

## Universe Estimates Quarter 1 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	3,921.9	100.0%	24,821.0	100.0%
People 2+	3,868.8	98.6%	24,357.6	98.1%
Children 0-4	131.0	3.3%	1,455.3	5.9%
Children 2-9	224.1	5.7%	2,540.2	10.2%
Children 5-12	238.9	6.1%	2,481.5	10.0%
Children 10-17	363.8	9.3%	2,421.3	9.8%
Children 13-17	271.0	6.9%	1,488.1	6.0%
Children 0-17	640.9	16.3%	5,424.9	21.9%
Total Males	1,888.7	48.2%	12,300.8	49.6%
Male 0-4	79.7	2.0%	748.2	3.0%
Male 5-9	64.2	1.6%	796.2	3.2%
Male 10-12	47.8	1.2%	479.8	1.9%
Male 13-15	69.6	1.8%	468.6	1.9%
Male 16-17	55.7	1.4%	297.4	1.2%
Male 18-24	189.1	4.8%	898.3	3.6%
Male 25-29	114.9	2.9%	898.3	3.6%
Male 30-34	51.7	1.3%	910.7	3.7%
Male 35-39	81.1	2.1%	895.3	3.6%
Male 40-44	82.3	2.1%	790.1	3.2%
Male 45-49	126.7	3.2%	786.2	3.2%
Male 50-54	162.3	4.1%	759.7	3.1%
Male 55-59	147.0	3.7%	728.1	2.9%
Male 60-64	145.2	3.7%	678.8	2.7%
Male 65+	471.4	12.0%	1,939.1	7.8%

UE - Universe Estimate

Quarter 1, 2024 refers to reporting quarter date range Sunday 31st December 2023 - Saturday 30th March 2024. Dates used are 12th Nov-9th Dec and adjusted as necessary.

Homes with Subscription TV (STB Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.

STB homes are weighted together in the VOZ single integrated all-homes national weighting scheme.

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

## Universe Estimates Quarter 1 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	2,033.2	51.8%	12,520.2	50.4%
Female 0-4	51.3	1.3%	707.1	2.8%
Female 5-9	82.0	2.1%	752.1	3.0%
Female 10-12	45.0	1.1%	453.4	1.8%
Female 13-15	88.6	2.3%	442.0	1.8%
Female 16-17	57.1	1.5%	280.1	1.1%
Female 18-24	216.2	5.5%	1,059.1	4.3%
Female 25-29	89.9	2.3%	883.7	3.6%
Female 30-34	66.3	1.7%	930.1	3.7%
Female 35-39	75.4	1.9%	908.1	3.7%
Female 40-44	87.6	2.2%	811.9	3.3%
Female 45-49	128.2	3.3%	805.5	3.2%
Female 50-54	162.6	4.1%	786.8	3.2%
Female 55-59	158.7	4.0%	758.1	3.1%
Female 60-64	175.4	4.5%	723.8	2.9%
Female 65+	549.2	14.0%	2,218.5	8.9%
Female 25-54 with Children	298.3	7.6%	2,528.9	10.2%
Working 16+	1,730.2	44.1%	12,385.3	49.9%
Not Working 16+	1,663.5	42.4%	7,588.3	30.6%

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## Universe Estimates Quarter 1 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	688.4	17.6%	6,183.5	24.9%
Occupation Group 1 16-39	148.5	3.8%	2,660.2	10.7%
Occupation Group 1 25-54	434.6	11.1%	4,527.1	18.2%
Occupation Group 1 40-54	301.0	7.7%	2,205.2	8.9%
Occupation Group 1 35+	589.2	15.0%	4,346.7	17.5%
Occupation Group 1 55+	238.9	6.1%	1,318.0	5.3%
Occupation Group 2	642.0	16.4%	3,354.7	13.5%
Occupation Group 2 16-39	216.9	5.5%	1,806.9	7.3%
Occupation Group 2 40-54	225.7	5.8%	922.1	3.7%
Occupation Group 2 55+	199.4	5.1%	625.7	2.5%
Occupation Group 3	179.7	4.6%	1,584.4	6.4%
Occupation Group 3 16-39	96.3	2.5%	892.0	3.6%
Occupation Group 3 40-54	52.1	1.3%	427.9	1.7%
Occupation Group 3 55+	31.4	0.8%	264.5	1.1%
Occupation Group 1-3 35-49	445.1	11.3%	3,762.1	15.2%
Occupation Group 4	141.6	3.6%	542.1	2.2%
Occupation Group 4 16-39	38.7	1.0%	237.6	1.0%
Occupation Group 4 40-54	47.0	1.2%	161.2	0.6%
Occupation Group 4 55+	55.9	1.4%	143.3	0.6%
Occupation Group 5	78.5	2.0%	720.8	2.9%
Occupation Group 5 16-39	38.7	1.0%	387.9	1.6%
Occupation Group 5 40-54	14.3	0.4%	188.6	0.8%
Occupation Group 5 55+	25.4	0.6%	144.3	0.6%
Male Occupation Group 1-2 25-54	338.5	8.6%	2,860.7	11.5%

