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measuring audiences

Universe Estimates Year 2022 - 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	5,286.4	100.0%	5,358.7	100.0%	3,488.3	100.0%	1,509.5	100.0%	2,162.8	100.0%	17,805.7	100.0%
People 2+	5,181.1	98.0%	5,244.9	97.9%	3,424.4	98.2%	1,482.2	98.2%	2,117.4	97.9%	17,450.0	98.0%
Children 0-4	334.1	6.3%	333.5	6.2%	215.1	6.2%	85.5	5.7%	141.2	6.5%	1,109.5	6.2%
Children 2-9	562.7	10.6%	554.2	10.3%	380.7	10.9%	148.7	9.9%	236.6	10.9%	1,882.9	10.6%
Children 5-12	520.3	9.8%	519.7	9.7%	364.5	10.4%	143.2	9.5%	221.0	10.2%	1,768.8	9.9%
Children 10-17	493.4	9.3%	492.8	9.2%	353.6	10.1%	140.5	9.3%	210.2	9.7%	1,690.5	9.5%
Children 13-17	307.0	5.8%	307.6	5.7%	218.8	6.3%	87.8	5.8%	129.9	6.0%	1,050.9	5.9%
Children 0-17	1,161.4	22.0%	1,160.9	21.7%	798.3	22.9%	316.5	21.0%	492.1	22.8%	3,929.2	22.1%
Total Males	2,628.2	49.7%	2,650.3	49.5%	1,715.3	49.2%	742.6	49.2%	1,073.8	49.7%	8,810.2	49.5%
Male 0-4	172.1	3.3%	171.7	3.2%	110.4	3.2%	44.2	2.9%	72.8	3.4%	571.1	3.2%
Male 5-9	171.6	3.2%	172.1	3.2%	117.4	3.4%	46.5	3.1%	71.9	3.3%	579.6	3.3%
Male 10-12	96.1	1.8%	95.0	1.8%	69.4	2.0%	26.9	1.8%	41.4	1.9%	328.8	1.8%
Male 13-15	95.6	1.8%	94.2	1.8%	68.2	2.0%	26.9	1.8%	40.7	1.9%	325.5	1.8%
Male 16-17	63.1	1.2%	63.2	1.2%	43.8	1.3%	18.0	1.2%	26.0	1.2%	214.2	1.2%
Male 18-24	262.3	5.0%	272.7	5.1%	168.5	4.8%	70.7	4.7%	100.8	4.7%	875.1	4.9%
Male 25-29	223.7	4.2%	228.5	4.3%	131.5	3.8%	51.9	3.4%	80.6	3.7%	716.2	4.0%
Male 30-34	218.7	4.1%	221.8	4.1%	124.9	3.6%	51.0	3.4%	84.5	3.9%	700.9	3.9%
Male 35-39	205.6	3.9%	203.2	3.8%	120.6	3.5%	49.1	3.3%	80.1	3.7%	658.6	3.7%
Male 40-44	176.8	3.3%	174.4	3.3%	111.6	3.2%	45.5	3.0%	70.7	3.3%	578.9	3.3%
Male 45-49	171.3	3.2%	171.9	3.2%	117.1	3.4%	48.4	3.2%	72.3	3.3%	581.0	3.3%
Male 50-54	151.6	2.9%	154.2	2.9%	103.4	3.0%	46.5	3.1%	66.2	3.1%	521.8	2.9%
Male 55-59	148.2	2.8%	146.3	2.7%	99.5	2.9%	47.2	3.1%	62.9	2.9%	504.0	2.8%
Male 60-64	127.6	2.4%	128.5	2.4%	86.4	2.5%	43.0	2.8%	54.7	2.5%	440.2	2.5%
Male 65+	344.1	6.5%	352.8	6.6%	242.6	7.0%	126.9	8.4%	148.1	6.8%	1,214.6	6.8%

![oztam measuring audiences]

