

Quick Profile of AT&T U-Verse Customers in Miami/Ft. Lauderdale



Total Income: \$21,487,428,750

Mean Income: \$78,569

Mean Age: 51

Home Owners: 90%

Mean Home Value: \$319,746

Mean Miles Past Week: 140



Quick Profile of AT&T U-Verse Customers in Miami/Ft. Lauderdale



Report: MEDIA QUICK PROFILE
 Market: MIAMI/FT. LAUDERDALE, FL for OCT-NOV 2010 / MAY-JUL 2011
 Bases: ADULTS AGE 18+
 Media: CABLE-AT&T U-VERSE

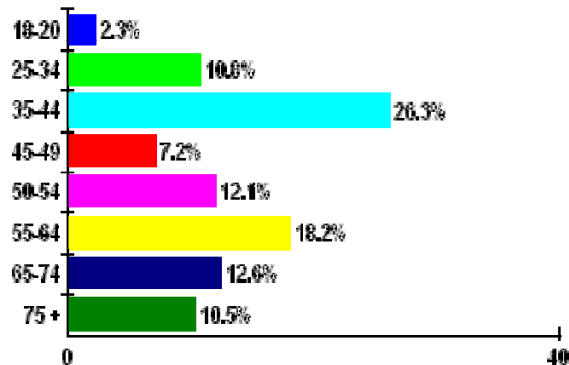
THE MEDIA AUDIT

All Groups (Cume)
 TOTAL

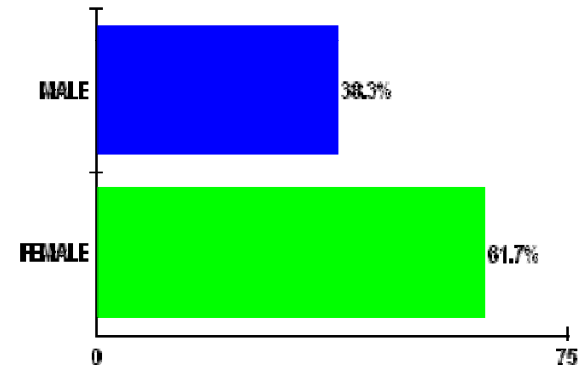
Audience Profile (Cume)

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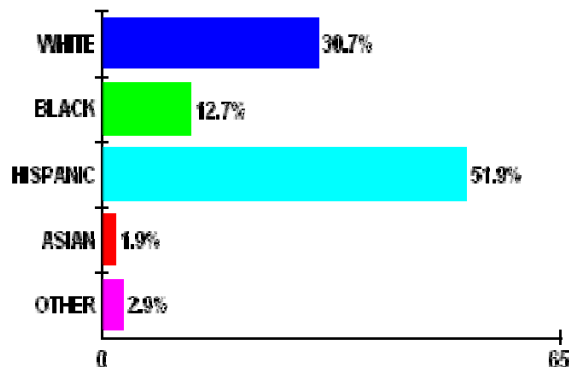
Age Analysis (Cume)



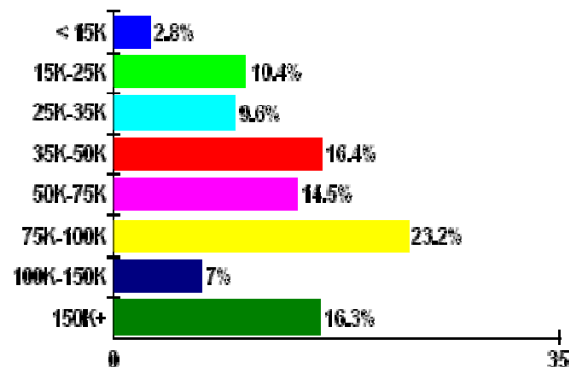
Gender Profile (Cume)



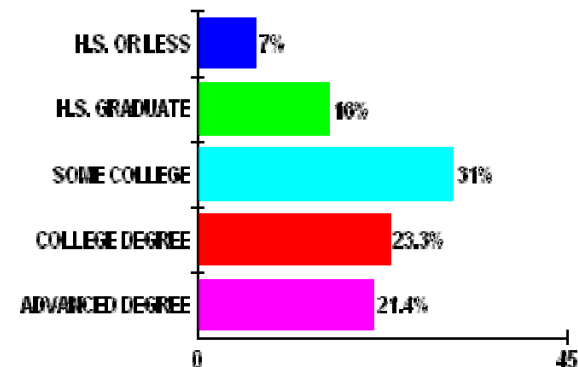
Ethnicity Profile (Cume)



