	1,058	26.9%
Persons in 5+ Person Households	999	25.4%
Persons in 1 TV Households	691	17.6%
Persons in 2 TV Households	1,388	35.3%
Persons in 3+ TV Households	1,854	47.1%

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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 2, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,339	100.0%
1 Person Households	189	14.1%
2 Person Households	482	36.0%
3 Person Households	240	17.9%
4 Person Households	265	19.8%
5+ Person Households	163	12.2%
1 TV Households	315	23.5%
2 TVs Households	516	38.5%
3+ TVs Households	508	37.9%
Households receiving FTA channels	1,339	100.0%
Households receiving STV channels	1,339	100.0%
Grocery Buyers	1,339	100.0%
Grocery Buyers Working	727	54.3%
Grocery Buyers Not Working	612	45.7%
Grocery Buyers 18-39	372	27.8%
Grocery Buyers 18-54	844	63.0%
Grocery Buyers Age 25-54	809	60.4%
Grocery Buyers Age 40-54	472	35.3%
Grocery Buyers Age 55-64	257	19.2%
Grocery Buyers Age 65+	238	17.8%

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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 2, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	414	30.9%
Grocery Buyers Female	925	69.1%
Grocery Buyers Female Age 25-49	458	34.2%
Grocery Buyers 0 Children	873	65.2%
Grocery Buyers 1-2 Children	375	28.0%
Grocery Buyers 3+ Children	92	6.9%
Grocery Buyers Children 0-2	110	8.2%
Grocery Buyers Children 0-4	170	12.7%
Grocery Buyers Children 0-12	348	26.0%
Grocery Buyers Children 0-15	420	31.4%
Grocery Buyers Children 0-17	466	34.8%
Grocery Buyers Children 5-12	257	19.2%
Grocery Buyers Children 5-17	381	28.5%
Grocery Buyers Children 13-17	203	15.2%

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

Universe Estimates Quarter 1, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,219.9	100.0%	21,819.3	100.0%
People 2+	7,061.6	97.8%	21,359.3	97.9%
Children 0-4	493.9	6.8%	1,426.6	6.5%
Children 2-9	782.5	10.8%	2,285.5	10.5%
Children 5-12	710.0	9.8%	2,109.7	9.7%
Children 10-17	768.5	10.6%	2,173.1	10.0%
Children 13-17	505.4	7.0%	1,382.3	6.3%
Children 0-17	1,709.3	23.7%	4,918.6	22.5%
Total Males	3,719.1	51.5%	10,838.8	49.7%
Male 0-4#	252.4	3.5%	731.9	3.4%
Male 5-9#	232.5	3.2%	677.7	3.1%
Male 10-12#	128.6	1.8%	404.7	1.9%
Male 13-15#	152.5	2.1%	416.3	1.9%
Male 16-17#	109.6	1.5%	291.6	1.3%
Male 18-24#	438.0	6.1%	1,112.0	5.1%
Male 25-29#	289.4	4.0%	837.7	3.8%
Male 30-34#	259.4	3.6%	752.5	3.4%
Male 35-39#	250.7	3.5%	750.0	3.4%
Male 40-44#	257.6	3.6%	758.9	3.5%
Male 45-49#	261.0	3.6%	738.2	3.4%
Male 50-54#	256.7	3.6%	717.5	3.3%
Male 55-59#	228.6	3.2%	637.9	2.9%
Male 60-64#	214.1	3.0%	604.0	2.8%
Male 65+#	388.0	5.4%	1,407.9	6.5%

UE - Universe Estimate

Quarter 1, 2013 refers to reporting quarter date range Sunday 30th December, 2012 - Saturday 30th March, 2013