Universe Estimates Year 2022 - 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	2,658.2	50.3%	2,708.5	50.5%	1,773.1	50.8%	766.9	50.8%	1,088.9	50.3%	8,995.5	50.5%
Female 0-4	162.0	3.1%	161.9	3.0%	104.8	3.0%	41.3	2.7%	68.4	3.2%	538.4	3.0%
Female 5-9	162.3	3.1%	162.4	3.0%	112.2	3.2%	44.0	2.9%	68.7	3.2%	549.6	3.1%
Female 10-12	90.3	1.7%	90.3	1.7%	65.5	1.9%	25.8	1.7%	38.9	1.8%	310.8	1.7%
Female 13-15	89.6	1.7%	90.2	1.7%	64.7	1.9%	25.7	1.7%	38.4	1.8%	308.6	1.7%
Female 16-17	58.7	1.1%	60.0	1.1%	42.0	1.2%	17.1	1.1%	24.8	1.1%	202.7	1.1%
Female 18-24	246.9	4.7%	257.1	4.8%	167.8	4.8%	67.4	4.5%	96.2	4.4%	835.3	4.7%
Female 25-29	221.7	4.2%	225.7	4.2%	133.9	3.8%	51.4	3.4%	80.4	3.7%	713.1	4.0%
Female 30-34	222.4	4.2%	227.6	4.2%	130.9	3.8%	52.4	3.5%	86.9	4.0%	720.2	4.0%
Female 35-39	203.8	3.9%	204.1	3.8%	125.0	3.6%	50.2	3.3%	80.3	3.7%	663.3	3.7%
Female 40-44	175.2	3.3%	175.5	3.3%	116.3	3.3%	45.8	3.0%	70.9	3.3%	583.6	3.3%
Female 45-49	176.1	3.3%	180.3	3.4%	123.0	3.5%	49.7	3.3%	73.6	3.4%	602.6	3.4%
Female 50-54	157.7	3.0%	163.1	3.0%	110.0	3.2%	48.6	3.2%	68.1	3.1%	547.5	3.1%
Female 55-59	154.0	2.9%	154.5	2.9%	105.9	3.0%	49.6	3.3%	65.3	3.0%	529.3	3.0%
Female 60-64	136.9	2.6%	138.2	2.6%	93.5	2.7%	46.6	3.1%	58.4	2.7%	473.6	2.7%
Female 65+	400.8	7.6%	417.6	7.8%	277.7	8.0%	151.2	10.0%	169.7	7.8%	1,416.9	8.0%
Working 16+	2,604.0	49.3%	2,586.3	48.3%	1,674.6	48.0%	696.6	46.1%	1,065.7	49.3%	8,627.1	48.5%
Not Working 16+	1,642.9	31.1%	1,734.9	32.4%	1,101.3	31.6%	531.5	35.2%	655.8	30.3%	5,666.4	31.8%

![oztam measuring audiences]

Universe Estimates Year 2022 - 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	1,382.4	26.2%	1,296.7	24.2%	749.6	21.5%	324.3	21.5%	483.5	22.4%	4,236.4	23.8%
Occupation Group 1 16-39	661.6	12.5%	613.9	11.5%	329.9	9.5%	136.9	9.1%	218.8	10.1%	1,961.0	11.0%
Occupation Group 1 40-54	459.6	8.7%	443.7	8.3%	272.4	7.8%	110.9	7.3%	173.4	8.0%	1,460.0	8.2%
Occupation Group 1 55+	261.2	4.9%	239.2	4.5%	147.3	4.2%	76.5	5.1%	91.4	4.2%	815.5	4.6%
Occupation Group 2	714.1	13.5%	763.3	14.2%	524.7	15.0%	212.2	14.1%	321.7	14.9%	2,536.0	14.2%
Occupation Group 2 16-39	392.8	7.4%	427.0	8.0%	280.7	8.0%	105.7	7.0%	176.5	8.2%	1,382.8	7.8%
Occupation Group 2 40-54	206.9	3.9%	212.7	4.0%	157.1	4.5%	66.8	4.4%	83.6	3.9%	727.0	4.1%
Occupation Group 2 55+	114.4	2.2%	123.6	2.3%	86.9	2.5%	39.7	2.6%	61.6	2.8%	426.2	2.4%
Occupation Group 3	270.2	5.1%	272.6	5.1%	221.9	6.4%	87.0	5.8%	128.0	5.9%	979.7	5.5%
Occupation Group 3 16-39	153.1	2.9%	159.8	3.0%	127.3	3.6%	49.2	3.3%	68.3	3.2%	557.6	3.1%
Occupation Group 3 40-54	68.8	1.3%	68.5	1.3%	64.2	1.8%	21.3	1.4%	36.5	1.7%	259.3	1.5%
Occupation Group 3 55+	48.3	0.9%	44.3	0.8%	30.5	0.9%	16.5	1.1%	23.3	1.1%	162.9	0.9%
Occupation Group 4	97.3	1.8%	103.9	1.9%	73.5	2.1%	25.2	1.7%	72.5	3.4%	372.3	2.1%
Occupation Group 4 16-39	41.2	0.8%	47.0	0.9%	34.7	1.0%	11.0	0.7%	31.2	1.4%	165.1	0.9%
Occupation Group 4 40-54	29.1	0.6%	32.9	0.6%	21.0	0.6%	7.2	0.5%	24.0	1.1%	114.0	0.6%
Occupation Group 4 55+	27.0	0.5%	24.0	0.4%	17.8	0.5%	7.0	0.5%	17.3	0.8%	93.2	0.5%
Occupation Group 5	140.0	2.6%	149.8	2.8%	104.9	3.0%	47.9	3.2%	60.1	2.8%	502.6	2.8%
Occupation Group 5 16-39	69.6	1.3%	81.1	1.5%	53.7	1.5%	21.7	1.4%	30.1	1.4%	256.3	1.4%
Occupation Group 5 40-54	43.5	0.8%	42.5	0.8%	30.8	0.9%	16.2	1.1%	21.4	1.0%	154.2	0.9%
Occupation Group 5 55+	26.9	0.5%	26.2	0.5%	20.4	0.6%	10.1	0.7%	8.6	0.4%	92.2	0.5%

