

Universe Estimates Quarter 3, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	6,859.3	100.0%	23,922.7	100.0%
People 2+	6,741.8	98.3%	23,457.5	98.1%
Children 0-4	387.1	5.6%	1,487.7	6.2%
Children 2-9	694.4	10.1%	2,545.0	10.6%
Children 5-12	699.7	10.2%	2,399.0	10.0%
Children 10-17	778.1	11.3%	2,308.6	9.7%
Children 13-17	503.3	7.3%	1,432.0	6.0%
Children 0-17	1,590.1	23.2%	5,318.8	22.2%
Total Males	3,406.5	49.7%	11,848.8	49.5%
Male 0-4#	202.4	3.0%	764.8	3.2%
Male 5-9#	211.4	3.1%	781.4	3.3%
Male 10-12#	140.5	2.0%	451.1	1.9%
Male 13-15#	154.3	2.2%	445.8	1.9%
Male 16-17#	109.6	1.6%	290.3	1.2%
Male 18-24#	311.1	4.5%	1,148.9	4.8%
Male 25-29#	178.5	2.6%	903.9	3.8%
Male 30-34#	177.1	2.6%	878.5	3.7%
Male 35-39#	199.7	2.9%	836.0	3.5%
Male 40-44#	217.8	3.2%	742.7	3.1%
Male 45-49#	244.0	3.6%	780.4	3.3%
Male 50-54#	242.1	3.5%	697.6	2.9%
Male 55-59#	250.3	3.6%	712.0	3.0%
Male 60-64#	214.9	3.1%	630.1	2.6%
Male 65+#	552.8	8.1%	1,785.1	7.5%

UE - Universe Estimate

Quarter 3, 2020 refers to reporting quarter date range Sunday 28th June - Saturday 26th September 2020

* 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.

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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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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,452.8	50.3%	12,073.9	50.5%
Female 0-4#	184.7	2.7%	722.9	3.0%
Female 5-9#	213.5	3.1%	741.0	3.1%
Female 10-12#	134.3	2.0%	425.4	1.8%
Female 13-15#	140.3	2.0%	421.2	1.8%
Female 16-17#	99.0	1.4%	274.8	1.1%
Female 18-24#	270.9	3.9%	1,094.4	4.6%
Female 25-29#	193.1	2.8%	897.4	3.8%
Female 30-34#	182.5	2.7%	904.0	3.8%
Female 35-39#	220.4	3.2%	846.8	3.5%
Female 40-44#	233.1	3.4%	750.7	3.1%
Female 45-49#	279.3	4.1%	814.3	3.4%
Female 50-54#	254.7	3.7%	732.9	3.1%
Female 55-59#	253.4	3.7%	743.4	3.1%
Female 60-64#	221.0	3.2%	671.4	2.8%
Female 65+ #	572.6	8.3%	2,033.4	8.5%
Female 25-54 with Children	740.2	10.8%	2,451.3	10.2%
Working 16+	3,256.0	47.5%	11,259.7	47.1%
Not Working 16+	2,221.8	32.4%	7,909.3	33.1%

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Universe Estimates Quarter 3, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,461.0	21.3%	5,220.5	21.8%
Occupation Group 1 16-39	465.6	6.8%	2,244.1	9.4%
Occupation Group 1 25-54	1,007.6	14.7%	3,852.0	16.1%
Occupation Group 1 40-54	612.5	8.9%	1,879.5	7.9%
Occupation Group 1 35+	1,160.5	16.9%	3,691.0	15.4%
Occupation Group 1 55+	382.9	5.6%	1,097.0	4.6%
Occupation Group 2	1,090.1	15.9%	3,379.5	14.1%
Occupation Group 2 16-39	489.6	7.1%	1,741.0	7.3%
Occupation Group 2 40-54	362.8	5.3%	1,045.9	4.4%
Occupation Group 2 55+	237.8	3.5%	592.6	2.5%
Occupation Group 3	337.5	4.9%	1,384.6	5.8%
Occupation Group 3 16-39	167.5	2.4%	774.1	3.2%
Occupation Group 3 40-54	111.9	1.6%	392.1	1.6%
Occupation Group 3 55+	58.2	0.8%	218.3	0.9%
Occupation Group 1-3 35-49	1,019.7	14.9%	3,519.7	14.7%
Occupation Group 4	189.4	2.8%	587.6	2.5%
Occupation Group 4 16-39	65.9	1.0%	236.4	1.0%
Occupation Group 4 40-54	72.0	1.0%	207.6	0.9%
Occupation Group 4 55+	51.5	0.8%	143.6	0.6%
Occupation Group 5	178.0	2.6%	687.6	2.9%
Occupation Group 5 16-39	80.6	1.2%	358.1	1.5%
Occupation Group 5 40-54	52.9	0.8%	203.5	0.9%
Occupation Group 5 55+	44.5	0.6%	126.0	0.5%
Male Occupation Group 1-2 25-54	775.8	11.3%	3,075.0	12.9%

