

## Universe Estimates Year 2019 - 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	5,185.5	100.0%	5,243.2	100.0%	3,402.6	100.0%	1,500.2	100.0%	2,146.6	100.0%	17,478.1	100.0%
People 2+	5,081.6	98.0%	5,133.8	97.9%	3,339.1	98.1%	1,473.8	98.2%	2,096.2	97.7%	17,124.5	98.0%
Children 0-4	329.6	6.4%	340.7	6.5%	216.4	6.4%	87.4	5.8%	143.6	6.7%	1,117.7	6.4%
Children 2-9	556.4	10.7%	558.4	10.6%	378.7	11.1%	151.7	10.1%	232.8	10.8%	1,878.0	10.7%
Children 5-12	512.1	9.9%	507.0	9.7%	354.6	10.4%	141.4	9.4%	217.6	10.1%	1,732.7	9.9%
Children 10-17	482.5	9.3%	481.2	9.2%	342.1	10.1%	139.2	9.3%	206.6	9.6%	1,651.5	9.4%
Children 13-17	301.2	5.8%	301.3	5.7%	213.3	6.3%	88.5	5.9%	128.6	6.0%	1,032.8	5.9%
Children 0-17	1,142.8	22.0%	1,149.0	21.9%	784.3	23.1%	317.3	21.2%	489.8	22.8%	3,883.1	22.2%
Total Males	2,575.4	49.7%	2,590.6	49.4%	1,676.0	49.3%	737.8	49.2%	1,068.0	49.8%	8,647.8	49.5%
Male 0-4	169.2	3.3%	175.1	3.3%	110.6	3.2%	44.9	3.0%	74.1	3.4%	573.8	3.3%
Male 5-9	169.8	3.3%	168.0	3.2%	115.4	3.4%	46.7	3.1%	71.5	3.3%	571.4	3.3%
Male 10-12	93.6	1.8%	92.3	1.8%	66.7	2.0%	25.8	1.7%	40.2	1.9%	318.6	1.8%
Male 13-15	93.4	1.8%	92.6	1.8%	66.0	1.9%	27.0	1.8%	40.1	1.9%	319.0	1.8%
Male 16-17	61.7	1.2%	61.6	1.2%	43.3	1.3%	18.4	1.2%	25.8	1.2%	210.8	1.2%
Male 18-24	261.1	5.0%	271.2	5.2%	170.0	5.0%	70.6	4.7%	102.1	4.8%	875.0	5.0%
Male 25-29	221.2	4.3%	220.1	4.2%	128.3	3.8%	51.1	3.4%	81.7	3.8%	702.5	4.0%
Male 30-34	214.8	4.1%	215.0	4.1%	122.4	3.6%	51.2	3.4%	86.3	4.0%	689.8	3.9%
Male 35-39	198.7	3.8%	193.2	3.7%	115.6	3.4%	47.2	3.1%	78.6	3.7%	633.2	3.6%
Male 40-44	172.5	3.3%	170.3	3.2%	109.9	3.2%	45.3	3.0%	69.6	3.2%	567.6	3.2%
Male 45-49	169.0	3.3%	172.3	3.3%	115.2	3.4%	49.8	3.3%	73.7	3.4%	579.9	3.3%
Male 50-54	149.9	2.9%	150.2	2.9%	100.7	3.0%	46.5	3.1%	65.6	3.1%	512.9	2.9%
Male 55-59	146.0	2.8%	144.5	2.8%	97.4	2.9%	47.3	3.2%	62.4	2.9%	497.7	2.8%
Male 60-64	124.1	2.4%	123.9	2.4%	82.2	2.4%	42.1	2.8%	53.3	2.5%	425.5	2.4%
Male 65+	330.4	6.4%	340.2	6.5%	232.4	6.8%	123.9	8.3%	143.2	6.7%	1,170.1	6.7%

