

Universe Estimates Quarter 4, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,709.2	100.0%	22,911.4	100.0%
People 2+	7,542.6	97.8%	22,430.8	97.9%
Children 0-4	514.7	6.7%	1,470.8	6.4%
Children 2-9	880.3	11.4%	2,440.5	10.7%
Children 5-12	851.3	11.0%	2,262.1	9.9%
Children 10-17	881.9	11.4%	2,206.4	9.6%
Children 13-17	562.8	7.3%	1,394.6	6.1%
Children 0-17	1,928.8	25.0%	5,127.5	22.4%
Total Males	3,885.2	50.4%	11,373.1	49.6%
Male 0-4#	262.0	3.4%	755.1	3.3%
Male 5-9#	278.9	3.6%	745.1	3.3%
Male 10-12#	162.5	2.1%	416.1	1.8%
Male 13-15#	178.2	2.3%	423.3	1.8%
Male 16-17#	122.0	1.6%	292.2	1.3%
Male 18-24#	340.0	4.4%	1,115.1	4.9%
Male 25-29#	236.5	3.1%	854.7	3.7%
Male 30-34#	249.4	3.2%	848.1	3.7%
Male 35-39#	237.7	3.1%	749.4	3.3%
Male 40-44#	290.5	3.8%	794.0	3.5%
Male 45-49#	260.5	3.4%	733.1	3.2%
Male 50-54#	278.2	3.6%	742.3	3.2%
Male 55-59#	254.2	3.3%	684.0	3.0%
Male 60-64#	221.2	2.9%	604.8	2.6%
Male 65+#	513.4	6.7%	1,615.8	7.1%

UE - Universe Estimate

Quarter 4, 2016 refers to reporting quarter date range Sunday 25th September - 31st December 2016

* 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.

** 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	3,824.0	49.6%	11,538.3	50.4%
Female 0-4#	252.7	3.3%	715.7	3.1%
Female 5-9#	253.3	3.3%	705.2	3.1%
Female 10-12#	156.6	2.0%	395.7	1.7%
Female 13-15#	157.1	2.0%	400.9	1.7%
Female 16-17#	105.5	1.4%	278.2	1.2%
Female 18-24#	322.6	4.2%	1,064.3	4.6%
Female 25-29#	217.3	2.8%	848.8	3.7%
Female 30-34#	247.0	3.2%	847.3	3.7%
Female 35-39#	279.7	3.6%	756.3	3.3%
Female 40-44#	311.5	4.0%	811.1	3.5%
Female 45-49#	281.9	3.7%	753.4	3.3%
Female 50-54#	274.3	3.6%	766.6	3.3%
Female 55-59#	257.0	3.3%	709.5	3.1%
Female 60-64#	216.3	2.8%	629.9	2.7%
Female 65+ #	491.2	6.4%	1,855.4	8.1%
Female 25-54 with Children	902.6	11.7%	2,411.3	10.5%
Working 16+	3,335.6	43.3%	10,133.7	44.2%
Not Working 16+	2,672.3	34.7%	8,220.6	35.9%

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Universe Estimates Quarter 4, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,504.2	19.5%	4,025.4	17.6%
Occupation Group 1 16-39	510.2	6.6%	1,567.4	6.8%
Occupation Group 1 25-54	1,017.1	13.2%	2,743.3	12.0%
Occupation Group 1 40-54	599.1	7.8%	1,442.8	6.3%
Occupation Group 1 35+	1,149.5	14.9%	2,921.4	12.8%
Occupation Group 1 55+	394.9	5.1%	1,015.2	4.4%
Occupation Group 2	1,076.3	14.0%	3,288.5	14.4%
Occupation Group 2 16-39	439.1	5.7%	1,530.5	6.7%
Occupation Group 2 40-54	391.8	5.1%	1,126.5	4.9%
Occupation Group 2 55+	245.4	3.2%	631.5	2.8%
Occupation Group 3	367.4	4.8%	1,403.5	6.1%
Occupation Group 3 16-39	183.0	2.4%	691.7	3.0%
Occupation Group 3 40-54	112.3	1.5%	449.2	2.0%
Occupation Group 3 55+	72.1	0.9%	262.6	1.1%
Occupation Group 1-3 35-49	1,048.6	13.6%	2,953.3	12.9%
Occupation Group 4	149.4	1.9%	686.5	3.0%
Occupation Group 4 16-39	52.2	0.7%	265.7	1.2%
Occupation Group 4 40-54	59.9	0.8%	276.3	1.2%
Occupation Group 4 55+	37.3	0.5%	144.5	0.6%
Occupation Group 5	238.3	3.1%	729.8	3.2%
Occupation Group 5 16-39	107.7	1.4%	344.2	1.5%
Occupation Group 5 40-54	80.1	1.0%	247.1	1.1%
Occupation Group 5 55+	50.5	0.7%	138.5	0.6%
Male Occupation Group 1-2 25-54	805.6	10.4%	2,293.2	10.0%

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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 4, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	375.8	4.9%	2,157.7	9.4%
Persons in 2 Person Households#	1,943.1	25.2%	6,491.6	28.3%
Persons in 3 Person Households#	1,391.1	18.0%	4,085.1	17.8%
Persons in 4 Person Households#	2,162.2	28.0%	5,316.4	23.2%
Persons in 5+ Person Households#	1,837.0	23.8%	4,860.6	21.2%
Persons in 1 TV Households#	1,679.5	21.8%	8,047.6	35.1%
Persons in 2 TV Households#	2,696.7	35.0%	7,681.3	33.5%
Persons in 3+ TV Households#	3,333.0	43.2%	7,182.5	31.3%

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Universe Estimates Quarter 4, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,676.2	100.0%	8,907.2	100.0%
1 Person Households#	375.8	14.0%	2,157.7	24.2%
2 Person Households#	970.1	36.2%	3,245.8	36.4%
3 Person Households#	462.8	17.3%	1,361.7	15.3%
4 Person Households#	539.7	20.2%	1,329.1	14.9%
5+ Person Households#	327.8	12.2%	812.9	9.1%
1 TV Households#	714.3	26.7%	3,737.2	42.0%
2 TVs Households#	988.2	36.9%	2,984.7	33.5%
3+ TVs Households#	973.7	36.4%	2,185.3	24.5%
Households receiving FTA channels	2,676.2	100.0%	8,907.2	100.0%
Households receiving STV channels	2,676.2	100.0%	2,676.2	30.0%
- STU STV (Cable/Satellite)	2,539.8	94.9%	2,539.8	28.5%
- IDS-only STV (Internet Delivered Only)	136.4	5.1%	136.4	1.5%
Grocery Buyers#	2,676.2	100.0%	8,907.2	100.0%
Grocery Buyers Working	1,309.2	48.9%	4,764.8	53.5%
Grocery Buyers Not Working	1,367.0	51.1%	4,142.4	46.5%
Grocery Buyers 18-39	681.3	25.5%	2,691.1	30.2%
Grocery Buyers 18-54	1,603.5	59.9%	5,288.0	59.4%
Grocery Buyers Age 25-54	1,529.0	57.1%	4,816.1	54.1%
Grocery Buyers Age 40-54	922.2	34.5%	2,596.9	29.2%
Grocery Buyers Age 55-64	507.4	19.0%	1,493.7	16.8%
Grocery Buyers Age 65+	565.3	21.1%	2,125.5	23.9%

