

Universe Estimates Year 2009 - 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	4,423.0	100.0%	4,262.0	100.0%	2,797.0	100.0%	1,363.0	100.0%	1,711.0	100.0%	14,556.0	100.0%

People 2+	4,326.0	97.8%	4,163.9	97.7%	2,734.2	97.8%	1,336.6	98.1%	1,675.0	97.9%	14,235.7	97.8%
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Children 0-4	283.4	6.4%	265.6	6.2%	176.7	6.3%	75.8	5.6%	104.3	6.1%	905.8	6.2%
Children 2-9	455.1	10.3%	419.2	9.8%	288.9	10.3%	126.2	9.3%	171.9	10.0%	1,461.3	10.0%
Children 5-12	433.1	9.8%	409.8	9.6%	286.3	10.2%	127.2	9.3%	171.1	10.0%	1,427.5	9.8%
Children 10-17	447.3	10.1%	430.6	10.1%	302.3	10.8%	137.8	10.1%	185.1	10.8%	1,503.1	10.3%
Children 13-17	282.9	6.4%	272.5	6.4%	191.0	6.8%	87.4	6.4%	117.6	6.9%	951.4	6.5%
Children 0-17	999.4	22.6%	947.9	22.2%	654.0	23.4%	290.4	21.3%	393.0	23.0%	3,284.7	22.6%

Total Males	2,192.6	49.6%	2,105.7	49.4%	1,388.9	49.7%	670.8	49.2%	855.2	50.0%	7,213.2	49.6%
Male 0-4	146.2	3.3%	136.5	3.2%	90.9	3.2%	38.3	2.8%	53.9	3.2%	465.8	3.2%
Male 5-9	138.1	3.1%	128.6	3.0%	90.0	3.2%	39.3	2.9%	53.1	3.1%	449.1	3.1%
Male 10-12	84.3	1.9%	81.0	1.9%	57.0	2.0%	26.1	1.9%	34.8	2.0%	283.2	1.9%
Male 13-15	85.6	1.9%	83.6	2.0%	58.1	2.1%	26.1	1.9%	35.4	2.1%	288.8	2.0%
Male 16-17	59.4	1.3%	56.6	1.3%	39.8	1.4%	18.4	1.3%	25.0	1.5%	199.2	1.4%
Male 18-24	227.1	5.1%	220.5	5.2%	147.7	5.3%	69.3	5.1%	92.9	5.4%	757.5	5.2%
Male 25-29	172.7	3.9%	160.4	3.8%	101.9	3.6%	45.1	3.3%	60.9	3.6%	541.0	3.7%
Male 30-34	171.5	3.9%	153.8	3.6%	98.8	3.5%	42.2	3.1%	57.8	3.4%	524.1	3.6%
Male 35-39	169.8	3.8%	166.6	3.9%	104.5	3.7%	47.9	3.5%	65.0	3.8%	553.8	3.8%
Male 40-44	159.9	3.6%	153.7	3.6%	98.6	3.5%	47.5	3.5%	61.6	3.6%	521.3	3.6%
Male 45-49	157.8	3.6%	151.7	3.6%	98.4	3.5%	49.8	3.7%	62.7	3.7%	520.4	3.6%
Male 50-54	137.8	3.1%	134.0	3.1%	86.8	3.1%	45.0	3.3%	55.9	3.3%	459.5	3.2%
Male 55-59	126.9	2.9%	121.8	2.9%	83.9	3.0%	43.8	3.2%	53.3	3.1%	429.7	3.0%
Male 60-64	109.3	2.5%	105.5	2.5%	74.0	2.6%	38.2	2.8%	45.1	2.6%	372.1	2.6%
Male 65+	246.2	5.6%	251.4	5.9%	158.5	5.7%	93.8	6.9%	97.8	5.7%	847.7	5.8%