## Universe Estimates Year 2019 - 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	2,610.1	50.3%	2,652.7	50.6%	1,726.6	50.7%	762.4	50.8%	1,078.6	50.2%	8,830.3	50.5%
Female 0-4	160.4	3.1%	165.7	3.2%	105.8	3.1%	42.5	2.8%	69.6	3.2%	543.9	3.1%
Female 5-9	161.0	3.1%	159.1	3.0%	110.4	3.2%	44.0	2.9%	68.2	3.2%	542.6	3.1%
Female 10-12	87.7	1.7%	87.6	1.7%	62.1	1.8%	24.9	1.7%	37.8	1.8%	300.1	1.7%
Female 13-15	88.1	1.7%	87.7	1.7%	63.0	1.9%	25.9	1.7%	38.1	1.8%	302.7	1.7%
Female 16-17	58.0	1.1%	59.4	1.1%	41.1	1.2%	17.2	1.1%	24.6	1.1%	200.3	1.1%
Female 18-24	248.5	4.8%	259.1	4.9%	168.0	4.9%	68.2	4.5%	97.5	4.5%	841.4	4.8%
Female 25-29	221.3	4.3%	221.5	4.2%	130.8	3.8%	50.7	3.4%	81.5	3.8%	705.7	4.0%
Female 30-34	218.8	4.2%	220.1	4.2%	128.4	3.8%	52.5	3.5%	87.7	4.1%	707.5	4.0%
Female 35-39	194.8	3.8%	193.5	3.7%	117.7	3.5%	48.4	3.2%	77.4	3.6%	631.7	3.6%
Female 40-44	171.4	3.3%	170.1	3.2%	114.2	3.4%	45.4	3.0%	69.6	3.2%	570.6	3.3%
Female 45-49	176.7	3.4%	182.7	3.5%	121.6	3.6%	51.3	3.4%	74.9	3.5%	607.1	3.5%
Female 50-54	154.4	3.0%	158.7	3.0%	106.6	3.1%	48.5	3.2%	67.3	3.1%	535.5	3.1%
Female 55-59	151.5	2.9%	151.6	2.9%	103.7	3.0%	49.7	3.3%	64.5	3.0%	521.0	3.0%
Female 60-64	133.1	2.6%	134.1	2.6%	89.4	2.6%	45.9	3.1%	57.5	2.7%	460.0	2.6%
Female 65+	384.6	7.4%	401.8	7.7%	263.9	7.8%	147.4	9.8%	162.8	7.6%	1,360.4	7.8%
Working 16+	2,467.6	47.6%	2,457.9	46.9%	1,594.3	46.9%	678.7	45.2%	1,066.3	49.7%	8,264.7	47.3%
Not Working 16+	1,694.8	32.7%	1,757.4	33.5%	1,108.4	32.6%	539.8	36.0%	641.0	29.9%	5,741.4	32.8%