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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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,500.8	48.5%	10,980.5	50.3%
Female 0-4#	241.5	3.3%	694.7	3.2%
Female 5-9#	214.4	3.0%	641.2	2.9%
Female 10-12#	134.5	1.9%	386.1	1.8%
Female 13-15#	144.2	2.0%	396.2	1.8%
Female 16-17#	99.1	1.4%	278.2	1.3%
Female 18-24#	365.2	5.1%	1,063.2	4.9%
Female 25-29#	263.3	3.6%	813.7	3.7%
Female 30-34#	235.4	3.3%	750.0	3.4%
Female 35-39#	259.6	3.6%	758.2	3.5%
Female 40-44#	252.1	3.5%	775.7	3.6%
Female 45-49#	259.8	3.6%	753.5	3.5%
Female 50-54#	269.3	3.7%	739.1	3.4%
Female 55-59#	211.3	2.9%	659.1	3.0%
Female 60-64#	198.0	2.7%	620.9	2.8%
Female 65+#	353.1	4.9%	1,650.7	7.6%
Female 25-54 with Children	841.8	11.7%	2,406.8	11.0%
Working 16+	3,354.7	46.5%	9,326.8	42.7%
Not Working 16+	2,364.6	32.8%	8,143.7	37.3%

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, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,346.3	18.6%	3,697.3	16.9%
Occupation Group 1 16-39	553.5	7.7%	1,599.8	7.3%
Occupation Group 1 25-54	1,010.3	14.0%	2,803.9	12.9%
Occupation Group 1 40-54	539.1	7.5%	1,404.5	6.4%
Occupation Group 1 35+	969.3	13.4%	2,621.7	12.0%
Occupation Group 1 55+	253.7	3.5%	693.0	3.2%
Occupation Group 2	1,108.7	15.4%	3,189.2	14.6%
Occupation Group 2 16-39	553.9	7.7%	1,584.2	7.3%
Occupation Group 2 40-54	384.8	5.3%	1,111.0	5.1%
Occupation Group 2 55+	170.0	2.4%	494.0	2.3%
Occupation Group 3	467.2	6.5%	1,274.1	5.8%
Occupation Group 3 16-39	280.1	3.9%	759.2	3.5%
Occupation Group 3 40-54	125.6	1.7%	363.1	1.7%
Occupation Group 3 55+	61.5	0.9%	151.8	0.7%
Occupation Group 1-3 35-49	1,040.6	14.4%	2,992.6	13.7%
Occupation Group 4	182.7	2.5%	474.9	2.2%
Occupation Group 4 16-39	73.4	1.0%	191.4	0.9%
Occupation Group 4 40-54	70.9	1.0%	188.5	0.9%
Occupation Group 4 55+	38.4	0.5%	95.0	0.4%
Occupation Group 5	249.8	3.5%	691.3	3.2%
Occupation Group 5 16-39	125.1	1.7%	333.9	1.5%
Occupation Group 5 40-54	79.7	1.1%	242.3	1.1%
Occupation Group 5 55+	45.0	0.6%	115.1	0.5%
Male Occupation Group 1-2 25-54	858.0	11.9%	2,316.0	10.6%

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 1, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	322.6	4.5%	1,992.0	9.1%
Persons in 2 Person Households#	1,726.8	23.9%	6,080.6	27.9%
Persons in 3 Person Households#	1,388.1	19.2%	3,921.0	18.0%
Persons in 4 Person Households#	1,929.2	26.7%	5,339.6	24.5%
Persons in 5+ Person Households#	1,853.2	25.7%	4,486.1	20.6%
Persons in 1 TV Households#	1,262.8	17.5%	6,467.5	29.6%
Persons in 2 TV Households#	2,535.3	35.1%	7,729.2	35.4%
Persons in 3+ TV Households#	3,421.8	47.4%	7,622.6	34.9%

UE - Universe Estimate

Quarter 1, 2013 refers to reporting quarter date range Sunday 30th December, 2012 - Saturday 30th March, 2013

