

Universe Estimates Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,868.8	100.0%	23,213.1	100.0%
People 2+	7,700.9	97.9%	22,715.5	97.9%
Children 0-4	511.1	6.5%	1,484.1	6.4%
Children 2-9	885.3	11.3%	2,463.7	10.6%
Children 5-12	866.9	11.0%	2,300.1	9.9%
Children 10-17	913.9	11.6%	2,225.1	9.6%
Children 13-17	589.1	7.5%	1,402.2	6.0%
Children 0-17	1,967.1	25.0%	5,186.4	22.3%
Total Males	3,973.5	50.5%	11,518.2	49.6%
Male 0-4#	267.5	3.4%	761.7	3.3%
Male 5-9#	284.5	3.6%	758.4	3.3%
Male 10-12#	169.5	2.2%	423.6	1.8%
Male 13-15#	183.9	2.3%	427.2	1.8%
Male 16-17#	130.0	1.7%	291.2	1.3%
Male 18-24#	348.0	4.4%	1,122.3	4.8%
Male 25-29#	237.8	3.0%	859.2	3.7%
Male 30-34#	254.1	3.2%	861.8	3.7%
Male 35-39#	232.4	3.0%	763.2	3.3%
Male 40-44#	280.6	3.6%	783.6	3.4%
Male 45-49#	280.6	3.6%	751.4	3.2%
Male 50-54#	280.2	3.6%	735.1	3.2%
Male 55-59#	268.2	3.4%	693.9	3.0%
Male 60-64#	222.1	2.8%	614.9	2.6%
Male 65+#	534.1	6.8%	1,670.7	7.2%

UE - Universe Estimate

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January -Saturday 25th March 2017

* 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	3,895.3	49.5%	11,694.9	50.4%
Female 0-4#	243.6	3.1%	722.4	3.1%
Female 5-9#	257.6	3.3%	718.8	3.1%
Female 10-12#	155.3	2.0%	399.3	1.7%
Female 13-15#	162.8	2.1%	405.4	1.7%
Female 16-17#	112.4	1.4%	278.4	1.2%
Female 18-24#	319.8	4.1%	1,067.1	4.6%
Female 25-29#	220.7	2.8%	851.9	3.7%
Female 30-34#	264.9	3.4%	867.7	3.7%
Female 35-39#	273.5	3.5%	770.9	3.3%
Female 40-44#	299.1	3.8%	802.1	3.5%
Female 45-49#	295.3	3.8%	771.5	3.3%
Female 50-54#	286.2	3.6%	761.0	3.3%
Female 55-59#	270.2	3.4%	722.9	3.1%
Female 60-64#	218.8	2.8%	643.6	2.8%
Female 65+ #	515.1	6.5%	1,911.9	8.2%
Female 25-54 with Children	907.2	11.5%	2,400.7	10.3%
Working 16+	3,461.5	44.0%	10,259.2	44.2%
Not Working 16+	2,682.6	34.1%	8,337.1	35.9%

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Universe Estimates Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,542.6	19.6%	4,431.3	19.1%
Occupation Group 1 16-39	525.8	6.7%	1,763.6	7.6%
Occupation Group 1 25-54	1,037.4	13.2%	3,026.4	13.0%
Occupation Group 1 40-54	610.2	7.8%	1,595.0	6.9%
Occupation Group 1 35+	1,181.9	15.0%	3,176.0	13.7%
Occupation Group 1 55+	406.6	5.2%	1,072.7	4.6%
Occupation Group 2	1,126.8	14.3%	3,159.7	13.6%
Occupation Group 2 16-39	468.2	6.0%	1,447.0	6.2%
Occupation Group 2 40-54	412.9	5.2%	1,049.3	4.5%
Occupation Group 2 55+	245.7	3.1%	663.4	2.9%
Occupation Group 3	373.2	4.7%	1,422.7	6.1%
Occupation Group 3 16-39	181.2	2.3%	711.2	3.1%
Occupation Group 3 40-54	124.3	1.6%	441.7	1.9%
Occupation Group 3 55+	67.7	0.9%	269.8	1.2%
Occupation Group 1-3 35-49	1,082.6	13.8%	3,035.0	13.1%
Occupation Group 4	164.4	2.1%	534.5	2.3%
Occupation Group 4 16-39	56.7	0.7%	205.4	0.9%
Occupation Group 4 40-54	66.7	0.8%	198.2	0.9%
Occupation Group 4 55+	41.0	0.5%	130.9	0.6%
Occupation Group 5	254.5	3.2%	711.0	3.1%
Occupation Group 5 16-39	118.0	1.5%	339.1	1.5%
Occupation Group 5 40-54	83.6	1.1%	227.7	1.0%
Occupation Group 5 55+	52.9	0.7%	144.2	0.6%
Male Occupation Group 1-2 25-54	831.0	10.6%	2,426.1	10.5%

UE - Universe Estimate

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January -Saturday 25th March 2017

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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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	390.8	5.0%	2,218.9	9.6%
Persons in 2 Person Households#	2,025.8	25.7%	6,621.6	28.5%
Persons in 3 Person Households#	1,424.1	18.1%	4,163.1	17.9%
Persons in 4 Person Households#	2,116.2	26.9%	5,281.2	22.8%
Persons in 5+ Person Households#	1,911.9	24.3%	4,928.3	21.2%
Persons in 1 TV Households#	1,740.7	22.1%	8,370.6	36.1%
Persons in 2 TV Households#	2,712.3	34.5%	7,760.6	33.4%
Persons in 3+ TV Households#	3,415.8	43.4%	7,081.9	30.5%

UE - Universe Estimate

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

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Universe Estimates Quarter 1, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,743.7	100.0%	9,077.1	100.0%
1 Person Households#	390.9	14.2%	2,218.9	24.4%
2 Person Households#	1,010.7	36.8%	3,310.8	36.5%
3 Person Households#	473.6	17.3%	1,387.7	15.3%
4 Person Households#	529.1	19.3%	1,320.3	14.5%
5+ Person Households#	339.4	12.4%	839.4	9.2%
1 TV Households#	747.0	27.2%	3,846.6	42.4%
2 TVs Households#	999.5	36.4%	3,039.1	33.5%
3+ TVs Households#	997.2	36.3%	2,191.4	24.1%
Households receiving FTA channels	2,743.7	100.0%	9,077.1	100.0%
Households receiving STV channels	2,743.7	100.0%	2,743.7	30.2%
- STU STV (Cable/Satellite)	2,614.4	95.3%	2,614.4	28.8%
- IDS-only STV (Internet Delivered Only)	129.3	4.7%	129.3	1.4%
Grocery Buyers#	2,743.7	100.0%	9,077.1	100.0%
Grocery Buyers Working	1,399.8	51.0%	4,726.6	52.1%
Grocery Buyers Not Working	1,343.9	49.0%	4,350.5	47.9%
Grocery Buyers 18-39	703.4	25.6%	2,718.4	29.9%
Grocery Buyers 18-54	1,636.5	59.6%	5,300.3	58.4%
Grocery Buyers Age 25-54	1,559.7	56.8%	4,829.8	53.2%
Grocery Buyers Age 40-54	933.1	34.0%	2,581.9	28.4%
Grocery Buyers Age 55-64	529.0	19.3%	1,524.6	16.8%
Grocery Buyers Age 65+	578.2	21.1%	2,252.2	24.8%

