

## Universe Estimates Quarter 4 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	6,135.0	100.0%	24,050.6	100.0%
People 2+	6,037.5	98.4%	23,603.6	98.1%
Children 0-4	331.2	5.4%	1,452.1	6.0%
Children 2-9	599.4	9.8%	2,524.2	10.5%
Children 5-12	595.7	9.7%	2,408.8	10.0%
Children 10-17	656.0	10.7%	2,331.6	9.7%
Children 13-17	426.0	6.9%	1,441.9	6.0%
Children 0-17	1,352.8	22.1%	5,302.8	22.0%
Total Males	3,047.4	49.7%	11,913.3	49.5%
Male 0-4#	158.1	2.6%	747.5	3.1%
Male 5-9#	182.9	3.0%	778.9	3.2%
Male 10-12#	120.3	2.0%	457.1	1.9%
Male 13-15#	121.5	2.0%	450.4	1.9%
Male 16-17#	93.3	1.5%	291.1	1.2%
Male 18-24#	294.0	4.8%	1,153.9	4.8%
Male 25-29#	153.3	2.5%	916.4	3.8%
Male 30-34#	158.3	2.6%	881.3	3.7%
Male 35-39#	183.0	3.0%	851.2	3.5%
Male 40-44#	169.6	2.8%	739.7	3.1%
Male 45-49#	215.4	3.5%	774.1	3.2%
Male 50-54#	217.8	3.5%	698.2	2.9%
Male 55-59#	228.2	3.7%	709.7	3.0%
Male 60-64#	200.0	3.3%	640.3	2.7%
Male 65+#	551.8	9.0%	1,823.4	7.6%

UE - Universe Estimate

Quarter 4, 2021 refers to reporting quarter date range Sunday 26th September - Saturday 25th December 2021

\* 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	3,087.6	50.3%	12,137.3	50.5%
Female 0-4#	173.1	2.8%	704.7	2.9%
Female 5-9#	182.8	3.0%	740.1	3.1%
Female 10-12#	109.7	1.8%	432.7	1.8%
Female 13-15#	124.9	2.0%	425.8	1.8%
Female 16-17#	86.2	1.4%	274.5	1.1%
Female 18-24#	235.7	3.8%	1,089.0	4.5%
Female 25-29#	142.7	2.3%	902.0	3.8%
Female 30-34#	165.8	2.7%	911.7	3.8%
Female 35-39#	173.2	2.8%	867.7	3.6%
Female 40-44#	192.4	3.1%	752.6	3.1%
Female 45-49#	233.6	3.8%	799.7	3.3%
Female 50-54#	236.4	3.9%	737.0	3.1%
Female 55-59#	231.7	3.8%	743.6	3.1%
Female 60-64#	212.6	3.5%	678.0	2.8%
Female 65+ #	586.8	9.6%	2,078.2	8.6%
Female 25-54 with Children	620.7	10.1%	2,427.2	10.1%
Working 16+	2,887.9	47.1%	11,178.4	46.5%
Not Working 16+	2,073.9	33.8%	8,135.1	33.8%

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## Universe Estimates Quarter 4 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,294.4	21.1%	5,323.4	22.1%
Occupation Group 1 16-39	382.4	6.2%	2,306.2	9.6%
Occupation Group 1 25-54	850.9	13.9%	3,925.8	16.3%
Occupation Group 1 40-54	528.2	8.6%	1,886.2	7.8%
Occupation Group 1 35+	1,047.0	17.1%	3,746.5	15.6%
Occupation Group 1 55+	383.9	6.3%	1,131.0	4.7%
Occupation Group 2	957.4	15.6%	3,336.8	13.9%
Occupation Group 2 16-39	409.7	6.7%	1,741.1	7.2%
Occupation Group 2 40-54	327.3	5.3%	998.6	4.2%
Occupation Group 2 55+	220.5	3.6%	597.1	2.5%
Occupation Group 3	306.4	5.0%	1,269.8	5.3%
Occupation Group 3 16-39	145.0	2.4%	684.7	2.8%
Occupation Group 3 40-54	99.5	1.6%	369.7	1.5%
Occupation Group 3 55+	61.9	1.0%	215.3	0.9%
Occupation Group 1-3 35-49	875.9	14.3%	3,467.7	14.4%
Occupation Group 4	157.2	2.6%	570.4	2.4%
Occupation Group 4 16-39	50.4	0.8%	240.1	1.0%
Occupation Group 4 40-54	56.1	0.9%	188.2	0.8%
Occupation Group 4 55+	50.7	0.8%	142.0	0.6%
Occupation Group 5	172.5	2.8%	678.1	2.8%
Occupation Group 5 16-39	84.1	1.4%	342.5	1.4%
Occupation Group 5 40-54	49.7	0.8%	197.0	0.8%
Occupation Group 5 55+	38.7	0.6%	138.5	0.6%
Male Occupation Group 1-2 25-54	668.9	10.9%	3,101.5	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 4 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	366.6	6.0%	2,412.8	10.0%
Persons in 2 Person Households#	1,752.1	28.6%	6,961.5	28.9%
Persons in 3 Person Households#	1,102.2	18.0%	4,285.4	17.8%
Persons in 4 Person Households#	1,468.5	23.9%	5,391.9	22.4%
Persons in 5+ Person Households#	1,445.6	23.6%	4,998.9	20.8%
Persons in 1 TV Households#	1,401.0	22.8%	9,170.7	38.1%
Persons in 2 TV Households#	2,134.9	34.8%	7,952.5	33.1%
Persons in 3+ TV Households#	2,599.1	42.4%	6,927.4	28.8%

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## Universe Estimates Quarter 4, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,259.5	100.0%	9,579.4	100.0%
1 Person Households#	366.6	16.2%	2,412.8	25.2%
2 Person Households#	876.1	38.8%	3,480.8	36.3%
3 Person Households#	367.4	16.3%	1,428.5	14.9%
4 Person Households#	367.1	16.2%	1,348.0	14.1%
5+ Person Households#	282.3	12.5%	909.4	9.5%
1 TV Households#	640.7	28.4%	4,241.6	44.3%
2 TVs Households#	826.1	36.6%	3,134.1	32.7%
3+ TVs Households#	792.7	35.1%	2,203.8	23.0%
Households receiving FTA channels	2,259.5	100.0%	9,579.4	100.0%
Households receiving STV channels	2,259.5	100.0%	2,259.5	23.6%
- STU STV (Cable/Satellite)	2,074.0	91.8%	2,074.0	21.7%
- IDS-only STV (Internet Delivered Only)	185.5	8.2%	185.5	1.9%
Grocery Buyers#	2,259.5	100.0%	9,579.4	100.0%
Grocery Buyers Working	1,237.4	54.8%	5,295.3	55.3%
Grocery Buyers Not Working	1,022.2	45.2%	4,284.1	44.7%
Grocery Buyers 18-39	438.9	19.4%	2,923.9	30.5%
Grocery Buyers 18-54	1,136.4	50.3%	5,492.3	57.3%
Grocery Buyers Age 25-54	1,087.7	48.1%	4,969.9	51.9%
Grocery Buyers Age 40-54	697.5	30.9%	2,568.4	26.8%
Grocery Buyers Age 55-64	481.4	21.3%	1,610.8	16.8%
Grocery Buyers Age 65+	641.7	28.4%	2,476.3	25.9%