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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, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,431.4	100.0%	8,446.0	100.0%
1 Person Households#	322.6	13.3%	1,992.0	23.6%
2 Person Households#	863.4	35.5%	3,040.3	36.0%
3 Person Households#	462.7	19.0%	1,307.0	15.5%
4 Person Households#	482.3	19.8%	1,334.9	15.8%
5+ Person Households#	300.4	12.4%	771.8	9.1%
1 TV Households#	575.6	23.7%	3,223.3	38.2%
2 TVs Households#	927.1	38.1%	3,017.4	35.7%
3+ TVs Households#	928.7	38.2%	2,205.3	26.1%
Households receiving FTA channels	2,431.4	100.0%	8,446.0	100.0%
Households receiving STV channels	2,431.4	100.0%	2,431.4	28.8%
Grocery Buyers#	2,431.4	100.0%	8,446.0	100.0%
Grocery Buyers Working	1,374.6	56.5%	4,238.7	50.2%
Grocery Buyers Not Working	1,056.8	43.5%	4,207.3	49.8%
Grocery Buyers 18-39	677.6	27.9%	2,344.7	27.8%
Grocery Buyers 18-54	1,543.2	63.5%	4,963.3	58.8%
Grocery Buyers Age 25-54	1,486.2	61.1%	4,731.0	56.0%
Grocery Buyers Age 40-54	865.6	35.6%	2,618.6	31.0%
Grocery Buyers Age 55-64	463.5	19.1%	1,502.5	17.8%
Grocery Buyers Age 65+	424.7	17.5%	1,980.2	23.4%

UE - Universe Estimate

Quarter 1, 2013 refers to reporting quarter date range Sunday 30th December, 2012 - Saturday 30th March, 2013

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

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

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

Universe Estimates Quarter 1, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	732.6	30.1%	2,596.5	30.7%
Grocery Buyers Female	1,698.8	69.9%	5,849.5	69.3%
Grocery Buyers Female Age 25-49	855.1	35.2%	2,718.5	32.2%
Grocery Buyers 0 Children#	1,538.7	63.3%	5,815.1	68.9%
Grocery Buyers 1-2 Children#	714.8	29.4%	2,116.8	25.1%
Grocery Buyers 3+ Children#	177.9	7.3%	514.1	6.1%
Grocery Buyers Children 0-2	219.5	9.0%	676.0	8.0%
Grocery Buyers Children 0-4	336.1	13.8%	1,024.7	12.1%
Grocery Buyers Children 0-12	671.4	27.6%	2,026.5	24.0%
Grocery Buyers Children 0-15	805.0	33.1%	2,385.0	28.2%
Grocery Buyers Children 0-17	892.7	36.7%	2,630.9	31.1%
Grocery Buyers Children 5-12	490.7	20.2%	1,466.5	17.4%
Grocery Buyers Children 5-17	722.1	29.7%	2,095.2	24.8%
Grocery Buyers Children 13-17	376.1	15.5%	1,040.6	12.3%

UE - Universe Estimate

Quarter 1, 2013 refers to reporting quarter date range Sunday 30th December, 2012 - Saturday 30th March, 2013

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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 1, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,977	100.0%
People 2+	3,888	97.8%
Children 0-4	272	6.8%
Children 2-9	431	10.8%
Children 5-12	391	9.8%
Children 10-17	423	10.6%
Children 13-17	278	7.0%
Children 0-17	941	23.7%
Total Males	2,048	51.5%
Male 0-4	139	3.5%
Male 5-9	128	3.2%
Male 10-12	71	1.8%
Male 13-15	84	2.1%
Male 16-17	60	1.5%
Male 18-24	241	6.1%
Male 25-29	159	4.0%
Male 30-34	143	3.6%
Male 35-39	138	3.5%
Male 40-44	142	3.6%
Male 45-49	144	3.6%
Male 50-54	141	3.5%
Male 55-59	126	3.2%
Male 60-64	118	3.0%
Male 65+	214	5.4%