UE - Universe Estimate

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January -Saturday 25th March 2017

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Universe Estimates Quarter 1, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	881.0	32.1%	3,218.9	35.5%
Grocery Buyers Female	1,862.7	67.9%	5,858.2	64.5%
Grocery Buyers Female Age 25-49	875.6	31.9%	2,557.3	28.2%
Grocery Buyers 0 Children#	1,790.9	65.3%	6,555.7	72.2%
Grocery Buyers 1-2 Children#	763.5	27.8%	2,043.2	22.5%
Grocery Buyers 3+ Children#	189.3	6.9%	478.2	5.3%
Grocery Buyers Children 0-2	214.5	7.8%	604.3	6.7%
Grocery Buyers Children 0-4	329.4	12.0%	941.3	10.4%
Grocery Buyers Children 0-12	710.2	25.9%	1,929.5	21.3%
Grocery Buyers Children 0-15	853.3	31.1%	2,280.9	25.1%
Grocery Buyers Children 0-17	1,022.4	37.3%	2,521.4	27.8%
Grocery Buyers Children 5-12	528.3	19.3%	1,400.3	15.4%
Grocery Buyers Children 5-17	780.6	28.5%	2,017.0	22.2%
Grocery Buyers Children 13-17	415.6	15.1%	1,007.5	11.1%

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measuring audiences

Approximate Sample Size Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	4,946	100.0%
People 2+	4,840	97.9%
Children 0-4	324	6.6%
Children 2-9	549	11.1%
Children 5-12	531	10.7%
Children 10-17	559	11.3%
Children 13-17	359	7.3%
Children 0-17	1,214	24.5%
Total Males	2,488	50.3%
Male 0-4	167	3.4%
Male 5-9	172	3.5%
Male 10-12	103	2.1%
Male 13-15	110	2.2%
Male 16-17	80	1.6%
Male 18-24	213	4.3%
Male 25-29	144	2.9%
Male 30-34	158	3.2%
Male 35-39	148	3.0%
Male 40-44	176	3.6%
Male 45-49	178	3.6%
Male 50-54	174	3.5%
Male 55-59	172	3.5%
Male 60-64	144	2.9%
Male 65+	349	7.1%

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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).





measuring audiences

Approximate Sample Size Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,458	49.7%
Female 0-4	157	3.2%
Female 5-9	160	3.2%
Female 10-12	96	1.9%
Female 13-15	100	2.0%
Female 16-17	69	1.4%
Female 18-24	202	4.1%
Female 25-29	137	2.8%
Female 30-34	165	3.3%
Female 35-39	164	3.3%
Female 40-44	191	3.9%
Female 45-49	183	3.7%
Female 50-54	180	3.6%
Female 55-59	172	3.5%
Female 60-64	141	2.9%
Female 65+	341	6.9%
Female 25-54 with Children	565	11.4%
Working 16+	2,179	44.1%
Not Working 16+	1,702	34.4%

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Approximate Sample Size Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	982	19.9%
Occupation Group 1 16-39	333	6.7%
Occupation Group 1 25-54	652	13.2%
Occupation Group 1 40-54	384	7.8%
Occupation Group 1 35+	754	15.2%
Occupation Group 1 55+	265	5.4%
Occupation Group 2	696	14.1%
Occupation Group 2 16-39	288	5.8%
Occupation Group 2 40-54	251	5.1%
Occupation Group 2 55+	157	3.2%
Occupation Group 3	234	4.7%
Occupation Group 3 16-39	112	2.3%
Occupation Group 3 40-54	78	1.6%
Occupation Group 3 55+	44	0.9%
Occupation Group 1-3 35-49	669	13.5%
Occupation Group 4	104	2.1%
Occupation Group 4 16-39	34	0.7%
Occupation Group 4 40-54	43	0.9%
Occupation Group 4 55+	27	0.5%
Occupation Group 5	163	3.3%
Occupation Group 5 16-39	74	1.5%
Occupation Group 5 40-54	54	1.1%
Occupation Group 5 55+	35	0.7%
Male Occupation Group 1-2 25-54	520	10.5%

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Approximate Sample Size Quarter 1, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	255	5.2%
Persons in 2 Person Households	1,292	26.1%
Persons in 3 Person Households	896	18.1%
Persons in 4 Person Households	1,340	27.1%
Persons in 5+ Person Households	1,163	23.5%
Persons in 1 TV Households	1,094	22.1%
Persons in 2 TV Households	1,715	34.7%
Persons in 3+ TV Households	2,137	43.2%

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Approximate Sample Size Quarter 1, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,735	100.0%
1 Person Households	254	14.6%
2 Person Households	643	37.1%
3 Person Households	297	17.1%
4 Person Households	334	19.3%
5+ Person Households	207	11.9%
1 TV Households	474	27.3%
2 TVs Households	635	36.6%
3+ TVs Households	626	36.1%
Households receiving FTA channels	1,735	100.0%
Households receiving STV channels	1,735	100.0%
Grocery Buyers	1,735	100.0%
Grocery Buyers Working	869	50.1%
Grocery Buyers Not Working	866	49.9%
Grocery Buyers 18-39	434	25.0%
Grocery Buyers 18-54	1,018	58.7%
Grocery Buyers Age 25-54	969	55.9%
Grocery Buyers Age 40-54	584	33.7%
Grocery Buyers Age 55-64	338	19.5%
Grocery Buyers Age 65+	379	21.8%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	556	32.0%
Grocery Buyers Female	1,179	68.0%
Grocery Buyers Female Age 25-49	542	31.2%
Grocery Buyers 0 Children	1,142	65.8%
Grocery Buyers 1-2 Children	480	27.7%
Grocery Buyers 3+ Children	113	6.5%
Grocery Buyers Children 0-2	134	7.7%
Grocery Buyers Children 0-4	208	12.0%
Grocery Buyers Children 0-12	442	25.5%
Grocery Buyers Children 0-15	529	30.5%
Grocery Buyers Children 0-17	593	34.2%
Grocery Buyers Children 5-12	327	18.8%
Grocery Buyers Children 5-17	484	27.9%
Grocery Buyers Children 13-17	255	14.7%

Quarter 1, 2017 refers to reporting quarter date range Sunday 1st January -Saturday 25th March 2017