## Universe Estimates Year 2019 - 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	1,197.4	23.1%	1,157.9	22.1%	654.6	19.2%	269.5	18.0%	433.5	20.2%	3,712.9	21.2%
Occupation Group 1 16-39	532.0	10.3%	511.2	9.7%	283.3	8.3%	107.4	7.2%	190.7	8.9%	1,624.6	9.3%
Occupation Group 1 40-54	435.6	8.4%	429.8	8.2%	244.2	7.2%	101.4	6.8%	154.5	7.2%	1,365.6	7.8%
Occupation Group 1 55+	229.8	4.4%	216.9	4.1%	127.1	3.7%	60.6	4.0%	88.3	4.1%	722.8	4.1%
Occupation Group 2	746.5	14.4%	750.6	14.3%	544.9	16.0%	231.6	15.4%	319.6	14.9%	2,593.2	14.8%
Occupation Group 2 16-39	380.7	7.3%	389.1	7.4%	268.2	7.9%	117.8	7.8%	161.1	7.5%	1,316.7	7.5%
Occupation Group 2 40-54	230.2	4.4%	230.7	4.4%	183.9	5.4%	72.3	4.8%	101.7	4.7%	818.7	4.7%
Occupation Group 2 55+	135.7	2.6%	130.9	2.5%	92.8	2.7%	41.6	2.8%	56.8	2.6%	457.8	2.6%
Occupation Group 3	267.1	5.1%	278.7	5.3%	191.0	5.6%	90.3	6.0%	149.0	6.9%	976.0	5.6%
Occupation Group 3 16-39	153.6	3.0%	156.3	3.0%	111.1	3.3%	47.1	3.1%	86.3	4.0%	554.5	3.2%
Occupation Group 3 40-54	72.5	1.4%	79.5	1.5%	55.8	1.6%	28.6	1.9%	42.8	2.0%	279.1	1.6%
Occupation Group 3 55+	41.0	0.8%	42.9	0.8%	24.0	0.7%	14.6	1.0%	20.0	0.9%	142.4	0.8%
Occupation Group 4	91.7	1.8%	105.9	2.0%	74.4	2.2%	32.5	2.2%	91.8	4.3%	396.2	2.3%
Occupation Group 4 16-39	35.6	0.7%	40.1	0.8%	27.7	0.8%	10.9	0.7%	39.3	1.8%	153.6	0.9%
Occupation Group 4 40-54	34.1	0.7%	39.4	0.8%	28.4	0.8%	12.5	0.8%	32.0	1.5%	146.4	0.8%
Occupation Group 4 55+	22.0	0.4%	26.4	0.5%	18.3	0.5%	9.1	0.6%	20.5	1.0%	96.3	0.6%
Occupation Group 5	164.8	3.2%	164.8	3.1%	129.5	3.8%	54.9	3.7%	72.3	3.4%	586.3	3.4%
Occupation Group 5 16-39	83.8	1.6%	83.6	1.6%	68.5	2.0%	27.6	1.8%	42.0	2.0%	305.6	1.7%
Occupation Group 5 40-54	48.6	0.9%	50.3	1.0%	38.6	1.1%	16.2	1.1%	17.6	0.8%	171.2	1.0%
Occupation Group 5 55+	32.4	0.6%	30.9	0.6%	22.5	0.7%	11.0	0.7%	12.7	0.6%	109.5	0.6%
Persons in 1 Person Household	421.0	8.1%	437.1	8.3%	341.7	10.0%	175.4	11.7%	235.4	11.0%	1,610.7	9.2%
Persons in 2 Person Households	1,280.9	24.7%	1,307.3	24.9%	1,029.6	30.3%	466.5	31.1%	638.8	29.8%	4,723.0	27.0%
Persons in 3 Person Households	892.5	17.2%	1,000.7	19.1%	592.8	17.4%	245.9	16.4%	386.0	18.0%	3,117.8	17.8%
Persons in 4 Person Households	1,314.6	25.4%	1,236.6	23.6%	781.0	23.0%	335.0	22.3%	532.0	24.8%	4,199.2	24.0%
Persons in 5+ Person Households	1,276.5	24.6%	1,261.6	24.1%	657.5	19.3%	277.4	18.5%	354.4	16.5%	3,827.3	21.9%

## Universe Estimates Year 2019 - 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	2,170.2	41.9%	2,038.6	38.9%	1,237.5	36.4%	507.7	33.8%	781.4	36.4%	6,735.4	38.5%
Persons in 2 TV Households	1,674.1	32.3%	1,689.1	32.2%	1,178.4	34.6%	499.6	33.3%	727.4	33.9%	5,768.6	33.0%
Persons in 3+ TV Households	1,341.2	25.9%	1,515.5	28.9%	986.8	29.0%	492.9	32.9%	637.8	29.7%	4,974.1	28.5%

Region 1 Individuals	1,187.9	22.9%	1,438.1	27.4%	825.7	24.3%	437.0	29.1%	617.7	28.8%
Region 2 Individuals	1,402.3	27.0%	1,162.0	22.2%	553.6	16.3%	341.9	22.8%	341.2	15.9%
Region 3 Individuals	781.8	15.1%	800.6	15.3%	659.3	19.4%	336.4	22.4%	456.1	21.2%
Region 4 Individuals	776.2	15.0%	680.8	13.0%	537.5	15.8%	384.8	25.7%	526.3	24.5%
Region 5 Individuals	1,037.2	20.0%	1,161.7	22.2%	826.6	24.3%			205.3	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

