

Universe Estimates Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%
Total Individuals	4,357.0	100.0%	4,149.0	100.0%	2,736.0	100.0%	1,336.0	100.0%	1,654.0	100.0%	14,232.0	100.0%

People 2+	4,254.0	97.6%	4,062.2	97.9%	2,674.9	97.8%	1,307.5	97.9%	1,618.0	97.8%	13,916.6	97.8%
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Children 0-4	278.5	6.4%	252.6	6.1%	169.1	6.2%	72.5	5.4%	96.5	5.8%	869.2	6.1%
Children 2-9	441.1	10.1%	410.0	9.9%	278.1	10.2%	119.0	8.9%	161.3	9.8%	1,409.5	9.9%
Children 5-12	429.7	9.9%	401.4	9.7%	282.0	10.3%	125.7	9.4%	166.8	10.1%	1,405.6	9.9%
Children 10-17	442.8	10.2%	421.9	10.2%	298.3	10.9%	135.6	10.1%	179.8	10.9%	1,478.4	10.4%
Children 13-17	278.7	6.4%	264.7	6.4%	186.4	6.8%	84.9	6.4%	113.8	6.9%	928.5	6.5%
Children 0-17	986.9	22.7%	918.7	22.1%	637.5	23.3%	283.1	21.2%	377.1	22.8%	3,203.3	22.5%

Total Males	2,167.8	49.8%	2,050.1	49.4%	1,363.0	49.8%	659.8	49.4%	825.2	49.9%	7,065.9	49.6%
Male 0-4	143.3	3.3%	130.3	3.1%	87.0	3.2%	36.5	2.7%	50.1	3.0%	447.2	3.1%
Male 5-9	136.6	3.1%	124.6	3.0%	87.4	3.2%	38.4	2.9%	51.6	3.1%	438.6	3.1%
Male 10-12	84.3	1.9%	81.0	2.0%	57.3	2.1%	26.1	2.0%	33.6	2.0%	282.3	2.0%
Male 13-15	85.2	2.0%	81.0	2.0%	57.2	2.1%	25.8	1.9%	34.4	2.1%	283.6	2.0%
Male 16-17	57.8	1.3%	54.6	1.3%	38.2	1.4%	17.6	1.3%	24.2	1.5%	192.4	1.4%
Male 18-24	226.4	5.2%	213.2	5.1%	146.0	5.3%	67.9	5.1%	89.6	5.4%	743.1	5.2%
Male 25-29	164.5	3.8%	151.7	3.7%	96.4	3.5%	43.9	3.3%	56.3	3.4%	512.8	3.6%
Male 30-34	175.3	4.0%	152.7	3.7%	101.1	3.7%	42.1	3.2%	57.5	3.5%	528.7	3.7%
Male 35-39	162.8	3.7%	159.3	3.8%	99.6	3.6%	46.3	3.5%	61.3	3.7%	529.3	3.7%
Male 40-44	162.7	3.7%	153.5	3.7%	98.8	3.6%	47.3	3.5%	60.1	3.6%	522.4	3.7%
Male 45-49	155.4	3.6%	149.2	3.6%	96.9	3.5%	50.0	3.7%	61.2	3.7%	512.7	3.6%
Male 50-54	135.6	3.1%	129.5	3.1%	85.7	3.1%	43.8	3.3%	54.5	3.3%	449.1	3.2%
Male 55-59	133.3	3.1%	126.5	3.0%	87.6	3.2%	46.3	3.5%	54.8	3.3%	448.5	3.2%
Male 60-64	103.3	2.4%	98.0	2.4%	69.3	2.5%	35.3	2.6%	41.5	2.5%	347.4	2.4%
Male 65+	241.3	5.5%	245.0	5.9%	154.5	5.6%	92.5	6.9%	94.5	5.7%	827.8	5.8%