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## Universe Estimates Quarter 4, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	800.8	35.4%	3,827.6	40.0%
Grocery Buyers Female	1,458.7	64.6%	5,751.8	60.0%
Grocery Buyers Female Age 25-49	551.8	24.4%	2,438.7	25.5%
Grocery Buyers 0 Children#	1,597.1	70.7%	6,989.2	73.0%
Grocery Buyers 1-2 Children#	526.1	23.3%	2,074.1	21.7%
Grocery Buyers 3+ Children#	136.3	6.0%	516.2	5.4%
Grocery Buyers Children 0-2	114.0	5.0%	563.1	5.9%
Grocery Buyers Children 0-4	198.6	8.8%	907.1	9.5%
Grocery Buyers Children 0-12	480.8	21.3%	2,003.9	20.9%
Grocery Buyers Children 0-15	587.1	26.0%	2,359.3	24.6%
Grocery Buyers Children 0-17	785.8	34.8%	2,590.3	27.0%
Grocery Buyers Children 5-12	378.9	16.8%	1,514.5	15.8%
Grocery Buyers Children 5-17	568.3	25.2%	2,125.5	22.2%
Grocery Buyers Children 13-17	315.2	13.9%	1,062.3	11.1%

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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 4, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,000	100.0%
People 2+	4,925	98.5%
Children 0-4	248	5.0%
Children 2-9	462	9.2%
Children 5-12	476	9.5%
Children 10-17	534	10.7%
Children 13-17	348	7.0%
Children 0-17	1,072	21.4%
Total Males	2,480	49.6%
Male 0-4	118	2.4%
Male 5-9	149	3.0%
Male 10-12	98	2.0%
Male 13-15	100	2.0%
Male 16-17	79	1.6%
Male 18-24	241	4.8%
Male 25-29	119	2.4%
Male 30-34	122	2.4%
Male 35-39	130	2.6%
Male 40-44	139	2.8%
Male 45-49	174	3.5%
Male 50-54	181	3.6%
Male 55-59	189	3.8%
Male 60-64	171	3.4%
Male 65+	470	9.4%

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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 4, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,521	50.4%
Female 0-4	130	2.6%
Female 5-9	141	2.8%
Female 10-12	88	1.8%
Female 13-15	97	1.9%
Female 16-17	72	1.4%
Female 18-24	199	4.0%
Female 25-29	118	2.4%
Female 30-34	128	2.6%
Female 35-39	136	2.7%
Female 40-44	155	3.1%
Female 45-49	190	3.8%
Female 50-54	197	3.9%
Female 55-59	200	4.0%
Female 60-64	174	3.5%
Female 65+	496	9.9%
Female 25-54 with Children	506	10.1%
Working 16+	2,362	47.2%
Not Working 16+	1,717	34.3%

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## Approximate Sample Size Quarter 4, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,086	21.7%
Occupation Group 1 16-39	312	6.2%
Occupation Group 1 25-54	704	14.1%
Occupation Group 1 40-54	444	8.9%
Occupation Group 1 35+	883	17.7%
Occupation Group 1 55+	329	6.6%
Occupation Group 2	764	15.3%
Occupation Group 2 16-39	324	6.5%
Occupation Group 2 40-54	254	5.1%
Occupation Group 2 55+	186	3.7%
Occupation Group 3	254	5.1%
Occupation Group 3 16-39	119	2.4%
Occupation Group 3 40-54	81	1.6%
Occupation Group 3 55+	53	1.1%
Occupation Group 1-3 35-49	698	14.0%
Occupation Group 4	115	2.3%
Occupation Group 4 16-39	34	0.7%
Occupation Group 4 40-54	41	0.8%
Occupation Group 4 55+	40	0.8%
Occupation Group 5	143	2.9%
Occupation Group 5 16-39	67	1.3%
Occupation Group 5 40-54	44	0.9%
Occupation Group 5 55+	32	0.6%
Male Occupation Group 1-2 25-54	539	10.8%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	310	6.2%
Persons in 2 Person Households	1,439	28.8%
Persons in 3 Person Households	887	17.7%
Persons in 4 Person Households	1,213	24.3%
Persons in 5+ Person Households	1,152	23.0%
Persons in 1 TV Households	1,103	22.1%
Persons in 2 TV Households	1,732	34.6%
Persons in 3+ TV Households	2,164	43.3%

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## Approximate Sample Size Quarter 4, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,844	100.0%
1 Person Households	308	16.7%
2 Person Households	715	38.8%
3 Person Households	294	15.9%
4 Person Households	302	16.4%
5+ Person Households	225	12.2%
1 TV Households	512	27.8%
2 TVs Households	675	36.6%
3+ TVs Households	656	35.6%
Households receiving FTA channels	1,844	100.0%
Households receiving STV channels	1,844	100.0%
Grocery Buyers	1,855	100.6%
Grocery Buyers Working	991	53.7%
Grocery Buyers Not Working	863	46.8%
Grocery Buyers 18-39	334	18.1%
Grocery Buyers 18-54	908	49.2%
Grocery Buyers Age 25-54	865	46.9%
Grocery Buyers Age 40-54	574	31.1%
Grocery Buyers Age 55-64	404	21.9%
Grocery Buyers Age 65+	542	29.4%

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	ASS	ASS %
Grocery Buyers Male	672	36.4%
Grocery Buyers Female	1,182	64.1%
Grocery Buyers Female Age 25-49	423	22.9%
Grocery Buyers 0 Children	1,318	71.5%
Grocery Buyers 1-2 Children	432	23.4%
Grocery Buyers 3+ Children	105	5.7%
Grocery Buyers Children 0-2	85	4.6%
Grocery Buyers Children 0-4	147	8.0%
Grocery Buyers Children 0-12	382	20.7%
Grocery Buyers Children 0-15	471	25.5%
Grocery Buyers Children 0-17	537	29.1%
Grocery Buyers Children 5-12	307	16.6%
Grocery Buyers Children 5-17	467	25.3%
Grocery Buyers Children 13-17	259	14.0%

Quarter 4, 2021 refers to reporting quarter date range Sunday 26th September -Saturday 25th December 2021