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STB homes are weighted together in the VOZ single integrated all-homes national weighting scheme.

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

## Universe Estimates Quarter 1 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household	331.9	8.5%	2,512.7	10.1%
Persons in 2 Person Households	1,235.8	31.5%	7,175.1	28.9%
Persons in 3 Person Households	783.3	20.0%	4,411.6	17.8%
Persons in 4 Person Households	794.5	20.3%	5,596.2	22.5%
Persons in 5+ Person Households	776.3	19.8%	5,125.4	20.6%
Persons in 1 TV Households	927.8	23.7%	9,528.8	38.4%
Persons in 2 TV Households	1,380.9	35.2%	8,069.5	32.5%
Persons in 3+ TV Households	1,613.2	41.1%	7,222.7	29.1%

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

## Universe Estimates Quarter 1 2024 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households	1,610.3	100.0%	9,909.1	100.0%
1 Person Households	331.9	20.6%	2,512.7	25.4%
2 Person Households	617.9	38.4%	3,587.5	36.2%
3 Person Households	261.1	16.2%	1,470.5	14.8%
4 Person Households	198.6	12.3%	1,399.0	14.1%
5+ Person Households	200.8	12.5%	939.2	9.5%
1 TV Households	488.8	30.4%	4,402.4	44.4%
2 TVs Households	585.1	36.3%	3,174.2	32.0%
3+ TVs Households	536.4	33.3%	2,332.6	23.5%
Grocery Buyers	1,610.3	100.0%	9,909.1	100.0%
Grocery Buyers Working	795.1	49.4%	6,070.2	61.3%
Grocery Buyers Not Working	815.2	50.6%	3,838.8	38.7%
Grocery Buyers 18-39	184.7	11.5%	3,119.0	31.5%
Grocery Buyers 18-54	597.8	37.1%	5,766.8	58.2%
Grocery Buyers Age 25-54	588.3	36.5%	5,234.4	52.8%
Grocery Buyers Age 40-54	413.1	25.7%	2,647.8	26.7%
Grocery Buyers Age 55-64	371.8	23.1%	1,662.9	16.8%
Grocery Buyers Age 65+	640.7	39.8%	2,479.3	25.0%

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## Universe Estimates Quarter 1 2024 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	512.7	31.8%	3,982.3	40.2%
Grocery Buyers Female	1,097.6	68.2%	5,926.8	59.8%
Grocery Buyers Female Age 25-49	271.0	16.8%	2,561.6	25.9%
Grocery Buyers 0 Children	1,280.2	79.5%	7,182.6	72.5%
Grocery Buyers 1-2 Children	274.3	17.0%	2,208.3	22.3%
Grocery Buyers 3+ Children	55.8	3.5%	518.2	5.2%
Grocery Buyers Children 0-2	57.5	3.6%	577.6	5.8%
Grocery Buyers Children 0-4	87.0	5.4%	920.8	9.3%
Grocery Buyers Children 0-12	208.2	12.9%	2,054.8	20.7%
Grocery Buyers Children 0-15	285.0	17.7%	2,467.0	24.9%
Grocery Buyers Children 0-17	330.1	20.5%	2,726.5	27.5%
Grocery Buyers Children 5-12	158.0	9.8%	1,543.3	15.6%
Grocery Buyers Children 5-17	282.7	17.6%	2,241.7	22.6%
Grocery Buyers Children 13-17	174.7	10.8%	1,130.1	11.4%

