

Universe Estimates Quarter 4, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7298.4	100.0%	21352.0	100.0%
People 2+	7141.1	97.8%	20892.4	97.8%
Children 0-4	470.9	6.5%	1396.0	6.5%
Children 2-9	751.9	10.3%	2219.5	10.4%
Children 5-12	716.6	9.8%	2076.6	9.7%
Children 10-17	816.4	11.2%	2193.9	10.3%
Children 13-17	538.1	7.4%	1400.4	6.6%
Children 0-17	1725.6	23.6%	4873.0	22.8%
Total Males	3764.1	51.6%	10616.1	49.7%
Male 0-4#	240.9	3.3%	717.2	3.4%
Male 5-9#	233.5	3.2%	657.8	3.1%
Male 10-12#	142.9	2.0%	406.5	1.9%
Male 13-15#	167.4	2.3%	419.8	2.0%
Male 16-17#	118.7	1.6%	297.8	1.4%
Male 18-24#	453.0	6.2%	1108.8	5.2%
Male 25-29#	298.2	4.1%	818.3	3.8%
Male 30-34#	245.1	3.4%	717.6	3.4%
Male 35-39#	270.7	3.7%	777.3	3.6%
Male 40-44#	259.0	3.5%	719.2	3.4%
Male 45-49#	280.1	3.8%	752.4	3.5%
Male 50-54#	249.8	3.4%	688.4	3.2%
Male 55-59#	236.0	3.2%	620.2	2.9%
Male 60-64#	215.4	3.0%	592.9	2.8%
Male 65+#	353.4	4.8%	1321.9	6.2%

UE - Universe Estimate

Quarter 4, 2011 refers to reporting quarter date range Sunday 25th September, 2011 - Saturday 31st December, 2011

* 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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3534.3	48.4%	10735.9	50.3%
Female 0-4#	230.0	3.2%	678.8	3.2%
Female 5-9#	204.8	2.8%	625.3	2.9%
Female 10-12#	135.4	1.9%	387.0	1.8%
Female 13-15#	145.4	2.0%	399.8	1.9%
Female 16-17#	106.6	1.5%	283.0	1.3%
Female 18-24#	391.0	5.4%	1047.8	4.9%
Female 25-29#	275.7	3.8%	791.0	3.7%
Female 30-34#	231.5	3.2%	713.4	3.3%
Female 35-39#	269.2	3.7%	789.6	3.7%
Female 40-44#	254.1	3.5%	727.6	3.4%
Female 45-49#	282.3	3.9%	769.1	3.6%
Female 50-54#	249.3	3.4%	709.5	3.3%
Female 55-59#	226.4	3.1%	641.3	3.0%
Female 60-64#	188.9	2.6%	601.3	2.8%
Female 65+ #	343.7	4.7%	1571.4	7.4%
Female 25-54 with Children	861.5	11.8%	2401.7	11.2%
Working 16+	3449.3	47.3%	9580.1	44.9%
Not Working 16+	2348.8	32.2%	7479.7	35.0%

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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1297.2	17.8%	3591.1	16.8%
Occupation Group 1 16-39	543.4	7.4%	1549.0	7.3%
Occupation Group 1 25-54	965.5	13.2%	2714.0	12.7%
Occupation Group 1 40-54	500.7	6.9%	1368.6	6.4%
Occupation Group 1 35+	937.6	12.8%	2579.8	12.1%
Occupation Group 1 55+	253.1	3.5%	673.5	3.2%
Occupation Group 2	1143.8	15.7%	3132.8	14.7%
Occupation Group 2 16-39	564.4	7.7%	1520.6	7.1%
Occupation Group 2 40-54	405.9	5.6%	1131.8	5.3%
Occupation Group 2 55+	173.5	2.4%	480.4	2.2%
Occupation Group 3	530.9	7.3%	1584.1	7.4%
Occupation Group 3 16-39	315.0	4.3%	920.2	4.3%
Occupation Group 3 40-54	146.8	2.0%	451.7	2.1%
Occupation Group 3 55+	69.1	0.9%	212.2	1.0%
Occupation Group 1-3 35-49	1085.0	14.9%	3109.6	14.6%
Occupation Group 4	204.3	2.8%	549.3	2.6%
Occupation Group 4 16-39	78.1	1.1%	215.7	1.0%
Occupation Group 4 40-54	82.1	1.1%	221.6	1.0%
Occupation Group 4 55+	44.1	0.6%	112.0	0.5%
Occupation Group 5	273.1	3.7%	722.8	3.4%
Occupation Group 5 16-39	134.1	1.8%	336.6	1.6%
Occupation Group 5 40-54	94.1	1.3%	252.5	1.2%
Occupation Group 5 55+	44.9	0.6%	133.7	0.6%
Male Occupation Group 1-2 25-54	915.0	12.5%	2521.3	11.8%

UE - Universe Estimate

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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 4, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	320.4	4.4%	1839.6	8.6%
Persons in 2 Person Households#	1736.2	23.8%	5748.4	26.9%
Persons in 3 Person Households#	1358.7	18.6%	3815.4	17.9%
Persons in 4 Person Households#	1929.2	26.4%	5326.8	24.9%
Persons in 5+ Person Households#	1953.9	26.8%	4621.8	21.6%
Persons in 1 TV Households#	1240.4	17.0%	5402.4	25.3%
Persons in 2 TV Households#	2501.8	34.3%	7555.2	35.4%
Persons in 3+ TV Households#	3556.2	48.7%	8394.4	39.3%

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 4, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2428.6	100.0%	8080.0	100.0%
1 Person Households#	320.4	13.2%	1839.6	22.8%
2 Person Households#	868.1	35.7%	2874.2	35.6%
3 Person Households#	452.9	18.6%	1271.8	15.7%
4 Person Households#	482.3	19.9%	1331.7	16.5%
5+ Person Households#	304.9	12.6%	762.7	9.4%
1 TV Households#	560.1	23.1%	2659.0	32.9%
2 TVs Households#	909.9	37.5%	2956.3	36.6%
3+ TVs Households#	958.6	39.5%	2464.7	30.5%
Households receiving FTA channels	2428.6	100.0%	8080.0	100.0%
Households receiving STV channels	2428.6	100.0%	2428.6	30.1%
Grocery Buyers#	2428.6	100.0%	8080.0	100.0%
Grocery Buyers Working	1378.5	56.8%	4215.3	52.2%
Grocery Buyers Not Working	1050.1	43.2%	3864.7	47.8%
Grocery Buyers 18-39	723.9	29.8%	2319.3	28.7%
Grocery Buyers 18-54	1567.9	64.6%	4786.7	59.2%
Grocery Buyers Age 25-54	1500.6	61.8%	4543.2	56.2%
Grocery Buyers Age 40-54	844.0	34.8%	2467.4	30.5%
Grocery Buyers Age 55-64	469.0	19.3%	1447.9	17.9%
Grocery Buyers Age 65+	391.7	16.1%	1845.4	22.8%

