

Universe Estimates Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,868.8	100.0%	23,213.1	100.0%
People 2+	7,700.9	97.9%	22,715.5	97.9%
Children 0-4	511.1	6.5%	1,484.1	6.4%
Children 2-9	885.3	11.3%	2,463.7	10.6%
Children 5-12	866.9	11.0%	2,300.1	9.9%
Children 10-17	913.9	11.6%	2,225.1	9.6%
Children 13-17	589.1	7.5%	1,402.2	6.0%
Children 0-17	1,967.1	25.0%	5,186.4	22.3%
Total Males	3,973.5	50.5%	11,518.2	49.6%
Male 0-4#	267.5	3.4%	761.7	3.3%
Male 5-9#	284.5	3.6%	758.4	3.3%
Male 10-12#	169.5	2.2%	423.6	1.8%
Male 13-15#	183.9	2.3%	427.2	1.8%
Male 16-17#	130.0	1.7%	291.2	1.3%
Male 18-24#	348.0	4.4%	1,122.3	4.8%
Male 25-29#	237.8	3.0%	859.2	3.7%
Male 30-34#	254.1	3.2%	861.8	3.7%
Male 35-39#	232.4	3.0%	763.2	3.3%
Male 40-44#	280.6	3.6%	783.6	3.4%
Male 45-49#	280.6	3.6%	751.4	3.2%
Male 50-54#	280.2	3.6%	735.1	3.2%
Male 55-59#	268.2	3.4%	693.9	3.0%
Male 60-64#	222.1	2.8%	614.9	2.6%
Male 65+#	534.1	6.8%	1,670.7	7.2%

UE - Universe Estimate

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January -Saturday 25th March 2017

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.
STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.

IDS-Only Homes access subscription TV channels on the TV set using an Internet Delivered Service (IDS) only via an Internet connection.

** National Homes - Homes within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NSW, VIC and TAS) markets. Overlap homes are counted only once.

National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,895.3	49.5%	11,694.9	50.4%
Female 0-4#	243.6	3.1%	722.4	3.1%
Female 5-9#	257.6	3.3%	718.8	3.1%
Female 10-12#	155.3	2.0%	399.3	1.7%
Female 13-15#	162.8	2.1%	405.4	1.7%
Female 16-17#	112.4	1.4%	278.4	1.2%
Female 18-24#	319.8	4.1%	1,067.1	4.6%
Female 25-29#	220.7	2.8%	851.9	3.7%
Female 30-34#	264.9	3.4%	867.7	3.7%
Female 35-39#	273.5	3.5%	770.9	3.3%
Female 40-44#	299.1	3.8%	802.1	3.5%
Female 45-49#	295.3	3.8%	771.5	3.3%
Female 50-54#	286.2	3.6%	761.0	3.3%
Female 55-59#	270.2	3.4%	722.9	3.1%
Female 60-64#	218.8	2.8%	643.6	2.8%
Female 65+ #	515.1	6.5%	1,911.9	8.2%
Female 25-54 with Children	907.2	11.5%	2,400.7	10.3%
Working 16+	3,461.5	44.0%	10,259.2	44.2%
Not Working 16+	2,682.6	34.1%	8,337.1	35.9%

UE - Universe Estimate

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National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

Universe Estimates Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,542.6	19.6%	4,431.3	19.1%
Occupation Group 1 16-39	525.8	6.7%	1,763.6	7.6%
Occupation Group 1 25-54	1,037.4	13.2%	3,026.4	13.0%
Occupation Group 1 40-54	610.2	7.8%	1,595.0	6.9%
Occupation Group 1 35+	1,181.9	15.0%	3,176.0	13.7%
Occupation Group 1 55+	406.6	5.2%	1,072.7	4.6%
Occupation Group 2	1,126.8	14.3%	3,159.7	13.6%
Occupation Group 2 16-39	468.2	6.0%	1,447.0	6.2%
Occupation Group 2 40-54	412.9	5.2%	1,049.3	4.5%
Occupation Group 2 55+	245.7	3.1%	663.4	2.9%
Occupation Group 3	373.2	4.7%	1,422.7	6.1%
Occupation Group 3 16-39	181.2	2.3%	711.2	3.1%
Occupation Group 3 40-54	124.3	1.6%	441.7	1.9%
Occupation Group 3 55+	67.7	0.9%	269.8	1.2%
Occupation Group 1-3 35-49	1,082.6	13.8%	3,035.0	13.1%
Occupation Group 4	164.4	2.1%	534.5	2.3%
Occupation Group 4 16-39	56.7	0.7%	205.4	0.9%
Occupation Group 4 40-54	66.7	0.8%	198.2	0.9%
Occupation Group 4 55+	41.0	0.5%	130.9	0.6%
Occupation Group 5	254.5	3.2%	711.0	3.1%
Occupation Group 5 16-39	118.0	1.5%	339.1	1.5%
Occupation Group 5 40-54	83.6	1.1%	227.7	1.0%
Occupation Group 5 55+	52.9	0.7%	144.2	0.6%
Male Occupation Group 1-2 25-54	831.0	10.6%	2,426.1	10.5%