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Universe Estimates Quarter 4, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	847.7	31.7%	3,252.9	36.5%
Grocery Buyers Female	1,828.5	68.3%	5,654.3	63.5%
Grocery Buyers Female Age 25-49	887.3	33.2%	2,476.2	27.8%
Grocery Buyers 0 Children#	1,745.8	65.2%	6,399.1	71.8%
Grocery Buyers 1-2 Children#	736.2	27.5%	2,039.8	22.9%
Grocery Buyers 3+ Children#	194.2	7.3%	468.3	5.3%
Grocery Buyers Children 0-2	210.3	7.9%	605.1	6.8%
Grocery Buyers Children 0-4	326.9	12.2%	938.5	10.5%
Grocery Buyers Children 0-12	697.4	26.1%	1,941.0	21.8%
Grocery Buyers Children 0-15	832.4	31.1%	2,271.0	25.5%
Grocery Buyers Children 0-17	1,003.8	37.5%	2,508.1	28.2%
Grocery Buyers Children 5-12	520.8	19.5%	1,415.9	15.9%
Grocery Buyers Children 5-17	764.3	28.6%	2,005.8	22.5%
Grocery Buyers Children 13-17	405.3	15.1%	995.2	11.2%

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Approximate Sample Size Quarter 4, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,939	100.0%
People 2+	3,853	97.8%
Children 0-4	262	6.7%
Children 2-9	439	11.1%
Children 5-12	422	10.7%
Children 10-17	443	11.2%
Children 13-17	285	7.2%
Children 0-17	969	24.6%
Total Males	1,976	50.2%
Male 0-4	134	3.4%
Male 5-9	135	3.4%
Male 10-12	81	2.1%
Male 13-15	88	2.2%
Male 16-17	63	1.6%
Male 18-24	169	4.3%
Male 25-29	116	2.9%
Male 30-34	126	3.2%
Male 35-39	121	3.1%
Male 40-44	143	3.6%
Male 45-49	138	3.5%
Male 50-54	139	3.5%
Male 55-59	133	3.4%
Male 60-64	116	2.9%
Male 65+	274	7.0%

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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 4, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,964	49.9%
Female 0-4	128	3.2%
Female 5-9	129	3.3%
Female 10-12	77	2.0%
Female 13-15	78	2.0%
Female 16-17	56	1.4%
Female 18-24	165	4.2%
Female 25-29	111	2.8%
Female 30-34	127	3.2%
Female 35-39	136	3.5%
Female 40-44	158	4.0%
Female 45-49	145	3.7%
Female 50-54	141	3.6%
Female 55-59	133	3.4%
Female 60-64	115	2.9%
Female 65+	265	6.7%
Female 25-54 with Children	456	11.6%
Working 16+	1,703	43.2%
Not Working 16+	1,387	35.2%

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Approximate Sample Size Quarter 4, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	775	19.7%
Occupation Group 1 16-39	259	6.6%
Occupation Group 1 25-54	514	13.0%
Occupation Group 1 40-54	304	7.7%
Occupation Group 1 35+	595	15.1%
Occupation Group 1 55+	212	5.4%
Occupation Group 2	540	13.7%
Occupation Group 2 16-39	220	5.6%
Occupation Group 2 40-54	194	4.9%
Occupation Group 2 55+	126	3.2%
Occupation Group 3	184	4.7%
Occupation Group 3 16-39	88	2.2%
Occupation Group 3 40-54	58	1.5%
Occupation Group 3 55+	38	1.0%
Occupation Group 1-3 35-49	523	13.3%
Occupation Group 4	78	2.0%
Occupation Group 4 16-39	25	0.6%
Occupation Group 4 40-54	32	0.8%
Occupation Group 4 55+	21	0.5%
Occupation Group 5	126	3.2%
Occupation Group 5 16-39	56	1.4%
Occupation Group 5 40-54	42	1.1%
Occupation Group 5 55+	28	0.7%
Male Occupation Group 1-2 25-54	402	10.2%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	199	5.1%
Persons in 2 Person Households	1,010	25.6%
Persons in 3 Person Households	713	18.1%
Persons in 4 Person Households	1,099	27.9%
Persons in 5+ Person Households	918	23.3%
Persons in 1 TV Households	845	21.5%
Persons in 2 TV Households	1,391	35.3%
Persons in 3+ TV Households	1,703	43.2%

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Approximate Sample Size Quarter 4, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,376	100.0%
1 Person Households	199	14.5%
2 Person Households	503	36.6%
3 Person Households	237	17.2%
4 Person Households	273	19.8%
5+ Person Households	164	11.9%
1 TV Households	366	26.6%
2 TVs Households	512	37.2%
3+ TVs Households	498	36.2%
Households receiving FTA channels	1,376	100.0%
Households receiving STV channels	1,376	100.0%
Grocery Buyers	1,376	100.0%
Grocery Buyers Working	658	47.8%
Grocery Buyers Not Working	718	52.2%
Grocery Buyers 18-39	339	24.6%
Grocery Buyers 18-54	811	58.9%
Grocery Buyers Age 25-54	772	56.1%
Grocery Buyers Age 40-54	472	34.3%
Grocery Buyers Age 55-64	264	19.2%
Grocery Buyers Age 65+	301	21.9%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	434	31.5%
Grocery Buyers Female	942	68.5%
Grocery Buyers Female Age 25-49	448	32.6%

Grocery Buyers 0 Children	906	65.8%
Grocery Buyers 1-2 Children	374	27.2%
Grocery Buyers 3+ Children	96	7.0%

Grocery Buyers Children 0-2	105	7.6%
Grocery Buyers Children 0-4	163	11.8%
Grocery Buyers Children 0-12	352	25.6%
Grocery Buyers Children 0-15	419	30.5%
Grocery Buyers Children 0-17	470	34.2%
Grocery Buyers Children 5-12	262	19.0%
Grocery Buyers Children 5-17	386	28.1%
Grocery Buyers Children 13-17	204	14.8%

Quarter 4, 2016 refers to reporting quarter date range Sunday 25th September - 31st December 2016

* 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).