UE - Universe Estimates

Universe Estimates Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%
Total Females	2,189.2	50.2%	2,098.9	50.6%	1,373.0	50.2%	676.2	50.6%	828.8	50.1%	7,166.1	50.4%
Female 0-4	135.2	3.1%	122.3	2.9%	82.1	3.0%	36.0	2.7%	46.4	2.8%	422.0	3.0%
Female 5-9	129.0	3.0%	119.6	2.9%	82.7	3.0%	36.6	2.7%	49.2	3.0%	417.1	2.9%
Female 10-12	79.8	1.8%	76.2	1.8%	54.6	2.0%	24.6	1.8%	32.4	2.0%	267.6	1.9%
Female 13-15	80.9	1.9%	77.1	1.9%	54.6	2.0%	24.7	1.8%	32.2	1.9%	269.5	1.9%
Female 16-17	54.8	1.3%	52.0	1.3%	36.4	1.3%	16.8	1.3%	23.0	1.4%	183.0	1.3%
Female 18-24	218.5	5.0%	204.6	4.9%	137.3	5.0%	64.1	4.8%	83.8	5.1%	708.3	5.0%
Female 25-29	160.0	3.7%	148.1	3.6%	90.4	3.3%	39.4	2.9%	54.7	3.3%	492.6	3.5%
Female 30-34	175.5	4.0%	156.1	3.8%	99.9	3.7%	40.6	3.0%	56.4	3.4%	528.5	3.7%
Female 35-39	160.8	3.7%	162.7	3.9%	101.9	3.7%	46.0	3.4%	60.5	3.7%	531.9	3.7%
Female 40-44	160.9	3.7%	154.3	3.7%	102.2	3.7%	47.8	3.6%	60.6	3.7%	525.8	3.7%
Female 45-49	156.0	3.6%	152.7	3.7%	99.5	3.6%	52.0	3.9%	61.6	3.7%	521.8	3.7%
Female 50-54	139.1	3.2%	134.7	3.2%	89.0	3.3%	45.4	3.4%	58.1	3.5%	466.3	3.3%
Female 55-59	135.4	3.1%	134.9	3.3%	90.4	3.3%	47.8	3.6%	55.9	3.4%	464.4	3.3%
Female 60-64	101.6	2.3%	99.0	2.4%	69.0	2.5%	36.6	2.7%	40.4	2.4%	346.6	2.4%
Female 65+	301.7	6.9%	304.6	7.3%	183.0	6.7%	117.8	8.8%	113.6	6.9%	1,020.7	7.2%

Working 16+	1,991.1	45.7%	1,892.5	45.6%	1,307.9	47.8%	616.9	46.2%	801.5	48.5%	6,609.9	46.4%
Not Working 16+	1,491.6	34.2%	1,444.4	34.8%	865.2	31.6%	470.4	35.2%	522.6	31.6%	4,794.2	33.7%

UE - Universe Estimates

Universe Estimates Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%
Occupation Group 1	836.2	19.2%	721.9	17.4%	439.0	16.0%	215.4	16.1%	282.2	17.1%	2,494.7	17.5%
Occupation Group 1 16-39	391.2	9.0%	317.5	7.7%	201.4	7.4%	83.9	6.3%	121.7	7.4%	1,115.7	7.8%
Occupation Group 1 40-54	316.9	7.3%	280.9	6.8%	171.6	6.3%	89.1	6.7%	110.7	6.7%	969.2	6.8%
Occupation Group 1 55+	128.1	2.9%	123.5	3.0%	66.0	2.4%	42.4	3.2%	49.8	3.0%	409.8	2.9%
Occupation Group 2	700.3	16.1%	669.5	16.1%	504.0	18.4%	238.4	17.8%	285.4	17.3%	2,397.6	16.8%
Occupation Group 2 16-39	367.0	8.4%	360.7	8.7%	253.6	9.3%	119.4	8.9%	138.1	8.3%	1,238.8	8.7%
Occupation Group 2 40-54	230.9	5.3%	227.1	5.5%	179.0	6.5%	87.0	6.5%	102.3	6.2%	826.3	5.8%
Occupation Group 2 55+	102.4	2.4%	81.7	2.0%	71.4	2.6%	32.0	2.4%	45.0	2.7%	332.5	2.3%
Occupation Group 3	225.6	5.2%	253.6	6.1%	185.8	6.8%	78.6	5.9%	119.2	7.2%	862.8	6.1%
Occupation Group 3 16-39	126.5	2.9%	144.6	3.5%	111.0	4.1%	42.4	3.2%	68.3	4.1%	492.8	3.5%
Occupation Group 3 40-54	70.3	1.6%	77.1	1.9%	55.0	2.0%	23.5	1.8%	36.4	2.2%	262.3	1.8%
Occupation Group 3 55+	28.8	0.7%	31.9	0.8%	19.8	0.7%	12.7	1.0%	14.5	0.9%	107.7	0.8%
Occupation Group 4	89.8	2.1%	95.4	2.3%	63.4	2.3%	30.2	2.3%	48.0	2.9%	326.8	2.3%
Occupation Group 4 16-39	33.7	0.8%	34.2	0.8%	23.1	0.8%	13.9	1.0%	23.0	1.4%	127.9	0.9%
Occupation Group 4 40-54	41.0	0.9%	42.7	1.0%	26.0	1.0%	11.4	0.9%	15.6	0.9%	136.7	1.0%
Occupation Group 4 55+	15.1	0.3%	18.5	0.4%	14.3	0.5%	4.9	0.4%	9.4	0.6%	62.2	0.4%
Occupation Group 5	139.2	3.2%	152.1	3.7%	115.7	4.2%	54.3	4.1%	66.7	4.0%	528.0	3.7%
Occupation Group 5 16-39	67.9	1.6%	72.6	1.7%	58.0	2.1%	27.7	2.1%	32.8	2.0%	259.0	1.8%
Occupation Group 5 40-54	47.6	1.1%	52.4	1.3%	39.5	1.4%	18.6	1.4%	24.6	1.5%	182.7	1.3%
Occupation Group 5 55+	23.7	0.5%	27.1	0.7%	18.2	0.7%	8.0	0.6%	9.3	0.6%	86.3	0.6%
Persons in 1 Person Household	349.7	8.0%	346.8	8.4%	232.1	8.5%	145.6	10.9%	144.0	8.7%	1,218.2	8.6%
Persons in 2 Person Households	1,017.6	23.4%	1,035.8	25.0%	756.4	27.6%	398.6	29.8%	464.6	28.1%	3,673.0	25.8%
Persons in 3 Person Households	812.7	18.7%	777.9	18.7%	498.0	18.2%	232.2	17.4%	290.7	17.6%	2,611.5	18.3%
Persons in 4 Person Households	1,079.6	24.8%	1,023.6	24.7%	688.8	25.2%	311.2	23.3%	391.6	23.7%	3,494.8	24.6%
Persons in 5+ Person Households	1,097.4	25.2%	964.9	23.3%	560.7	20.5%	248.4	18.6%	363.1	22.0%	3,234.5	22.7%

