

Universe Estimates Quarter 4, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Individuals#	6531.1	100.0%	19848.0	100.0%
People 2+	6396.4	97.9%	19415.4	97.8%
Children 0-4	400.3	6.1%	1192.1	6.0%
Children 2-9	688.5	10.5%	1973.6	9.9%
Children 5-12	708.7	10.9%	2006.4	10.1%
Children 10-17	775.2	11.9%	2117.9	10.7%
Children 13-17	489.4	7.5%	1325.6	6.7%
Children 0-17	1598.4	24.5%	4524.1	22.8%
Total Males	3372.6	51.6%	9872.5	49.7%
Male 0-4#	204.6	3.1%	613.3	3.1%
Male 5-9#	217.8	3.3%	622.1	3.1%
Male 10-12#	145.5	2.2%	407.4	2.1%
Male 13-15#	148.4	2.3%	406.4	2.0%
Male 16-17#	108.0	1.7%	273.2	1.4%
Male 18-24#	389.2	6.0%	1007.9	5.1%
Male 25-29#	214.0	3.3%	674.8	3.4%
Male 30-34#	233.6	3.6%	702.3	3.5%
Male 35-39#	253.9	3.9%	711.2	3.6%
Male 40-44#	249.5	3.8%	716.4	3.6%
Male 45-49#	260.8	4.0%	720.9	3.6%
Male 50-54#	227.0	3.5%	641.1	3.2%
Male 55-59#	230.1	3.5%	642.2	3.2%
Male 60-64#	177.2	2.7%	506.2	2.6%
Male 65+#	313.0	4.8%	1227.1	6.2%

UE - Universe Estimate

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

** 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, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Females	3158.5	48.4%	9975.5	50.3%
Female 0-4#	195.7	3.0%	578.8	2.9%
Female 5-9#	205.1	3.1%	592.0	3.0%
Female 10-12#	140.3	2.1%	384.9	1.9%
Female 13-15#	134.9	2.1%	386.8	1.9%
Female 16-17#	98.1	1.5%	259.2	1.3%
Female 18-24#	324.1	5.0%	951.4	4.8%
Female 25-29#	193.4	3.0%	645.3	3.3%
Female 30-34#	225.9	3.5%	703.2	3.5%
Female 35-39#	244.7	3.7%	717.2	3.6%
Female 40-44#	251.9	3.9%	723.5	3.6%
Female 45-49#	246.6	3.8%	732.6	3.7%
Female 50-54#	224.4	3.4%	657.6	3.3%
Female 55-59#	224.0	3.4%	657.9	3.3%
Female 60-64#	156.9	2.4%	502.2	2.5%
Female 65+#	292.5	4.5%	1482.9	7.5%
Female 25-54 with Children	794.1	12.2%	2262.7	11.4%
Working 16+	3211.9	49.2%	9089.6	45.8%
Not Working 16+	1926.9	29.5%	6766.7	34.1%

UE - Universe Estimate

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

** 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, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Occupation Group 1	1173.5	18.0%	3274.7	16.5%
Occupation Group 1 16-39	489.2	7.5%	1411.8	7.1%
Occupation Group 1 25-54	870.9	13.3%	2486.4	12.5%
Occupation Group 1 40-54	461.8	7.1%	1283.9	6.5%
Occupation Group 1 35+	838.9	12.8%	2289.7	11.5%
Occupation Group 1 55+	222.5	3.4%	579.0	2.9%
Occupation Group 2	1110.1	17.0%	3282.3	16.5%
Occupation Group 2 16-39	550.9	8.4%	1660.3	8.4%
Occupation Group 2 40-54	402.6	6.2%	1164.2	5.9%
Occupation Group 2 55+	156.6	2.4%	457.8	2.3%
Occupation Group 3	469.9	7.2%	1258.8	6.3%
Occupation Group 3 16-39	278.5	4.3%	728.1	3.7%
Occupation Group 3 40-54	130.6	2.0%	381.5	1.9%
Occupation Group 3 55+	60.8	0.9%	149.2	0.8%
Occupation Group 1-3 35-49	1033.0	15.8%	2908.2	14.7%
Occupation Group 4	188.5	2.9%	511.6	2.6%
Occupation Group 4 16-39	74.3	1.1%	196.5	1.0%
Occupation Group 4 40-54	78.7	1.2%	216.8	1.1%
Occupation Group 4 55+	35.5	0.5%	98.3	0.5%
Occupation Group 5	269.9	4.1%	762.2	3.8%
Occupation Group 5 16-39	137.4	2.1%	364.8	1.8%
Occupation Group 5 40-54	88.7	1.4%	269.5	1.4%
Occupation Group 5 55+	43.8	0.7%	127.9	0.6%
Male Occupation Group 1-2 25-54	837.3	12.8%	2154.0	10.9%