\* 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 3 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	6,358.4	100.0%	24,050.6	100.0%
People 2+	6,258.3	98.4%	23,603.6	98.1%
Children 0-4	339.5	5.3%	1,452.1	6.0%
Children 2-9	626.4	9.9%	2,524.2	10.5%
Children 5-12	635.7	10.0%	2,408.8	10.0%
Children 10-17	687.6	10.8%	2,331.6	9.7%
Children 13-17	438.8	6.9%	1,441.9	6.0%
Children 0-17	1,414.0	22.2%	5,302.8	22.0%
Total Males	3,145.7	49.5%	11,913.3	49.5%
Male 0-4#	162.2	2.6%	747.5	3.1%
Male 5-9#	195.5	3.1%	778.9	3.2%
Male 10-12#	128.0	2.0%	457.1	1.9%
Male 13-15#	130.2	2.0%	450.4	1.9%
Male 16-17#	95.7	1.5%	291.1	1.2%
Male 18-24#	303.3	4.8%	1,153.9	4.8%
Male 25-29#	150.3	2.4%	916.4	3.8%
Male 30-34#	158.9	2.5%	881.3	3.7%
Male 35-39#	183.7	2.9%	851.2	3.5%
Male 40-44#	183.9	2.9%	739.7	3.1%
Male 45-49#	225.4	3.5%	774.1	3.2%
Male 50-54#	223.9	3.5%	698.2	2.9%
Male 55-59#	239.5	3.8%	709.7	3.0%
Male 60-64#	204.2	3.2%	640.3	2.7%
Male 65+#	561.2	8.8%	1,823.4	7.6%

UE - Universe Estimate

Quarter 3, 2021 refers to reporting quarter date range Sunday 27th June - Saturday 25th September 2021

\* 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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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 3 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3212.7	50.5%	12137.3	50.5%
Female 0-4#	177.3	2.8%	704.7	2.9%
Female 5-9#	191.5	3.0%	740.1	3.1%
Female 10-12#	120.7	1.9%	432.7	1.8%
Female 13-15#	122.9	1.9%	425.8	1.8%
Female 16-17#	90.1	1.4%	274.5	1.1%
Female 18-24#	248.1	3.9%	1089.0	4.5%
Female 25-29#	148.2	2.3%	902.0	3.8%
Female 30-34#	168.8	2.7%	911.7	3.8%
Female 35-39#	180.4	2.8%	867.7	3.6%
Female 40-44#	203.1	3.2%	752.6	3.1%
Female 45-49#	247.6	3.9%	799.7	3.3%
Female 50-54#	249.6	3.9%	737.0	3.1%
Female 55-59#	239.2	3.8%	743.6	3.1%
Female 60-64#	217.7	3.4%	678.0	2.8%
Female 65+ #	607.5	9.6%	2078.2	8.6%
Female 25-54 with Children	651.4	10.2%	2427.2	10.1%
Working 16+	2957.1	46.5%	11178.4	46.5%
Not Working 16+	2173.0	34.2%	8135.1	33.8%

UE - Universe Estimate

Quarter 3, 2021 refers to reporting quarter date range Sunday 27th June - Saturday 25th September 2021

\* 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 3 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,360.5	21.4%	5,323.4	22.1%
Occupation Group 1 16-39	392.7	6.2%	2,306.2	9.6%
Occupation Group 1 25-54	903.2	14.2%	3,925.8	16.3%
Occupation Group 1 40-54	571.7	9.0%	1,886.2	7.8%
Occupation Group 1 35+	1,107.8	17.4%	3,746.5	15.6%
Occupation Group 1 55+	396.2	6.2%	1,131.0	4.7%
Occupation Group 2	960.2	15.1%	3,336.8	13.9%
Occupation Group 2 16-39	419.3	6.6%	1,741.1	7.2%
Occupation Group 2 40-54	318.6	5.0%	998.6	4.2%
Occupation Group 2 55+	222.3	3.5%	597.1	2.5%
Occupation Group 3	302.6	4.8%	1,269.8	5.3%
Occupation Group 3 16-39	142.7	2.2%	684.7	2.8%
Occupation Group 3 40-54	102.5	1.6%	369.7	1.5%
Occupation Group 3 55+	57.5	0.9%	215.3	0.9%
Occupation Group 1-3 35-49	908.1	14.3%	3,467.7	14.4%
Occupation Group 4	160.9	2.5%	570.4	2.4%
Occupation Group 4 16-39	52.8	0.8%	240.1	1.0%
Occupation Group 4 40-54	58.6	0.9%	188.2	0.8%
Occupation Group 4 55+	49.6	0.8%	142.0	0.6%
Occupation Group 5	172.9	2.7%	678.1	2.8%
Occupation Group 5 16-39	77.3	1.2%	342.5	1.4%
Occupation Group 5 40-54	57.0	0.9%	197.0	0.8%
Occupation Group 5 55+	38.6	0.6%	138.5	0.6%
Male Occupation Group 1-2 25-54	693.1	10.9%	3,101.5	12.9%

UE - Universe Estimate

Quarter 3, 2021 refers to reporting quarter date range Sunday 27th June - Saturday 25th September 2021

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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 3 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	384.6	6.0%	2,412.8	10.0%
Persons in 2 Person Households#	1,770.4	27.8%	6,961.5	28.9%
Persons in 3 Person Households#	1,131.0	17.8%	4,285.4	17.8%
Persons in 4 Person Households#	1,571.2	24.7%	5,391.9	22.4%
Persons in 5+ Person Households#	1,501.2	23.6%	4,998.9	20.8%
Persons in 1 TV Households#	1,409.2	22.2%	9,170.7	38.1%
Persons in 2 TV Households#	2,214.3	34.8%	7,952.5	33.1%
Persons in 3+ TV Households#	2,734.9	43.0%	6,927.4	28.8%

UE - Universe Estimate

Quarter 3, 2021 refers to reporting quarter date range Sunday 27th June - Saturday 25th September 2021

\* 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 3, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,325.0	100.0%	9,579.4	100.0%
1 Person Households#	384.6	16.5%	2,412.8	25.2%
2 Person Households#	885.2	38.1%	3,480.8	36.3%
3 Person Households#	377.0	16.2%	1,428.5	14.9%
4 Person Households#	392.8	16.9%	1,348.0	14.1%
5+ Person Households#	285.4	12.3%	909.4	9.5%
1 TV Households#	656.5	28.2%	4,241.6	44.3%
2 TVs Households#	840.3	36.1%	3,134.1	32.7%
3+ TVs Households#	828.2	35.6%	2,203.8	23.0%
Households receiving FTA channels	2,325.0	100.0%	9,579.4	100.0%
Households receiving STV channels	2,325.0	100.0%	2,325.0	24.3%
- STU STV (Cable/Satellite)	2,153.6	92.6%	2,153.6	22.5%
- IDS-only STV (Internet Delivered Only)	171.4	7.4%	171.4	1.8%
Grocery Buyers#	2,325.0	100.0%	9,579.4	100.0%
Grocery Buyers Working	1,268.2	54.5%	5,295.3	55.3%
Grocery Buyers Not Working	1,056.8	45.5%	4,284.1	44.7%
Grocery Buyers 18-39	445.2	19.1%	2,923.9	30.5%
Grocery Buyers 18-54	1,171.1	50.4%	5,492.3	57.3%
Grocery Buyers Age 25-54	1,122.0	48.3%	4,969.9	51.9%
Grocery Buyers Age 40-54	725.9	31.2%	2,568.4	26.8%
Grocery Buyers Age 55-64	497.3	21.4%	1,610.8	16.8%
Grocery Buyers Age 65+	656.6	28.2%	2,476.3	25.9%