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Universe Estimates Year 2022 - 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 Grocery Shoppers	2,770.4	52.4%	2,830.1	52.8%	1,900.4	54.5%	829.3	54.9%	1,164.9	53.9%	9,495.1	53.3%
Total Grocery Shoppers Age < 40	1,097.9	20.8%	1,120.4	20.9%	710.4	20.4%	262.8	17.4%	424.8	19.6%	3,616.3	20.3%
Total Grocery Shoppers Age 25-54	1,592.7	30.1%	1,607.4	30.0%	1,038.0	29.8%	403.3	26.7%	648.2	30.0%	5,289.6	29.7%
Total Grocery Shoppers Age 40-54	706.2	13.4%	713.9	13.3%	491.8	14.1%	201.0	13.3%	307.0	14.2%	2,419.9	13.6%
Total Grocery Shoppers Age 55-64	406.6	7.7%	402.2	7.5%	284.7	8.2%	140.5	9.3%	174.0	8.0%	1,407.9	7.9%
Total Grocery Shoppers Age 65+	559.7	10.6%	593.7	11.1%	413.6	11.9%	225.1	14.9%	259.0	12.0%	2,051.0	11.5%
Total Grocery Shoppers < 55	1,804.1	34.1%	1,834.3	34.2%	1,202.2	34.5%	463.8	30.7%	731.9	33.8%	6,036.2	33.9%
Total Grocery Shoppers Age 25-49 Female	755.4	14.3%	762.7	14.2%	504.6	14.5%	191.9	12.7%	313.6	14.5%	2,528.1	14.2%
Total Grocery Shoppers Male	1,215.3	23.0%	1,228.8	22.9%	810.5	23.2%	352.6	23.4%	491.4	22.7%	4,098.6	23.0%
Total Grocery Shoppers Female	1,555.1	29.4%	1,601.3	29.9%	1,089.9	31.2%	476.7	31.6%	673.5	31.1%	5,396.6	30.3%
Total Grocery Shoppers 0 Children	1,973.4	37.3%	2,021.5	37.7%	1,383.3	39.7%	624.7	41.4%	847.3	39.2%	6,850.2	38.5%
Total Grocery Shoppers 1-2 Children	649.3	12.3%	643.5	12.0%	423.0	12.1%	166.6	11.0%	270.9	12.5%	2,153.2	12.1%
Total Grocery Shoppers 3+ Children	147.7	2.8%	165.2	3.1%	94.1	2.7%	38.0	2.5%	46.8	2.2%	491.7	2.8%

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)

Total Grocery Shopper includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping

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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 Person Household	453.3	8.6%	471.4	8.8%	363.2	10.4%	177.4	11.8%	252.6	11.7%	1,717.8	9.6%
Persons in 2 Person Households	1,333.6	25.2%	1,383.5	25.8%	1,068.6	30.6%	471.9	31.3%	639.9	29.6%	4,897.6	27.5%
Persons in 3 Person Households	894.2	16.9%	1,037.4	19.4%	578.8	16.6%	244.0	16.2%	403.5	18.7%	3,157.9	17.7%
Persons in 4 Person Households	1,297.6	24.5%	1,229.5	22.9%	820.1	23.5%	333.6	22.1%	528.0	24.4%	4,208.8	23.6%
Persons in 5+ Person Households	1,307.7	24.7%	1,237.0	23.1%	657.7	18.9%	282.6	18.7%	338.6	15.7%	3,823.6	21.5%
Persons in 1 TV Households	2,324.2	44.0%	2,072.8	38.7%	1,280.7	36.7%	532.8	35.3%	816.8	37.8%	7,027.3	39.5%
Persons in 2 TV Households	1,665.9	31.5%	1,722.7	32.1%	1,203.6	34.5%	492.0	32.6%	752.3	34.8%	5,836.5	32.8%
Persons in 3+ TV Households	1,296.4	24.5%	1,563.2	29.2%	1,004.1	28.8%	484.7	32.1%	593.6	27.4%	4,942.0	27.8%
Region 1 Individuals	1,209.3	22.9%	1,496.6	27.9%	852.0	24.4%	437.8	29.0%	619.7	28.7%		
Region 2 Individuals	1,428.8	27.0%	1,190.3	22.2%	566.2	16.2%	342.3	22.7%	343.5	15.9%		
Region 3 Individuals	803.0	15.2%	793.9	14.8%	669.6	19.2%	341.2	22.6%	458.9	21.2%		
Region 4 Individuals	786.3	14.9%	689.0	12.9%	549.3	15.7%	388.1	25.7%	534.0	24.7%		
Region 5 Individuals	1,059.1	20.0%	1,188.9	22.2%	851.3	24.4%			206.6	9.6%		

