

Universe Estimates Year 2011 - 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	4,635.0	100.0%	4,528.0	100.0%	2,982.0	100.0%	1,408.0	100.0%	1,856.0	100.0%	15,409.0	100.0%

People 2+	4,536.2	97.9%	4,431.1	97.9%	2,914.4	97.7%	1,383.8	98.3%	1,815.7	97.8%	15,081.2	97.9%
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Children 0-4	305.5	6.6%	297.2	6.6%	208.3	7.0%	84.2	6.0%	123.4	6.6%	1,018.6	6.6%
Children 2-9	486.4	10.5%	464.5	10.3%	324.0	10.9%	137.8	9.8%	192.8	10.4%	1,605.5	10.4%
Children 5-12	445.0	9.6%	422.9	9.3%	295.8	9.9%	127.6	9.1%	179.9	9.7%	1,471.2	9.5%
Children 10-17	457.2	9.9%	441.0	9.7%	313.4	10.5%	139.7	9.9%	194.2	10.5%	1,545.5	10.0%
Children 13-17	291.9	6.3%	282.3	6.2%	200.9	6.7%	89.9	6.4%	124.0	6.7%	989.0	6.4%
Children 0-17	1,042.4	22.5%	1,002.4	22.1%	705.0	23.6%	301.7	21.4%	427.3	23.0%	3,478.8	22.6%

Total Males	2,292.1	49.5%	2,246.7	49.6%	1,480.5	49.6%	692.1	49.2%	935.9	50.4%	7,647.3	49.6%
Male 0-4	156.9	3.4%	152.4	3.4%	107.8	3.6%	42.9	3.0%	63.5	3.4%	523.5	3.4%
Male 5-9	143.4	3.1%	135.1	3.0%	94.1	3.2%	39.8	2.8%	56.3	3.0%	468.7	3.0%
Male 10-12	84.3	1.8%	82.2	1.8%	57.3	1.9%	25.2	1.8%	36.3	2.0%	285.3	1.9%
Male 13-15	86.9	1.9%	84.2	1.9%	60.1	2.0%	27.0	1.9%	37.1	2.0%	295.3	1.9%
Male 16-17	62.2	1.3%	60.6	1.3%	42.8	1.4%	19.0	1.3%	26.4	1.4%	211.0	1.4%
Male 18-24	246.0	5.3%	249.6	5.5%	158.2	5.3%	71.1	5.0%	102.8	5.5%	827.7	5.4%
Male 25-29	197.0	4.3%	185.9	4.1%	119.0	4.0%	50.3	3.6%	77.5	4.2%	629.7	4.1%
Male 30-34	174.3	3.8%	165.7	3.7%	100.3	3.4%	43.7	3.1%	64.5	3.5%	548.5	3.6%
Male 35-39	179.6	3.9%	172.1	3.8%	112.5	3.8%	47.6	3.4%	69.4	3.7%	581.2	3.8%
Male 40-44	156.5	3.4%	159.4	3.5%	101.2	3.4%	47.4	3.4%	66.3	3.6%	530.8	3.4%
Male 45-49	163.0	3.5%	156.2	3.4%	103.0	3.5%	50.0	3.6%	67.3	3.6%	539.5	3.5%
Male 50-54	143.8	3.1%	141.5	3.1%	91.7	3.1%	47.0	3.3%	59.5	3.2%	483.5	3.1%
Male 55-59	124.7	2.7%	122.4	2.7%	83.2	2.8%	42.8	3.0%	53.5	2.9%	426.6	2.8%
Male 60-64	117.2	2.5%	115.5	2.6%	81.0	2.7%	41.2	2.9%	50.6	2.7%	405.5	2.6%
Male 65+	256.3	5.5%	263.9	5.8%	168.3	5.6%	97.1	6.9%	104.9	5.7%	890.5	5.8%