* 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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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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,889.1	100.0%	23,213.1	100.0%
People 2+	7,716.2	97.8%	22,715.5	97.9%
Children 0-4	539.7	6.8%	1,484.1	6.4%
Children 2-9	911.6	11.6%	2,463.7	10.6%
Children 5-12	869.1	11.0%	2,300.1	9.9%
Children 10-17	897.7	11.4%	2,225.1	9.6%
Children 13-17	573.4	7.3%	1,402.2	6.0%
Children 0-17	1,982.2	25.1%	5,186.4	22.3%
Total Males	3,957.1	50.2%	11,518.2	49.6%
Male 0-4#	275.5	3.5%	761.7	3.3%
Male 5-9#	283.2	3.6%	758.4	3.3%
Male 10-12#	166.8	2.1%	423.6	1.8%
Male 13-15#	174.8	2.2%	427.2	1.8%
Male 16-17#	127.2	1.6%	291.2	1.3%
Male 18-24#	343.7	4.4%	1,122.3	4.8%
Male 25-29#	233.8	3.0%	859.2	3.7%
Male 30-34#	254.2	3.2%	861.8	3.7%
Male 35-39#	233.6	3.0%	763.2	3.3%
Male 40-44#	282.7	3.6%	783.6	3.4%
Male 45-49#	273.6	3.5%	751.4	3.2%
Male 50-54#	285.6	3.6%	735.1	3.2%
Male 55-59#	268.7	3.4%	693.9	3.0%
Male 60-64#	221.3	2.8%	614.9	2.6%
Male 65+#	532.4	6.7%	1,670.7	7.2%

UE - Universe Estimate

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

* 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 2, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,932.0	49.8%	11,694.9	50.4%
Female 0-4#	264.2	3.3%	722.4	3.1%
Female 5-9#	261.6	3.3%	718.8	3.1%
Female 10-12#	157.5	2.0%	399.3	1.7%
Female 13-15#	160.5	2.0%	405.4	1.7%
Female 16-17#	110.9	1.4%	278.4	1.2%
Female 18-24#	330.8	4.2%	1,067.1	4.6%
Female 25-29#	225.0	2.9%	851.9	3.7%
Female 30-34#	267.8	3.4%	867.7	3.7%
Female 35-39#	265.2	3.4%	770.9	3.3%
Female 40-44#	300.1	3.8%	802.1	3.5%
Female 45-49#	295.3	3.7%	771.5	3.3%
Female 50-54#	288.1	3.7%	761.0	3.3%
Female 55-59#	272.2	3.5%	722.9	3.1%
Female 60-64#	220.9	2.8%	643.6	2.8%
Female 65+ #	511.9	6.5%	1,911.9	8.2%
Female 25-54 with Children	929.5	11.8%	2,400.7	10.3%
Working 16+	3,471.4	44.0%	10,259.2	44.2%
Not Working 16+	2,673.6	33.9%	8,337.1	35.9%

UE - Universe Estimate

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

* 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 2, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,549.5	19.6%	4,431.3	19.1%
Occupation Group 1 16-39	496.9	6.3%	1,763.6	7.6%
Occupation Group 1 25-54	1,044.7	13.2%	3,026.4	13.0%
Occupation Group 1 40-54	642.4	8.1%	1,595.0	6.9%
Occupation Group 1 35+	1,206.2	15.3%	3,176.0	13.7%
Occupation Group 1 55+	410.2	5.2%	1,072.7	4.6%
Occupation Group 2	1,146.6	14.5%	3,159.7	13.6%
Occupation Group 2 16-39	481.9	6.1%	1,447.0	6.2%
Occupation Group 2 40-54	413.0	5.2%	1,049.3	4.5%
Occupation Group 2 55+	251.7	3.2%	663.4	2.9%
Occupation Group 3	368.5	4.7%	1,422.7	6.1%
Occupation Group 3 16-39	181.5	2.3%	711.2	3.1%
Occupation Group 3 40-54	120.2	1.5%	441.7	1.9%
Occupation Group 3 55+	66.8	0.8%	269.8	1.2%
Occupation Group 1-3 35-49	1,077.6	13.7%	3,035.0	13.1%
Occupation Group 4	162.6	2.1%	534.5	2.3%
Occupation Group 4 16-39	53.8	0.7%	205.4	0.9%
Occupation Group 4 40-54	62.0	0.8%	198.2	0.9%
Occupation Group 4 55+	46.8	0.6%	130.9	0.6%
Occupation Group 5	244.2	3.1%	711.0	3.1%
Occupation Group 5 16-39	103.1	1.3%	339.1	1.5%
Occupation Group 5 40-54	89.8	1.1%	227.7	1.0%
Occupation Group 5 55+	51.3	0.7%	144.2	0.6%
Male Occupation Group 1-2 25-54	828.1	10.5%	2,426.1	10.5%

UE - Universe Estimate

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

* 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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	399.4	5.1%	2,218.9	9.6%
Persons in 2 Person Households#	1,991.6	25.2%	6,621.6	28.5%
Persons in 3 Person Households#	1,458.0	18.5%	4,163.1	17.9%
Persons in 4 Person Households#	2,149.2	27.2%	5,281.2	22.8%
Persons in 5+ Person Households#	1,890.9	24.0%	4,928.3	21.2%
Persons in 1 TV Households#	1,785.8	22.6%	8,370.6	36.1%
Persons in 2 TV Households#	2,706.0	34.3%	7,760.6	33.4%
Persons in 3+ TV Households#	3,397.3	43.1%	7,081.9	30.5%

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 2, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,752.8	100.0%	9,077.1	100.0%
1 Person Households#	399.4	14.5%	2,218.9	24.4%
2 Person Households#	995.8	36.2%	3,310.8	36.5%
3 Person Households#	486.0	17.7%	1,387.7	15.3%
4 Person Households#	537.3	19.5%	1,320.3	14.5%
5+ Person Households#	334.3	12.1%	839.4	9.2%
1 TV Households#	765.5	27.8%	3,846.6	42.4%
2 TVs Households#	987.7	35.9%	3,039.1	33.5%
3+ TVs Households#	999.6	36.3%	2,191.4	24.1%
Households receiving FTA channels	2,752.8	100.0%	9,077.1	100.0%
Households receiving STV channels	2,752.8	100.0%	2,752.8	30.3%
- STU STV (Cable/Satellite)	2,622.1	95.3%	2,622.1	28.9%
- IDS-only STV (Internet Delivered Only)	130.7	4.7%	130.7	1.4%
Grocery Buyers#	2,752.8	100.0%	9,077.1	100.0%
Grocery Buyers Working	1,412.4	51.3%	4,726.6	52.1%
Grocery Buyers Not Working	1,340.4	48.7%	4,350.5	47.9%
Grocery Buyers 18-39	694.9	25.2%	2,718.4	29.9%
Grocery Buyers 18-54	1,629.6	59.2%	5,300.3	58.4%
Grocery Buyers Age 25-54	1,554.9	56.5%	4,829.8	53.2%
Grocery Buyers Age 40-54	934.7	34.0%	2,581.9	28.4%
Grocery Buyers Age 55-64	541.9	19.7%	1,524.6	16.8%
Grocery Buyers Age 65+	581.3	21.1%	2,252.2	24.8%