UE - Universe Estimate

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January - Saturday 25th March 2017

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National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

Universe Estimates Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	390.8	5.0%	2,218.9	9.6%
Persons in 2 Person Households#	2,025.8	25.7%	6,621.6	28.5%
Persons in 3 Person Households#	1,424.1	18.1%	4,163.1	17.9%
Persons in 4 Person Households#	2,116.2	26.9%	5,281.2	22.8%
Persons in 5+ Person Households#	1,911.9	24.3%	4,928.3	21.2%
Persons in 1 TV Households#	1,740.7	22.1%	8,370.6	36.1%
Persons in 2 TV Households#	2,712.3	34.5%	7,760.6	33.4%
Persons in 3+ TV Households#	3,415.8	43.4%	7,081.9	30.5%

UE - Universe Estimate

Quarter 1, 2016 refers to reporting quarter date range Sunday 27th Dec 2015 - Saturday 26th March 2016

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National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

Universe Estimates Quarter 1, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,743.7	100.0%	9,077.1	100.0%
1 Person Households#	390.9	14.2%	2,218.9	24.4%
2 Person Households#	1,010.7	36.8%	3,310.8	36.5%
3 Person Households#	473.6	17.3%	1,387.7	15.3%
4 Person Households#	529.1	19.3%	1,320.3	14.5%
5+ Person Households#	339.4	12.4%	839.4	9.2%
1 TV Households#	747.0	27.2%	3,846.6	42.4%
2 TVs Households#	999.5	36.4%	3,039.1	33.5%
3+ TVs Households#	997.2	36.3%	2,191.4	24.1%
Households receiving FTA channels	2,743.7	100.0%	9,077.1	100.0%
Households receiving STV channels	2,743.7	100.0%	2,743.7	30.2%
- STU STV (Cable/Satellite)	2,614.4	95.3%	2,614.4	28.8%
- IDS-only STV (Internet Delivered Only)	129.3	4.7%	129.3	1.4%
Grocery Buyers#	2,743.7	100.0%	9,077.1	100.0%
Grocery Buyers Working	1,399.8	51.0%	4,726.6	52.1%
Grocery Buyers Not Working	1,343.9	49.0%	4,350.5	47.9%
Grocery Buyers 18-39	703.4	25.6%	2,718.4	29.9%
Grocery Buyers 18-54	1,636.5	59.6%	5,300.3	58.4%
Grocery Buyers Age 25-54	1,559.7	56.8%	4,829.8	53.2%
Grocery Buyers Age 40-54	933.1	34.0%	2,581.9	28.4%
Grocery Buyers Age 55-64	529.0	19.3%	1,524.6	16.8%
Grocery Buyers Age 65+	578.2	21.1%	2,252.2	24.8%

UE - Universe Estimate

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January -Saturday 25th March 2017

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Universe Estimates Quarter 1, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	881.0	32.1%	3,218.9	35.5%
Grocery Buyers Female	1,862.7	67.9%	5,858.2	64.5%
Grocery Buyers Female Age 25-49	875.6	31.9%	2,557.3	28.2%
Grocery Buyers 0 Children#	1,790.9	65.3%	6,555.7	72.2%
Grocery Buyers 1-2 Children#	763.5	27.8%	2,043.2	22.5%
Grocery Buyers 3+ Children#	189.3	6.9%	478.2	5.3%
Grocery Buyers Children 0-2	214.5	7.8%	604.3	6.7%
Grocery Buyers Children 0-4	329.4	12.0%	941.3	10.4%
Grocery Buyers Children 0-12	710.2	25.9%	1,929.5	21.3%
Grocery Buyers Children 0-15	853.3	31.1%	2,280.9	25.1%
Grocery Buyers Children 0-17	1,022.4	37.3%	2,521.4	27.8%
Grocery Buyers Children 5-12	528.3	19.3%	1,400.3	15.4%
Grocery Buyers Children 5-17	780.6	28.5%	2,017.0	22.2%
Grocery Buyers Children 13-17	415.6	15.1%	1,007.5	11.1%

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National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