UE - Universe Estimate

Universe Estimates Year 2011 - 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 Females	2,342.9	50.5%	2,281.3	50.4%	1,501.5	50.4%	715.9	50.8%	920.1	49.6%	7,761.7	50.4%
Female 0-4	148.6	3.2%	144.8	3.2%	100.5	3.4%	41.3	2.9%	59.9	3.2%	495.1	3.2%
Female 5-9	136.3	2.9%	129.1	2.9%	89.2	3.0%	38.0	2.7%	53.4	2.9%	446.0	2.9%
Female 10-12	81.0	1.7%	76.5	1.7%	55.2	1.9%	24.6	1.7%	33.9	1.8%	271.2	1.8%
Female 13-15	83.4	1.8%	80.1	1.8%	57.2	1.9%	25.5	1.8%	35.3	1.9%	281.5	1.8%
Female 16-17	59.4	1.3%	57.4	1.3%	40.8	1.4%	18.4	1.3%	25.2	1.4%	201.2	1.3%
Female 18-24	236.5	5.1%	233.2	5.2%	153.7	5.2%	68.6	4.9%	94.5	5.1%	786.5	5.1%
Female 25-29	197.2	4.3%	181.4	4.0%	114.6	3.8%	48.8	3.5%	68.4	3.7%	610.4	4.0%
Female 30-34	176.2	3.8%	162.6	3.6%	101.2	3.4%	42.5	3.0%	62.2	3.4%	544.7	3.5%
Female 35-39	183.2	4.0%	175.8	3.9%	114.8	3.8%	47.9	3.4%	67.3	3.6%	589.0	3.8%
Female 40-44	158.9	3.4%	161.9	3.6%	102.6	3.4%	47.8	3.4%	64.7	3.5%	535.9	3.5%
Female 45-49	166.3	3.6%	160.3	3.5%	107.2	3.6%	51.3	3.6%	66.3	3.6%	551.4	3.6%
Female 50-54	149.6	3.2%	146.3	3.2%	96.5	3.2%	49.1	3.5%	60.8	3.3%	502.3	3.3%
Female 55-59	131.2	2.8%	128.9	2.8%	87.4	2.9%	46.0	3.3%	55.6	3.0%	449.1	2.9%
Female 60-64	120.1	2.6%	121.4	2.7%	82.6	2.8%	44.3	3.1%	49.8	2.7%	418.2	2.7%
Female 65+	315.0	6.8%	321.6	7.1%	198.0	6.6%	121.8	8.7%	122.8	6.6%	1,079.2	7.0%

Working 16+	2,076.9	44.8%	1,998.4	44.1%	1,385.2	46.5%	610.3	43.3%	882.1	47.5%	6,952.9	45.1%
Not Working 16+	1,637.3	35.3%	1,645.2	36.3%	975.4	32.7%	533.4	37.9%	598.2	32.2%	5,389.5	35.0%

UE - Universe Estimate

Universe Estimates Year 2011 - 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 %
Occupation Group 1	849.0	18.3%	802.4	17.7%	492.6	16.5%	219.1	15.6%	339.6	18.3%	2,702.7	17.5%
Occupation Group 1 16-39	391.1	8.4%	364.6	8.1%	229.0	7.7%	86.4	6.1%	149.6	8.1%	1,220.7	7.9%
Occupation Group 1 40-54	313.0	6.8%	302.9	6.7%	179.6	6.0%	89.8	6.4%	126.0	6.8%	1,011.3	6.6%
Occupation Group 1 55+	144.9	3.1%	134.9	3.0%	84.0	2.8%	42.9	3.0%	64.0	3.4%	470.7	3.1%
Occupation Group 2	630.7	13.6%	626.8	13.8%	469.0	15.7%	201.2	14.3%	291.9	15.7%	2,219.6	14.4%
Occupation Group 2 16-39	316.8	6.8%	314.8	7.0%	233.8	7.8%	93.3	6.6%	140.7	7.6%	1,099.4	7.1%
Occupation Group 2 40-54	216.6	4.7%	224.6	5.0%	168.7	5.7%	73.4	5.2%	105.4	5.7%	788.7	5.1%
Occupation Group 2 55+	97.3	2.1%	87.4	1.9%	66.5	2.2%	34.5	2.5%	45.8	2.5%	331.5	2.2%
Occupation Group 3	365.7	7.9%	342.0	7.6%	247.7	8.3%	112.7	8.0%	134.5	7.2%	1,202.6	7.8%
Occupation Group 3 16-39	217.1	4.7%	201.7	4.5%	149.9	5.0%	64.4	4.6%	74.4	4.0%	707.5	4.6%
Occupation Group 3 40-54	99.0	2.1%	99.2	2.2%	64.5	2.2%	32.5	2.3%	39.7	2.1%	334.9	2.2%
Occupation Group 3 55+	49.6	1.1%	41.1	0.9%	33.3	1.1%	15.8	1.1%	20.4	1.1%	160.2	1.0%
Occupation Group 4	102.1	2.2%	96.7	2.1%	71.9	2.4%	29.4	2.1%	53.1	2.9%	353.2	2.3%
Occupation Group 4 16-39	41.8	0.9%	37.7	0.8%	30.1	1.0%	10.3	0.7%	22.7	1.2%	142.6	0.9%
Occupation Group 4 40-54	39.7	0.9%	38.0	0.8%	27.4	0.9%	13.6	1.0%	20.8	1.1%	139.5	0.9%
Occupation Group 4 55+	20.6	0.4%	21.0	0.5%	14.4	0.5%	5.5	0.4%	9.6	0.5%	71.1	0.5%
Occupation Group 5	129.4	2.8%	130.5	2.9%	104.0	3.5%	47.9	3.4%	63.0	3.4%	474.8	3.1%
Occupation Group 5 16-39	60.5	1.3%	62.4	1.4%	45.5	1.5%	22.5	1.6%	32.5	1.8%	223.4	1.4%
Occupation Group 5 40-54	46.8	1.0%	43.2	1.0%	39.9	1.3%	16.4	1.2%	19.0	1.0%	165.3	1.1%
Occupation Group 5 55+	22.1	0.5%	24.9	0.5%	18.6	0.6%	9.0	0.6%	11.5	0.6%	86.1	0.6%