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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 3, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	378.5	5.5%	2,378.0	9.9%
Persons in 2 Person Households#	1,868.4	27.2%	6,895.5	28.8%
Persons in 3 Person Households#	1,255.8	18.3%	4,237.5	17.7%
Persons in 4 Person Households#	1,702.1	24.8%	5,387.3	22.5%
Persons in 5+ Person Households#	1,654.5	24.1%	5,024.4	21.0%
Persons in 1 TV Households#	1,614.6	23.5%	9,160.5	38.3%
Persons in 2 TV Households#	2,327.2	33.9%	7,937.3	33.2%
Persons in 3+ TV Households#	2,917.6	42.5%	6,824.9	28.5%

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Universe Estimates Quarter 3, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,461.5	100.0%	9,499.4	100.0%
1 Person Households#	378.5	15.4%	2,378.0	25.0%
2 Person Households#	934.2	38.0%	3,447.7	36.3%
3 Person Households#	418.6	17.0%	1,412.5	14.9%
4 Person Households#	425.5	17.3%	1,346.8	14.2%
5+ Person Households#	304.7	12.4%	914.4	9.6%
1 TV Households#	707.5	28.7%	4,203.1	44.2%
2 TVs Households#	873.0	35.5%	3,110.9	32.7%
3+ TVs Households#	880.9	35.8%	2,185.4	23.0%
Households receiving FTA channels	2,461.5	100.0%	9,499.4	100.0%
Households receiving STV channels	2,461.5	100.0%	2,461.5	25.9%
- STU STV (Cable/Satellite)	2,356.2	95.7%	2,356.2	24.8%
- IDS-only STV (Internet Delivered Only)	105.3	4.3%	105.3	1.1%
Grocery Buyers#	2,461.5	100.0%	9,499.4	100.0%
Grocery Buyers Working	1,348.4	54.8%	5,214.2	54.9%
Grocery Buyers Not Working	1,113.0	45.2%	4,285.3	45.1%
Grocery Buyers 18-39	538.6	21.9%	2,913.0	30.7%
Grocery Buyers 18-54	1,343.1	54.6%	5,475.9	57.6%
Grocery Buyers Age 25-54	1,272.4	51.7%	4,945.8	52.1%
Grocery Buyers Age 40-54	804.5	32.7%	2,562.8	27.0%
Grocery Buyers Age 55-64	504.1	20.5%	1,602.0	16.9%
Grocery Buyers Age 65+	614.3	25.0%	2,421.5	25.5%

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Universe Estimates Quarter 3, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	858.7	34.9%	3,685.3	38.8%
Grocery Buyers Female	1,602.8	65.1%	5,814.1	61.2%
Grocery Buyers Female Age 25-49	660.5	26.8%	2,468.6	26.0%
Grocery Buyers 0 Children#	1,688.9	68.6%	6,867.6	72.3%
Grocery Buyers 1-2 Children#	623.4	25.3%	2,121.3	22.3%
Grocery Buyers 3+ Children#	149.2	6.1%	510.5	5.4%
Grocery Buyers Children 0-2	135.5	5.5%	598.7	6.3%
Grocery Buyers Children 0-4	231.5	9.4%	944.9	9.9%
Grocery Buyers Children 0-12	555.7	22.6%	2,044.4	21.5%
Grocery Buyers Children 0-15	684.7	27.8%	2,404.7	25.3%
Grocery Buyers Children 0-17	826.7	33.6%	2,631.8	27.7%
Grocery Buyers Children 5-12	437.0	17.8%	1,543.1	16.2%
Grocery Buyers Children 5-17	660.3	26.8%	2,151.4	22.6%
Grocery Buyers Children 13-17	364.1	14.8%	1,046.2	11.0%

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Approximate Sample Size Quarter 3, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,411	100.0%
People 2+	5,318	98.3%
Children 0-4	299	5.5%
Children 2-9	531	9.8%
Children 5-12	537	9.9%
Children 10-17	604	11.2%
Children 13-17	390	7.2%
Children 0-17	1,226	22.7%
Total Males	2,680	49.5%
Male 0-4	152	2.8%
Male 5-9	164	3.0%
Male 10-12	109	2.0%
Male 13-15	118	2.2%
Male 16-17	88	1.6%
Male 18-24	247	4.6%
Male 25-29	138	2.6%
Male 30-34	137	2.5%
Male 35-39	152	2.8%
Male 40-44	170	3.1%
Male 45-49	190	3.5%
Male 50-54	193	3.6%
Male 55-59	201	3.7%
Male 60-64	172	3.2%
Male 65+	449	8.3%

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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 3, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,729	50.4%
Female 0-4	147	2.7%
Female 5-9	159	2.9%
Female 10-12	105	1.9%
Female 13-15	107	2.0%
Female 16-17	77	1.4%
Female 18-24	220	4.1%
Female 25-29	147	2.7%
Female 30-34	146	2.7%
Female 35-39	169	3.1%
Female 40-44	180	3.3%
Female 45-49	220	4.1%
Female 50-54	203	3.8%
Female 55-59	206	3.8%
Female 60-64	179	3.3%
Female 65+	464	8.6%
Female 25-54 with Children	574	10.6%
Working 16+	2,571	47.5%
Not Working 16+	1,779	32.9%

