

Universe Estimates Year 2010 - 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	4,486.0	100.0%	4,361.0	100.0%	2,870.0	100.0%	1,383.0	100.0%	1,768.0	100.0%	14,868.0	100.0%

People 2+	4,384.6	97.7%	4,265.4	97.8%	2,799.5	97.5%	1,352.3	97.8%	1,725.6	97.6%	14,527.4	97.7%
-----------	---------	-------	---------	-------	---------	-------	---------	-------	---------	-------	----------	-------

Children 0-4	293.8	6.5%	285.3	6.5%	190.9	6.7%	81.1	5.9%	115.4	6.5%	966.5	6.5%
Children 2-9	466.0	10.4%	446.6	10.2%	299.2	10.4%	128.1	9.3%	179.0	10.1%	1,518.9	10.2%
Children 5-12	437.4	9.8%	413.8	9.5%	289.8	10.1%	127.2	9.2%	173.8	9.8%	1,442.0	9.7%
Children 10-17	451.3	10.1%	433.6	9.9%	306.5	10.7%	139.1	10.1%	187.2	10.6%	1,517.7	10.2%
Children 13-17	287.5	6.4%	276.7	6.3%	195.5	6.8%	89.6	6.5%	119.4	6.8%	968.7	6.5%
Children 0-17	1,018.7	22.7%	975.8	22.4%	676.2	23.6%	297.9	21.5%	408.6	23.1%	3,377.2	22.7%

Total Males	2,214.8	49.4%	2,157.3	49.5%	1,423.3	49.6%	679.1	49.1%	889.4	50.3%	7,363.9	49.5%
Male 0-4	151.1	3.4%	146.2	3.4%	98.4	3.4%	41.6	3.0%	59.4	3.4%	496.7	3.3%
Male 5-9	140.3	3.1%	131.1	3.0%	92.1	3.2%	39.5	2.9%	54.3	3.1%	457.3	3.1%
Male 10-12	83.4	1.9%	81.0	1.9%	57.0	2.0%	25.2	1.8%	35.1	2.0%	281.7	1.9%
Male 13-15	86.1	1.9%	82.9	1.9%	58.0	2.0%	26.8	1.9%	36.3	2.1%	290.1	2.0%
Male 16-17	61.4	1.4%	58.6	1.3%	41.2	1.4%	19.2	1.4%	25.2	1.4%	205.6	1.4%
Male 18-24	229.3	5.1%	230.0	5.3%	150.3	5.2%	69.4	5.0%	96.5	5.5%	775.5	5.2%
Male 25-29	183.2	4.1%	171.2	3.9%	110.3	3.8%	47.2	3.4%	68.7	3.9%	580.6	3.9%
Male 30-34	166.7	3.7%	156.2	3.6%	96.8	3.4%	42.2	3.1%	59.3	3.4%	521.2	3.5%
Male 35-39	176.5	3.9%	171.1	3.9%	110.1	3.8%	48.4	3.5%	68.4	3.9%	574.5	3.9%
Male 40-44	154.4	3.4%	153.4	3.5%	98.4	3.4%	47.2	3.4%	63.0	3.6%	516.4	3.5%
Male 45-49	159.5	3.6%	153.3	3.5%	100.2	3.5%	49.3	3.6%	64.6	3.7%	526.9	3.5%
Male 50-54	140.0	3.1%	136.9	3.1%	88.2	3.1%	45.9	3.3%	57.1	3.2%	468.1	3.1%
Male 55-59	120.5	2.7%	117.2	2.7%	80.6	2.8%	41.6	3.0%	51.4	2.9%	411.3	2.8%
Male 60-64	115.6	2.6%	113.2	2.6%	79.4	2.8%	40.7	2.9%	49.0	2.8%	397.9	2.7%
Male 65+	246.8	5.5%	255.0	5.8%	162.3	5.7%	94.9	6.9%	101.1	5.7%	860.1	5.8%