UE - Universe Estimates

Universe Estimates Year 2009 - 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	2,230.4	50.4%	2,156.3	50.6%	1,408.1	50.3%	692.2	50.8%	855.8	50.0%	7,342.8	50.4%
Female 0-4	137.2	3.1%	129.1	3.0%	85.8	3.1%	37.5	2.8%	50.4	2.9%	440.0	3.0%
Female 5-9	130.6	3.0%	123.1	2.9%	85.0	3.0%	37.5	2.8%	50.5	3.0%	426.7	2.9%
Female 10-12	80.1	1.8%	77.1	1.8%	54.3	1.9%	24.3	1.8%	32.7	1.9%	268.5	1.8%
Female 13-15	81.9	1.9%	78.3	1.8%	55.3	2.0%	25.3	1.9%	33.4	2.0%	274.2	1.9%
Female 16-17	56.0	1.3%	54.0	1.3%	37.8	1.4%	17.6	1.3%	23.8	1.4%	189.2	1.3%
Female 18-24	221.4	5.0%	213.3	5.0%	142.8	5.1%	66.3	4.9%	87.0	5.1%	730.8	5.0%
Female 25-29	169.9	3.8%	156.3	3.7%	96.5	3.5%	41.8	3.1%	57.8	3.4%	522.3	3.6%
Female 30-34	172.9	3.9%	154.8	3.6%	98.5	3.5%	41.3	3.0%	56.6	3.3%	524.1	3.6%
Female 35-39	171.3	3.9%	170.6	4.0%	107.3	3.8%	47.9	3.5%	63.5	3.7%	560.6	3.9%
Female 40-44	159.1	3.6%	156.0	3.7%	101.3	3.6%	47.9	3.5%	61.8	3.6%	526.1	3.6%
Female 45-49	160.2	3.6%	155.4	3.6%	102.3	3.7%	51.7	3.8%	62.9	3.7%	532.5	3.7%
Female 50-54	142.7	3.2%	138.9	3.3%	91.3	3.3%	47.3	3.5%	59.2	3.5%	479.4	3.3%
Female 55-59	131.0	3.0%	129.7	3.0%	87.6	3.1%	46.2	3.4%	54.7	3.2%	449.2	3.1%
Female 60-64	109.8	2.5%	108.7	2.6%	74.7	2.7%	40.2	2.9%	44.1	2.6%	377.5	2.6%
Female 65+	306.3	6.9%	311.0	7.3%	187.6	6.7%	119.4	8.8%	117.4	6.9%	1,041.7	7.2%

Working 16+	1,963.7	44.4%	1,904.2	44.7%	1,310.1	46.8%	614.0	45.0%	802.7	46.9%	6,594.7	45.3%
Not Working 16+	1,575.3	35.6%	1,520.5	35.7%	910.5	32.6%	494.6	36.3%	564.1	33.0%	5,065.0	34.8%

UE - Universe Estimates

Universe Estimates Year 2009 - 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	857.2	19.4%	777.3	18.2%	489.8	17.5%	215.3	15.8%	292.8	17.1%	2,632.4	18.1%
Occupation Group 1 16-39	394.8	8.9%	352.7	8.3%	223.5	8.0%	87.7	6.4%	128.0	7.5%	1,186.7	8.2%
Occupation Group 1 40-54	319.2	7.2%	290.0	6.8%	183.0	6.5%	83.3	6.1%	114.2	6.7%	989.7	6.8%
Occupation Group 1 55+	143.2	3.2%	134.6	3.2%	83.3	3.0%	44.3	3.3%	50.6	3.0%	456.0	3.1%