Universe Estimates Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,681.8	100.0%	22,911.4	100.0%
People 2+	7,525.1	98.0%	22,430.8	97.9%
Children 0-4	500.8	6.5%	1,470.8	6.4%
Children 2-9	887.4	11.6%	2,440.5	10.7%
Children 5-12	873.7	11.4%	2,262.1	9.9%
Children 10-17	900.7	11.7%	2,206.4	9.6%
Children 13-17	570.3	7.4%	1,394.6	6.1%
Children 0-17	1,944.8	25.3%	5,127.5	22.4%
Total Males	3,872.4	50.4%	11,373.1	49.6%
Male 0-4#	257.2	3.3%	755.1	3.3%
Male 5-9#	287.7	3.7%	745.1	3.3%
Male 10-12#	166.2	2.2%	416.1	1.8%
Male 13-15#	182.5	2.4%	423.3	1.8%
Male 16-17#	123.1	1.6%	292.2	1.3%
Male 18-24#	339.1	4.4%	1,115.1	4.9%
Male 25-29#	221.5	2.9%	854.7	3.7%
Male 30-34#	246.2	3.2%	848.1	3.7%
Male 35-39#	249.5	3.2%	749.4	3.3%
Male 40-44#	289.9	3.8%	794.0	3.5%
Male 45-49#	269.6	3.5%	733.1	3.2%
Male 50-54#	271.2	3.5%	742.3	3.2%
Male 55-59#	247.3	3.2%	684.0	3.0%
Male 60-64#	220.7	2.9%	604.8	2.6%
Male 65+#	500.7	6.5%	1,615.8	7.1%

UE - Universe Estimate

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

* 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.

** 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+

Universe Estimates Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,809.4	49.6%	11,538.3	50.4%
Female 0-4#	243.6	3.2%	715.7	3.1%
Female 5-9#	255.6	3.3%	705.2	3.1%
Female 10-12#	164.2	2.1%	395.7	1.7%
Female 13-15#	156.7	2.0%	400.9	1.7%
Female 16-17#	108.0	1.4%	278.2	1.2%
Female 18-24#	324.0	4.2%	1,064.3	4.6%
Female 25-29#	220.5	2.9%	848.8	3.7%
Female 30-34#	249.7	3.3%	847.3	3.7%
Female 35-39#	276.7	3.6%	756.3	3.3%
Female 40-44#	303.6	4.0%	811.1	3.5%
Female 45-49#	293.5	3.8%	753.4	3.3%
Female 50-54#	270.2	3.5%	766.6	3.3%
Female 55-59#	244.8	3.2%	709.5	3.1%
Female 60-64#	219.4	2.9%	629.9	2.7%
Female 65+ #	478.9	6.2%	1,855.4	8.1%
Female 25-54 with Children	916.6	11.9%	2,411.3	10.5%
Working 16+	3,329.7	43.3%	10,133.7	44.2%
Not Working 16+	2,638.4	34.3%	8,220.6	35.9%

UE - Universe Estimate

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

* 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.

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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+

Universe Estimates Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,500.1	19.5%	4,025.4	17.6%
Occupation Group 1 16-39	501.3	6.5%	1,567.4	6.8%
Occupation Group 1 25-54	1,019.8	13.3%	2,743.3	12.0%
Occupation Group 1 40-54	601.7	7.8%	1,442.8	6.3%
Occupation Group 1 35+	1,161.3	15.1%	2,921.4	12.8%
Occupation Group 1 55+	397.1	5.2%	1,015.2	4.4%
Occupation Group 2	1,071.2	13.9%	3,288.5	14.4%
Occupation Group 2 16-39	433.9	5.6%	1,530.5	6.7%
Occupation Group 2 40-54	403.0	5.2%	1,126.5	4.9%
Occupation Group 2 55+	234.3	3.1%	631.5	2.8%
Occupation Group 3	365.4	4.8%	1,403.5	6.1%
Occupation Group 3 16-39	184.4	2.4%	691.7	3.0%
Occupation Group 3 40-54	116.2	1.5%	449.2	2.0%
Occupation Group 3 55+	64.8	0.8%	262.6	1.1%
Occupation Group 1-3 35-49	1,072.5	14.0%	2,953.3	12.9%
Occupation Group 4	140.2	1.8%	686.5	3.0%
Occupation Group 4 16-39	55.2	0.7%	265.7	1.2%
Occupation Group 4 40-54	56.5	0.7%	276.3	1.2%
Occupation Group 4 55+	28.5	0.4%	144.5	0.6%
Occupation Group 5	252.8	3.3%	729.8	3.2%
Occupation Group 5 16-39	112.1	1.5%	344.2	1.5%
Occupation Group 5 40-54	90.2	1.2%	247.1	1.1%
Occupation Group 5 55+	50.5	0.7%	138.5	0.6%
Male Occupation Group 1-2 25-54	805.8	10.5%	2,293.2	10.0%

UE - Universe Estimate

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

* 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+

Universe Estimates Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	368.2	4.8%	2,157.7	9.4%
Persons in 2 Person Households#	1,888.0	24.6%	6,491.6	28.3%
Persons in 3 Person Households#	1,419.5	18.5%	4,085.1	17.8%
Persons in 4 Person Households#	2,104.7	27.4%	5,316.4	23.2%
Persons in 5+ Person Households#	1,901.4	24.8%	4,860.6	21.2%
Persons in 1 TV Households#	1,616.4	21.0%	8,047.6	35.1%
Persons in 2 TV Households#	2,705.8	35.2%	7,681.3	33.5%
Persons in 3+ TV Households#	3,359.6	43.7%	7,182.5	31.3%

UE - Universe Estimate

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

* 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.
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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 3, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,649.4	100.0%	8,907.2	100.0%
1 Person Households#	368.9	13.9%	2,157.7	24.2%
2 Person Households#	944.0	35.6%	3,245.8	36.4%
3 Person Households#	472.6	17.8%	1,361.7	15.3%
4 Person Households#	527.2	19.9%	1,329.1	14.9%
5+ Person Households#	336.7	12.7%	812.9	9.1%
1 TV Households#	690.2	26.1%	3,737.2	42.0%
2 TVs Households#	978.3	36.9%	2,984.7	33.5%
3+ TVs Households#	980.9	37.0%	2,185.3	24.5%
Households receiving FTA channels	2,649.4	100.0%	8,907.2	100.0%
Households receiving STV channels	2,649.4	100.0%	2,649.4	29.7%
- STU STV (Cable/Satellite)	2,508.0	94.7%	2,508.0	28.2%
- IDS-only STV (Internet Delivered Only)	141.4	5.3%	141.4	1.6%
Grocery Buyers#	2,649.4	100.0%	8,907.2	100.0%
Grocery Buyers Working	1,342.5	50.7%	4,764.8	53.5%
Grocery Buyers Not Working	1,306.9	49.3%	4,142.4	46.5%
Grocery Buyers 18-39	697.4	26.3%	2,691.1	30.2%
Grocery Buyers 18-54	1,617.2	61.0%	5,288.0	59.4%
Grocery Buyers Age 25-54	1,551.2	58.5%	4,816.1	54.1%
Grocery Buyers Age 40-54	919.8	34.7%	2,596.9	29.2%
Grocery Buyers Age 55-64	502.0	18.9%	1,493.7	16.8%
Grocery Buyers Age 65+	530.2	20.0%	2,125.5	23.9%