UE - Universe Estimates

Universe Estimates Year 2010 - 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	2,271.2	50.6%	2,203.7	50.5%	1,446.7	50.4%	703.9	50.9%	878.6	49.7%	7,504.1	50.5%
Female 0-4	142.7	3.2%	139.1	3.2%	92.5	3.2%	39.5	2.9%	56.0	3.2%	469.8	3.2%
Female 5-9	133.3	3.0%	125.8	2.9%	86.7	3.0%	38.2	2.8%	51.7	2.9%	435.7	2.9%
Female 10-12	80.4	1.8%	75.9	1.7%	54.0	1.9%	24.3	1.8%	32.7	1.8%	267.3	1.8%
Female 13-15	82.4	1.8%	79.0	1.8%	56.5	2.0%	25.4	1.8%	33.9	1.9%	277.2	1.9%
Female 16-17	57.6	1.3%	56.2	1.3%	39.8	1.4%	18.2	1.3%	24.0	1.4%	195.8	1.3%
Female 18-24	225.4	5.0%	219.9	5.0%	146.9	5.1%	67.7	4.9%	89.7	5.1%	749.6	5.0%
Female 25-29	183.2	4.1%	167.7	3.8%	105.4	3.7%	45.4	3.3%	62.2	3.5%	563.9	3.8%
Female 30-34	169.3	3.8%	153.9	3.5%	97.1	3.4%	41.5	3.0%	57.3	3.2%	519.1	3.5%
Female 35-39	181.2	4.0%	175.3	4.0%	113.2	3.9%	48.8	3.5%	65.7	3.7%	584.2	3.9%
Female 40-44	155.6	3.5%	156.5	3.6%	99.7	3.5%	47.5	3.4%	62.4	3.5%	521.7	3.5%
Female 45-49	163.1	3.6%	156.9	3.6%	105.2	3.7%	51.0	3.7%	64.1	3.6%	540.3	3.6%
Female 50-54	145.8	3.3%	141.7	3.2%	93.5	3.3%	48.3	3.5%	58.9	3.3%	488.2	3.3%
Female 55-59	126.5	2.8%	124.3	2.9%	84.8	3.0%	44.7	3.2%	53.6	3.0%	433.9	2.9%
Female 60-64	118.2	2.6%	118.9	2.7%	80.7	2.8%	43.7	3.2%	47.8	2.7%	409.3	2.8%
Female 65+	306.5	6.8%	312.6	7.2%	190.7	6.6%	119.7	8.7%	118.6	6.7%	1,048.1	7.0%
Working 16+	1,935.0	43.1%	1,884.6	43.2%	1,300.5	45.3%	611.8	44.2%	795.4	45.0%	6,527.3	43.9%
Not Working 16+	1,651.3	36.8%	1,615.4	37.0%	974.3	33.9%	510.7	36.9%	613.2	34.7%	5,364.9	36.1%

UE - Universe Estimates

Universe Estimates Year 2010 - 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	803.4	17.9%	763.4	17.5%	478.1	16.7%	204.5	14.8%	289.0	16.3%	2,538.4	17.1%
Occupation Group 1 16-39	374.2	8.3%	348.7	8.0%	216.7	7.6%	76.6	5.5%	119.2	6.7%	1,135.4	7.6%
Occupation Group 1 40-54	301.3	6.7%	290.1	6.7%	177.7	6.2%	84.4	6.1%	114.7	6.5%	968.2	6.5%
Occupation Group 1 55+	127.9	2.9%	124.6	2.9%	83.7	2.9%	43.5	3.1%	55.1	3.1%	434.8	2.9%
Occupation Group 2	584.0	13.0%	597.2	13.7%	424.3	14.8%	205.7	14.9%	268.3	15.2%	2,079.5	14.0%
Occupation Group 2 16-39	291.6	6.5%	290.4	6.7%	209.6	7.3%	95.0	6.9%	129.5	7.3%	1,016.1	6.8%
Occupation Group 2 40-54	202.3	4.5%	224.3	5.1%	159.9	5.6%	77.5	5.6%	97.0	5.5%	761.0	5.1%
Occupation Group 2 55+	90.1	2.0%	82.5	1.9%	54.8	1.9%	33.2	2.4%	41.8	2.4%	302.4	2.0%
Occupation Group 3	327.2	7.3%	308.9	7.1%	214.7	7.5%	112.1	8.1%	117.2	6.6%	1,080.1	7.3%
Occupation Group 3 16-39	186.4	4.2%	189.3	4.3%	127.0	4.4%	66.3	4.8%	65.0	3.7%	634.0	4.3%
Occupation Group 3 40-54	99.4	2.2%	87.1	2.0%	59.5	2.1%	31.9	2.3%	34.0	1.9%	311.9	2.1%
Occupation Group 3 55+	41.4	0.9%	32.5	0.7%	28.2	1.0%	13.9	1.0%	18.2	1.0%	134.2	0.9%
Occupation Group 4	92.0	2.1%	96.3	2.2%	73.9	2.6%	31.4	2.3%	52.6	3.0%	346.2	2.3%
Occupation Group 4 16-39	32.9	0.7%	32.2	0.7%	27.7	1.0%	13.8	1.0%	22.0	1.2%	128.6	0.9%
Occupation Group 4 40-54	39.4	0.9%	43.2	1.0%	31.9	1.1%	11.1	0.8%	21.1	1.2%	146.7	1.0%
Occupation Group 4 55+	19.7	0.4%	20.9	0.5%	14.3	0.5%	6.5	0.5%	9.5	0.5%	70.9	0.5%
Occupation Group 5	128.4	2.9%	118.8	2.7%	109.5	3.8%	58.1	4.2%	68.3	3.9%	483.1	3.2%
Occupation Group 5 16-39	61.4	1.4%	55.3	1.3%	59.7	2.1%	29.9	2.2%	35.2	2.0%	241.5	1.6%
Occupation Group 5 40-54	45.7	1.0%	39.4	0.9%	33.2	1.2%	19.2	1.4%	21.9	1.2%	159.4	1.1%
Occupation Group 5 55+	21.3	0.5%	24.1	0.6%	16.6	0.6%	9.0	0.7%	11.2	0.6%	82.2	0.6%
Persons in 1 Person Household	353.4	7.9%	357.6	8.2%	250.0	8.7%	150.6	10.9%	156.3	8.8%	1,267.9	8.5%
Persons in 2 Person Households	1,045.8	23.3%	1,096.8	25.2%	791.4	27.6%	409.6	29.6%	509.4	28.8%	3,853.0	25.9%
Persons in 3 Person Households	778.5	17.4%	820.2	18.8%	548.7	19.1%	251.4	18.2%	289.5	16.4%	2,688.3	18.1%
Persons in 4 Person Households	1,116.8	24.9%	1,112.4	25.5%	694.8	24.2%	324.4	23.5%	452.8	25.6%	3,701.2	24.9%
Persons in 5+ Person Households	1,191.5	26.6%	974.0	22.3%	585.1	20.4%	247.0	17.9%	360.0	20.4%	3,357.6	22.6%

