

Universe Estimates Quarter 4, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,795.2	100.0%	23,400.7	100.0%
People 2+	7,647.9	98.1%	22,917.6	97.9%
Children 0-4	488.2	6.3%	1,508.7	6.4%
Children 2-9	891.4	11.4%	2,537.8	10.8%
Children 5-12	876.5	11.2%	2,337.2	10.0%
Children 10-17	898.4	11.5%	2,223.4	9.5%
Children 13-17	572.4	7.3%	1,398.4	6.0%
Children 0-17	1,937.1	24.8%	5,244.3	22.4%
Total Males	3,903.5	50.1%	11,588.2	49.5%
Male 0-4#	270.5	3.5%	774.7	3.3%
Male 5-9#	283.8	3.6%	776.1	3.3%
Male 10-12#	167.4	2.1%	424.5	1.8%
Male 13-15#	179.4	2.3%	427.2	1.8%
Male 16-17#	125.7	1.6%	289.0	1.2%
Male 18-24#	345.8	4.4%	1,127.6	4.8%
Male 25-29#	212.6	2.7%	877.8	3.8%
Male 30-34#	226.1	2.9%	868.5	3.7%
Male 35-39#	235.7	3.0%	780.8	3.3%
Male 40-44#	260.7	3.3%	759.7	3.2%
Male 45-49#	284.3	3.6%	761.3	3.3%
Male 50-54#	264.4	3.4%	718.1	3.1%
Male 55-59#	251.4	3.2%	697.8	3.0%
Male 60-64#	223.3	2.9%	612.2	2.6%
Male 65+#	572.4	7.3%	1,692.9	7.2%

UE - Universe Estimate

Quarter 4, 2018 refers to reporting quarter date range Sunday 1st October 2018 - Saturday 29th December 2018

* 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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	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,891.7	49.9%	11,812.5	50.5%
Female 0-4#	217.7	2.8%	734.0	3.1%
Female 5-9#	266.7	3.4%	736.1	3.1%
Female 10-12#	158.6	2.0%	400.5	1.7%
Female 13-15#	157.7	2.0%	406.0	1.7%
Female 16-17#	109.6	1.4%	276.2	1.2%
Female 18-24#	317.4	4.1%	1,083.2	4.6%
Female 25-29#	216.9	2.8%	881.1	3.8%
Female 30-34#	246.0	3.2%	885.0	3.8%
Female 35-39#	257.3	3.3%	785.3	3.4%
Female 40-44#	277.2	3.6%	766.2	3.3%
Female 45-49#	307.7	3.9%	803.0	3.4%
Female 50-54#	289.8	3.7%	746.3	3.2%
Female 55-59#	261.2	3.4%	731.1	3.1%
Female 60-64#	235.7	3.0%	648.1	2.8%
Female 65+ #	572.2	7.3%	1,930.4	8.2%
Female 25-54 with Children	897.6	11.5%	2,431.4	10.4%
Working 16+	3,570.2	45.8%	10,306.4	44.0%
Not Working 16+	2,523.2	32.4%	8,415.2	36.0%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,597.6	20.5%	4,440.3	19.0%
Occupation Group 1 16-39	534.0	6.9%	1,784.4	7.6%
Occupation Group 1 25-54	1,136.4	14.6%	3,089.0	13.2%
Occupation Group 1 40-54	676.3	8.7%	1,623.2	6.9%
Occupation Group 1 35+	1,250.6	16.0%	3,179.3	13.6%
Occupation Group 1 55+	387.3	5.0%	1,032.7	4.4%
Occupation Group 2	1,187.2	15.2%	3,197.0	13.7%
Occupation Group 2 16-39	535.2	6.9%	1,473.2	6.3%
Occupation Group 2 40-54	424.7	5.4%	1,061.7	4.5%
Occupation Group 2 55+	227.3	2.9%	662.1	2.8%
Occupation Group 3	353.8	4.5%	1,415.9	6.1%
Occupation Group 3 16-39	183.1	2.3%	731.7	3.1%
Occupation Group 3 40-54	108.8	1.4%	432.3	1.8%
Occupation Group 3 55+	61.9	0.8%	251.9	1.1%
Occupation Group 1-3 35-49	1,159.7	14.9%	3,083.9	13.2%
Occupation Group 4	181.4	2.3%	522.6	2.2%
Occupation Group 4 16-39	61.4	0.8%	203.0	0.9%
Occupation Group 4 40-54	77.2	1.0%	185.7	0.8%
Occupation Group 4 55+	42.8	0.5%	133.9	0.6%
Occupation Group 5	250.2	3.2%	730.6	3.1%
Occupation Group 5 16-39	115.4	1.5%	346.2	1.5%
Occupation Group 5 40-54	75.1	1.0%	224.3	1.0%
Occupation Group 5 55+	59.7	0.8%	160.1	0.7%
Male Occupation Group 1-2 25-54	857.5	11.0%	2,449.8	10.5%