UE - Universe Estimate

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

* 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, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	889.2	32.3%	3,218.9	35.5%
Grocery Buyers Female	1,863.6	67.7%	5,858.2	64.5%
Grocery Buyers Female Age 25-49	877.6	31.9%	2,557.3	28.2%
Grocery Buyers 0 Children#	1,793.3	65.1%	6,555.7	72.2%
Grocery Buyers 1-2 Children#	769.3	27.9%	2,043.2	22.5%
Grocery Buyers 3+ Children#	190.2	6.9%	478.2	5.3%
Grocery Buyers Children 0-2	216.5	7.9%	604.3	6.7%
Grocery Buyers Children 0-4	324.7	11.8%	941.3	10.4%
Grocery Buyers Children 0-12	713.0	25.9%	1,929.5	21.3%
Grocery Buyers Children 0-15	857.7	31.2%	2,280.9	25.1%
Grocery Buyers Children 0-17	1,030.1	37.4%	2,521.4	27.8%
Grocery Buyers Children 5-12	531.8	19.3%	1,400.3	15.4%
Grocery Buyers Children 5-17	787.1	28.6%	2,017.0	22.2%
Grocery Buyers Children 13-17	421.0	15.3%	1,007.5	11.1%

UE - Universe Estimate

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

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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+



measuring audiences

Approximate Sample Size Quarter 2, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	6,043	100.0%
People 2+	5,909	97.8%
Children 0-4	408	6.8%
Children 2-9	680	11.3%
Children 5-12	647	10.7%
Children 10-17	675	11.2%
Children 13-17	434	7.2%
Children 0-17	1,489	24.6%
Total Males	3,032	50.2%
Male 0-4	209	3.5%
Male 5-9	211	3.5%
Male 10-12	122	2.0%
Male 13-15	131	2.2%
Male 16-17	98	1.6%
Male 18-24	260	4.3%
Male 25-29	175	2.9%
Male 30-34	193	3.2%
Male 35-39	179	3.0%
Male 40-44	218	3.6%
Male 45-49	212	3.5%
Male 50-54	216	3.6%
Male 55-59	209	3.5%
Male 60-64	175	2.9%
Male 65+	424	7.0%

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

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measuring audiences

Approximate Sample Size Quarter 2, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	3,011	49.8%
Female 0-4	199	3.3%
Female 5-9	195	3.2%
Female 10-12	119	2.0%
Female 13-15	121	2.0%
Female 16-17	84	1.4%
Female 18-24	248	4.1%
Female 25-29	169	2.8%
Female 30-34	203	3.4%
Female 35-39	198	3.3%
Female 40-44	235	3.9%
Female 45-49	224	3.7%
Female 50-54	223	3.7%
Female 55-59	212	3.5%
Female 60-64	172	2.8%
Female 65+	409	6.8%
Female 25-54 with Children	707	11.7%
Working 16+	2,658	44.0%
Not Working 16+	2,078	34.4%

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

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Approximate Sample Size Quarter 2, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,207	20.0%
Occupation Group 1 16-39	388	6.4%
Occupation Group 1 25-54	807	13.4%
Occupation Group 1 40-54	496	8.2%
Occupation Group 1 35+	939	15.5%
Occupation Group 1 55+	323	5.3%
Occupation Group 2	856	14.2%
Occupation Group 2 16-39	353	5.8%
Occupation Group 2 40-54	306	5.1%
Occupation Group 2 55+	197	3.3%
Occupation Group 3	278	4.6%
Occupation Group 3 16-39	134	2.2%
Occupation Group 3 40-54	92	1.5%
Occupation Group 3 55+	52	0.9%
Occupation Group 1-3 35-49	817	13.5%
Occupation Group 4	125	2.1%
Occupation Group 4 16-39	39	0.6%
Occupation Group 4 40-54	50	0.8%
Occupation Group 4 55+	36	0.6%
Occupation Group 5	192	3.2%
Occupation Group 5 16-39	81	1.3%
Occupation Group 5 40-54	70	1.2%
Occupation Group 5 55+	41	0.7%
Male Occupation Group 1-2 25-54	627	10.4%

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

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Approximate Sample Size Quarter 2, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	314	5.2%
Persons in 2 Person Households	1,561	25.8%
Persons in 3 Person Households	1,109	18.4%
Persons in 4 Person Households	1,646	27.2%
Persons in 5+ Person Households	1,413	23.4%
Persons in 1 TV Households	1,341	22.2%
Persons in 2 TV Households	2,078	34.4%
Persons in 3+ TV Households	2,624	43.4%

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Approximate Sample Size Quarter 2, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,116	100.0%
1 Person Households	313	14.8%
2 Person Households	777	36.7%
3 Person Households	368	17.4%
4 Person Households	410	19.4%
5+ Person Households	248	11.7%
1 TV Households	583	27.6%
2 TVs Households	764	36.1%
3+ TVs Households	769	36.3%
Households receiving FTA channels	2,116	100.0%
Households receiving STV channels	2,116	100.0%
Grocery Buyers	2,116	100.0%
Grocery Buyers Working	1,065	50.3%
Grocery Buyers Not Working	1,051	49.7%
Grocery Buyers 18-39	520	24.6%
Grocery Buyers 18-54	1,235	58.4%
Grocery Buyers Age 25-54	1,177	55.6%
Grocery Buyers Age 40-54	715	33.8%
Grocery Buyers Age 55-64	421	19.9%
Grocery Buyers Age 65+	460	21.7%

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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, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	686	32.4%
Grocery Buyers Female	1,430	67.6%
Grocery Buyers Female Age 25-49	661	31.2%
Grocery Buyers 0 Children	1,390	65.7%
Grocery Buyers 1-2 Children	588	27.8%
Grocery Buyers 3+ Children	138	6.5%
Grocery Buyers Children 0-2	165	7.8%
Grocery Buyers Children 0-4	245	11.6%
Grocery Buyers Children 0-12	535	25.3%
Grocery Buyers Children 0-15	644	30.4%
Grocery Buyers Children 0-17	726	34.3%
Grocery Buyers Children 5-12	397	18.8%
Grocery Buyers Children 5-17	595	28.1%
Grocery Buyers Children 13-17	321	15.2%

Quarter 2, 2017 refers to reporting quarter date range Sunday 26th March 2017 - Saturday 24th June 2017