UE - Universe Estimates

Universe Estimates Year 2010 - 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	1,303.6	29.1%	1,073.1	24.6%	723.5	25.2%	301.3	21.8%	445.1	25.2%	3,846.6	25.9%
Persons in 2 TV Households	1,502.3	33.5%	1,509.3	34.6%	1,047.8	36.5%	484.3	35.0%	609.1	34.5%	5,152.8	34.7%
Persons in 3+ TV Households	1,680.1	37.5%	1,778.6	40.8%	1,098.7	38.3%	597.4	43.2%	713.8	40.4%	5,868.6	39.5%

	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	1,036.0	23.1%	1,111.0	25.5%	674.0	23.5%	403.0	29.1%	517.0	29.2%
Region 2 Individuals	1,207.0	26.9%	948.0	21.7%	480.0	16.7%	309.0	22.3%	290.0	16.4%
Region 3 Individuals	714.0	15.9%	749.0	17.2%	569.0	19.8%	314.0	22.7%	358.0	20.2%
Region 4 Individuals	661.0	14.7%	598.0	13.7%	440.0	15.3%	357.0	25.8%	428.0	24.2%
Region 5 Individuals	868.0	19.3%	955.0	21.9%	707.0	24.6%			175.0	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 2010 - 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	1,615.0	100.0%	1,597.0	100.0%	1,093.0	100.0%	557.0	100.0%	675.0	100.0%	5,537.0	100.0%
1 Person Households	353.4	21.9%	357.6	22.4%	250.0	22.9%	150.6	27.0%	156.3	23.2%	1,267.9	22.9%
2 Person Households	522.9	32.4%	548.4	34.3%	395.7	36.2%	204.8	36.8%	254.7	37.7%	1,926.5	34.8%
3 Person Households	259.5	16.1%	273.4	17.1%	182.9	16.7%	83.8	15.0%	96.5	14.3%	896.1	16.2%
4 Person Households	279.2	17.3%	278.1	17.4%	173.7	15.9%	81.1	14.6%	113.2	16.8%	925.3	16.7%
5+ Person Households	200.0	12.4%	139.5	8.7%	90.7	8.3%	36.7	6.6%	54.3	8.0%	521.2	9.4%
1 TV Households	591.0	36.6%	517.2	32.4%	361.5	33.1%	160.0	28.7%	219.8	32.6%	1,849.5	33.4%
2 TV Households	564.2	34.9%	567.1	35.5%	415.9	38.1%	209.0	37.5%	242.7	36.0%	1,998.9	36.1%
3+ TV Households	459.8	28.5%	512.7	32.1%	315.6	28.9%	188.0	33.8%	212.5	31.5%	1,688.6	30.5%
Households receiving FTA channels	1,615.0	100.0%	1,597.0	100.0%	1,093.0	100.0%	557.0	100.0%	675.0	100.0%	5,537.0	100.0%
Households receiving STV channels*	588.2	36.4%	469.1	29.4%	334.9	30.6%	125.3	22.5%	198.0	29.3%	1,715.5	31.0%
Grocery Buyers	1,615.0	100.0%	1,597.0	100.0%	1,093.0	100.0%	557.0	100.0%	675.0	100.0%	5,537.0	100.0%
Grocery Buyers Working	804.0	49.8%	790.9	49.5%	564.2	51.6%	269.8	48.4%	344.8	51.1%	2,773.7	50.1%
Grocery Buyers Not Working	811.0	50.2%	806.1	50.5%	528.8	48.4%	287.2	51.6%	330.2	48.9%	2,763.3	49.9%
Grocery Buyers Age 18-39	494.1	30.6%	487.4	30.5%	334.6	30.6%	145.0	26.0%	198.9	29.5%	1,660.0	30.0%
Grocery Buyers Age 25-54	949.4	58.8%	922.5	57.8%	617.8	56.5%	294.1	52.8%	383.3	56.8%	3,167.1	57.2%
Grocery Buyers Age 40-54	504.7	31.3%	486.6	30.5%	333.8	30.5%	168.2	30.2%	210.9	31.2%	1,704.2	30.8%
Grocery Buyers Age 55-64	268.2	16.6%	269.3	16.9%	191.3	17.5%	101.9	18.3%	119.1	17.6%	949.8	17.2%
Grocery Buyers Age 65+	348.0	21.5%	353.7	22.1%	233.3	21.3%	141.9	25.5%	146.1	21.6%	1,223.0	22.1%
Grocery Buyers Male	476.6	29.5%	436.3	27.3%	319.0	29.2%	163.4	29.3%	196.2	29.1%	1,591.5	28.7%
Grocery Buyers Female	1,138.4	70.5%	1,160.7	72.7%	774.0	70.8%	393.6	70.7%	478.8	70.9%	3,945.5	71.3%