Persons in 1 Person Household	348.6	7.5%	355.6	7.9%	253.9	8.5%	154.5	11.0%	170.2	9.2%	1,282.8	8.3%
Persons in 2 Person Households	1,109.6	23.9%	1,093.0	24.1%	818.2	27.4%	407.8	29.0%	522.4	28.1%	3,951.0	25.6%
Persons in 3 Person Households	788.4	17.0%	845.4	18.7%	532.2	17.8%	246.9	17.5%	300.0	16.2%	2,712.9	17.6%
Persons in 4 Person Households	1,195.2	25.8%	1,175.2	26.0%	754.4	25.3%	351.6	25.0%	480.0	25.9%	3,956.4	25.7%
Persons in 5+ Person Households	1,193.2	25.7%	1,058.8	23.4%	623.3	20.9%	247.2	17.6%	383.4	20.7%	3,505.9	22.8%

UE - Universe Estimate

Universe Estimates Year 2011 - 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	1,257.1	27.1%	1,123.7	24.8%	737.0	24.7%	304.0	21.6%	466.1	25.1%	3,887.9	25.2%
Persons in 2 TV Households	1,680.3	36.3%	1,535.4	33.9%	1,056.5	35.4%	495.2	35.2%	669.0	36.0%	5,436.4	35.3%
Persons in 3+ TV Households	1,697.6	36.6%	1,868.9	41.3%	1,188.5	39.9%	608.8	43.2%	720.9	38.8%	6,084.7	39.5%

	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH	
Region 1 Individuals	1,067.0	23.0%	1,167.0	25.8%	704.0	23.6%	410.0	29.1%	542.0	29.2%
Region 2 Individuals	1,247.0	26.9%	985.0	21.8%	493.0	16.5%	314.0	22.3%	304.0	16.4%
Region 3 Individuals	735.0	15.9%	769.0	17.0%	588.0	19.7%	320.0	22.7%	379.0	20.4%
Region 4 Individuals	685.0	14.8%	617.0	13.6%	461.0	15.5%	364.0	25.9%	447.0	24.1%
Region 5 Individuals	901.0	19.4%	990.0	21.9%	736.0	24.7%			184.0	9.9%