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Approximate Sample Size Quarter 3, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,160	21.4%
Occupation Group 1 16-39	368	6.8%
Occupation Group 1 25-54	789	14.6%
Occupation Group 1 40-54	480	8.9%
Occupation Group 1 35+	919	17.0%
Occupation Group 1 55+	313	5.8%
Occupation Group 2	853	15.8%
Occupation Group 2 16-39	380	7.0%
Occupation Group 2 40-54	285	5.3%
Occupation Group 2 55+	188	3.5%
Occupation Group 3	268	5.0%
Occupation Group 3 16-39	132	2.4%
Occupation Group 3 40-54	89	1.6%
Occupation Group 3 55+	47	0.9%
Occupation Group 1-3 35-49	794	14.7%
Occupation Group 4	145	2.7%
Occupation Group 4 16-39	49	0.9%
Occupation Group 4 40-54	54	1.0%
Occupation Group 4 55+	43	0.8%
Occupation Group 5	145	2.7%
Occupation Group 5 16-39	67	1.2%
Occupation Group 5 40-54	44	0.8%
Occupation Group 5 55+	34	0.6%
Male Occupation Group 1-2 25-54	612	11.3%

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Approximate Sample Size Quarter 3, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	302	5.6%
Persons in 2 Person Households	1,495	27.6%
Persons in 3 Person Households	979	18.1%
Persons in 4 Person Households	1,321	24.4%
Persons in 5+ Person Households	1,314	24.3%
Persons in 1 TV Households	1,262	23.3%
Persons in 2 TV Households	1,827	33.8%
Persons in 3+ TV Households	2,322	42.9%

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Approximate Sample Size Quarter 3, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,943	100.0%
1 Person Households	301	15.5%
2 Person Households	745	38.3%
3 Person Households	325	16.7%
4 Person Households	329	16.9%
5+ Person Households	242	12.5%
1 TV Households	556	28.6%
2 TVs Households	690	35.5%
3+ TVs Households	697	35.9%
Households receiving FTA channels	1,943	100.0%
Households receiving STV channels	1,943	100.0%
Grocery Buyers	1,949	100.3%
Grocery Buyers Working	1,051	54.1%
Grocery Buyers Not Working	898	46.2%
Grocery Buyers 18-39	410	21.1%
Grocery Buyers 18-54	1,044	53.7%
Grocery Buyers Age 25-54	988	50.8%
Grocery Buyers Age 40-54	633	32.6%
Grocery Buyers Age 55-64	407	20.9%
Grocery Buyers Age 65+	497	25.6%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	688	35.4%
Grocery Buyers Female	1,260	64.8%
Grocery Buyers Female Age 25-49	501	25.8%
Grocery Buyers 0 Children	1,352	69.6%
Grocery Buyers 1-2 Children	480	24.7%
Grocery Buyers 3+ Children	116	6.0%
Grocery Buyers Children 0-2	105	5.4%
Grocery Buyers Children 0-4	177	9.1%
Grocery Buyers Children 0-12	429	22.1%
Grocery Buyers Children 0-15	527	27.1%
Grocery Buyers Children 0-17	597	30.7%
Grocery Buyers Children 5-12	338	17.4%
Grocery Buyers Children 5-17	511	26.3%
Grocery Buyers Children 13-17	283	14.6%

Quarter 3, 2020 refers to reporting quarter date range Sunday 28th June - Saturday 26th September 2020

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NSW, 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).

Universe Estimates Quarter 2, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,023.7	100.0%	23,922.7	100.0%
People 2+	6,903.3	98.3%	23,457.5	98.1%
Children 0-4	407.0	5.8%	1,487.7	6.2%
Children 2-9	742.9	10.6%	2,545.0	10.6%
Children 5-12	747.8	10.6%	2,399.0	10.0%
Children 10-17	808.0	11.5%	2,308.6	9.7%
Children 13-17	516.4	7.4%	1,432.0	6.0%
Children 0-17	1,671.2	23.8%	5,318.8	22.2%
Total Males	3,499.7	49.8%	11,848.8	49.5%
Male 0-4#	216.0	3.1%	764.8	3.2%
Male 5-9#	226.6	3.2%	781.4	3.3%
Male 10-12#	149.0	2.1%	451.1	1.9%
Male 13-15#	154.6	2.2%	445.8	1.9%
Male 16-17#	113.0	1.6%	290.3	1.2%
Male 18-24#	320.9	4.6%	1,148.9	4.8%
Male 25-29#	182.5	2.6%	903.9	3.8%
Male 30-34#	188.8	2.7%	878.5	3.7%
Male 35-39#	204.2	2.9%	836.0	3.5%
Male 40-44#	217.7	3.1%	742.7	3.1%
Male 45-49#	259.6	3.7%	780.4	3.3%
Male 50-54#	245.1	3.5%	697.6	2.9%
Male 55-59#	244.7	3.5%	712.0	3.0%
Male 60-64#	220.3	3.1%	630.1	2.6%
Male 65+#	556.8	7.9%	1,785.1	7.5%

UE - Universe Estimate

Quarter 2, 2020 refers to reporting quarter date range Sunday 29th March - Saturday 27th June 2020

* 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.

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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.