* STV penetration estimates as at 27 December, 2009

Universe Estimates Year 2010 - 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	1,073.6	66.5%	1,097.2	68.7%	755.4	69.1%	400.7	71.9%	470.8	69.7%	3,797.7	68.6%
Grocery Buyers 1-2 Children	434.7	26.9%	417.0	26.1%	281.6	25.8%	127.7	22.9%	168.2	24.9%	1,429.2	25.8%
Grocery Buyers 3+ Children	106.7	6.6%	82.8	5.2%	56.0	5.1%	28.6	5.1%	36.0	5.3%	310.1	5.6%
Grocery Buyers Children 0-2	153.8	9.5%	142.7	8.9%	88.7	8.1%	39.5	7.1%	58.5	8.7%	483.2	8.7%
Grocery Buyers Children 0-4	222.3	13.8%	207.2	13.0%	130.4	11.9%	58.6	10.5%	81.1	12.0%	699.6	12.6%
Grocery Buyers Children 0-12	420.4	26.0%	387.1	24.2%	249.6	22.8%	120.0	21.5%	160.8	23.8%	1,337.9	24.2%
Grocery Buyers Children 0-15	499.2	30.9%	458.2	28.7%	302.4	27.7%	141.6	25.4%	187.6	27.8%	1,589.0	28.7%
Grocery Buyers Children 0-17	541.4	33.5%	499.8	31.3%	337.6	30.9%	156.3	28.1%	204.2	30.3%	1,739.3	31.4%
Grocery Buyers Children 5-12	292.7	18.1%	253.8	15.9%	169.3	15.5%	85.4	15.3%	110.6	16.4%	911.8	16.5%
Grocery Buyers Children 5-17	420.2	26.0%	371.0	23.2%	265.3	24.3%	123.0	22.1%	156.5	23.2%	1,336.0	24.1%
Grocery Buyers Children 13-17	214.8	13.3%	186.4	11.7%	145.9	13.3%	62.7	11.3%	83.5	12.4%	693.3	12.5%
Region 1 Households	360.0	22.3%	433.0	27.1%	253.0	23.1%	152.0	27.3%	194.0	28.7%		
Region 2 Households	390.0	24.1%	321.0	20.1%	191.0	17.5%	136.0	24.4%	105.0	15.6%		
Region 3 Households	258.0	16.0%	261.0	16.3%	222.0	20.3%	125.0	22.4%	138.0	20.4%		
Region 4 Households	255.0	15.8%	231.0	14.5%	154.0	14.1%	144.0	25.9%	164.0	24.3%		
Region 5 Households	352.0	21.8%	351.0	22.0%	273.0	25.0%			74.0	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 2010 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	1,912.5	100.0%	1,732.7	100.0%	1,453.4	100.0%	1,061.5	100.0%	1,119.7	100.0%	7,279.7	100.0%
People 2+	1,869.2	97.7%	1,694.7	97.8%	1,417.7	97.5%	1,037.9	97.8%	1,092.9	97.6%	7,112.4	97.7%
Children 0-4	125.3	6.5%	113.4	6.5%	96.7	6.7%	62.2	5.9%	73.1	6.5%	470.6	6.5%
Children 2-9	198.7	10.4%	177.4	10.2%	151.5	10.4%	98.3	9.3%	113.4	10.1%	739.3	10.2%
Children 5-12	186.5	9.8%	164.4	9.5%	146.8	10.1%	97.6	9.2%	110.1	9.8%	705.3	9.7%
Children 10-17	192.4	10.1%	172.3	9.9%	155.2	10.7%	106.8	10.1%	118.6	10.6%	745.2	10.2%
Children 13-17	122.6	6.4%	109.9	6.3%	99.0	6.8%	68.8	6.5%	75.6	6.8%	475.9	6.5%
Children 0-17	434.3	22.7%	387.7	22.4%	342.4	23.6%	228.6	21.5%	258.8	23.1%	1,651.8	22.7%
Total Males	944.2	49.4%	857.1	49.5%	720.8	49.6%	521.2	49.1%	563.3	50.3%	3,606.6	49.5%
Male 0-4	64.4	3.4%	58.1	3.4%	49.8	3.4%	31.9	3.0%	37.6	3.4%	241.9	3.3%
Male 5-9	59.8	3.1%	52.1	3.0%	46.6	3.2%	30.3	2.9%	34.4	3.1%	223.2	3.1%
Male 10-12	35.6	1.9%	32.2	1.9%	28.9	2.0%	19.3	1.8%	22.2	2.0%	138.2	1.9%
Male 13-15	36.7	1.9%	32.9	1.9%	29.4	2.0%	20.6	1.9%	23.0	2.1%	142.6	2.0%
Male 16-17	26.2	1.4%	23.3	1.3%	20.9	1.4%	14.7	1.4%	16.0	1.4%	101.0	1.4%
Male 18-24	97.8	5.1%	91.4	5.3%	76.1	5.2%	53.3	5.0%	61.1	5.5%	379.6	5.2%
Male 25-29	78.1	4.1%	68.0	3.9%	55.9	3.8%	36.2	3.4%	43.5	3.9%	281.7	3.9%
Male 30-34	71.1	3.7%	62.1	3.6%	49.0	3.4%	32.4	3.1%	37.6	3.4%	252.1	3.5%
Male 35-39	75.2	3.9%	68.0	3.9%	55.8	3.8%	37.1	3.5%	43.3	3.9%	279.4	3.8%
Male 40-44	65.8	3.4%	60.9	3.5%	49.8	3.4%	36.2	3.4%	39.9	3.6%	252.7	3.5%
Male 45-49	68.0	3.6%	60.9	3.5%	50.7	3.5%	37.8	3.6%	40.9	3.7%	258.4	3.5%
Male 50-54	59.7	3.1%	54.4	3.1%	44.7	3.1%	35.2	3.3%	36.2	3.2%	230.1	3.2%
Male 55-59	51.4	2.7%	46.6	2.7%	40.8	2.8%	31.9	3.0%	32.6	2.9%	203.2	2.8%
Male 60-64	49.3	2.6%	45.0	2.6%	40.2	2.8%	31.2	2.9%	31.0	2.8%	196.7	2.7%
Male 65+	105.2	5.5%	101.3	5.8%	82.2	5.7%	72.8	6.9%	64.0	5.7%	425.6	5.8%