## Universe Estimates Year 2019 - 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	1,917.0	100.0%	1,961.1	100.0%	1,366.9	100.0%	624.7	100.0%	881.1	100.0%	6,750.7	100.0%
1 Person Households	421.0	22.0%	437.1	22.3%	341.7	25.0%	175.4	28.1%	235.4	26.7%	1,610.7	23.9%
2 Person Households	640.4	33.4%	653.7	33.3%	514.8	37.7%	233.3	37.3%	319.4	36.2%	2,361.5	35.0%
3 Person Households	297.5	15.5%	333.6	17.0%	197.6	14.5%	82.0	13.1%	128.7	14.6%	1,039.3	15.4%
4 Person Households	328.7	17.1%	309.2	15.8%	195.2	14.3%	83.8	13.4%	133.0	15.1%	1,049.8	15.6%
5+ Person Households	229.3	12.0%	227.7	11.6%	117.5	8.6%	50.3	8.0%	64.6	7.3%	689.4	10.2%
1 TV Households	923.3	48.2%	868.1	44.3%	591.8	43.3%	246.9	39.5%	374.7	42.5%	3,004.7	44.5%
2 TVs Households	603.2	31.5%	642.5	32.8%	465.0	34.0%	217.8	34.9%	296.2	33.6%	2,224.6	33.0%
3+ TVs Households	390.5	20.4%	450.6	23.0%	310.1	22.7%	160.0	25.6%	210.2	23.9%	1,521.4	22.5%
Grocery Buyers	1,917.0	100.0%	1,961.1	100.0%	1,366.9	100.0%	624.7	100.0%	881.1	100.0%	6,750.7	100.0%
Grocery Buyers Working	1,073.8	56.0%	1,075.2	54.8%	762.4	55.8%	313.3	50.2%	492.9	55.9%	3,717.6	55.1%
Grocery Buyers Not Working	843.2	44.0%	886.0	45.2%	604.4	44.2%	311.4	49.8%	388.2	44.1%	3,033.1	44.9%
Grocery Buyers Age 18-39	631.8	33.0%	642.4	32.8%	434.6	31.8%	165.7	26.5%	287.3	32.6%	2,161.8	32.0%
Grocery Buyers Age 25-54	1,068.0	55.7%	1,069.1	54.5%	719.2	52.6%	304.0	48.7%	490.3	55.7%	3,650.6	54.1%
Grocery Buyers Age 40-54	543.4	28.3%	540.1	27.5%	380.4	27.8%	170.1	27.2%	249.3	28.3%	1,883.3	27.9%
Grocery Buyers Age 55-64	306.5	16.0%	310.1	15.8%	223.6	16.4%	112.1	17.9%	141.3	16.0%	1,093.6	16.2%
Grocery Buyers Age 65+	435.3	22.7%	468.5	23.9%	328.3	24.0%	176.7	28.3%	203.2	23.1%	1,612.0	23.9%
Grocery Buyers Male	733.3	38.3%	729.4	37.2%	519.9	38.0%	236.3	37.8%	334.0	37.9%	2,552.9	37.8%
Grocery Buyers Female	1,183.6	61.7%	1,231.8	62.8%	847.0	62.0%	388.3	62.2%	547.1	62.1%	4,197.8	62.2%

