

Universe Estimates Quarter 1 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	6,779.8	100.0%	24,050.6	100.0%
People 2+	6,668.1	98.4%	23,603.6	98.1%
Children 0-4	375.6	5.5%	1,452.1	6.0%
Children 2-9	676.2	10.0%	2,524.2	10.5%
Children 5-12	683.6	10.1%	2,408.8	10.0%
Children 10-17	755.0	11.1%	2,331.6	9.7%
Children 13-17	483.8	7.1%	1,441.9	6.0%
Children 0-17	1,543.0	22.8%	5,302.8	22.0%
Total Males	3,358.3	49.5%	11,913.3	49.5%
Male 0-4#	193.5	2.9%	747.5	3.1%
Male 5-9#	203.0	3.0%	778.9	3.2%
Male 10-12#	138.4	2.0%	457.1	1.9%
Male 13-15#	143.7	2.1%	450.4	1.9%
Male 16-17#	103.0	1.5%	291.1	1.2%
Male 18-24#	317.5	4.7%	1,153.9	4.8%
Male 25-29#	167.4	2.5%	916.4	3.8%
Male 30-34#	175.5	2.6%	881.3	3.7%
Male 35-39#	195.1	2.9%	851.2	3.5%
Male 40-44#	207.7	3.1%	739.7	3.1%
Male 45-49#	235.0	3.5%	774.1	3.2%
Male 50-54#	248.1	3.7%	698.2	2.9%
Male 55-59#	249.2	3.7%	709.7	3.0%
Male 60-64#	208.7	3.1%	640.3	2.7%
Male 65+#	572.5	8.4%	1,823.4	7.6%

UE - Universe Estimate

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

* 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.

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** National Homes - Homes within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NSW, VIC and TAS) markets. Overlap homes are counted only once.

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	3,421.6	50.5%	12,137.3	50.5%
Female 0-4#	182.1	2.7%	704.7	2.9%
Female 5-9#	209.4	3.1%	740.1	3.1%
Female 10-12#	132.8	2.0%	432.7	1.8%
Female 13-15#	139.1	2.1%	425.8	1.8%
Female 16-17#	98.1	1.4%	274.5	1.1%
Female 18-24#	266.9	3.9%	1,089.0	4.5%
Female 25-29#	168.3	2.5%	902.0	3.8%
Female 30-34#	191.1	2.8%	911.7	3.8%
Female 35-39#	212.1	3.1%	867.7	3.6%
Female 40-44#	219.9	3.2%	752.6	3.1%
Female 45-49#	267.4	3.9%	799.7	3.3%
Female 50-54#	258.1	3.8%	737.0	3.1%
Female 55-59#	243.9	3.6%	743.6	3.1%
Female 60-64#	220.5	3.3%	678.0	2.8%
Female 65+ #	612.0	9.0%	2,078.2	8.6%
Female 25-54 with Children	717.9	10.6%	2,427.2	10.1%
Working 16+	3,149.0	46.4%	11,178.4	46.5%
Not Working 16+	2,288.9	33.8%	8,135.1	33.8%

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Universe Estimates Quarter 1 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,449.7	21.4%	5,323.4	22.1%
Occupation Group 1 16-39	441.9	6.5%	2,306.2	9.6%
Occupation Group 1 25-54	997.2	14.7%	3,925.8	16.3%
Occupation Group 1 40-54	618.0	9.1%	1,886.2	7.8%
Occupation Group 1 35+	1,163.7	17.2%	3,746.5	15.6%
Occupation Group 1 55+	389.8	5.7%	1,131.0	4.7%
Occupation Group 2	1,024.0	15.1%	3,336.8	13.9%
Occupation Group 2 16-39	455.3	6.7%	1,741.1	7.2%
Occupation Group 2 40-54	337.7	5.0%	998.6	4.2%
Occupation Group 2 55+	230.9	3.4%	597.1	2.5%
Occupation Group 3	320.7	4.7%	1,269.8	5.3%
Occupation Group 3 16-39	152.4	2.2%	684.7	2.8%
Occupation Group 3 40-54	108.4	1.6%	369.7	1.5%
Occupation Group 3 55+	59.9	0.9%	215.3	0.9%
Occupation Group 1-3 35-49	980.6	14.5%	3,467.7	14.4%
Occupation Group 4	179.9	2.7%	570.4	2.4%
Occupation Group 4 16-39	60.9	0.9%	240.1	1.0%
Occupation Group 4 40-54	69.6	1.0%	188.2	0.8%
Occupation Group 4 55+	49.4	0.7%	142.0	0.6%
Occupation Group 5	174.7	2.6%	678.1	2.8%
Occupation Group 5 16-39	73.3	1.1%	342.5	1.4%
Occupation Group 5 40-54	56.3	0.8%	197.0	0.8%
Occupation Group 5 55+	45.1	0.7%	138.5	0.6%
Male Occupation Group 1-2 25-54	743.7	11.0%	3,101.5	12.9%