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 2010 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	968.2	50.6%	875.5	50.5%	732.6	50.4%	540.2	50.9%	556.4	49.7%	3,673.1	50.5%
Female 0-4	60.8	3.2%	55.3	3.2%	46.8	3.2%	30.3	2.9%	35.5	3.2%	228.7	3.1%
Female 5-9	56.8	3.0%	50.0	2.9%	43.9	3.0%	29.3	2.8%	32.7	2.9%	212.8	2.9%
Female 10-12	34.3	1.8%	30.2	1.7%	27.3	1.9%	18.7	1.8%	20.7	1.8%	131.1	1.8%
Female 13-15	35.1	1.8%	31.4	1.8%	28.6	2.0%	19.5	1.8%	21.5	1.9%	136.1	1.9%
Female 16-17	24.6	1.3%	22.3	1.3%	20.2	1.4%	14.0	1.3%	15.2	1.4%	96.2	1.3%
Female 18-24	96.1	5.0%	87.4	5.0%	74.4	5.1%	52.0	4.9%	56.8	5.1%	366.6	5.0%
Female 25-29	78.1	4.1%	66.6	3.8%	53.4	3.7%	34.8	3.3%	39.4	3.5%	272.3	3.7%
Female 30-34	72.2	3.8%	61.1	3.5%	49.2	3.4%	31.9	3.0%	36.3	3.2%	250.6	3.4%
Female 35-39	77.2	4.0%	69.6	4.0%	57.3	3.9%	37.5	3.5%	41.6	3.7%	283.3	3.9%
Female 40-44	66.3	3.5%	62.2	3.6%	50.5	3.5%	36.5	3.4%	39.5	3.5%	255.0	3.5%
Female 45-49	69.5	3.6%	62.3	3.6%	53.3	3.7%	39.1	3.7%	40.6	3.6%	264.9	3.6%
Female 50-54	62.2	3.3%	56.3	3.2%	47.3	3.3%	37.1	3.5%	37.3	3.3%	240.2	3.3%
Female 55-59	53.9	2.8%	49.4	2.9%	42.9	3.0%	34.3	3.2%	33.9	3.0%	214.5	2.9%
Female 60-64	50.4	2.6%	47.2	2.7%	40.9	2.8%	33.5	3.2%	30.3	2.7%	202.3	2.8%
Female 65+	130.7	6.8%	124.2	7.2%	96.6	6.6%	91.9	8.7%	75.1	6.7%	518.4	7.1%
Working 16+	824.9	43.1%	748.8	43.2%	658.6	45.3%	469.6	44.2%	503.8	45.0%	3,205.6	44.0%
Not Working 16+	704.0	36.8%	641.8	37.0%	493.4	33.9%	392.0	36.9%	388.4	34.7%	2,619.5	36.0%

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).