UE - Universe Estimate

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

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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 3, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	827.0	31.2%	3,252.9	36.5%
Grocery Buyers Female	1,822.4	68.8%	5,654.3	63.5%
Grocery Buyers Female Age 25-49	900.8	34.0%	2,476.2	27.8%
Grocery Buyers 0 Children#	1,700.3	64.2%	6,399.1	71.8%
Grocery Buyers 1-2 Children#	754.5	28.5%	2,039.8	22.9%
Grocery Buyers 3+ Children#	194.6	7.3%	468.3	5.3%
Grocery Buyers Children 0-2	200.1	7.6%	605.1	6.8%
Grocery Buyers Children 0-4	318.0	12.0%	938.5	10.5%
Grocery Buyers Children 0-12	700.5	26.4%	1,941.0	21.8%
Grocery Buyers Children 0-15	850.2	32.1%	2,271.0	25.5%
Grocery Buyers Children 0-17	1,022.8	38.6%	2,508.1	28.2%
Grocery Buyers Children 5-12	527.4	19.9%	1,415.9	15.9%
Grocery Buyers Children 5-17	787.6	29.7%	2,005.8	22.5%
Grocery Buyers Children 13-17	425.3	16.1%	995.2	11.2%

UE - Universe Estimate

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

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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+

Approximate Sample Size Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,967	100.0%
People 2+	3,883	97.9%
Children 0-4	263	6.6%
Children 2-9	449	11.3%
Children 5-12	431	10.9%
Children 10-17	449	11.3%
Children 13-17	288	7.3%
Children 0-17	982	24.8%
Total Males	1,994	50.3%
Male 0-4	134	3.4%
Male 5-9	141	3.6%
Male 10-12	81	2.0%
Male 13-15	91	2.3%
Male 16-17	62	1.6%
Male 18-24	172	4.3%
Male 25-29	112	2.8%
Male 30-34	128	3.2%
Male 35-39	129	3.3%
Male 40-44	146	3.7%
Male 45-49	142	3.6%
Male 50-54	137	3.5%
Male 55-59	130	3.3%
Male 60-64	117	2.9%
Male 65+	272	6.9%

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

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Approximate Sample Size Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,973	49.7%
Female 0-4	129	3.3%
Female 5-9	130	3.3%
Female 10-12	79	2.0%
Female 13-15	79	2.0%
Female 16-17	56	1.4%
Female 18-24	163	4.1%
Female 25-29	114	2.9%
Female 30-34	129	3.3%
Female 35-39	137	3.5%
Female 40-44	158	4.0%
Female 45-49	152	3.8%
Female 50-54	140	3.5%
Female 55-59	129	3.3%
Female 60-64	117	2.9%
Female 65+	261	6.6%
Female 25-54 with Children	469	11.8%
Working 16+	1,715	43.2%
Not Working 16+	1,388	35.0%

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

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Approximate Sample Size Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	786	19.8%
Occupation Group 1 16-39	259	6.5%
Occupation Group 1 25-54	526	13.3%
Occupation Group 1 40-54	313	7.9%
Occupation Group 1 35+	612	15.4%
Occupation Group 1 55+	214	5.4%
Occupation Group 2	539	13.6%
Occupation Group 2 16-39	217	5.5%
Occupation Group 2 40-54	201	5.1%
Occupation Group 2 55+	121	3.1%
Occupation Group 3	185	4.7%
Occupation Group 3 16-39	91	2.3%
Occupation Group 3 40-54	59	1.5%
Occupation Group 3 55+	35	0.9%
Occupation Group 1-3 35-49	544	13.7%
Occupation Group 4	71	1.8%
Occupation Group 4 16-39	26	0.7%
Occupation Group 4 40-54	29	0.7%
Occupation Group 4 55+	16	0.4%
Occupation Group 5	134	3.4%
Occupation Group 5 16-39	59	1.5%
Occupation Group 5 40-54	48	1.2%
Occupation Group 5 55+	27	0.7%
Male Occupation Group 1-2 25-54	412	10.4%

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Approximate Sample Size Quarter 3, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	199	5.0%
Persons in 2 Person Households	999	25.2%
Persons in 3 Person Households	737	18.6%
Persons in 4 Person Households	1,091	27.5%
Persons in 5+ Person Households	941	23.7%
Persons in 1 TV Households	827	20.8%
Persons in 2 TV Households	1,408	35.5%
Persons in 3+ TV Households	1,732	43.7%

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Approximate Sample Size Quarter 3, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,377	100.0%
1 Person Households	197	14.3%
2 Person Households	497	36.1%
3 Person Households	244	17.7%
4 Person Households	271	19.7%
5+ Person Households	168	12.2%
1 TV Households	359	26.1%
2 TVs Households	511	37.1%
3+ TVs Households	507	36.8%
Households receiving FTA channels	1,377	100.0%
Households receiving STV channels	1,377	100.0%
Grocery Buyers	1,377	100.0%
Grocery Buyers Working	679	49.3%
Grocery Buyers Not Working	698	50.7%
Grocery Buyers 18-39	355	25.8%
Grocery Buyers 18-54	829	60.2%
Grocery Buyers Age 25-54	792	57.5%
Grocery Buyers Age 40-54	474	34.4%
Grocery Buyers Age 55-64	263	19.1%
Grocery Buyers Age 65+	285	20.7%

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Approximate Sample Size Quarter 3, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	429	31.2%
Grocery Buyers Female	948	68.8%
Grocery Buyers Female Age 25-49	461	33.5%

Grocery Buyers 0 Children	893	64.9%
Grocery Buyers 1-2 Children	389	28.2%
Grocery Buyers 3+ Children	95	6.9%

Grocery Buyers Children 0-2	105	7.6%
Grocery Buyers Children 0-4	164	11.9%
Grocery Buyers Children 0-12	358	26.0%
Grocery Buyers Children 0-15	432	31.4%
Grocery Buyers Children 0-17	484	35.1%
Grocery Buyers Children 5-12	268	19.5%
Grocery Buyers Children 5-17	400	29.0%
Grocery Buyers Children 13-17	214	15.5%

Quarter 3, 2016 refers to reporting quarter date range Sunday 26th June 2016- Saturday 24th September 2016

* 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).