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## Approximate Sample Size Quarter 1 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,176	100.0%
People 2+	3,148	99.1%
Children 0-4	72	2.3%
Children 2-9	149	4.7%
Children 5-12	182	5.7%
Children 10-17	282	8.9%
Children 13-17	204	6.4%
Children 0-17	459	14.5%
Total Males	1,549	48.8%
Male 0-4	41	1.3%
Male 5-9	44	1.4%
Male 10-12	41	1.3%
Male 13-15	54	1.7%
Male 16-17	42	1.3%
Male 18-24	115	3.6%
Male 25-29	66	2.1%
Male 30-34	37	1.2%
Male 35-39	58	1.8%
Male 40-44	66	2.1%
Male 45-49	95	3.0%
Male 50-54	182	5.7%
Male 55-59	138	4.3%
Male 60-64	127	4.0%
Male 65+	443	13.9%

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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 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,627	51.2%
Female 0-4	32	1.0%
Female 5-9	60	1.9%
Female 10-12	37	1.2%
Female 13-15	66	2.1%
Female 16-17	42	1.3%
Female 18-24	153	4.8%
Female 25-29	50	1.6%
Female 30-34	43	1.4%
Female 35-39	65	2.0%
Female 40-44	71	2.2%
Female 45-49	113	3.6%
Female 50-54	171	5.4%
Female 55-59	146	4.6%
Female 60-64	140	4.4%
Female 65+	437	13.8%
Female 25-54 with Children	243	7.7%
Working 16+	1,571	49.5%
Not Working 16+	1,229	38.7%

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## Approximate Sample Size Quarter 1 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	633	19.9%
Occupation Group 1 16-39	106	3.3%
Occupation Group 1 25-54	382	12.0%
Occupation Group 1 40-54	288	9.1%
Occupation Group 1 35+	567	17.9%
Occupation Group 1 55+	238	7.5%
Occupation Group 2	582	18.3%
Occupation Group 2 16-39	162	5.1%
Occupation Group 2 40-54	220	6.9%
Occupation Group 2 55+	199	6.3%
Occupation Group 3	158	5.0%
Occupation Group 3 16-39	74	2.3%
Occupation Group 3 40-54	48	1.5%
Occupation Group 3 55+	35	1.1%
Occupation Group 1-3 35-49	370	11.6%
Occupation Group 4	134	4.2%
Occupation Group 4 16-39	28	0.9%
Occupation Group 4 40-54	47	1.5%
Occupation Group 4 55+	59	1.9%
Occupation Group 5	66	2.1%
Occupation Group 5 16-39	27	0.9%
Occupation Group 5 40-54	15	0.5%
Occupation Group 5 55+	24	0.8%
Male Occupation Group 1-2 25-54	292	9.2%

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## Approximate Sample Size Quarter 1 2024 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	269	8.5%
Persons in 2 Person Households	1,046	32.9%
Persons in 3 Person Households	700	22.0%
Persons in 4 Person Households	648	20.4%
Persons in 5+ Person Households	514	16.2%
Persons in 1 TV Households	774	24.4%
Persons in 2 TV Households	1,110	34.9%
Persons in 3+ TV Households	1,292	40.7%

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## Approximate Sample Size Quarter 1 2024 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,281	100.0%
1 Person Households	269	21.0%
2 Person Households	523	40.8%
3 Person Households	233	18.2%
4 Person Households	162	12.6%
5+ Person Households	94	7.3%
1 TV Households	389	30.4%
2 TVs Households	466	36.4%
3+ TVs Households	425	33.2%
Grocery Buyers	1,281	100.0%
Grocery Buyers Working	708	55.3%
Grocery Buyers Not Working	573	44.7%
Grocery Buyers 18-39	111	8.7%
Grocery Buyers 18-54	490	38.3%
Grocery Buyers Age 25-54	484	37.8%
Grocery Buyers Age 40-54	379	29.6%
Grocery Buyers Age 55-64	308	24.0%
Grocery Buyers Age 65+	483	37.7%

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## Approximate Sample Size Quarter 1 2024 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	420	32.8%
Grocery Buyers Female	860	67.1%
Grocery Buyers Female Age 25-49	212	16.5%

Grocery Buyers 0 Children	1,010	78.8%
Grocery Buyers 1-2 Children	229	17.9%
Grocery Buyers 3+ Children	42	3.3%

Grocery Buyers Children 0-2	38	3.0%
Grocery Buyers Children 0-4	58	4.5%
Grocery Buyers Children 0-12	163	12.7%
Grocery Buyers Children 0-15	230	18.0%
Grocery Buyers Children 0-17	271	21.2%
Grocery Buyers Children 5-12	128	10.0%
Grocery Buyers Children 5-17	239	18.7%
Grocery Buyers Children 13-17	153	11.9%

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