Approximate Sample Size Year 2010 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	342.5	17.9%	303.3	17.5%	242.1	16.7%	157.0	14.8%	183.0	16.3%	1,227.9	16.9%
Occupation Group 1 16-39	159.5	8.3%	138.5	8.0%	109.7	7.6%	58.8	5.5%	75.5	6.7%	542.1	7.4%
Occupation Group 1 40-54	128.4	6.7%	115.3	6.7%	90.0	6.2%	64.8	6.1%	72.6	6.5%	471.1	6.5%
Occupation Group 1 55+	54.5	2.9%	49.5	2.9%	42.4	2.9%	33.4	3.1%	34.9	3.1%	214.7	2.9%
Occupation Group 2	249.0	13.0%	237.3	13.7%	214.9	14.8%	157.9	14.9%	169.9	15.2%	1,028.9	14.1%
Occupation Group 2 16-39	124.3	6.5%	115.4	6.7%	106.1	7.3%	72.9	6.9%	82.0	7.3%	500.8	6.9%
Occupation Group 2 40-54	86.2	4.5%	89.1	5.1%	81.0	5.6%	59.5	5.6%	61.4	5.5%	377.2	5.2%
Occupation Group 2 55+	38.4	2.0%	32.8	1.9%	27.8	1.9%	25.5	2.4%	26.5	2.4%	150.9	2.1%
Occupation Group 3	139.5	7.3%	122.7	7.1%	108.7	7.5%	86.0	8.1%	74.2	6.6%	531.2	7.3%
Occupation Group 3 16-39	79.5	4.2%	75.2	4.3%	64.3	4.4%	50.9	4.8%	41.2	3.7%	311.0	4.3%
Occupation Group 3 40-54	42.4	2.2%	34.6	2.0%	30.1	2.1%	24.5	2.3%	21.5	1.9%	153.1	2.1%
Occupation Group 3 55+	17.6	0.9%	12.9	0.7%	14.3	1.0%	10.7	1.0%	11.5	1.0%	67.0	0.9%
Occupation Group 4	39.2	2.1%	38.3	2.2%	37.4	2.6%	24.1	2.3%	33.3	3.0%	172.3	2.4%
Occupation Group 4 16-39	14.0	0.7%	12.8	0.7%	14.0	1.0%	10.6	1.0%	13.9	1.2%	65.4	0.9%
Occupation Group 4 40-54	16.8	0.9%	17.2	1.0%	16.2	1.1%	8.5	0.8%	13.4	1.2%	72.0	1.0%
Occupation Group 4 55+	8.4	0.4%	8.3	0.5%	7.2	0.5%	5.0	0.5%	6.0	0.5%	34.9	0.5%
Occupation Group 5	54.7	2.9%	47.2	2.7%	55.5	3.8%	44.6	4.2%	43.3	3.9%	245.2	3.4%
Occupation Group 5 16-39	26.2	1.4%	22.0	1.3%	30.2	2.1%	22.9	2.2%	22.3	2.0%	123.6	1.7%
Occupation Group 5 40-54	19.5	1.0%	15.7	0.9%	16.8	1.2%	14.7	1.4%	13.9	1.2%	80.6	1.1%
Occupation Group 5 55+	9.1	0.5%	9.6	0.6%	8.4	0.6%	6.9	0.7%	7.1	0.6%	41.1	0.6%
Persons in 1 Person Household	150.7	7.9%	142.1	8.2%	126.6	8.7%	115.6	10.9%	99.0	8.8%	633.9	8.7%
Persons in 2 Person Households	445.8	23.3%	435.8	25.2%	400.8	27.6%	314.4	29.6%	322.6	28.8%	1,919.4	26.4%
Persons in 3 Person Households	331.9	17.4%	325.9	18.8%	277.9	19.1%	193.0	18.2%	183.4	16.4%	1,311.9	18.0%
Persons in 4 Person Households	476.1	24.9%	442.0	25.5%	351.8	24.2%	249.0	23.5%	286.8	25.6%	1,805.7	24.8%
Persons in 5+ Person Households	508.0	26.6%	387.0	22.3%	296.3	20.4%	189.6	17.9%	228.0	20.4%	1,608.8	22.1%

