

Universe Estimates Quarter 1, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,108.6	100.0%	23,922.7	100.0%
People 2+	6,987.7	98.3%	23,457.5	98.1%
Children 0-4	412.1	5.8%	1,487.7	6.2%
Children 2-9	756.9	10.6%	2,545.0	10.6%
Children 5-12	763.9	10.7%	2,399.0	10.0%
Children 10-17	813.2	11.4%	2,308.6	9.7%
Children 13-17	515.0	7.2%	1,432.0	6.0%
Children 0-17	1,691.0	23.8%	5,318.8	22.2%
Total Males	3,536.9	49.8%	11,848.8	49.5%
Male 0-4#	219.4	3.1%	764.8	3.2%
Male 5-9#	234.8	3.3%	781.4	3.3%
Male 10-12#	153.5	2.2%	451.1	1.9%
Male 13-15#	156.4	2.2%	445.8	1.9%
Male 16-17#	112.8	1.6%	290.3	1.2%
Male 18-24#	322.2	4.5%	1,148.9	4.8%
Male 25-29#	181.7	2.6%	903.9	3.8%
Male 30-34#	197.1	2.8%	878.5	3.7%
Male 35-39#	203.5	2.9%	836.0	3.5%
Male 40-44#	221.0	3.1%	742.7	3.1%
Male 45-49#	266.8	3.8%	780.4	3.3%
Male 50-54#	244.3	3.4%	697.6	2.9%
Male 55-59#	251.0	3.5%	712.0	3.0%
Male 60-64#	221.5	3.1%	630.1	2.6%
Male 65+#	551.1	7.8%	1,785.1	7.5%

UE - Universe Estimate

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STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.

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National Subscription TV Weighting Categories for STU homes. 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+

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,571.7	50.2%	12,073.9	50.5%
Female 0-4#	192.8	2.7%	722.9	3.0%
Female 5-9#	230.8	3.2%	741.0	3.1%
Female 10-12#	144.8	2.0%	425.4	1.8%
Female 13-15#	144.3	2.0%	421.2	1.8%
Female 16-17#	101.5	1.4%	274.8	1.1%
Female 18-24#	289.3	4.1%	1,094.4	4.6%
Female 25-29#	207.4	2.9%	897.4	3.8%
Female 30-34#	198.3	2.8%	904.0	3.8%
Female 35-39#	225.9	3.2%	846.8	3.5%
Female 40-44#	255.2	3.6%	750.7	3.1%
Female 45-49#	279.3	3.9%	814.3	3.4%
Female 50-54#	253.2	3.6%	732.9	3.1%
Female 55-59#	263.2	3.7%	743.4	3.1%
Female 60-64#	230.2	3.2%	671.4	2.8%
Female 65+ #	555.7	7.8%	2,033.4	8.5%
Female 25-54 with Children	785.6	11.1%	2,451.3	10.2%
Working 16+	3,365.4	47.3%	11,259.7	47.1%
Not Working 16+	2,266.5	31.9%	7,909.3	33.1%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,490.7	21.0%	5,220.5	21.8%
Occupation Group 1 16-39	476.2	6.7%	2,244.1	9.4%
Occupation Group 1 25-54	1,029.4	14.5%	3,852.0	16.1%
Occupation Group 1 40-54	625.6	8.8%	1,879.5	7.9%
Occupation Group 1 35+	1,182.4	16.6%	3,691.0	15.4%
Occupation Group 1 55+	388.9	5.5%	1,097.0	4.6%
Occupation Group 2	1,146.0	16.1%	3,379.5	14.1%
Occupation Group 2 16-39	517.6	7.3%	1,741.0	7.3%
Occupation Group 2 40-54	386.8	5.4%	1,045.9	4.4%
Occupation Group 2 55+	241.6	3.4%	592.6	2.5%
Occupation Group 3	345.0	4.9%	1,384.6	5.8%
Occupation Group 3 16-39	169.6	2.4%	774.1	3.2%
Occupation Group 3 40-54	110.2	1.5%	392.1	1.6%
Occupation Group 3 55+	65.2	0.9%	218.3	0.9%
Occupation Group 1-3 35-49	1,061.8	14.9%	3,519.7	14.7%
Occupation Group 4	190.2	2.7%	587.6	2.5%
Occupation Group 4 16-39	67.6	1.0%	236.4	1.0%
Occupation Group 4 40-54	73.2	1.0%	207.6	0.9%
Occupation Group 4 55+	49.5	0.7%	143.6	0.6%
Occupation Group 5	193.5	2.7%	687.6	2.9%
Occupation Group 5 16-39	93.1	1.3%	358.1	1.5%
Occupation Group 5 40-54	62.2	0.9%	203.5	0.9%
Occupation Group 5 55+	38.2	0.5%	126.0	0.5%
Male Occupation Group 1-2 25-54	810.9	11.4%	3,075.0	12.9%