UE - Universe Estimates

Universe Estimates Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%
Persons in 1 TV Households	1,180.1	27.1%	964.0	23.2%	646.7	23.6%	278.9	20.9%	377.8	22.8%	3,447.5	24.2%
Persons in 2 TV Households	1,508.6	34.6%	1,405.1	33.9%	987.4	36.1%	457.8	34.3%	583.1	35.3%	4,942.0	34.7%
Persons in 3+ TV Households	1,668.3	38.3%	1,779.9	42.9%	1,101.9	40.3%	599.3	44.9%	693.1	41.9%	5,842.5	41.1%

	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH	
	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%
Region 1 Individuals	1,016.0	23.3%	1,042.0	25.1%	637.0	23.3%	391.0	29.3%	481.0	29.1%
Region 2 Individuals	1,165.0	26.7%	911.0	22.0%	468.0	17.1%	297.0	22.2%	270.0	16.3%
Region 3 Individuals	704.0	16.2%	725.0	17.5%	551.0	20.1%	300.0	22.5%	333.0	20.1%
Region 4 Individuals	657.0	15.1%	557.0	13.4%	419.0	15.3%	348.0	26.0%	404.0	24.4%
Region 5 Individuals	815.0	18.7%	914.0	22.0%	661.0	24.2%			166.0	10.0%

UE - Universe Estimates

REGION KEY

Region 1
Region 2
Region 3
Region 4
Region 5

SYDNEY

South West & South West
North
North Shore
City

MELBOURNE

Central & West North
East
South
South East

BRISBANE

North
City North
City South
South
Gold Coast

ADELAIDE

North & Yorke West
East
South

PERTH

North
East
South East
South West
City

Universe Estimates Year 2008 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE %
Total Households	1,580.0	100.0%	1,517.0	100.0%	1,037.0	100.0%	535.0	100.0%	626.0	100.0%	5,295.0	100.0%
1 Person Households	349.7	22.1%	346.8	22.9%	232.1	22.4%	145.6	27.2%	144.0	23.0%	1,218.2	23.0%
2 Person Households	508.8	32.2%	517.9	34.1%	378.2	36.5%	199.3	37.3%	232.3	37.1%	1,836.5	34.7%
3 Person Households	270.9	17.1%	259.3	17.1%	166.0	16.0%	77.4	14.5%	96.9	15.5%	870.5	16.4%
4 Person Households	269.9	17.1%	255.9	16.9%	172.2	16.6%	77.8	14.5%	97.9	15.6%	873.7	16.5%
5+ Person Households	180.7	11.4%	137.1	9.0%	88.5	8.5%	34.9	6.5%	54.9	8.8%	496.1	9.4%
1 TV Households	550.1	34.8%	479.5	31.6%	332.3	32.0%	151.5	28.3%	195.2	31.2%	1,708.6	32.3%
2 TV Households	572.1	36.2%	540.5	35.6%	389.3	37.5%	202.9	37.9%	230.0	36.7%	1,934.8	36.5%
3+ TV Households	457.8	29.0%	497.0	32.8%	315.4	30.4%	180.6	33.8%	200.8	32.1%	1,651.6	31.2%
Free to Air Only Households	1,038.2	65.7%	1,117.3	73.7%	734.6	70.8%	412.3	77.1%	480.8	76.8%	3,783.2	71.4%
STV Households*	541.8	34.3%	399.7	26.3%	302.4	29.2%	122.7	22.9%	145.2	23.2%	1,511.8	28.6%
Grocery Buyers	1,580.0	100.0%	1,517.0	100.0%	1,037.0	100.0%	535.0	100.0%	626.0	100.0%	5,295.0	100.0%
Grocery Buyers Working	815.2	51.6%	764.1	50.4%	569.4	54.9%	269.5	50.4%	327.0	52.2%	2,745.2	51.8%
Grocery Buyers Not Working	764.8	48.4%	752.9	49.6%	467.6	45.1%	265.5	49.6%	299.0	47.8%	2,549.8	48.2%
Grocery Buyers 16-39	500.4	31.7%	466.2	30.7%	324.7	31.3%	145.5	27.2%	184.9	29.5%	1,621.7	30.6%
Grocery Buyers Age 25-54	927.1	58.7%	882.1	58.1%	592.2	57.1%	286.9	53.6%	355.2	56.7%	3,043.5	57.5%
Grocery Buyers Age 40-54	485.1	30.7%	466.9	30.8%	316.7	30.5%	160.1	29.9%	195.0	31.2%	1,623.8	30.7%
Grocery Buyers Age 55-64	252.1	16.0%	247.4	16.3%	180.9	17.4%	92.3	17.3%	110.5	17.7%	883.2	16.7%
Grocery Buyers Age 65+	342.4	21.7%	336.5	22.2%	214.7	20.7%	137.1	25.6%	135.6	21.7%	1,166.3	22.0%