UE - Universe Estimate

Quarter 3, 2021 refers to reporting quarter date range Sunday 27th June - Saturday 25th September 2021

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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, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	799.9	34.4%	3,827.6	40.0%
Grocery Buyers Female	1,525.1	65.6%	5,751.8	60.0%
Grocery Buyers Female Age 25-49	572.5	24.6%	2,438.7	25.5%
Grocery Buyers 0 Children#	1,633.2	70.2%	6,989.2	73.0%
Grocery Buyers 1-2 Children#	553.8	23.8%	2,074.1	21.7%
Grocery Buyers 3+ Children#	138.0	5.9%	516.2	5.4%
Grocery Buyers Children 0-2	125.7	5.4%	563.1	5.9%
Grocery Buyers Children 0-4	206.5	8.9%	907.1	9.5%
Grocery Buyers Children 0-12	497.8	21.4%	2,003.9	20.9%
Grocery Buyers Children 0-15	611.8	26.3%	2,359.3	24.6%
Grocery Buyers Children 0-17	802.8	34.5%	2,590.3	27.0%
Grocery Buyers Children 5-12	395.7	17.0%	1,514.5	15.8%
Grocery Buyers Children 5-17	595.0	25.6%	2,125.5	22.2%
Grocery Buyers Children 13-17	328.3	14.1%	1,062.3	11.1%

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 3, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	4,998	100.0%
People 2+	4,922	98.5%
Children 0-4	253	5.1%
Children 2-9	471	9.4%
Children 5-12	489	9.8%
Children 10-17	541	10.8%
Children 13-17	347	6.9%
Children 0-17	1,089	21.8%
Total Males	2,469	49.4%
Male 0-4	121	2.4%
Male 5-9	150	3.0%
Male 10-12	101	2.0%
Male 13-15	102	2.0%
Male 16-17	79	1.6%
Male 18-24	236	4.7%
Male 25-29	118	2.4%
Male 30-34	119	2.4%
Male 35-39	131	2.6%
Male 40-44	141	2.8%
Male 45-49	178	3.6%
Male 50-54	178	3.6%
Male 55-59	193	3.9%
Male 60-64	167	3.3%
Male 65+	455	9.1%

Quarter 3, 2021 refers to reporting quarter date range Sunday 27th June - Saturday 25th September 2021

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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, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,530	50.6%
Female 0-4	132	2.6%
Female 5-9	145	2.9%
Female 10-12	93	1.9%
Female 13-15	95	1.9%
Female 16-17	71	1.4%
Female 18-24	197	3.9%
Female 25-29	120	2.4%
Female 30-34	130	2.6%
Female 35-39	137	2.7%
Female 40-44	157	3.1%
Female 45-49	192	3.8%
Female 50-54	200	4.0%
Female 55-59	198	4.0%
Female 60-64	175	3.5%
Female 65+	488	9.8%
Female 25-54 with Children	510	10.2%
Working 16+	2,338	46.8%
Not Working 16+	1,722	34.5%

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## Approximate Sample Size Quarter 3, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,097	21.9%
Occupation Group 1 16-39	314	6.3%
Occupation Group 1 25-54	717	14.3%
Occupation Group 1 40-54	454	9.1%
Occupation Group 1 35+	892	17.8%
Occupation Group 1 55+	329	6.6%
Occupation Group 2	739	14.8%
Occupation Group 2 16-39	318	6.4%
Occupation Group 2 40-54	244	4.9%
Occupation Group 2 55+	178	3.6%
Occupation Group 3	241	4.8%
Occupation Group 3 16-39	113	2.3%
Occupation Group 3 40-54	80	1.6%
Occupation Group 3 55+	48	1.0%
Occupation Group 1-3 35-49	699	14.0%
Occupation Group 4	119	2.4%
Occupation Group 4 16-39	36	0.7%
Occupation Group 4 40-54	41	0.8%
Occupation Group 4 55+	41	0.8%
Occupation Group 5	143	2.9%
Occupation Group 5 16-39	64	1.3%
Occupation Group 5 40-54	47	0.9%
Occupation Group 5 55+	31	0.6%
Male Occupation Group 1-2 25-54	542	10.8%

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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, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	310	6.2%
Persons in 2 Person Households	1,401	28.0%
Persons in 3 Person Households	885	17.7%
Persons in 4 Person Households	1,246	24.9%
Persons in 5+ Person Households	1,156	23.1%
Persons in 1 TV Households	1,095	21.9%
Persons in 2 TV Households	1,719	34.4%
Persons in 3+ TV Households	2,185	43.7%

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## Approximate Sample Size Quarter 3, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,829	100.0%
1 Person Households	309	16.9%
2 Person Households	697	38.1%
3 Person Households	294	16.1%
4 Person Households	310	16.9%
5+ Person Households	219	12.0%
1 TV Households	510	27.9%
2 TVs Households	661	36.1%
3+ TVs Households	658	36.0%
Households receiving FTA channels	1,829	100.0%
Households receiving STV channels	1,829	100.0%
Grocery Buyers	1,837	100.4%
Grocery Buyers Working	986	53.9%
Grocery Buyers Not Working	851	46.5%
Grocery Buyers 18-39	334	18.3%
Grocery Buyers 18-54	905	49.5%
Grocery Buyers Age 25-54	863	47.2%
Grocery Buyers Age 40-54	571	31.2%
Grocery Buyers Age 55-64	403	22.0%
Grocery Buyers Age 65+	529	28.9%

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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 3, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	645	35.3%
Grocery Buyers Female	1,192	65.2%
Grocery Buyers Female Age 25-49	426	23.3%
Grocery Buyers 0 Children	1,298	71.0%
Grocery Buyers 1-2 Children	433	23.7%
Grocery Buyers 3+ Children	106	5.8%
Grocery Buyers Children 0-2	93	5.1%
Grocery Buyers Children 0-4	154	8.4%
Grocery Buyers Children 0-12	385	21.0%
Grocery Buyers Children 0-15	471	25.8%
Grocery Buyers Children 0-17	539	29.5%
Grocery Buyers Children 5-12	309	16.9%
Grocery Buyers Children 5-17	468	25.6%
Grocery Buyers Children 13-17	260	14.2%