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 2010 - 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	555.7	29.1%	426.4	24.6%	366.4	25.2%	231.2	21.8%	281.9	25.2%	1,861.6	25.6%
Persons in 2 TV Households	640.5	33.5%	599.7	34.6%	530.6	36.5%	371.7	35.0%	385.8	34.5%	2,528.2	34.7%
Persons in 3+ TV Households	716.3	37.5%	706.7	40.8%	556.4	38.3%	458.5	43.2%	452.1	40.4%	2,889.9	39.7%

Region 1 Individuals	441.7	23.1%	441.4	25.5%	341.3	23.5%	309.3	29.1%	327.4	29.2%
Region 2 Individuals	514.6	26.9%	376.6	21.7%	243.1	16.7%	237.2	22.3%	183.7	16.4%
Region 3 Individuals	304.4	15.9%	297.6	17.2%	288.1	19.8%	241.0	22.7%	226.7	20.2%
Region 4 Individuals	281.8	14.7%	237.6	13.7%	222.8	15.3%	274.0	25.8%	271.1	24.2%
Region 5 Individuals	370.0	19.3%	379.4	21.9%	358.0	24.6%			110.8	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 2010 - 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	150.7	21.9%	142.1	22.4%	126.6	22.9%	115.6	27.0%	99.0	23.2%	633.9	23.2%
2 Person Households	222.9	32.4%	217.9	34.3%	200.4	36.2%	157.2	36.8%	161.3	37.7%	959.7	35.1%
3 Person Households	110.6	16.1%	108.6	17.1%	92.6	16.7%	64.3	15.0%	61.1	14.3%	437.3	16.0%
4 Person Households	119.0	17.3%	110.5	17.4%	88.0	15.9%	62.2	14.6%	71.7	16.8%	451.4	16.5%
5+ Person Households	85.3	12.4%	55.4	8.7%	45.9	8.3%	28.2	6.6%	34.4	8.0%	249.2	9.1%
1 TV Households	252.0	36.6%	205.5	32.4%	183.1	33.1%	122.8	28.7%	139.2	32.6%	902.5	33.0%
2 TV Households	240.5	34.9%	225.3	35.5%	210.6	38.1%	160.4	37.5%	153.7	36.0%	990.6	36.3%
3+ TV Households	196.0	28.5%	203.7	32.1%	159.8	28.9%	144.3	33.8%	134.6	31.5%	838.4	30.7%
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*	250.8	36.4%	186.4	29.4%	169.6	30.6%	96.2	22.5%	125.4	29.3%	828.3	30.3%
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	342.8	49.8%	314.2	49.5%	285.7	51.6%	207.1	48.4%	218.4	51.1%	1,368.1	50.1%
Grocery Buyers Not Working	345.7	50.2%	320.3	50.5%	267.8	48.4%	220.4	51.6%	209.1	48.9%	1,363.4	49.9%
Grocery Buyers 18-39	210.6	30.6%	193.6	30.5%	169.4	30.6%	111.3	26.0%	126.0	29.5%	811.0	29.7%
Grocery Buyers Age 25-54	404.7	58.8%	366.5	57.8%	312.9	56.5%	225.7	52.8%	242.8	56.8%	1,552.6	56.8%
Grocery Buyers Age 40-54	215.2	31.3%	193.3	30.5%	169.0	30.5%	129.1	30.2%	133.6	31.2%	840.2	30.8%
Grocery Buyers Age 55-64	114.3	16.6%	107.0	16.9%	96.9	17.5%	78.2	18.3%	75.4	17.6%	471.8	17.3%
Grocery Buyers Age 65+	148.4	21.5%	140.5	22.1%	118.1	21.3%	108.9	25.5%	92.5	21.6%	608.5	22.3%