Universe Estimates Quarter 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,584.1	100.0%	22,911.4	100.0%
People 2+	7,427.5	97.9%	22,430.8	97.9%
Children 0-4	497.9	6.6%	1,470.8	6.4%
Children 2-9	868.5	11.5%	2,440.5	10.7%
Children 5-12	848.8	11.2%	2,262.1	9.9%
Children 10-17	890.6	11.7%	2,206.4	9.6%
Children 13-17	569.0	7.5%	1,394.6	6.1%
Children 0-17	1,915.7	25.3%	5,127.5	22.4%
Total Males	3,810.1	50.2%	11,373.1	49.6%
Male 0-4#	249.6	3.3%	755.1	3.3%
Male 5-9#	280.5	3.7%	745.1	3.3%
Male 10-12#	161.7	2.1%	416.1	1.8%
Male 13-15#	173.0	2.3%	423.3	1.8%
Male 16-17#	122.9	1.6%	292.2	1.3%
Male 18-24#	344.2	4.5%	1,115.1	4.9%
Male 25-29#	215.5	2.8%	854.7	3.7%
Male 30-34#	242.1	3.2%	848.1	3.7%
Male 35-39#	237.8	3.1%	749.4	3.3%
Male 40-44#	282.5	3.7%	794.0	3.5%
Male 45-49#	274.7	3.6%	733.1	3.2%
Male 50-54#	264.4	3.5%	742.3	3.2%
Male 55-59#	245.8	3.2%	684.0	3.0%
Male 60-64#	219.3	2.9%	604.8	2.6%
Male 65+#	496.1	6.5%	1,615.8	7.1%

UE - Universe Estimate

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

* 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.

** 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+

Universe Estimates Quarter 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,774.0	49.8%	11,538.3	50.4%
Female 0-4#	248.3	3.3%	715.7	3.1%
Female 5-9#	246.7	3.3%	705.2	3.1%
Female 10-12#	159.9	2.1%	395.7	1.7%
Female 13-15#	157.7	2.1%	400.9	1.7%
Female 16-17#	115.4	1.5%	278.2	1.2%
Female 18-24#	320.4	4.2%	1,064.3	4.6%
Female 25-29#	212.4	2.8%	848.8	3.7%
Female 30-34#	246.2	3.2%	847.3	3.7%
Female 35-39#	267.9	3.5%	756.3	3.3%
Female 40-44#	296.1	3.9%	811.1	3.5%
Female 45-49#	297.4	3.9%	753.4	3.3%
Female 50-54#	266.7	3.5%	766.6	3.3%
Female 55-59#	243.3	3.2%	709.5	3.1%
Female 60-64#	215.8	2.8%	629.9	2.7%
Female 65+ #	479.8	6.3%	1,855.4	8.1%
Female 25-54 with Children	894.4	11.8%	2,411.3	10.5%
Working 16+	3,275.8	43.2%	10,133.7	44.2%
Not Working 16+	2,630.9	34.7%	8,220.6	35.9%

UE - Universe Estimate

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

* 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.

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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 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,472.7	19.4%	4,025.4	17.6%
Occupation Group 1 16-39	492.1	6.5%	1,567.4	6.8%
Occupation Group 1 25-54	999.4	13.2%	2,743.3	12.0%
Occupation Group 1 40-54	589.4	7.8%	1,442.8	6.3%
Occupation Group 1 35+	1,150.6	15.2%	2,921.4	12.8%
Occupation Group 1 55+	391.2	5.2%	1,015.2	4.4%
Occupation Group 2	1,034.0	13.6%	3,288.5	14.4%
Occupation Group 2 16-39	408.9	5.4%	1,530.5	6.7%
Occupation Group 2 40-54	395.6	5.2%	1,126.5	4.9%
Occupation Group 2 55+	229.5	3.0%	631.5	2.8%
Occupation Group 3	375.9	5.0%	1,403.5	6.1%
Occupation Group 3 16-39	178.8	2.4%	691.7	3.0%
Occupation Group 3 40-54	121.1	1.6%	449.2	2.0%
Occupation Group 3 55+	76.0	1.0%	262.6	1.1%
Occupation Group 1-3 35-49	1,054.2	13.9%	2,953.3	12.9%
Occupation Group 4	144.5	1.9%	686.5	3.0%
Occupation Group 4 16-39	52.1	0.7%	265.7	1.2%
Occupation Group 4 40-54	58.8	0.8%	276.3	1.2%
Occupation Group 4 55+	33.6	0.4%	144.5	0.6%
Occupation Group 5	248.7	3.3%	729.8	3.2%
Occupation Group 5 16-39	120.4	1.6%	344.2	1.5%
Occupation Group 5 40-54	79.1	1.0%	247.1	1.1%
Occupation Group 5 55+	49.2	0.6%	138.5	0.6%
Male Occupation Group 1-2 25-54	786.8	10.4%	2,293.2	10.0%

UE - Universe Estimate

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

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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 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	364.5	4.8%	2,157.7	9.4%
Persons in 2 Person Households#	1,882.1	24.8%	6,491.6	28.3%
Persons in 3 Person Households#	1,383.4	18.2%	4,085.1	17.8%
Persons in 4 Person Households#	2,137.6	28.2%	5,316.4	23.2%
Persons in 5+ Person Households#	1,816.5	24.0%	4,860.6	21.2%
Persons in 1 TV Households#	1,598.1	21.1%	8,047.6	35.1%
Persons in 2 TV Households#	2,639.3	34.8%	7,681.3	33.5%
Persons in 3+ TV Households#	3,346.7	44.1%	7,182.5	31.3%

UE - Universe Estimate

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

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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 2, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,616.4	100.0%	8,907.2	100.0%
1 Person Households#	365.9	14.0%	2,157.7	24.2%
2 Person Households#	942.1	36.0%	3,245.8	36.4%
3 Person Households#	459.1	17.5%	1,361.7	15.3%
4 Person Households#	535.4	20.5%	1,329.1	14.9%
5+ Person Households#	313.9	12.0%	812.9	9.1%
1 TV Households#	686.0	26.2%	3,737.2	42.0%
2 TVs Households#	953.9	36.5%	2,984.7	33.5%
3+ TVs Households#	976.5	37.3%	2,185.3	24.5%
Households receiving FTA channels	2,616.4	100.0%	8,907.2	100.0%
Households receiving STV channels	2,616.4	100.0%	2,616.4	29.4%
- STU STV (Cable/Satellite)	2,486.6	95.0%	2,486.6	27.9%
- IDS-only STV (Internet Delivered Only)	129.8	5.0%	129.8	1.5%
Grocery Buyers#	2,616.4	100.0%	8,907.2	100.0%
Grocery Buyers Working	1,373.4	52.5%	4,764.8	53.5%
Grocery Buyers Not Working	1,243.0	47.5%	4,142.4	46.5%
Grocery Buyers 18-39	678.0	25.9%	2,691.1	30.2%
Grocery Buyers 18-54	1,582.3	60.5%	5,288.0	59.4%
Grocery Buyers Age 25-54	1,512.0	57.8%	4,816.1	54.1%
Grocery Buyers Age 40-54	904.3	34.6%	2,596.9	29.2%
Grocery Buyers Age 55-64	503.8	19.3%	1,493.7	16.8%
Grocery Buyers Age 65+	530.3	20.3%	2,125.5	23.9%

