

Universe Estimates Quarter 1, 2019 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,724.9	100.0%	23,673.2	100.0%
People 2+	7,584.7	98.2%	23,200.7	98.0%
Children 0-4	462.2	6.0%	1,486.3	6.3%
Children 2-9	861.0	11.1%	2,528.1	10.7%
Children 5-12	866.4	11.2%	2,368.5	10.0%
Children 10-17	900.2	11.7%	2,271.1	9.6%
Children 13-17	572.8	7.4%	1,416.9	6.0%
Children 0-17	1,901.3	24.6%	5,271.6	22.3%
Total Males	3,866.0	50.0%	11,722.7	49.5%
Male 0-4#	249.6	3.2%	763.6	3.2%
Male 5-9#	278.5	3.6%	776.8	3.3%
Male 10-12#	171.5	2.2%	440.4	1.9%
Male 13-15#	182.1	2.4%	438.4	1.9%
Male 16-17#	123.0	1.6%	289.4	1.2%
Male 18-24#	349.1	4.5%	1,143.1	4.8%
Male 25-29#	215.3	2.8%	892.7	3.8%
Male 30-34#	219.1	2.8%	873.6	3.7%
Male 35-39#	232.6	3.0%	808.2	3.4%
Male 40-44#	253.4	3.3%	744.9	3.1%
Male 45-49#	294.2	3.8%	780.8	3.3%
Male 50-54#	258.8	3.3%	702.2	3.0%
Male 55-59#	248.9	3.2%	708.3	3.0%
Male 60-64#	222.1	2.9%	621.4	2.6%
Male 65+#	567.9	7.4%	1,739.1	7.3%

UE - Universe Estimate

Quarter 1, 2019 refers to reporting quarter date range Sunday 30th December 2018 - Saturday 30th March 2019

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.

STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.

IDS-Only Homes access subscription TV channels on the TV set using an Internet Delivered Service (IDS) only via an Internet connection.

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National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,858.8	50.0%	11,950.4	50.5%
Female 0-4#	212.6	2.8%	722.7	3.1%
Female 5-9#	260.5	3.4%	737.5	3.1%
Female 10-12#	155.9	2.0%	413.8	1.7%
Female 13-15#	162.2	2.1%	415.8	1.8%
Female 16-17#	105.5	1.4%	273.3	1.2%
Female 18-24#	328.3	4.3%	1,094.5	4.6%
Female 25-29#	216.2	2.8%	893.6	3.8%
Female 30-34#	235.9	3.1%	897.0	3.8%
Female 35-39#	252.8	3.3%	815.6	3.4%
Female 40-44#	262.3	3.4%	753.4	3.2%
Female 45-49#	315.2	4.1%	817.5	3.5%
Female 50-54#	276.5	3.6%	735.2	3.1%
Female 55-59#	259.2	3.4%	740.1	3.1%
Female 60-64#	236.6	3.1%	661.1	2.8%
Female 65+ #	579.0	7.5%	1,979.5	8.4%
Female 25-54 with Children	887.4	11.5%	2,433.4	10.3%
Working 16+	3,599.8	46.6%	10,959.5	46.3%
Not Working 16+	2,452.2	31.7%	8,004.8	33.8%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,558.8	20.2%	4,677.5	19.8%
Occupation Group 1 16-39	500.6	6.5%	1,972.2	8.3%
Occupation Group 1 25-54	1,099.0	14.2%	3,474.7	14.7%
Occupation Group 1 40-54	664.9	8.6%	1,738.0	7.3%
Occupation Group 1 35+	1,232.2	16.0%	3,320.9	14.0%
Occupation Group 1 55+	393.3	5.1%	967.4	4.1%
Occupation Group 2	1,234.1	16.0%	3,535.1	14.9%
Occupation Group 2 16-39	544.6	7.0%	1,754.3	7.4%
Occupation Group 2 40-54	445.7	5.8%	1,126.1	4.8%
Occupation Group 2 55+	243.9	3.2%	654.7	2.8%
Occupation Group 3	352.5	4.6%	1,322.4	5.6%
Occupation Group 3 16-39	184.9	2.4%	743.0	3.1%
Occupation Group 3 40-54	108.0	1.4%	377.0	1.6%
Occupation Group 3 55+	59.7	0.8%	202.4	0.9%
Occupation Group 1-3 35-49	1,152.1	14.9%	3,356.7	14.2%
Occupation Group 4	191.4	2.5%	573.2	2.4%
Occupation Group 4 16-39	66.5	0.9%	219.8	0.9%
Occupation Group 4 40-54	78.6	1.0%	210.9	0.9%
Occupation Group 4 55+	46.3	0.6%	142.5	0.6%
Occupation Group 5	263.0	3.4%	851.3	3.6%
Occupation Group 5 16-39	124.3	1.6%	430.4	1.8%
Occupation Group 5 40-54	80.8	1.0%	252.1	1.1%
Occupation Group 5 55+	57.9	0.7%	168.7	0.7%
Male Occupation Group 1-2 25-54	835.5	10.8%	2,622.6	11.1%