UE - Universe Estimate

Quarter 4, 2011 refers to reporting quarter date range Sunday 25th September, 2011 - Saturday 31st December, 2011

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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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	715.4	29.5%	2373.5	29.4%
Grocery Buyers Female	1713.2	70.5%	5706.5	70.6%
Grocery Buyers Female Age 25-49	900.9	37.1%	2690.1	33.3%
Grocery Buyers 0 Children#	1534.4	63.2%	5541.5	68.6%
Grocery Buyers 1-2 Children#	712.5	29.3%	2058.0	25.5%
Grocery Buyers 3+ Children#	181.7	7.5%	480.5	5.9%
Grocery Buyers Children 0-2	228.4	9.4%	662.5	8.2%
Grocery Buyers Children 0-4	335.3	13.8%	997.8	12.3%
Grocery Buyers Children 0-12	674.1	27.8%	1935.8	24.0%
Grocery Buyers Children 0-15	807.8	33.3%	2302.3	28.5%
Grocery Buyers Children 0-17	894.2	36.8%	2538.5	31.4%
Grocery Buyers Children 5-12	487.0	20.1%	1376.0	17.0%
Grocery Buyers Children 5-17	718.5	29.6%	2007.7	24.8%
Grocery Buyers Children 13-17	389.5	16.0%	1033.3	12.8%

UE - Universe Estimate

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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.

Approximate Sample Size Quarter 4, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,766	100.0%
People 2+	3,686	97.9%
Children 0-4	239	6.4%
Children 2-9	386	10.2%
Children 5-12	370	9.8%
Children 10-17	422	11.2%
Children 13-17	278	7.4%
Children 0-17	887	23.6%
Total Males	1,941	51.5%
Male 0-4	122	3.2%
Male 5-9	119	3.2%
Male 10-12	76	2.0%
Male 13-15	87	2.3%
Male 16-17	63	1.7%
Male 18-24	232	6.2%
Male 25-29	151	4.0%
Male 30-34	129	3.4%
Male 35-39	137	3.6%
Male 40-44	131	3.5%
Male 45-49	146	3.9%
Male 50-54	131	3.5%
Male 55-59	121	3.2%
Male 60-64	111	3.0%
Male 65+	185	4.9%

Quarter 4, 2011 refers to reporting quarter date range Sunday 25th September, 2011 - Saturday 31st December, 2011

* 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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,825	48.5%
Female 0-4	118	3.1%
Female 5-9	107	2.8%
Female 10-12	69	1.8%
Female 13-15	73	1.9%
Female 16-17	56	1.5%
Female 18-24	204	5.4%
Female 25-29	141	3.7%
Female 30-34	119	3.2%
Female 35-39	139	3.7%
Female 40-44	131	3.5%
Female 45-49	147	3.9%
Female 50-54	129	3.4%
Female 55-59	117	3.1%
Female 60-64	98	2.6%
Female 65+	179	4.7%
Female 25-54 with Children	444	11.8%
Working 16+	1,786	47.4%
Not Working 16+	1,211	32.2%

Quarter 4, 2011 refers to reporting quarter date range Sunday 25th September, 2011 - Saturday 31st December, 2011

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	662	17.6%
Occupation Group 1 16-39	276	7.3%
Occupation Group 1 25-54	493	13.1%
Occupation Group 1 40-54	259	6.9%
Occupation Group 1 35+	476	12.7%
Occupation Group 1 55+	128	3.4%
Occupation Group 2	598	15.9%
Occupation Group 2 16-39	294	7.8%
Occupation Group 2 40-54	214	5.7%
Occupation Group 2 55+	91	2.4%
Occupation Group 3	287	7.6%
Occupation Group 3 16-39	170	4.5%
Occupation Group 3 40-54	78	2.1%
Occupation Group 3 55+	39	1.0%
Occupation Group 1-3 35-49	560	14.9%
Occupation Group 4	105	2.8%
Occupation Group 4 16-39	40	1.1%
Occupation Group 4 40-54	42	1.1%
Occupation Group 4 55+	22	0.6%
Occupation Group 5	134	3.6%
Occupation Group 5 16-39	65	1.7%
Occupation Group 5 40-54	45	1.2%
Occupation Group 5 55+	24	0.6%
Male Occupation Group 1-2 25-54	473	12.6%

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Approximate Sample Size Quarter 4, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	162	4.3%
Persons in 2 Person Households	902	24.0%
Persons in 3 Person Households	719	19.1%
Persons in 4 Person Households	991	26.3%
Persons in 5+ Person Households	991	26.3%
Persons in 1 TV Households	623	16.5%
Persons in 2 TV Households	1,288	34.2%
Persons in 3+ TV Households	1,855	49.2%

Quarter 4, 2011 refers to reporting quarter date range Sunday 25th September, 2011 - Saturday 31st December, 2011

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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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,256	100.0%
1 Person Households	162	12.9%
2 Person Households	451	35.9%
3 Person Households	240	19.1%
4 Person Households	248	19.7%
5+ Person Households	155	12.3%
1 TV Households	284	22.6%
2 TVs Households	470	37.5%
3+ TVs Households	501	39.9%
Households receiving FTA channels	1,256	100.0%
Households receiving STV channels	1,256	100.0%
Grocery Buyers	1,256	100.0%
Grocery Buyers Working	714	56.9%
Grocery Buyers Not Working	541	43.1%
Grocery Buyers 18-39	371	29.6%
Grocery Buyers 18-54	812	64.7%
Grocery Buyers Age 25-54	778	62.0%
Grocery Buyers Age 40-54	441	35.1%
Grocery Buyers Age 55-64	242	19.3%
Grocery Buyers Age 65+	201	16.0%

Quarter 4, 2011 refers to reporting quarter date range Sunday 25th September, 2011 - Saturday 31st December, 2011

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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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	366	29.2%
Grocery Buyers Female	889	70.8%
Grocery Buyers Female Age 25-49	468	37.3%
Grocery Buyers 0 Children	791	63.0%
Grocery Buyers 1-2 Children	372	29.6%
Grocery Buyers 3+ Children	92	7.4%
Grocery Buyers Children 0-2	115	9.2%
Grocery Buyers Children 0-4	173	13.8%
Grocery Buyers Children 0-12	348	27.8%
Grocery Buyers Children 0-15	418	33.3%
Grocery Buyers Children 0-17	465	37.0%
Grocery Buyers Children 5-12	251	20.0%
Grocery Buyers Children 5-17	373	29.7%
Grocery Buyers Children 13-17	202	16.1%