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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 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	379.2	5.6%	2,412.8	10.0%
Persons in 2 Person Households#	1,842.2	27.2%	6,961.5	28.9%
Persons in 3 Person Households#	1,220.6	18.0%	4,285.4	17.8%
Persons in 4 Person Households#	1,690.8	24.9%	5,391.9	22.4%
Persons in 5+ Person Households#	1,647.1	24.3%	4,998.9	20.8%
Persons in 1 TV Households#	1,573.4	23.2%	9,170.7	38.1%
Persons in 2 TV Households#	2,339.5	34.5%	7,952.5	33.1%
Persons in 3+ TV Households#	2,866.9	42.3%	6,927.4	28.8%

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Universe Estimates Quarter 1, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,442.5	100.0%	9,579.4	100.0%
1 Person Households#	379.2	15.5%	2,412.8	25.2%
2 Person Households#	921.1	37.7%	3,480.8	36.3%
3 Person Households#	406.9	16.7%	1,428.5	14.9%
4 Person Households#	422.7	17.3%	1,348.0	14.1%
5+ Person Households#	312.6	12.8%	909.4	9.5%
1 TV Households#	707.5	29.0%	4,241.6	44.3%
2 TVs Households#	872.5	35.7%	3,134.1	32.7%
3+ TVs Households#	862.5	35.3%	2,203.8	23.0%
Households receiving FTA channels	2,442.5	100.0%	9,579.4	100.0%
Households receiving STV channels	2,442.5	100.0%	2,442.5	25.5%
- STU STV (Cable/Satellite)	2,302.4	94.3%	2,302.4	24.0%
- IDS-only STV (Internet Delivered Only)	140.1	5.7%	140.1	1.5%
Grocery Buyers#	2,442.5	100.0%	9,579.4	100.0%
Grocery Buyers Working	1,327.8	54.4%	5,295.3	55.3%
Grocery Buyers Not Working	1,114.7	45.6%	4,284.1	44.7%
Grocery Buyers 18-39	496.7	20.3%	2,923.9	30.5%
Grocery Buyers 18-54	1,293.0	52.9%	5,492.3	57.3%
Grocery Buyers Age 25-54	1,241.5	50.8%	4,969.9	51.9%
Grocery Buyers Age 40-54	796.3	32.6%	2,568.4	26.8%
Grocery Buyers Age 55-64	506.3	20.7%	1,610.8	16.8%
Grocery Buyers Age 65+	643.2	26.3%	2,476.3	25.9%

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Universe Estimates Quarter 1, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	831.2	34.0%	3,827.6	40.0%
Grocery Buyers Female	1,611.3	66.0%	5,751.8	60.0%
Grocery Buyers Female Age 25-49	644.7	26.4%	2,438.7	25.5%
Grocery Buyers 0 Children#	1,690.8	69.2%	6,989.2	73.0%
Grocery Buyers 1-2 Children#	594.6	24.3%	2,074.1	21.7%
Grocery Buyers 3+ Children#	157.1	6.4%	516.2	5.4%
Grocery Buyers Children 0-2	140.9	5.8%	563.1	5.9%
Grocery Buyers Children 0-4	227.1	9.3%	907.1	9.5%
Grocery Buyers Children 0-12	548.0	22.4%	2,003.9	20.9%
Grocery Buyers Children 0-15	670.7	27.5%	2,359.3	24.6%
Grocery Buyers Children 0-17	834.0	34.1%	2,590.3	27.0%
Grocery Buyers Children 5-12	438.5	18.0%	1,514.5	15.8%
Grocery Buyers Children 5-17	647.6	26.5%	2,125.5	22.2%
Grocery Buyers Children 13-17	355.5	14.6%	1,062.3	11.1%