## Universe Estimates Year 2019 - 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	1,365.7	71.2%	1,397.7	71.3%	1,000.8	73.2%	477.0	76.4%	641.4	72.8%	4,882.5	72.3%
Grocery Buyers 1-2 Children	443.9	23.2%	458.6	23.4%	299.9	21.9%	121.1	19.4%	203.6	23.1%	1,527.2	22.6%
Grocery Buyers 3+ Children	107.4	5.6%	104.9	5.3%	66.2	4.8%	26.5	4.2%	36.1	4.1%	341.0	5.1%
Grocery Buyers Children 0-2	127.3	6.6%	133.6	6.8%	75.0	5.5%	32.7	5.2%	60.4	6.9%	428.9	6.4%
Grocery Buyers Children 0-4	205.4	10.7%	206.9	10.5%	128.5	9.4%	54.2	8.7%	89.6	10.2%	684.5	10.1%
Grocery Buyers Children 0-12	428.3	22.3%	444.3	22.7%	284.5	20.8%	115.2	18.4%	189.2	21.5%	1,461.5	21.6%
Grocery Buyers Children 0-15	499.4	26.1%	516.2	26.3%	336.5	24.6%	135.7	21.7%	220.2	25.0%	1,707.9	25.3%
Grocery Buyers Children 0-17	551.3	28.8%	563.5	28.7%	366.1	26.8%	147.7	23.6%	239.7	27.2%	1,868.2	27.7%
Grocery Buyers Children 5-12	316.3	16.5%	325.7	16.6%	214.1	15.7%	88.4	14.1%	135.6	15.4%	1,080.1	16.0%
Grocery Buyers Children 5-17	444.8	23.2%	448.6	22.9%	298.7	21.9%	122.3	19.6%	187.9	21.3%	1,502.3	22.3%
Grocery Buyers Children 13-17	217.3	11.3%	204.1	10.4%	148.2	10.8%	57.2	9.2%	88.0	10.0%	714.7	10.6%
Region 1 Households	427.5	22.3%	562.6	28.7%	329.7	24.1%	172.6	27.6%	249.6	28.3%		
Region 2 Households	462.9	24.1%	408.1	20.8%	229.9	16.8%	151.4	24.2%	134.1	15.2%		
Region 3 Households	289.9	15.1%	291.7	14.9%	270.0	19.8%	140.0	22.4%	188.1	21.3%		
Region 4 Households	305.8	16.0%	270.6	13.8%	196.9	14.4%	160.6	25.7%	216.3	24.5%		
Region 5 Households	430.9	22.5%	428.3	21.8%	340.3	24.9%			93.0	10.6%		

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

## Approximate Sample Size 2019 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,592	100.0%	3,551	100.0%	2,240	100.0%	1,405	100.0%	1,425	100.0%	12,213	100.0%
People 2+	3,520	98.0%	3,477	97.9%	2,198	98.1%	1,380	98.2%	1,392	97.7%	11,967	98.0%
Children 0-4	228	6.3%	231	6.5%	142	6.3%	82	5.8%	95	6.7%	778	6.4%
Children 2-9	385	10.7%	378	10.6%	249	11.1%	142	10.1%	155	10.9%	1,309	10.7%
Children 5-12	355	9.9%	343	9.7%	233	10.4%	132	9.4%	144	10.1%	1,207	9.9%
Children 10-17	334	9.3%	326	9.2%	225	10.0%	130	9.3%	137	9.6%	1,152	9.4%
Children 13-17	209	5.8%	204	5.7%	140	6.3%	83	5.9%	85	6.0%	721	5.9%
Children 0-17	792	22.0%	778	21.9%	516	23.0%	297	21.1%	325	22.8%	2,708	22.2%
Total Males	1,784	49.7%	1,754	49.4%	1,103	49.2%	691	49.2%	709	49.8%	6,041	49.5%
Male 0-4	117	3.3%	119	3.4%	73	3.3%	42	3.0%	49	3.4%	400	3.3%
Male 5-9	118	3.3%	114	3.2%	76	3.4%	44	3.1%	47	3.3%	399	3.3%
Male 10-12	65	1.8%	63	1.8%	44	2.0%	24	1.7%	27	1.9%	223	1.8%
Male 13-15	65	1.8%	63	1.8%	43	1.9%	25	1.8%	27	1.9%	223	1.8%
Male 16-17	43	1.2%	42	1.2%	29	1.3%	17	1.2%	17	1.2%	148	1.2%
Male 18-24	181	5.0%	184	5.2%	112	5.0%	66	4.7%	68	4.8%	611	5.0%
Male 25-29	153	4.3%	149	4.2%	84	3.8%	48	3.4%	54	3.8%	488	4.0%
Male 30-34	149	4.1%	146	4.1%	81	3.6%	48	3.4%	57	4.0%	481	3.9%
Male 35-39	138	3.8%	131	3.7%	76	3.4%	44	3.1%	52	3.6%	441	3.6%
Male 40-44	120	3.3%	115	3.2%	72	3.2%	42	3.0%	46	3.2%	395	3.2%
Male 45-49	117	3.3%	117	3.3%	76	3.4%	47	3.3%	49	3.4%	406	3.3%
Male 50-54	104	2.9%	102	2.9%	66	2.9%	44	3.1%	44	3.1%	360	2.9%
Male 55-59	101	2.8%	98	2.8%	64	2.9%	44	3.1%	41	2.9%	348	2.8%
Male 60-64	86	2.4%	84	2.4%	54	2.4%	39	2.8%	35	2.5%	298	2.4%
Male 65+	229	6.4%	230	6.5%	153	6.8%	116	8.3%	95	6.7%	823	6.7%