* STV penetration estimates as at 27 December, 2009

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 2010 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	203.2	29.5%	173.3	27.3%	161.5	29.2%	125.4	29.3%	124.3	29.1%	787.7	28.8%
Grocery Buyers Female	485.3	70.5%	461.2	72.7%	392.0	70.8%	302.1	70.7%	303.2	70.9%	1,943.8	71.2%
Grocery Buyers 0 Children	457.7	66.5%	435.9	68.7%	382.5	69.1%	307.5	71.9%	298.2	69.7%	1,881.9	68.9%
Grocery Buyers 1-2 Children	185.3	26.9%	165.7	26.1%	142.6	25.8%	98.0	22.9%	106.5	24.9%	698.1	25.6%
Grocery Buyers 3+ Children	45.5	6.6%	32.9	5.2%	28.4	5.1%	22.0	5.1%	22.8	5.3%	151.5	5.5%
Grocery Buyers Children 0-2	65.6	9.5%	56.7	8.9%	44.9	8.1%	30.3	7.1%	37.1	8.7%	234.5	8.6%
Grocery Buyers Children 0-4	94.8	13.8%	82.3	13.0%	66.0	11.9%	45.0	10.5%	51.4	12.0%	339.5	12.4%
Grocery Buyers Children 0-12	179.2	26.0%	153.8	24.2%	126.4	22.8%	92.1	21.5%	101.8	23.8%	653.4	23.9%
Grocery Buyers Children 0-15	212.8	30.9%	182.0	28.7%	153.1	27.7%	108.7	25.4%	118.8	27.8%	775.5	28.4%
Grocery Buyers Children 0-17	230.8	33.5%	198.6	31.3%	171.0	30.9%	120.0	28.1%	129.3	30.3%	849.6	31.1%
Grocery Buyers Children 5-12	124.8	18.1%	100.8	15.9%	85.7	15.5%	65.5	15.3%	70.0	16.4%	446.9	16.4%
Grocery Buyers Children 5-17	179.1	26.0%	147.4	23.2%	134.3	24.3%	94.4	22.1%	99.1	23.2%	654.4	24.0%
Grocery Buyers Children 13-17	91.6	13.3%	74.1	11.7%	73.9	13.3%	48.1	11.3%	52.9	12.4%	340.5	12.5%
Region 1 Households	153.5	22.3%	172.0	27.1%	128.1	23.1%	116.7	27.3%	122.9	28.7%		
Region 2 Households	166.3	24.1%	127.5	20.1%	96.7	17.5%	104.4	24.4%	66.5	15.6%		
Region 3 Households	110.0	16.0%	103.7	16.3%	112.4	20.3%	95.9	22.4%	87.4	20.4%		
Region 4 Households	108.7	15.8%	91.8	14.5%	78.0	14.1%	110.5	25.9%	103.9	24.3%		
Region 5 Households	150.1	21.8%	139.5	22.0%	138.2	25.0%			46.9	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