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National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

Universe Estimates Quarter 1, 2019 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	389.3	5.0%	2,309.8	9.8%
Persons in 2 Person Households#	2,000.4	25.9%	6,770.2	28.6%
Persons in 3 Person Households#	1,450.2	18.8%	4,231.7	17.9%
Persons in 4 Person Households#	1,995.8	25.8%	5,382.7	22.7%
Persons in 5+ Person Households#	1,889.2	24.5%	4,978.8	21.0%
Persons in 1 TV Households#	1,819.0	23.5%	8,932.4	37.7%
Persons in 2 TV Households#	2,632.0	34.1%	7,897.2	33.4%
Persons in 3+ TV Households#	3,273.9	42.4%	6,843.5	28.9%

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Universe Estimates Quarter 1, 2019 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,717.6	100.0%	9,350.7	100.0%
1 Person Households#	389.3	14.3%	2,309.8	24.7%
2 Person Households#	1,000.2	36.8%	3,385.1	36.2%
3 Person Households#	483.4	17.8%	1,410.6	15.1%
4 Person Households#	498.9	18.4%	1,345.7	14.4%
5+ Person Households#	345.8	12.7%	899.6	9.6%
1 TV Households#	773.3	28.5%	4,109.7	44.0%
2 TVs Households#	976.6	35.9%	3,104.0	33.2%
3+ TVs Households#	967.7	35.6%	2,137.0	22.9%
Households receiving FTA channels	2,717.6	100.0%	9,350.7	100.0%
Households receiving STV channels	2,717.6	100.0%	2,717.6	29.1%
- STU STV (Cable/Satellite)	2,601.5	95.7%	2,601.5	27.8%
- IDS-only STV (Internet Delivered Only)	116.1	4.3%	116.1	1.2%
Grocery Buyers#	2,717.6	100.0%	9,350.7	100.0%
Grocery Buyers Working	1,429.6	52.6%	5,085.1	54.4%
Grocery Buyers Not Working	1,288.1	47.4%	4,265.6	45.6%
Grocery Buyers 18-39	655.2	24.1%	2,844.9	30.4%
Grocery Buyers 18-54	1,574.5	57.9%	5,416.2	57.9%
Grocery Buyers Age 25-54	1,484.3	54.6%	4,882.4	52.2%
Grocery Buyers Age 40-54	919.3	33.8%	2,571.3	27.5%
Grocery Buyers Age 55-64	526.8	19.4%	1,579.0	16.9%
Grocery Buyers Age 65+	616.3	22.7%	2,355.5	25.2%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	905.7	33.3%	3,522.1	37.7%
Grocery Buyers Female	1,812.0	66.7%	5,828.6	62.3%
Grocery Buyers Female Age 25-49	809.1	29.8%	2,500.4	26.7%
Grocery Buyers 0 Children#	1,795.6	66.1%	6,788.1	72.6%
Grocery Buyers 1-2 Children#	728.9	26.8%	2,068.2	22.1%
Grocery Buyers 3+ Children#	193.1	7.1%	494.4	5.3%
Grocery Buyers Children 0-2	176.0	6.5%	582.7	6.2%
Grocery Buyers Children 0-4	299.2	11.0%	939.0	10.0%
Grocery Buyers Children 0-12	698.0	25.7%	2,002.3	21.4%
Grocery Buyers Children 0-15	830.5	30.6%	2,339.2	25.0%
Grocery Buyers Children 0-17	983.4	36.2%	2,562.6	27.4%
Grocery Buyers Children 5-12	542.7	20.0%	1,490.1	15.9%
Grocery Buyers Children 5-17	773.8	28.5%	2,071.3	22.2%
Grocery Buyers Children 13-17	405.0	14.9%	990.3	10.6%

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Approximate Sample Size Quarter 1, 2019 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,838	100.0%
People 2+	5,736	98.3%
Children 0-4	346	5.9%
Children 2-9	643	11.0%
Children 5-12	646	11.1%
Children 10-17	678	11.6%
Children 13-17	432	7.4%
Children 0-17	1,424	24.4%
Total Males	2,912	49.9%
Male 0-4	182	3.1%
Male 5-9	203	3.5%
Male 10-12	129	2.2%
Male 13-15	136	2.3%
Male 16-17	94	1.6%
Male 18-24	263	4.5%
Male 25-29	159	2.7%
Male 30-34	165	2.8%
Male 35-39	175	3.0%
Male 40-44	186	3.2%
Male 45-49	219	3.8%
Male 50-54	197	3.4%
Male 55-59	188	3.2%
Male 60-64	172	2.9%
Male 65+	444	7.6%

