

Universe Estimates Year 2013 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	4,734.4	100.0%	4,643.7	100.0%	3,056.3	100.0%	1,434.0	100.0%	1,926.5	100.0%	15,794.9	100.0%
People 2+	4,632.5	97.8%	4,553.1	98.0%	2,989.7	97.8%	1,403.9	97.9%	1,885.3	97.9%	15,464.5	97.9%
Children 0-4	320.1	6.8%	297.1	6.4%	208.6	6.8%	84.2	5.9%	126.6	6.6%	1,036.6	6.6%
Children 2-9	503.6	10.6%	479.5	10.3%	332.7	10.9%	133.9	9.3%	200.5	10.4%	1,650.2	10.4%
Children 5-12	450.1	9.5%	431.1	9.3%	303.8	9.9%	129.3	9.0%	185.6	9.6%	1,499.9	9.5%
Children 10-17	452.4	9.6%	438.7	9.4%	313.3	10.3%	138.4	9.7%	194.6	10.1%	1,537.4	9.7%
Children 13-17	287.7	6.1%	280.6	6.0%	200.2	6.6%	88.9	6.2%	124.1	6.4%	981.5	6.2%
Children 0-17	1,057.9	22.3%	1,008.8	21.7%	712.6	23.3%	302.4	21.1%	436.3	22.6%	3,518.0	22.3%
Total Males	2,346.7	49.6%	2,297.8	49.5%	1,514.5	49.6%	706.3	49.3%	965.0	50.1%	7,830.3	49.6%
Male 0-4	164.4	3.5%	152.4	3.3%	107.4	3.5%	42.5	3.0%	64.7	3.4%	531.4	3.4%
Male 5-9	146.7	3.1%	139.8	3.0%	98.1	3.2%	41.2	2.9%	59.1	3.1%	484.9	3.1%
Male 10-12	84.6	1.8%	81.0	1.7%	57.6	1.9%	25.2	1.8%	36.0	1.9%	284.4	1.8%
Male 13-15	86.7	1.8%	83.8	1.8%	60.0	2.0%	26.3	1.8%	36.9	1.9%	293.7	1.9%
Male 16-17	60.8	1.3%	59.4	1.3%	42.0	1.4%	18.8	1.3%	26.2	1.4%	207.2	1.3%
Male 18-24	244.4	5.2%	250.2	5.4%	161.1	5.3%	72.2	5.0%	105.5	5.5%	833.4	5.3%
Male 25-29	198.5	4.2%	194.9	4.2%	120.6	3.9%	52.3	3.6%	83.2	4.3%	649.5	4.1%
Male 30-34	184.3	3.9%	175.9	3.8%	105.8	3.5%	45.7	3.2%	69.4	3.6%	581.1	3.7%
Male 35-39	176.1	3.7%	167.7	3.6%	108.7	3.6%	45.7	3.2%	67.5	3.5%	565.7	3.6%
Male 40-44	165.4	3.5%	168.2	3.6%	108.1	3.5%	49.5	3.5%	70.4	3.7%	561.6	3.6%
Male 45-49	160.8	3.4%	155.2	3.3%	102.4	3.4%	49.3	3.4%	67.0	3.5%	534.7	3.4%
Male 50-54	151.1	3.2%	146.7	3.2%	96.2	3.1%	49.2	3.4%	61.9	3.2%	505.1	3.2%
Male 55-59	129.9	2.7%	127.4	2.7%	84.6	2.8%	43.4	3.0%	54.9	2.8%	440.2	2.8%
Male 60-64	119.0	2.5%	116.3	2.5%	82.1	2.7%	42.3	2.9%	51.7	2.7%	411.4	2.6%
Male 65+	274.0	5.8%	278.9	6.0%	179.8	5.9%	102.7	7.2%	110.6	5.7%	946.0	6.0%