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, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,524.0	50.2%	12,073.9	50.5%
Female 0-4#	191.1	2.7%	722.9	3.0%
Female 5-9#	229.7	3.3%	741.0	3.1%
Female 10-12#	142.5	2.0%	425.4	1.8%
Female 13-15#	148.7	2.1%	421.2	1.8%
Female 16-17#	100.2	1.4%	274.8	1.1%
Female 18-24#	272.2	3.9%	1,094.4	4.6%
Female 25-29#	196.8	2.8%	897.4	3.8%
Female 30-34#	193.9	2.8%	904.0	3.8%
Female 35-39#	223.8	3.2%	846.8	3.5%
Female 40-44#	244.9	3.5%	750.7	3.1%
Female 45-49#	286.2	4.1%	814.3	3.4%
Female 50-54#	254.2	3.6%	732.9	3.1%
Female 55-59#	256.0	3.6%	743.4	3.1%
Female 60-64#	224.5	3.2%	671.4	2.8%
Female 65+ #	559.2	8.0%	2,033.4	8.5%
Female 25-54 with Children	784.8	11.2%	2,451.3	10.2%
Working 16+	3,299.3	47.0%	11,259.7	47.1%
Not Working 16+	2,266.3	32.3%	7,909.3	33.1%

UE - Universe Estimate

Quarter 2, 2020 refers to reporting quarter date range Sunday 29th March - Saturday 27th June 2020

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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.

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, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,475.5	21.0%	5,220.5	21.8%
Occupation Group 1 16-39	465.5	6.6%	2,244.1	9.4%
Occupation Group 1 25-54	1,023.0	14.6%	3,852.0	16.1%
Occupation Group 1 40-54	625.7	8.9%	1,879.5	7.9%
Occupation Group 1 35+	1,175.5	16.7%	3,691.0	15.4%
Occupation Group 1 55+	384.3	5.5%	1,097.0	4.6%
Occupation Group 2	1,109.2	15.8%	3,379.5	14.1%
Occupation Group 2 16-39	494.4	7.0%	1,741.0	7.3%
Occupation Group 2 40-54	378.7	5.4%	1,045.9	4.4%
Occupation Group 2 55+	236.0	3.4%	592.6	2.5%
Occupation Group 3	334.2	4.8%	1,384.6	5.8%
Occupation Group 3 16-39	162.4	2.3%	774.1	3.2%
Occupation Group 3 40-54	113.7	1.6%	392.1	1.6%
Occupation Group 3 55+	58.2	0.8%	218.3	0.9%
Occupation Group 1-3 35-49	1,047.3	14.9%	3,519.7	14.7%
Occupation Group 4	195.8	2.8%	587.6	2.5%
Occupation Group 4 16-39	71.1	1.0%	236.4	1.0%
Occupation Group 4 40-54	72.2	1.0%	207.6	0.9%
Occupation Group 4 55+	52.5	0.7%	143.6	0.6%
Occupation Group 5	184.6	2.6%	687.6	2.9%
Occupation Group 5 16-39	91.2	1.3%	358.1	1.5%
Occupation Group 5 40-54	54.9	0.8%	203.5	0.9%
Occupation Group 5 55+	38.6	0.5%	126.0	0.5%
Male Occupation Group 1-2 25-54	810.1	11.5%	3,075.0	12.9%

UE - Universe Estimate

Quarter 2, 2020 refers to reporting quarter date range Sunday 29th March - Saturday 27th June 2020

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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, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	380.9	5.4%	2,378.0	9.9%
Persons in 2 Person Households#	1,879.3	26.8%	6,895.5	28.8%
Persons in 3 Person Households#	1,295.6	18.4%	4,237.5	17.7%
Persons in 4 Person Households#	1,774.0	25.3%	5,387.3	22.5%
Persons in 5+ Person Households#	1,693.9	24.1%	5,024.4	21.0%
Persons in 1 TV Households#	1,636.5	23.3%	9,160.5	38.3%
Persons in 2 TV Households#	2,377.7	33.9%	7,937.3	33.2%
Persons in 3+ TV Households#	3,009.5	42.8%	6,824.9	28.5%

UE - Universe Estimate

Quarter 2, 2020 refers to reporting quarter date range Sunday 29th March - Saturday 27th June 2020

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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, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,508.0	100.0%	9,499.4	100.0%
1 Person Households#	380.9	15.2%	2,378.0	25.0%
2 Person Households#	939.6	37.5%	3,447.7	36.3%
3 Person Households#	431.9	17.2%	1,412.5	14.9%
4 Person Households#	443.5	17.7%	1,346.8	14.2%
5+ Person Households#	312.1	12.4%	914.4	9.6%
1 TV Households#	723.9	28.9%	4,203.1	44.2%
2 TVs Households#	882.8	35.2%	3,110.9	32.7%
3+ TVs Households#	901.2	35.9%	2,185.4	23.0%
Households receiving FTA channels	2,508.0	100.0%	9,499.4	100.0%
Households receiving STV channels	2,508.0	100.0%	2,508.0	26.4%
- STU STV (Cable/Satellite)	2,415.0	96.3%	2,415.0	25.4%
- IDS-only STV (Internet Delivered Only)	93.0	3.7%	93.0	1.0%
Grocery Buyers#	2,508.0	100.0%	9,499.4	100.0%
Grocery Buyers Working	1,359.7	54.2%	5,214.2	54.9%
Grocery Buyers Not Working	1,148.3	45.8%	4,285.3	45.1%
Grocery Buyers 18-39	556.2	22.2%	2,913.0	30.7%
Grocery Buyers 18-54	1,388.2	55.4%	5,475.9	57.6%
Grocery Buyers Age 25-54	1,316.0	52.5%	4,945.8	52.1%
Grocery Buyers Age 40-54	832.1	33.2%	2,562.8	27.0%
Grocery Buyers Age 55-64	510.7	20.4%	1,602.0	16.9%
Grocery Buyers Age 65+	609.1	24.3%	2,421.5	25.5%