Quarter 4, 2011 refers to reporting quarter date range Sunday 25th September, 2011 - Saturday 31st December, 2011

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7284.5	100.0%	21352.0	100.0%
People 2+	7130.3	97.9%	20892.4	97.8%
Children 0-4	462.9	6.4%	1396.0	6.5%
Children 2-9	745.7	10.2%	2219.5	10.4%
Children 5-12	715.9	9.8%	2076.6	9.7%
Children 10-17	816.8	11.2%	2193.9	10.3%
Children 13-17	537.9	7.4%	1400.4	6.6%
Children 0-17	1716.7	23.6%	4873.0	22.8%
Total Males	3753.8	51.5%	10616.1	49.7%
Male 0-4#	235.5	3.2%	717.2	3.4%
Male 5-9#	229.9	3.2%	657.8	3.1%
Male 10-12#	146.2	2.0%	406.5	1.9%
Male 13-15#	1686.3	2.3%	419.8	2.0%
Male 16-17#	121.0	1.7%	297.8	1.4%
Male 18-24#	449.6	6.2%	1108.8	5.2%
Male 25-29#	291.7	4.0%	818.3	3.8%
Male 30-34#	250.5	3.4%	717.6	3.4%
Male 35-39#	264.8	3.6%	777.3	3.6%
Male 40-44#	253.3	3.5%	719.2	3.4%
Male 45-49#	282.7	3.9%	752.4	3.5%
Male 50-54#	252.8	3.5%	688.4	3.2%
Male 55-59#	234.9	3.2%	620.2	2.9%
Male 60-64#	215.2	3.0%	592.9	2.8%
Male 65+#	357.4	4.9%	1321.9	6.2%

UE - Universe Estimate

Quarter 3, 2011 refers to reporting quarter date range Sunday 26th June, 2011- Saturday 25th September, 2011

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3530.7	48.5%	10735.9	50.3%
Female 0-4#	227.4	3.1%	678.8	3.2%
Female 5-9#	207.1	2.8%	625.3	2.9%
Female 10-12#	132.7	1.8%	387.0	1.8%
Female 13-15#	140.9	1.9%	399.8	1.9%
Female 16-17#	107.7	1.5%	283.0	1.3%
Female 18-24#	394.3	5.4%	1047.8	4.9%
Female 25-29#	273.1	3.7%	791.0	3.7%
Female 30-34#	229.8	3.2%	713.4	3.3%
Female 35-39#	268.8	3.7%	789.6	3.7%
Female 40-44#	253.4	3.5%	727.6	3.4%
Female 45-49#	283.9	3.9%	769.1	3.6%
Female 50-54#	248.9	3.4%	709.5	3.3%
Female 55-59#	227.2	3.1%	641.3	3.0%
Female 60-64#	189.9	2.6%	601.3	2.8%
Female 65+ #	345.6	4.7%	1571.4	7.4%
Female 25-54 with Children	858.4	11.8%	2401.7	11.2%
Working 16+	3454.4	47.4%	9580.1	44.9%
Not Working 16+	2342.1	32.2%	7479.7	35.0%

UE - Universe Estimate

Quarter 3, 2011 refers to reporting quarter date range Sunday 26th June, 2011 - Saturday 25th September, 2011

* 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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1280.3	17.6%	3591.1	16.8%
Occupation Group 1 16-39	533.0	7.3%	1549.0	7.3%
Occupation Group 1 25-54	954.4	13.1%	2714.0	12.7%
Occupation Group 1 40-54	500.2	6.9%	1368.6	6.4%
Occupation Group 1 35+	921.5	12.7%	2579.8	12.1%
Occupation Group 1 55+	247.1	3.4%	673.5	3.2%
Occupation Group 2	1157.0	15.9%	3132.8	14.7%
Occupation Group 2 16-39	568.4	7.8%	1520.6	7.1%
Occupation Group 2 40-54	413.3	5.7%	1131.8	5.3%
Occupation Group 2 55+	175.3	2.4%	480.4	2.2%
Occupation Group 3	555.7	7.6%	1584.1	7.4%
Occupation Group 3 16-39	328.8	4.5%	920.2	4.3%
Occupation Group 3 40-54	150.7	2.1%	451.7	2.1%
Occupation Group 3 55+	76.2	1.0%	212.2	1.0%
Occupation Group 1-3 35-49	1083.2	14.9%	3109.6	14.6%
Occupation Group 4	202.4	2.8%	549.3	2.6%
Occupation Group 4 16-39	76.8	1.1%	215.7	1.0%
Occupation Group 4 40-54	82.1	1.1%	221.6	1.0%
Occupation Group 4 55+	43.5	0.6%	112.0	0.5%
Occupation Group 5	259.0	3.6%	722.8	3.4%
Occupation Group 5 16-39	125.8	1.7%	336.6	1.6%
Occupation Group 5 40-54	87.5	1.2%	252.5	1.2%
Occupation Group 5 55+	45.7	0.6%	133.7	0.6%
Male Occupation Group 1-2 25-54	914.8	12.6%	2521.3	11.8%

UE - Universe Estimate

Quarter 3, 2011 refers to reporting quarter date range Sunday 26th June, 2011 - Saturday 25th September, 2011

* 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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	314.2	4.3%	1839.6	8.6%
Persons in 2 Person Households#	1745.0	24.0%	5748.4	26.9%
Persons in 3 Person Households#	1391.1	19.1%	3815.4	17.9%
Persons in 4 Person Households#	1916.4	26.3%	5326.8	24.9%
Persons in 5+ Person Households#	1917.8	26.3%	4621.8	21.6%
Persons in 1 TV Households#	1205.1	16.5%	5402.4	25.3%
Persons in 2 TV Households#	2492.1	34.2%	7555.2	35.4%
Persons in 3+ TV Households#	3587.3	49.2%	8394.4	39.3%

UE - Universe Estimate

Quarter 3, 2011 refers to reporting quarter date range Sunday 26th June, 2011 - Saturday 25th September, 2011

