

Universe Estimates Quarter 1 2022 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	6,069.2	100.0%	24,078.7	100.0%
People 2+	5,977.6	98.5%	23,599.3	98.0%
Children 0-4	315.7	5.2%	1,480.4	6.1%
Children 2-9	595.1	9.8%	2,530.7	10.5%
Children 5-12	585.6	9.6%	2,411.8	10.0%
Children 10-17	641.2	10.6%	2,322.1	9.6%
Children 13-17	426.6	7.0%	1,440.1	6.0%
Children 0-17	1,327.9	21.9%	5,332.2	22.1%
Total Males	3,044.9	50.2%	11,922.6	49.5%
Male 0-4#	158.6	2.6%	761.6	3.2%
Male 5-9#	189.0	3.1%	785.4	3.3%
Male 10-12#	113.0	1.9%	453.4	1.9%
Male 13-15#	120.5	2.0%	447.6	1.9%
Male 16-17#	98.7	1.6%	292.3	1.2%
Male 18-24#	289.4	4.8%	1,144.2	4.8%
Male 25-29#	157.6	2.6%	907.9	3.8%
Male 30-34#	158.4	2.6%	886.2	3.7%
Male 35-39#	169.2	2.8%	839.7	3.5%
Male 40-44#	178.5	2.9%	756.6	3.1%
Male 45-49#	219.7	3.6%	780.2	3.2%
Male 50-54#	217.1	3.6%	712.9	3.0%
Male 55-59#	232.0	3.8%	713.0	3.0%
Male 60-64#	203.1	3.3%	639.9	2.7%
Male 65+#	540.4	8.9%	1,801.8	7.5%

UE - Universe Estimate

Quarter 1, 2022 refers to reporting quarter date range Sunday 26th December 2021 - Saturday 26th March 2022

* 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	3,024.3	49.8%	12,156.1	50.5%
Female 0-4#	157.2	2.6%	718.8	3.0%
Female 5-9#	182.1	3.0%	744.3	3.1%
Female 10-12#	101.6	1.7%	428.7	1.8%
Female 13-15#	118.8	2.0%	424.0	1.8%
Female 16-17#	88.7	1.5%	276.2	1.1%
Female 18-24#	237.8	3.9%	1,086.9	4.5%
Female 25-29#	139.9	2.3%	900.6	3.7%
Female 30-34#	162.4	2.7%	912.1	3.8%
Female 35-39#	165.1	2.7%	853.2	3.5%
Female 40-44#	192.7	3.2%	767.8	3.2%
Female 45-49#	234.5	3.9%	810.5	3.4%
Female 50-54#	233.7	3.9%	748.5	3.1%
Female 55-59#	232.8	3.8%	747.6	3.1%
Female 60-64#	211.6	3.5%	680.5	2.8%
Female 65+ #	565.6	9.3%	2,056.5	8.5%
Female 25-54 with Children	624.9	10.3%	2,474.2	10.3%
Working 16+	2,877.0	47.4%	11,465.9	47.6%
Not Working 16+	2,051.7	33.8%	7,849.1	32.6%

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Universe Estimates Quarter 1 2022 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,305.3	21.5%	5,381.5	22.3%
Occupation Group 1 16-39	396.3	6.5%	2,370.6	9.8%
Occupation Group 1 25-54	861.8	14.2%	3,951.6	16.4%
Occupation Group 1 40-54	529.4	8.7%	1,873.0	7.8%
Occupation Group 1 35+	1,041.1	17.2%	3,746.5	15.6%
Occupation Group 1 55+	379.6	6.3%	1,137.9	4.7%
Occupation Group 2	937.3	15.4%	3,450.2	14.3%
Occupation Group 2 16-39	408.5	6.7%	1,859.2	7.7%
Occupation Group 2 40-54	316.8	5.2%	985.5	4.1%
Occupation Group 2 55+	212.0	3.5%	605.5	2.5%
Occupation Group 3	307.9	5.1%	1,349.7	5.6%
Occupation Group 3 16-39	145.4	2.4%	760.6	3.2%
Occupation Group 3 40-54	98.2	1.6%	360.8	1.5%
Occupation Group 3 55+	64.3	1.1%	228.3	0.9%
Occupation Group 1-3 35-49	873.2	14.4%	3,481.1	14.5%
Occupation Group 4	149.7	2.5%	536.3	2.2%
Occupation Group 4 16-39	46.2	0.8%	230.7	1.0%
Occupation Group 4 40-54	54.9	0.9%	165.1	0.7%
Occupation Group 4 55+	48.6	0.8%	140.5	0.6%
Occupation Group 5	176.9	2.9%	748.3	3.1%
Occupation Group 5 16-39	80.9	1.3%	375.1	1.6%
Occupation Group 5 40-54	53.5	0.9%	226.1	0.9%
Occupation Group 5 55+	42.4	0.7%	147.2	0.6%
Male Occupation Group 1-2 25-54	677.7	11.2%	3,139.6	13.0%