UE - Universe Estimate

Quarter 2, 2020 refers to reporting quarter date range Sunday 29th March - Saturday 27th June 2020

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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, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	872.9	34.8%	3,685.3	38.8%
Grocery Buyers Female	1,635.1	65.2%	5,814.1	61.2%
Grocery Buyers Female Age 25-49	692.1	27.6%	2,468.6	26.0%
Grocery Buyers 0 Children#	1,689.8	67.4%	6,867.6	72.3%
Grocery Buyers 1-2 Children#	652.7	26.0%	2,121.3	22.3%
Grocery Buyers 3+ Children#	165.5	6.6%	510.5	5.4%
Grocery Buyers Children 0-2	148.6	5.9%	598.7	6.3%
Grocery Buyers Children 0-4	250.8	10.0%	944.9	9.9%
Grocery Buyers Children 0-12	593.8	23.7%	2,044.4	21.5%
Grocery Buyers Children 0-15	726.7	29.0%	2,404.7	25.3%
Grocery Buyers Children 0-17	862.6	34.4%	2,631.8	27.7%
Grocery Buyers Children 5-12	468.4	18.7%	1,543.1	16.2%
Grocery Buyers Children 5-17	702.2	28.0%	2,151.4	22.6%
Grocery Buyers Children 13-17	382.1	15.2%	1,046.2	11.0%

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+

Approximate Sample Size Quarter 2, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,414	100.0%
People 2+	5,320	98.3%
Children 0-4	308	5.7%
Children 2-9	558	10.3%
Children 5-12	565	10.4%
Children 10-17	612	11.3%
Children 13-17	390	7.2%
Children 0-17	1,263	23.3%
Total Males	2,694	49.8%
Male 0-4	160	3.0%
Male 5-9	172	3.2%
Male 10-12	114	2.1%
Male 13-15	116	2.1%
Male 16-17	87	1.6%
Male 18-24	248	4.6%
Male 25-29	140	2.6%
Male 30-34	142	2.6%
Male 35-39	156	2.9%
Male 40-44	166	3.1%
Male 45-49	196	3.6%
Male 50-54	189	3.5%
Male 55-59	194	3.6%
Male 60-64	171	3.2%
Male 65+	443	8.2%

Quarter 2, 2020 refers to reporting quarter date range Sunday 29th March - Saturday 27th June 2020

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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, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,719	50.2%
Female 0-4	148	2.7%
Female 5-9	170	3.1%
Female 10-12	109	2.0%
Female 13-15	109	2.0%
Female 16-17	78	1.4%
Female 18-24	216	4.0%
Female 25-29	146	2.7%
Female 30-34	149	2.8%
Female 35-39	172	3.2%
Female 40-44	184	3.4%
Female 45-49	219	4.0%
Female 50-54	198	3.7%
Female 55-59	201	3.7%
Female 60-64	178	3.3%
Female 65+	442	8.2%
Female 25-54 with Children	596	11.0%
Working 16+	2,544	47.0%
Not Working 16+	1,772	32.7%

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Approximate Sample Size Quarter 2, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,141	21.1%
Occupation Group 1 16-39	359	6.6%
Occupation Group 1 25-54	781	14.4%
Occupation Group 1 40-54	478	8.8%
Occupation Group 1 35+	909	16.8%
Occupation Group 1 55+	305	5.6%
Occupation Group 2	850	15.7%
Occupation Group 2 16-39	380	7.0%
Occupation Group 2 40-54	288	5.3%
Occupation Group 2 55+	182	3.4%
Occupation Group 3	260	4.8%
Occupation Group 3 16-39	126	2.3%
Occupation Group 3 40-54	88	1.6%
Occupation Group 3 55+	47	0.9%
Occupation Group 1-3 35-49	798	14.7%
Occupation Group 4	147	2.7%
Occupation Group 4 16-39	52	1.0%
Occupation Group 4 40-54	53	1.0%
Occupation Group 4 55+	42	0.8%
Occupation Group 5	144	2.7%
Occupation Group 5 16-39	70	1.3%
Occupation Group 5 40-54	44	0.8%
Occupation Group 5 55+	30	0.6%
Male Occupation Group 1-2 25-54	623	11.5%

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Approximate Sample Size Quarter 2, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	297	5.5%
Persons in 2 Person Households	1,472	27.2%
Persons in 3 Person Households	989	18.3%
Persons in 4 Person Households	1,345	24.8%
Persons in 5+ Person Households	1,311	24.2%
Persons in 1 TV Households	1,255	23.2%
Persons in 2 TV Households	1,832	33.8%
Persons in 3+ TV Households	2,327	43.0%