UE - Universe Estimate

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

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Universe Estimates Year 2022 - 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	1,976.5	100.0%	2,043.7	100.0%	1,416.6	100.0%	630.0	100.0%	903.1	100.0%	6,970.0	100.0%
1 Person Households	453.3	22.9%	471.4	23.1%	363.2	25.6%	177.4	28.2%	252.6	28.0%	1,717.8	24.6%
2 Person Households	666.8	33.7%	691.7	33.8%	534.3	37.7%	236.0	37.5%	320.0	35.4%	2,448.8	35.1%
3 Person Households	298.1	15.1%	345.8	16.9%	192.9	13.6%	81.3	12.9%	134.5	14.9%	1,052.6	15.1%
4 Person Households	324.4	16.4%	307.4	15.0%	205.0	14.5%	83.4	13.2%	132.0	14.6%	1,052.2	15.1%
5+ Person Households	233.9	11.8%	227.4	11.1%	121.2	8.6%	52.0	8.2%	64.0	7.1%	698.5	10.0%
1 TV Households	988.2	50.0%	911.2	44.6%	621.7	43.9%	267.9	42.5%	397.8	44.0%	3,186.8	45.7%
2 TVs Households	600.9	30.4%	653.3	32.0%	469.3	33.1%	207.5	32.9%	306.3	33.9%	2,237.3	32.1%
3+ TVs Households	387.4	19.6%	479.2	23.4%	325.6	23.0%	154.7	24.6%	199.0	22.0%	1,545.9	22.2%
Grocery Buyers	1,976.5	100.0%	2,043.7	100.0%	1,416.6	100.0%	630.0	100.0%	903.1	100.0%	6,970.0	100.0%
Grocery Buyers Working	1,177.9	59.6%	1,190.0	58.2%	823.9	58.2%	333.5	52.9%	533.1	59.0%	4,058.4	58.2%
Grocery Buyers Not Working	798.6	40.4%	853.7	41.8%	592.7	41.8%	296.5	47.1%	370.0	41.0%	2,911.6	41.8%
Grocery Buyers Age 18-39	663.6	33.6%	687.3	33.6%	451.7	31.9%	169.4	26.9%	288.2	31.9%	2,260.3	32.4%
Grocery Buyers Age 25-54	1,100.9	55.7%	1,123.8	55.0%	753.7	53.2%	298.7	47.4%	490.8	54.3%	3,767.9	54.1%
Grocery Buyers Age 40-54	537.9	27.2%	545.4	26.7%	388.1	27.4%	162.1	25.7%	248.6	27.5%	1,882.0	27.0%
Grocery Buyers Age 55-64	317.3	16.1%	315.7	15.4%	231.7	16.4%	111.6	17.7%	145.0	16.1%	1,121.2	16.1%
Grocery Buyers Age 65+	457.8	23.2%	495.3	24.2%	345.2	24.4%	186.9	29.7%	221.4	24.5%	1,706.5	24.5%
Grocery Buyers Male	827.4	41.9%	838.3	41.0%	574.7	40.6%	256.4	40.7%	361.9	40.1%	2,858.7	41.0%
Grocery Buyers Female	1,149.1	58.1%	1,205.4	59.0%	841.9	59.4%	373.6	59.3%	541.2	59.9%	4,111.3	59.0%