Annual Income (Cume)



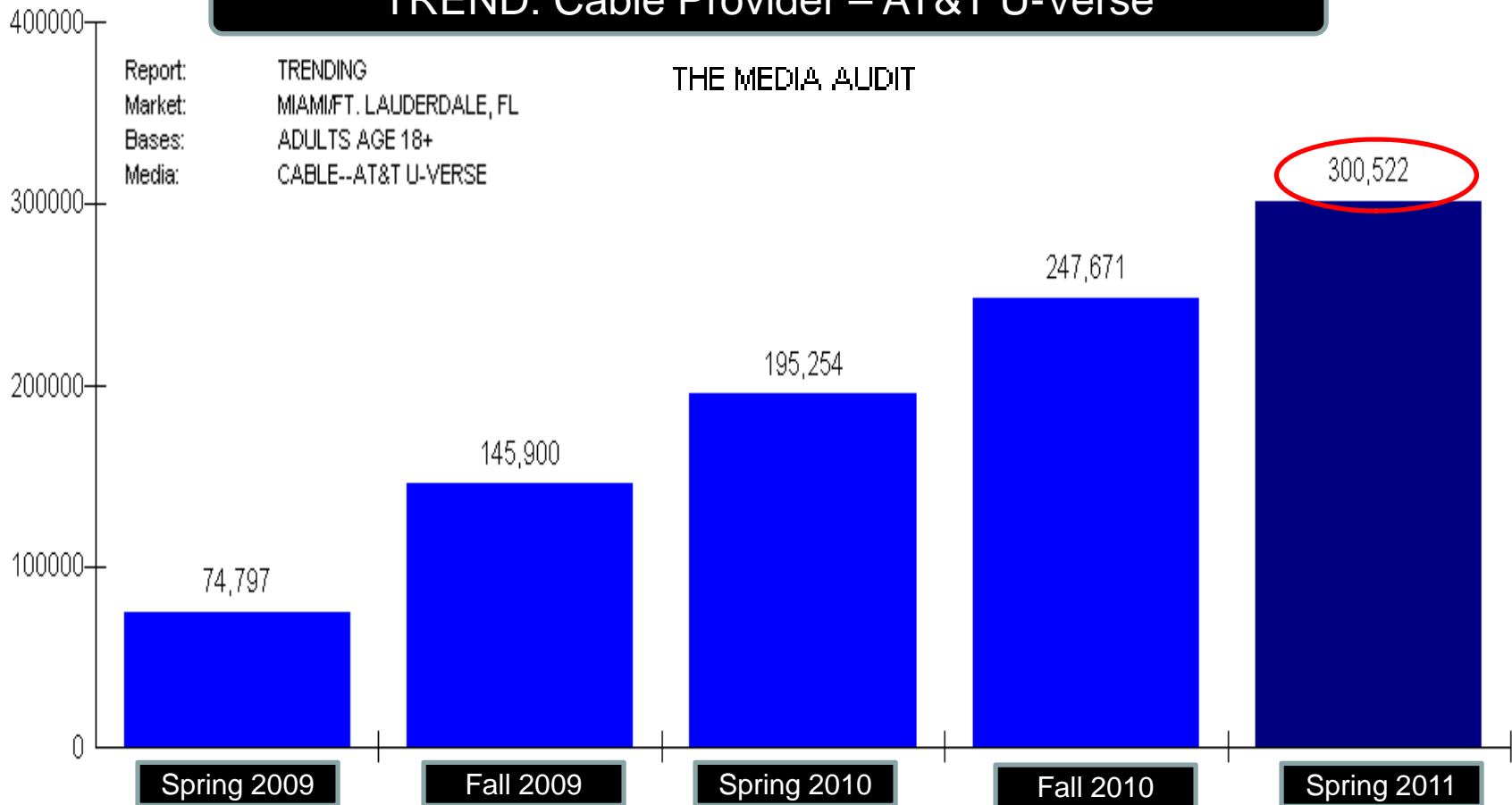
Education Profile (Cume)