* 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 3, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,867.9	100.0%	23,213.1	100.0%
People 2+	7,699.0	97.9%	22,715.5	97.9%
Children 0-4	530.7	6.7%	1,484.1	6.4%
Children 2-9	905.9	11.5%	2,463.7	10.6%
Children 5-12	865.9	11.0%	2,300.1	9.9%
Children 10-17	893.4	11.4%	2,225.1	9.6%
Children 13-17	571.6	7.3%	1,402.2	6.0%
Children 0-17	1,968.2	25.0%	5,186.4	22.3%
Total Males	3,939.2	50.1%	11,518.2	49.6%
Male 0-4#	272.3	3.5%	761.7	3.3%
Male 5-9#	282.4	3.6%	758.4	3.3%
Male 10-12#	164.4	2.1%	423.6	1.8%
Male 13-15#	172.8	2.2%	427.2	1.8%
Male 16-17#	127.7	1.6%	291.2	1.3%
Male 18-24#	344.4	4.4%	1,122.3	4.8%
Male 25-29#	229.3	2.9%	859.2	3.7%
Male 30-34#	240.7	3.1%	861.8	3.7%
Male 35-39#	233.6	3.0%	763.2	3.3%
Male 40-44#	288.2	3.7%	783.6	3.4%
Male 45-49#	272.0	3.5%	751.4	3.2%
Male 50-54#	282.5	3.6%	735.1	3.2%
Male 55-59#	268.0	3.4%	693.9	3.0%
Male 60-64#	220.0	2.8%	614.9	2.6%
Male 65+#	540.9	6.9%	1,670.7	7.2%

UE - Universe Estimate

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

* 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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,928.7	49.9%	11,694.9	50.4%
Female 0-4#	258.4	3.3%	722.4	3.1%
Female 5-9#	261.7	3.3%	718.8	3.1%
Female 10-12#	157.4	2.0%	399.3	1.7%
Female 13-15#	159.5	2.0%	405.4	1.7%
Female 16-17#	111.6	1.4%	278.4	1.2%
Female 18-24#	326.7	4.2%	1,067.1	4.6%
Female 25-29#	215.7	2.7%	851.9	3.7%
Female 30-34#	260.6	3.3%	867.7	3.7%
Female 35-39#	261.1	3.3%	770.9	3.3%
Female 40-44#	291.9	3.7%	802.1	3.5%
Female 45-49#	293.6	3.7%	771.5	3.3%
Female 50-54#	295.6	3.8%	761.0	3.3%
Female 55-59#	272.9	3.5%	722.9	3.1%
Female 60-64#	226.9	2.9%	643.6	2.8%
Female 65+ #	535.1	6.8%	1,911.9	8.2%
Female 25-54 with Children	922.8	11.7%	2,400.7	10.3%
Working 16+	3,441.5	43.7%	10,259.2	44.2%
Not Working 16+	2,697.5	34.3%	8,337.1	35.9%

UE - Universe Estimate

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

* 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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,515.6	19.3%	4,431.3	19.1%
Occupation Group 1 16-39	486.9	6.2%	1,763.6	7.6%
Occupation Group 1 25-54	1,022.1	13.0%	3,026.4	13.0%
Occupation Group 1 40-54	626.0	8.0%	1,595.0	6.9%
Occupation Group 1 35+	1,194.7	15.2%	3,176.0	13.7%
Occupation Group 1 55+	402.7	5.1%	1,072.7	4.6%
Occupation Group 2	1,144.2	14.5%	3,159.7	13.6%
Occupation Group 2 16-39	474.8	6.0%	1,447.0	6.2%
Occupation Group 2 40-54	415.9	5.3%	1,049.3	4.5%
Occupation Group 2 55+	253.5	3.2%	663.4	2.9%
Occupation Group 3	372.4	4.7%	1,422.7	6.1%
Occupation Group 3 16-39	191.1	2.4%	711.2	3.1%
Occupation Group 3 40-54	115.8	1.5%	441.7	1.9%
Occupation Group 3 55+	65.5	0.8%	269.8	1.2%
Occupation Group 1-3 35-49	1,072.5	13.6%	3,035.0	13.1%
Occupation Group 4	166.6	2.1%	534.5	2.3%
Occupation Group 4 16-39	53.9	0.7%	205.4	0.9%
Occupation Group 4 40-54	66.2	0.8%	198.2	0.9%
Occupation Group 4 55+	46.5	0.6%	130.9	0.6%
Occupation Group 5	242.7	3.1%	711.0	3.1%
Occupation Group 5 16-39	110.0	1.4%	339.1	1.5%
Occupation Group 5 40-54	74.6	0.9%	227.7	1.0%
Occupation Group 5 55+	58.1	0.7%	144.2	0.6%
Male Occupation Group 1-2 25-54	805.0	10.2%	2,426.1	10.5%

UE - Universe Estimate

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

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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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	410.6	5.2%	2,218.9	9.6%
Persons in 2 Person Households#	1,991.8	25.3%	6,621.6	28.5%
Persons in 3 Person Households#	1,477.5	18.8%	4,163.1	17.9%
Persons in 4 Person Households#	2,105.6	26.8%	5,281.2	22.8%
Persons in 5+ Person Households#	1,882.4	23.9%	4,928.3	21.2%
Persons in 1 TV Households#	1,824.0	23.2%	8,370.6	36.1%
Persons in 2 TV Households#	2,633.7	33.5%	7,760.6	33.4%
Persons in 3+ TV Households#	3,410.2	43.3%	7,081.9	30.5%

UE - Universe Estimate

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

* 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, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,757.7	100.0%	9,077.1	100.0%
1 Person Households#	410.6	14.9%	2,218.9	24.4%
2 Person Households#	995.9	36.1%	3,310.8	36.5%
3 Person Households#	492.5	17.9%	1,387.7	15.3%
4 Person Households#	526.4	19.1%	1,320.3	14.5%
5+ Person Households#	332.3	12.0%	839.4	9.2%
1 TV Households#	775.0	28.1%	3,846.6	42.4%
2 TVs Households#	981.9	35.6%	3,039.1	33.5%
3+ TVs Households#	1,000.8	36.3%	2,191.4	24.1%
Households receiving FTA channels	2,757.7	100.0%	9,077.1	100.0%
Households receiving STV channels	2,757.7	100.0%	2,757.7	30.4%
- STU STV (Cable/Satellite)	2,627.1	95.3%	2,627.1	28.9%
- IDS-only STV (Internet Delivered Only)	130.6	4.7%	130.6	1.4%
Grocery Buyers#	2,757.7	100.0%	9,077.1	100.0%
Grocery Buyers Working	1,397.1	50.7%	4,726.6	52.1%
Grocery Buyers Not Working	1,360.6	49.3%	4,350.5	47.9%
Grocery Buyers 18-39	700.7	25.4%	2,718.4	29.9%
Grocery Buyers 18-54	1,627.5	59.0%	5,300.3	58.4%
Grocery Buyers Age 25-54	1,550.5	56.2%	4,829.8	53.2%
Grocery Buyers Age 40-54	926.8	33.6%	2,581.9	28.4%
Grocery Buyers Age 55-64	539.9	19.6%	1,524.6	16.8%
Grocery Buyers Age 65+	590.3	21.4%	2,252.2	24.8%

