

## Universe Estimates Quarter 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,783.7	100.0%	23,400.7	100.0%
People 2+	7,634.3	98.1%	22,917.6	97.9%
Children 0-4	492.8	6.3%	1,508.7	6.4%
Children 2-9	893.3	11.5%	2,537.8	10.8%
Children 5-12	864.5	11.1%	2,337.2	10.0%
Children 10-17	883.5	11.4%	2,223.4	9.5%
Children 13-17	568.9	7.3%	1,398.4	6.0%
Children 0-17	1,926.2	24.7%	5,244.3	22.4%
Total Males	3,891.7	50.0%	11,588.2	49.5%
Male 0-4#	268.1	3.4%	774.7	3.3%
Male 5-9#	287.7	3.7%	776.1	3.3%
Male 10-12#	163.3	2.1%	424.5	1.8%
Male 13-15#	176.6	2.3%	427.2	1.8%
Male 16-17#	117.9	1.5%	289.0	1.2%
Male 18-24#	351.0	4.5%	1,127.6	4.8%
Male 25-29#	201.8	2.6%	877.8	3.8%
Male 30-34#	232.6	3.0%	868.5	3.7%
Male 35-39#	236.1	3.0%	780.8	3.3%
Male 40-44#	268.2	3.4%	759.7	3.2%
Male 45-49#	274.2	3.5%	761.3	3.3%
Male 50-54#	271.6	3.5%	718.1	3.1%
Male 55-59#	252.1	3.2%	697.8	3.0%
Male 60-64#	220.2	2.8%	612.2	2.6%
Male 65+#	570.3	7.3%	1,692.9	7.2%

UE - Universe Estimate

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

\* 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.

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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+

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	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,892.0	50.0%	11,812.5	50.5%
Female 0-4#	224.7	2.9%	734.0	3.1%
Female 5-9#	262.2	3.4%	736.1	3.1%
Female 10-12#	151.3	1.9%	400.5	1.7%
Female 13-15#	161.4	2.1%	406.0	1.7%
Female 16-17#	113.0	1.5%	276.2	1.2%
Female 18-24#	321.3	4.1%	1,083.2	4.6%
Female 25-29#	213.8	2.7%	881.1	3.8%
Female 30-34#	250.4	3.2%	885.0	3.8%
Female 35-39#	254.1	3.3%	785.3	3.4%
Female 40-44#	276.3	3.5%	766.2	3.3%
Female 45-49#	311.1	4.0%	803.0	3.4%
Female 50-54#	293.0	3.8%	746.3	3.2%
Female 55-59#	260.7	3.3%	731.1	3.1%
Female 60-64#	239.2	3.1%	648.1	2.8%
Female 65+#	559.5	7.2%	1,930.4	8.2%
Female 25-54 with Children	900.9	11.6%	2,431.4	10.4%
Working 16+	3,341.0	42.9%	10,306.4	44.0%
Not Working 16+	2,747.4	35.3%	8,415.2	36.0%

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## Universe Estimates Quarter 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,485.2	19.1%	4,440.3	19.0%
Occupation Group 1 16-39	504.6	6.5%	1,784.4	7.6%
Occupation Group 1 25-54	1,004.3	12.9%	3,089.0	13.2%
Occupation Group 1 40-54	594.7	7.6%	1,623.2	6.9%
Occupation Group 1 35+	1,146.9	14.7%	3,179.3	13.6%
Occupation Group 1 55+	385.9	5.0%	1,032.7	4.4%
Occupation Group 2	1,096.5	14.1%	3,197.0	13.7%
Occupation Group 2 16-39	442.9	5.7%	1,473.2	6.3%
Occupation Group 2 40-54	412.6	5.3%	1,061.7	4.5%
Occupation Group 2 55+	241.0	3.1%	662.1	2.8%
Occupation Group 3	342.2	4.4%	1,415.9	6.1%
Occupation Group 3 16-39	162.4	2.1%	731.7	3.1%
Occupation Group 3 40-54	112.9	1.5%	432.3	1.8%
Occupation Group 3 55+	66.9	0.9%	251.9	1.1%
Occupation Group 1-3 35-49	1,045.7	13.4%	3,083.9	13.2%
Occupation Group 4	166.2	2.1%	522.6	2.2%
Occupation Group 4 16-39	58.2	0.7%	203.0	0.9%
Occupation Group 4 40-54	65.5	0.8%	185.7	0.8%
Occupation Group 4 55+	42.5	0.5%	133.9	0.6%
Occupation Group 5	250.9	3.2%	730.6	3.1%
Occupation Group 5 16-39	108.6	1.4%	346.2	1.5%
Occupation Group 5 40-54	81.0	1.0%	224.3	1.0%
Occupation Group 5 55+	61.3	0.8%	160.1	0.7%
Male Occupation Group 1-2 25-54	789.8	10.1%	2,449.8	10.5%