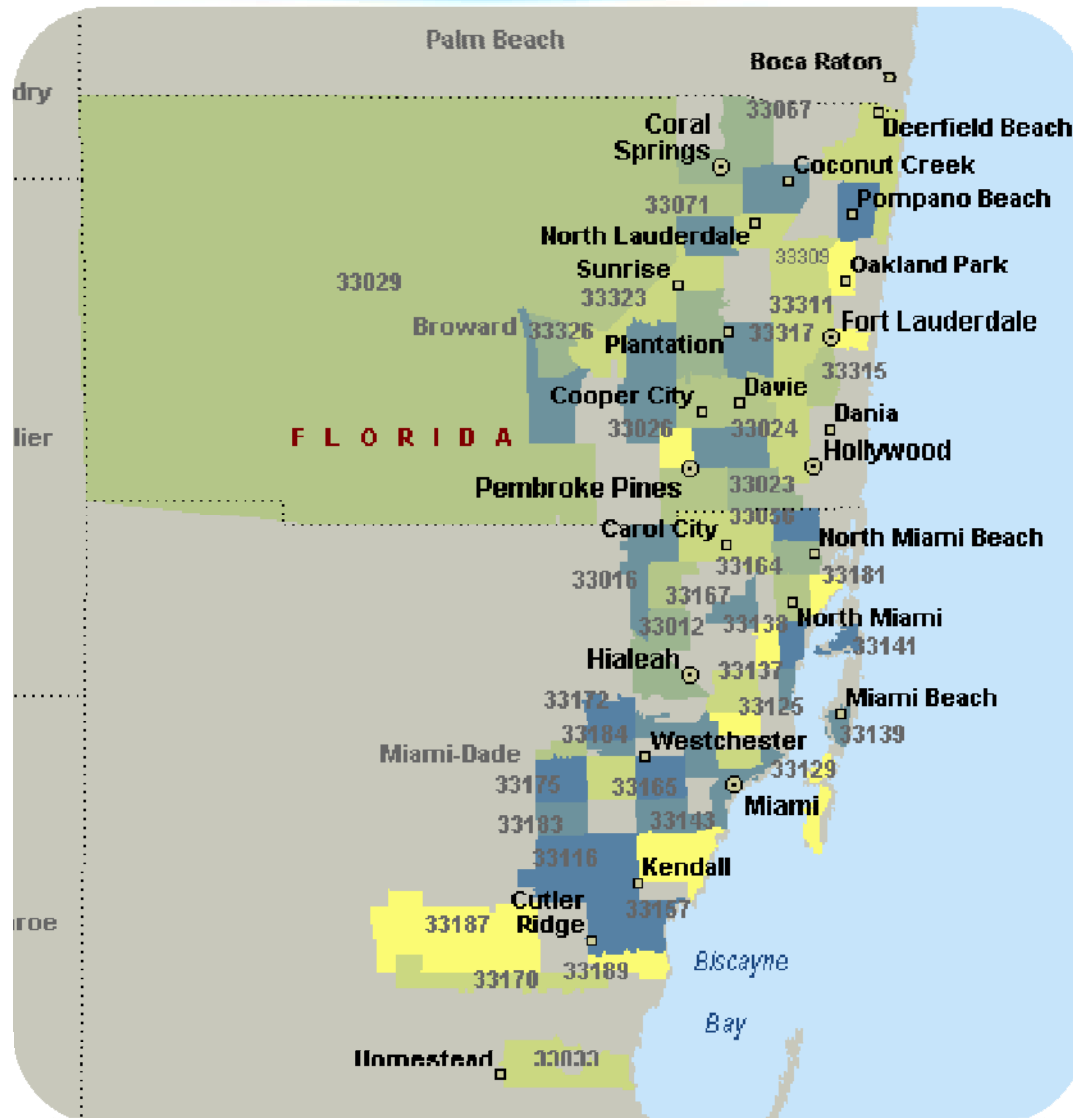
AT&T U-Verse show consistent growth In Miami & Ft. Lauderdale