Universe Estimates Year 2008 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE%	UE (000's)	UE %
Grocery Buyers Male	465.7	29.5%	417.4	27.5%	278.1	26.8%	153.2	28.6%	165.1	26.4%	1,479.5	27.9%
Grocery Buyers Female	1,114.3	70.5%	1,099.6	72.5%	758.9	73.2%	381.8	71.4%	460.9	73.6%	3,815.5	72.1%
Grocery Buyers 0 Children	1,049.9	66.4%	1,036.5	68.3%	706.1	68.1%	386.5	72.2%	430.8	68.8%	3,609.8	68.2%
Grocery Buyers 1-2 Children	417.0	26.4%	387.9	25.6%	265.6	25.6%	123.7	23.1%	159.9	25.5%	1,354.1	25.6%
Grocery Buyers 3+ Children	113.1	7.2%	92.6	6.1%	65.3	6.3%	24.8	4.6%	35.3	5.6%	331.1	6.3%
Grocery Buyers Children 0-2	145.0	9.2%	125.3	8.3%	86.4	8.3%	37.7	7.0%	51.0	8.1%	445.4	8.4%
Grocery Buyers Children 0-4	211.1	13.4%	184.9	12.2%	126.8	12.2%	56.4	10.5%	73.2	11.7%	652.4	12.3%
Grocery Buyers Children 0-12	417.4	26.4%	362.8	23.9%	256.9	24.8%	114.4	21.4%	148.5	23.7%	1,300.0	24.6%
Grocery Buyers Children 0-15	484.8	30.7%	430.7	28.4%	303.9	29.3%	132.9	24.8%	177.9	28.4%	1,530.2	28.9%
Grocery Buyers Children 0-17	530.1	33.6%	480.5	31.7%	330.9	31.9%	148.5	27.8%	195.2	31.2%	1,685.2	31.8%
Grocery Buyers Children 5-12	297.6	18.8%	259.8	17.1%	183.1	17.7%	79.6	14.9%	104.9	16.8%	925.0	17.5%
Grocery Buyers Children 5-17	415.1	26.3%	379.9	25.0%	262.8	25.3%	115.6	21.6%	152.8	24.4%	1,326.2	25.0%
Grocery Buyers Children 13-17	208.8	13.2%	196.7	13.0%	135.2	13.0%	58.6	11.0%	78.3	12.5%	677.6	12.8%
GB Dual Income + Children	283.9	18.0%	255.5	16.8%	189.9	18.3%	86.3	16.1%	107.8	17.2%	923.4	17.4%
GB Dual Income No Children	351.7	22.3%	333.6	22.0%	246.5	23.8%	112.0	20.9%	143.9	23.0%	1,187.7	22.4%
Region 1 Households	356.0	22.5%	405.0	26.7%	238.0	23.0%	147.0	27.5%	179.0	28.6%		
Region 2 Households	381.0	24.1%	308.0	20.3%	186.0	17.9%	130.0	24.3%	97.0	15.5%		
Region 3 Households	256.0	16.2%	252.0	16.6%	214.0	20.6%	119.0	22.2%	127.0	20.3%		
Region 4 Households	255.0	16.1%	216.0	14.2%	145.0	14.0%	139.0	26.0%	153.0	24.4%		
Region 5 Households	332.0	21.0%	336.0	22.1%	254.0	24.5%			70.0	11.2%		