UE - Universe Estimate

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

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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 2, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	850.0	32.5%	3,252.9	36.5%
Grocery Buyers Female	1,766.4	67.5%	5,654.3	63.5%
Grocery Buyers Female Age 25-49	855.5	32.7%	2,476.2	27.8%
Grocery Buyers 0 Children#	1,684.9	64.4%	6,399.1	71.8%
Grocery Buyers 1-2 Children#	741.1	28.3%	2,039.8	22.9%
Grocery Buyers 3+ Children#	190.4	7.3%	468.3	5.3%
Grocery Buyers Children 0-2	194.7	7.4%	605.1	6.8%
Grocery Buyers Children 0-4	323.5	12.4%	938.5	10.5%
Grocery Buyers Children 0-12	698.4	26.7%	1,941.0	21.8%
Grocery Buyers Children 0-15	831.9	31.8%	2,271.0	25.5%
Grocery Buyers Children 0-17	995.2	38.0%	2,508.1	28.2%
Grocery Buyers Children 5-12	529.0	20.2%	1,415.9	15.9%
Grocery Buyers Children 5-17	772.0	29.5%	2,005.8	22.5%
Grocery Buyers Children 13-17	414.2	15.8%	995.2	11.2%

UE - Universe Estimate

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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+

Approximate Sample Size Quarter 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,957	100.0%
People 2+	3,872	97.9%
Children 0-4	262	6.6%
Children 2-9	450	11.4%
Children 5-12	433	10.9%
Children 10-17	447	11.3%
Children 13-17	286	7.2%
Children 0-17	981	24.8%
Total Males	1,990	50.3%
Male 0-4	131	3.3%
Male 5-9	143	3.6%
Male 10-12	85	2.1%
Male 13-15	88	2.2%
Male 16-17	62	1.6%
Male 18-24	174	4.4%
Male 25-29	110	2.8%
Male 30-34	127	3.2%
Male 35-39	128	3.2%
Male 40-44	146	3.7%
Male 45-49	140	3.5%
Male 50-54	138	3.5%
Male 55-59	130	3.3%
Male 60-64	116	2.9%
Male 65+	272	6.9%

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

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ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on

Approximate Sample Size Quarter 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,966	49.7%
Female 0-4	131	3.3%
Female 5-9	128	3.2%
Female 10-12	77	1.9%
Female 13-15	80	2.0%
Female 16-17	56	1.4%
Female 18-24	164	4.1%
Female 25-29	109	2.8%
Female 30-34	127	3.2%
Female 35-39	136	3.4%
Female 40-44	156	3.9%
Female 45-49	154	3.9%
Female 50-54	139	3.5%
Female 55-59	130	3.3%
Female 60-64	117	3.0%
Female 65+	262	6.6%
Female 25-54 with Children	461	11.7%
Working 16+	1,711	43.2%
Not Working 16+	1,382	34.9%

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

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Approximate Sample Size Quarter 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	780	19.7%
Occupation Group 1 16-39	256	6.5%
Occupation Group 1 25-54	521	13.2%
Occupation Group 1 40-54	311	7.9%
Occupation Group 1 35+	614	15.5%
Occupation Group 1 55+	213	5.4%
Occupation Group 2	531	13.4%
Occupation Group 2 16-39	208	5.3%
Occupation Group 2 40-54	201	5.1%
Occupation Group 2 55+	122	3.1%
Occupation Group 3	194	4.9%
Occupation Group 3 16-39	90	2.3%
Occupation Group 3 40-54	64	1.6%
Occupation Group 3 55+	40	1.0%
Occupation Group 1-3 35-49	547	13.8%
Occupation Group 4	74	1.9%
Occupation Group 4 16-39	26	0.7%
Occupation Group 4 40-54	29	0.7%
Occupation Group 4 55+	19	0.5%
Occupation Group 5	132	3.3%
Occupation Group 5 16-39	63	1.6%
Occupation Group 5 40-54	42	1.1%
Occupation Group 5 55+	27	0.7%
Male Occupation Group 1-2 25-54	407	10.3%

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Approximate Sample Size Quarter 2, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	199	5.0%
Persons in 2 Person Households	996	25.2%
Persons in 3 Person Households	727	18.4%
Persons in 4 Person Households	1,108	28.0%
Persons in 5+ Person Households	927	23.4%
Persons in 1 TV Households	826	20.9%
Persons in 2 TV Households	1,376	34.8%
Persons in 3+ TV Households	1,755	44.4%

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Approximate Sample Size Quarter 2, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,371	100.0%
1 Person Households	198	14.4%
2 Person Households	495	36.1%
3 Person Households	241	17.6%
4 Person Households	275	20.1%
5+ Person Households	162	11.8%
1 TV Households	360	26.3%
2 TVs Households	501	36.5%
3+ TVs Households	510	37.2%
Households receiving FTA channels	1,371	100.0%
Households receiving STV channels	1,371	100.0%
Grocery Buyers	1,371	100.0%
Grocery Buyers Working	709	51.7%
Grocery Buyers Not Working	662	48.3%
Grocery Buyers 18-39	346	25.2%
Grocery Buyers 18-54	814	59.4%
Grocery Buyers Age 25-54	776	56.6%
Grocery Buyers Age 40-54	468	34.1%
Grocery Buyers Age 55-64	269	19.6%
Grocery Buyers Age 65+	288	21.0%

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

* 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).

Approximate Sample Size Quarter 2, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	447	32.6%
Grocery Buyers Female	924	67.4%
Grocery Buyers Female Age 25-49	438	31.9%
Grocery Buyers 0 Children	894	65.2%
Grocery Buyers 1-2 Children	381	27.8%
Grocery Buyers 3+ Children	96	7.0%
Grocery Buyers Children 0-2	103	7.5%
Grocery Buyers Children 0-4	167	12.2%
Grocery Buyers Children 0-12	360	26.3%
Grocery Buyers Children 0-15	427	31.1%
Grocery Buyers Children 0-17	477	34.8%
Grocery Buyers Children 5-12	271	19.8%
Grocery Buyers Children 5-17	394	28.7%
Grocery Buyers Children 13-17	210	15.3%

Quarter 2, 2016 refers to reporting quarter date range Sunday 27th March 2016- Saturday 25th June 2016