TREND: Cable Provider – AT&T U-Verse



Coverage Map AT&T U-Verse Customers in Miami/Ft. Lauderdale



CABLE--AT&T U-VERSE

- 6,500 to 12,110
- 4,800 to 6,499
- 3,500 to 4,799
- 2,500 to 3,499
- 1,600 to 2,499
- 1,350 to 1,599
- 840 to 1,349
- 0 to 839



Local AT&T U-Verse Customers are 2 times more likely to have incomes \$150K+

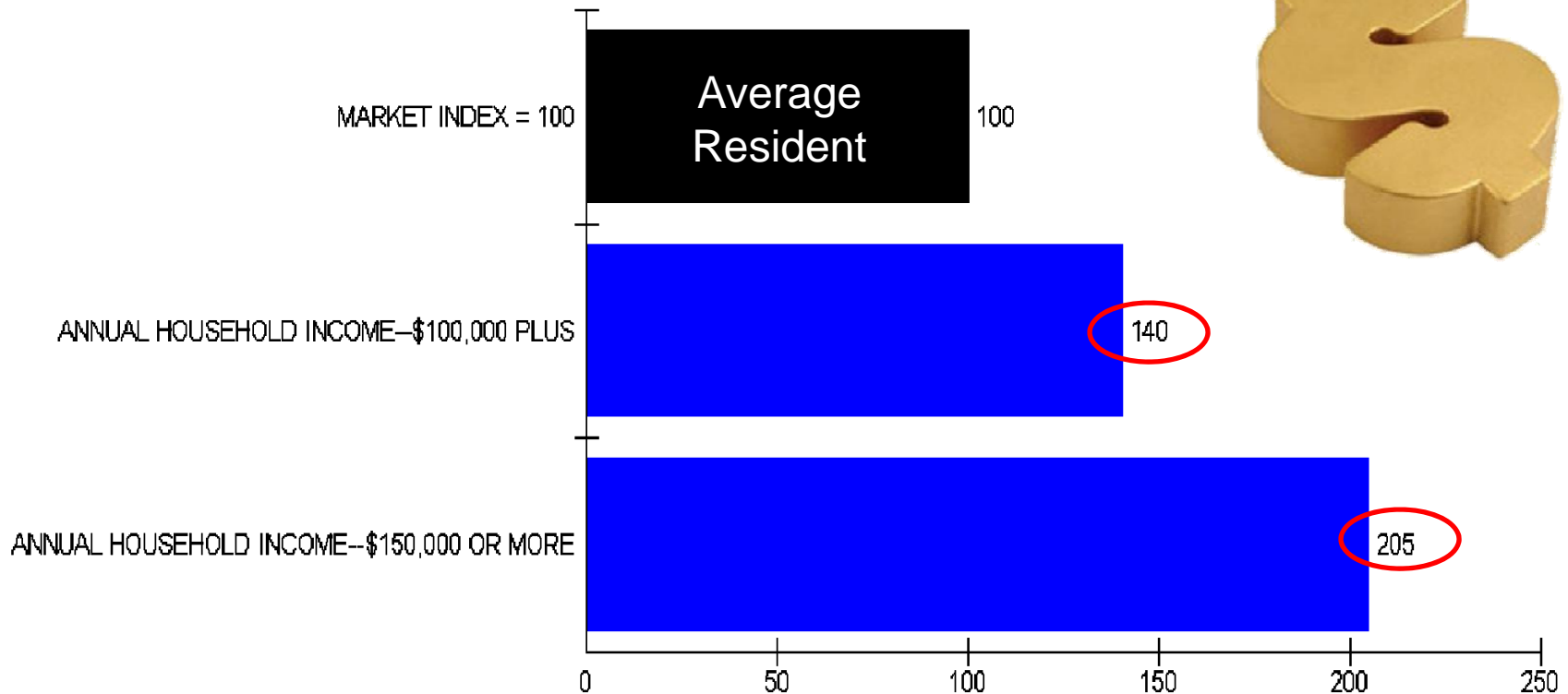


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: MIAMI FT. LAUDERDALE, FL for OCT-NOV 2010 / MAY-JUL 2011
Bases: ADULTS AGE 18+
Media: CABLE-AT&T U-VERSE

THE MEDIA AUDIT

Cume Index

Customers: AT&T U-Verse



AT&T U-Verse outperforms at reaching customers with higher levels of education

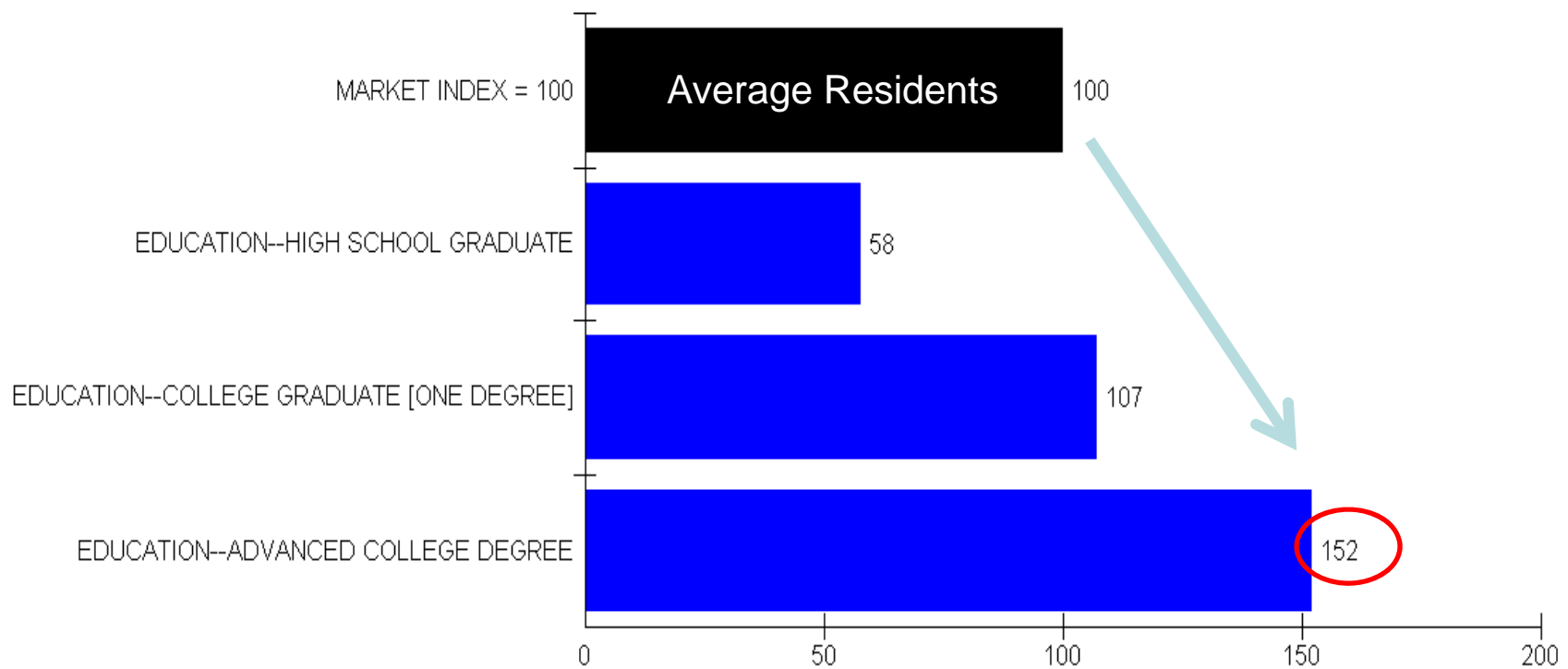


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Market: MIAMI/FT. LAUDERDALE, FL for OCT-NOV 2010 / MAY-JUL 2011
Bases: ADULTS AGE 18+
Media: CABLE--AT&T U-VERSE

THE MEDIA AUDIT

Cume Index

Customer AT&T U-Verse



Side by side demographic comparison AT&T U-Verse & Comcast Cable customers



Report: MEDIA VS. MEDIA REPORT
 Market: MIAMI/FT. LAUDERDALE, FL for OCT-NOV 2010 / MAY-JUL 2011
 Bases: ADULTS AGE 18+
 Media 1: CABLE--AT&T U-VERSE
 Media 2: CABLE--COMCAST