UE - Universe Estimates *STV Penetration estimate as at 30 December, 2007

REGION KEY

Region 1
Region 2
Region 3
Region 4
Region 5

SYDNEY

South West & South
West
North
North Shore
City

MELBOURNE

Central & West
North
East
South
South East

BRISBANE

North
City North
City South
South
Gold Coast

ADELAIDE

North & Yorke
West
East
South

PERTH

North
East
South East
South West
City

Approximate Sample Size Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	1,898.6	100.0%	1,735.4	100.0%	1,460.3	100.0%	1,067.6	100.0%	1,129.5	100.0%	7,291.4	100.0%
People 2+	1,853.7	97.6%	1,699.1	97.9%	1,427.7	97.8%	1,044.8	97.9%	1,104.9	97.8%	7,130.2	97.8%
Children 0-4	121.4	6.4%	105.7	6.1%	90.3	6.2%	57.9	5.4%	65.9	5.8%	441.1	6.0%
Children 2-9	192.2	10.1%	171.5	9.9%	148.4	10.2%	95.1	8.9%	110.2	9.8%	717.4	9.8%
Children 5-12	187.2	9.9%	167.9	9.7%	150.5	10.3%	100.4	9.4%	113.9	10.1%	720.0	9.9%
Children 10-17	193.0	10.2%	176.5	10.2%	159.2	10.9%	108.4	10.1%	122.8	10.9%	759.8	10.4%
Children 13-17	121.4	6.4%	110.7	6.4%	99.5	6.8%	67.8	6.4%	77.7	6.9%	477.2	6.5%
Children 0-17	430.1	22.7%	384.3	22.1%	340.3	23.3%	226.2	21.2%	257.5	22.8%	1,638.3	22.5%
Total Males	944.6	49.8%	857.5	49.4%	727.5	49.8%	527.2	49.4%	563.5	49.9%	3,620.4	49.7%
Male 0-4	62.4	3.3%	54.5	3.1%	46.4	3.2%	29.2	2.7%	34.2	3.0%	226.8	3.1%
Male 5-9	59.5	3.1%	52.1	3.0%	46.6	3.2%	30.7	2.9%	35.2	3.1%	224.2	3.1%
Male 10-12	36.7	1.9%	33.9	2.0%	30.6	2.1%	20.9	2.0%	22.9	2.0%	145.0	2.0%
Male 13-15	37.1	2.0%	33.9	2.0%	30.5	2.1%	20.6	1.9%	23.5	2.1%	145.6	2.0%
Male 16-17	25.2	1.3%	22.8	1.3%	20.4	1.4%	14.1	1.3%	16.5	1.5%	99.0	1.4%
Male 18-24	98.7	5.2%	89.2	5.1%	77.9	5.3%	54.3	5.1%	61.2	5.4%	381.2	5.2%
Male 25-29	71.7	3.8%	63.5	3.7%	51.5	3.5%	35.1	3.3%	38.4	3.4%	260.1	3.6%
Male 30-34	76.4	4.0%	63.9	3.7%	54.0	3.7%	33.6	3.2%	39.3	3.5%	267.1	3.7%
Male 35-39	70.9	3.7%	66.6	3.8%	53.2	3.6%	37.0	3.5%	41.9	3.7%	269.6	3.7%
Male 40-44	70.9	3.7%	64.2	3.7%	52.7	3.6%	37.8	3.5%	41.0	3.6%	266.7	3.7%
Male 45-49	67.7	3.6%	62.4	3.6%	51.7	3.5%	40.0	3.7%	41.8	3.7%	263.6	3.6%
Male 50-54	59.1	3.1%	54.2	3.1%	45.7	3.1%	35.0	3.3%	37.2	3.3%	231.2	3.2%
Male 55-59	58.1	3.1%	52.9	3.0%	46.8	3.2%	37.0	3.5%	37.4	3.3%	232.2	3.2%
Male 60-64	45.0	2.4%	41.0	2.4%	37.0	2.5%	28.2	2.6%	28.3	2.5%	179.5	2.5%
Male 65+	105.1	5.5%	102.5	5.9%	82.5	5.6%	73.9	6.9%	64.5	5.7%	428.5	5.9%

Approximate sample size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in a city's panel and assuming intab 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 Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	954.0	50.2%	877.9	50.6%	732.8	50.2%	540.3	50.6%	566.0	50.1%	3,671.0	50.3%
Female 0-4	58.9	3.1%	51.2	2.9%	43.8	3.0%	28.8	2.7%	31.7	2.8%	214.3	2.9%
Female 5-9	56.2	3.0%	50.0	2.9%	44.1	3.0%	29.2	2.7%	33.6	3.0%	213.2	2.9%
Female 10-12	34.8	1.8%	31.9	1.8%	29.1	2.0%	19.7	1.8%	22.1	2.0%	137.6	1.9%
Female 13-15	35.3	1.9%	32.2	1.9%	29.1	2.0%	19.7	1.8%	22.0	1.9%	138.4	1.9%
Female 16-17	23.9	1.3%	21.7	1.3%	19.4	1.3%	13.4	1.3%	15.7	1.4%	94.2	1.3%
Female 18-24	95.2	5.0%	85.6	4.9%	73.3	5.0%	51.2	4.8%	57.2	5.1%	362.5	5.0%
Female 25-29	69.7	3.7%	61.9	3.6%	48.3	3.3%	31.5	2.9%	37.4	3.3%	248.8	3.4%
Female 30-34	76.5	4.0%	65.3	3.8%	53.3	3.7%	32.4	3.0%	38.5	3.4%	266.0	3.6%
Female 35-39	70.1	3.7%	68.1	3.9%	54.4	3.7%	36.8	3.4%	41.3	3.7%	270.6	3.7%
Female 40-44	70.1	3.7%	64.5	3.7%	54.5	3.7%	38.2	3.6%	41.4	3.7%	268.8	3.7%
Female 45-49	68.0	3.6%	63.9	3.7%	53.1	3.6%	41.6	3.9%	42.1	3.7%	268.6	3.7%
Female 50-54	60.6	3.2%	56.3	3.2%	47.5	3.3%	36.3	3.4%	39.7	3.5%	240.4	3.3%
Female 55-59	59.0	3.1%	56.4	3.3%	48.3	3.3%	38.2	3.6%	38.2	3.4%	240.0	3.3%
Female 60-64	44.3	2.3%	41.4	2.4%	36.8	2.5%	29.2	2.7%	27.6	2.4%	179.3	2.5%
Female 65+	131.5	6.9%	127.4	7.3%	97.7	6.7%	94.1	8.8%	77.6	6.9%	528.3	7.2%
Working 16+	867.6	45.7%	791.6	45.6%	698.1	47.8%	492.9	46.2%	547.4	48.5%	3,397.6	46.6%
Not Working 16+	650.0	34.2%	604.1	34.8%	461.8	31.6%	375.9	35.2%	356.9	31.6%	2,448.7	33.6%

Approximate sample size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in a city's panel and assuming intab 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 Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	364.4	19.2%	301.9	17.4%	234.3	16.0%	172.1	16.1%	192.7	17.1%	1,265.5	17.4%
Occupation Group 1 16-39	170.5	9.0%	132.8	7.7%	107.5	7.4%	67.0	6.3%	83.1	7.4%	560.9	7.7%
Occupation Group 1 40-54	138.1	7.3%	117.5	6.8%	91.6	6.3%	71.2	6.7%	75.6	6.7%	494.0	6.8%
Occupation Group 1 55+	55.8	2.9%	51.7	3.0%	35.2	2.4%	33.9	3.2%	34.0	3.0%	210.6	2.9%
Occupation Group 2	305.2	16.1%	280.0	16.1%	269.0	18.4%	190.5	17.8%	194.9	17.3%	1,239.6	17.0%
Occupation Group 2 16-39	159.9	8.4%	150.9	8.7%	135.4	9.3%	95.4	8.9%	94.3	8.3%	635.9	8.7%
Occupation Group 2 40-54	100.6	5.3%	95.0	5.5%	95.5	6.5%	69.5	6.5%	69.9	6.2%	430.5	5.9%
Occupation Group 2 55+	44.6	2.4%	34.2	2.0%	38.1	2.6%	25.6	2.4%	30.7	2.7%	173.2	2.4%
Occupation Group 3	98.3	5.2%	106.1	6.1%	99.2	6.8%	62.8	5.9%	81.4	7.2%	447.8	6.1%
Occupation Group 3 16-39	55.1	2.9%	60.5	3.5%	59.2	4.1%	33.9	3.2%	46.6	4.1%	255.4	3.5%
Occupation Group 3 40-54	30.6	1.6%	32.2	1.9%	29.4	2.0%	18.8	1.8%	24.9	2.2%	135.9	1.9%
Occupation Group 3 55+	12.5	0.7%	13.3	0.8%	10.6	0.7%	10.1	1.0%	9.9	0.9%	56.5	0.8%
Occupation Group 4	39.1	2.1%	39.9	2.3%	33.8	2.3%	24.1	2.3%	32.8	2.9%	169.8	2.3%
Occupation Group 4 16-39	14.7	0.8%	14.3	0.8%	12.3	0.8%	11.1	1.0%	15.7	1.4%	68.1	0.9%
Occupation Group 4 40-54	17.9	0.9%	17.9	1.0%	13.9	1.0%	9.1	0.9%	10.7	0.9%	69.4	1.0%
Occupation Group 4 55+	6.6	0.3%	7.7	0.4%	7.6	0.5%	3.9	0.4%	6.4	0.6%	32.3	0.4%
Occupation Group 5	60.7	3.2%	63.6	3.7%	61.8	4.2%	43.4	4.1%	45.5	4.0%	275.0	3.8%
Occupation Group 5 16-39	29.6	1.6%	30.4	1.7%	31.0	2.1%	22.1	2.1%	22.4	2.0%	135.4	1.9%
Occupation Group 5 40-54	20.7	1.1%	21.9	1.3%	21.1	1.4%	14.9	1.4%	16.8	1.5%	95.4	1.3%
Occupation Group 5 55+	10.3	0.5%	11.3	0.7%	9.7	0.7%	6.4	0.6%	6.4	0.6%	44.1	0.6%
Persons in 1 Person Household	152.4	8.0%	145.1	8.4%	123.9	8.5%	116.3	10.9%	98.3	8.7%	636.0	8.7%
Persons in 2 Person Households	443.4	23.4%	433.2	25.0%	403.7	27.6%	318.5	29.8%	317.3	28.1%	1,916.2	26.3%
Persons in 3 Person Households	354.1	18.7%	325.4	18.7%	265.8	18.2%	185.5	17.4%	198.5	17.6%	1,329.4	18.2%
Persons in 4 Person Households	470.4	24.8%	428.1	24.7%	367.6	25.2%	248.7	23.3%	267.4	23.7%	1,782.3	24.4%
Persons in 5+ Person Households	478.2	25.2%	403.6	23.3%	299.3	20.5%	198.5	18.6%	248.0	22.0%	1,627.5	22.3%

Approximate sample size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in a city's panel and assuming intab 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 Year 2008 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Persons in 1 TV Household	514.2	27.1%	403.2	23.2%	345.2	23.6%	222.9	20.9%	258.0	22.8%	1,743.5	23.9%
Persons in 2 TV Households	657.4	34.6%	587.7	33.9%	527.0	36.1%	365.8	34.3%	398.2	35.3%	2,536.1	34.8%
Persons in 3+ TV Households	727.0	38.3%	744.5	42.9%	588.1	40.3%	478.9	44.9%	473.3	41.9%	3,011.8	41.3%

Region 1 Individuals	442.7	23.3%	435.8	25.1%	340.0	23.3%	312.4	29.3%	328.5	29.1%
Region 2 Individuals	507.7	26.7%	381.0	22.0%	249.8	17.1%	237.3	22.2%	184.4	16.3%
Region 3 Individuals	306.8	16.2%	303.2	17.5%	294.1	20.1%	239.7	22.5%	227.4	20.1%
Region 4 Individuals	286.3	15.1%	233.0	13.4%	223.6	15.3%	278.1	26.0%	275.9	24.4%
Region 5 Individuals	355.1	18.7%	382.3	22.0%	352.8	24.2%			113.4	10.0%

Approximate sample size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in a city's panel and assuming intab 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).

REGION KEY

Region 1
Region 2
Region 3
Region 4
Region 5

SYDNEY

South West & South
West
North
North Shore
City

MELBOURNE

Central & West
North
East
South
South East

BRISBANE

North
City North
City South
South
Gold Coast

ADELAIDE

North & Yorke
West
East
South

PERTH

North
East
South East
South West
City

Approximate Sample Size Year 2008 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	688.5	100.0%	634.5	100.0%	553.5	100.0%	427.5	100.0%	427.5	100.0%	2,731.5	100.0%
1 Person Households	152.4	22.1%	145.1	22.9%	123.9	22.4%	116.3	27.2%	98.3	23.0%	636.0	23.3%
2 Person Households	221.7	32.2%	216.6	34.1%	201.9	36.5%	159.3	37.3%	158.6	37.1%	958.1	35.1%
3 Person Households	118.0	17.1%	108.5	17.1%	88.6	16.0%	61.8	14.5%	66.2	15.5%	443.1	16.2%
4 Person Households	117.6	17.1%	107.0	16.9%	91.9	16.6%	62.2	14.5%	66.9	15.6%	445.6	16.3%
5+ Person Households	78.7	11.4%	57.3	9.0%	47.2	8.5%	27.9	6.5%	37.5	8.8%	248.7	9.1%
1 TV Households	239.7	34.8%	200.6	31.6%	177.4	32.0%	121.1	28.3%	133.3	31.2%	872.0	31.9%
2 TV Households	249.3	36.2%	226.1	35.6%	207.8	37.5%	162.1	37.9%	157.1	36.7%	1,002.4	36.7%
3+ TV Households	199.5	29.0%	207.9	32.8%	168.3	30.4%	144.3	33.8%	137.1	32.1%	857.1	31.4%
Free to Air Only Households	452.4	65.7%	467.3	73.7%	392.1	70.8%	329.5	77.1%	328.3	76.8%	1,969.6	72.1%
STV Households*	236.1	34.3%	167.2	26.3%	161.4	29.2%	98.0	22.9%	99.2	23.2%	761.9	27.9%
Grocery Buyers	688.5	100.0%	634.5	100.0%	553.5	100.0%	427.5	100.0%	427.5	100.0%	2,731.5	100.0%
Grocery Buyers Working	355.2	51.6%	319.6	50.4%	303.9	54.9%	215.3	50.4%	223.3	52.2%	1,417.4	51.9%
Grocery Buyers Not Working	333.3	48.4%	314.9	49.6%	249.6	45.1%	212.2	49.6%	204.2	47.8%	1,314.1	48.1%
Grocery Buyers 16-39	218.1	31.7%	195.0	30.7%	173.3	31.3%	116.3	27.2%	126.3	29.5%	828.9	30.3%
Grocery Buyers Age 25-54	404.0	58.7%	368.9	58.1%	316.1	57.1%	229.3	53.6%	242.6	56.7%	1,560.8	57.1%
Grocery Buyers Age 40-54	211.4	30.7%	195.3	30.8%	169.0	30.5%	127.9	29.9%	133.2	31.2%	836.8	30.6%
Grocery Buyers Age 55-64	109.9	16.0%	103.5	16.3%	96.6	17.4%	73.8	17.3%	75.5	17.7%	459.1	16.8%
Grocery Buyers Age 65+	149.2	21.7%	140.7	22.2%	114.6	20.7%	109.6	25.6%	92.6	21.7%	606.7	22.2%