Quarter 3, 2021 refers to reporting quarter date range Sunday 27th June - Saturday 25th September 2021

\* 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 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	6,531.0	100.0%	24,050.6	100.0%
People 2+	6,429.2	98.4%	23,603.6	98.1%
Children 0-4	357.6	5.5%	1,452.1	6.0%
Children 2-9	658.2	10.1%	2,524.2	10.5%
Children 5-12	656.9	10.1%	2,408.8	10.0%
Children 10-17	704.2	10.8%	2,331.6	9.7%
Children 13-17	449.8	6.9%	1,441.9	6.0%
Children 0-17	1,464.2	22.4%	5,302.8	22.0%
Total Males	3,241.3	49.6%	11,913.3	49.5%
Male 0-4#	184.1	2.8%	747.5	3.1%
Male 5-9#	201.1	3.1%	778.9	3.2%
Male 10-12#	127.3	1.9%	457.1	1.9%
Male 13-15#	135.2	2.1%	450.4	1.9%
Male 16-17#	95.0	1.5%	291.1	1.2%
Male 18-24#	310.3	4.8%	1,153.9	4.8%
Male 25-29#	163.9	2.5%	916.4	3.8%
Male 30-34#	174.6	2.7%	881.3	3.7%
Male 35-39#	184.7	2.8%	851.2	3.5%
Male 40-44#	196.5	3.0%	739.7	3.1%
Male 45-49#	230.9	3.5%	774.1	3.2%
Male 50-54#	233.3	3.6%	698.2	2.9%
Male 55-59#	244.8	3.7%	709.7	3.0%
Male 60-64#	202.5	3.1%	640.3	2.7%
Male 65+#	557.1	8.5%	1,823.4	7.6%

UE - Universe Estimate

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

\* 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 2 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,289.8	50.4%	12,137.3	50.5%
Female 0-4#	173.5	2.7%	704.7	2.9%
Female 5-9#	201.4	3.1%	740.1	3.1%
Female 10-12#	127.1	1.9%	432.7	1.8%
Female 13-15#	127.9	2.0%	425.8	1.8%
Female 16-17#	91.7	1.4%	274.5	1.1%
Female 18-24#	261.6	4.0%	1,089.0	4.5%
Female 25-29#	161.7	2.5%	902.0	3.8%
Female 30-34#	178.9	2.7%	911.7	3.8%
Female 35-39#	192.6	2.9%	867.7	3.6%
Female 40-44#	211.4	3.2%	752.6	3.1%
Female 45-49#	253.2	3.9%	799.7	3.3%
Female 50-54#	256.3	3.9%	737.0	3.1%
Female 55-59#	243.5	3.7%	743.6	3.1%
Female 60-64#	218.2	3.3%	678.0	2.8%
Female 65+ #	590.8	9.0%	2,078.2	8.6%
Female 25-54 with Children	676.3	10.4%	2,427.2	10.1%
Working 16+	3,020.9	46.3%	11,178.4	46.5%
Not Working 16+	2,232.6	34.2%	8,135.1	33.8%

UE - Universe Estimate

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

\* 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 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 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,379.0	21.1%	5,323.4	22.1%
Occupation Group 1 16-39	407.5	6.2%	2,306.2	9.6%
Occupation Group 1 25-54	927.5	14.2%	3,925.8	16.3%
Occupation Group 1 40-54	582.1	8.9%	1,886.2	7.8%
Occupation Group 1 35+	1,115.1	17.1%	3,746.5	15.6%
Occupation Group 1 55+	389.5	6.0%	1,131.0	4.7%
Occupation Group 2	973.1	14.9%	3,336.8	13.9%
Occupation Group 2 16-39	435.1	6.7%	1,741.1	7.2%
Occupation Group 2 40-54	323.1	4.9%	998.6	4.2%
Occupation Group 2 55+	215.0	3.3%	597.1	2.5%
Occupation Group 3	315.3	4.8%	1,269.8	5.3%
Occupation Group 3 16-39	152.3	2.3%	684.7	2.8%
Occupation Group 3 40-54	103.3	1.6%	369.7	1.5%
Occupation Group 3 55+	59.7	0.9%	215.3	0.9%
Occupation Group 1-3 35-49	929.0	14.2%	3,467.7	14.4%
Occupation Group 4	169.3	2.6%	570.4	2.4%
Occupation Group 4 16-39	54.4	0.8%	240.1	1.0%
Occupation Group 4 40-54	67.6	1.0%	188.2	0.8%
Occupation Group 4 55+	47.4	0.7%	142.0	0.6%
Occupation Group 5	184.1	2.8%	678.1	2.8%
Occupation Group 5 16-39	80.2	1.2%	342.5	1.4%
Occupation Group 5 40-54	59.5	0.9%	197.0	0.8%
Occupation Group 5 55+	44.4	0.7%	138.5	0.6%
Male Occupation Group 1-2 25-54	714.5	10.9%	3,101.5	12.9%

UE - Universe Estimate

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

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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 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	388.6	6.0%	2,412.8	10.0%
Persons in 2 Person Households#	1,752.9	26.8%	6,961.5	28.9%
Persons in 3 Person Households#	1,178.5	18.0%	4,285.4	17.8%
Persons in 4 Person Households#	1,666.6	25.5%	5,391.9	22.4%
Persons in 5+ Person Households#	1,544.5	23.6%	4,998.9	20.8%
Persons in 1 TV Households#	1,513.5	23.2%	9,170.7	38.1%
Persons in 2 TV Households#	2,253.4	34.5%	7,952.5	33.1%
Persons in 3+ TV Households#	2,764.2	42.3%	6,927.4	28.8%

UE - Universe Estimate

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

\* 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, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,370.2	100.0%	9,579.4	100.0%
1 Person Households#	388.6	16.4%	2,412.8	25.2%
2 Person Households#	876.4	37.0%	3,480.8	36.3%
3 Person Households#	392.8	16.6%	1,428.5	14.9%
4 Person Households#	416.7	17.6%	1,348.0	14.1%
5+ Person Households#	295.7	12.5%	909.4	9.5%
1 TV Households#	689.8	29.1%	4,241.6	44.3%
2 TVs Households#	843.2	35.6%	3,134.1	32.7%
3+ TVs Households#	837.2	35.3%	2,203.8	23.0%
Households receiving FTA channels	2,370.2	100.0%	9,579.4	100.0%
Households receiving STV channels	2,370.2	100.0%	2,370.2	24.7%
- STU STV (Cable/Satellite)	2,205.3	93.0%	2,205.3	23.0%
- IDS-only STV (Internet Delivered Only)	165.0	7.0%	165.0	1.7%
Grocery Buyers#	2,370.2	100.0%	9,579.4	100.0%
Grocery Buyers Working	1,298.4	54.8%	5,295.3	55.3%
Grocery Buyers Not Working	1,071.9	45.2%	4,284.1	44.7%
Grocery Buyers 18-39	472.5	19.9%	2,923.9	30.5%
Grocery Buyers 18-54	1,240.7	52.3%	5,492.3	57.3%
Grocery Buyers Age 25-54	1,189.5	50.2%	4,969.9	51.9%
Grocery Buyers Age 40-54	768.2	32.4%	2,568.4	26.8%
Grocery Buyers Age 55-64	500.1	21.1%	1,610.8	16.8%
Grocery Buyers Age 65+	629.5	26.6%	2,476.3	25.9%