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

Universe Estimates Year 2011 - Households

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	1,662.0	100.0%	1,637.0	100.0%	1,127.0	100.0%	565.0	100.0%	711.0	100.0%	5,702.0	100.0%
1 Person Households	348.6	21.0%	355.6	21.7%	253.9	22.5%	154.5	27.3%	170.2	23.9%	1,282.8	22.5%
2 Person Households	554.8	33.4%	546.5	33.4%	409.1	36.3%	203.9	36.1%	261.2	36.7%	1,975.5	34.6%
3 Person Households	262.8	15.8%	281.8	17.2%	177.4	15.7%	82.3	14.6%	100.0	14.1%	904.3	15.9%
4 Person Households	298.8	18.0%	293.8	17.9%	188.6	16.7%	87.9	15.6%	120.0	16.9%	989.1	17.3%
5+ Person Households	197.0	11.9%	159.3	9.7%	98.0	8.7%	36.4	6.4%	59.6	8.4%	550.3	9.7%
1 TV Households	589.8	35.5%	528.7	32.3%	373.5	33.1%	162.9	28.8%	239.0	33.6%	1,893.9	33.2%
2 TVs Households	603.7	36.3%	584.3	35.7%	410.9	36.5%	212.7	37.6%	259.7	36.5%	2,071.3	36.3%
3+ TVs Households	468.5	28.2%	524.0	32.0%	342.6	30.4%	189.4	33.5%	212.3	29.9%	1,736.8	30.5%
Households receiving FTA channels	1,662.0	100.0%	1,637.0	100.0%	1,127.0	100.0%	565.0	100.0%	711.0	100.0%	5,702.0	100.0%
Households receiving STV channels*	622.9	37.5%	468.7	28.6%	359.8	31.9%	137.7	24.4%	194.4	27.3%	1,783.5	31.3%
Grocery Buyers	1,662.0	100.0%	1,637.0	100.0%	1,127.0	100.0%	565.0	100.0%	711.0	100.0%	5,702.0	100.0%
Grocery Buyers Working	881.1	53.0%	843.3	51.5%	607.4	53.9%	275.3	48.7%	386.5	54.4%	2,993.6	52.5%
Grocery Buyers Not Working	780.9	47.0%	793.7	48.5%	519.6	46.1%	289.7	51.3%	324.5	45.6%	2,708.4	47.5%
Grocery Buyers Age 18-39	497.1	29.9%	489.3	29.9%	340.2	30.2%	149.6	26.5%	216.8	30.5%	1,693.0	29.7%
Grocery Buyers Age 25-54	974.4	58.6%	948.1	57.9%	647.3	57.4%	300.9	53.3%	410.0	57.7%	3,280.7	57.5%
Grocery Buyers Age 40-54	516.1	31.1%	504.3	30.8%	345.5	30.7%	165.4	29.3%	216.7	30.5%	1,748.0	30.7%
Grocery Buyers Age 55-64	287.0	17.3%	281.7	17.2%	200.6	17.8%	103.6	18.3%	128.2	18.0%	1,001.1	17.6%
Grocery Buyers Age 65+	361.8	21.8%	361.7	22.1%	240.7	21.4%	146.4	25.9%	149.3	21.0%	1,259.9	22.1%
Grocery Buyers Male	495.2	29.8%	482.0	29.4%	344.4	30.6%	162.5	28.8%	205.1	28.8%	1,689.2	29.6%
Grocery Buyers Female	1,166.8	70.2%	1,155.0	70.6%	782.6	69.4%	402.5	71.2%	505.9	71.2%	4,012.8	70.4%

* STV penetration estimates as at 26 December, 2010

UE - Universe Estimate

Universe Estimates Year 2011 - Households

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	1,113.2	67.0%	1,127.9	68.9%	770.5	68.4%	403.2	71.4%	496.6	69.8%	3,911.4	68.6%
Grocery Buyers 1-2 Children	436.5	26.3%	428.1	26.2%	296.7	26.3%	137.5	24.3%	175.8	24.7%	1,474.6	25.9%
Grocery Buyers 3+ Children	112.3	6.8%	81.0	4.9%	59.8	5.3%	24.3	4.3%	38.6	5.4%	316.0	5.5%

Grocery Buyers Children 0-2	153.7	9.2%	136.3	8.3%	91.0	8.1%	38.5	6.8%	53.6	7.5%	473.1	8.3%
Grocery Buyers Children 0-4	231.0	13.9%	207.7	12.7%	138.2	12.3%	60.8	10.8%	81.7	11.5%	719.4	12.6%
Grocery Buyers Children 0-12	423.9	25.5%	390.6	23.9%	273.4	24.3%	120.0	21.2%	162.0	22.8%	1,369.9	24.0%
Grocery Buyers Children 0-15	496.9	29.9%	464.1	28.4%	324.0	28.7%	145.2	25.7%	192.9	27.1%	1,623.1	28.5%
Grocery Buyers Children 0-17	548.8	33.0%	509.1	31.1%	356.5	31.6%	161.8	28.6%	214.4	30.2%	1,790.6	31.4%
Grocery Buyers Children 5-12	299.4	18.0%	266.9	16.3%	195.6	17.4%	85.8	15.2%	114.1	16.0%	961.8	16.9%
Grocery Buyers Children 5-17	430.2	25.9%	392.0	23.9%	282.3	25.0%	129.5	22.9%	168.6	23.7%	1,402.6	24.6%
Grocery Buyers Children 13-17	212.5	12.8%	204.3	12.5%	141.4	12.5%	65.0	11.5%	91.8	12.9%	715.0	12.5%

Region 1 Households	369.0	22.2%	451.0	27.6%	262.0	23.2%	154.0	27.3%	204.0	28.7%
Region 2 Households	401.0	24.1%	330.0	20.2%	195.0	17.3%	138.0	24.4%	110.0	15.5%
Region 3 Households	265.0	15.9%	265.0	16.2%	228.0	20.2%	127.0	22.5%	147.0	20.7%
Region 4 Households	263.0	15.8%	236.0	14.4%	160.0	14.2%	146.0	25.8%	172.0	24.2%
Region 5 Households	364.0	21.9%	355.0	21.7%	282.0	25.0%			78.0	11.0%