* 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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2428.6	100.0%	8080.0	100.0%
1 Person Households#	314.2	12.9%	1839.6	22.8%
2 Person Households#	872.5	35.9%	2874.2	35.6%
3 Person Households#	463.7	19.1%	1271.8	15.7%
4 Person Households#	479.1	19.7%	1331.7	16.5%
5+ Person Households#	299.1	12.3%	762.7	9.4%
1 TV Households#	549.7	22.6%	2659.0	32.9%
2 TVs Households#	909.8	37.5%	2956.3	36.6%
3+ TVs Households#	969.1	39.9%	2464.7	30.5%
Households receiving FTA channels	2428.6	100.0%	8080.0	100.0%
Households receiving STV channels	2428.6	100.0%	2428.6	30.1%
Grocery Buyers#	2428.6	100.0%	8080.0	100.0%
Grocery Buyers Working	1382.1	56.9%	4215.3	52.2%
Grocery Buyers Not Working	1046.5	43.1%	3864.7	47.8%
Grocery Buyers 18-39	718.3	29.6%	2319.3	28.7%
Grocery Buyers 18-54	1571.3	64.7%	4786.7	59.2%
Grocery Buyers Age 25-54	1505.0	62.0%	4543.2	56.2%
Grocery Buyers Age 40-54	853.0	35.1%	2467.4	30.5%
Grocery Buyers Age 55-64	468.0	19.3%	1447.9	17.9%
Grocery Buyers Age 65+	389.3	16.0%	1845.4	22.8%

UE - Universe Estimate

Quarter 3, 2011 refers to reporting quarter date range Sunday 26th June, 2011 - Saturday 25th September, 2011

* 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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	708.7	29.2%	2373.5	29.4%
Grocery Buyers Female	1719.9	70.8%	5706.5	70.6%
Grocery Buyers Female Age 25-49	905.7	37.3%	2690.1	33.3%
Grocery Buyers 0 Children#	1530.0	63.0%	5541.5	68.6%
Grocery Buyers 1-2 Children#	719.8	29.6%	2058.0	25.5%
Grocery Buyers 3+ Children#	178.8	7.4%	480.5	5.9%
Grocery Buyers Children 0-2	222.5	9.2%	662.5	8.2%
Grocery Buyers Children 0-4	334.6	13.8%	997.8	12.3%
Grocery Buyers Children 0-12	674.1	27.8%	1935.8	24.0%
Grocery Buyers Children 0-15	809.2	33.3%	2302.3	28.5%
Grocery Buyers Children 0-17	898.6	37.0%	2538.5	31.4%
Grocery Buyers Children 5-12	484.7	20.0%	1376.0	17.0%
Grocery Buyers Children 5-17	721.3	29.7%	2007.7	24.8%
Grocery Buyers Children 13-17	391.5	16.1%	1033.3	12.8%

UE - Universe Estimate

Quarter 3, 2011 refers to reporting quarter date range Sunday 26th June, 2011 - Saturday 25th September, 2011

* 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 3, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,766	100.0%
People 2+	3,686	97.9%
Children 0-4	239	6.4%
Children 2-9	386	10.2%
Children 5-12	370	9.8%
Children 10-17	422	11.2%
Children 13-17	278	7.4%
Children 0-17	887	23.6%
Total Males	1,941	51.5%
Male 0-4	122	3.2%
Male 5-9	119	3.2%
Male 10-12	76	2.0%
Male 13-15	87	2.3%
Male 16-17	63	1.7%
Male 18-24	232	6.2%
Male 25-29	151	4.0%
Male 30-34	129	3.4%
Male 35-39	137	3.6%
Male 40-44	131	3.5%
Male 45-49	146	3.9%
Male 50-54	131	3.5%
Male 55-59	121	3.2%
Male 60-64	111	3.0%
Male 65+	185	4.9%

Quarter 3, 2011 refers to reporting quarter date range Sunday 26th June, 2011 - Saturday 25th September, 2011

* 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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,825	48.5%
Female 0-4	118	3.1%
Female 5-9	107	2.8%
Female 10-12	69	1.8%
Female 13-15	73	1.9%
Female 16-17	56	1.5%
Female 18-24	204	5.4%
Female 25-29	141	3.7%
Female 30-34	119	3.2%
Female 35-39	139	3.7%
Female 40-44	131	3.5%
Female 45-49	147	3.9%
Female 50-54	129	3.4%
Female 55-59	117	3.1%
Female 60-64	98	2.6%
Female 65+	179	4.7%
Female 25-54 with Children	444	11.8%
Working 16+	1,786	47.4%
Not Working 16+	1,211	32.2%

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	662	17.6%
Occupation Group 1 16-39	276	7.3%
Occupation Group 1 25-54	493	13.1%
Occupation Group 1 40-54	259	6.9%
Occupation Group 1 35+	476	12.7%
Occupation Group 1 55+	128	3.4%
Occupation Group 2	598	15.9%
Occupation Group 2 16-39	294	7.8%
Occupation Group 2 40-54	214	5.7%
Occupation Group 2 55+	91	2.4%
Occupation Group 3	287	7.6%
Occupation Group 3 16-39	170	4.5%
Occupation Group 3 40-54	78	2.1%
Occupation Group 3 55+	39	1.0%
Occupation Group 1-3 35-49	560	14.9%
Occupation Group 4	105	2.8%
Occupation Group 4 16-39	40	1.1%
Occupation Group 4 40-54	42	1.1%
Occupation Group 4 55+	22	0.6%
Occupation Group 5	134	3.6%
Occupation Group 5 16-39	65	1.7%
Occupation Group 5 40-54	45	1.2%
Occupation Group 5 55+	24	0.6%
Male Occupation Group 1-2 25-54	473	12.6%

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	162	4.3%
Persons in 2 Person Households	902	24.0%
Persons in 3 Person Households	719	19.1%
Persons in 4 Person Households	991	26.3%
Persons in 5+ Person Households	991	26.3%
Persons in 1 TV Households	623	16.5%
Persons in 2 TV Households	1,288	34.2%
Persons in 3+ TV Households	1,885	49.2%

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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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,256	100.0%
1 Person Households	162	12.9%
2 Person Households	451	35.9%
3 Person Households	240	19.1%
4 Person Households	248	19.7%
5+ Person Households	155	12.3%
1 TV Households	284	22.6%
2 TVs Households	470	37.5%
3+ TVs Households	501	39.9%
Households receiving FTA channels	1,256	100.0%
Households receiving STV channels	1,256	100.0%
Grocery Buyers	1,256	100.0%
Grocery Buyers Working	714	56.9%
Grocery Buyers Not Working	541	43.1%
Grocery Buyers 18-39	371	29.6%
Grocery Buyers 18-54	812	64.7%
Grocery Buyers Age 25-54	778	62.0%
Grocery Buyers Age 40-54	441	35.1%
Grocery Buyers Age 55-64	242	19.3%
Grocery Buyers Age 65+	201	16.0%

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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 3, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	366	29.2%
Grocery Buyers Female	889	70.8%
Grocery Buyers Female Age 25-49	468	37.3%
Grocery Buyers 0 Children	791	63.0%
Grocery Buyers 1-2 Children	372	29.6%
Grocery Buyers 3+ Children	92	7.4%
Grocery Buyers Children 0-2	115	9.2%
Grocery Buyers Children 0-4	173	13.8%
Grocery Buyers Children 0-12	348	27.8%
Grocery Buyers Children 0-15	418	33.3%
Grocery Buyers Children 0-17	465	37.0%
Grocery Buyers Children 5-12	251	20.0%
Grocery Buyers Children 5-17	373	29.7%
Grocery Buyers Children 13-17	202	16.1%

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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).