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 2019 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,808	50.3%	1,797	50.6%	1,137	50.8%	714	50.8%	716	50.2%	6,172	50.5%
Female 0-4	111	3.1%	112	3.2%	70	3.1%	40	2.8%	46	3.2%	379	3.1%
Female 5-9	112	3.1%	108	3.0%	73	3.3%	41	2.9%	45	3.2%	379	3.1%
Female 10-12	61	1.7%	59	1.7%	41	1.8%	23	1.6%	25	1.8%	209	1.7%
Female 13-15	61	1.7%	59	1.7%	41	1.8%	24	1.7%	25	1.8%	210	1.7%
Female 16-17	40	1.1%	40	1.1%	27	1.2%	16	1.1%	16	1.1%	139	1.1%
Female 18-24	172	4.8%	176	5.0%	111	5.0%	64	4.6%	65	4.6%	588	4.8%
Female 25-29	153	4.3%	150	4.2%	86	3.8%	47	3.3%	54	3.8%	490	4.0%
Female 30-34	152	4.2%	149	4.2%	85	3.8%	49	3.5%	58	4.1%	493	4.0%
Female 35-39	135	3.8%	131	3.7%	77	3.4%	45	3.2%	51	3.6%	439	3.6%
Female 40-44	119	3.3%	115	3.2%	75	3.3%	43	3.1%	46	3.2%	398	3.3%
Female 45-49	122	3.4%	124	3.5%	80	3.6%	48	3.4%	50	3.5%	424	3.5%
Female 50-54	107	3.0%	107	3.0%	70	3.1%	45	3.2%	45	3.2%	374	3.1%
Female 55-59	105	2.9%	103	2.9%	68	3.0%	47	3.3%	43	3.0%	366	3.0%
Female 60-64	92	2.6%	91	2.6%	59	2.6%	43	3.1%	38	2.7%	323	2.6%
Female 65+	266	7.4%	272	7.7%	174	7.8%	138	9.8%	108	7.6%	958	7.8%
Working 16+	1,709	47.6%	1,665	46.9%	1,050	46.9%	636	45.3%	708	49.7%	5,768	47.2%
Not Working 16+	1,174	32.7%	1,190	33.5%	730	32.6%	506	36.0%	426	29.9%	4,026	33.0%