Occupation Group 2	589.7	13.3%	606.6	14.2%	436.5	15.6%	209.9	15.4%	282.7	16.5%	2,125.4	14.6%
Occupation Group 2 16-39	294.8	6.7%	303.7	7.1%	229.0	8.2%	99.1	7.3%	138.8	8.1%	1,065.4	7.3%
Occupation Group 2 40-54	208.8	4.7%	216.4	5.1%	151.2	5.4%	78.0	5.7%	99.3	5.8%	753.7	5.2%
Occupation Group 2 55+	86.1	1.9%	86.5	2.0%	56.3	2.0%	32.8	2.4%	44.6	2.6%	306.3	2.1%
Occupation Group 3	300.6	6.8%	298.4	7.0%	207.5	7.4%	91.8	6.7%	120.7	7.1%	1,019.0	7.0%
Occupation Group 3 16-39	184.8	4.2%	173.8	4.1%	120.5	4.3%	50.6	3.7%	70.5	4.1%	600.2	4.1%
Occupation Group 3 40-54	76.8	1.7%	93.3	2.2%	59.4	2.1%	30.4	2.2%	34.7	2.0%	294.6	2.0%
Occupation Group 3 55+	39.0	0.9%	31.3	0.7%	27.6	1.0%	10.8	0.8%	15.5	0.9%	124.2	0.9%
Occupation Group 4	84.8	1.9%	88.9	2.1%	62.9	2.2%	36.2	2.7%	44.3	2.6%	317.1	2.2%
Occupation Group 4 16-39	33.3	0.8%	37.2	0.9%	24.5	0.9%	13.7	1.0%	17.0	1.0%	125.7	0.9%
Occupation Group 4 40-54	35.0	0.8%	33.6	0.8%	21.8	0.8%	14.4	1.1%	18.2	1.1%	123.0	0.8%
Occupation Group 4 55+	16.5	0.4%	18.1	0.4%	16.6	0.6%	8.1	0.6%	9.1	0.5%	68.4	0.5%
Occupation Group 5	131.4	3.0%	133.0	3.1%	113.4	4.1%	60.8	4.5%	62.2	3.6%	500.8	3.4%
Occupation Group 5 16-39	63.6	1.4%	63.6	1.5%	58.0	2.1%	29.3	2.1%	32.3	1.9%	246.8	1.7%
Occupation Group 5 40-54	49.0	1.1%	42.7	1.0%	40.2	1.4%	20.9	1.5%	20.8	1.2%	173.6	1.2%
Occupation Group 5 55+	18.8	0.4%	26.7	0.6%	15.2	0.5%	10.6	0.8%	9.1	0.5%	80.4	0.6%
Persons in 1 Person Household	349.5	7.9%	340.3	8.0%	249.8	8.9%	147.8	10.8%	152.1	8.9%	1,239.5	8.5%
Persons in 2 Person Households	1,042.6	23.6%	1,064.0	25.0%	770.6	27.6%	394.6	29.0%	491.8	28.7%	3,763.6	25.9%
Persons in 3 Person Households	774.9	17.5%	817.5	19.2%	525.0	18.8%	243.0	17.8%	284.4	16.6%	2,644.8	18.2%
Persons in 4 Person Households	1,123.2	25.4%	1,109.2	26.0%	690.4	24.7%	326.4	23.9%	425.6	24.9%	3,674.8	25.2%
Persons in 5+ Person Households	1,132.8	25.6%	931.0	21.8%	561.2	20.1%	251.2	18.4%	357.1	20.9%	3,233.3	22.2%