Universe Estimates Year 2022 - 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	1,395.7	70.6%	1,451.5	71.0%	1,025.6	72.4%	475.7	75.5%	652.4	72.2%	5,000.9	71.7%
Grocery Buyers 1-2 Children	469.7	23.8%	467.0	22.9%	319.8	22.6%	122.8	19.5%	212.5	23.5%	1,591.8	22.8%
Grocery Buyers 3+ Children	111.1	5.6%	125.2	6.1%	71.3	5.0%	31.5	5.0%	38.2	4.2%	377.3	5.4%
Grocery Buyers Children 0-2	128.6	6.5%	129.0	6.3%	73.0	5.1%	37.1	5.9%	56.9	6.3%	424.4	6.1%
Grocery Buyers Children 0-4	208.0	10.5%	201.3	9.8%	125.9	8.9%	56.7	9.0%	89.5	9.9%	681.4	9.8%
Grocery Buyers Children 0-12	451.4	22.8%	453.7	22.2%	299.5	21.1%	112.5	17.9%	194.6	21.5%	1,511.6	21.7%
Grocery Buyers Children 0-15	529.8	26.8%	537.5	26.3%	356.0	25.1%	139.8	22.2%	231.6	25.6%	1,794.8	25.8%
Grocery Buyers Children 0-17	580.8	29.4%	592.2	29.0%	391.1	27.6%	154.4	24.5%	250.7	27.8%	1,969.1	28.3%
Grocery Buyers Children 5-12	341.1	17.3%	338.9	16.6%	232.8	16.4%	84.4	13.4%	139.8	15.5%	1,137.0	16.3%
Grocery Buyers Children 5-17	476.3	24.1%	481.0	23.5%	327.1	23.1%	123.3	19.6%	197.7	21.9%	1,605.4	23.0%
Grocery Buyers Children 13-17	223.8	11.3%	238.0	11.6%	158.2	11.2%	71.8	11.4%	94.0	10.4%	785.7	11.3%
Region 1 Households	440.2	22.3%	594.7	29.1%	344.2	24.3%	173.6	27.6%	255.0	28.2%		
Region 2 Households	477.9	24.2%	426.1	20.8%	237.7	16.8%	151.7	24.1%	137.5	15.2%		
Region 3 Households	301.0	15.2%	294.6	14.4%	277.3	19.6%	142.3	22.6%	192.6	21.3%		
Region 4 Households	313.0	15.8%	278.5	13.6%	203.1	14.3%	162.3	25.8%	223.4	24.7%		
Region 5 Households	444.5	22.5%	449.8	22.0%	354.3	25.0%			94.7	10.5%		

UE - Universe Estimate

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

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)

Total Grocery Shopper includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping

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Approximate Sample Size 2022 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,552	100.0%	3,482	100.0%	2,216	100.0%	1,402	100.0%	1,401	100.0%	12,057	100.0%
People 2+	3,481	98.0%	3,408	97.9%	2,175	98.1%	1,377	98.2%	1,372	97.9%	11,817	98.0%
Children 0-4	224	6.3%	217	6.2%	137	6.2%	79	5.6%	91	6.5%	748	6.2%
Children 2-9	378	10.6%	360	10.3%	242	10.9%	138	9.8%	153	10.9%	1,271	10.5%
Children 5-12	350	9.9%	338	9.7%	232	10.5%	133	9.5%	143	10.2%	1,196	9.9%
Children 10-17	331	9.3%	320	9.2%	225	10.2%	131	9.3%	136	9.7%	1,143	9.5%
Children 13-17	206	5.8%	200	5.7%	139	6.3%	82	5.8%	84	6.0%	711	5.9%
Children 0-17	780	22.0%	754	21.7%	507	22.9%	294	21.0%	319	22.8%	2,655	22.0%
Total Males	1,766	49.7%	1,722	49.5%	1,090	49.2%	690	49.2%	696	49.7%	5,966	49.5%
Male 0-4	116	3.3%	112	3.2%	70	3.2%	41	2.9%	47	3.4%	386	3.2%
Male 5-9	115	3.2%	112	3.2%	75	3.4%	43	3.1%	47	3.4%	392	3.3%
Male 10-12	65	1.8%	62	1.8%	44	2.0%	25	1.8%	27	1.9%	223	1.9%
Male 13-15	64	1.8%	61	1.8%	43	1.9%	25	1.8%	26	1.9%	219	1.8%
Male 16-17	42	1.2%	41	1.2%	28	1.3%	17	1.2%	17	1.2%	145	1.2%
Male 18-24	176	5.0%	177	5.1%	107	4.8%	66	4.7%	65	4.6%	591	4.9%
Male 25-29	150	4.2%	148	4.3%	84	3.8%	48	3.4%	52	3.7%	482	4.0%
Male 30-34	147	4.1%	144	4.1%	79	3.6%	47	3.4%	55	3.9%	472	3.9%
Male 35-39	138	3.9%	132	3.8%	77	3.5%	46	3.3%	52	3.7%	445	3.7%
Male 40-44	119	3.4%	113	3.2%	71	3.2%	42	3.0%	46	3.3%	391	3.2%
Male 45-49	115	3.2%	112	3.2%	74	3.3%	45	3.2%	47	3.4%	393	3.3%
Male 50-54	102	2.9%	100	2.9%	66	3.0%	43	3.1%	43	3.1%	354	2.9%
Male 55-59	100	2.8%	95	2.7%	63	2.8%	44	3.1%	41	2.9%	343	2.8%
Male 60-64	86	2.4%	84	2.4%	55	2.5%	40	2.9%	35	2.5%	300	2.5%
Male 65+	231	6.5%	229	6.6%	154	6.9%	118	8.4%	96	6.9%	828	6.9%

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).