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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 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	410.1	5.3%	2,259.2	9.7%
Persons in 2 Person Households#	2,029.0	26.1%	6,736.8	28.8%
Persons in 3 Person Households#	1,438.8	18.5%	4,174.8	17.8%
Persons in 4 Person Households#	2,107.2	27.1%	5,373.2	23.0%
Persons in 5+ Person Households#	1,798.6	23.1%	4,856.7	20.8%
Persons in 1 TV Households#	1,860.5	23.9%	8,771.3	37.5%
Persons in 2 TV Households#	2,653.7	34.1%	7,835.7	33.5%
Persons in 3+ TV Households#	3,269.5	42.0%	6,793.7	29.0%

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## Universe Estimates Quarter 2, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,759.0	100.0%	9,207.2	100.0%
1 Person Households#	410.1	14.9%	2,259.2	24.5%
2 Person Households#	1,014.5	36.8%	3,368.4	36.6%
3 Person Households#	479.6	17.4%	1,391.6	15.1%
4 Person Households#	526.8	19.1%	1,343.3	14.6%
5+ Person Households#	328.0	11.9%	844.7	9.2%
1 TV Households#	799.5	29.0%	4,014.8	43.6%
2 TVs Households#	980.7	35.5%	3,040.7	33.0%
3+ TVs Households#	978.8	35.5%	2,151.7	23.4%
Households receiving FTA channels	2,759.0	100.0%	9,207.2	100.0%
Households receiving STV channels	2,759.0	100.0%	2,759.0	30.0%
- STU STV (Cable/Satellite)	2,642.3	95.8%	2,642.3	28.7%
- IDS-only STV (Internet Delivered Only)	116.7	4.2%	116.7	1.3%
Grocery Buyers#	2,759.0	100.0%	9,207.2	100.0%
Grocery Buyers Working	1,368.6	49.6%	4,812.5	52.3%
Grocery Buyers Not Working	1,390.4	50.4%	4,394.7	47.7%
Grocery Buyers 18-39	677.9	24.6%	2,739.4	29.8%
Grocery Buyers 18-54	1,604.9	58.2%	5,333.8	57.9%
Grocery Buyers Age 25-54	1,517.0	55.0%	4,850.0	52.7%
Grocery Buyers Age 40-54	927.0	33.6%	2,594.4	28.2%
Grocery Buyers Age 55-64	529.5	19.2%	1,557.5	16.9%
Grocery Buyers Age 65+	624.6	22.6%	2,315.9	25.2%

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## Universe Estimates Quarter 2, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	921.9	33.4%	3,385.6	36.8%
Grocery Buyers Female	1,837.1	66.6%	5,821.6	63.2%
Grocery Buyers Female Age 25-49	815.4	29.6%	2,496.7	27.1%
Grocery Buyers 0 Children#	1,813.5	65.7%	6,655.8	72.3%
Grocery Buyers 1-2 Children#	760.2	27.6%	2,059.2	22.4%
Grocery Buyers 3+ Children#	185.3	6.7%	492.2	5.3%
Grocery Buyers Children 0-2	189.3	6.9%	592.2	6.4%
Grocery Buyers Children 0-4	314.0	11.4%	929.1	10.1%
Grocery Buyers Children 0-12	710.4	25.7%	1,972.3	21.4%
Grocery Buyers Children 0-15	842.7	30.5%	2,305.2	25.0%
Grocery Buyers Children 0-17	1,007.1	36.5%	2,551.4	27.7%
Grocery Buyers Children 5-12	548.9	19.9%	1,458.2	15.8%
Grocery Buyers Children 5-17	793.7	28.8%	2,066.0	22.4%
Grocery Buyers Children 13-17	411.8	14.9%	996.1	10.8%