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Females	2,387.7	50.4%	2,345.9	50.5%	1,541.8	50.4%	727.7	50.7%	961.5	49.9%	7,964.6	50.4%
Female 0-4	155.7	3.3%	144.7	3.1%	101.2	3.3%	41.7	2.9%	61.9	3.2%	505.2	3.2%
Female 5-9	138.7	2.9%	133.2	2.9%	92.6	3.0%	38.6	2.7%	56.0	2.9%	459.1	2.9%
Female 10-12	80.1	1.7%	77.1	1.7%	55.5	1.8%	24.3	1.7%	34.5	1.8%	271.5	1.7%
Female 13-15	82.4	1.7%	80.0	1.7%	57.2	1.9%	25.4	1.8%	35.6	1.8%	280.6	1.8%
Female 16-17	57.8	1.2%	57.4	1.2%	41.0	1.3%	18.4	1.3%	25.4	1.3%	200.0	1.3%
Female 18-24	236.9	5.0%	237.7	5.1%	158.3	5.2%	69.1	4.8%	99.3	5.2%	801.3	5.1%
Female 25-29	198.3	4.2%	190.3	4.1%	118.4	3.9%	50.5	3.5%	74.9	3.9%	632.4	4.0%
Female 30-34	184.0	3.9%	173.8	3.7%	106.2	3.5%	44.8	3.1%	67.9	3.5%	576.7	3.7%
Female 35-39	177.2	3.7%	169.9	3.7%	110.3	3.6%	45.6	3.2%	66.6	3.5%	569.6	3.6%
Female 40-44	169.8	3.6%	173.3	3.7%	111.5	3.6%	49.6	3.5%	69.5	3.6%	573.7	3.6%
Female 45-49	163.1	3.4%	160.0	3.4%	105.3	3.4%	50.2	3.5%	66.8	3.5%	545.4	3.5%
Female 50-54	155.6	3.3%	152.8	3.3%	100.8	3.3%	50.7	3.5%	63.7	3.3%	523.6	3.3%
Female 55-59	136.3	2.9%	133.4	2.9%	88.7	2.9%	46.5	3.2%	57.1	3.0%	462.0	2.9%
Female 60-64	123.0	2.6%	124.8	2.7%	85.2	2.8%	45.4	3.2%	52.9	2.7%	431.3	2.7%
Female 65+	328.8	6.9%	337.5	7.3%	209.6	6.9%	126.9	8.8%	129.4	6.7%	1,132.2	7.2%
Working 16+	2,003.3	42.3%	2,016.9	43.4%	1,330.5	43.5%	612.3	42.7%	854.7	44.4%	6,817.7	43.2%
Not Working 16+	1,791.8	37.8%	1,734.8	37.4%	1,096.2	35.9%	556.5	38.8%	687.1	35.7%	5,866.4	37.1%

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	899.8	19.0%	855.3	18.4%	510.5	16.7%	215.2	15.0%	333.3	17.3%	2,814.1	17.8%
Occupation Group 1 16-39	422.0	8.9%	381.1	8.2%	233.2	7.6%	84.7	5.9%	134.1	7.0%	1,255.1	7.9%
Occupation Group 1 40-54	323.4	6.8%	318.8	6.9%	187.2	6.1%	83.4	5.8%	129.7	6.7%	1,042.5	6.6%
Occupation Group 1 55+	154.4	3.3%	155.4	3.3%	90.1	2.9%	47.1	3.3%	69.5	3.6%	516.5	3.3%
Occupation Group 2	649.7	13.7%	658.0	14.2%	476.0	15.6%	229.5	16.0%	295.6	15.3%	2,308.8	14.6%
Occupation Group 2 16-39	328.5	6.9%	321.8	6.9%	242.4	7.9%	109.1	7.6%	148.7	7.7%	1,150.5	7.3%
Occupation Group 2 40-54	219.4	4.6%	232.8	5.0%	161.2	5.3%	80.1	5.6%	99.0	5.1%	792.5	5.0%
Occupation Group 2 55+	101.8	2.2%	103.4	2.2%	72.4	2.4%	40.3	2.8%	47.9	2.5%	365.8	2.3%
Occupation Group 3	243.8	5.1%	279.8	6.0%	180.5	5.9%	98.1	6.8%	116.8	6.1%	919.0	5.8%
Occupation Group 3 16-39	151.0	3.2%	169.5	3.7%	103.0	3.4%	52.8	3.7%	65.4	3.4%	541.7	3.4%
Occupation Group 3 40-54	61.3	1.3%	76.7	1.7%	53.8	1.8%	30.3	2.1%	37.7	2.0%	259.8	1.6%
Occupation Group 3 55+	31.5	0.7%	33.6	0.7%	23.7	0.8%	15.0	1.0%	13.7	0.7%	117.5	0.7%
Occupation Group 4	82.8	1.7%	92.6	2.0%	68.0	2.2%	23.4	1.6%	50.0	2.6%	316.8	2.0%
Occupation Group 4 16-39	33.4	0.7%	42.3	0.9%	27.5	0.9%	8.3	0.6%	20.5	1.1%	132.0	0.8%
Occupation Group 4 40-54	36.0	0.8%	32.4	0.7%	25.9	0.8%	10.5	0.7%	19.5	1.0%	124.3	0.8%
Occupation Group 4 55+	13.4	0.3%	17.9	0.4%	14.6	0.5%	4.6	0.3%	10.0	0.5%	60.5	0.4%
Occupation Group 5	127.2	2.7%	131.2	2.8%	95.5	3.1%	46.1	3.2%	59.0	3.1%	459.0	2.9%
Occupation Group 5 16-39	63.4	1.3%	65.2	1.4%	46.2	1.5%	22.5	1.6%	28.6	1.5%	225.9	1.4%
Occupation Group 5 40-54	44.6	0.9%	44.8	1.0%	32.5	1.1%	15.9	1.1%	19.1	1.0%	156.9	1.0%
Occupation Group 5 55+	19.2	0.4%	21.2	0.5%	16.8	0.5%	7.7	0.5%	11.3	0.6%	76.2	0.5%
Persons in 1 Person Household	369.8	7.8%	380.8	8.2%	276.6	9.1%	161.5	11.3%	188.6	9.8%	1,377.3	8.7%
Persons in 2 Person Households	1,160.8	24.5%	1,165.6	25.1%	866.4	28.3%	424.2	29.6%	548.8	28.5%	4,165.8	26.4%
Persons in 3 Person Households	809.1	17.1%	882.3	19.0%	543.6	17.8%	249.6	17.4%	323.1	16.8%	2,807.7	17.8%
Persons in 4 Person Households	1,210.4	25.6%	1,183.6	25.5%	772.0	25.3%	355.6	24.8%	502.8	26.1%	4,024.4	25.5%
Persons in 5+ Person Households	1,184.3	25.0%	1,031.4	22.2%	597.7	19.6%	243.1	17.0%	363.2	18.9%	3,419.7	21.7%