UE - Universe Estimates

Universe Estimates Year 2009 - 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	1,215.4	27.5%	1,058.9	24.8%	681.2	24.4%	319.2	23.4%	423.4	24.7%	3,698.1	25.4%
Persons in 2 TV Households	1,519.0	34.3%	1,428.3	33.5%	1,009.1	36.1%	460.9	33.8%	608.8	35.6%	5,026.1	34.5%
Persons in 3+ TV Households	1,688.6	38.2%	1,774.8	41.6%	1,106.7	39.6%	582.9	42.8%	678.8	39.7%	5,831.8	40.1%

	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	1,022.0	23.1%	1,075.0	25.2%	652.0	23.3%	396.0	29.1%	500.0	29.2%
Region 2 Individuals	1,185.0	26.8%	927.0	21.8%	472.0	16.9%	305.0	22.4%	282.0	16.5%
Region 3 Individuals	704.0	15.9%	741.0	17.4%	557.0	19.9%	310.0	22.7%	345.0	20.2%
Region 4 Individuals	657.0	14.9%	587.0	13.8%	428.0	15.3%	352.0	25.8%	414.0	24.2%
Region 5 Individuals	855.0	19.3%	932.0	21.9%	688.0	24.6%			170.0	9.9%

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 2009 - 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	1,600.0	100.0%	1,555.0	100.0%	1,070.0	100.0%	544.0	100.0%	654.0	100.0%	5,423.0	100.0%
1 Person Households	349.5	21.8%	340.3	21.9%	249.8	23.3%	147.8	27.2%	152.1	23.3%	1,239.5	22.9%
2 Person Households	521.3	32.6%	532.0	34.2%	385.3	36.0%	197.3	36.3%	245.9	37.6%	1,881.8	34.7%
3 Person Households	258.3	16.1%	272.5	17.5%	175.0	16.4%	81.0	14.9%	94.8	14.5%	881.6	16.3%
4 Person Households	280.8	17.6%	277.3	17.8%	172.6	16.1%	81.6	15.0%	106.4	16.3%	918.7	16.9%
5+ Person Households	190.1	11.9%	132.9	8.5%	87.3	8.2%	36.3	6.7%	54.8	8.4%	501.4	9.2%
1 TV Households	552.4	34.5%	488.1	31.4%	330.5	30.9%	156.4	28.8%	206.2	31.5%	1,733.6	32.0%
2 TV Households	569.0	35.6%	553.6	35.6%	409.7	38.3%	208.0	38.2%	249.9	38.2%	1,990.2	36.7%
3+ TV Households	478.6	29.9%	513.3	33.0%	329.8	30.8%	179.6	33.0%	197.9	30.3%	1,699.2	31.3%
Households receiving FTA channels	1,600.0	100.0%	1,555.0	100.0%	1,070.0	100.0%	544.0	100.0%	654.0	100.0%	5,423.0	100.0%
Households receiving STV channels*	583.9	36.5%	452.3	29.1%	331.0	30.9%	129.0	23.7%	172.2	26.3%	1,668.4	30.8%
Grocery Buyers	1,600.0	100.0%	1,555.0	100.0%	1,070.0	100.0%	544.0	100.0%	654.0	100.0%	5,423.0	100.0%
Grocery Buyers Working	827.6	51.7%	807.7	51.9%	586.7	54.8%	270.2	49.7%	342.5	52.4%	2,834.7	52.3%
Grocery Buyers Not Working	772.4	48.3%	747.3	48.1%	483.3	45.2%	273.8	50.3%	311.5	47.6%	2,588.3	47.7%
