

## Universe Estimates Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,498.2	100.0%	22,911.4	100.0%
People 2+	7,339.9	97.9%	22,430.8	97.9%
Children 0-4	506.1	6.7%	1,470.8	6.4%
Children 2-9	874.3	11.7%	2,440.5	10.7%
Children 5-12	843.1	11.2%	2,262.1	9.9%
Children 10-17	860.6	11.5%	2,206.4	9.6%
Children 13-17	544.0	7.3%	1,394.6	6.1%
Children 0-17	1,893.2	25.2%	5,127.5	22.4%
Total Males	3,762.3	50.2%	11,373.1	49.6%
Male 0-4#	250.7	3.3%	755.1	3.3%
Male 5-9#	276.4	3.7%	745.1	3.3%
Male 10-12#	159.4	2.1%	416.1	1.8%
Male 13-15#	170.8	2.3%	423.3	1.8%
Male 16-17#	117.0	1.6%	292.2	1.3%
Male 18-24#	336.2	4.5%	1,115.1	4.9%
Male 25-29#	214.8	2.9%	854.7	3.7%
Male 30-34#	241.6	3.2%	848.1	3.7%
Male 35-39#	243.8	3.3%	749.4	3.3%
Male 40-44#	289.8	3.9%	794.0	3.5%
Male 45-49#	263.7	3.5%	733.1	3.2%
Male 50-54#	262.2	3.5%	742.3	3.2%
Male 55-59#	237.3	3.2%	684.0	3.0%
Male 60-64#	204.9	2.7%	604.8	2.6%
Male 65+#	493.7	6.6%	1,615.8	7.1%

UE - Universe Estimate

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\* 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	3,735.9	49.8%	11,538.3	50.4%
Female 0-4#	255.4	3.4%	715.7	3.1%
Female 5-9#	250.1	3.3%	705.2	3.1%
Female 10-12#	157.2	2.1%	395.7	1.7%
Female 13-15#	148.8	2.0%	400.9	1.7%
Female 16-17#	107.4	1.4%	278.2	1.2%
Female 18-24#	317.7	4.2%	1,064.3	4.6%
Female 25-29#	209.9	2.8%	848.8	3.7%
Female 30-34#	247.3	3.3%	847.3	3.7%
Female 35-39#	267.5	3.6%	756.3	3.3%
Female 40-44#	293.2	3.9%	811.1	3.5%
Female 45-49#	293.9	3.9%	753.4	3.3%
Female 50-54#	258.7	3.5%	766.6	3.3%
Female 55-59#	240.5	3.2%	709.5	3.1%
Female 60-64#	212.9	2.8%	629.9	2.7%
Female 65+ #	475.4	6.3%	1,855.4	8.1%
Female 25-54 with Children	895.9	11.9%	2,411.3	10.5%
Working 16+	3,350.1	44.7%	10,133.7	44.2%
Not Working 16+	2,479.3	33.1%	8,220.6	35.9%

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## Universe Estimates Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,478.4	19.7%	4,025.4	17.6%
Occupation Group 1 16-39	496.2	6.6%	1,567.4	6.8%
Occupation Group 1 25-54	996.9	13.3%	2,743.3	12.0%
Occupation Group 1 40-54	583.3	7.8%	1,442.8	6.3%
Occupation Group 1 35+	1,152.1	15.4%	2,921.4	12.8%
Occupation Group 1 55+	398.9	5.3%	1,015.2	4.4%
Occupation Group 2	1,097.7	14.6%	3,288.5	14.4%
Occupation Group 2 16-39	472.4	6.3%	1,530.5	6.7%
Occupation Group 2 40-54	406.2	5.4%	1,126.5	4.9%
Occupation Group 2 55+	219.1	2.9%	631.5	2.8%
Occupation Group 3	351.0	4.7%	1,403.5	6.1%
Occupation Group 3 16-39	171.5	2.3%	691.7	3.0%
Occupation Group 3 40-54	113.3	1.5%	449.2	2.0%
Occupation Group 3 55+	66.2	0.9%	262.6	1.1%
Occupation Group 1-3 35-49	1,071.7	14.3%	2,953.3	12.9%
Occupation Group 4	193.0	2.6%	686.5	3.0%
Occupation Group 4 16-39	69.3	0.9%	265.7	1.2%
Occupation Group 4 40-54	84.3	1.1%	276.3	1.2%
Occupation Group 4 55+	39.4	0.5%	144.5	0.6%
Occupation Group 5	230.0	3.1%	729.8	3.2%
Occupation Group 5 16-39	106.1	1.4%	344.2	1.5%
Occupation Group 5 40-54	79.0	1.1%	247.1	1.1%
Occupation Group 5 55+	44.9	0.6%	138.5	0.6%
Male Occupation Group 1-2 25-54	799.1	10.7%	2,293.2	10.0%