Universe Estimates Year 2013 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 TV Households	1,459.6	30.8%	1,246.3	26.8%	844.3	27.6%	373.0	26.0%	545.6	28.3%	4,468.8	28.3%
Persons in 2 TV Households	1,663.2	35.1%	1,620.6	34.9%	1,067.6	34.9%	516.2	36.0%	674.1	35.0%	5,541.7	35.1%
Persons in 3+ TV Households	1,611.6	34.0%	1,776.8	38.3%	1,144.4	37.4%	544.8	38.0%	706.8	36.7%	5,784.4	36.6%

Region 1 Individuals	1,080.4	22.8%	1,224.1	26.4%	722.0	23.6%	416.8	29.1%	560.3	29.1%
Region 2 Individuals	1,275.3	26.9%	1,019.2	21.9%	505.5	16.5%	324.2	22.6%	310.6	16.1%
Region 3 Individuals	745.8	15.8%	769.6	16.6%	603.8	19.8%	323.0	22.5%	396.8	20.6%
Region 4 Individuals	708.0	15.0%	617.5	13.3%	472.8	15.5%	370.0	25.8%	469.5	24.4%
Region 5 Individuals	924.9	19.5%	1,013.3	21.8%	752.2	24.6%			189.3	9.8%

UE - Universe Estimate

REGION KEY

Region 1
Region 2
Region 3
Region 4
Region 5

SYDNEY

Sth West & Sth
West
North
North Shore
City

MELBOURNE

Central & West
North
East
South
South East

BRISBANE

North
City North
City South
South
Gold Coast

ADELAIDE

North & Yorke
West
East
South

PERTH

North
East
South East
South West
City

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Households	1,724.4	100.0%	1,712.8	100.0%	1,185.1	100.0%	584.2	100.0%	756.9	100.0%	5,963.4	100.0%
1 Person Households	369.8	21.4%	380.8	22.2%	276.6	23.3%	161.5	27.6%	188.6	24.9%	1,377.3	23.1%
2 Person Households	580.4	33.7%	582.8	34.0%	433.2	36.6%	212.1	36.3%	274.4	36.3%	2,082.9	34.9%
3 Person Households	269.7	15.6%	294.1	17.2%	181.2	15.3%	83.2	14.2%	107.7	14.2%	935.9	15.7%
4 Person Households	302.6	17.5%	295.9	17.3%	193.0	16.3%	88.9	15.2%	125.7	16.6%	1,006.1	16.9%
5+ Person Households	201.9	11.7%	159.2	9.3%	101.1	8.5%	38.5	6.6%	60.5	8.0%	561.2	9.4%
1 TV Households	684.8	39.7%	603.1	35.2%	433.1	36.5%	198.3	33.9%	281.8	37.2%	2,201.1	36.9%
2 TVs Households	599.7	34.8%	611.0	35.7%	419.5	35.4%	220.6	37.8%	263.7	34.8%	2,114.5	35.5%
3+ TVs Households	439.9	25.5%	498.7	29.1%	332.5	28.1%	165.3	28.3%	211.4	27.9%	1,647.8	27.6%
Households receiving FTA channels	1,724.4	100.0%	1,712.8	100.0%	1,185.1	100.0%	584.2	100.0%	756.9	100.0%	5,963.4	100.0%
Households receiving STV channels	623.7	36.2%	516.3	30.1%	358.3	30.2%	134.1	23.0%	208.8	27.6%	1,841.2	30.9%
Grocery Buyers	1,724.4	100.0%	1,712.8	100.0%	1,185.1	100.0%	584.2	100.0%	756.9	100.0%	5,963.4	100.0%
Grocery Buyers Working	888.0	51.5%	875.3	51.1%	614.5	51.9%	273.5	46.8%	390.8	51.6%	3,042.1	51.0%
Grocery Buyers Not Working	836.4	48.5%	837.5	48.9%	570.6	48.1%	310.7	53.2%	366.1	48.4%	2,921.3	49.0%
Grocery Buyers Age 18-39	493.8	28.6%	480.4	28.0%	360.7	30.4%	140.5	24.0%	218.9	28.9%	1,694.3	28.4%
Grocery Buyers Age 25-54	1,013.4	58.8%	980.5	57.2%	679.1	57.3%	309.0	52.9%	439.5	58.1%	3,421.5	57.4%
Grocery Buyers Age 40-54	552.9	32.1%	540.7	31.6%	361.5	30.5%	178.6	30.6%	241.0	31.8%	1,874.7	31.4%
Grocery Buyers Age 55-64	299.6	17.4%	292.0	17.0%	206.4	17.4%	108.8	18.6%	134.5	17.8%	1,041.3	17.5%
Grocery Buyers Age 65+	378.1	21.9%	399.7	23.3%	256.5	21.6%	156.3	26.8%	162.5	21.5%	1,353.1	22.7%
Grocery Buyers Male	550.7	31.9%	506.8	29.6%	367.2	31.0%	177.1	30.3%	232.6	30.7%	1,834.4	30.8%
Grocery Buyers Female	1,173.7	68.1%	1,206.0	70.4%	817.9	69.0%	407.1	69.7%	524.3	69.3%	4,129.0	69.2%

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers 0 Children	1,164.6	67.5%	1,164.9	68.0%	810.8	68.4%	416.9	71.4%	529.7	70.0%	4,086.9	68.5%
Grocery Buyers 1-2 Children	440.4	25.5%	455.1	26.6%	301.4	25.4%	140.0	24.0%	188.4	24.9%	1,525.3	25.6%
Grocery Buyers 3+ Children	119.4	6.9%	92.8	5.4%	72.9	6.2%	27.3	4.7%	38.8	5.1%	351.2	5.9%

Grocery Buyers Children 0-2	151.8	8.8%	146.2	8.5%	99.1	8.4%	42.4	7.3%	62.0	8.2%	501.5	8.4%
Grocery Buyers Children 0-4	226.1	13.1%	224.1	13.1%	144.2	12.2%	64.7	11.1%	91.1	12.0%	750.2	12.6%
Grocery Buyers Children 0-12	439.8	25.5%	433.2	25.3%	292.5	24.7%	124.9	21.4%	172.4	22.8%	1,462.8	24.5%
Grocery Buyers Children 0-15	508.4	29.5%	501.9	29.3%	343.7	29.0%	150.9	25.8%	203.0	26.8%	1,707.9	28.6%
Grocery Buyers Children 0-17	559.8	32.5%	547.9	32.0%	374.3	31.6%	167.3	28.6%	227.2	30.0%	1,876.5	31.5%
Grocery Buyers Children 5-12	318.9	18.5%	306.5	17.9%	212.5	17.9%	91.7	15.7%	116.6	15.4%	1,046.2	17.5%
Grocery Buyers Children 5-17	444.0	25.7%	426.9	24.9%	298.9	25.2%	135.2	23.1%	173.0	22.9%	1,478.0	24.8%
Grocery Buyers Children 13-17	221.3	12.8%	195.6	11.4%	142.9	12.1%	68.3	11.7%	90.4	11.9%	718.5	12.0%

Region 1 Households	380.6	22.1%	478.5	27.9%	277.6	23.4%	159.3	27.3%	216.2	28.6%		
Region 2 Households	414.1	24.0%	349.0	20.4%	204.2	17.2%	142.4	24.4%	115.4	15.2%		
Region 3 Households	274.7	15.9%	271.5	15.9%	238.4	20.1%	131.0	22.4%	158.0	20.9%		
Region 4 Households	275.9	16.0%	242.4	14.2%	167.6	14.1%	151.5	25.9%	185.3	24.5%		
Region 5 Households	379.1	22.0%	371.4	21.7%	297.3	25.1%			82.0	10.8%		