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Approximate Sample Size 2022 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,786	50.3%	1,760	50.5%	1,126	50.8%	712	50.8%	705	50.3%	6,091	50.5%
Female 0-4	109	3.1%	105	3.0%	67	3.0%	38	2.7%	44	3.1%	363	3.0%
Female 5-9	109	3.1%	106	3.0%	71	3.2%	41	2.9%	45	3.2%	372	3.1%
Female 10-12	61	1.7%	59	1.7%	42	1.9%	24	1.7%	25	1.8%	211	1.8%
Female 13-15	60	1.7%	59	1.7%	41	1.9%	24	1.7%	25	1.8%	209	1.7%
Female 16-17	39	1.1%	39	1.1%	27	1.2%	16	1.1%	16	1.1%	137	1.1%
Female 18-24	166	4.7%	167	4.8%	107	4.8%	63	4.5%	62	4.4%	565	4.7%
Female 25-29	149	4.2%	147	4.2%	85	3.8%	48	3.4%	52	3.7%	481	4.0%
Female 30-34	149	4.2%	148	4.3%	83	3.7%	49	3.5%	56	4.0%	485	4.0%
Female 35-39	137	3.9%	133	3.8%	79	3.6%	47	3.4%	52	3.7%	448	3.7%
Female 40-44	118	3.3%	114	3.3%	74	3.3%	43	3.1%	46	3.3%	395	3.3%
Female 45-49	118	3.3%	117	3.4%	78	3.5%	46	3.3%	48	3.4%	407	3.4%
Female 50-54	106	3.0%	106	3.0%	70	3.2%	45	3.2%	44	3.1%	371	3.1%
Female 55-59	103	2.9%	100	2.9%	67	3.0%	46	3.3%	42	3.0%	358	3.0%
Female 60-64	92	2.6%	90	2.6%	59	2.7%	43	3.1%	38	2.7%	322	2.7%
Female 65+	269	7.6%	271	7.8%	176	7.9%	140	10.0%	110	7.9%	966	8.0%
Working 16+	1,750	49.3%	1,681	48.3%	1,064	48.0%	647	46.1%	690	49.3%	5,834	48.4%
Not Working 16+	1,104	31.1%	1,127	32.4%	700	31.6%	494	35.2%	425	30.3%	3,851	31.9%

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Approximate Sample Size 2022 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	929	26.2%	843	24.2%	476	21.5%	301	21.5%	313	22.3%	2,863	23.7%
Occupation Group 1 16-39	445	12.5%	399	11.5%	210	9.5%	127	9.1%	142	10.1%	1,323	11.0%
Occupation Group 1 40-54	309	8.7%	288	8.3%	173	7.8%	103	7.3%	112	8.0%	985	8.2%
Occupation Group 1 55+	176	5.0%	155	4.5%	94	4.2%	71	5.1%	59	4.2%	555	4.6%
Occupation Group 2	480	13.5%	496	14.2%	333	15.0%	197	14.1%	208	14.8%	1,715	14.2%
Occupation Group 2 16-39	264	7.4%	277	8.0%	178	8.0%	98	7.0%	114	8.1%	931	7.7%
Occupation Group 2 40-54	139	3.9%	138	4.0%	100	4.5%	62	4.4%	54	3.9%	493	4.1%
Occupation Group 2 55+	77	2.2%	80	2.3%	55	2.5%	37	2.6%	40	2.9%	289	2.4%
Occupation Group 3	182	5.1%	177	5.1%	141	6.4%	81	5.8%	83	5.9%	664	5.5%
Occupation Group 3 16-39	103	2.9%	104	3.0%	81	3.7%	46	3.3%	44	3.1%	378	3.1%
Occupation Group 3 40-54	46	1.3%	45	1.3%	41	1.9%	20	1.4%	24	1.7%	176	1.5%
Occupation Group 3 55+	32	0.9%	29	0.8%	19	0.9%	15	1.1%	15	1.1%	110	0.9%
Occupation Group 4	65	1.8%	67	1.9%	47	2.1%	23	1.6%	47	3.4%	249	2.1%
Occupation Group 4 16-39	28	0.8%	31	0.9%	22	1.0%	10	0.7%	20	1.4%	111	0.9%
Occupation Group 4 40-54	20	0.6%	21	0.6%	13	0.6%	7	0.5%	16	1.1%	77	0.6%
Occupation Group 4 55+	18	0.5%	16	0.5%	11	0.5%	7	0.5%	11	0.8%	63	0.5%
Occupation Group 5	94	2.6%	97	2.8%	67	3.0%	44	3.1%	39	2.8%	341	2.8%
Occupation Group 5 16-39	47	1.3%	53	1.5%	34	1.5%	20	1.4%	20	1.4%	174	1.4%
Occupation Group 5 40-54	29	0.8%	28	0.8%	20	0.9%	15	1.1%	14	1.0%	106	0.9%
Occupation Group 5 55+	18	0.5%	17	0.5%	13	0.6%	9	0.6%	6	0.4%	63	0.5%

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).