UE - Universe Estimate

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

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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, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	883.8	32.0%	3,218.9	35.5%
Grocery Buyers Female	1,873.9	68.0%	5,858.2	64.5%
Grocery Buyers Female Age 25-49	861.8	31.3%	2,557.3	28.2%
Grocery Buyers 0 Children#	1,807.5	65.5%	6,555.7	72.2%
Grocery Buyers 1-2 Children#	771.1	28.0%	2,043.2	22.5%
Grocery Buyers 3+ Children#	179.1	6.5%	478.2	5.3%
Grocery Buyers Children 0-2	210.1	7.6%	604.3	6.7%
Grocery Buyers Children 0-4	322.1	11.7%	941.3	10.4%
Grocery Buyers Children 0-12	709.9	25.7%	1,929.5	21.3%
Grocery Buyers Children 0-15	846.0	30.7%	2,280.9	25.1%
Grocery Buyers Children 0-17	1,015.7	36.8%	2,521.4	27.8%
Grocery Buyers Children 5-12	532.6	19.3%	1,400.3	15.4%
Grocery Buyers Children 5-17	780.8	28.3%	2,017.0	22.2%
Grocery Buyers Children 13-17	410.4	14.9%	1,007.5	11.1%

UE - Universe Estimate

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

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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+



measuring audiences

Approximate Sample Size Quarter 3, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	6,070	100.0%
People 2+	5,935	97.8%
Children 0-4	412	6.8%
Children 2-9	684	11.3%
Children 5-12	645	10.6%
Children 10-17	666	11.0%
Children 13-17	428	7.1%
Children 0-17	1,485	24.5%
Total Males	3,037	50.0%
Male 0-4	209	3.4%
Male 5-9	212	3.5%
Male 10-12	120	2.0%
Male 13-15	128	2.1%
Male 16-17	98	1.6%
Male 18-24	264	4.3%
Male 25-29	173	2.9%
Male 30-34	187	3.1%
Male 35-39	179	2.9%
Male 40-44	222	3.7%
Male 45-49	210	3.5%
Male 50-54	221	3.6%
Male 55-59	209	3.4%
Male 60-64	174	2.9%
Male 65+	431	7.1%

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

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measuring audiences

Approximate Sample Size Quarter 3, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	3,033	50.0%
Female 0-4	203	3.3%
Female 5-9	195	3.2%
Female 10-12	118	1.9%
Female 13-15	118	1.9%
Female 16-17	84	1.4%
Female 18-24	251	4.1%
Female 25-29	167	2.8%
Female 30-34	199	3.3%
Female 35-39	196	3.2%
Female 40-44	229	3.8%
Female 45-49	225	3.7%
Female 50-54	231	3.8%
Female 55-59	214	3.5%
Female 60-64	177	2.9%
Female 65+	426	7.0%
Female 25-54 with Children	704	11.6%
Working 16+	2,661	43.8%
Not Working 16+	2,106	34.7%

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

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Approximate Sample Size Quarter 3, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,184	19.5%
Occupation Group 1 16-39	378	6.2%
Occupation Group 1 25-54	793	13.1%
Occupation Group 1 40-54	488	8.0%
Occupation Group 1 35+	934	15.4%
Occupation Group 1 55+	318	5.2%
Occupation Group 2	868	14.3%
Occupation Group 2 16-39	356	5.9%
Occupation Group 2 40-54	314	5.2%
Occupation Group 2 55+	198	3.3%
Occupation Group 3	285	4.7%
Occupation Group 3 16-39	144	2.4%
Occupation Group 3 40-54	89	1.5%
Occupation Group 3 55+	52	0.9%
Occupation Group 1-3 35-49	819	13.5%
Occupation Group 4	128	2.1%
Occupation Group 4 16-39	41	0.7%
Occupation Group 4 40-54	51	0.8%
Occupation Group 4 55+	36	0.6%
Occupation Group 5	196	3.2%
Occupation Group 5 16-39	90	1.5%
Occupation Group 5 40-54	60	1.0%
Occupation Group 5 55+	46	0.8%
Male Occupation Group 1-2 25-54	613	10.1%

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

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Approximate Sample Size Quarter 3, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	323	5.3%
Persons in 2 Person Households	1,567	25.8%
Persons in 3 Person Households	1,121	18.5%
Persons in 4 Person Households	1,626	26.8%
Persons in 5+ Person Households	1,433	23.6%
Persons in 1 TV Households	1,382	22.8%
Persons in 2 TV Households	2,034	33.5%
Persons in 3+ TV Households	2,654	43.7%

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Approximate Sample Size Quarter 3, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,131	100.0%
1 Person Households	321	15.1%
2 Person Households	780	36.6%
3 Person Households	372	17.5%
4 Person Households	405	19.0%
5+ Person Households	253	11.9%
1 TV Households	595	27.9%
2 TVs Households	762	35.8%
3+ TVs Households	774	36.3%
Households receiving FTA channels	2,131	100.0%
Households receiving STV channels	2,131	100.0%
Grocery Buyers	2,131	100.0%
Grocery Buyers Working	1,061	49.8%
Grocery Buyers Not Working	1,070	50.2%
Grocery Buyers 18-39	526	24.7%
Grocery Buyers 18-54	1,242	58.3%
Grocery Buyers Age 25-54	1,182	55.5%
Grocery Buyers Age 40-54	716	33.6%
Grocery Buyers Age 55-64	420	19.7%
Grocery Buyers Age 65+	469	22.0%

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NSW, 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 3, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	684	32.1%
Grocery Buyers Female	1,447	67.9%
Grocery Buyers Female Age 25-49	652	30.6%
Grocery Buyers 0 Children	1,413	66.3%
Grocery Buyers 1-2 Children	587	27.5%
Grocery Buyers 3+ Children	131	6.1%
Grocery Buyers Children 0-2	162	7.6%
Grocery Buyers Children 0-4	249	11.7%
Grocery Buyers Children 0-12	537	25.2%
Grocery Buyers Children 0-15	638	29.9%
Grocery Buyers Children 0-17	718	33.7%
Grocery Buyers Children 5-12	401	18.8%
Grocery Buyers Children 5-17	589	27.6%
Grocery Buyers Children 13-17	308	14.5%

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

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Universe Estimates Quarter 4, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,813.9	100.0%	23,213.1	100.0%
People 2+	7,655.5	98.0%	22,715.5	97.9%
Children 0-4	506.5	6.5%	1,484.1	6.4%
Children 2-9	893.9	11.4%	2,463.7	10.6%
Children 5-12	861.1	11.0%	2,300.1	9.9%
Children 10-17	887.9	11.4%	2,225.1	9.6%
Children 13-17	572.6	7.3%	1,402.2	6.0%
Children 0-17	1,940.2	24.8%	5,186.4	22.3%
Total Males	3,937.9	50.4%	11,518.2	49.6%
Male 0-4#	268.2	3.4%	761.7	3.3%
Male 5-9#	292.1	3.7%	758.4	3.3%
Male 10-12#	157.1	2.0%	423.6	1.8%
Male 13-15#	177.1	2.3%	427.2	1.8%
Male 16-17#	122.4	1.6%	291.2	1.3%
Male 18-24#	350.9	4.5%	1,122.3	4.8%
Male 25-29#	223.0	2.9%	859.2	3.7%
Male 30-34#	246.9	3.2%	861.8	3.7%
Male 35-39#	231.5	3.0%	763.2	3.3%
Male 40-44#	283.2	3.6%	783.6	3.4%
Male 45-49#	276.3	3.5%	751.4	3.2%
Male 50-54#	281.2	3.6%	735.1	3.2%
Male 55-59#	258.1	3.3%	693.9	3.0%
Male 60-64#	222.4	2.8%	614.9	2.6%
Male 65+#	547.5	7.0%	1,670.7	7.2%

UE - Universe Estimate

Quarter 4, 2017 refers to reporting quarter date range Sunday 1st October 2017 - Saturday 30 December 2017

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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 4, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,876.0	49.6%	11,694.9	50.4%
Female 0-4#	238.3	3.0%	722.4	3.1%
Female 5-9#	253.6	3.2%	718.8	3.1%
Female 10-12#	158.3	2.0%	399.3	1.7%
Female 13-15#	163.5	2.1%	405.4	1.7%
Female 16-17#	109.6	1.4%	278.4	1.2%
Female 18-24#	318.6	4.1%	1,067.1	4.6%
Female 25-29#	209.4	2.7%	851.9	3.7%
Female 30-34#	260.7	3.3%	867.7	3.7%
Female 35-39#	261.7	3.3%	770.9	3.3%
Female 40-44#	287.3	3.7%	802.1	3.5%
Female 45-49#	297.9	3.8%	771.5	3.3%
Female 50-54#	290.8	3.7%	761.0	3.3%
Female 55-59#	272.3	3.5%	722.9	3.1%
Female 60-64#	232.3	3.0%	643.6	2.8%
Female 65+ #	521.7	6.7%	1,911.9	8.2%
Female 25-54 with Children	899.1	11.5%	2,400.7	10.3%
Working 16+	3,438.7	44.0%	10,259.2	44.2%
Not Working 16+	2,667.0	34.1%	8,337.1	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 4, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,517.2	19.4%	4,431.3	19.1%
Occupation Group 1 16-39	500.2	6.4%	1,763.6	7.6%
Occupation Group 1 25-54	1,022.4	13.1%	3,026.4	13.0%
Occupation Group 1 40-54	620.0	7.9%	1,595.0	6.9%
Occupation Group 1 35+	1,181.8	15.1%	3,176.0	13.7%
Occupation Group 1 55+	397.0	5.1%	1,072.7	4.6%
Occupation Group 2	1,153.2	14.8%	3,159.7	13.6%
Occupation Group 2 16-39	469.5	6.0%	1,447.0	6.2%
Occupation Group 2 40-54	426.1	5.5%	1,049.3	4.5%
Occupation Group 2 55+	257.6	3.3%	663.4	2.9%
Occupation Group 3	356.0	4.6%	1,422.7	6.1%
Occupation Group 3 16-39	176.2	2.3%	711.2	3.1%
Occupation Group 3 40-54	119.6	1.5%	441.7	1.9%
Occupation Group 3 55+	60.2	0.8%	269.8	1.2%
Occupation Group 1-3 35-49	1,080.8	13.8%	3,035.0	13.1%
Occupation Group 4	162.6	2.1%	534.5	2.3%
Occupation Group 4 16-39	58.4	0.7%	205.4	0.9%
Occupation Group 4 40-54	61.3	0.8%	198.2	0.9%
Occupation Group 4 55+	42.9	0.5%	130.9	0.6%
Occupation Group 5	249.7	3.2%	711.0	3.1%
Occupation Group 5 16-39	105.4	1.3%	339.1	1.5%
Occupation Group 5 40-54	82.7	1.1%	227.7	1.0%
Occupation Group 5 55+	61.6	0.8%	144.2	0.6%
Male Occupation Group 1-2 25-54	823.3	10.5%	2,426.1	10.5%

UE - Universe Estimate

Quarter 4, 2017 refers to reporting quarter date range Sunday 1st October 2017 - Saturday 30 December 2017

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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, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	393.0	5.0%	2,218.9	9.6%
Persons in 2 Person Households#	2,020.2	25.9%	6,621.6	28.5%
Persons in 3 Person Households#	1,420.2	18.2%	4,163.1	17.9%
Persons in 4 Person Households#	2,059.2	26.4%	5,281.2	22.8%
Persons in 5+ Person Households#	1,921.4	24.6%	4,928.3	21.2%
Persons in 1 TV Households#	1,787.7	22.9%	8,370.6	36.1%
Persons in 2 TV Households#	2,655.8	34.0%	7,760.6	33.4%
Persons in 3+ TV Households#	3,370.4	43.1%	7,081.9	30.5%

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 4, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,730.7	100.0%	9,077.1	100.0%
1 Person Households#	393.0	14.4%	2,218.9	24.4%
2 Person Households#	1,010.1	37.0%	3,310.8	36.5%
3 Person Households#	473.4	17.3%	1,387.7	15.3%
4 Person Households#	514.8	18.9%	1,320.3	14.5%
5+ Person Households#	339.4	12.4%	839.4	9.2%
1 TV Households#	766.2	28.1%	3,846.6	42.4%
2 TVs Households#	962.4	35.2%	3,039.1	33.5%
3+ TVs Households#	1,002.1	36.7%	2,191.4	24.1%
Households receiving FTA channels	2,730.7	100.0%	9,077.1	100.0%
Households receiving STV channels	2,730.7	100.0%	2,730.7	30.1%
- STU STV (Cable/Satellite)	2,607.7	95.5%	2,607.7	28.7%
- IDS-only STV (Internet Delivered Only)	123.0	4.5%	123.0	1.4%
Grocery Buyers#	2,730.7	100.0%	9,077.1	100.0%
Grocery Buyers Working	1,400.9	51.3%	4,726.6	52.1%
Grocery Buyers Not Working	1,329.8	48.7%	4,350.5	47.9%
Grocery Buyers 18-39	682.7	25.0%	2,718.4	29.9%
Grocery Buyers 18-54	1,603.1	58.7%	5,300.3	58.4%
Grocery Buyers Age 25-54	1,527.4	55.9%	4,829.8	53.2%
Grocery Buyers Age 40-54	920.4	33.7%	2,581.9	28.4%
Grocery Buyers Age 55-64	534.1	19.6%	1,524.6	16.8%
Grocery Buyers Age 65+	593.5	21.7%	2,252.2	24.8%