UE - Universe Estimate

REGION KEY

Region 1	SW&S	C&W	North	N&Y	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

* - STV penetration estimates as at 30 December, 2012

Approximate Sample Size 2013 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	2,347.0	100.0%	2,196.0	100.0%	1,509.0	100.0%	1,105.0	100.0%	1,145.0	100.0%	8,302.0	100.0%
People 2+	2,296.0	97.8%	2,153.0	98.0%	1,476.0	97.8%	1,082.0	97.9%	1,121.0	97.9%	8,128.0	97.9%
Children 0-4	159.0	6.8%	140.0	6.4%	103.0	6.8%	65.0	5.9%	75.0	6.6%	542.0	6.5%
Children 2-9	250.0	10.7%	227.0	10.3%	164.0	10.9%	103.0	9.3%	119.0	10.4%	863.0	10.4%
Children 5-12	223.0	9.5%	204.0	9.3%	150.0	9.9%	100.0	9.0%	110.0	9.6%	787.0	9.5%
Children 10-17	224.0	9.5%	207.0	9.4%	155.0	10.3%	107.0	9.7%	116.0	10.1%	809.0	9.7%
Children 13-17	143.0	6.1%	133.0	6.1%	99.0	6.6%	69.0	6.2%	74.0	6.5%	518.0	6.2%
Children 0-17	524.0	22.3%	477.0	21.7%	352.0	23.3%	233.0	21.1%	259.0	22.6%	1,845.0	22.2%
Total Males	1,163.0	49.6%	1,087.0	49.5%	748.0	49.6%	544.0	49.2%	574.0	50.1%	4,116.0	49.6%
Male 0-4	81.0	3.5%	72.0	3.3%	53.0	3.5%	33.0	3.0%	38.0	3.3%	277.0	3.3%
Male 5-9	73.0	3.1%	66.0	3.0%	48.0	3.2%	32.0	2.9%	35.0	3.1%	254.0	3.1%
Male 10-12	42.0	1.8%	38.0	1.7%	28.0	1.9%	19.0	1.7%	21.0	1.8%	148.0	1.8%
Male 13-15	43.0	1.8%	40.0	1.8%	30.0	2.0%	20.0	1.8%	22.0	1.9%	155.0	1.9%
Male 16-17	30.0	1.3%	28.0	1.3%	21.0	1.4%	14.0	1.3%	16.0	1.4%	109.0	1.3%
Male 18-24	121.0	5.2%	118.0	5.4%	80.0	5.3%	56.0	5.1%	63.0	5.5%	438.0	5.3%
Male 25-29	98.0	4.2%	92.0	4.2%	60.0	4.0%	40.0	3.6%	49.0	4.3%	339.0	4.1%
Male 30-34	91.0	3.9%	83.0	3.8%	52.0	3.4%	35.0	3.2%	41.0	3.6%	302.0	3.6%
Male 35-39	87.0	3.7%	79.0	3.6%	54.0	3.6%	35.0	3.2%	40.0	3.5%	295.0	3.6%
Male 40-44	82.0	3.5%	80.0	3.6%	53.0	3.5%	38.0	3.4%	42.0	3.7%	295.0	3.6%
Male 45-49	80.0	3.4%	73.0	3.3%	51.0	3.4%	38.0	3.4%	40.0	3.5%	282.0	3.4%
Male 50-54	75.0	3.2%	69.0	3.1%	47.0	3.1%	38.0	3.4%	37.0	3.2%	266.0	3.2%
Male 55-59	64.0	2.7%	60.0	2.7%	42.0	2.8%	33.0	3.0%	33.0	2.9%	232.0	2.8%
Male 60-64	59.0	2.5%	55.0	2.5%	41.0	2.7%	33.0	3.0%	31.0	2.7%	219.0	2.6%
Male 65+	136.0	5.8%	132.0	6.0%	89.0	5.9%	79.0	7.1%	66.0	5.8%	502.0	6.0%