UE - Universe Estimate

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

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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, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	813.6	34.3%	3,827.6	40.0%
Grocery Buyers Female	1,556.6	65.7%	5,751.8	60.0%
Grocery Buyers Female Age 25-49	607.6	25.6%	2,438.7	25.5%
Grocery Buyers 0 Children#	1,651.8	69.7%	6,989.2	73.0%
Grocery Buyers 1-2 Children#	568.6	24.0%	2,074.1	21.7%
Grocery Buyers 3+ Children#	149.8	6.3%	516.2	5.4%
Grocery Buyers Children 0-2	137.6	5.8%	563.1	5.9%
Grocery Buyers Children 0-4	215.6	9.1%	907.1	9.5%
Grocery Buyers Children 0-12	519.6	21.9%	2,003.9	20.9%
Grocery Buyers Children 0-15	638.0	26.9%	2,359.3	24.6%
Grocery Buyers Children 0-17	821.1	34.6%	2,590.3	27.0%
Grocery Buyers Children 5-12	417.1	17.6%	1,514.5	15.8%
Grocery Buyers Children 5-17	620.0	26.2%	2,125.5	22.2%
Grocery Buyers Children 13-17	337.5	14.2%	1,062.3	11.1%

UE - Universe Estimate

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

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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, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,022	100.0%
People 2+	4,943	98.4%
Children 0-4	261	5.2%
Children 2-9	484	9.6%
Children 5-12	492	9.8%
Children 10-17	536	10.7%
Children 13-17	345	6.9%
Children 0-17	1,098	21.9%
Total Males	2,479	49.4%
Male 0-4	129	2.6%
Male 5-9	151	3.0%
Male 10-12	97	1.9%
Male 13-15	104	2.1%
Male 16-17	77	1.5%
Male 18-24	234	4.7%
Male 25-29	124	2.5%
Male 30-34	124	2.5%
Male 35-39	136	2.7%
Male 40-44	146	2.9%
Male 45-49	176	3.5%
Male 50-54	180	3.6%
Male 55-59	193	3.8%
Male 60-64	163	3.2%
Male 65+	445	8.9%

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

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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, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,542	50.6%
Female 0-4	132	2.6%
Female 5-9	149	3.0%
Female 10-12	95	1.9%
Female 13-15	95	1.9%
Female 16-17	69	1.4%
Female 18-24	206	4.1%
Female 25-29	127	2.5%
Female 30-34	137	2.7%
Female 35-39	144	2.9%
Female 40-44	155	3.1%
Female 45-49	192	3.8%
Female 50-54	202	4.0%
Female 55-59	196	3.9%
Female 60-64	176	3.5%
Female 65+	467	9.3%
Female 25-54 with Children	516	10.3%
Working 16+	2,325	46.3%
Not Working 16+	1,744	34.7%

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

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## Approximate Sample Size Quarter 2, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,083	21.6%
Occupation Group 1 16-39	319	6.4%
Occupation Group 1 25-54	719	14.3%
Occupation Group 1 40-54	451	9.0%
Occupation Group 1 35+	875	17.4%
Occupation Group 1 55+	313	6.2%
Occupation Group 2	730	14.5%
Occupation Group 2 16-39	319	6.4%
Occupation Group 2 40-54	240	4.8%
Occupation Group 2 55+	171	3.4%
Occupation Group 3	242	4.8%
Occupation Group 3 16-39	115	2.3%
Occupation Group 3 40-54	78	1.6%
Occupation Group 3 55+	49	1.0%
Occupation Group 1-3 35-49	699	13.9%
Occupation Group 4	127	2.5%
Occupation Group 4 16-39	39	0.8%
Occupation Group 4 40-54	48	1.0%
Occupation Group 4 55+	39	0.8%
Occupation Group 5	144	2.9%
Occupation Group 5 16-39	61	1.2%
Occupation Group 5 40-54	47	0.9%
Occupation Group 5 55+	35	0.7%
Male Occupation Group 1-2 25-54	537	10.7%

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

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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, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	306	6.1%
Persons in 2 Person Households	1,365	27.2%
Persons in 3 Person Households	902	18.0%
Persons in 4 Person Households	1,302	25.9%
Persons in 5+ Person Households	1,147	22.8%
Persons in 1 TV Households	1,151	22.9%
Persons in 2 TV Households	1,713	34.1%
Persons in 3+ TV Households	2,159	43.0%

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## Approximate Sample Size Quarter 2, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,824	100.0%
1 Person Households	304	16.7%
2 Person Households	679	37.2%
3 Person Households	299	16.4%
4 Person Households	324	17.8%
5+ Person Households	219	12.0%
1 TV Households	525	28.8%
2 TVs Households	649	35.6%
3+ TVs Households	650	35.6%
Households receiving FTA channels	1,824	100.0%
Households receiving STV channels	1,824	100.0%
Grocery Buyers	1,835	100.6%
Grocery Buyers Working	986	54.1%
Grocery Buyers Not Working	849	46.5%
Grocery Buyers 18-39	350	19.2%
Grocery Buyers 18-54	936	51.3%
Grocery Buyers Age 25-54	895	49.1%
Grocery Buyers Age 40-54	587	32.2%
Grocery Buyers Age 55-64	399	21.9%
Grocery Buyers Age 65+	499	27.4%

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

\* 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 2, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	638	35.0%
Grocery Buyers Female	1,196	65.6%
Grocery Buyers Female Age 25-49	444	24.3%

Grocery Buyers 0 Children	1,289	70.7%
Grocery Buyers 1-2 Children	433	23.7%
Grocery Buyers 3+ Children	112	6.1%

Grocery Buyers Children 0-2	101	5.5%
Grocery Buyers Children 0-4	161	8.8%
Grocery Buyers Children 0-12	393	21.5%
Grocery Buyers Children 0-15	481	26.4%
Grocery Buyers Children 0-17	546	29.9%
Grocery Buyers Children 5-12	318	17.4%
Grocery Buyers Children 5-17	474	26.0%
Grocery Buyers Children 13-17	260	14.3%