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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 Quarter 1, 2019 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,927	50.1%
Female 0-4	164	2.8%
Female 5-9	197	3.4%
Female 10-12	117	2.0%
Female 13-15	120	2.1%
Female 16-17	82	1.4%
Female 18-24	241	4.1%
Female 25-29	159	2.7%
Female 30-34	178	3.0%
Female 35-39	190	3.3%
Female 40-44	196	3.4%
Female 45-49	240	4.1%
Female 50-54	212	3.6%
Female 55-59	200	3.4%
Female 60-64	180	3.1%
Female 65+	451	7.7%
Female 25-54 with Children	665	11.4%
Working 16+	2,727	46.7%
Not Working 16+	1,864	31.9%

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Approximate Sample Size Quarter 1, 2019 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,181	20.2%
Occupation Group 1 16-39	375	6.4%
Occupation Group 1 25-54	824	14.1%
Occupation Group 1 40-54	501	8.6%
Occupation Group 1 35+	934	16.0%
Occupation Group 1 55+	305	5.2%
Occupation Group 2	930	15.9%
Occupation Group 2 16-39	406	7.0%
Occupation Group 2 40-54	334	5.7%
Occupation Group 2 55+	190	3.3%
Occupation Group 3	271	4.6%
Occupation Group 3 16-39	142	2.4%
Occupation Group 3 40-54	83	1.4%
Occupation Group 3 55+	46	0.8%
Occupation Group 1-3 35-49	862	14.8%
Occupation Group 4	143	2.4%
Occupation Group 4 16-39	50	0.9%
Occupation Group 4 40-54	57	1.0%
Occupation Group 4 55+	36	0.6%
Occupation Group 5	202	3.5%
Occupation Group 5 16-39	94	1.6%
Occupation Group 5 40-54	63	1.1%
Occupation Group 5 55+	45	0.8%
Male Occupation Group 1-2 25-54	622	10.7%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	300	5.1%
Persons in 2 Person Households	1,544	26.4%
Persons in 3 Person Households	1,086	18.6%
Persons in 4 Person Households	1,485	25.4%
Persons in 5+ Person Households	1,423	24.4%
Persons in 1 TV Households	1,363	23.3%
Persons in 2 TV Households	1,999	34.2%
Persons in 3+ TV Households	2,476	42.4%

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Approximate Sample Size Quarter 1, 2019 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,056	100.0%
1 Person Households	298	14.5%
2 Person Households	768	37.4%
3 Person Households	360	17.5%
4 Person Households	369	17.9%
5+ Person Households	261	12.7%
1 TV Households	585	28.5%
2 TVs Households	743	36.1%
3+ TVs Households	728	35.4%
Households receiving FTA channels	2,056	100.0%
Households receiving STV channels	2,056	100.0%
Grocery Buyers	2,056	100.0%
Grocery Buyers Working	1,069	52.0%
Grocery Buyers Not Working	987	48.0%
Grocery Buyers 18-39	486	23.6%
Grocery Buyers 18-54	1,178	57.3%
Grocery Buyers Age 25-54	1,108	53.9%
Grocery Buyers Age 40-54	692	33.7%
Grocery Buyers Age 55-64	399	19.4%
Grocery Buyers Age 65+	479	23.3%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	696	33.9%
Grocery Buyers Female	1,360	66.1%
Grocery Buyers Female Age 25-49	592	28.8%
Grocery Buyers 0 Children	1,371	66.7%
Grocery Buyers 1-2 Children	539	26.2%
Grocery Buyers 3+ Children	146	7.1%
Grocery Buyers Children 0-2	130	6.3%
Grocery Buyers Children 0-4	217	10.6%
Grocery Buyers Children 0-12	517	25.1%
Grocery Buyers Children 0-15	615	29.9%
Grocery Buyers Children 0-17	685	33.3%
Grocery Buyers Children 5-12	403	19.6%
Grocery Buyers Children 5-17	577	28.1%
Grocery Buyers Children 13-17	305	14.8%

Quarter 1, 2019 refers to reporting quarter date range Sunday 30th December 2018 - Saturday 30th March 2019

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.

STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.
IDS-Only Homes access subscription TV channels on the TV set using an Internet Delivered Service (IDS) only via an Internet connection.

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).