UE - Universe Estimate

Quarter 4, 2017 refers to reporting quarter date range Sunday 1st October 2017 - Saturday 30 December 2017

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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, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	893.0	32.7%	3,218.9	35.5%
Grocery Buyers Female	1,837.7	67.3%	5,858.2	64.5%
Grocery Buyers Female Age 25-49	842.7	30.9%	2,557.3	28.2%
Grocery Buyers 0 Children#	1,799.4	65.9%	6,555.7	72.2%
Grocery Buyers 1-2 Children#	744.8	27.3%	2,043.2	22.5%
Grocery Buyers 3+ Children#	186.5	6.8%	478.2	5.3%
Grocery Buyers Children 0-2	193.2	7.1%	604.3	6.7%
Grocery Buyers Children 0-4	305.3	11.2%	941.3	10.4%
Grocery Buyers Children 0-12	695.2	25.5%	1,929.5	21.3%
Grocery Buyers Children 0-15	832.7	30.5%	2,280.9	25.1%
Grocery Buyers Children 0-17	1,000.6	36.6%	2,521.4	27.8%
Grocery Buyers Children 5-12	536.8	19.7%	1,400.3	15.4%
Grocery Buyers Children 5-17	782.7	28.7%	2,017.0	22.2%
Grocery Buyers Children 13-17	411.4	15.1%	1,007.5	11.1%

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measuring audiences

Approximate Sample Size Quarter 4, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	6,058	100.0%
People 2+	5,932	97.9%
Children 0-4	397	6.6%
Children 2-9	682	11.3%
Children 5-12	646	10.7%
Children 10-17	671	11.1%
Children 13-17	436	7.2%
Children 0-17	1,479	24.4%
Total Males	3,038	50.1%
Male 0-4	202	3.3%
Male 5-9	218	3.6%
Male 10-12	118	1.9%
Male 13-15	132	2.2%
Male 16-17	97	1.6%
Male 18-24	268	4.4%
Male 25-29	167	2.8%
Male 30-34	186	3.1%
Male 35-39	181	3.0%
Male 40-44	218	3.6%
Male 45-49	215	3.5%
Male 50-54	218	3.6%
Male 55-59	203	3.4%
Male 60-64	178	2.9%
Male 65+	437	7.2%

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measuring audiences

Approximate Sample Size Quarter 4, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	3,020	49.9%
Female 0-4	195	3.2%
Female 5-9	192	3.2%
Female 10-12	118	1.9%
Female 13-15	121	2.0%
Female 16-17	86	1.4%
Female 18-24	246	4.1%
Female 25-29	164	2.7%
Female 30-34	200	3.3%
Female 35-39	198	3.3%
Female 40-44	226	3.7%
Female 45-49	233	3.8%
Female 50-54	228	3.8%
Female 55-59	213	3.5%
Female 60-64	184	3.0%
Female 65+	416	6.9%
Female 25-54 with Children	692	11.4%
Working 16+	2,668	44.0%
Not Working 16+	2,094	34.6%

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Approximate Sample Size Quarter 4, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,182	19.5%
Occupation Group 1 16-39	379	6.3%
Occupation Group 1 25-54	786	13.0%
Occupation Group 1 40-54	485	8.0%
Occupation Group 1 35+	929	15.3%
Occupation Group 1 55+	318	5.2%
Occupation Group 2	883	14.6%
Occupation Group 2 16-39	356	5.9%
Occupation Group 2 40-54	323	5.3%
Occupation Group 2 55+	204	3.4%
Occupation Group 3	276	4.6%
Occupation Group 3 16-39	136	2.2%
Occupation Group 3 40-54	93	1.5%
Occupation Group 3 55+	47	0.8%
Occupation Group 1-3 35-49	832	13.7%
Occupation Group 4	128	2.1%
Occupation Group 4 16-39	44	0.7%
Occupation Group 4 40-54	48	0.8%
Occupation Group 4 55+	36	0.6%
Occupation Group 5	199	3.3%
Occupation Group 5 16-39	86	1.4%
Occupation Group 5 40-54	68	1.1%
Occupation Group 5 55+	45	0.7%
Male Occupation Group 1-2 25-54	622	10.3%

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Approximate Sample Size Quarter 4, 2017 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Households	310	5.1%
Persons in 2 Person Households	1,600	26.4%
Persons in 3 Person Households	1,094	18.1%
Persons in 4 Person Households	1,592	26.3%
Persons in 5+ Person Households	1,462	24.1%
Persons in 1 TV Households	1,361	22.5%
Persons in 2 TV Households	2,067	34.1%
Persons in 3+ TV Households	2,630	43.4%

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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, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,125	100.0%
1 Person Households	309	14.5%
2 Person Households	797	37.5%
3 Person Households	363	17.1%
4 Person Households	396	18.6%
5+ Person Households	260	12.2%
1 TV Households	591	27.8%
2 TVs Households	752	35.4%
3+ TVs Households	782	36.8%
Households receiving FTA channels	2,125	100.0%
Households receiving STV channels	2,125	100.0%
Grocery Buyers	2,125	100.0%
Grocery Buyers Working	1,073	50.5%
Grocery Buyers Not Working	1,052	49.5%
Grocery Buyers 18-39	514	24.2%
Grocery Buyers 18-54	1,232	58.0%
Grocery Buyers Age 25-54	1,174	55.2%
Grocery Buyers Age 40-54	718	33.8%
Grocery Buyers Age 55-64	419	19.7%
Grocery Buyers Age 65+	474	22.3%

Quarter 3, 2017 refers to reporting quarter date range Sunday 25th June 2017 - Saturday 23rd September 2017

* 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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Approximate Sample Size Quarter 4, 2017 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	695	32.7%
Grocery Buyers Female	1,430	67.3%
Grocery Buyers Female Age 25-49	647	30.4%
Grocery Buyers 0 Children	1,410	66.4%
Grocery Buyers 1-2 Children	575	27.1%
Grocery Buyers 3+ Children	140	6.6%
Grocery Buyers Children 0-2	150	7.1%
Grocery Buyers Children 0-4	237	11.2%
Grocery Buyers Children 0-12	535	25.2%
Grocery Buyers Children 0-15	640	30.1%
Grocery Buyers Children 0-17	715	33.6%
Grocery Buyers Children 5-12	410	19.3%
Grocery Buyers Children 5-17	598	28.1%
Grocery Buyers Children 13-17	313	14.7%

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