Universe Estimates Quarter 2, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7188.1	100.0%	21352.0	100.0%
People 2+	7029.7	97.8%	20892.4	97.8%
Children 0-4	464.8	6.5%	1396.0	6.5%
Children 2-9	733.2	10.2%	2219.5	10.4%
Children 5-12	708.7	9.9%	2076.6	9.7%
Children 10-17	815.4	11.3%	2193.9	10.3%
Children 13-17	533.5	7.4%	1400.4	6.6%
Children 0-17	1707.0	23.7%	4873.0	22.8%
Total Males	3692.2	51.4%	10616.1	49.7%
Male 0-4#	235.0	3.3%	717.2	3.4%
Male 5-9#	222.7	3.1%	657.8	3.1%
Male 10-12#	146.7	2.0%	406.5	1.9%
Male 13-15#	166.1	2.3%	419.8	2.0%
Male 16-17#	119.6	1.7%	297.8	1.4%
Male 18-24#	434.6	6.0%	1108.8	5.2%
Male 25-29#	278.5	3.9%	818.3	3.8%
Male 30-34#	249.5	3.5%	717.6	3.4%
Male 35-39#	261.6	3.6%	777.3	3.6%
Male 40-44#	247.9	3.4%	719.2	3.4%
Male 45-49#	282.8	3.9%	752.4	3.5%
Male 50-54#	248.8	3.5%	688.4	3.2%
Male 55-59#	225.2	3.1%	620.2	2.9%
Male 60-64#	213.6	3.0%	592.9	2.8%
Male 65+ #	359.6	5.0%	1321.9	6.2%

UE - Universe Estimate

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3495.9	48.6%	10735.9	50.3%
Female 0-4#	229.8	3.2%	678.8	3.2%
Female 5-9#	204.1	2.8%	625.3	2.9%
Female 10-12#	135.2	1.9%	387.0	1.8%
Female 13-15#	139.1	1.9%	399.8	1.9%
Female 16-17#	108.7	1.5%	283.0	1.3%
Female 18-24#	389.4	5.4%	1047.8	4.9%
Female 25-29#	262.7	3.7%	791.0	3.7%
Female 30-34#	231.9	3.2%	713.4	3.3%
Female 35-39#	265.8	3.7%	789.6	3.7%
Female 40-44#	254.5	3.5%	727.6	3.4%
Female 45-49#	281.6	3.9%	769.1	3.6%
Female 50-54#	241.0	3.4%	709.5	3.3%
Female 55-59#	220.8	3.1%	641.3	3.0%
Female 60-64#	191.1	2.7%	601.3	2.8%
Female 65+ #	340.2	4.7%	1571.4	7.4%
Female 25-54 with Children	843.4	11.7%	2401.7	11.2%
Working 16+	3440.3	47.9%	9580.1	44.9%
Not Working 16+	2269.1	31.6%	7479.7	35.0%

UE - Universe Estimate

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1264.2	17.6%	3591.1	16.8%
Occupation Group 1 16-39	519.4	7.2%	1549.0	7.3%
Occupation Group 1 25-54	948.4	13.2%	2714.0	12.7%
Occupation Group 1 40-54	504.8	7.0%	1368.6	6.4%
Occupation Group 1 35+	916.6	12.8%	2579.8	12.1%
Occupation Group 1 55+	240.0	3.3%	673.5	3.2%
Occupation Group 2	1141.7	15.9%	3132.8	14.7%
Occupation Group 2 16-39	561.4	7.8%	1520.6	7.1%
Occupation Group 2 40-54	409.6	5.7%	1131.8	5.3%
Occupation Group 2 55+	170.7	2.4%	480.4	2.2%
Occupation Group 3	576.4	8.0%	1584.1	7.4%
Occupation Group 3 16-39	346.5	4.8%	920.2	4.3%
Occupation Group 3 40-54	156.0	2.2%	451.7	2.1%
Occupation Group 3 55+	73.9	1.0%	212.2	1.0%
Occupation Group 1-3 35-49	1091.7	15.2%	3109.6	14.6%
Occupation Group 4	202.9	2.8%	549.3	2.6%
Occupation Group 4 16-39	80.2	1.1%	215.7	1.0%
Occupation Group 4 40-54	80.7	1.1%	221.6	1.0%
Occupation Group 4 55+	42.0	0.6%	112.0	0.5%
Occupation Group 5	255.1	3.5%	722.8	3.4%
Occupation Group 5 16-39	125.6	1.7%	336.6	1.6%
Occupation Group 5 40-54	85.7	1.2%	252.5	1.2%
Occupation Group 5 55+	43.8	0.6%	133.7	0.6%
Male Occupation Group 1-2 25-54	907.5	12.6%	2521.3	11.8%

UE - Universe Estimate

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

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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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	318.9	4.4%	1839.6	8.6%
Persons in 2 Person Households#	1734.2	24.1%	5748.4	26.9%
Persons in 3 Person Households#	1377.9	19.2%	3815.4	17.9%
Persons in 4 Person Households#	1867.6	26.0%	5326.8	24.9%
Persons in 5+ Person Households#	1889.5	26.3%	4621.8	21.6%
Persons in 1 TV Households#	1148.7	16.0%	5402.4	25.3%
Persons in 2 TV Households#	2421.4	33.7%	7555.2	35.4%
Persons in 3+ TV Households#	3618.0	50.3%	8394.4	39.3%