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 2019 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	829	23.1%	784	22.1%	431	19.2%	252	17.9%	288	20.2%	2,584	21.2%
Occupation Group 1 16-39	368	10.2%	346	9.7%	187	8.3%	101	7.2%	127	8.9%	1,129	9.2%
Occupation Group 1 40-54	302	8.4%	291	8.2%	161	7.2%	95	6.8%	103	7.2%	952	7.8%
Occupation Group 1 55+	159	4.4%	147	4.1%	84	3.8%	57	4.1%	59	4.1%	506	4.1%
Occupation Group 2	517	14.4%	508	14.3%	359	16.0%	217	15.4%	212	14.9%	1,813	14.8%
Occupation Group 2 16-39	264	7.3%	263	7.4%	177	7.9%	110	7.8%	107	7.5%	921	7.5%
Occupation Group 2 40-54	159	4.4%	156	4.4%	121	5.4%	68	4.8%	68	4.8%	572	4.7%
Occupation Group 2 55+	94	2.6%	89	2.5%	61	2.7%	39	2.8%	38	2.7%	321	2.6%
Occupation Group 3	185	5.2%	189	5.3%	126	5.6%	85	6.0%	99	6.9%	684	5.6%
Occupation Group 3 16-39	106	3.0%	106	3.0%	73	3.3%	44	3.1%	57	4.0%	386	3.2%
Occupation Group 3 40-54	50	1.4%	54	1.5%	37	1.7%	27	1.9%	28	2.0%	196	1.6%
Occupation Group 3 55+	28	0.8%	29	0.8%	16	0.7%	14	1.0%	13	0.9%	100	0.8%
Occupation Group 4	64	1.8%	72	2.0%	49	2.2%	30	2.1%	61	4.3%	276	2.3%
Occupation Group 4 16-39	25	0.7%	27	0.8%	18	0.8%	10	0.7%	26	1.8%	106	0.9%
Occupation Group 4 40-54	24	0.7%	27	0.8%	19	0.8%	12	0.9%	21	1.5%	103	0.8%
Occupation Group 4 55+	15	0.4%	18	0.5%	12	0.5%	9	0.6%	14	1.0%	68	0.6%
Occupation Group 5	114	3.2%	112	3.2%	85	3.8%	51	3.6%	48	3.4%	410	3.4%
Occupation Group 5 16-39	58	1.6%	57	1.6%	45	2.0%	26	1.9%	28	2.0%	214	1.8%
Occupation Group 5 40-54	34	0.9%	34	1.0%	25	1.1%	15	1.1%	12	0.8%	120	1.0%
Occupation Group 5 55+	22	0.6%	21	0.6%	15	0.7%	10	0.7%	8	0.6%	76	0.6%

Persons in 1 Person Household	292	8.1%	296	8.3%	225	10.0%	164	11.7%	156	10.9%	1,133	9.3%
Persons in 2 Person Households	887	24.7%	885	24.9%	678	30.3%	437	31.1%	424	29.8%	3,311	27.1%
Persons in 3 Person Households	618	17.2%	678	19.1%	390	17.4%	230	16.4%	256	18.0%	2,172	17.8%
Persons in 4 Person Households	911	25.4%	838	23.6%	514	22.9%	314	22.3%	353	24.8%	2,930	24.0%
Persons in 5+ Person Households	884	24.6%	854	24.0%	433	19.3%	260	18.5%	235	16.5%	2,666	21.8%

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 2019 - 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	1,503	41.8%	1,381	38.9%	815	36.4%	475	33.8%	519	36.4%	4,693	38.4%
Persons in 2 TV Households	1,160	32.3%	1,144	32.2%	776	34.6%	468	33.3%	483	33.9%	4,031	33.0%
Persons in 3+ TV Households	929	25.9%	1,026	28.9%	650	29.0%	462	32.9%	423	29.7%	3,490	28.6%

Region 1 Individuals	823	22.9%	974	27.4%	544	24.3%	409	29.1%	410	28.8%
Region 2 Individuals	971	27.0%	787	22.2%	364	16.3%	320	22.8%	226	15.9%
Region 3 Individuals	542	15.1%	542	15.3%	434	19.4%	315	22.4%	303	21.3%
Region 4 Individuals	538	15.0%	461	13.0%	354	15.8%	360	25.6%	349	24.5%
Region 5 Individuals	718	20.0%	787	22.2%	544	24.3%			136	9.5%