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	404.1	5.2%	2,259.2	9.7%
Persons in 2 Person Households#	2,024.6	26.0%	6,736.8	28.8%
Persons in 3 Person Households#	1,463.4	18.8%	4,174.8	17.8%
Persons in 4 Person Households#	2,078.0	26.7%	5,373.2	23.0%
Persons in 5+ Person Households#	1,825.1	23.4%	4,856.7	20.8%
Persons in 1 TV Households#	1,922.1	24.7%	8,771.3	37.5%
Persons in 2 TV Households#	2,624.0	33.7%	7,835.7	33.5%
Persons in 3+ TV Households#	3,249.1	41.7%	6,793.7	29.0%

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Universe Estimates Quarter 4, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,752.8	100.0%	9,207.2	100.0%
1 Person Households#	404.1	14.7%	2,259.2	24.5%
2 Person Households#	1,012.3	36.8%	3,368.4	36.6%
3 Person Households#	487.8	17.7%	1,391.6	15.1%
4 Person Households#	519.5	18.9%	1,343.3	14.6%
5+ Person Households#	329.1	12.0%	844.7	9.2%
1 TV Households#	805.1	29.2%	4,014.8	43.6%
2 TVs Households#	983.2	35.7%	3,040.7	33.0%
3+ TVs Households#	964.5	35.0%	2,151.7	23.4%
Households receiving FTA channels	2,752.8	100.0%	9,207.2	100.0%
Households receiving STV channels	2,752.8	100.0%	2,752.8	29.9%
- STU STV (Cable/Satellite)	2,630.6	95.6%	2,630.6	28.6%
- IDS-only STV (Internet Delivered Only)	122.2	4.4%	122.2	1.3%
Grocery Buyers#	2,752.8	100.0%	9,207.2	100.0%
Grocery Buyers Working	1,469.8	53.4%	4,812.5	52.3%
Grocery Buyers Not Working	1,283.0	46.6%	4,394.7	47.7%
Grocery Buyers 18-39	679.8	24.7%	2,739.4	29.8%
Grocery Buyers 18-54	1,601.0	58.2%	5,333.8	57.9%
Grocery Buyers Age 25-54	1,514.4	55.0%	4,850.0	52.7%
Grocery Buyers Age 40-54	921.2	33.5%	2,594.4	28.2%
Grocery Buyers Age 55-64	524.7	19.1%	1,557.5	16.9%
Grocery Buyers Age 65+	627.1	22.8%	2,315.9	25.2%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	936.0	34.0%	3,385.6	36.8%
Grocery Buyers Female	1,816.8	66.0%	5,821.6	63.2%
Grocery Buyers Female Age 25-49	818.5	29.7%	2,496.7	27.1%
Grocery Buyers 0 Children#	1,822.9	66.2%	6,655.8	72.3%
Grocery Buyers 1-2 Children#	736.7	26.8%	2,059.2	22.4%
Grocery Buyers 3+ Children#	193.2	7.0%	492.2	5.3%
Grocery Buyers Children 0-2	187.0	6.8%	592.2	6.4%
Grocery Buyers Children 0-4	309.8	11.3%	929.1	10.1%
Grocery Buyers Children 0-12	708.0	25.7%	1,972.3	21.4%
Grocery Buyers Children 0-15	838.0	30.4%	2,305.2	25.0%
Grocery Buyers Children 0-17	992.6	36.1%	2,551.4	27.7%
Grocery Buyers Children 5-12	549.5	20.0%	1,458.2	15.8%
Grocery Buyers Children 5-17	779.6	28.3%	2,066.0	22.4%
Grocery Buyers Children 13-17	405.9	14.7%	996.1	10.8%

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Approximate Sample Size Quarter 4, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,939	100.0%
People 2+	5,831	98.2%
Children 0-4	371	6.2%
Children 2-9	669	11.3%
Children 5-12	649	10.9%
Children 10-17	675	11.4%
Children 13-17	432	7.3%
Children 0-17	1,452	24.4%
Total Males	2,963	49.9%
Male 0-4	199	3.4%
Male 5-9	205	3.5%
Male 10-12	126	2.1%
Male 13-15	136	2.3%
Male 16-17	95	1.6%
Male 18-24	263	4.4%
Male 25-29	161	2.7%
Male 30-34	170	2.9%
Male 35-39	179	3.0%
Male 40-44	196	3.3%
Male 45-49	213	3.6%
Male 50-54	203	3.4%
Male 55-59	193	3.2%
Male 60-64	174	2.9%
Male 65+	450	7.6%

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ASS - Approximate sample size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

Approximate Sample Size Quarter 4, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,976	50.1%
Female 0-4	172	2.9%
Female 5-9	202	3.4%
Female 10-12	116	2.0%
Female 13-15	117	2.0%
Female 16-17	84	1.4%
Female 18-24	240	4.0%
Female 25-29	164	2.8%
Female 30-34	183	3.1%
Female 35-39	192	3.2%
Female 40-44	208	3.5%
Female 45-49	236	4.0%
Female 50-54	225	3.8%
Female 55-59	203	3.4%
Female 60-64	182	3.1%
Female 65+	452	7.6%
Female 25-54 with Children	676	11.4%
Working 16+	2,733	46.0%
Not Working 16+	1,933	32.5%