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Approximate Sample Size Quarter 2, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,934	100.0%
1 Person Households	296	15.3%
2 Person Households	733	37.9%
3 Person Households	329	17.0%
4 Person Households	335	17.3%
5+ Person Households	241	12.5%
1 TV Households	559	28.9%
2 TVs Households	683	35.3%
3+ TVs Households	692	35.8%
Households receiving FTA channels	1,934	100.0%
Households receiving STV channels	1,934	100.0%
Grocery Buyers	1,941	100.4%
Grocery Buyers Working	1,037	53.6%
Grocery Buyers Not Working	904	46.7%
Grocery Buyers 18-39	420	21.7%
Grocery Buyers 18-54	1,058	54.7%
Grocery Buyers Age 25-54	1,001	51.8%
Grocery Buyers Age 40-54	638	33.0%
Grocery Buyers Age 55-64	402	20.8%
Grocery Buyers Age 65+	481	24.9%

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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).

Approximate Sample Size Quarter 2, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	685	35.4%
Grocery Buyers Female	1,256	64.9%
Grocery Buyers Female Age 25-49	515	26.6%
Grocery Buyers 0 Children	1,322	68.4%
Grocery Buyers 1-2 Children	492	25.4%
Grocery Buyers 3+ Children	126	6.5%
Grocery Buyers Children 0-2	112	5.8%
Grocery Buyers Children 0-4	187	9.7%
Grocery Buyers Children 0-12	449	23.2%
Grocery Buyers Children 0-15	548	28.3%
Grocery Buyers Children 0-17	618	32.0%
Grocery Buyers Children 5-12	354	18.3%
Grocery Buyers Children 5-17	530	27.4%
Grocery Buyers Children 13-17	290	15.0%

Quarter 2, 2020 refers to reporting quarter date range Sunday 29th March - Saturday 27th June 2020

* 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).

Universe Estimates Quarter 1, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,108.6	100.0%	23,922.7	100.0%
People 2+	6,987.7	98.3%	23,457.5	98.1%
Children 0-4	412.1	5.8%	1,487.7	6.2%
Children 2-9	756.9	10.6%	2,545.0	10.6%
Children 5-12	763.9	10.7%	2,399.0	10.0%
Children 10-17	813.2	11.4%	2,308.6	9.7%
Children 13-17	515.0	7.2%	1,432.0	6.0%
Children 0-17	1,691.0	23.8%	5,318.8	22.2%
Total Males	3,536.9	49.8%	11,848.8	49.5%
Male 0-4#	219.4	3.1%	764.8	3.2%
Male 5-9#	234.8	3.3%	781.4	3.3%
Male 10-12#	153.5	2.2%	451.1	1.9%
Male 13-15#	156.4	2.2%	445.8	1.9%
Male 16-17#	112.8	1.6%	290.3	1.2%
Male 18-24#	322.2	4.5%	1,148.9	4.8%
Male 25-29#	181.7	2.6%	903.9	3.8%
Male 30-34#	197.1	2.8%	878.5	3.7%
Male 35-39#	203.5	2.9%	836.0	3.5%
Male 40-44#	221.0	3.1%	742.7	3.1%
Male 45-49#	266.8	3.8%	780.4	3.3%
Male 50-54#	244.3	3.4%	697.6	2.9%
Male 55-59#	251.0	3.5%	712.0	3.0%
Male 60-64#	221.5	3.1%	630.1	2.6%
Male 65+#	551.1	7.8%	1,785.1	7.5%

UE - Universe Estimate

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

* 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+

Universe Estimates Quarter 1, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,571.7	50.2%	12,073.9	50.5%
Female 0-4#	192.8	2.7%	722.9	3.0%
Female 5-9#	230.8	3.2%	741.0	3.1%
Female 10-12#	144.8	2.0%	425.4	1.8%
Female 13-15#	144.3	2.0%	421.2	1.8%
Female 16-17#	101.5	1.4%	274.8	1.1%
Female 18-24#	289.3	4.1%	1,094.4	4.6%
Female 25-29#	207.4	2.9%	897.4	3.8%
Female 30-34#	198.3	2.8%	904.0	3.8%
Female 35-39#	225.9	3.2%	846.8	3.5%
Female 40-44#	255.2	3.6%	750.7	3.1%
Female 45-49#	279.3	3.9%	814.3	3.4%
Female 50-54#	253.2	3.6%	732.9	3.1%
Female 55-59#	263.2	3.7%	743.4	3.1%
Female 60-64#	230.2	3.2%	671.4	2.8%
Female 65+ #	555.7	7.8%	2,033.4	8.5%
Female 25-54 with Children	785.6	11.1%	2,451.3	10.2%
Working 16+	3,365.4	47.3%	11,259.7	47.1%
Not Working 16+	2,266.5	31.9%	7,909.3	33.1%

UE - Universe Estimate

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

* 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.

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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.