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

Approximate Sample Size Quarter 1, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,927	48.5%
Female 0-4	133	3.3%
Female 5-9	118	3.0%
Female 10-12	74	1.9%
Female 13-15	79	2.0%
Female 16-17	55	1.4%
Female 18-24	201	5.1%
Female 25-29	145	3.6%
Female 30-34	130	3.3%
Female 35-39	143	3.6%
Female 40-44	139	3.5%
Female 45-49	143	3.6%
Female 50-54	148	3.7%
Female 55-59	116	2.9%
Female 60-64	109	2.7%
Female 65+	194	4.9%
Female 25-54 with Children	464	11.7%
Working 16+	1,847	46.4%
Not Working 16+	1,302	32.7%

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Approximate Sample Size Quarter 1, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	741	18.6%
Occupation Group 1 16-39	305	7.7%
Occupation Group 1 25-54	556	14.0%
Occupation Group 1 40-54	297	7.5%
Occupation Group 1 35+	534	13.4%
Occupation Group 1 55+	140	3.5%
Occupation Group 2	611	15.4%
Occupation Group 2 16-39	305	7.7%
Occupation Group 2 40-54	212	5.3%
Occupation Group 2 55+	94	2.4%
Occupation Group 3	257	6.5%
Occupation Group 3 16-39	154	3.9%
Occupation Group 3 40-54	69	1.7%
Occupation Group 3 55+	34	0.9%
Occupation Group 1-3 35-49	573	14.4%
Occupation Group 4	101	2.5%
Occupation Group 4 16-39	40	1.0%
Occupation Group 4 40-54	39	1.0%
Occupation Group 4 55+	21	0.5%
Occupation Group 5	138	3.5%
Occupation Group 5 16-39	69	1.7%
Occupation Group 5 40-54	44	1.1%
Occupation Group 5 55+	25	0.6%
Male Occupation Group 1-2 25-54	473	11.9%

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Approximate Sample Size Quarter 1, 2013 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	178	4.5%
Persons in 2 Person Households	951	23.9%
Persons in 3 Person Households	764	19.2%
Persons in 4 Person Households	1,062	26.7%
Persons in 5+ Person Households	1,021	25.7%
Persons in 1 TV Households	695	17.5%
Persons in 2 TV Households	1,396	35.1%
Persons in 3+ TV Households	1,884	47.4%

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

Approximate Sample Size Quarter 1, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,339	100.0%
1 Person Households	178	13.3%
2 Person Households	475	35.5%
3 Person Households	255	19.0%
4 Person Households	266	19.9%
5+ Person Households	165	12.3%
1 TV Households	317	23.7%
2 TVs Households	511	38.2%
3+ TVs Households	511	38.2%
Households receiving FTA channels	1,339	100.0%
Households receiving STV channels	1,339	100.0%
Grocery Buyers	1,339	100.0%
Grocery Buyers Working	757	56.5%
Grocery Buyers Not Working	582	43.5%
Grocery Buyers 18-39	373	27.9%
Grocery Buyers 18-54	850	63.5%
Grocery Buyers Age 25-54	818	61.1%
Grocery Buyers Age 40-54	477	35.6%
Grocery Buyers Age 55-64	255	19.0%
Grocery Buyers Age 65+	234	17.5%

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Approximate Sample Size Quarter 1, 2013 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	403	30.1%
Grocery Buyers Female	936	69.9%
Grocery Buyers Female Age 25-49	471	35.2%
Grocery Buyers 0 Children	847	63.3%
Grocery Buyers 1-2 Children	394	29.4%
Grocery Buyers 3+ Children	98	7.3%
Grocery Buyers Children 0-2	121	9.0%
Grocery Buyers Children 0-4	185	13.8%
Grocery Buyers Children 0-12	370	27.6%
Grocery Buyers Children 0-15	443	33.1%
Grocery Buyers Children 0-17	492	36.7%
Grocery Buyers Children 5-12	270	20.2%
Grocery Buyers Children 5-17	398	29.7%
Grocery Buyers Children 13-17	207	15.5%

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