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Approximate Sample Size 2022 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Grocery Shoppers	1,862	52.4%	1,838	52.8%	1,207	54.5%	770	54.9%	754	53.8%	6,433	53.4%
Total Grocery Shoppers Age < 40	738	20.8%	728	20.9%	451	20.4%	244	17.4%	275	19.6%	2,437	20.2%
Total Grocery Shoppers Age 25-54	1,070	30.1%	1,044	30.0%	659	29.7%	375	26.7%	420	30.0%	3,569	29.6%
Total Grocery Shoppers Age 40-54	475	13.4%	464	13.3%	312	14.1%	187	13.3%	199	14.2%	1,638	13.6%
Total Grocery Shoppers Age 55-64	273	7.7%	261	7.5%	181	8.2%	130	9.3%	113	8.1%	958	7.9%
Total Grocery Shoppers Age 65+	376	10.6%	386	11.1%	263	11.9%	209	14.9%	168	12.0%	1,402	11.6%
Total Grocery Shoppers < 55	1,212	34.1%	1,192	34.2%	764	34.5%	431	30.7%	474	33.8%	4,074	33.8%
Total Grocery Shoppers Age 25-49 Female	508	14.3%	496	14.2%	321	14.5%	178	12.7%	203	14.5%	1,707	14.2%
Total Grocery Shoppers Male	817	23.0%	798	22.9%	515	23.2%	327	23.3%	318	22.7%	2,776	23.0%
Total Grocery Shoppers Female	1,045	29.4%	1,040	29.9%	692	31.2%	443	31.6%	436	31.1%	3,657	30.3%
Total Grocery Shoppers 0 Children	1,326	37.3%	1,314	37.7%	879	39.7%	580	41.4%	549	39.2%	4,650	38.6%
Total Grocery Shoppers 1-2 Children	436	12.3%	418	12.0%	269	12.1%	155	11.1%	175	12.5%	1,453	12.1%
Total Grocery Shoppers 3+ Children	99	2.8%	107	3.1%	60	2.7%	35	2.5%	30	2.1%	331	2.7%

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).

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)

Total Shopper = Includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping

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Approximate Sample Size 2022 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Persons in 1 Person Household	305	8.6%	306	8.8%	231	10.4%	165	11.8%	164	11.7%	1,171	9.7%
Persons in 2 Person Households	896	25.2%	899	25.8%	679	30.6%	438	31.2%	415	29.6%	3,328	27.6%
Persons in 3 Person Households	601	16.9%	674	19.4%	368	16.6%	227	16.2%	261	18.6%	2,132	17.7%
Persons in 4 Person Households	872	24.5%	799	22.9%	521	23.5%	310	22.1%	342	24.4%	2,845	23.6%
Persons in 5+ Person Households	879	24.7%	804	23.1%	418	18.9%	262	18.7%	219	15.6%	2,583	21.4%
Persons in 1 TV Households	1,562	44.0%	1,347	38.7%	814	36.7%	495	35.3%	529	37.8%	4,749	39.4%
Persons in 2 TV Households	1,119	31.5%	1,119	32.1%	765	34.5%	457	32.6%	487	34.8%	3,948	32.7%
Persons in 3+ TV Households	871	24.5%	1,016	29.2%	638	28.8%	450	32.1%	385	27.5%	3,361	27.9%
Region 1 Individuals	813	22.9%	972	27.9%	541	24.4%	407	29.0%	401	28.6%		
Region 2 Individuals	960	27.0%	773	22.2%	360	16.2%	318	22.7%	223	15.9%		
Region 3 Individuals	540	15.2%	516	14.8%	425	19.2%	317	22.6%	297	21.2%		
Region 4 Individuals	528	14.9%	448	12.9%	349	15.7%	360	25.7%	346	24.7%		
Region 5 Individuals	712	20.0%	773	22.2%	541	24.4%			134	9.6%		

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).