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, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,490.7	21.0%	5,220.5	21.8%
Occupation Group 1 16-39	476.2	6.7%	2,244.1	9.4%
Occupation Group 1 25-54	1,029.4	14.5%	3,852.0	16.1%
Occupation Group 1 40-54	625.6	8.8%	1,879.5	7.9%
Occupation Group 1 35+	1,182.4	16.6%	3,691.0	15.4%
Occupation Group 1 55+	388.9	5.5%	1,097.0	4.6%
Occupation Group 2	1,146.0	16.1%	3,379.5	14.1%
Occupation Group 2 16-39	517.6	7.3%	1,741.0	7.3%
Occupation Group 2 40-54	386.8	5.4%	1,045.9	4.4%
Occupation Group 2 55+	241.6	3.4%	592.6	2.5%
Occupation Group 3	345.0	4.9%	1,384.6	5.8%
Occupation Group 3 16-39	169.6	2.4%	774.1	3.2%
Occupation Group 3 40-54	110.2	1.5%	392.1	1.6%
Occupation Group 3 55+	65.2	0.9%	218.3	0.9%
Occupation Group 1-3 35-49	1,061.8	14.9%	3,519.7	14.7%
Occupation Group 4	190.2	2.7%	587.6	2.5%
Occupation Group 4 16-39	67.6	1.0%	236.4	1.0%
Occupation Group 4 40-54	73.2	1.0%	207.6	0.9%
Occupation Group 4 55+	49.5	0.7%	143.6	0.6%
Occupation Group 5	193.5	2.7%	687.6	2.9%
Occupation Group 5 16-39	93.1	1.3%	358.1	1.5%
Occupation Group 5 40-54	62.2	0.9%	203.5	0.9%
Occupation Group 5 55+	38.2	0.5%	126.0	0.5%
Male Occupation Group 1-2 25-54	810.9	11.4%	3,075.0	12.9%

UE - Universe Estimate

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

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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.

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, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	384.4	5.4%	2,378.0	9.9%
Persons in 2 Person Households#	1,873.2	26.4%	6,895.5	28.8%
Persons in 3 Person Households#	1,299.1	18.3%	4,237.5	17.7%
Persons in 4 Person Households#	1,813.2	25.5%	5,387.3	22.5%
Persons in 5+ Person Households#	1,738.7	24.5%	5,024.4	21.0%
Persons in 1 TV Households#	1,666.4	23.4%	9,160.5	38.3%
Persons in 2 TV Households#	2,396.2	33.7%	7,937.3	33.2%
Persons in 3+ TV Households#	3,046.0	42.9%	6,824.9	28.5%

UE - Universe Estimate

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

* 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.

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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, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,528.3	100.0%	9,499.4	100.0%
1 Person Households#	384.4	15.2%	2,378.0	25.0%
2 Person Households#	936.6	37.0%	3,447.7	36.3%
3 Person Households#	433.0	17.1%	1,412.5	14.9%
4 Person Households#	453.3	17.9%	1,346.8	14.2%
5+ Person Households#	321.0	12.7%	914.4	9.6%
1 TV Households#	720.9	28.5%	4,203.1	44.2%
2 TVs Households#	898.7	35.5%	3,110.9	32.7%
3+ TVs Households#	908.7	35.9%	2,185.4	23.0%
Households receiving FTA channels	2,528.3	100.0%	9,499.4	100.0%
Households receiving STV channels	2,528.3	100.0%	2,528.3	26.6%
- STU STV (Cable/Satellite)	2,441.8	96.6%	2,441.8	25.7%
- IDS-only STV (Internet Delivered Only)	86.5	3.4%	86.5	0.9%
Grocery Buyers#	2,528.3	100.0%	9,499.4	100.0%
Grocery Buyers Working	1,358.4	53.7%	5,214.2	54.9%
Grocery Buyers Not Working	1,169.8	46.3%	4,285.3	45.1%
Grocery Buyers 18-39	563.8	22.3%	2,913.0	30.7%
Grocery Buyers 18-54	1,397.1	55.3%	5,475.9	57.6%
Grocery Buyers Age 25-54	1,325.1	52.4%	4,945.8	52.1%
Grocery Buyers Age 40-54	833.2	33.0%	2,562.8	27.0%
Grocery Buyers Age 55-64	523.8	20.7%	1,602.0	16.9%
Grocery Buyers Age 65+	607.4	24.0%	2,421.5	25.5%

UE - Universe Estimate

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

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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, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	861.2	34.1%	3,685.3	38.8%
Grocery Buyers Female	1,667.1	65.9%	5,814.1	61.2%
Grocery Buyers Female Age 25-49	707.1	28.0%	2,468.6	26.0%
Grocery Buyers 0 Children#	1,715.0	67.8%	6,867.6	72.3%
Grocery Buyers 1-2 Children#	647.9	25.6%	2,121.3	22.3%
Grocery Buyers 3+ Children#	165.4	6.5%	510.5	5.4%
Grocery Buyers Children 0-2	155.4	6.1%	598.7	6.3%
Grocery Buyers Children 0-4	259.2	10.3%	944.9	9.9%
Grocery Buyers Children 0-12	604.3	23.9%	2,044.4	21.5%
Grocery Buyers Children 0-15	729.8	28.9%	2,404.7	25.3%
Grocery Buyers Children 0-17	857.7	33.9%	2,631.8	27.7%
Grocery Buyers Children 5-12	477.3	18.9%	1,543.1	16.2%
Grocery Buyers Children 5-17	694.3	27.5%	2,151.4	22.6%
Grocery Buyers Children 13-17	370.0	14.6%	1,046.2	11.0%