Approximate Sample Size 2013 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,184.0	50.4%	1,109.0	50.5%	761.0	50.4%	561.0	50.8%	571.0	49.9%	4,186.0	50.4%
Female 0-4	77.0	3.3%	68.0	3.1%	50.0	3.3%	32.0	2.9%	37.0	3.2%	264.0	3.2%
Female 5-9	69.0	2.9%	63.0	2.9%	46.0	3.0%	30.0	2.7%	33.0	2.9%	241.0	2.9%
Female 10-12	40.0	1.7%	36.0	1.6%	27.0	1.8%	19.0	1.7%	21.0	1.8%	143.0	1.7%
Female 13-15	41.0	1.7%	38.0	1.7%	28.0	1.9%	20.0	1.8%	21.0	1.8%	148.0	1.8%
Female 16-17	29.0	1.2%	27.0	1.2%	20.0	1.3%	14.0	1.3%	15.0	1.3%	105.0	1.3%
Female 18-24	117.0	5.0%	112.0	5.1%	78.0	5.2%	53.0	4.8%	59.0	5.2%	419.0	5.0%
Female 25-29	98.0	4.2%	90.0	4.1%	58.0	3.8%	39.0	3.5%	45.0	3.9%	330.0	4.0%
Female 30-34	91.0	3.9%	82.0	3.7%	52.0	3.4%	35.0	3.2%	40.0	3.5%	300.0	3.6%
Female 35-39	88.0	3.7%	80.0	3.6%	54.0	3.6%	35.0	3.2%	40.0	3.5%	297.0	3.6%
Female 40-44	84.0	3.6%	82.0	3.7%	55.0	3.6%	38.0	3.4%	41.0	3.6%	300.0	3.6%
Female 45-49	81.0	3.5%	76.0	3.5%	52.0	3.4%	39.0	3.5%	40.0	3.5%	288.0	3.5%
Female 50-54	77.0	3.3%	72.0	3.3%	50.0	3.3%	39.0	3.5%	38.0	3.3%	276.0	3.3%
Female 55-59	68.0	2.9%	63.0	2.9%	44.0	2.9%	36.0	3.3%	34.0	3.0%	245.0	3.0%
Female 60-64	61.0	2.6%	59.0	2.7%	42.0	2.8%	35.0	3.2%	31.0	2.7%	228.0	2.7%
Female 65+	163.0	6.9%	160.0	7.3%	103.0	6.8%	98.0	8.9%	77.0	6.7%	601.0	7.2%
Working 16+	993.0	42.3%	954.0	43.4%	657.0	43.5%	472.0	42.7%	508.0	44.4%	3,584.0	43.2%
Not Working 16+	888.0	37.8%	820.0	37.3%	541.0	35.9%	429.0	38.8%	408.0	35.6%	3,086.0	37.2%

Approximate Sample Size 2013 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	446.0	19.0%	404.0	18.4%	252.0	16.7%	166.0	15.0%	198.0	17.3%	1,466.0	17.7%
Occupation Group 1 16-39	209.0	8.9%	180.0	8.2%	115.0	7.6%	65.0	5.9%	80.0	7.0%	649.0	7.8%
Occupation Group 1 40-54	160.0	6.8%	151.0	6.9%	92.0	6.1%	64.0	5.8%	77.0	6.7%	544.0	6.6%
Occupation Group 1 55+	77.0	3.3%	73.0	3.3%	44.0	2.9%	36.0	3.3%	41.0	3.6%	271.0	3.3%
Occupation Group 2	322.0	13.7%	311.0	14.2%	235.0	15.6%	177.0	16.0%	176.0	15.4%	1,221.0	14.7%
Occupation Group 2 16-39	163.0	6.9%	152.0	6.9%	120.0	8.0%	84.0	7.6%	88.0	7.7%	607.0	7.3%
Occupation Group 2 40-54	109.0	4.6%	110.0	5.0%	80.0	5.3%	62.0	5.6%	59.0	5.2%	420.0	5.1%
Occupation Group 2 55+	50.0	2.1%	49.0	2.2%	36.0	2.4%	31.0	2.8%	28.0	2.4%	194.0	2.3%
Occupation Group 3	121.0	5.2%	132.0	6.0%	89.0	5.9%	76.0	6.9%	69.0	6.0%	487.0	5.9%
Occupation Group 3 16-39	75.0	3.2%	80.0	3.6%	51.0	3.4%	41.0	3.7%	39.0	3.4%	286.0	3.4%
Occupation Group 3 40-54	30.0	1.3%	36.0	1.6%	27.0	1.8%	23.0	2.1%	22.0	1.9%	138.0	1.7%
Occupation Group 3 55+	16.0	0.7%	16.0	0.7%	12.0	0.8%	12.0	1.1%	8.0	0.7%	64.0	0.8%
Occupation Group 4	41.0	1.7%	44.0	2.0%	34.0	2.3%	18.0	1.6%	30.0	2.6%	167.0	2.0%
Occupation Group 4 16-39	17.0	0.7%	20.0	0.9%	14.0	0.9%	6.0	0.5%	12.0	1.0%	69.0	0.8%
Occupation Group 4 40-54	18.0	0.8%	15.0	0.7%	13.0	0.9%	8.0	0.7%	12.0	1.0%	66.0	0.8%
Occupation Group 4 55+	7.0	0.3%	8.0	0.4%	7.0	0.5%	4.0	0.4%	6.0	0.5%	32.0	0.4%
Occupation Group 5	63.0	2.7%	62.0	2.8%	47.0	3.1%	36.0	3.3%	35.0	3.1%	243.0	2.9%
Occupation Group 5 16-39	31.0	1.3%	31.0	1.4%	23.0	1.5%	17.0	1.5%	17.0	1.5%	119.0	1.4%
Occupation Group 5 40-54	22.0	0.9%	21.0	1.0%	16.0	1.1%	12.0	1.1%	11.0	1.0%	82.0	1.0%
Occupation Group 5 55+	10.0	0.4%	10.0	0.5%	8.0	0.5%	6.0	0.5%	7.0	0.6%	41.0	0.5%
Persons in 1 Person Household	183.0	7.8%	180.0	8.2%	137.0	9.1%	124.0	11.2%	112.0	9.8%	736.0	8.9%
Persons in 2 Person Households	575.0	24.5%	551.0	25.1%	428.0	28.4%	327.0	29.6%	326.0	28.5%	2,207.0	26.6%
Persons in 3 Person Households	401.0	17.1%	417.0	19.0%	268.0	17.8%	192.0	17.4%	192.0	16.8%	1,470.0	17.7%
Persons in 4 Person Households	600.0	25.6%	560.0	25.5%	381.0	25.2%	274.0	24.8%	299.0	26.1%	2,114.0	25.5%
Persons in 5+ Person Households	587.0	25.0%	488.0	22.2%	295.0	19.5%	187.0	16.9%	216.0	18.9%	1,773.0	21.4%