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Approximate Sample Size 2022 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	1,328	100.0%	1,328	100.0%	900	100.0%	585	100.0%	585	100.0%	4,730	100.0%
1 Person Households	305	23.0%	306	23.0%	231	25.7%	165	28.2%	164	28.0%	1,172	24.8%
2 Person Households	448	33.7%	449	33.8%	339	37.7%	219	37.4%	207	35.4%	1,663	35.2%
3 Person Households	200	15.1%	225	16.9%	123	13.7%	76	13.0%	87	14.9%	712	15.0%
4 Person Households	218	16.4%	200	15.1%	130	14.4%	77	13.2%	86	14.7%	712	15.0%
5+ Person Households	157	11.8%	148	11.1%	77	8.6%	48	8.2%	41	7.0%	471	10.0%
1 TV Households	664	50.0%	592	44.6%	395	43.9%	249	42.6%	258	44.1%	2,160	45.7%
2 TVs Households	404	30.4%	425	32.0%	298	33.1%	193	33.0%	198	33.8%	1,519	32.1%
3+ TVs Households	260	19.6%	311	23.4%	207	23.0%	144	24.6%	129	22.1%	1,052	22.2%
Grocery Buyers	1,328	100.0%	1,328	100.0%	900	100.0%	585	100.0%	585	100.0%	4,730	100.0%
Grocery Buyers Working	791	59.6%	773	58.2%	523	58.1%	310	53.0%	345	59.0%	2,744	58.0%
Grocery Buyers Not Working	537	40.4%	555	41.8%	377	41.9%	275	47.0%	240	41.0%	1,986	42.0%
Grocery Buyers Age 18-39	446	33.6%	447	33.7%	287	31.9%	157	26.8%	187	32.0%	1,525	32.2%
Grocery Buyers Age 25-54	740	55.7%	730	55.0%	479	53.2%	277	47.4%	318	54.4%	2,546	53.8%
Grocery Buyers Age 40-54	361	27.2%	354	26.7%	247	27.4%	150	25.6%	161	27.5%	1,274	26.9%
Grocery Buyers Age 55-64	213	16.0%	205	15.4%	147	16.3%	104	17.8%	94	16.1%	764	16.1%
Grocery Buyers Age 65+	308	23.2%	322	24.2%	219	24.3%	174	29.7%	143	24.4%	1,167	24.7%

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).

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Approximate Sample Size 2022 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	556	41.9%	545	41.0%	365	40.6%	238	40.7%	234	40.0%	1,940	41.0%
Grocery Buyers Female	772	58.1%	783	59.0%	535	59.4%	347	59.3%	351	60.0%	2,790	59.0%
Grocery Buyers 0 Children	938	70.6%	943	71.0%	652	72.4%	442	75.6%	423	72.3%	3,401	71.9%
Grocery Buyers 1-2 Children	316	23.8%	303	22.8%	203	22.6%	114	19.5%	138	23.6%	1,075	22.7%
Grocery Buyers 3+ Children	75	5.6%	81	6.1%	45	5.0%	29	5.0%	25	4.3%	255	5.4%
Grocery Buyers Children 0-2	86	6.5%	84	6.3%	46	5.1%	34	5.8%	37	6.3%	287	6.1%
Grocery Buyers Children 0-4	140	10.5%	131	9.9%	80	8.9%	53	9.1%	58	9.9%	462	9.8%
Grocery Buyers Children 0-12	303	22.8%	295	22.2%	190	21.1%	104	17.8%	126	21.5%	1,019	21.5%
Grocery Buyers Children 0-15	356	26.8%	349	26.3%	226	25.1%	130	22.2%	150	25.6%	1,212	25.6%
Grocery Buyers Children 0-17	390	29.4%	385	29.0%	248	27.6%	143	24.4%	162	27.7%	1,329	28.1%
Grocery Buyers Children 5-12	229	17.2%	220	16.6%	148	16.4%	78	13.3%	91	15.6%	767	16.2%
Grocery Buyers Children 5-17	320	24.1%	313	23.6%	208	23.1%	115	19.7%	128	21.9%	1,085	22.9%
Grocery Buyers Children 13-17	150	11.3%	155	11.7%	101	11.2%	67	11.5%	61	10.4%	534	11.3%
Region 1 Households	296	22.3%	386	29.1%	219	24.3%	161	27.5%	165	28.2%		
Region 2 Households	321	24.2%	277	20.9%	151	16.8%	141	24.1%	89	15.2%		
Region 3 Households	202	15.2%	191	14.4%	176	19.6%	132	22.6%	125	21.4%		
Region 4 Households	210	15.8%	181	13.6%	129	14.3%	151	25.8%	145	24.8%		
Region 5 Households	299	22.5%	292	22.0%	225	25.0%			61	10.4%		

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).

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)
Total Shopper = Includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping