



measuring audiences

## Universe Estimates Year 2017 - 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	5,086.3	100.0%	5,077.5	100.0%	3,273.8	100.0%	1,490.7	100.0%	2,138.7	100.0%	17,067.0	100.0%
People 2+	4,971.1	97.7%	4,969.4	97.9%	3,199.4	97.7%	1,461.7	98.1%	2,087.7	97.6%	16,689.3	97.8%
Children 0-4	340.4	6.7%	324.2	6.4%	212.4	6.5%	88.6	5.9%	142.6	6.7%	1,108.2	6.5%
Children 2-9	546.7	10.7%	528.7	10.4%	352.5	10.8%	147.8	9.9%	229.7	10.7%	1,805.4	10.6%
Children 5-12	495.8	9.7%	482.7	9.5%	335.7	10.3%	138.0	9.3%	213.7	10.0%	1,665.9	9.8%
Children 10-17	471.6	9.3%	464.3	9.1%	326.9	10.0%	136.8	9.2%	204.9	9.6%	1,604.5	9.4%
Children 13-17	297.3	5.8%	294.2	5.8%	205.7	6.3%	87.0	5.8%	129.3	6.0%	1,013.5	5.9%
Children 0-17	1,133.5	22.3%	1,101.1	21.7%	753.8	23.0%	313.6	21.0%	485.6	22.7%	3,787.6	22.2%
Total Males	2,522.4	49.6%	2,508.4	49.4%	1,619.0	49.5%	735.2	49.3%	1,069.5	50.0%	8,454.5	49.5%
Male 0-4	175.3	3.4%	166.8	3.3%	109.2	3.3%	45.3	3.0%	72.7	3.4%	569.3	3.3%
Male 5-9	165.0	3.2%	160.0	3.2%	110.7	3.4%	45.2	3.0%	70.9	3.3%	551.8	3.2%
Male 10-12	90.3	1.8%	87.3	1.7%	62.4	1.9%	25.5	1.7%	38.7	1.8%	304.2	1.8%
Male 13-15	90.7	1.8%	89.0	1.8%	62.6	1.9%	25.9	1.7%	39.2	1.8%	307.4	1.8%
Male 16-17	61.8	1.2%	61.4	1.2%	42.6	1.3%	18.2	1.2%	27.0	1.3%	211.0	1.2%
Male 18-24	251.1	4.9%	255.4	5.0%	167.3	5.1%	71.0	4.8%	105.6	4.9%	850.4	5.0%
Male 25-29	202.7	4.0%	208.6	4.1%	123.1	3.8%	52.8	3.5%	90.0	4.2%	677.2	4.0%
Male 30-34	209.5	4.1%	207.7	4.1%	119.9	3.7%	52.0	3.5%	89.8	4.2%	678.9	4.0%
Male 35-39	183.3	3.6%	179.2	3.5%	107.2	3.3%	45.8	3.1%	75.0	3.5%	590.5	3.5%
Male 40-44	178.4	3.5%	175.5	3.5%	114.4	3.5%	48.0	3.2%	74.1	3.5%	590.4	3.5%
Male 45-49	162.0	3.2%	167.3	3.3%	107.0	3.3%	49.3	3.3%	70.9	3.3%	556.5	3.3%
Male 50-54	157.7	3.1%	155.7	3.1%	100.8	3.1%	48.6	3.3%	66.7	3.1%	529.5	3.1%
Male 55-59	144.8	2.8%	142.0	2.8%	92.3	2.8%	46.7	3.1%	60.7	2.8%	486.5	2.9%
Male 60-64	123.3	2.4%	122.2	2.4%	81.1	2.5%	41.9	2.8%	53.0	2.5%	421.5	2.5%
Male 65+	326.5	6.4%	330.3	6.5%	218.4	6.7%	119.0	8.0%	135.2	6.3%	1,129.4	6.6%



measuring audiences

Universe Estimates Year 2017 - 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	2,563.9	50.4%	2,569.1	50.6%	1,654.8	50.5%	755.5	50.7%	1,069.2	50.0%	8,612.5	50.5%
Female 0-4	165.1	3.2%	157.4	3.1%	103.2	3.2%	43.3	2.9%	69.9	3.3%	538.9	3.2%
Female 5-9	156.5	3.1%	152.6	3.0%	103.8	3.2%	43.0	2.9%	67.2	3.1%	523.1	3.1%
Female 10-12	84.0	1.7%	82.8	1.6%	58.8	1.8%	24.3	1.6%	36.9	1.7%	286.8	1.7%
Female 13-15	85.8	1.7%	84.6	1.7%	59.9	1.8%	24.9	1.7%	37.3	1.7%	292.5	1.7%
Female 16-17	59.0	1.2%	59.2	1.2%	40.6	1.2%	18.0	1.2%	25.8	1.2%	202.6	1.2%
Female 18-24	238.9	4.7%	244.7	4.8%	162.2	5.0%	67.5	4.5%	99.7	4.7%	813.0	4.8%
Female 25-29	205.6	4.0%	208.7	4.1%	123.5	3.8%	51.0	3.4%	85.5	4.0%	674.3	4.0%
Female 30-34	211.5	4.2%	210.4	4.1%	123.2	3.8%	52.0	3.5%	85.1	4.0%	682.2	4.0%
Female 35-39	183.7	3.6%	179.9	3.5%	110.7	3.4%	45.9	3.1%	73.5	3.4%	593.7	3.5%
Female 40-44	181.4	3.6%	180.8	3.6%	118.1	3.6%	48.2	3.2%	74.1	3.5%	602.6	3.5%
Female 45-49	166.9	3.3%	172.5	3.4%	110.5	3.4%	49.9	3.3%	71.3	3.3%	571.1	3.3%
Female 50-54	163.1	3.2%	161.9	3.2%	106.5	3.3%	50.6	3.4%	68.6	3.2%	550.7	3.2%
Female 55-59	150.6	3.0%	149.8	3.0%	98.2	3.0%	49.6	3.3%	63.5	3.0%	511.7	3.0%
Female 60-64	131.7	2.6%	131.4	2.6%	86.7	2.6%	45.1	3.0%	56.2	2.6%	451.1	2.6%
Female 65+	380.1	7.5%	392.4	7.7%	248.9	7.6%	142.2	9.5%	154.6	7.2%	1,318.2	7.7%
Working 16+	2,306.5	45.3%	2,284.8	45.0%	1,486.1	45.4%	648.4	43.5%	1,012.2	47.3%	7,738.0	45.3%
Not Working 16+	1,767.1	34.7%	1,812.2	35.7%	1,117.1	34.1%	564.9	37.9%	693.7	32.4%	5,955.0	34.9%



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Universe Estimates Year 2017 - 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	1,141.6	22.4%	1,082.0	21.3%	623.0	19.0%	267.2	17.9%	423.3	19.8%	3,537.1	20.7%
Occupation Group 1 16-39	472.5	9.3%	460.8	9.1%	254.7	7.8%	100.2	6.7%	182.4	8.5%	1,470.6	8.6%
Occupation Group 1 40-54	408.2	8.0%	382.3	7.5%	228.7	7.0%	95.1	6.4%	146.7	6.9%	1,261.0	7.4%
Occupation Group 1 55+	260.9	5.1%	238.9	4.7%	139.6	4.3%	71.9	4.8%	94.2	4.4%	805.5	4.7%
Occupation Group 2	653.3	12.8%	675.3	13.3%	493.2	15.1%	215.1	14.4%	296.8	13.9%	2,333.7	13.7%
Occupation Group 2 16-39	311.4	6.1%	320.5	6.3%	231.3	7.1%	91.9	6.2%	140.7	6.6%	1,095.8	6.4%
Occupation Group 2 40-54	202.4	4.0%	225.6	4.4%	166.8	5.1%	72.0	4.8%	99.4	4.6%	766.2	4.5%
Occupation Group 2 55+	139.5	2.7%	129.2	2.5%	95.1	2.9%	51.2	3.4%	56.7	2.7%	471.7	2.8%
Occupation Group 3	284.9	5.6%	277.8	5.5%	199.7	6.1%	87.1	5.8%	163.4	7.6%	1,012.9	5.9%
Occupation Group 3 16-39	147.1	2.9%	136.0	2.7%	100.2	3.1%	41.1	2.8%	88.2	4.1%	512.6	3.0%
Occupation Group 3 40-54	83.8	1.6%	91.4	1.8%	65.0	2.0%	32.0	2.1%	47.4	2.2%	319.6	1.9%
Occupation Group 3 55+	54.0	1.1%	50.4	1.0%	34.5	1.1%	14.0	0.9%	27.8	1.3%	180.7	1.1%
Occupation Group 4	89.1	1.8%	107.7	2.1%	67.4	2.1%	28.9	1.9%	58.0	2.7%	351.1	2.1%
Occupation Group 4 16-39	33.7	0.7%	42.5	0.8%	27.5	0.8%	10.0	0.7%	24.8	1.2%	138.5	0.8%
Occupation Group 4 40-54	35.4	0.7%	38.3	0.8%	23.5	0.7%	9.2	0.6%	21.8	1.0%	128.2	0.8%
Occupation Group 4 55+	20.0	0.4%	26.9	0.5%	16.4	0.5%	9.7	0.7%	11.4	0.5%	84.4	0.5%
Occupation Group 5	137.6	2.7%	142.0	2.8%	102.8	3.1%	50.1	3.4%	70.7	3.3%	503.2	2.9%
Occupation Group 5 16-39	66.5	1.3%	74.0	1.5%	51.4	1.6%	25.1	1.7%	34.4	1.6%	251.4	1.5%
Occupation Group 5 40-54	44.0	0.9%	42.9	0.8%	32.5	1.0%	14.9	1.0%	24.2	1.1%	158.5	0.9%
Occupation Group 5 55+	27.1	0.5%	25.1	0.5%	18.9	0.6%	10.1	0.7%	12.1	0.6%	93.3	0.5%
Persons in 1 Person Household	403.7	7.9%	418.6	8.2%	326.6	10.0%	172.8	11.6%	227.7	10.6%	1,549.4	9.1%
Persons in 2 Person Households	1,237.6	24.3%	1,267.2	25.0%	988.6	30.2%	475.0	31.9%	627.8	29.4%	4,596.2	26.9%
Persons in 3 Person Households	865.5	17.0%	962.4	19.0%	588.6	18.0%	244.5	16.4%	383.7	17.9%	3,044.7	17.8%
Persons in 4 Person Households	1,271.6	25.0%	1,203.6	23.7%	730.0	22.3%	338.8	22.7%	541.2	25.3%	4,085.2	23.9%
Persons in 5+ Person Households	1,307.9	25.7%	1,225.7	24.1%	640.0	19.5%	259.6	17.4%	358.3	16.8%	3,791.5	22.2%