Approximate Sample Size Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	4,946	100.0%
People 2+	4,840	97.9%
Children 0-4	324	6.6%
Children 2-9	549	11.1%
Children 5-12	531	10.7%
Children 10-17	559	11.3%
Children 13-17	359	7.3%
Children 0-17	1,214	24.5%
Total Males	2,488	50.3%
Male 0-4	167	3.4%
Male 5-9	172	3.5%
Male 10-12	103	2.1%
Male 13-15	110	2.2%
Male 16-17	80	1.6%
Male 18-24	213	4.3%
Male 25-29	144	2.9%
Male 30-34	158	3.2%
Male 35-39	148	3.0%
Male 40-44	176	3.6%
Male 45-49	178	3.6%
Male 50-54	174	3.5%
Male 55-59	172	3.5%
Male 60-64	144	2.9%
Male 65+	349	7.1%

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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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,458	49.7%
Female 0-4	157	3.2%
Female 5-9	160	3.2%
Female 10-12	96	1.9%
Female 13-15	100	2.0%
Female 16-17	69	1.4%
Female 18-24	202	4.1%
Female 25-29	137	2.8%
Female 30-34	165	3.3%
Female 35-39	164	3.3%
Female 40-44	191	3.9%
Female 45-49	183	3.7%
Female 50-54	180	3.6%
Female 55-59	172	3.5%
Female 60-64	141	2.9%
Female 65+	341	6.9%
Female 25-54 with Children	565	11.4%
Working 16+	2,179	44.1%
Not Working 16+	1,702	34.4%

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Approximate Sample Size Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	982	19.9%
Occupation Group 1 16-39	333	6.7%
Occupation Group 1 25-54	652	13.2%
Occupation Group 1 40-54	384	7.8%
Occupation Group 1 35+	754	15.2%
Occupation Group 1 55+	265	5.4%
Occupation Group 2	696	14.1%
Occupation Group 2 16-39	288	5.8%
Occupation Group 2 40-54	251	5.1%
Occupation Group 2 55+	157	3.2%
Occupation Group 3	234	4.7%
Occupation Group 3 16-39	112	2.3%
Occupation Group 3 40-54	78	1.6%
Occupation Group 3 55+	44	0.9%
Occupation Group 1-3 35-49	669	13.5%
Occupation Group 4	104	2.1%
Occupation Group 4 16-39	34	0.7%
Occupation Group 4 40-54	43	0.9%
Occupation Group 4 55+	27	0.5%
Occupation Group 5	163	3.3%
Occupation Group 5 16-39	74	1.5%
Occupation Group 5 40-54	54	1.1%
Occupation Group 5 55+	35	0.7%
Male Occupation Group 1-2 25-54	520	10.5%

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Approximate Sample Size Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	255	5.2%
Persons in 2 Person Households	1,292	26.1%
Persons in 3 Person Households	896	18.1%
Persons in 4 Person Households	1,340	27.1%
Persons in 5+ Person Households	1,163	23.5%
Persons in 1 TV Households	1,094	22.1%
Persons in 2 TV Households	1,715	34.7%
Persons in 3+ TV Households	2,137	43.2%

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Approximate Sample Size Quarter 1, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,735	100.0%
1 Person Households	254	14.6%
2 Person Households	643	37.1%
3 Person Households	297	17.1%
4 Person Households	334	19.3%
5+ Person Households	207	11.9%
1 TV Households	474	27.3%
2 TVs Households	635	36.6%
3+ TVs Households	626	36.1%
Households receiving FTA channels	1,735	100.0%
Households receiving STV channels	1,735	100.0%
Grocery Buyers	1,735	100.0%
Grocery Buyers Working	869	50.1%
Grocery Buyers Not Working	866	49.9%
Grocery Buyers 18-39	434	25.0%
Grocery Buyers 18-54	1,018	58.7%
Grocery Buyers Age 25-54	969	55.9%
Grocery Buyers Age 40-54	584	33.7%
Grocery Buyers Age 55-64	338	19.5%
Grocery Buyers Age 65+	379	21.8%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	556	32.0%
Grocery Buyers Female	1,179	68.0%
Grocery Buyers Female Age 25-49	542	31.2%

Grocery Buyers 0 Children	1,142	65.8%
Grocery Buyers 1-2 Children	480	27.7%
Grocery Buyers 3+ Children	113	6.5%

Grocery Buyers Children 0-2	134	7.7%
Grocery Buyers Children 0-4	208	12.0%
Grocery Buyers Children 0-12	442	25.5%
Grocery Buyers Children 0-15	529	30.5%
Grocery Buyers Children 0-17	593	34.2%
Grocery Buyers Children 5-12	327	18.8%
Grocery Buyers Children 5-17	484	27.9%
Grocery Buyers Children 13-17	255	14.7%

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January -Saturday 25th March 2017

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.
STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.
IDS-Only Homes access subscription TV channels on the TV set using an Internet Delivered Service (IDS) only via an Internet connection.

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).