UE - Universe Estimate

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

* 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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2407.1	100.0%	8080.0	100.0%
1 Person Households#	318.9	13.2%	1839.6	22.8%
2 Person Households#	867.1	36.0%	2874.2	35.6%
3 Person Households#	459.3	19.1%	1271.8	15.7%
4 Person Households#	466.9	19.4%	1331.7	16.5%
5+ Person Households#	294.9	12.3%	762.7	9.4%
1 TV Households#	524.7	21.8%	2659.0	32.9%
2 TVs Households#	890.6	37.0%	2956.3	36.6%
3+ TVs Households#	991.8	41.2%	2464.7	30.5%
Households receiving FTA channels	2407.1	100.0%	8080.0	100.0%
Households receiving STV channels	2407.1	100.0%	2407.1	29.8%
Grocery Buyers#	2407.1	100.0%	8080.0	100.0%
Grocery Buyers Working	1383.9	57.5%	4215.3	52.2%
Grocery Buyers Not Working	1023.2	42.5%	3864.7	47.8%
Grocery Buyers 18-39	713.4	29.6%	2319.3	28.7%
Grocery Buyers 18-54	1559.1	64.8%	4786.7	59.2%
Grocery Buyers Age 25-54	1492.1	62.0%	4543.2	56.2%
Grocery Buyers Age 40-54	845.7	35.1%	2467.4	30.5%
Grocery Buyers Age 55-64	460.0	19.1%	1447.9	17.9%
Grocery Buyers Age 65+	388.0	16.1%	1845.4	22.8%

UE - Universe Estimate

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

* 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, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	704.3	29.3%	2373.5	29.4%
Grocery Buyers Female	1702.8	70.7%	5706.5	70.6%
Grocery Buyers Female Age 25-49	905.5	37.6%	2690.1	33.3%
Grocery Buyers 0 Children#	1517.3	63.0%	5541.5	68.6%
Grocery Buyers 1-2 Children#	710.9	29.5%	2058.0	25.5%
Grocery Buyers 3+ Children#	178.9	7.4%	480.5	5.9%
Grocery Buyers Children 0-2	219.3	9.1%	662.5	8.2%
Grocery Buyers Children 0-4	332.7	13.8%	997.8	12.3%
Grocery Buyers Children 0-12	661.2	27.5%	1935.8	24.0%
Grocery Buyers Children 0-15	796.4	33.1%	2302.3	28.5%
Grocery Buyers Children 0-17	889.8	37.0%	2538.5	31.4%
Grocery Buyers Children 5-12	475.7	19.8%	1376.0	17.0%
Grocery Buyers Children 5-17	717.0	29.8%	2007.7	24.8%
Grocery Buyers Children 13-17	392.1	16.3%	1033.3	12.8%

UE - Universe Estimate

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

* 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 2, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,749	100.0%
People 2+	3,667	97.8%
Children 0-4	242	6.5%
Children 2-9	382	10.2%
Children 5-12	370	9.9%
Children 10-17	425	11.3%
Children 13-17	278	7.4%
Children 0-17	890	23.7%
Total Males	1,926	51.4%
Male 0-4	123	3.3%
Male 5-9	116	3.1%
Male 10-12	77	2.0%
Male 13-15	87	2.3%
Male 16-17	62	1.7%
Male 18-24	227	6.0%
Male 25-29	145	3.9%
Male 30-34	130	3.5%
Male 35-39	136	3.6%
Male 40-44	129	3.4%
Male 45-49	148	3.9%
Male 50-54	130	3.5%
Male 55-59	117	3.1%
Male 60-64	111	3.0%
Male 65+	188	5.0%

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

* 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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,823	48.6%
Female 0-4	120	3.2%
Female 5-9	106	2.8%
Female 10-12	71	1.9%
Female 13-15	73	1.9%
Female 16-17	57	1.5%
Female 18-24	203	5.4%
Female 25-29	137	3.7%
Female 30-34	121	3.2%
Female 35-39	139	3.7%
Female 40-44	133	3.5%
Female 45-49	147	3.9%
Female 50-54	126	3.4%
Female 55-59	115	3.1%
Female 60-64	100	2.7%
Female 65+	177	4.7%
Female 25-54 with Children	440	11.7%
Working 16+	1,794	47.9%
Not Working 16+	1,184	31.6%

Quarter 2, 2011 refers to reporting quarter date range Sunday 27th March, 2011 - Saturday 25th June, 2011

* 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, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	659	17.6%
Occupation Group 1 16-39	271	7.2%
Occupation Group 1 25-54	495	13.2%
Occupation Group 1 40-54	263	7.0%
Occupation Group 1 35+	478	12.8%
Occupation Group 1 55+	125	3.3%
Occupation Group 2	595	15.9%
Occupation Group 2 16-39	293	7.8%
Occupation Group 2 40-54	214	5.7%
Occupation Group 2 55+	89	2.4%
Occupation Group 3	301	8.0%
Occupation Group 3 16-39	181	4.8%
Occupation Group 3 40-54	81	2.2%
Occupation Group 3 55+	39	1.0%
Occupation Group 1-3 35-49	569	15.2%
Occupation Group 4	106	2.8%
Occupation Group 4 16-39	42	1.1%
Occupation Group 4 40-54	42	1.1%
Occupation Group 4 55+	22	0.6%
Occupation Group 5	133	3.5%
Occupation Group 5 16-39	66	1.7%
Occupation Group 5 40-54	45	1.2%
Occupation Group 5 55+	23	0.6%
Male Occupation Group 1-2 25-54	473	12.6%

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Approximate Sample Size Quarter 2, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	166	4.4%
Persons in 2 Person Households	905	24.1%
Persons in 3 Person Households	719	19.2%
Persons in 4 Person Households	974	26.0%
Persons in 5+ Person Households	986	26.3%
Persons in 1 TV Households	599	16.0%
Persons in 2 TV Households	1,263	33.7%
Persons in 3+ TV Households	1,887	50.3%

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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 2, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,256	100.0%
1 Person Households	166	13.2%
2 Person Households	452	36.0%
3 Person Households	240	19.1%
4 Person Households	244	19.4%
5+ Person Households	154	12.3%
1 TV Households	274	21.8%
2 TVs Households	465	37.0%
3+ TVs Households	517	41.2%
Households receiving FTA channels	1,256	100.0%
Households receiving STV channels	1,256	100.0%
Grocery Buyers	1,256	100.0%
Grocery Buyers Working	722	57.5%
Grocery Buyers Not Working	534	42.5%
Grocery Buyers 18-39	372	29.6%
Grocery Buyers 18-54	813	64.8%
Grocery Buyers Age 25-54	778	62.0%
Grocery Buyers Age 40-54	441	35.1%
Grocery Buyers Age 55-64	240	19.1%
Grocery Buyers Age 65+	202	16.1%

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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 2, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	367	29.3%
Grocery Buyers Female	888	70.7%
Grocery Buyers Female Age 25-49	472	37.6%
Grocery Buyers 0 Children	791	63.0%
Grocery Buyers 1-2 Children	371	29.5%
Grocery Buyers 3+ Children	93	7.4%
Grocery Buyers Children 0-2	114	9.1%
Grocery Buyers Children 0-4	174	13.8%
Grocery Buyers Children 0-12	345	27.5%
Grocery Buyers Children 0-15	415	33.1%
Grocery Buyers Children 0-17	464	37.0%
Grocery Buyers Children 5-12	248	19.8%
Grocery Buyers Children 5-17	374	29.8%
Grocery Buyers Children 13-17	205	16.3%

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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).