THE MEDIA ALDIT

MEDIA 1 PERSONS: 273,484

MEDIA 2 PERSONS: 1,585,748

Market Profile Groups	CABLE--ATT_U-VERSE	0	21	41	62	CABLE--COMCAST	0	21	41	62
GENDERS--MALE	38.3					49.7				
GENDERS--FEMALE	61.7					50.3				
AGES--18-20	2.3					7.2				
AGES--21-24	*					4.1				
AGES--25-34	10.8					18.9				
AGES--35-44	26.3					17.8				
AGES--45-49	7.2					9.8				
AGES--50-54	12.1					9.0				
AGES--55-64	18.2					14.0				
AGES--65-74	12.6					9.4				
AGES--75+	10.5					9.6				
ETHNICITY--WHITE	30.7					28.5				
ETHNICITY--BLACK	12.7					17.8				
ETHNICITY--HISPANIC	51.9					51.5				
ETHNICITY--ASIAN	1.9					0.9				
ETHNICITY--OTHER	2.9					3.3				
INCOME--< 15K	2.8					8.8				
INCOME--15K-25K	10.4					15.0				
INCOME--25K-35K	9.6					14.8				
INCOME--35K-50K	18.4					19.6				
INCOME--50K-75K	14.5					17.2				
INCOME--75K-100K	23.2					8.0				
INCOME--100K-150K	7.0					9.0				
INCOME--150K+	16.3					7.5				
EDUCATION--H.S. OR LESS	7.0					7.2				
EDUCATION--H.S. GRADUATE	16.0					26.3				
EDUCATION--SOME COLLEGE	31.0					27.7				
EDUCATION--COLLEGE DEGREE	23.3					23.6				
EDUCATION--ADVANCED DEG...	21.4					12.9				

1st page of 10 page prospect list for AT&T U-Verse customers



Targets	Audience Profile Index	0	100	200	300
MARKET INDEX = 100	100				
ART PATRONS--ADVANCED DEGREE/\$100K/ATTND OP/SY/TH	293				
MAKE OF VEHICLES NOW OWNED--MERCEDES	286				
HOME OWNER--INCOME--\$75,000-\$99,999	261				
MAKE OF VEHICLES NOW OWNED--VOLVO	247				
MARKET VALUE OF HOME--\$300,000 PLUS	225				
HOME REPAIRS--IN HOME 20YR+ & HOME EQUITY LOAN	219				
POTENTIAL SPA USERS--FEMALE/AGE 25-54/\$75K+ INCOME	219				
OPINION LEADER	216				
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	214				
MALLS SHOPPED OFTEN--POMPANO CITI CENTRE	212				
MARKET VALUE OF HOME--\$400,000 PLUS	212				
SHOPPED PAST 6-MONTHS--NEIMAN MARCUS	209				
SHOP SUPERMARKET PAST WEEK--WHOLE FOODS MARKET	206				
LUXURY CAR OWNERS--BMW/MER/LEX/INF/JAG/PORSCHE	205				
SHOP FURNITURE/MATTRESS--CARLS FURNITURE	201				
MALLS SHOPPED OFTEN--THE FALLS	193				
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 45+	192				
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS	192				
SHOPPED PAST 6-MONTHS--SAKS FIFTH AVENUE	187				
ANNUAL HOUSEHOLD INCOME \$50,000 PLUS--AGE 50 +	187				
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	187				
MAKE OF VEHICLES NOW OWNED--LEXUS	184				
MALLS SHOPPED OFTEN--TOWN CENTER AT BOCA RATON	178				
AFFLUENT FULL NESTERS--\$75K +/KIDS AT HOME	177				
MAKE OF VEHICLES NOW OWNED--SAAB	177				
PLAN COLLEGE LEVEL COURSES NEXT 12-MO.--AGE 35 +	176				
MARKET VALUE OF HOME--\$500,000 PLUS	172				
CUSTOMER--ALL CREDIT UNIONS [NET]	171				
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	170				

AT&T U-Verse customers radio preferences



Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings
Market: MIAMI FT. LAUDERDALE, FL for OCT-NOV 2010 / MAY-JUL 2011
Bases: ADULTS AGE 18+
Target: CABLE PROVIDER-AT&T U-VERSE
Base Population: 3,320,900 % In Target: 8.2% Target Persons: 273,484

Top Radio Stations Listened to by AT&T U-Verse Customers