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National Subscription TV Weighting Categories for STU homes. 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+

Universe Estimates Quarter 1, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	384.4	5.4%	2,378.0	9.9%
Persons in 2 Person Households#	1,873.2	26.4%	6,895.5	28.8%
Persons in 3 Person Households#	1,299.1	18.3%	4,237.5	17.7%
Persons in 4 Person Households#	1,813.2	25.5%	5,387.3	22.5%
Persons in 5+ Person Households#	1,738.7	24.5%	5,024.4	21.0%
Persons in 1 TV Households#	1,666.4	23.4%	9,160.5	38.3%
Persons in 2 TV Households#	2,396.2	33.7%	7,937.3	33.2%
Persons in 3+ TV Households#	3,046.0	42.9%	6,824.9	28.5%

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Universe Estimates Quarter 1, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,528.3	100.0%	9,499.4	100.0%
1 Person Households#	384.4	15.2%	2,378.0	25.0%
2 Person Households#	936.6	37.0%	3,447.7	36.3%
3 Person Households#	433.0	17.1%	1,412.5	14.9%
4 Person Households#	453.3	17.9%	1,346.8	14.2%
5+ Person Households#	321.0	12.7%	914.4	9.6%
1 TV Households#	720.9	28.5%	4,203.1	44.2%
2 TVs Households#	898.7	35.5%	3,110.9	32.7%
3+ TVs Households#	908.7	35.9%	2,185.4	23.0%
Households receiving FTA channels	2,528.3	100.0%	9,499.4	100.0%
Households receiving STV channels	2,528.3	100.0%	2,528.3	26.6%
- STU STV (Cable/Satellite)	2,441.8	96.6%	2,441.8	25.7%
- IDS-only STV (Internet Delivered Only)	86.5	3.4%	86.5	0.9%
Grocery Buyers#	2,528.3	100.0%	9,499.4	100.0%
Grocery Buyers Working	1,358.4	53.7%	5,214.2	54.9%
Grocery Buyers Not Working	1,169.8	46.3%	4,285.3	45.1%
Grocery Buyers 18-39	563.8	22.3%	2,913.0	30.7%
Grocery Buyers 18-54	1,397.1	55.3%	5,475.9	57.6%
Grocery Buyers Age 25-54	1,325.1	52.4%	4,945.8	52.1%
Grocery Buyers Age 40-54	833.2	33.0%	2,562.8	27.0%
Grocery Buyers Age 55-64	523.8	20.7%	1,602.0	16.9%
Grocery Buyers Age 65+	607.4	24.0%	2,421.5	25.5%

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Grocery Buyers Male	861.2	34.1%	3,685.3	38.8%
Grocery Buyers Female	1,667.1	65.9%	5,814.1	61.2%
Grocery Buyers Female Age 25-49	707.1	28.0%	2,468.6	26.0%
Grocery Buyers 0 Children#	1,715.0	67.8%	6,867.6	72.3%
Grocery Buyers 1-2 Children#	647.9	25.6%	2,121.3	22.3%
Grocery Buyers 3+ Children#	165.4	6.5%	510.5	5.4%
Grocery Buyers Children 0-2	155.4	6.1%	598.7	6.3%
Grocery Buyers Children 0-4	259.2	10.3%	944.9	9.9%
Grocery Buyers Children 0-12	604.3	23.9%	2,044.4	21.5%
Grocery Buyers Children 0-15	729.8	28.9%	2,404.7	25.3%
Grocery Buyers Children 0-17	857.7	33.9%	2,631.8	27.7%
Grocery Buyers Children 5-12	477.3	18.9%	1,543.1	16.2%
Grocery Buyers Children 5-17	694.3	27.5%	2,151.4	22.6%
Grocery Buyers Children 13-17	370.0	14.6%	1,046.2	11.0%

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