UE - Universe Estimate

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

** 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, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Persons in 1 Person Household#	274.1	4.2%	1734.8	8.7%
Persons in 2 Person Households#	1502.2	23.0%	5382.4	27.1%
Persons in 3 Person Households#	1270.8	19.5%	3646.8	18.4%
Persons in 4 Person Households#	1691.2	25.9%	4741.2	23.9%
Persons in 5+ Person Households#	1792.8	27.5%	4342.8	21.9%
Persons in 1 TV Households#	954.1	14.6%	4837.1	24.4%
Persons in 2 TV Households#	2131.6	32.6%	7010.4	35.3%
Persons in 3+ TV Households#	3445.4	52.8%	8000.5	40.3%

UE - Universe Estimate

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

** 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, 2008 - Households

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Total Households#	2160.3	100.0%	7534.0	100.0%
1 Person Households#	274.1	12.7%	1734.8	23.0%
2 Person Households#	751.1	34.8%	2691.2	35.7%
3 Person Households#	423.6	19.6%	1215.6	16.1%
4 Person Households#	422.8	19.6%	1185.3	15.7%
5+ Person Households#	288.7	13.4%	707.1	9.4%
1 TV Households#	418.7	19.4%	2417.4	32.1%
2 TVs Households#	796.2	36.9%	2781.7	36.9%
3+ TVs Households#	945.4	43.8%	2334.9	31.0%
Free to Air Only Households	0.0	0.0%	5488.9	72.9%
Subscription TV Households#	2160.3	100.0%	2045.1	27.1%
Grocery Buyers#	2160.3	100.0%	7534.0	100.0%
Grocery Buyers Working	1247.8	57.8%	3907.0	51.9%
Grocery Buyers Not Working	912.5	42.2%	3627.0	48.1%
Grocery Buyers 16-39	650.8	30.1%	2237.9	29.7%
Grocery Buyers 18-39	650.8	30.1%	2237.9	29.7%
Grocery Buyers 18-54	1417.7	65.6%	4547.1	60.4%
Grocery Buyers Age 25-54	1351.1	62.5%	4249.5	56.4%
Grocery Buyers Age 40-54	766.9	35.5%	2309.2	30.7%
Grocery Buyers Age 55-64	412.2	19.1%	1285.8	17.1%
Grocery Buyers Age 65+	330.4	15.3%	1701.1	22.6%

UE - Universe Estimate

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

** 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, 2008 - Households

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE%	UE (000's)	UE%
Grocery Buyers Male	608.7	28.2%	2090.4	27.7%
Grocery Buyers Female	1551.6	71.8%	5443.6	72.3%
Grocery Buyers Female Age 25-49	833.6	38.6%	2588.3	34.4%
Grocery Buyers 0 Children#	1327.5	61.4%	5133.4	68.1%
Grocery Buyers 1-2 Children#	664.6	30.8%	1918.7	25.5%
Grocery Buyers 3+ Children#	168.2	7.8%	481.9	6.4%
Grocery Buyers Children 0-2	199.5	9.2%	634.8	8.4%
Grocery Buyers Children 0-4	298.1	13.8%	925.1	12.3%
Grocery Buyers Children 0-12	628.6	29.1%	1837.8	24.4%
Grocery Buyers Children 0-15	741.1	34.3%	2177.0	28.9%
Grocery Buyers Children 0-17	832.8	38.6%	2400.6	31.9%
Grocery Buyers Children 5-12	463.8	21.5%	1309.3	17.4%
Grocery Buyers Children 5-17	678.3	31.4%	1893.9	25.1%
Grocery Buyers Children 13-17	364.0	16.8%	980.1	13.0%

UE - Universe Estimate

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

** 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 4, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,466	100.0%
People 2+	3,395	97.9%
Children 0-4	212	6.1%
Children 2-9	365	10.5%
Children 5-12	376	10.9%
Children 10-17	411	11.9%
Children 13-17	260	7.5%
Children 0-17	848	24.5%
Total Males	1,790	51.6%
Male 0-4	109	3.1%
Male 5-9	116	3.3%
Male 10-12	77	2.2%
Male 13-15	79	2.3%
Male 16-17	57	1.7%
Male 18-24	207	6.0%
Male 25-29	114	3.3%
Male 30-34	124	3.6%
Male 35-39	135	3.9%
Male 40-44	132	3.8%
Male 45-49	138	4.0%
Male 50-54	120	3.5%
Male 55-59	122	3.5%
Male 60-64	94	2.7%
Male 65+	166	4.8%