* 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.
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Universe Estimates Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,498.2	100.0%	22,911.4	100.0%
People 2+	7,339.9	97.9%	22,430.8	97.9%
Children 0-4	506.1	6.7%	1,470.8	6.4%
Children 2-9	874.3	11.7%	2,440.5	10.7%
Children 5-12	843.1	11.2%	2,262.1	9.9%
Children 10-17	860.6	11.5%	2,206.4	9.6%
Children 13-17	544.0	7.3%	1,394.6	6.1%
Children 0-17	1,893.2	25.2%	5,127.5	22.4%
Total Males	3,762.3	50.2%	11,373.1	49.6%
Male 0-4#	250.7	3.3%	755.1	3.3%
Male 5-9#	276.4	3.7%	745.1	3.3%
Male 10-12#	159.4	2.1%	416.1	1.8%
Male 13-15#	170.8	2.3%	423.3	1.8%
Male 16-17#	117.0	1.6%	292.2	1.3%
Male 18-24#	336.2	4.5%	1,115.1	4.9%
Male 25-29#	214.8	2.9%	854.7	3.7%
Male 30-34#	241.6	3.2%	848.1	3.7%
Male 35-39#	243.8	3.3%	749.4	3.3%
Male 40-44#	289.8	3.9%	794.0	3.5%
Male 45-49#	263.7	3.5%	733.1	3.2%
Male 50-54#	262.2	3.5%	742.3	3.2%
Male 55-59#	237.3	3.2%	684.0	3.0%
Male 60-64#	204.9	2.7%	604.8	2.6%
Male 65+#	493.7	6.6%	1,615.8	7.1%

UE - Universe Estimate

Quarter 1, 2016 refers to reporting quarter date range Sunday 27th Dec 2015 - Saturday 26th March 2016

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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+

Universe Estimates Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,735.9	49.8%	11,538.3	50.4%
Female 0-4#	255.4	3.4%	715.7	3.1%
Female 5-9#	250.1	3.3%	705.2	3.1%
Female 10-12#	157.2	2.1%	395.7	1.7%
Female 13-15#	148.8	2.0%	400.9	1.7%
Female 16-17#	107.4	1.4%	278.2	1.2%
Female 18-24#	317.7	4.2%	1,064.3	4.6%
Female 25-29#	209.9	2.8%	848.8	3.7%
Female 30-34#	247.3	3.3%	847.3	3.7%
Female 35-39#	267.5	3.6%	756.3	3.3%
Female 40-44#	293.2	3.9%	811.1	3.5%
Female 45-49#	293.9	3.9%	753.4	3.3%
Female 50-54#	258.7	3.5%	766.6	3.3%
Female 55-59#	240.5	3.2%	709.5	3.1%
Female 60-64#	212.9	2.8%	629.9	2.7%
Female 65+ #	475.4	6.3%	1,855.4	8.1%
Female 25-54 with Children	895.9	11.9%	2,411.3	10.5%
Working 16+	3,350.1	44.7%	10,133.7	44.2%
Not Working 16+	2,479.3	33.1%	8,220.6	35.9%

UE - Universe Estimate

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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, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,478.4	19.7%	4,025.4	17.6%
Occupation Group 1 16-39	496.2	6.6%	1,567.4	6.8%
Occupation Group 1 25-54	996.9	13.3%	2,743.3	12.0%
Occupation Group 1 40-54	583.3	7.8%	1,442.8	6.3%
Occupation Group 1 35+	1,152.1	15.4%	2,921.4	12.8%
Occupation Group 1 55+	398.9	5.3%	1,015.2	4.4%
Occupation Group 2	1,097.7	14.6%	3,288.5	14.4%
Occupation Group 2 16-39	472.4	6.3%	1,530.5	6.7%
Occupation Group 2 40-54	406.2	5.4%	1,126.5	4.9%
Occupation Group 2 55+	219.1	2.9%	631.5	2.8%
Occupation Group 3	351.0	4.7%	1,403.5	6.1%
Occupation Group 3 16-39	171.5	2.3%	691.7	3.0%
Occupation Group 3 40-54	113.3	1.5%	449.2	2.0%
Occupation Group 3 55+	66.2	0.9%	262.6	1.1%
Occupation Group 1-3 35-49	1,071.7	14.3%	2,953.3	12.9%
Occupation Group 4	193.0	2.6%	686.5	3.0%
Occupation Group 4 16-39	69.3	0.9%	265.7	1.2%
Occupation Group 4 40-54	84.3	1.1%	276.3	1.2%
Occupation Group 4 55+	39.4	0.5%	144.5	0.6%
Occupation Group 5	230.0	3.1%	729.8	3.2%
Occupation Group 5 16-39	106.1	1.4%	344.2	1.5%
Occupation Group 5 40-54	79.0	1.1%	247.1	1.1%
Occupation Group 5 55+	44.9	0.6%	138.5	0.6%
Male Occupation Group 1-2 25-54	799.1	10.7%	2,293.2	10.0%

UE - Universe Estimate

Quarter 1, 2016 refers to reporting quarter date range Sunday 27th Dec 2015 - Saturday 26th March 2016

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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, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	350.1	4.7%	2,157.7	9.4%
Persons in 2 Person Households#	1,854.4	24.7%	6,491.6	28.3%
Persons in 3 Person Households#	1,377.2	18.4%	4,085.1	17.8%
Persons in 4 Person Households#	2,102.9	28.0%	5,316.4	23.2%
Persons in 5+ Person Households#	1,813.6	24.2%	4,860.6	21.2%
Persons in 1 TV Households#	1,565.7	20.9%	8,047.6	35.1%
Persons in 2 TV Households#	2,575.2	34.3%	7,681.3	33.5%
Persons in 3+ TV Households#	3,357.3	44.8%	7,182.5	31.3%

UE - Universe Estimate

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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, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,578.5	100.0%	8,907.2	100.0%
1 Person Households#	350.1	13.6%	2,157.7	24.2%
2 Person Households#	926.6	35.9%	3,245.8	36.4%
3 Person Households#	457.0	17.7%	1,361.7	15.3%
4 Person Households#	524.4	20.3%	1,329.1	14.9%
5+ Person Households#	320.4	12.4%	812.9	9.1%
1 TV Households#	673.0	26.1%	3,737.2	42.0%
2 TVs Households#	939.3	36.4%	2,984.7	33.5%
3+ TVs Households#	966.2	37.5%	2,185.3	24.5%
Households receiving FTA channels	2,578.5	100.0%	8,907.2	100.0%
Households receiving STV channels	2,578.5	100.0%	2,578.5	28.9%
- STU STV (Cable/Satellite)	2,475.9	96.0%	2,475.9	27.8%
- IDS-only STV (Internet Delivered Only)	102.6	4.0%	102.6	1.2%
Grocery Buyers#	2,578.5	100.0%	8,907.2	100.0%
Grocery Buyers Working	1,388.7	53.9%	4,764.8	53.5%
Grocery Buyers Not Working	1,189.8	46.1%	4,142.4	46.5%
Grocery Buyers 18-39	694.0	26.9%	2,691.1	30.2%
Grocery Buyers 18-54	1,580.2	61.3%	5,288.0	59.4%
Grocery Buyers Age 25-54	1,505.3	58.4%	4,816.1	54.1%
Grocery Buyers Age 40-54	886.2	34.4%	2,596.9	29.2%
Grocery Buyers Age 55-64	483.4	18.7%	1,493.7	16.8%
Grocery Buyers Age 65+	514.9	20.0%	2,125.5	23.9%