Approximate Sample Size 2013 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Persons in 1 TV Households	724.0	30.8%	589.0	26.8%	417.0	27.6%	287.0	26.0%	324.0	28.3%	2,341.0	28.2%
Persons in 2 TV Households	825.0	35.2%	766.0	34.9%	527.0	34.9%	398.0	36.0%	401.0	35.0%	2,917.0	35.1%
Persons in 3+ TV Households	799.0	34.0%	840.0	38.3%	565.0	37.4%	420.0	38.0%	420.0	36.7%	3,044.0	36.7%

Region 1 Individuals	536.0	22.8%	579.0	26.4%	356.0	23.6%	321.0	29.0%	333.0	29.1%
Region 2 Individuals	632.0	26.9%	482.0	21.9%	250.0	16.6%	250.0	22.6%	185.0	16.2%
Region 3 Individuals	370.0	15.8%	364.0	16.6%	298.0	19.7%	249.0	22.5%	236.0	20.6%
Region 4 Individuals	351.0	15.0%	292.0	13.3%	233.0	15.4%	285.0	25.8%	279.0	24.4%
Region 5 Individuals	459.0	19.6%	479.0	21.8%	371.0	24.6%			113.0	9.9%

REGION KEY

	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1	Sth West & Sth	Central & West	North	North & Yorke	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