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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 2022 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	368.9	6.1%	2,444.1	10.2%
Persons in 2 Person Households#	1,729.5	28.5%	6,996.3	29.1%
Persons in 3 Person Households#	1,072.2	17.7%	4,286.9	17.8%
Persons in 4 Person Households#	1,483.0	24.4%	5,406.3	22.5%
Persons in 5+ Person Households#	1,415.6	23.3%	4,945.2	20.5%
Persons in 1 TV Households#	1,397.4	23.0%	9,244.7	38.4%
Persons in 2 TV Households#	2,098.0	34.6%	8,040.9	33.4%
Persons in 3+ TV Households#	2,573.8	42.4%	6,793.1	28.2%

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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#	2,238.7	100.0%	9,631.3	100.0%
1 Person Households#	368.9	16.5%	2,444.1	25.4%
2 Person Households#	864.8	38.6%	3,498.1	36.3%
3 Person Households#	357.4	16.0%	1,429.0	14.8%
4 Person Households#	370.8	16.6%	1,351.6	14.0%
5+ Person Households#	276.9	12.4%	908.6	9.4%
1 TV Households#	641.3	28.6%	4,325.1	44.9%
2 TVs Households#	811.9	36.3%	3,141.8	32.6%
3+ TVs Households#	785.6	35.1%	2,164.4	22.5%
Households receiving FTA channels	2,238.7	100.0%	9,631.3	100.0%
Households receiving STV channels	2,238.7	100.0%	2,238.7	23.2%
- STU STV (Cable/Satellite)	2,044.9	91.3%	2,044.9	21.2%
- IDS-only STV (Internet Delivered Only)	193.8	8.7%	193.8	2.0%
Grocery Buyers#	2,238.7	100.0%	9,631.3	100.0%
Grocery Buyers Working	1,239.0	55.3%	5,484.8	56.9%
Grocery Buyers Not Working	999.7	44.7%	4,146.5	43.1%
Grocery Buyers 18-39	432.0	19.3%	2,951.9	30.6%
Grocery Buyers 18-54	1,133.0	50.6%	5,505.1	57.2%
Grocery Buyers Age 25-54	1,084.9	48.5%	4,992.0	51.8%
Grocery Buyers Age 40-54	701.0	31.3%	2,553.2	26.5%
Grocery Buyers Age 55-64	482.9	21.6%	1,615.7	16.8%
Grocery Buyers Age 65+	622.8	27.8%	2,510.5	26.1%

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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	802.2	35.8%	3,894.2	40.4%
Grocery Buyers Female	1,436.5	64.2%	5,737.1	59.6%
Grocery Buyers Female Age 25-49	541.0	24.2%	2,420.0	25.1%
Grocery Buyers 0 Children#	1,572.2	70.2%	6,985.5	72.5%
Grocery Buyers 1-2 Children#	526.3	23.5%	2,128.6	22.1%
Grocery Buyers 3+ Children#	140.2	6.3%	517.2	5.4%
Grocery Buyers Children 0-2	108.4	4.8%	562.6	5.8%
Grocery Buyers Children 0-4	195.9	8.8%	903.4	9.4%
Grocery Buyers Children 0-12	474.1	21.2%	2,019.5	21.0%
Grocery Buyers Children 0-15	587.0	26.2%	2,407.3	25.0%
Grocery Buyers Children 0-17	800.9	35.8%	2,645.8	27.5%
Grocery Buyers Children 5-12	381.5	17.0%	1,525.8	15.8%
Grocery Buyers Children 5-17	580.5	25.9%	2,170.1	22.5%
Grocery Buyers Children 13-17	317.3	14.2%	1,068.4	11.1%

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Approximate Sample Size Quarter 1, 2022 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	4,470	100.0%
People 2+	4,404	98.5%
Children 0-4	218	4.9%
Children 2-9	409	9.1%
Children 5-12	416	9.3%
Children 10-17	482	10.8%
Children 13-17	324	7.2%
Children 0-17	958	21.4%
Total Males	2,231	49.9%
Male 0-4	110	2.5%
Male 5-9	133	3.0%
Male 10-12	83	1.9%
Male 13-15	92	2.1%
Male 16-17	76	1.7%
Male 18-24	213	4.8%
Male 25-29	109	2.4%
Male 30-34	110	2.5%
Male 35-39	109	2.4%
Male 40-44	127	2.8%
Male 45-49	162	3.6%
Male 50-54	164	3.7%
Male 55-59	172	3.8%
Male 60-64	156	3.5%
Male 65+	415	9.3%