Grocery Buyers Age 18-39	506.9	31.7%	475.2	30.6%	340.1	31.8%	147.6	27.1%	196.7	30.1%	1,666.5	30.7%
Grocery Buyers Age 25-54	942.4	58.9%	898.9	57.8%	616.6	57.6%	287.5	52.8%	376.6	57.6%	3,122.0	57.6%
Grocery Buyers Age 40-54	493.3	30.8%	472.4	30.4%	328.4	30.7%	159.2	29.3%	207.9	31.8%	1,661.2	30.6%
Grocery Buyers Age 55-64	262.5	16.4%	264.8	17.0%	188.6	17.6%	98.5	18.1%	112.9	17.3%	927.3	17.1%
Grocery Buyers Age 65+	337.3	21.1%	342.6	22.0%	212.9	19.9%	138.7	25.5%	136.5	20.9%	1,168.0	21.5%
Grocery Buyers Male	475.4	29.7%	454.2	29.2%	319.4	29.9%	152.6	28.1%	171.9	26.3%	1,573.5	29.0%
Grocery Buyers Female	1,124.6	70.3%	1,100.8	70.8%	750.6	70.1%	391.4	71.9%	482.1	73.7%	3,849.5	71.0%

* STV penetration estimates as at 28 December, 2008

Universe Estimates Year 2009 - 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 0 Children	1,079.3	67.5%	1,075.3	69.2%	734.4	68.6%	393.7	72.4%	450.8	68.9%	3,733.5	68.8%
Grocery Buyers 1-2 Children	414.6	25.9%	398.0	25.6%	270.1	25.2%	126.5	23.3%	166.7	25.5%	1,375.9	25.4%
Grocery Buyers 3+ Children	106.1	6.6%	81.7	5.3%	65.5	6.1%	23.8	4.4%	36.5	5.6%	313.6	5.8%
Grocery Buyers Children 0-2	141.5	8.8%	128.2	8.2%	88.2	8.2%	35.2	6.5%	53.0	8.1%	446.1	8.2%
Grocery Buyers Children 0-4	209.2	13.1%	190.5	12.3%	125.0	11.7%	55.4	10.2%	76.9	11.8%	657.0	12.1%
Grocery Buyers Children 0-12	407.4	25.5%	364.3	23.4%	251.3	23.5%	117.5	21.6%	157.7	24.1%	1,298.2	23.9%
Grocery Buyers Children 0-15	474.6	29.7%	431.2	27.7%	296.8	27.7%	137.8	25.3%	184.6	28.2%	1,525.0	28.1%
Grocery Buyers Children 0-17	520.7	32.5%	479.7	30.8%	335.6	31.4%	150.3	27.6%	203.2	31.1%	1,689.5	31.2%
Grocery Buyers Children 5-12	286.6	17.9%	251.2	16.2%	178.9	16.7%	86.8	16.0%	112.4	17.2%	915.9	16.9%
Grocery Buyers Children 5-17	404.8	25.3%	372.2	23.9%	261.3	24.4%	121.6	22.4%	159.4	24.4%	1,319.3	24.3%
Grocery Buyers Children 13-17	200.0	12.5%	189.7	12.2%	127.5	11.9%	59.2	10.9%	77.4	11.8%	653.8	12.1%
Region 1 Households	357.0	22.3%	417.0	26.8%	246.0	23.0%	148.0	27.2%	188.0	28.7%		
Region 2 Households	385.0	24.1%	312.0	20.1%	189.0	17.7%	133.0	24.4%	102.0	15.6%		
Region 3 Households	256.0	16.0%	257.0	16.5%	218.0	20.4%	123.0	22.6%	133.0	20.3%		
Region 4 Households	255.0	15.9%	227.0	14.6%	150.0	14.0%	140.0	25.7%	159.0	24.3%		
Region 5 Households	347.0	21.7%	342.0	22.0%	267.0	25.0%			72.0	11.0%		

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 2009 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	1,903.3	100.0%	1,739.1	100.0%	1,446.9	100.0%	1,071.1	100.0%	1,118.4	100.0%	7,278.7	100.0%
People 2+	1,861.5	97.8%	1,699.0	97.7%	1,414.4	97.8%	1,050.4	98.1%	1,094.9	97.9%	7,120.2	97.8%
Children 0-4	122.0	6.4%	108.4	6.2%	91.4	6.3%	59.6	5.6%	68.2	6.1%	449.5	6.2%
Children 2-9	195.8	10.3%	171.0	9.8%	149.4	10.3%	99.2	9.3%	112.4	10.0%	727.9	10.0%
Children 5-12	186.4	9.8%	167.2	9.6%	148.1	10.2%	100.0	9.3%	111.8	10.0%	713.5	9.8%
Children 10-17	192.5	10.1%	175.7	10.1%	156.4	10.8%	108.3	10.1%	121.0	10.8%	753.8	10.4%
Children 13-17	121.7	6.4%	111.2	6.4%	98.8	6.8%	68.7	6.4%	76.9	6.9%	477.3	6.6%
Children 0-17	430.1	22.6%	386.8	22.2%	338.3	23.4%	228.2	21.3%	256.9	23.0%	1,640.2	22.5%
Total Males	943.5	49.6%	859.2	49.4%	718.5	49.7%	527.1	49.2%	559.0	50.0%	3,607.3	49.6%
Male 0-4	62.9	3.3%	55.7	3.2%	47.0	3.2%	30.1	2.8%	35.2	3.2%	231.0	3.2%
Male 5-9	59.4	3.1%	52.5	3.0%	46.6	3.2%	30.9	2.9%	34.7	3.1%	224.0	3.1%
Male 10-12	36.3	1.9%	33.1	1.9%	29.5	2.0%	20.5	1.9%	22.7	2.0%	142.1	2.0%
Male 13-15	36.8	1.9%	34.1	2.0%	30.1	2.1%	20.5	1.9%	23.1	2.1%	144.7	2.0%
Male 16-17	25.6	1.3%	23.1	1.3%	20.6	1.4%	14.5	1.3%	16.3	1.5%	100.0	1.4%
Male 18-24	97.7	5.1%	90.0	5.2%	76.4	5.3%	54.5	5.1%	60.7	5.4%	379.3	5.2%
Male 25-29	74.3	3.9%	65.4	3.8%	52.7	3.6%	35.4	3.3%	39.8	3.6%	267.7	3.7%
Male 30-34	73.8	3.9%	62.8	3.6%	51.1	3.5%	33.2	3.1%	37.8	3.4%	258.6	3.6%
Male 35-39	73.1	3.8%	68.0	3.9%	54.1	3.7%	37.6	3.5%	42.5	3.8%	275.2	3.8%
Male 40-44	68.8	3.6%	62.7	3.6%	51.0	3.5%	37.3	3.5%	40.3	3.6%	260.1	3.6%
Male 45-49	67.9	3.6%	61.9	3.6%	50.9	3.5%	39.1	3.7%	41.0	3.7%	260.8	3.6%
Male 50-54	59.3	3.1%	54.7	3.1%	44.9	3.1%	35.4	3.3%	36.5	3.3%	230.8	3.2%
Male 55-59	54.6	2.9%	49.7	2.9%	43.4	3.0%	34.4	3.2%	34.8	3.1%	217.0	3.0%
Male 60-64	47.0	2.5%	43.0	2.5%	38.3	2.6%	30.0	2.8%	29.5	2.6%	187.9	2.6%
Male 65+	105.9	5.6%	102.6	5.9%	82.0	5.7%	73.7	6.9%	63.9	5.7%	428.2	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 2009 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	959.8	50.4%	879.9	50.6%	728.4	50.3%	544.0	50.8%	559.4	50.0%	3,671.4	50.4%
Female 0-4	59.0	3.1%	52.7	3.0%	44.4	3.1%	29.5	2.8%	32.9	2.9%	218.5	3.0%
Female 5-9	56.2	3.0%	50.2	2.9%	44.0	3.0%	29.5	2.8%	33.0	3.0%	212.9	2.9%
Female 10-12	34.5	1.8%	31.5	1.8%	28.1	1.9%	19.1	1.8%	21.4	1.9%	134.5	1.8%
Female 13-15	35.2	1.9%	31.9	1.8%	28.6	2.0%	19.9	1.9%	21.8	2.0%	137.5	1.9%
Female 16-17	24.1	1.3%	22.0	1.3%	19.6	1.4%	13.8	1.3%	15.6	1.4%	95.1	1.3%
Female 18-24	95.3	5.0%	87.0	5.0%	73.9	5.1%	52.1	4.9%	56.9	5.1%	365.1	5.0%
Female 25-29	73.1	3.8%	63.8	3.7%	49.9	3.5%	32.8	3.1%	37.8	3.4%	257.4	3.5%
Female 30-34	74.4	3.9%	63.2	3.6%	51.0	3.5%	32.5	3.0%	37.0	3.3%	258.0	3.5%
Female 35-39	73.7	3.9%	69.6	4.0%	55.5	3.8%	37.6	3.5%	41.5	3.7%	278.0	3.8%
Female 40-44	68.5	3.6%	63.7	3.7%	52.4	3.6%	37.6	3.5%	40.4	3.6%	262.6	3.6%
Female 45-49	68.9	3.6%	63.4	3.6%	52.9	3.7%	40.6	3.8%	41.1	3.7%	267.0	3.7%
Female 50-54	61.4	3.2%	56.7	3.3%	47.2	3.3%	37.2	3.5%	38.7	3.5%	241.2	3.3%
Female 55-59	56.4	3.0%	52.9	3.0%	45.3	3.1%	36.3	3.4%	35.8	3.2%	226.7	3.1%
Female 60-64	47.2	2.5%	44.4	2.6%	38.6	2.7%	31.6	2.9%	28.8	2.6%	190.7	2.6%
Female 65+	131.8	6.9%	126.9	7.3%	97.0	6.7%	93.8	8.8%	76.7	6.9%	526.3	7.2%
Working 16+	845.0	44.4%	777.0	44.7%	677.7	46.8%	482.5	45.0%	524.7	46.9%	3,306.9	45.4%
Not Working 16+	677.9	35.6%	620.4	35.7%	471.0	32.6%	388.7	36.3%	368.7	33.0%	2,526.7	34.7%

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 2009 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	368.9	19.4%	317.2	18.2%	253.4	17.5%	169.2	15.8%	191.4	17.1%	1,300.0	17.9%
Occupation Group 1 16-39	169.9	8.9%	143.9	8.3%	115.6	8.0%	68.9	6.4%	83.7	7.5%	582.0	8.0%
Occupation Group 1 40-54	137.4	7.2%	118.3	6.8%	94.7	6.5%	65.5	6.1%	74.6	6.7%	490.5	6.7%
Occupation Group 1 55+	61.6	3.2%	54.9	3.2%	43.1	3.0%	34.8	3.3%	33.1	3.0%	227.5	3.1%
Occupation Group 2	253.8	13.3%	247.5	14.2%	225.8	15.6%	164.9	15.4%	184.8	16.5%	1,076.8	14.8%
Occupation Group 2 16-39	126.9	6.7%	123.9	7.1%	118.5	8.2%	77.9	7.3%	90.7	8.1%	537.8	7.4%
Occupation Group 2 40-54	89.8	4.7%	88.3	5.1%	78.2	5.4%	61.3	5.7%	64.9	5.8%	382.6	5.3%
Occupation Group 2 55+	37.0	1.9%	35.3	2.0%	29.1	2.0%	25.8	2.4%	29.2	2.6%	156.4	2.1%
Occupation Group 3	129.4	6.8%	121.8	7.0%	107.3	7.4%	72.1	6.7%	78.9	7.1%	509.5	7.0%
Occupation Group 3 16-39	79.5	4.2%	70.9	4.1%	62.3	4.3%	39.8	3.7%	46.1	4.1%	298.6	4.1%
Occupation Group 3 40-54	33.0	1.7%	38.1	2.2%	30.7	2.1%	23.9	2.2%	22.7	2.0%	148.4	2.0%
Occupation Group 3 55+	16.8	0.9%	12.8	0.7%	14.3	1.0%	8.5	0.8%	10.1	0.9%	62.5	0.9%
Occupation Group 4	36.5	1.9%	36.3	2.1%	32.5	2.2%	28.4	2.7%	29.0	2.6%	162.7	2.2%
Occupation Group 4 16-39	14.3	0.8%	15.2	0.9%	12.7	0.9%	10.8	1.0%	11.1	1.0%	64.1	0.9%
Occupation Group 4 40-54	15.1	0.8%	13.7	0.8%	11.3	0.8%	11.3	1.1%	11.9	1.1%	63.3	0.9%
Occupation Group 4 55+	7.1	0.4%	7.4	0.4%	8.6	0.6%	6.4	0.6%	5.9	0.5%	35.4	0.5%
Occupation Group 5	56.5	3.0%	54.3	3.1%	58.7	4.1%	47.8	4.5%	40.7	3.6%	257.9	3.5%
Occupation Group 5 16-39	27.4	1.4%	26.0	1.5%	30.0	2.1%	23.0	2.1%	21.1	1.9%	127.5	1.8%
Occupation Group 5 40-54	21.1	1.1%	17.4	1.0%	20.8	1.4%	16.4	1.5%	13.6	1.2%	89.3	1.2%
Occupation Group 5 55+	8.1	0.4%	10.9	0.6%	7.9	0.5%	8.3	0.8%	5.9	0.5%	41.1	0.6%
Persons in 1 Person Household	150.4	7.9%	138.9	8.0%	129.2	8.9%	116.1	10.8%	99.4	8.9%	634.0	8.7%
Persons in 2 Person Households	448.6	23.6%	434.2	25.0%	398.6	27.6%	310.1	29.0%	321.5	28.7%	1,913.0	26.3%
Persons in 3 Person Households	333.4	17.5%	333.6	19.2%	271.6	18.8%	191.0	17.8%	185.9	16.6%	1,315.5	18.1%
Persons in 4 Person Households	483.3	25.4%	452.6	26.0%	357.1	24.7%	256.5	23.9%	278.2	24.9%	1,827.8	25.1%
Persons in 5+ Person Households	487.5	25.6%	379.9	21.8%	290.3	20.1%	197.4	18.4%	233.4	20.9%	1,588.5	21.8%