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 2013 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	855.0	100.0%	810.0	100.0%	585.0	100.0%	450.0	100.0%	450.0	100.0%	3,150.0	100.0%
1 Person Households	183.0	21.4%	180.0	22.2%	137.0	23.4%	124.0	27.6%	112.0	24.9%	736.0	23.4%
2 Person Households	288.0	33.7%	276.0	34.1%	214.0	36.6%	163.0	36.2%	163.0	36.2%	1,104.0	35.0%
3 Person Households	134.0	15.7%	139.0	17.2%	89.0	15.2%	64.0	14.2%	64.0	14.2%	490.0	15.6%
4 Person Households	150.0	17.5%	140.0	17.3%	95.0	16.2%	68.0	15.1%	75.0	16.7%	528.0	16.8%
5+ Person Households	100.0	11.7%	75.0	9.3%	50.0	8.5%	30.0	6.7%	36.0	8.0%	291.0	9.2%
1 TV Households	340.0	39.8%	285.0	35.2%	214.0	36.6%	153.0	34.0%	168.0	37.3%	1,160.0	36.8%
2 TVs Households	297.0	34.7%	289.0	35.7%	207.0	35.4%	170.0	37.8%	157.0	34.9%	1,120.0	35.6%
3+ TVs Households	218.0	25.5%	236.0	29.1%	164.0	28.0%	127.0	28.2%	126.0	28.0%	871.0	27.7%
Households receiving FTA channels	855.0	100.0%	810.0	100.0%	585.0	100.0%	450.0	100.0%	450.0	100.0%	3,150.0	100.0%
Households receiving STV channels	309.0	36.1%	244.0	30.1%	177.0	30.3%	103.0	22.9%	124.0	27.6%	957.0	30.4%
Grocery Buyers	855.0	100.0%	810.0	100.0%	585.0	100.0%	450.0	100.0%	450.0	100.0%	3,150.0	100.0%
Grocery Buyers Working	440.0	51.5%	414.0	51.1%	303.0	51.8%	211.0	46.9%	232.0	51.6%	1,600.0	50.8%
Grocery Buyers Not Working	415.0	48.5%	396.0	48.9%	282.0	48.2%	239.0	53.1%	218.0	48.4%	1,550.0	49.2%
Grocery Buyers Age 18-39	245.0	28.7%	227.0	28.0%	178.0	30.4%	108.0	24.0%	130.0	28.9%	888.0	28.2%
Grocery Buyers Age 25-54	502.0	58.7%	464.0	57.3%	335.0	57.3%	238.0	52.9%	261.0	58.0%	1,800.0	57.1%
Grocery Buyers Age 40-54	274.0	32.0%	256.0	31.6%	178.0	30.4%	138.0	30.7%	143.0	31.8%	989.0	31.4%
Grocery Buyers Age 55-64	149.0	17.4%	138.0	17.0%	102.0	17.4%	84.0	18.7%	80.0	17.8%	553.0	17.6%
Grocery Buyers Age 65+	187.0	21.9%	189.0	23.3%	127.0	21.7%	120.0	26.7%	97.0	21.6%	720.0	22.9%

Approximate Sample Size 2013 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	273.0	31.9%	240.0	29.6%	181.0	30.9%	136.0	30.2%	138.0	30.7%	968.0	30.7%
Grocery Buyers Female	582.0	68.1%	570.0	70.4%	404.0	69.1%	314.0	69.8%	312.0	69.3%	2,182.0	69.3%

Grocery Buyers 0 Children	577.0	67.5%	551.0	68.0%	400.0	68.4%	321.0	71.3%	315.0	70.0%	2,164.0	68.7%
Grocery Buyers 1-2 Children	218.0	25.5%	215.0	26.5%	149.0	25.5%	108.0	24.0%	112.0	24.9%	802.0	25.5%
Grocery Buyers 3+ Children	59.0	6.9%	44.0	5.4%	36.0	6.2%	21.0	4.7%	23.0	5.1%	183.0	5.8%

Grocery Buyers Children 0-2	75.0	8.8%	69.0	8.5%	49.0	8.4%	33.0	7.3%	37.0	8.2%	263.0	8.3%
Grocery Buyers Children 0-4	112.0	13.1%	106.0	13.1%	71.0	12.1%	50.0	11.1%	54.0	12.0%	393.0	12.5%
Grocery Buyers Children 0-12	218.0	25.5%	205.0	25.3%	144.0	24.6%	96.0	21.3%	102.0	22.7%	765.0	24.3%
Grocery Buyers Children 0-15	252.0	29.5%	237.0	29.3%	170.0	29.1%	116.0	25.8%	121.0	26.9%	896.0	28.4%
Grocery Buyers Children 0-17	278.0	32.5%	259.0	32.0%	185.0	31.6%	129.0	28.7%	135.0	30.0%	986.0	31.3%
Grocery Buyers Children 5-12	158.0	18.5%	145.0	17.9%	105.0	17.9%	71.0	15.8%	69.0	15.3%	548.0	17.4%
Grocery Buyers Children 5-17	220.0	25.7%	202.0	24.9%	148.0	25.3%	104.0	23.1%	103.0	22.9%	777.0	24.7%
Grocery Buyers Children 13-17	110.0	12.9%	93.0	11.5%	71.0	12.1%	53.0	11.8%	54.0	12.0%	381.0	12.1%

Region 1 Households	189.0	22.1%	226.0	27.9%	137.0	23.4%	123.0	27.3%	129.0	28.7%
Region 2 Households	205.0	24.0%	165.0	20.4%	101.0	17.3%	110.0	24.4%	69.0	15.3%
Region 3 Households	136.0	15.9%	128.0	15.8%	118.0	20.2%	101.0	22.4%	94.0	20.9%
Region 4 Households	137.0	16.0%	115.0	14.2%	83.0	14.2%	117.0	26.0%	110.0	24.4%
Region 5 Households	188.0	22.0%	176.0	21.7%	147.0	25.1%			49.0	10.9%

REGION KEY

Region 1	SW&S	C&W	North	N&Y	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

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).

* - STV penetration estimates as at 30 December, 2012