UE - Universe Estimate

REGION KEY

Region 1
 Region 2
 Region 3
 Region 4
 Region 5

SYDNEY

SW&S
 West
 North
 North Shore
 City

MELBOURNE

C&W
 North
 East
 South
 South East

BRISBANE

North
 City North
 City South
 South
 Gold Coast

ADELAIDE

N&Y
 West
 East
 South

PERTH

North
 East
 South East
 South West
 City

Approximate Sample Size 2011 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	1,920.1	100.0%	1,755.0	100.0%	1,464.5	100.0%	1,065.3	100.0%	1,115.9	100.0%	7,321.0	100.0%
People 2+	1,879.2	97.9%	1,717.5	97.9%	1,431.3	97.7%	1,047.0	98.3%	1,091.7	97.8%	7,166.8	97.9%
Children 0-4	126.6	6.6%	115.2	6.6%	102.3	7.0%	63.7	6.0%	74.2	6.6%	482.0	6.6%
Children 2-9	201.5	10.5%	180.0	10.3%	159.1	10.9%	104.3	9.8%	115.9	10.4%	760.8	10.4%
Children 5-12	184.3	9.6%	163.9	9.3%	145.3	9.9%	96.5	9.1%	108.2	9.7%	698.3	9.5%
Children 10-17	189.4	9.9%	170.9	9.7%	153.9	10.5%	105.7	9.9%	116.8	10.5%	736.7	10.1%
Children 13-17	120.9	6.3%	109.4	6.2%	98.7	6.7%	68.0	6.4%	74.6	6.7%	471.6	6.4%
Children 0-17	431.8	22.5%	388.5	22.1%	346.2	23.6%	228.3	21.4%	256.9	23.0%	1,651.8	22.6%
Total Males	949.5	49.5%	870.8	49.6%	727.1	49.6%	523.7	49.2%	562.7	50.4%	3,633.9	49.6%
Male 0-4	65.0	3.4%	59.1	3.4%	52.9	3.6%	32.5	3.0%	38.2	3.4%	247.7	3.4%
Male 5-9	59.4	3.1%	52.4	3.0%	46.2	3.2%	30.1	2.8%	33.9	3.0%	221.9	3.0%
Male 10-12	34.9	1.8%	31.9	1.8%	28.1	1.9%	19.1	1.8%	21.8	2.0%	135.8	1.9%
Male 13-15	36.0	1.9%	32.6	1.9%	29.5	2.0%	20.4	1.9%	22.3	2.0%	140.9	1.9%
Male 16-17	25.8	1.3%	23.5	1.3%	21.0	1.4%	14.4	1.3%	15.9	1.4%	100.5	1.4%
Male 18-24	101.9	5.3%	96.7	5.5%	77.7	5.3%	53.8	5.0%	61.8	5.5%	392.0	5.4%
Male 25-29	81.6	4.3%	72.1	4.1%	58.4	4.0%	38.1	3.6%	46.6	4.2%	296.8	4.1%
Male 30-34	72.2	3.8%	64.2	3.7%	49.3	3.4%	33.1	3.1%	38.8	3.5%	257.5	3.5%
Male 35-39	74.4	3.9%	66.7	3.8%	55.3	3.8%	36.0	3.4%	41.7	3.7%	274.1	3.7%
Male 40-44	64.8	3.4%	61.8	3.5%	49.7	3.4%	35.9	3.4%	39.9	3.6%	252.0	3.4%
Male 45-49	67.5	3.5%	60.5	3.4%	50.6	3.5%	37.8	3.6%	40.5	3.6%	257.0	3.5%
Male 50-54	59.6	3.1%	54.8	3.1%	45.0	3.1%	35.6	3.3%	35.8	3.2%	230.8	3.2%
Male 55-59	51.7	2.7%	47.4	2.7%	40.9	2.8%	32.4	3.0%	32.2	2.9%	204.5	2.8%
Male 60-64	48.6	2.5%	44.8	2.6%	39.8	2.7%	31.2	2.9%	30.4	2.7%	194.7	2.7%
Male 65+	106.2	5.5%	102.3	5.8%	82.7	5.6%	73.5	6.9%	63.1	5.7%	427.7	5.8%