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

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, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,676	48.4%
Female 0-4	104	3.0%
Female 5-9	109	3.1%
Female 10-12	74	2.1%
Female 13-15	72	2.1%
Female 16-17	52	1.5%
Female 18-24	172	5.0%
Female 25-29	103	3.0%
Female 30-34	120	3.5%
Female 35-39	130	3.7%
Female 40-44	134	3.9%
Female 45-49	131	3.8%
Female 50-54	119	3.4%
Female 55-59	119	3.4%
Female 60-64	83	2.4%
Female 65+	155	4.5%
Female 25-54 with Children	421	12.2%
Working 16+	1,705	49.2%
Not Working 16+	1,023	29.5%

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

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, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	623	18.0%
Occupation Group 1 16-39	260	7.5%
Occupation Group 1 25-54	462	13.3%
Occupation Group 1 40-54	245	7.1%
Occupation Group 1 35+	445	12.8%
Occupation Group 1 55+	118	3.4%
Occupation Group 2	589	17.0%
Occupation Group 2 16-39	292	8.4%
Occupation Group 2 40-54	214	6.2%
Occupation Group 2 55+	83	2.4%
Occupation Group 3	249	7.2%
Occupation Group 3 16-39	148	4.3%
Occupation Group 3 40-54	69	2.0%
Occupation Group 3 55+	32	0.9%
Occupation Group 1-3 35-49	548	15.8%
Occupation Group 4	100	2.9%
Occupation Group 4 16-39	39	1.1%
Occupation Group 4 40-54	42	1.2%
Occupation Group 4 55+	19	0.5%
Occupation Group 5	143	4.1%
Occupation Group 5 16-39	73	2.1%
Occupation Group 5 40-54	47	1.4%
Occupation Group 5 55+	23	0.7%
Male Occupation Group 1-2 25-54	444	12.8%

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

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, 2008 - Individuals

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	145	4.2%
Persons in 2 Person Households	797	23.0%
Persons in 3 Person Households	674	19.5%
Persons in 4 Person Households	898	25.9%
Persons in 5+ Person Households	952	27.5%
Persons in 1 TV Households	506	14.6%
Persons in 2 TV Households	1,131	32.6%
Persons in 3+ TV Households	1,829	52.8%

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

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, 2008 - Households

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,147	100.0%
1 Person Households	145	12.7%
2 Person Households	399	34.8%
3 Person Households	225	19.6%
4 Person Households	224	19.6%
5+ Person Households	153	13.4%
1 TV Households	222	19.4%
2 TVs Households	423	36.9%
3+ TVs Households	502	43.8%
Free to Air Only Households	0	0.0%
Subscription TV Households	1,147	100.0%
Grocery Buyers	1,147	100.0%
Grocery Buyers Working	662	57.8%
Grocery Buyers Not Working	484	42.2%
Grocery Buyers 16-39	345	30.1%
Grocery Buyers 18-39	345	30.1%
Grocery Buyers 18-54	752	65.6%
Grocery Buyers Age 25-54	717	62.5%
Grocery Buyers Age 40-54	407	35.5%
Grocery Buyers Age 55-64	219	19.1%
Grocery Buyers Age 65+	175	15.3%

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

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, 2008 - Households

DEMOGRAPHICS	SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	323	28.2%
Grocery Buyers Female	824	71.8%
Grocery Buyers Female Age 25-49	442	38.6%
Grocery Buyers 0 Children	705	61.4%
Grocery Buyers 1-2 Children	353	30.8%
Grocery Buyers 3+ Children	89	7.8%
Grocery Buyers Children 0-2	106	9.2%
Grocery Buyers Children 0-4	158	13.8%
Grocery Buyers Children 0-12	334	29.1%
Grocery Buyers Children 0-15	393	34.3%
Grocery Buyers Children 0-17	442	38.6%
Grocery Buyers Children 5-12	246	21.5%
Grocery Buyers Children 5-17	360	31.4%
Grocery Buyers Children 13-17	193	16.8%

Quarter 4, 2008 refers to reporting quarter date range Sunday 28th September, 2008 - Saturday 27th December, 2008

* Note : Subscription TV Households as at 28th September

* Subscription TV Homes - Homes in the National Subscription TV Panel with Subscription TV

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).