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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, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Households#	350.1	4.7%	2,157.7	9.4%
Persons in 2 Person Households#	1,854.4	24.7%	6,491.6	28.3%
Persons in 3 Person Households#	1,377.2	18.4%	4,085.1	17.8%
Persons in 4 Person Households#	2,102.9	28.0%	5,316.4	23.2%
Persons in 5+ Person Households#	1,813.6	24.2%	4,860.6	21.2%
Persons in 1 TV Households#	1,565.7	20.9%	8,047.6	35.1%
Persons in 2 TV Households#	2,575.2	34.3%	7,681.3	33.5%
Persons in 3+ TV Households#	3,357.3	44.8%	7,182.5	31.3%

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## Universe Estimates Quarter 1, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,578.5	100.0%	8,907.2	100.0%
1 Person Households#	350.1	13.6%	2,157.7	24.2%
2 Person Households#	926.6	35.9%	3,245.8	36.4%
3 Person Households#	457.0	17.7%	1,361.7	15.3%
4 Person Households#	524.4	20.3%	1,329.1	14.9%
5+ Person Households#	320.4	12.4%	812.9	9.1%
1 TV Households#	673.0	26.1%	3,737.2	42.0%
2 TVs Households#	939.3	36.4%	2,984.7	33.5%
3+ TVs Households#	966.2	37.5%	2,185.3	24.5%
Households receiving FTA channels	2,578.5	100.0%	8,907.2	100.0%
Households receiving STV channels	2,578.5	100.0%	2,578.5	28.9%
- STU STV (Cable/Satellite)	2,475.9	96.0%	2,475.9	27.8%
- IDS-only STV (Internet Delivered Only)	102.6	4.0%	102.6	1.2%
Grocery Buyers#	2,578.5	100.0%	8,907.2	100.0%
Grocery Buyers Working	1,388.7	53.9%	4,764.8	53.5%
Grocery Buyers Not Working	1,189.8	46.1%	4,142.4	46.5%
Grocery Buyers 18-39	694.0	26.9%	2,691.1	30.2%
Grocery Buyers 18-54	1,580.2	61.3%	5,288.0	59.4%
Grocery Buyers Age 25-54	1,505.3	58.4%	4,816.1	54.1%
Grocery Buyers Age 40-54	886.2	34.4%	2,596.9	29.2%
Grocery Buyers Age 55-64	483.4	18.7%	1,493.7	16.8%
Grocery Buyers Age 65+	514.9	20.0%	2,125.5	23.9%

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Grocery Buyers Male	863.2	33.5%	3,252.9	36.5%
Grocery Buyers Female	1,715.3	66.5%	5,654.3	63.5%
Grocery Buyers Female Age 25-49	831.2	32.2%	2,476.2	27.8%
Grocery Buyers 0 Children#	1,659.4	64.4%	6,399.1	71.8%
Grocery Buyers 1-2 Children#	730.0	28.3%	2,039.8	22.9%
Grocery Buyers 3+ Children#	189.1	7.3%	468.3	5.3%
Grocery Buyers Children 0-2	207.4	8.0%	605.1	6.8%
Grocery Buyers Children 0-4	334.7	13.0%	938.5	10.5%
Grocery Buyers Children 0-12	705.7	27.4%	1,941.0	21.8%
Grocery Buyers Children 0-15	824.2	32.0%	2,271.0	25.5%
Grocery Buyers Children 0-17	971.5	37.7%	2,508.1	28.2%
Grocery Buyers Children 5-12	529.4	20.5%	1,415.9	15.9%
Grocery Buyers Children 5-17	751.0	29.1%	2,005.8	22.5%
Grocery Buyers Children 13-17	389.7	15.1%	995.2	11.2%

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