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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 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,900	100.0%
People 2+	5,791	98.2%
Children 0-4	369	6.3%
Children 2-9	668	11.3%
Children 5-12	645	10.9%
Children 10-17	666	11.3%
Children 13-17	428	7.3%
Children 0-17	1,442	24.4%
Total Males	2,939	49.8%
Male 0-4	194	3.3%
Male 5-9	211	3.6%
Male 10-12	123	2.1%
Male 13-15	133	2.3%
Male 16-17	92	1.6%
Male 18-24	260	4.4%
Male 25-29	151	2.6%
Male 30-34	172	2.9%
Male 35-39	179	3.0%
Male 40-44	203	3.4%
Male 45-49	209	3.5%
Male 50-54	205	3.5%
Male 55-59	191	3.2%
Male 60-64	172	2.9%
Male 65+	444	7.5%

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,960	50.2%
Female 0-4	175	3.0%
Female 5-9	198	3.4%
Female 10-12	113	1.9%
Female 13-15	118	2.0%
Female 16-17	85	1.4%
Female 18-24	238	4.0%
Female 25-29	160	2.7%
Female 30-34	187	3.2%
Female 35-39	189	3.2%
Female 40-44	214	3.6%
Female 45-49	237	4.0%
Female 50-54	224	3.8%
Female 55-59	202	3.4%
Female 60-64	181	3.1%
Female 65+	439	7.4%
Female 25-54 with Children	675	11.4%
Working 16+	2,538	43.0%
Not Working 16+	2,096	35.5%

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## Approximate Sample Size Quarter 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,136	19.3%
Occupation Group 1 16-39	381	6.5%
Occupation Group 1 25-54	765	13.0%
Occupation Group 1 40-54	456	7.7%
Occupation Group 1 35+	881	14.9%
Occupation Group 1 55+	299	5.1%
Occupation Group 2	818	13.9%
Occupation Group 2 16-39	322	5.5%
Occupation Group 2 40-54	310	5.3%
Occupation Group 2 55+	186	3.2%
Occupation Group 3	264	4.5%
Occupation Group 3 16-39	125	2.1%
Occupation Group 3 40-54	88	1.5%
Occupation Group 3 55+	51	0.9%
Occupation Group 1-3 35-49	795	13.5%
Occupation Group 4	124	2.1%
Occupation Group 4 16-39	41	0.7%
Occupation Group 4 40-54	49	0.8%
Occupation Group 4 55+	34	0.6%
Occupation Group 5	196	3.3%
Occupation Group 5 16-39	83	1.4%
Occupation Group 5 40-54	65	1.1%
Occupation Group 5 55+	48	0.8%
Male Occupation Group 1-2 25-54	593	10.1%

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## Approximate Sample Size Quarter 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	319	5.4%
Persons in 2 Person Households	1,567	26.6%
Persons in 3 Person Households	1,078	18.3%
Persons in 4 Person Households	1,584	26.8%
Persons in 5+ Person Households	1,352	22.9%
Persons in 1 TV Households	1,389	23.5%
Persons in 2 TV Households	2,023	34.3%
Persons in 3+ TV Households	2,488	42.2%

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## Approximate Sample Size Quarter 2, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,097	100.0%
1 Person Households	318	15.2%
2 Person Households	780	37.2%
3 Person Households	358	17.1%
4 Person Households	394	18.8%
5+ Person Households	247	11.8%
1 TV Households	604	28.8%
2 TVs Households	751	35.8%
3+ TVs Households	742	35.4%
Households receiving FTA channels	2,097	100.0%
Households receiving STV channels	2,097	100.0%
Grocery Buyers	2,097	100.0%
Grocery Buyers Working	1,031	49.2%
Grocery Buyers Not Working	1,066	50.8%
Grocery Buyers 18-39	502	23.9%
Grocery Buyers 18-54	1,207	57.6%
Grocery Buyers Age 25-54	1,142	54.5%
Grocery Buyers Age 40-54	705	33.6%
Grocery Buyers Age 55-64	403	19.2%
Grocery Buyers Age 65+	487	23.2%

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	ASS	ASS %
Grocery Buyers Male	707	33.7%
Grocery Buyers Female	1,390	66.3%
Grocery Buyers Female Age 25-49	607	28.9%
Grocery Buyers 0 Children	1,390	66.3%
Grocery Buyers 1-2 Children	567	27.0%
Grocery Buyers 3+ Children	140	6.7%
Grocery Buyers Children 0-2	142	6.8%
Grocery Buyers Children 0-4	233	11.1%
Grocery Buyers Children 0-12	531	25.3%
Grocery Buyers Children 0-15	631	30.1%
Grocery Buyers Children 0-17	707	33.7%
Grocery Buyers Children 5-12	412	19.6%
Grocery Buyers Children 5-17	595	28.4%
Grocery Buyers Children 13-17	308	14.7%

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

\* 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).