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 2011 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	970.6	50.5%	884.2	50.4%	737.4	50.4%	541.7	50.8%	553.2	49.6%	3,687.1	50.4%
Female 0-4	61.6	3.2%	56.1	3.2%	49.4	3.4%	31.2	2.9%	36.0	3.2%	234.3	3.2%
Female 5-9	56.5	2.9%	50.0	2.9%	43.8	3.0%	28.8	2.7%	32.1	2.9%	211.2	2.9%
Female 10-12	33.6	1.7%	29.7	1.7%	27.1	1.9%	18.6	1.7%	20.4	1.8%	129.3	1.8%
Female 13-15	34.5	1.8%	31.0	1.8%	28.1	1.9%	19.3	1.8%	21.2	1.9%	134.2	1.8%
Female 16-17	24.6	1.3%	22.2	1.3%	20.0	1.4%	13.9	1.3%	15.2	1.4%	96.0	1.3%
Female 18-24	98.0	5.1%	90.4	5.2%	75.5	5.2%	51.9	4.9%	56.8	5.1%	372.6	5.1%
Female 25-29	81.7	4.3%	70.3	4.0%	56.3	3.8%	36.9	3.5%	41.1	3.7%	286.3	3.9%
Female 30-34	73.0	3.8%	63.0	3.6%	49.7	3.4%	32.2	3.0%	37.4	3.4%	255.3	3.5%
Female 35-39	75.9	4.0%	68.1	3.9%	56.4	3.8%	36.2	3.4%	40.5	3.6%	277.1	3.8%
Female 40-44	65.8	3.4%	62.8	3.6%	50.4	3.4%	36.2	3.4%	38.9	3.5%	254.0	3.5%
Female 45-49	68.9	3.6%	62.1	3.5%	52.6	3.6%	38.8	3.6%	39.9	3.6%	262.4	3.6%
Female 50-54	62.0	3.2%	56.7	3.2%	47.4	3.2%	37.2	3.5%	36.6	3.3%	239.8	3.3%
Female 55-59	54.4	2.8%	50.0	2.8%	42.9	2.9%	34.8	3.3%	33.4	3.0%	215.5	2.9%
Female 60-64	49.8	2.6%	47.1	2.7%	40.6	2.8%	33.5	3.1%	29.9	2.7%	200.8	2.7%
Female 65+	130.5	6.8%	124.7	7.1%	97.2	6.6%	92.2	8.7%	73.8	6.6%	518.4	7.1%

Working 16+	860.4	44.8%	774.6	44.1%	680.3	46.5%	461.8	43.3%	530.4	47.5%	3,307.4	45.2%
Not Working 16+	678.3	35.3%	637.7	36.3%	479.0	32.7%	403.6	37.9%	359.7	32.2%	2,558.3	34.9%

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Approximate Sample Size 2011 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	351.7	18.3%	311.0	17.7%	241.9	16.5%	165.8	15.6%	204.2	18.3%	1,274.6	17.4%
Occupation Group 1 16-39	162.0	8.4%	141.3	8.1%	112.5	7.7%	65.4	6.1%	89.9	8.1%	571.1	7.8%
Occupation Group 1 40-54	129.7	6.8%	117.4	6.7%	88.2	6.0%	67.9	6.4%	75.8	6.8%	479.0	6.5%
Occupation Group 1 55+	60.0	3.1%	52.3	3.0%	41.3	2.8%	32.5	3.0%	38.5	3.4%	224.5	3.1%
Occupation Group 2	261.3	13.6%	242.9	13.8%	230.3	15.7%	152.2	14.3%	175.5	15.7%	1,062.3	14.5%
Occupation Group 2 16-39	131.2	6.8%	122.0	7.0%	114.8	7.8%	70.6	6.6%	84.6	7.6%	523.3	7.1%
Occupation Group 2 40-54	89.7	4.7%	87.1	5.0%	82.9	5.7%	55.5	5.2%	63.4	5.7%	378.5	5.2%
Occupation Group 2 55+	40.3	2.1%	33.9	1.9%	32.7	2.2%	26.1	2.5%	27.5	2.5%	160.5	2.2%
Occupation Group 3	151.5	7.9%	132.6	7.6%	121.7	8.3%	85.3	8.0%	80.9	7.2%	571.8	7.8%
Occupation Group 3 16-39	89.9	4.7%	78.2	4.5%	73.6	5.0%	48.7	4.6%	44.7	4.0%	335.2	4.6%
Occupation Group 3 40-54	41.0	2.1%	38.4	2.2%	31.7	2.2%	24.6	2.3%	23.9	2.1%	159.6	2.2%
Occupation Group 3 55+	20.5	1.1%	15.9	0.9%	16.4	1.1%	12.0	1.1%	12.3	1.1%	77.1	1.1%
Occupation Group 4	42.3	2.2%	37.5	2.1%	35.3	2.4%	22.2	2.1%	31.9	2.9%	169.3	2.3%
Occupation Group 4 16-39	17.3	0.9%	14.6	0.8%	14.8	1.0%	7.8	0.7%	13.6	1.2%	68.2	0.9%
Occupation Group 4 40-54	16.4	0.9%	14.7	0.8%	13.5	0.9%	10.3	1.0%	12.5	1.1%	67.4	0.9%
Occupation Group 4 55+	8.5	0.4%	8.1	0.5%	7.1	0.5%	4.2	0.4%	5.8	0.5%	33.7	0.5%
Occupation Group 5	53.6	2.8%	50.6	2.9%	51.1	3.5%	36.2	3.4%	37.9	3.4%	229.4	3.1%
Occupation Group 5 16-39	25.1	1.3%	24.2	1.4%	22.3	1.5%	17.0	1.6%	19.5	1.8%	108.2	1.5%
Occupation Group 5 40-54	19.4	1.0%	16.7	1.0%	19.6	1.3%	12.4	1.2%	11.4	1.0%	79.6	1.1%
Occupation Group 5 55+	9.2	0.5%	9.7	0.5%	9.1	0.6%	6.8	0.6%	6.9	0.6%	41.7	0.6%