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Approximate Sample Size Quarter 1, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,014	100.0%
People 2+	4,937	98.5%
Children 0-4	262	5.2%
Children 2-9	487	9.7%
Children 5-12	503	10.0%
Children 10-17	556	11.1%
Children 13-17	355	7.1%
Children 0-17	1,120	22.3%
Total Males	2,478	49.4%
Male 0-4	131	2.6%
Male 5-9	152	3.0%
Male 10-12	104	2.1%
Male 13-15	106	2.1%
Male 16-17	77	1.5%
Male 18-24	231	4.6%
Male 25-29	125	2.5%
Male 30-34	123	2.5%
Male 35-39	140	2.8%
Male 40-44	151	3.0%
Male 45-49	174	3.5%
Male 50-54	183	3.6%
Male 55-59	187	3.7%
Male 60-64	158	3.2%
Male 65+	436	8.7%

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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, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,536	50.6%
Female 0-4	131	2.6%
Female 5-9	150	3.0%
Female 10-12	97	1.9%
Female 13-15	102	2.0%
Female 16-17	70	1.4%
Female 18-24	201	4.0%
Female 25-29	123	2.5%
Female 30-34	140	2.8%
Female 35-39	154	3.1%
Female 40-44	157	3.1%
Female 45-49	198	3.9%
Female 50-54	195	3.9%
Female 55-59	187	3.7%
Female 60-64	168	3.4%
Female 65+	463	9.2%
Female 25-54 with Children	527	10.5%
Working 16+	2,330	46.5%
Not Working 16+	1,711	34.1%

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Approximate Sample Size Quarter 1, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,089	21.7%
Occupation Group 1 16-39	331	6.6%
Occupation Group 1 25-54	744	14.8%
Occupation Group 1 40-54	462	9.2%
Occupation Group 1 35+	873	17.4%
Occupation Group 1 55+	297	5.9%
Occupation Group 2	742	14.8%
Occupation Group 2 16-39	325	6.5%
Occupation Group 2 40-54	244	4.9%
Occupation Group 2 55+	173	3.5%
Occupation Group 3	238	4.7%
Occupation Group 3 16-39	113	2.3%
Occupation Group 3 40-54	80	1.6%
Occupation Group 3 55+	46	0.9%
Occupation Group 1-3 35-49	719	14.3%
Occupation Group 4	128	2.6%
Occupation Group 4 16-39	42	0.8%
Occupation Group 4 40-54	48	1.0%
Occupation Group 4 55+	39	0.8%
Occupation Group 5	132	2.6%
Occupation Group 5 16-39	56	1.1%
Occupation Group 5 40-54	44	0.9%
Occupation Group 5 55+	32	0.6%
Male Occupation Group 1-2 25-54	551	11.0%

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Approximate Sample Size Quarter 1, 2021 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	284	5.7%
Persons in 2 Person Households	1,385	27.6%
Persons in 3 Person Households	890	17.8%
Persons in 4 Person Households	1,240	24.7%
Persons in 5+ Person Households	1,216	24.3%
Persons in 1 TV Households	1,151	23.0%
Persons in 2 TV Households	1,695	33.8%
Persons in 3+ TV Households	2,168	43.2%

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Approximate Sample Size Quarter 1, 2021 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,807	100.0%
1 Person Households	283	15.7%
2 Person Households	690	38.2%
3 Person Households	295	16.3%
4 Person Households	309	17.1%
5+ Person Households	230	12.7%
1 TV Households	519	28.7%
2 TVs Households	640	35.4%
3+ TVs Households	648	35.9%
Households receiving FTA channels	1,807	100.0%
Households receiving STV channels	1,807	100.0%
Grocery Buyers	1,814	100.4%
Grocery Buyers Working	969	53.6%
Grocery Buyers Not Working	845	46.8%
Grocery Buyers 18-39	355	19.6%
Grocery Buyers 18-54	942	52.1%
Grocery Buyers Age 25-54	903	50.0%
Grocery Buyers Age 40-54	588	32.5%
Grocery Buyers Age 55-64	383	21.2%
Grocery Buyers Age 65+	489	27.1%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	626	34.6%
Grocery Buyers Female	1,188	65.7%
Grocery Buyers Female Age 25-49	455	25.2%
Grocery Buyers 0 Children	1,267	70.1%
Grocery Buyers 1-2 Children	430	23.8%
Grocery Buyers 3+ Children	116	6.4%
Grocery Buyers Children 0-2	99	5.5%
Grocery Buyers Children 0-4	159	8.8%
Grocery Buyers Children 0-12	399	22.1%
Grocery Buyers Children 0-15	487	27.0%
Grocery Buyers Children 0-17	547	30.3%
Grocery Buyers Children 5-12	324	17.9%
Grocery Buyers Children 5-17	476	26.3%
Grocery Buyers Children 13-17	261	14.4%

Quarter 1, 2021 refers to reporting quarter date range Sunday 27th December 2020 - Saturday 27th March 2021

* 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).