Universe Estimates Quarter 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Individuals#	7154.6	100.0%	21352.0	100.0%
People 2+	6998.5	97.8%	20892.4	97.8%
Children 0-4	460.3	6.4%	1396.0	6.5%
Children 2-9	744.8	10.4%	2219.5	10.4%
Children 5-12	726.1	10.1%	2076.6	9.7%
Children 10-17	803.5	11.2%	2193.9	10.3%
Children 13-17	518.0	7.2%	1400.4	6.6%
Children 0-17	1704.4	23.8%	4873.0	22.8%
Total Males	3670.3	51.3%	10616.1	49.7%
Male 0-4#	233.8	3.3%	717.2	3.4%
Male 5-9#	228.8	3.2%	657.8	3.1%
Male 10-12#	151.4	2.1%	406.5	1.9%
Male 13-15#	155.1	2.2%	419.8	2.0%
Male 16-17#	119.2	1.7%	297.8	1.4%
Male 18-24#	437.3	6.1%	1108.8	5.2%
Male 25-29#	274.9	3.8%	818.3	3.8%
Male 30-34#	247.4	3.5%	717.6	3.4%
Male 35-39#	259.7	3.6%	777.3	3.6%
Male 40-44#	238.8	3.3%	719.2	3.4%
Male 45-49#	277.0	3.9%	752.4	3.5%
Male 50-54#	248.1	3.5%	688.4	3.2%
Male 55-59#	228.8	3.2%	620.2	2.9%
Male 60-64#	212.6	3.0%	592.9	2.8%
Male 65+#	357.4	5.0%	1321.9	6.2%

UE - Universe Estimate

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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 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Females	3484.3	48.7%	10735.9	50.3%
Female 0-4#	226.5	3.2%	678.8	3.2%
Female 5-9#	211.8	3.0%	625.3	2.9%
Female 10-12#	134.1	1.9%	387.0	1.8%
Female 13-15#	135.2	1.9%	399.8	1.9%
Female 16-17#	108.5	1.5%	283.0	1.3%
Female 18-24#	393.5	5.5%	1047.8	4.9%
Female 25-29#	260.5	3.6%	791.0	3.7%
Female 30-34#	232.5	3.2%	713.4	3.3%
Female 35-39#	266.2	3.7%	789.6	3.7%
Female 40-44#	243.6	3.4%	727.6	3.4%
Female 45-49#	279.8	3.9%	769.1	3.6%
Female 50-54#	248.5	3.5%	709.5	3.3%
Female 55-59#	213.8	3.0%	641.3	3.0%
Female 60-64#	192.3	2.7%	601.3	2.8%
Female 65+#	337.5	4.7%	1571.4	7.4%
Female 25-54 with Children	843.3	11.8%	2401.7	11.2%
Working 16+	3451.8	48.2%	9580.1	44.9%
Not Working 16+	2226.1	31.1%	7479.7	35.0%

UE - Universe Estimate

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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 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Occupation Group 1	1246.9	17.4%	3591.1	16.8%
Occupation Group 1 16-39	522.1	7.3%	1549.0	7.3%
Occupation Group 1 25-54	933.7	13.1%	2714.0	12.7%
Occupation Group 1 40-54	490.0	6.8%	1368.6	6.4%
Occupation Group 1 35+	901.9	12.6%	2579.8	12.1%
Occupation Group 1 55+	234.8	3.3%	673.5	3.2%
Occupation Group 2	1145.0	16.0%	3132.8	14.7%
Occupation Group 2 16-39	575.0	8.0%	1520.6	7.1%
Occupation Group 2 40-54	400.2	5.6%	1131.8	5.3%
Occupation Group 2 55+	169.8	2.4%	480.4	2.2%
Occupation Group 3	612.8	8.6%	1584.1	7.4%
Occupation Group 3 16-39	363.3	5.1%	920.2	4.3%
Occupation Group 3 40-54	170.8	2.4%	451.7	2.1%
Occupation Group 3 55+	78.7	1.1%	212.2	1.0%
Occupation Group 1-3 35-49	1085.4	15.2%	3109.6	14.6%
Occupation Group 4	198.1	2.8%	549.3	2.6%
Occupation Group 4 16-39	83.2	1.2%	215.7	1.0%
Occupation Group 4 40-54	75.6	1.1%	221.6	1.0%
Occupation Group 4 55+	39.3	0.5%	112.0	0.5%
Occupation Group 5	249.0	3.5%	722.8	3.4%
Occupation Group 5 16-39	119.5	1.7%	336.6	1.6%
Occupation Group 5 40-54	87.2	1.2%	252.5	1.2%
Occupation Group 5 55+	42.3	0.6%	133.7	0.6%
Male Occupation Group 1-2 25-54	893.4	12.5%	2521.3	11.8%

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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 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Persons in 1 Person Household#	316.1	4.4%	1839.6	8.6%
Persons in 2 Person Households#	1701.4	23.8%	5748.4	26.9%
Persons in 3 Person Households#	1353.0	18.9%	3815.4	17.9%
Persons in 4 Person Households#	1866.4	26.1%	5326.8	24.9%
Persons in 5+ Person Households#	1917.7	26.8%	4621.8	21.6%
Persons in 1 TV Households#	1068.0	14.9%	5402.4	25.3%
Persons in 2 TV Households#	2359.5	33.0%	7555.2	35.4%
Persons in 3 TV Households#	3727.1	52.1%	8394.4	39.3%

UE - Universe Estimate

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

Universe Estimates Quarter 1, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Households#	2387.9	100.0%	8080.0	100.0%
1 Person Households#	316.1	13.2%	1839.6	22.8%
2 Person Households#	850.7	35.6%	2874.2	35.6%
3 Person Households#	451.0	18.9%	1271.8	15.7%
4 Person Households#	466.6	19.5%	1331.7	16.5%
5+ Person Households#	303.5	12.7%	762.7	9.4%
1 TV Households#	492.6	20.6%	2659.0	32.9%
2 TVs Households#	866.5	36.3%	2956.3	36.6%
3+ TVs Households#	1028.8	43.1%	2464.7	30.5%
Households receiving FTA channels	2387.9	100.0%	8080.0	100.0%
Households receiving STV channels	2387.9	100.0%	2387.9	29.6%
Grocery Buyers#	2387.9	100.0%	8080.0	100.0%
Grocery Buyers Working	1375.6	57.6%	4215.3	52.2%
Grocery Buyers Not Working	1012.3	42.4%	3864.7	47.8%
Grocery Buyers 18-39	716.4	30.0%	2319.3	28.7%
Grocery Buyers 18-54	1553.0	65.0%	4786.7	59.2%
Grocery Buyers Age 25-54	1484.6	62.2%	4543.2	56.2%
Grocery Buyers Age 40-54	836.6	35.0%	2467.4	30.5%
Grocery Buyers Age 55-64	453.5	19.0%	1447.9	17.9%
Grocery Buyers Age 65+	381.4	16.0%	1845.4	22.8%