Approximate sample size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in a city's panel and assuming intab 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 Year 2008 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	202.9	29.5%	174.6	27.5%	148.4	26.8%	122.4	28.6%	112.7	26.4%	761.1	27.9%
Grocery Buyers Female	485.6	70.5%	459.9	72.5%	405.1	73.2%	305.1	71.4%	314.8	73.6%	1,970.4	72.1%
Grocery Buyers 0 Children	457.5	66.4%	433.5	68.3%	376.9	68.1%	308.8	72.2%	294.2	68.8%	1,870.9	68.5%
Grocery Buyers 1-2 Children	181.7	26.4%	162.2	25.6%	141.8	25.6%	98.8	23.1%	109.2	25.5%	693.8	25.4%
Grocery Buyers 3+ Children	49.3	7.2%	38.7	6.1%	34.9	6.3%	19.8	4.6%	24.1	5.6%	166.8	6.1%
Grocery Buyers Children 0-2	63.2	9.2%	52.4	8.3%	46.1	8.3%	30.1	7.0%	34.8	8.1%	226.7	8.3%
Grocery Buyers Children 0-4	92.0	13.4%	77.3	12.2%	67.7	12.2%	45.1	10.5%	50.0	11.7%	332.1	12.2%
Grocery Buyers Children 0-12	181.9	26.4%	151.7	23.9%	137.1	24.8%	91.4	21.4%	101.4	23.7%	663.6	24.3%
Grocery Buyers Children 0-15	211.3	30.7%	180.1	28.4%	162.2	29.3%	106.2	24.8%	121.5	28.4%	781.3	28.6%
Grocery Buyers Children 0-17	231.0	33.6%	201.0	31.7%	176.6	31.9%	118.7	27.8%	133.3	31.2%	860.6	31.5%
Grocery Buyers Children 5-12	129.7	18.8%	108.7	17.1%	97.7	17.7%	63.6	14.9%	71.6	16.8%	471.3	17.3%
Grocery Buyers Children 5-17	180.9	26.3%	158.9	25.0%	140.3	25.3%	92.4	21.6%	104.3	24.4%	676.8	24.8%
Grocery Buyers Children 13-17	91.0	13.2%	82.3	13.0%	72.2	13.0%	46.8	11.0%	53.5	12.5%	345.7	12.7%
GB Dual Income + Children	123.7	18.0%	106.9	16.8%	101.4	18.3%	69.0	16.1%	73.6	17.2%	474.5	17.4%
GB Dual Income No Children	153.3	22.3%	139.5	22.0%	131.6	23.8%	89.5	20.9%	98.3	23.0%	612.1	22.4%
Region 1 Households	155.1	22.5%	169.4	26.7%	127.0	23.0%	117.5	27.5%	122.2	28.6%		
Region 2 Households	166.0	24.1%	128.8	20.3%	99.3	17.9%	103.9	24.3%	66.2	15.5%		
Region 3 Households	111.6	16.2%	105.4	16.6%	114.2	20.6%	95.1	22.2%	86.7	20.3%		
Region 4 Households	111.1	16.1%	90.3	14.2%	77.4	14.0%	111.1	26.0%	104.5	24.4%		
Region 5 Households	144.7	21.0%	140.5	22.1%	135.6	24.5%			47.8	11.2%		

Approximate sample size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in a city's panel and assuming intab 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).

* - STV Penetration estimate as at 30 December, 2007

REGION KEY

Region 1
Region 2
Region 3
Region 4
Region 5

SYDNEY

South West & South
West
North
North Shore
City

MELBOURNE

Central & West
North
East
South
South East

BRISBANE

North
City North
City South
South
Gold Coast

ADELAIDE

North & Yorke
West
East
South

PERTH

North
East
South East
South West
City