UE - Universe Estimate

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

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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, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,384	100.0%
People 2+	5,293	98.3%
Children 0-4	306	5.7%
Children 2-9	564	10.5%
Children 5-12	572	10.6%
Children 10-17	611	11.3%
Children 13-17	388	7.2%
Children 0-17	1,266	23.5%
Total Males	2,678	49.7%
Male 0-4	162	3.0%
Male 5-9	179	3.3%
Male 10-12	116	2.2%
Male 13-15	118	2.2%
Male 16-17	84	1.6%
Male 18-24	242	4.5%
Male 25-29	138	2.6%
Male 30-34	145	2.7%
Male 35-39	153	2.8%
Male 40-44	167	3.1%
Male 45-49	197	3.7%
Male 50-54	183	3.4%
Male 55-59	196	3.6%
Male 60-64	168	3.1%
Male 65+	430	8.0%

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

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Approximate Sample Size Quarter 1, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,706	50.3%
Female 0-4	144	2.7%
Female 5-9	170	3.2%
Female 10-12	107	2.0%
Female 13-15	109	2.0%
Female 16-17	77	1.4%
Female 18-24	223	4.1%
Female 25-29	150	2.8%
Female 30-34	152	2.8%
Female 35-39	170	3.2%
Female 40-44	190	3.5%
Female 45-49	211	3.9%
Female 50-54	194	3.6%
Female 55-59	203	3.8%
Female 60-64	177	3.3%
Female 65+	429	8.0%
Female 25-54 with Children	588	10.9%
Working 16+	2,544	47.3%
Not Working 16+	1,735	32.2%

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

* 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.
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Approximate Sample Size Quarter 1, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,134	21.1%
Occupation Group 1 16-39	361	6.7%
Occupation Group 1 25-54	774	14.4%
Occupation Group 1 40-54	470	8.7%
Occupation Group 1 35+	901	16.7%
Occupation Group 1 55+	303	5.6%
Occupation Group 2	860	16.0%
Occupation Group 2 16-39	387	7.2%
Occupation Group 2 40-54	291	5.4%
Occupation Group 2 55+	182	3.4%
Occupation Group 3	262	4.9%
Occupation Group 3 16-39	127	2.4%
Occupation Group 3 40-54	84	1.6%
Occupation Group 3 55+	51	0.9%
Occupation Group 1-3 35-49	800	14.9%
Occupation Group 4	141	2.6%
Occupation Group 4 16-39	50	0.9%
Occupation Group 4 40-54	53	1.0%
Occupation Group 4 55+	38	0.7%
Occupation Group 5	147	2.7%
Occupation Group 5 16-39	70	1.3%
Occupation Group 5 40-54	48	0.9%
Occupation Group 5 55+	29	0.5%
Male Occupation Group 1-2 25-54	608	11.3%

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

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Approximate Sample Size Quarter 1, 2020 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	294	5.5%
Persons in 2 Person Households	1,439	26.7%
Persons in 3 Person Households	979	18.2%
Persons in 4 Person Households	1,350	25.1%
Persons in 5+ Person Households	1,322	24.6%
Persons in 1 TV Households	1,263	23.5%
Persons in 2 TV Households	1,816	33.7%
Persons in 3+ TV Households	2,305	42.8%

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Approximate Sample Size Quarter 1, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,914	100.0%
1 Person Households	292	15.3%
2 Person Households	717	37.5%
3 Person Households	325	17.0%
4 Person Households	336	17.6%
5+ Person Households	244	12.7%
1 TV Households	547	28.6%
2 TVs Households	682	35.6%
3+ TVs Households	685	35.8%
Households receiving FTA channels	1,914	100.0%
Households receiving STV channels	1,914	100.0%
Grocery Buyers	1,914	100.0%
Grocery Buyers Working	1,017	53.1%
Grocery Buyers Not Working	897	46.9%
Grocery Buyers 18-39	420	21.9%
Grocery Buyers 18-54	1,046	54.6%
Grocery Buyers Age 25-54	990	51.7%
Grocery Buyers Age 40-54	626	32.7%
Grocery Buyers Age 55-64	400	20.9%
Grocery Buyers Age 65+	468	24.5%

Quarter 1, 2020 refers to reporting quarter date range Sunday 29th December 2019 - Saturday 28th March 2020

* 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).

Approximate Sample Size Quarter 1, 2020 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	661	34.5%
Grocery Buyers Female	1,253	65.5%
Grocery Buyers Female Age 25-49	519	27.1%
Grocery Buyers 0 Children	1,310	68.4%
Grocery Buyers 1-2 Children	480	25.1%
Grocery Buyers 3+ Children	124	6.5%
Grocery Buyers Children 0-2	115	6.0%
Grocery Buyers Children 0-4	190	9.9%
Grocery Buyers Children 0-12	448	23.4%
Grocery Buyers Children 0-15	542	28.3%
Grocery Buyers Children 0-17	604	31.6%
Grocery Buyers Children 5-12	355	18.5%
Grocery Buyers Children 5-17	517	27.0%
Grocery Buyers Children 13-17	278	14.5%

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