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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, 2022 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,240	50.1%
Female 0-4	108	2.4%
Female 5-9	124	2.8%
Female 10-12	76	1.7%
Female 13-15	90	2.0%
Female 16-17	66	1.5%
Female 18-24	181	4.0%
Female 25-29	104	2.3%
Female 30-34	109	2.4%
Female 35-39	116	2.6%
Female 40-44	142	3.2%
Female 45-49	179	4.0%
Female 50-54	175	3.9%
Female 55-59	180	4.0%
Female 60-64	156	3.5%
Female 65+	434	9.7%
Female 25-54 with Children	461	10.3%
Working 16+	2,126	47.6%
Not Working 16+	1,529	34.2%

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Approximate Sample Size Quarter 1, 2022 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	984	22.0%
Occupation Group 1 16-39	289	6.5%
Occupation Group 1 25-54	640	14.3%
Occupation Group 1 40-54	402	9.0%
Occupation Group 1 35+	791	17.7%
Occupation Group 1 55+	293	6.6%
Occupation Group 2	678	15.2%
Occupation Group 2 16-39	291	6.5%
Occupation Group 2 40-54	227	5.1%
Occupation Group 2 55+	159	3.6%
Occupation Group 3	226	5.1%
Occupation Group 3 16-39	106	2.4%
Occupation Group 3 40-54	72	1.6%
Occupation Group 3 55+	49	1.1%
Occupation Group 1-3 35-49	630	14.1%
Occupation Group 4	104	2.3%
Occupation Group 4 16-39	32	0.7%
Occupation Group 4 40-54	37	0.8%
Occupation Group 4 55+	35	0.8%
Occupation Group 5	134	3.0%
Occupation Group 5 16-39	60	1.3%
Occupation Group 5 40-54	42	0.9%
Occupation Group 5 55+	33	0.7%
Male Occupation Group 1-2 25-54	490	11.0%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	276	6.2%
Persons in 2 Person Households	1,278	28.6%
Persons in 3 Person Households	786	17.6%
Persons in 4 Person Households	1,126	25.2%
Persons in 5+ Person Households	1,004	22.5%
Persons in 1 TV Households	983	22.0%
Persons in 2 TV Households	1,550	34.7%
Persons in 3+ TV Households	1,937	43.3%

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Approximate Sample Size Quarter 1, 2022 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,652	100.0%
1 Person Households	275	16.6%
2 Person Households	638	38.6%
3 Person Households	262	15.9%
4 Person Households	281	17.0%
5+ Person Households	197	11.9%
1 TV Households	459	27.8%
2 TVs Households	605	36.6%
3+ TVs Households	588	35.6%
Households receiving FTA channels	1,652	100.0%
Households receiving STV channels	1,652	100.0%
Grocery Buyers	1,656	100.2%
Grocery Buyers Working	899	54.4%
Grocery Buyers Not Working	757	45.8%
Grocery Buyers 18-39	295	17.9%
Grocery Buyers 18-54	818	49.5%
Grocery Buyers Age 25-54	779	47.2%
Grocery Buyers Age 40-54	523	31.7%
Grocery Buyers Age 55-64	362	21.9%
Grocery Buyers Age 65+	476	28.8%

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	ASS	ASS %
Grocery Buyers Male	599	36.3%
Grocery Buyers Female	1,057	64.0%
Grocery Buyers Female Age 25-49	380	23.0%
Grocery Buyers 0 Children	1,164	70.5%
Grocery Buyers 1-2 Children	394	23.8%
Grocery Buyers 3+ Children	98	5.9%
Grocery Buyers Children 0-2	74	4.5%
Grocery Buyers Children 0-4	133	8.1%
Grocery Buyers Children 0-12	342	20.7%
Grocery Buyers Children 0-15	430	26.0%
Grocery Buyers Children 0-17	491	29.7%
Grocery Buyers Children 5-12	277	16.8%
Grocery Buyers Children 5-17	431	26.1%
Grocery Buyers Children 13-17	242	14.6%

Quarter 1, 2022 refers to reporting quarter date range Sunday 26th December 2021 - Saturday 26th March 2022

* 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).