### 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 2019 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	1,328	100.0%	1,328	100.0%	900	100.0%	585	100.0%	585	100.0%	4,726	100.0%
1 Person Households	292	22.0%	296	22.3%	225	25.0%	164	28.0%	156	26.7%	1,133	24.0%
2 Person Households	444	33.4%	443	33.4%	339	37.7%	218	37.3%	212	36.2%	1,656	35.0%
3 Person Households	206	15.5%	226	17.0%	130	14.4%	77	13.2%	85	14.5%	724	15.3%
4 Person Households	228	17.2%	209	15.7%	129	14.3%	78	13.3%	88	15.0%	732	15.5%
5+ Person Households	159	12.0%	154	11.6%	77	8.6%	47	8.0%	43	7.4%	480	10.2%
1 TV Households	640	48.2%	588	44.3%	390	43.3%	231	39.5%	249	42.6%	2,098	44.4%
2 TVs Households	418	31.5%	435	32.8%	306	34.0%	204	34.9%	197	33.7%	1,560	33.0%
3+ TVs Households	271	20.4%	305	23.0%	204	22.7%	150	25.6%	140	23.9%	1,070	22.6%
Grocery Buyers	1,328	100.0%	1,328	100.0%	900	100.0%	585	100.0%	585	100.0%	4,726	100.0%
Grocery Buyers Working	744	56.0%	728	54.8%	502	55.8%	293	50.1%	327	55.9%	2,594	54.9%
Grocery Buyers Not Working	584	44.0%	600	45.2%	398	44.2%	292	49.9%	258	44.1%	2,132	45.1%
Grocery Buyers Age 18-39	438	33.0%	435	32.8%	286	31.8%	155	26.5%	191	32.6%	1,505	31.8%
Grocery Buyers Age 25-54	740	55.7%	724	54.5%	474	52.7%	285	48.7%	326	55.7%	2,549	53.9%
Grocery Buyers Age 40-54	376	28.3%	366	27.6%	250	27.8%	159	27.2%	166	28.4%	1,317	27.9%
Grocery Buyers Age 55-64	212	16.0%	210	15.8%	147	16.3%	105	17.9%	94	16.1%	768	16.3%
Grocery Buyers Age 65+	302	22.7%	317	23.9%	216	24.0%	166	28.4%	135	23.1%	1,136	24.0%

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 2019 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	508	38.3%	494	37.2%	342	38.0%	221	37.8%	222	37.9%	1,787	37.8%
Grocery Buyers Female	820	61.7%	834	62.8%	558	62.0%	364	62.2%	363	62.1%	2,939	62.2%

Grocery Buyers 0 Children	946	71.2%	946	71.2%	659	73.2%	447	76.4%	426	72.8%	3,424	72.5%
Grocery Buyers 1-2 Children	308	23.2%	311	23.4%	197	21.9%	113	19.3%	135	23.1%	1,064	22.5%
Grocery Buyers 3+ Children	74	5.6%	71	5.3%	44	4.9%	25	4.3%	24	4.1%	238	5.0%

Grocery Buyers Children 0-2	88	6.6%	90	6.8%	49	5.4%	31	5.3%	40	6.8%	298	6.3%
Grocery Buyers Children 0-4	142	10.7%	140	10.5%	85	9.4%	51	8.7%	59	10.1%	477	10.1%
Grocery Buyers Children 0-12	297	22.4%	301	22.7%	187	20.8%	108	18.5%	126	21.5%	1,019	21.6%
Grocery Buyers Children 0-15	346	26.1%	350	26.4%	222	24.7%	127	21.7%	146	25.0%	1,191	25.2%
Grocery Buyers Children 0-17	382	28.8%	382	28.8%	241	26.8%	138	23.6%	159	27.2%	1,302	27.5%
Grocery Buyers Children 5-12	219	16.5%	221	16.6%	141	15.7%	83	14.2%	90	15.4%	754	16.0%
Grocery Buyers Children 5-17	308	23.2%	304	22.9%	197	21.9%	114	19.5%	125	21.4%	1,048	22.2%
Grocery Buyers Children 13-17	151	11.4%	138	10.4%	98	10.9%	54	9.2%	58	9.9%	499	10.6%

Region 1 Households	296	22.3%	381	28.7%	217	24.1%	162	27.7%	166	28.4%
Region 2 Households	321	24.2%	276	20.8%	151	16.8%	142	24.3%	89	15.2%
Region 3 Households	201	15.1%	198	14.9%	178	19.8%	131	22.4%	125	21.4%
Region 4 Households	212	16.0%	183	13.8%	130	14.4%	150	25.6%	144	24.6%
Region 5 Households	299	22.5%	290	21.8%	224	24.9%			62	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
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).