UE - Universe Estimate

Quarter 1, 2016 refers to reporting quarter date range Sunday 27th Dec 2015 - Saturday 26th March 2016

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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, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	863.2	33.5%	3,252.9	36.5%
Grocery Buyers Female	1,715.3	66.5%	5,654.3	63.5%
Grocery Buyers Female Age 25-49	831.2	32.2%	2,476.2	27.8%
Grocery Buyers 0 Children#	1,659.4	64.4%	6,399.1	71.8%
Grocery Buyers 1-2 Children#	730.0	28.3%	2,039.8	22.9%
Grocery Buyers 3+ Children#	189.1	7.3%	468.3	5.3%
Grocery Buyers Children 0-2	207.4	8.0%	605.1	6.8%
Grocery Buyers Children 0-4	334.7	13.0%	938.5	10.5%
Grocery Buyers Children 0-12	705.7	27.4%	1,941.0	21.8%
Grocery Buyers Children 0-15	824.2	32.0%	2,271.0	25.5%
Grocery Buyers Children 0-17	971.5	37.7%	2,508.1	28.2%
Grocery Buyers Children 5-12	529.4	20.5%	1,415.9	15.9%
Grocery Buyers Children 5-17	751.0	29.1%	2,005.8	22.5%
Grocery Buyers Children 13-17	389.7	15.1%	995.2	11.2%

UE - Universe Estimate

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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+

Approximate Sample Size Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,914	100.0%
People 2+	3,831	97.9%
Children 0-4	264	6.7%
Children 2-9	455	11.6%
Children 5-12	435	11.1%
Children 10-17	439	11.2%
Children 13-17	276	7.1%
Children 0-17	975	24.9%
Total Males	1,955	49.9%
Male 0-4	130	3.3%
Male 5-9	142	3.6%
Male 10-12	83	2.1%
Male 13-15	85	2.2%
Male 16-17	58	1.5%
Male 18-24	168	4.3%
Male 25-29	109	2.8%
Male 30-34	127	3.2%
Male 35-39	127	3.2%
Male 40-44	147	3.8%
Male 45-49	137	3.5%
Male 50-54	138	3.5%
Male 55-59	126	3.2%
Male 60-64	110	2.8%
Male 65+	268	6.8%

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ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on

Approximate Sample Size Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,957	50.0%
Female 0-4	134	3.4%
Female 5-9	130	3.3%
Female 10-12	80	2.0%
Female 13-15	78	2.0%
Female 16-17	55	1.4%
Female 18-24	163	4.2%
Female 25-29	110	2.8%
Female 30-34	129	3.3%
Female 35-39	136	3.5%
Female 40-44	152	3.9%
Female 45-49	153	3.9%
Female 50-54	137	3.5%
Female 55-59	129	3.3%
Female 60-64	114	2.9%
Female 65+	257	6.6%
Female 25-54 with Children	465	11.9%
Working 16+	1,746	44.6%
Not Working 16+	1,305	33.3%

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Approximate Sample Size Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	783	20.0%
Occupation Group 1 16-39	258	6.6%
Occupation Group 1 25-54	520	13.3%
Occupation Group 1 40-54	307	7.8%
Occupation Group 1 35+	613	15.7%
Occupation Group 1 55+	218	5.6%
Occupation Group 2	564	14.4%
Occupation Group 2 16-39	241	6.2%
Occupation Group 2 40-54	206	5.3%
Occupation Group 2 55+	117	3.0%
Occupation Group 3	177	4.5%
Occupation Group 3 16-39	84	2.1%
Occupation Group 3 40-54	58	1.5%
Occupation Group 3 55+	34	0.9%
Occupation Group 1-3 35-49	549	14.0%
Occupation Group 4	100	2.6%
Occupation Group 4 16-39	36	0.9%
Occupation Group 4 40-54	43	1.1%
Occupation Group 4 55+	21	0.5%
Occupation Group 5	123	3.1%
Occupation Group 5 16-39	55	1.4%
Occupation Group 5 40-54	43	1.1%
Occupation Group 5 55+	24	0.6%
Male Occupation Group 1-2 25-54	412	10.5%

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Approximate Sample Size Quarter 1, 2016 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	189	4.8%
Persons in 2 Person Households	977	25.0%
Persons in 3 Person Households	724	18.5%
Persons in 4 Person Households	1,094	28.0%
Persons in 5+ Person Households	930	23.8%
Persons in 1 TV Households	808	20.6%
Persons in 2 TV Households	1,344	34.3%
Persons in 3+ TV Households	1,762	45.0%

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Approximate Sample Size Quarter 1, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,358	100.0%
1 Person Households	189	13.9%
2 Person Households	488	35.9%
3 Person Households	241	17.7%
4 Person Households	273	20.1%
5+ Person Households	165	12.2%
1 TV Households	354	26.1%
2 TVs Households	494	36.4%
3+ TVs Households	510	37.6%
Households receiving FTA channels	1,358	100.0%
Households receiving STV channels	1,358	100.0%
Grocery Buyers	1,358	100.0%
Grocery Buyers Working	721	53.1%
Grocery Buyers Not Working	637	46.9%
Grocery Buyers 18-39	356	26.2%
Grocery Buyers 18-54	818	60.2%
Grocery Buyers Age 25-54	778	57.3%
Grocery Buyers Age 40-54	462	34.0%
Grocery Buyers Age 55-64	261	19.2%
Grocery Buyers Age 65+	279	20.5%

Quarter 1, 2016 refers to reporting quarter date range Sunday 27th Dec 2015 - Saturday 26th March 2016

* 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).

Approximate Sample Size Quarter 1, 2016 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	457	33.7%
Grocery Buyers Female	901	66.3%
Grocery Buyers Female Age 25-49	428	31.5%

Grocery Buyers 0 Children	881	64.9%
Grocery Buyers 1-2 Children	380	28.0%
Grocery Buyers 3+ Children	97	7.1%

Grocery Buyers Children 0-2	111	8.2%
Grocery Buyers Children 0-4	175	12.9%
Grocery Buyers Children 0-12	367	27.0%
Grocery Buyers Children 0-15	428	31.5%
Grocery Buyers Children 0-17	477	35.1%
Grocery Buyers Children 5-12	273	20.1%
Grocery Buyers Children 5-17	387	28.5%
Grocery Buyers Children 13-17	199	14.7%

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