Persons in 1 Person Household	144.4	7.5%	137.8	7.9%	124.7	8.5%	116.9	11.0%	102.3	9.2%	626.2	8.6%
Persons in 2 Person Households	459.7	23.9%	423.6	24.1%	401.8	27.4%	308.6	29.0%	314.1	28.1%	1,907.8	26.1%
Persons in 3 Person Households	326.6	17.0%	327.7	18.7%	261.4	17.8%	186.8	17.5%	180.4	16.2%	1,282.9	17.5%
Persons in 4 Person Households	495.1	25.8%	455.5	26.0%	370.5	25.3%	266.0	25.0%	288.6	25.9%	1,875.8	25.6%
Persons in 5+ Person Households	494.3	25.7%	410.4	23.4%	306.1	20.9%	187.0	17.6%	230.5	20.7%	1,628.4	22.2%

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Approximate Sample Size 2011 - 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	520.8	27.1%	435.5	24.8%	362.0	24.7%	230.0	21.6%	280.3	25.1%	1,828.5	25.0%
Persons in 2 TV Households	696.1	36.3%	595.1	33.9%	518.9	35.4%	374.7	35.2%	402.2	36.0%	2,587.0	35.3%
Persons in 3+ TV Households	703.2	36.6%	724.4	41.3%	583.7	39.9%	460.6	43.2%	433.5	38.8%	2,905.4	39.7%

	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH	
Region 1 Individuals	442.0	23.0%	452.3	25.8%	345.8	23.6%	310.2	29.1%	325.9	29.2%
Region 2 Individuals	516.6	26.9%	381.8	21.8%	242.1	16.5%	237.6	22.3%	182.8	16.4%
Region 3 Individuals	304.5	15.9%	298.1	17.0%	288.8	19.7%	242.1	22.7%	227.9	20.4%
Region 4 Individuals	283.8	14.8%	239.1	13.6%	226.4	15.5%	275.4	25.9%	268.8	24.1%
Region 5 Individuals	373.2	19.4%	383.7	21.9%	361.5	24.7%			110.6	9.9%

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).