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 2009 - 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	523.0	27.5%	432.1	24.8%	352.4	24.4%	250.8	23.4%	276.8	24.7%	1,835.1	25.2%
Persons in 2 TV Households	653.6	34.3%	582.8	33.5%	522.0	36.1%	362.2	33.8%	398.0	35.6%	2,518.6	34.6%
Persons in 3+ TV Households	726.6	38.2%	724.2	41.6%	572.5	39.6%	458.1	42.8%	443.7	39.7%	2,925.1	40.2%

Region 1 Individuals	439.8	23.1%	438.6	25.2%	337.3	23.3%	311.2	29.1%	326.8	29.2%
Region 2 Individuals	509.9	26.8%	378.3	21.8%	244.2	16.9%	239.7	22.4%	184.3	16.5%
Region 3 Individuals	302.9	15.9%	302.4	17.4%	288.1	19.9%	243.6	22.7%	225.5	20.2%
Region 4 Individuals	282.7	14.9%	239.5	13.8%	221.4	15.3%	276.6	25.8%	270.6	24.2%
Region 5 Individuals	367.9	19.3%	380.3	21.9%	355.9	24.6%			111.1	9.9%

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).

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 2009 - 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	150.4	21.8%	138.9	21.9%	129.2	23.3%	116.1	27.2%	99.4	23.3%	634.0	23.2%
2 Person Households	224.3	32.6%	217.1	34.2%	199.3	36.0%	155.0	36.3%	160.7	37.6%	956.5	35.0%
3 Person Households	111.1	16.1%	111.2	17.5%	90.5	16.4%	63.7	14.9%	62.0	14.5%	438.5	16.1%
4 Person Households	120.8	17.6%	113.1	17.8%	89.3	16.1%	64.1	15.0%	69.6	16.3%	456.9	16.7%
5+ Person Households	81.8	11.9%	54.2	8.5%	45.2	8.2%	28.5	6.7%	35.8	8.4%	245.5	9.0%
1 TV Households	237.7	34.5%	199.2	31.4%	171.0	30.9%	122.9	28.8%	134.8	31.5%	865.5	31.7%
2 TV Households	244.8	35.6%	225.9	35.6%	211.9	38.3%	163.5	38.2%	163.4	38.2%	1,009.5	37.0%
3+ TV Households	205.9	29.9%	209.4	33.0%	170.6	30.8%	141.1	33.0%	129.4	30.3%	856.5	31.4%
Households receiving FTA channels	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%
Households receiving STV channels*	251.3	36.5%	184.6	29.1%	171.2	30.9%	101.4	23.7%	112.6	26.3%	821.0	30.1%
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	356.1	51.7%	329.6	51.9%	303.5	54.8%	212.3	49.7%	223.9	52.4%	1,425.4	52.2%
Grocery Buyers Not Working	332.4	48.3%	304.9	48.1%	250.0	45.2%	215.2	50.3%	203.6	47.6%	1,306.1	47.8%
Grocery Buyers 18-39	218.1	31.7%	193.9	30.6%	175.9	31.8%	116.0	27.1%	128.6	30.1%	832.5	30.5%
Grocery Buyers Age 25-54	405.5	58.9%	366.8	57.8%	319.0	57.6%	225.9	52.8%	246.2	57.6%	1,563.4	57.2%
Grocery Buyers Age 40-54	212.3	30.8%	192.8	30.4%	169.9	30.7%	125.1	29.3%	135.9	31.8%	835.9	30.6%
Grocery Buyers Age 55-64	113.0	16.4%	108.0	17.0%	97.6	17.6%	77.4	18.1%	73.8	17.3%	469.8	17.2%
Grocery Buyers Age 65+	145.1	21.1%	139.8	22.0%	110.1	19.9%	109.0	25.5%	89.2	20.9%	593.3	21.7%

* STV penetration estimates as at 28 December, 2008

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 2009 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	204.6	29.7%	185.3	29.2%	165.2	29.9%	119.9	28.1%	112.4	26.3%	787.4	28.8%
Grocery Buyers Female	483.9	70.3%	449.2	70.8%	388.3	70.1%	307.6	71.9%	315.1	73.7%	1,944.1	71.2%
Grocery Buyers 0 Children	464.4	67.5%	438.8	69.2%	379.9	68.6%	309.4	72.4%	294.7	68.9%	1,887.2	69.1%
Grocery Buyers 1-2 Children	178.4	25.9%	162.4	25.6%	139.7	25.2%	99.4	23.3%	109.0	25.5%	688.9	25.2%
Grocery Buyers 3+ Children	45.7	6.6%	33.3	5.3%	33.9	6.1%	18.7	4.4%	23.9	5.6%	155.4	5.7%
Grocery Buyers Children 0-2	60.9	8.8%	52.3	8.2%	45.6	8.2%	27.7	6.5%	34.6	8.1%	221.1	8.1%
Grocery Buyers Children 0-4	90.0	13.1%	77.7	12.3%	64.7	11.7%	43.5	10.2%	50.3	11.8%	326.2	11.9%
Grocery Buyers Children 0-12	175.3	25.5%	148.6	23.4%	130.0	23.5%	92.3	21.6%	103.1	24.1%	649.4	23.8%
Grocery Buyers Children 0-15	204.2	29.7%	175.9	27.7%	153.5	27.7%	108.3	25.3%	120.7	28.2%	762.7	27.9%
Grocery Buyers Children 0-17	224.1	32.5%	195.7	30.8%	173.6	31.4%	118.1	27.6%	132.8	31.1%	844.3	30.9%
Grocery Buyers Children 5-12	123.3	17.9%	102.5	16.2%	92.5	16.7%	68.2	16.0%	73.5	17.2%	460.1	16.8%
Grocery Buyers Children 5-17	174.2	25.3%	151.9	23.9%	135.2	24.4%	95.6	22.4%	104.2	24.4%	661.0	24.2%
Grocery Buyers Children 13-17	86.1	12.5%	77.4	12.2%	66.0	11.9%	46.5	10.9%	50.6	11.8%	326.5	12.0%
Region 1 Households	153.6	22.3%	170.2	26.8%	127.3	23.0%	116.3	27.2%	122.9	28.7%		
Region 2 Households	165.7	24.1%	127.3	20.1%	97.8	17.7%	104.5	24.4%	66.7	15.6%		
Region 3 Households	110.2	16.0%	104.9	16.5%	112.8	20.4%	96.7	22.6%	86.9	20.3%		
Region 4 Households	109.7	15.9%	92.6	14.6%	77.6	14.0%	110.0	25.7%	103.9	24.3%		
Region 5 Households	149.3	21.7%	139.5	22.0%	138.1	25.0%			47.1	11.0%		

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