Quarter 2, 2021 refers to reporting quarter date range Sunday 28th March - Saturday 26th June 2021

\* 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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## Universe Estimates Quarter 1 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	6,779.8	100.0%	24,050.6	100.0%
People 2+	6,668.1	98.4%	23,603.6	98.1%
Children 0-4	375.6	5.5%	1,452.1	6.0%
Children 2-9	676.2	10.0%	2,524.2	10.5%
Children 5-12	683.6	10.1%	2,408.8	10.0%
Children 10-17	755.0	11.1%	2,331.6	9.7%
Children 13-17	483.8	7.1%	1,441.9	6.0%
Children 0-17	1,543.0	22.8%	5,302.8	22.0%
Total Males	3,358.3	49.5%	11,913.3	49.5%
Male 0-4#	193.5	2.9%	747.5	3.1%
Male 5-9#	203.0	3.0%	778.9	3.2%
Male 10-12#	138.4	2.0%	457.1	1.9%
Male 13-15#	143.7	2.1%	450.4	1.9%
Male 16-17#	103.0	1.5%	291.1	1.2%
Male 18-24#	317.5	4.7%	1,153.9	4.8%
Male 25-29#	167.4	2.5%	916.4	3.8%
Male 30-34#	175.5	2.6%	881.3	3.7%
Male 35-39#	195.1	2.9%	851.2	3.5%
Male 40-44#	207.7	3.1%	739.7	3.1%
Male 45-49#	235.0	3.5%	774.1	3.2%
Male 50-54#	248.1	3.7%	698.2	2.9%
Male 55-59#	249.2	3.7%	709.7	3.0%
Male 60-64#	208.7	3.1%	640.3	2.7%
Male 65+#	572.5	8.4%	1,823.4	7.6%

UE - Universe Estimate

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

\* 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 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,421.6	50.5%	12,137.3	50.5%
Female 0-4#	182.1	2.7%	704.7	2.9%
Female 5-9#	209.4	3.1%	740.1	3.1%
Female 10-12#	132.8	2.0%	432.7	1.8%
Female 13-15#	139.1	2.1%	425.8	1.8%
Female 16-17#	98.1	1.4%	274.5	1.1%
Female 18-24#	266.9	3.9%	1,089.0	4.5%
Female 25-29#	168.3	2.5%	902.0	3.8%
Female 30-34#	191.1	2.8%	911.7	3.8%
Female 35-39#	212.1	3.1%	867.7	3.6%
Female 40-44#	219.9	3.2%	752.6	3.1%
Female 45-49#	267.4	3.9%	799.7	3.3%
Female 50-54#	258.1	3.8%	737.0	3.1%
Female 55-59#	243.9	3.6%	743.6	3.1%
Female 60-64#	220.5	3.3%	678.0	2.8%
Female 65+ #	612.0	9.0%	2,078.2	8.6%
Female 25-54 with Children	717.9	10.6%	2,427.2	10.1%
Working 16+	3,149.0	46.4%	11,178.4	46.5%
Not Working 16+	2,288.9	33.8%	8,135.1	33.8%

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+

## Universe Estimates Quarter 1 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,449.7	21.4%	5,323.4	22.1%
Occupation Group 1 16-39	441.9	6.5%	2,306.2	9.6%
Occupation Group 1 25-54	997.2	14.7%	3,925.8	16.3%
Occupation Group 1 40-54	618.0	9.1%	1,886.2	7.8%
Occupation Group 1 35+	1,163.7	17.2%	3,746.5	15.6%
Occupation Group 1 55+	389.8	5.7%	1,131.0	4.7%
Occupation Group 2	1,024.0	15.1%	3,336.8	13.9%
Occupation Group 2 16-39	455.3	6.7%	1,741.1	7.2%
Occupation Group 2 40-54	337.7	5.0%	998.6	4.2%
Occupation Group 2 55+	230.9	3.4%	597.1	2.5%
Occupation Group 3	320.7	4.7%	1,269.8	5.3%
Occupation Group 3 16-39	152.4	2.2%	684.7	2.8%
Occupation Group 3 40-54	108.4	1.6%	369.7	1.5%
Occupation Group 3 55+	59.9	0.9%	215.3	0.9%
Occupation Group 1-3 35-49	980.6	14.5%	3,467.7	14.4%
Occupation Group 4	179.9	2.7%	570.4	2.4%
Occupation Group 4 16-39	60.9	0.9%	240.1	1.0%
Occupation Group 4 40-54	69.6	1.0%	188.2	0.8%
Occupation Group 4 55+	49.4	0.7%	142.0	0.6%
Occupation Group 5	174.7	2.6%	678.1	2.8%
Occupation Group 5 16-39	73.3	1.1%	342.5	1.4%
Occupation Group 5 40-54	56.3	0.8%	197.0	0.8%
Occupation Group 5 55+	45.1	0.7%	138.5	0.6%
Male Occupation Group 1-2 25-54	743.7	11.0%	3,101.5	12.9%

UE - Universe Estimate

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

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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 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	379.2	5.6%	2,412.8	10.0%
Persons in 2 Person Households#	1,842.2	27.2%	6,961.5	28.9%
Persons in 3 Person Households#	1,220.6	18.0%	4,285.4	17.8%
Persons in 4 Person Households#	1,690.8	24.9%	5,391.9	22.4%
Persons in 5+ Person Households#	1,647.1	24.3%	4,998.9	20.8%
Persons in 1 TV Households#	1,573.4	23.2%	9,170.7	38.1%
Persons in 2 TV Households#	2,339.5	34.5%	7,952.5	33.1%
Persons in 3+ TV Households#	2,866.9	42.3%	6,927.4	28.8%

UE - Universe Estimate

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

\* 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, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,442.5	100.0%	9,579.4	100.0%
1 Person Households#	379.2	15.5%	2,412.8	25.2%
2 Person Households#	921.1	37.7%	3,480.8	36.3%
3 Person Households#	406.9	16.7%	1,428.5	14.9%
4 Person Households#	422.7	17.3%	1,348.0	14.1%
5+ Person Households#	312.6	12.8%	909.4	9.5%
1 TV Households#	707.5	29.0%	4,241.6	44.3%
2 TVs Households#	872.5	35.7%	3,134.1	32.7%
3+ TVs Households#	862.5	35.3%	2,203.8	23.0%
Households receiving FTA channels	2,442.5	100.0%	9,579.4	100.0%
Households receiving STV channels	2,442.5	100.0%	2,442.5	25.5%
- STU STV (Cable/Satellite)	2,302.4	94.3%	2,302.4	24.0%
- IDS-only STV (Internet Delivered Only)	140.1	5.7%	140.1	1.5%
Grocery Buyers#	2,442.5	100.0%	9,579.4	100.0%
Grocery Buyers Working	1,327.8	54.4%	5,295.3	55.3%
Grocery Buyers Not Working	1,114.7	45.6%	4,284.1	44.7%
Grocery Buyers 18-39	496.7	20.3%	2,923.9	30.5%
Grocery Buyers 18-54	1,293.0	52.9%	5,492.3	57.3%
Grocery Buyers Age 25-54	1,241.5	50.8%	4,969.9	51.9%
Grocery Buyers Age 40-54	796.3	32.6%	2,568.4	26.8%
Grocery Buyers Age 55-64	506.3	20.7%	1,610.8	16.8%
Grocery Buyers Age 65+	643.2	26.3%	2,476.3	25.9%