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## Universe Estimates Year 2017 - 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	2,082.6	40.9%	1,873.4	36.9%	1,182.5	36.1%	493.1	33.1%	736.3	34.4%	6,367.9	37.3%
Persons in 2 TV Households	1,602.9	31.5%	1,684.7	33.2%	1,095.9	33.5%	508.3	34.1%	740.1	34.6%	5,631.9	33.0%
Persons in 3+ TV Households	1,400.8	27.5%	1,519.4	29.9%	995.4	30.4%	489.3	32.8%	662.3	31.0%	5,067.2	29.7%

Region 1 Individuals	1,150.8	22.6%	1,401.5	27.6%	780.5	23.8%	430.5	28.9%	617.4	28.9%
Region 2 Individuals	1,385.0	27.2%	1,116.2	22.0%	544.1	16.6%	341.6	22.9%	341.5	16.0%
Region 3 Individuals	780.8	15.4%	791.7	15.6%	649.2	19.8%	335.7	22.5%	450.9	21.1%
Region 4 Individuals	760.7	15.0%	664.9	13.1%	516.8	15.8%	382.9	25.7%	523.0	24.5%
Region 5 Individuals	1,009.0	19.8%	1,103.2	21.7%	783.2	23.9%			205.9	9.6%

UE - Universe Estimate

### REGION KEY

Region 1  
Region 2  
Region 3  
Region 4  
Region 5

### SYDNEY

Sth West & Sth  
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



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Universe Estimates Year 2017 - 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	1,843.6	100.0%	1,866.2	100.0%	1,308.8	100.0%	617.7	100.0%	864.2	100.0%	6,500.5	100.0%
1 Person Households	403.7	21.9%	418.6	22.4%	326.6	25.0%	172.8	28.0%	227.7	26.3%	1,549.4	23.8%
2 Person Households	618.8	33.6%	633.6	34.0%	494.3	37.8%	237.5	38.4%	313.9	36.3%	2,298.1	35.4%
3 Person Households	288.5	15.6%	320.8	17.2%	196.2	15.0%	81.5	13.2%	127.9	14.8%	1,014.9	15.6%
4 Person Households	317.9	17.2%	300.9	16.1%	182.5	13.9%	84.7	13.7%	135.3	15.7%	1,021.3	15.7%
5+ Person Households	214.7	11.6%	192.3	10.3%	109.2	8.3%	41.2	6.7%	59.4	6.9%	616.8	9.5%
1 TV Households	864.4	46.9%	811.9	43.5%	560.8	42.8%	243.0	39.3%	353.6	40.9%	2,833.7	43.6%
2 TVs Households	579.7	31.4%	614.5	32.9%	431.7	33.0%	219.1	35.5%	299.2	34.6%	2,144.2	33.0%
3+ TVs Households	399.5	21.7%	439.8	23.6%	316.3	24.2%	155.6	25.2%	211.4	24.5%	1,522.6	23.4%
Grocery Buyers	1,843.6	100.0%	1,866.2	100.0%	1,308.8	100.0%	617.7	100.0%	864.2	100.0%	6,500.5	100.0%
Grocery Buyers Working	999.4	54.2%	981.6	52.6%	709.1	54.2%	301.7	48.8%	474.6	54.9%	3,466.4	53.3%
Grocery Buyers Not Working	844.2	45.8%	884.6	47.4%	599.7	45.8%	316.0	51.2%	389.6	45.1%	3,034.1	46.7%
Grocery Buyers Age 18-39	581.9	31.6%	581.5	31.2%	413.2	31.6%	168.9	27.3%	290.1	33.6%	2,035.6	31.3%
Grocery Buyers Age 25-54	1,034.3	56.1%	1,032.5	55.3%	712.8	54.5%	312.2	50.5%	482.4	55.8%	3,574.2	55.0%
Grocery Buyers Age 40-54	539.3	29.3%	539.2	28.9%	379.5	29.0%	171.1	27.7%	239.2	27.7%	1,868.3	28.7%
Grocery Buyers Age 55-64	299.8	16.3%	301.3	16.1%	216.4	16.5%	107.8	17.5%	138.0	16.0%	1,063.3	16.4%
Grocery Buyers Age 65+	422.6	22.9%	444.2	23.8%	299.7	22.9%	169.9	27.5%	196.9	22.8%	1,533.3	23.6%
Grocery Buyers Male	660.0	35.8%	650.8	34.9%	461.8	35.3%	218.4	35.4%	310.4	35.9%	2,301.4	35.4%
Grocery Buyers Female	1,183.6	64.2%	1,215.4	65.1%	847.0	64.7%	399.3	64.6%	553.8	64.1%	4,199.1	64.6%



measuring audiences

## Universe Estimates Year 2017 - 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	1,307.4	70.9%	1,335.6	71.6%	947.2	72.4%	463.3	75.0%	625.1	72.3%	4,678.6	72.0%
Grocery Buyers 1-2 Children	441.5	23.9%	441.3	23.6%	293.1	22.4%	128.0	20.7%	199.8	23.1%	1,503.7	23.1%
Grocery Buyers 3+ Children	94.7	5.1%	89.3	4.8%	68.5	5.2%	26.4	4.3%	39.3	4.5%	318.2	4.9%
Grocery Buyers Children 0-2	125.8	6.8%	127.1	6.8%	84.3	6.4%	40.4	6.5%	58.2	6.7%	435.8	6.7%
Grocery Buyers Children 0-4	196.9	10.7%	197.0	10.6%	131.6	10.1%	62.3	10.1%	91.1	10.5%	678.9	10.4%
Grocery Buyers Children 0-12	404.5	21.9%	409.4	21.9%	278.0	21.2%	117.4	19.0%	178.9	20.7%	1,388.2	21.4%
Grocery Buyers Children 0-15	485.2	26.3%	480.4	25.7%	326.4	24.9%	136.9	22.2%	210.3	24.3%	1,639.2	25.2%
Grocery Buyers Children 0-17	536.2	29.1%	530.6	28.4%	361.6	27.6%	154.4	25.0%	239.1	27.7%	1,821.9	28.0%
Grocery Buyers Children 5-12	294.5	16.0%	293.2	15.7%	204.1	15.6%	81.4	13.2%	129.3	15.0%	1,002.5	15.4%
Grocery Buyers Children 5-17	431.4	23.4%	418.0	22.4%	291.8	22.3%	119.9	19.4%	191.7	22.2%	1,452.8	22.3%
Grocery Buyers Children 13-17	218.0	11.8%	204.4	11.0%	145.9	11.1%	61.3	9.9%	93.1	10.8%	722.7	11.1%
Region 1 Households	406.4	22.0%	540.5	29.0%	308.4	23.6%	167.8	27.2%	244.5	28.3%		
Region 2 Households	448.7	24.3%	379.8	20.4%	225.0	17.2%	152.2	24.6%	131.3	15.2%		
Region 3 Households	285.5	15.5%	284.4	15.2%	264.8	20.2%	138.4	22.4%	184.4	21.3%		
Region 4 Households	294.8	16.0%	260.5	14.0%	188.6	14.4%	159.3	25.8%	211.9	24.5%		
Region 5 Households	408.2	22.1%	401.0	21.5%	322.0	24.6%			92.1	10.7%		

UE - Universe Estimate

### REGION KEY

Region 1  
Region 2  
Region 3  
Region 4  
Region 5

### SYDNEY

Sth West & Sth  
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 2017 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,040.0	100.0%	2,868.0	100.0%	1,904.0	100.0%	1,412.0	100.0%	1,448.0	100.0%	10,672.0	100.0%
People 2+	2,971.0	97.7%	2,807.0	97.9%	1,861.0	97.7%	1,385.0	98.1%	1,413.0	97.6%	10,437.0	97.8%
Children 0-4	203.0	6.7%	183.0	6.4%	124.0	6.5%	84.0	5.9%	97.0	6.7%	691.0	6.5%
Children 2-9	327.0	10.8%	299.0	10.4%	205.0	10.8%	140.0	9.9%	156.0	10.8%	1,127.0	10.6%
Children 5-12	296.0	9.7%	273.0	9.5%	195.0	10.2%	131.0	9.3%	145.0	10.0%	1,040.0	9.7%
Children 10-17	282.0	9.3%	262.0	9.1%	190.0	10.0%	130.0	9.2%	139.0	9.6%	1,003.0	9.4%
Children 13-17	178.0	5.9%	166.0	5.8%	120.0	6.3%	82.0	5.8%	88.0	6.1%	634.0	5.9%
Children 0-17	677.0	22.3%	622.0	21.7%	438.0	23.0%	297.0	21.0%	329.0	22.7%	2,363.0	22.1%
Total Males	1,508.0	49.6%	1,417.0	49.4%	942.0	49.5%	696.0	49.3%	724.0	50.0%	5,287.0	49.5%
Male 0-4	105.0	3.5%	94.0	3.3%	64.0	3.4%	43.0	3.0%	49.0	3.4%	355.0	3.3%
Male 5-9	99.0	3.3%	90.0	3.1%	64.0	3.4%	43.0	3.0%	48.0	3.3%	344.0	3.2%
Male 10-12	54.0	1.8%	49.0	1.7%	36.0	1.9%	24.0	1.7%	26.0	1.8%	189.0	1.8%
Male 13-15	54.0	1.8%	50.0	1.7%	36.0	1.9%	25.0	1.8%	27.0	1.9%	192.0	1.8%
Male 16-17	37.0	1.2%	35.0	1.2%	25.0	1.3%	17.0	1.2%	18.0	1.2%	132.0	1.2%
Male 18-24	150.0	4.9%	144.0	5.0%	97.0	5.1%	67.0	4.7%	71.0	4.9%	529.0	5.0%
Male 25-29	121.0	4.0%	118.0	4.1%	72.0	3.8%	50.0	3.5%	61.0	4.2%	422.0	4.0%
Male 30-34	125.0	4.1%	117.0	4.1%	70.0	3.7%	49.0	3.5%	61.0	4.2%	422.0	4.0%
Male 35-39	110.0	3.6%	101.0	3.5%	62.0	3.3%	43.0	3.0%	51.0	3.5%	367.0	3.4%
Male 40-44	107.0	3.5%	99.0	3.5%	67.0	3.5%	45.0	3.2%	50.0	3.5%	368.0	3.4%
Male 45-49	97.0	3.2%	94.0	3.3%	62.0	3.3%	47.0	3.3%	48.0	3.3%	348.0	3.3%
Male 50-54	94.0	3.1%	88.0	3.1%	59.0	3.1%	46.0	3.3%	45.0	3.1%	332.0	3.1%
Male 55-59	87.0	2.9%	80.0	2.8%	54.0	2.8%	44.0	3.1%	41.0	2.8%	306.0	2.9%
Male 60-64	74.0	2.4%	69.0	2.4%	47.0	2.5%	40.0	2.8%	36.0	2.5%	266.0	2.5%
Male 65+	195.0	6.4%	187.0	6.5%	127.0	6.7%	113.0	8.0%	92.0	6.4%	714.0	6.7%



measuring audiences

Approximate Sample Size 2017 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,532.0	50.4%	1,451.0	50.6%	962.0	50.5%	716.0	50.7%	724.0	50.0%	5,385.0	50.5%
Female 0-4	99.0	3.3%	89.0	3.1%	60.0	3.2%	41.0	2.9%	47.0	3.2%	336.0	3.1%
Female 5-9	94.0	3.1%	86.0	3.0%	60.0	3.2%	41.0	2.9%	45.0	3.1%	326.0	3.1%
Female 10-12	50.0	1.6%	47.0	1.6%	34.0	1.8%	23.0	1.6%	25.0	1.7%	179.0	1.7%
Female 13-15	51.0	1.7%	48.0	1.7%	35.0	1.8%	24.0	1.7%	25.0	1.7%	183.0	1.7%
Female 16-17	35.0	1.2%	33.0	1.2%	24.0	1.3%	17.0	1.2%	17.0	1.2%	126.0	1.2%
Female 18-24	143.0	4.7%	138.0	4.8%	94.0	4.9%	64.0	4.5%	68.0	4.7%	507.0	4.8%
Female 25-29	123.0	4.0%	118.0	4.1%	72.0	3.8%	48.0	3.4%	58.0	4.0%	419.0	3.9%
Female 30-34	126.0	4.1%	119.0	4.1%	72.0	3.8%	49.0	3.5%	58.0	4.0%	424.0	4.0%
Female 35-39	110.0	3.6%	102.0	3.6%	64.0	3.4%	43.0	3.0%	50.0	3.5%	369.0	3.5%
Female 40-44	108.0	3.6%	102.0	3.6%	69.0	3.6%	46.0	3.3%	50.0	3.5%	375.0	3.5%
Female 45-49	100.0	3.3%	97.0	3.4%	64.0	3.4%	47.0	3.3%	48.0	3.3%	356.0	3.3%
Female 50-54	97.0	3.2%	91.0	3.2%	62.0	3.3%	48.0	3.4%	46.0	3.2%	344.0	3.2%
Female 55-59	90.0	3.0%	85.0	3.0%	57.0	3.0%	47.0	3.3%	43.0	3.0%	322.0	3.0%
Female 60-64	79.0	2.6%	74.0	2.6%	50.0	2.6%	43.0	3.0%	38.0	2.6%	284.0	2.7%
Female 65+	227.0	7.5%	222.0	7.7%	145.0	7.6%	135.0	9.6%	105.0	7.3%	834.0	7.8%
Working 16+	1,379.0	45.4%	1,291.0	45.0%	864.0	45.4%	614.0	43.5%	685.0	47.3%	4,833.0	45.3%
Not Working 16+	1,056.0	34.7%	1,024.0	35.7%	650.0	34.1%	535.0	37.9%	470.0	32.5%	3,735.0	35.0%



## Approximate Sample Size 2017 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	682.0	22.4%	611.0	21.3%	362.0	19.0%	253.0	17.9%	287.0	19.8%	2,195.0	20.6%
Occupation Group 1 16-39	282.0	9.3%	260.0	9.1%	148.0	7.8%	95.0	6.7%	123.0	8.5%	908.0	8.5%
Occupation Group 1 40-54	244.0	8.0%	216.0	7.5%	133.0	7.0%	90.0	6.4%	99.0	6.8%	782.0	7.3%
Occupation Group 1 55+	156.0	5.1%	135.0	4.7%	81.0	4.3%	68.0	4.8%	64.0	4.4%	504.0	4.7%
Occupation Group 2	390.0	12.8%	381.0	13.3%	287.0	15.1%	204.0	14.4%	201.0	13.9%	1,463.0	13.7%
Occupation Group 2 16-39	186.0	6.1%	181.0	6.3%	135.0	7.1%	87.0	6.2%	95.0	6.6%	684.0	6.4%
Occupation Group 2 40-54	121.0	4.0%	127.0	4.4%	97.0	5.1%	68.0	4.8%	67.0	4.6%	480.0	4.5%
Occupation Group 2 55+	83.0	2.7%	73.0	2.5%	55.0	2.9%	48.0	3.4%	38.0	2.6%	297.0	2.8%
Occupation Group 3	170.0	5.6%	157.0	5.5%	116.0	6.1%	83.0	5.9%	111.0	7.7%	637.0	6.0%
Occupation Group 3 16-39	88.0	2.9%	77.0	2.7%	58.0	3.0%	39.0	2.8%	60.0	4.1%	322.0	3.0%
Occupation Group 3 40-54	50.0	1.6%	52.0	1.8%	38.0	2.0%	30.0	2.1%	32.0	2.2%	202.0	1.9%
Occupation Group 3 55+	32.0	1.1%	28.0	1.0%	20.0	1.1%	13.0	0.9%	19.0	1.3%	112.0	1.0%
Occupation Group 4	53.0	1.7%	61.0	2.1%	39.0	2.0%	27.0	1.9%	39.0	2.7%	219.0	2.1%
Occupation Group 4 16-39	20.0	0.7%	24.0	0.8%	16.0	0.8%	9.0	0.6%	17.0	1.2%	86.0	0.8%
Occupation Group 4 40-54	21.0	0.7%	22.0	0.8%	14.0	0.7%	9.0	0.6%	15.0	1.0%	81.0	0.8%
Occupation Group 4 55+	12.0	0.4%	15.0	0.5%	10.0	0.5%	9.0	0.6%	8.0	0.6%	54.0	0.5%
Occupation Group 5	82.0	2.7%	80.0	2.8%	60.0	3.2%	47.0	3.3%	48.0	3.3%	317.0	3.0%
Occupation Group 5 16-39	40.0	1.3%	42.0	1.5%	30.0	1.6%	24.0	1.7%	23.0	1.6%	159.0	1.5%
Occupation Group 5 40-54	26.0	0.9%	24.0	0.8%	19.0	1.0%	14.0	1.0%	16.0	1.1%	99.0	0.9%
Occupation Group 5 55+	16.0	0.5%	14.0	0.5%	11.0	0.6%	10.0	0.7%	8.0	0.6%	59.0	0.6%
Persons in 1 Person Household	241.0	7.9%	236.0	8.2%	190.0	10.0%	164.0	11.6%	154.0	10.6%	985.0	9.2%
Persons in 2 Person Households	740.0	24.3%	716.0	25.0%	575.0	30.2%	450.0	31.9%	425.0	29.4%	2,906.0	27.2%
Persons in 3 Person Households	517.0	17.0%	544.0	19.0%	342.0	18.0%	232.0	16.4%	260.0	18.0%	1,895.0	17.8%
Persons in 4 Person Households	760.0	25.0%	680.0	23.7%	425.0	22.3%	321.0	22.7%	366.0	25.3%	2,552.0	23.9%
Persons in 5+ Person Households	782.0	25.7%	692.0	24.1%	372.0	19.5%	246.0	17.4%	243.0	16.8%	2,335.0	21.9%

## Approximate Sample Size 2017 - 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 Households	1,245.0	41.0%	1,058.0	36.9%	688.0	36.1%	467.0	33.1%	499.0	34.5%	3,957.0	37.1%
Persons in 2 TV Households	958.0	31.5%	952.0	33.2%	637.0	33.5%	481.0	34.1%	501.0	34.6%	3,529.0	33.1%
Persons in 3+ TV Households	837.0	27.5%	858.0	29.9%	579.0	30.4%	463.0	32.8%	448.0	30.9%	3,185.0	29.8%

Region 1 Individuals	688.0	22.6%	792.0	27.6%	454.0	23.8%	408.0	28.9%	418.0	28.9%
Region 2 Individuals	828.0	27.2%	630.0	22.0%	316.0	16.6%	324.0	22.9%	231.0	16.0%
Region 3 Individuals	467.0	15.4%	447.0	15.6%	378.0	19.9%	318.0	22.5%	305.0	21.1%
Region 4 Individuals	455.0	15.0%	376.0	13.1%	301.0	15.8%	363.0	25.7%	354.0	24.4%
Region 5 Individuals	603.0	19.8%	623.0	21.7%	455.0	23.9%			139.0	9.6%

### REGION KEY

	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1	Sth West & Sth	Central & West	North	North & Yorke	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

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 2017 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	1,102.0	100.0%	1,054.0	100.0%	761.0	100.0%	585.0	100.0%	585.0	100.0%	4,087.0	100.0%
1 Person Households	241.0	21.9%	236.0	22.4%	190.0	25.0%	164.0	28.0%	154.0	26.3%	985.0	24.1%
2 Person Households	370.0	33.6%	358.0	34.0%	287.0	37.7%	225.0	38.5%	212.0	36.2%	1,452.0	35.5%
3 Person Households	172.0	15.6%	181.0	17.2%	114.0	15.0%	77.0	13.2%	87.0	14.9%	631.0	15.4%
4 Person Households	190.0	17.2%	170.0	16.1%	106.0	13.9%	80.0	13.7%	92.0	15.7%	638.0	15.6%
5+ Person Households	128.0	11.6%	109.0	10.3%	63.0	8.3%	39.0	6.7%	40.0	6.8%	379.0	9.3%
1 TV Households	517.0	46.9%	459.0	43.5%	326.0	42.8%	230.0	39.3%	239.0	40.9%	1,771.0	43.3%
2 TVs Households	347.0	31.5%	347.0	32.9%	251.0	33.0%	208.0	35.6%	203.0	34.7%	1,356.0	33.2%
3+ TVs Households	239.0	21.7%	248.0	23.5%	184.0	24.2%	147.0	25.1%	143.0	24.4%	961.0	23.5%
Grocery Buyers	1,102.0	100.0%	1,054.0	100.0%	761.0	100.0%	585.0	100.0%	585.0	100.0%	4,087.0	100.0%
Grocery Buyers Working	597.0	54.2%	554.0	52.6%	412.0	54.1%	286.0	48.9%	321.0	54.9%	2,170.0	53.1%
Grocery Buyers Not Working	505.0	45.8%	500.0	47.4%	349.0	45.9%	299.0	51.1%	264.0	45.1%	1,917.0	46.9%
Grocery Buyers Age 18-39	348.0	31.6%	328.0	31.1%	240.0	31.5%	160.0	27.4%	196.0	33.5%	1,272.0	31.1%
Grocery Buyers Age 25-54	618.0	56.1%	583.0	55.3%	414.0	54.4%	296.0	50.6%	327.0	55.9%	2,238.0	54.8%
Grocery Buyers Age 40-54	322.0	29.2%	305.0	28.9%	221.0	29.0%	162.0	27.7%	162.0	27.7%	1,172.0	28.7%
Grocery Buyers Age 55-64	179.0	16.2%	170.0	16.1%	126.0	16.6%	102.0	17.4%	93.0	15.9%	670.0	16.4%
Grocery Buyers Age 65+	253.0	23.0%	251.0	23.8%	174.0	22.9%	161.0	27.5%	133.0	22.7%	972.0	23.8%

## Approximate Sample Size 2017 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	395.0	35.8%	368.0	34.9%	269.0	35.3%	207.0	35.4%	210.0	35.9%	1,449.0	35.5%
Grocery Buyers Female	707.0	64.2%	686.0	65.1%	492.0	64.7%	378.0	64.6%	375.0	64.1%	2,638.0	64.5%

Grocery Buyers 0 Children	781.0	70.9%	754.0	71.5%	551.0	72.4%	439.0	75.0%	423.0	72.3%	2,948.0	72.1%
Grocery Buyers 1-2 Children	264.0	24.0%	249.0	23.6%	170.0	22.3%	121.0	20.7%	135.0	23.1%	939.0	23.0%
Grocery Buyers 3+ Children	57.0	5.2%	50.0	4.7%	40.0	5.3%	25.0	4.3%	27.0	4.6%	199.0	4.9%

Grocery Buyers Children 0-2	75.0	6.8%	72.0	6.8%	49.0	6.4%	38.0	6.5%	39.0	6.7%	273.0	6.7%
Grocery Buyers Children 0-4	118.0	10.7%	111.0	10.5%	77.0	10.1%	59.0	10.1%	62.0	10.6%	427.0	10.4%
Grocery Buyers Children 0-12	242.0	22.0%	231.0	21.9%	162.0	21.3%	111.0	19.0%	121.0	20.7%	867.0	21.2%
Grocery Buyers Children 0-15	290.0	26.3%	271.0	25.7%	190.0	25.0%	130.0	22.2%	142.0	24.3%	1,023.0	25.0%
Grocery Buyers Children 0-17	321.0	29.1%	300.0	28.5%	210.0	27.6%	146.0	25.0%	162.0	27.7%	1,139.0	27.9%
Grocery Buyers Children 5-12	176.0	16.0%	166.0	15.7%	119.0	15.6%	77.0	13.2%	88.0	15.0%	626.0	15.3%
Grocery Buyers Children 5-17	258.0	23.4%	236.0	22.4%	170.0	22.3%	114.0	19.5%	130.0	22.2%	908.0	22.2%
Grocery Buyers Children 13-17	130.0	11.8%	115.0	10.9%	85.0	11.2%	58.0	9.9%	63.0	10.8%	451.0	11.0%

Region 1 Households	243.0	22.1%	305.0	28.9%	179.0	23.5%	159.0	27.2%	166.0	28.4%
Region 2 Households	268.0	24.3%	215.0	20.4%	131.0	17.2%	144.0	24.6%	89.0	15.2%
Region 3 Households	171.0	15.5%	161.0	15.3%	154.0	20.2%	131.0	22.4%	125.0	21.4%
Region 4 Households	176.0	16.0%	147.0	13.9%	110.0	14.5%	151.0	25.8%	143.0	24.4%
Region 5 Households	244.0	22.1%	226.0	21.4%	187.0	24.6%			62.0	10.6%

### REGION KEY

	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1	Sth West & Sth	Central & West	North	North & Yorke	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
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