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

Approximate Sample Size 2011 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	688.5	100.0%	634.5	100.0%	553.5	100.0%	427.5	100.0%	427.5	100.0%	2,731.5	100.0%
1 Person Households	144.4	21.0%	137.8	21.7%	124.7	22.5%	116.9	27.3%	102.3	23.9%	626.2	22.9%
2 Person Households	229.8	33.4%	211.8	33.4%	200.9	36.3%	154.3	36.1%	157.1	36.7%	953.9	34.9%
3 Person Households	108.9	15.8%	109.2	17.2%	87.1	15.7%	62.3	14.6%	60.1	14.1%	427.6	15.7%
4 Person Households	123.8	18.0%	113.9	17.9%	92.6	16.7%	66.5	15.6%	72.2	16.9%	468.9	17.2%
5+ Person Households	81.6	11.9%	61.7	9.7%	48.1	8.7%	27.5	6.4%	35.8	8.4%	254.9	9.3%
1 TV Households	244.3	35.5%	204.9	32.3%	183.4	33.1%	123.3	28.8%	143.7	33.6%	899.6	32.9%
2 TVs Households	250.1	36.3%	226.5	35.7%	201.8	36.5%	160.9	37.6%	156.1	36.5%	995.5	36.4%
3+ TVs Households	194.1	28.2%	203.1	32.0%	168.3	30.4%	143.3	33.5%	127.6	29.9%	836.4	30.6%
Households receiving FTA channels	688.5	100.0%	634.5	100.0%	553.5	100.0%	427.5	100.0%	427.5	100.0%	2,731.5	100.0%
Households receiving STV channels*	258.0	37.5%	181.7	28.6%	176.7	31.9%	104.2	24.4%	116.9	27.3%	837.5	30.7%
Grocery Buyers	688.5	100.0%	634.5	100.0%	553.5	100.0%	427.5	100.0%	427.5	100.0%	2,731.5	100.0%
Grocery Buyers Working	365.0	53.0%	326.9	51.5%	298.3	53.9%	208.3	48.7%	232.4	54.4%	1,430.9	52.4%
Grocery Buyers Not Working	323.5	47.0%	307.6	48.5%	255.2	46.1%	219.2	51.3%	195.1	45.6%	1,300.6	47.6%
Grocery Buyers Age 18-39	205.9	29.9%	189.7	29.9%	167.1	30.2%	113.2	26.5%	130.4	30.5%	806.2	29.5%
Grocery Buyers Age 25-54	403.7	58.6%	367.5	57.9%	317.9	57.4%	227.7	53.3%	246.5	57.7%	1,563.2	57.2%
Grocery Buyers Age 40-54	213.8	31.1%	195.5	30.8%	169.7	30.7%	125.1	29.3%	130.3	30.5%	834.4	30.5%
Grocery Buyers Age 55-64	118.9	17.3%	109.2	17.2%	98.5	17.8%	78.4	18.3%	77.1	18.0%	482.1	17.6%
Grocery Buyers Age 65+	149.9	21.8%	140.2	22.1%	118.2	21.4%	110.8	25.9%	89.8	21.0%	608.8	22.3%

* STV penetration estimates as at 26 December, 2010

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 2011 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	205.1	29.8%	186.8	29.4%	169.1	30.6%	123.0	28.8%	123.3	28.8%	807.4	29.6%
Grocery Buyers Female	483.4	70.2%	447.7	70.6%	384.4	69.4%	304.5	71.2%	304.2	71.2%	1,924.1	70.4%
Grocery Buyers 0 Children	461.2	67.0%	437.2	68.9%	378.4	68.4%	305.1	71.4%	298.6	69.8%	1,880.4	68.8%
Grocery Buyers 1-2 Children	180.8	26.3%	165.9	26.2%	145.7	26.3%	104.0	24.3%	105.7	24.7%	702.2	25.7%
Grocery Buyers 3+ Children	46.5	6.8%	31.4	4.9%	29.4	5.3%	18.4	4.3%	23.2	5.4%	148.9	5.5%
Grocery Buyers Children 0-2	63.7	9.2%	52.8	8.3%	44.7	8.1%	29.1	6.8%	32.2	7.5%	222.6	8.1%
Grocery Buyers Children 0-4	95.7	13.9%	80.5	12.7%	67.9	12.3%	46.0	10.8%	49.1	11.5%	339.2	12.4%
Grocery Buyers Children 0-12	175.6	25.5%	151.4	23.9%	134.3	24.3%	90.8	21.2%	97.4	22.8%	649.5	23.8%
Grocery Buyers Children 0-15	205.8	29.9%	179.9	28.4%	159.1	28.7%	109.9	25.7%	116.0	27.1%	770.7	28.2%
Grocery Buyers Children 0-17	227.3	33.0%	197.3	31.1%	175.1	31.6%	122.4	28.6%	128.9	30.2%	851.1	31.2%
Grocery Buyers Children 5-12	124.0	18.0%	103.5	16.3%	96.1	17.4%	64.9	15.2%	68.6	16.0%	457.1	16.7%
Grocery Buyers Children 5-17	178.2	25.9%	151.9	23.9%	138.6	25.0%	98.0	22.9%	101.4	23.7%	668.2	24.5%
Grocery Buyers Children 13-17	88.0	12.8%	79.2	12.5%	69.4	12.5%	49.2	11.5%	55.2	12.9%	341.0	12.5%
Region 1 Households	152.9	22.2%	174.8	27.6%	128.7	23.2%	116.5	27.3%	122.7	28.7%		
Region 2 Households	166.1	24.1%	127.9	20.2%	95.8	17.3%	104.4	24.4%	66.1	15.5%		
Region 3 Households	109.8	15.9%	102.7	16.2%	112.0	20.2%	96.1	22.5%	88.4	20.7%		
Region 4 Households	109.0	15.8%	91.5	14.4%	78.6	14.2%	110.5	25.8%	103.4	24.2%		
Region 5 Households	150.8	21.9%	137.6	21.7%	138.5	25.0%			46.9	11.0%		

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).

REGION KEY	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
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