UE - Universe Estimate

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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 1, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Grocery Buyers Male	680.6	28.5%	2373.5	29.4%
Grocery Buyers Female	1707.3	71.5%	5706.5	70.6%
Grocery Buyers Female Age 25-49	904.0	37.9%	2690.1	33.3%
Grocery Buyers 0 Children#	1497.3	62.7%	5541.5	68.6%
Grocery Buyers 1-2 Children#	710.1	29.7%	2058.0	25.5%
Grocery Buyers 3+ Children#	180.5	7.6%	480.5	5.9%
Grocery Buyers Children 0-2	224.2	9.4%	662.5	8.2%
Grocery Buyers Children 0-4	334.8	14.0%	997.8	12.3%
Grocery Buyers Children 0-12	664.9	27.8%	1935.8	24.0%
Grocery Buyers Children 0-15	794.4	33.3%	2302.3	28.5%
Grocery Buyers Children 0-17	890.6	37.3%	2538.5	31.4%
Grocery Buyers Children 5-12	478.6	20.0%	1376.0	17.0%
Grocery Buyers Children 5-17	717.2	30.0%	2007.7	24.8%
Grocery Buyers Children 13-17	387.8	16.2%	1033.3	12.8%

UE - Universe Estimate

Quarter 1, 2011 refers to reporting quarter date range Sunday 26th December, 2010 - Saturday 26th March, 2011

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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 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 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,762	100.0%
People 2+	3,680	97.8%
Children 0-4	242	6.4%
Children 2-9	392	10.4%
Children 5-12	382	10.1%
Children 10-17	422	11.2%
Children 13-17	272	7.2%
Children 0-17	896	23.8%
Total Males	1,930	51.3%
Male 0-4	123	3.3%
Male 5-9	120	3.2%
Male 10-12	80	2.1%
Male 13-15	82	2.2%
Male 16-17	63	1.7%
Male 18-24	230	6.1%
Male 25-29	145	3.8%
Male 30-34	130	3.5%
Male 35-39	137	3.6%
Male 40-44	126	3.3%
Male 45-49	146	3.9%
Male 50-54	130	3.5%
Male 55-59	120	3.2%
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 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,832	48.7%
Female 0-4	119	3.2%
Female 5-9	111	3.0%
Female 10-12	71	1.9%
Female 13-15	71	1.9%
Female 16-17	57	1.5%
Female 18-24	207	5.5%
Female 25-29	137	3.6%
Female 30-34	122	3.2%
Female 35-39	140	3.7%
Female 40-44	128	3.4%
Female 45-49	147	3.9%
Female 50-54	131	3.5%
Female 55-59	112	3.0%
Female 60-64	101	2.7%
Female 65+	177	4.7%
Female 25-54 with Children	443	11.8%
Working 16+	1,815	48.2%
Not Working 16+	1,170	31.1%

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Approximate Sample Size Quarter 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	656	17.4%
Occupation Group 1 16-39	275	7.3%
Occupation Group 1 25-54	491	13.1%
Occupation Group 1 40-54	258	6.8%
Occupation Group 1 35+	474	12.6%
Occupation Group 1 55+	123	3.3%
Occupation Group 2	602	16.0%
Occupation Group 2 16-39	302	8.0%
Occupation Group 2 40-54	210	5.6%
Occupation Group 2 55+	89	2.4%
Occupation Group 3	322	8.6%
Occupation Group 3 16-39	191	5.1%
Occupation Group 3 40-54	90	2.4%
Occupation Group 3 55+	41	1.1%
Occupation Group 1-3 35-49	571	15.2%
Occupation Group 4	104	2.8%
Occupation Group 4 16-39	44	1.2%
Occupation Group 4 40-54	40	1.1%
Occupation Group 4 55+	21	0.5%
Occupation Group 5	131	3.5%
Occupation Group 5 16-39	63	1.7%
Occupation Group 5 40-54	46	1.2%
Occupation Group 5 55+	22	0.6%
Male Occupation Group 1-2 25-54	470	12.5%

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Approximate Sample Size Quarter 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	166	4.4%
Persons in 2 Person Households	895	23.8%
Persons in 3 Person Households	711	18.9%
Persons in 4 Person Households	981	26.1%
Persons in 5+ Person Households	1,008	26.8%
Persons in 1 TV Households	562	14.9%
Persons in 2 TV Households	1,241	33.0%
Persons in 3+ TV Households	1,960	52.1%

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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 1, 2011 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,256	100.0%
1 Person Households	166	13.2%
2 Person Households	447	35.6%
3 Person Households	237	18.9%
4 Person Households	245	19.5%
5+ Person Households	160	12.7%
1 TV Households	259	20.6%
2 TVs Households	456	36.3%
3+ TVs Households	541	43.1%
Households receiving FTA channels	1,256	100.0%
Households receiving STV channels	1,256	100.0%
Grocery Buyers	1,256	100.0%
Grocery Buyers Working	723	57.6%
Grocery Buyers Not Working	532	42.4%
Grocery Buyers 18-39	377	30.0%
Grocery Buyers 18-54	817	65.0%
Grocery Buyers Age 25-54	781	62.2%
Grocery Buyers Age 40-54	440	35.0%
Grocery Buyers Age 55-64	238	19.0%
Grocery Buyers Age 65+	201	16.0%

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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 1, 2011 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	358	28.5%
Grocery Buyers Female	898	71.5%
Grocery Buyers Female Age 25-49	475	37.9%
Grocery Buyers 0 Children	787	62.7%
Grocery Buyers 1-2 Children	373	29.7%
Grocery Buyers 3+ Children	95	7.6%
Grocery Buyers Children 0-2	118	9.4%
Grocery Buyers Children 0-4	176	14.0%
Grocery Buyers Children 0-12	350	27.8%
Grocery Buyers Children 0-15	418	33.3%
Grocery Buyers Children 0-17	468	37.3%
Grocery Buyers Children 5-12	252	20.0%
Grocery Buyers Children 5-17	377	30.0%
Grocery Buyers Children 13-17	204	16.2%

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