UE - Universe Estimate

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

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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, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	831.2	34.0%	3,827.6	40.0%
Grocery Buyers Female	1,611.3	66.0%	5,751.8	60.0%
Grocery Buyers Female Age 25-49	644.7	26.4%	2,438.7	25.5%
Grocery Buyers 0 Children#	1,690.8	69.2%	6,989.2	73.0%
Grocery Buyers 1-2 Children#	594.6	24.3%	2,074.1	21.7%
Grocery Buyers 3+ Children#	157.1	6.4%	516.2	5.4%
Grocery Buyers Children 0-2	140.9	5.8%	563.1	5.9%
Grocery Buyers Children 0-4	227.1	9.3%	907.1	9.5%
Grocery Buyers Children 0-12	548.0	22.4%	2,003.9	20.9%
Grocery Buyers Children 0-15	670.7	27.5%	2,359.3	24.6%
Grocery Buyers Children 0-17	834.0	34.1%	2,590.3	27.0%
Grocery Buyers Children 5-12	438.5	18.0%	1,514.5	15.8%
Grocery Buyers Children 5-17	647.6	26.5%	2,125.5	22.2%
Grocery Buyers Children 13-17	355.5	14.6%	1,062.3	11.1%

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 1, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,014	100.0%
People 2+	4,937	98.5%
Children 0-4	262	5.2%
Children 2-9	487	9.7%
Children 5-12	503	10.0%
Children 10-17	556	11.1%
Children 13-17	355	7.1%
Children 0-17	1,120	22.3%
Total Males	2,478	49.4%
Male 0-4	131	2.6%
Male 5-9	152	3.0%
Male 10-12	104	2.1%
Male 13-15	106	2.1%
Male 16-17	77	1.5%
Male 18-24	231	4.6%
Male 25-29	125	2.5%
Male 30-34	123	2.5%
Male 35-39	140	2.8%
Male 40-44	151	3.0%
Male 45-49	174	3.5%
Male 50-54	183	3.6%
Male 55-59	187	3.7%
Male 60-64	158	3.2%
Male 65+	436	8.7%

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

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## Approximate Sample Size Quarter 1, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,536	50.6%
Female 0-4	131	2.6%
Female 5-9	150	3.0%
Female 10-12	97	1.9%
Female 13-15	102	2.0%
Female 16-17	70	1.4%
Female 18-24	201	4.0%
Female 25-29	123	2.5%
Female 30-34	140	2.8%
Female 35-39	154	3.1%
Female 40-44	157	3.1%
Female 45-49	198	3.9%
Female 50-54	195	3.9%
Female 55-59	187	3.7%
Female 60-64	168	3.4%
Female 65+	463	9.2%
Female 25-54 with Children	527	10.5%
Working 16+	2,330	46.5%
Not Working 16+	1,711	34.1%

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## Approximate Sample Size Quarter 1, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,089	21.7%
Occupation Group 1 16-39	331	6.6%
Occupation Group 1 25-54	744	14.8%
Occupation Group 1 40-54	462	9.2%
Occupation Group 1 35+	873	17.4%
Occupation Group 1 55+	297	5.9%
Occupation Group 2	742	14.8%
Occupation Group 2 16-39	325	6.5%
Occupation Group 2 40-54	244	4.9%
Occupation Group 2 55+	173	3.5%
Occupation Group 3	238	4.7%
Occupation Group 3 16-39	113	2.3%
Occupation Group 3 40-54	80	1.6%
Occupation Group 3 55+	46	0.9%
Occupation Group 1-3 35-49	719	14.3%
Occupation Group 4	128	2.6%
Occupation Group 4 16-39	42	0.8%
Occupation Group 4 40-54	48	1.0%
Occupation Group 4 55+	39	0.8%
Occupation Group 5	132	2.6%
Occupation Group 5 16-39	56	1.1%
Occupation Group 5 40-54	44	0.9%
Occupation Group 5 55+	32	0.6%
Male Occupation Group 1-2 25-54	551	11.0%

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## Approximate Sample Size Quarter 1, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	284	5.7%
Persons in 2 Person Households	1,385	27.6%
Persons in 3 Person Households	890	17.8%
Persons in 4 Person Households	1,240	24.7%
Persons in 5+ Person Households	1,216	24.3%
Persons in 1 TV Households	1,151	23.0%
Persons in 2 TV Households	1,695	33.8%
Persons in 3+ TV Households	2,168	43.2%

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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, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,807	100.0%
1 Person Households	283	15.7%
2 Person Households	690	38.2%
3 Person Households	295	16.3%
4 Person Households	309	17.1%
5+ Person Households	230	12.7%
1 TV Households	519	28.7%
2 TVs Households	640	35.4%
3+ TVs Households	648	35.9%
Households receiving FTA channels	1,807	100.0%
Households receiving STV channels	1,807	100.0%
Grocery Buyers	1,814	100.4%
Grocery Buyers Working	969	53.6%
Grocery Buyers Not Working	845	46.8%
Grocery Buyers 18-39	355	19.6%
Grocery Buyers 18-54	942	52.1%
Grocery Buyers Age 25-54	903	50.0%
Grocery Buyers Age 40-54	588	32.5%
Grocery Buyers Age 55-64	383	21.2%
Grocery Buyers Age 65+	489	27.1%

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

\* 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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## Approximate Sample Size Quarter 1, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	626	34.6%
Grocery Buyers Female	1,188	65.7%
Grocery Buyers Female Age 25-49	455	25.2%
Grocery Buyers 0 Children	1,267	70.1%
Grocery Buyers 1-2 Children	430	23.8%
Grocery Buyers 3+ Children	116	6.4%
Grocery Buyers Children 0-2	99	5.5%
Grocery Buyers Children 0-4	159	8.8%
Grocery Buyers Children 0-12	399	22.1%
Grocery Buyers Children 0-15	487	27.0%
Grocery Buyers Children 0-17	547	30.3%
Grocery Buyers Children 5-12	324	17.9%
Grocery Buyers Children 5-17	476	26.3%
Grocery Buyers Children 13-17	261	14.4%

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