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Approximate Sample Size Quarter 4, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,225	20.6%
Occupation Group 1 16-39	405	6.8%
Occupation Group 1 25-54	866	14.6%
Occupation Group 1 40-54	517	8.7%
Occupation Group 1 35+	958	16.1%
Occupation Group 1 55+	303	5.1%
Occupation Group 2	901	15.2%
Occupation Group 2 16-39	402	6.8%
Occupation Group 2 40-54	322	5.4%
Occupation Group 2 55+	177	3.0%
Occupation Group 3	274	4.6%
Occupation Group 3 16-39	144	2.4%
Occupation Group 3 40-54	83	1.4%
Occupation Group 3 55+	47	0.8%
Occupation Group 1-3 35-49	877	14.8%
Occupation Group 4	138	2.3%
Occupation Group 4 16-39	46	0.8%
Occupation Group 4 40-54	58	1.0%
Occupation Group 4 55+	34	0.6%
Occupation Group 5	195	3.3%
Occupation Group 5 16-39	89	1.5%
Occupation Group 5 40-54	60	1.0%
Occupation Group 5 55+	46	0.8%
Male Occupation Group 1-2 25-54	645	10.9%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	317	5.3%
Persons in 2 Person Households	1,566	26.4%
Persons in 3 Person Households	1,107	18.6%
Persons in 4 Person Households	1,558	26.2%
Persons in 5+ Person Households	1,391	23.4%
Persons in 1 TV Households	1,437	24.2%
Persons in 2 TV Households	2,008	33.8%
Persons in 3+ TV Households	2,494	42.0%

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Approximate Sample Size Quarter 4, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,100	100.0%
1 Person Households	315	15.0%
2 Person Households	779	37.1%
3 Person Households	367	17.5%
4 Person Households	388	18.5%
5+ Person Households	251	12.0%
1 TV Households	612	29.1%
2 TVs Households	752	35.8%
3+ TVs Households	736	35.0%
Households receiving FTA channels	2,100	100.0%
Households receiving STV channels	2,100	100.0%
Grocery Buyers	2,100	100.0%
Grocery Buyers Working	1,114	53.0%
Grocery Buyers Not Working	986	47.0%
Grocery Buyers 18-39	507	24.1%
Grocery Buyers 18-54	1,204	57.3%
Grocery Buyers Age 25-54	1,136	54.1%
Grocery Buyers Age 40-54	697	33.2%
Grocery Buyers Age 55-64	402	19.1%
Grocery Buyers Age 65+	494	23.5%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	723	34.4%
Grocery Buyers Female	1,377	65.6%
Grocery Buyers Female Age 25-49	602	28.7%
Grocery Buyers 0 Children	1,405	66.9%
Grocery Buyers 1-2 Children	551	26.2%
Grocery Buyers 3+ Children	144	6.9%
Grocery Buyers Children 0-2	140	6.7%
Grocery Buyers Children 0-4	229	10.9%
Grocery Buyers Children 0-12	529	25.2%
Grocery Buyers Children 0-15	625	29.8%
Grocery Buyers Children 0-17	695	33.1%
Grocery Buyers Children 5-12	408	19.4%
Grocery Buyers Children 5-17	581	27.7%
Grocery Buyers Children 13-17	305	14.5%

Quarter 4, 2018 refers to reporting quarter date range Sunday 1st October 2018 - Saturday 29th December 2018

* 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 3, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,760.9	100.0%	23,400.7	100.0%
People 2+	7,615.7	98.1%	22,917.6	97.9%
Children 0-4	484.2	6.2%	1,508.7	6.4%
Children 2-9	894.0	11.5%	2,537.8	10.8%
Children 5-12	876.9	11.3%	2,337.2	10.0%
Children 10-17	896.1	11.5%	2,223.4	9.5%
Children 13-17	574.2	7.4%	1,398.4	6.0%
Children 0-17	1,935.3	24.9%	5,244.3	22.4%
Total Males	3,891.8	50.1%	11,588.2	49.5%
Male 0-4#	263.5	3.4%	774.7	3.3%
Male 5-9#	292.9	3.8%	776.1	3.3%
Male 10-12#	169.6	2.2%	424.5	1.8%
Male 13-15#	183.2	2.4%	427.2	1.8%
Male 16-17#	119.7	1.5%	289.0	1.2%
Male 18-24#	343.3	4.4%	1,127.6	4.8%
Male 25-29#	197.9	2.5%	877.8	3.8%
Male 30-34#	224.5	2.9%	868.5	3.7%
Male 35-39#	232.4	3.0%	780.8	3.3%
Male 40-44#	263.7	3.4%	759.7	3.2%
Male 45-49#	281.9	3.6%	761.3	3.3%
Male 50-54#	267.0	3.4%	718.1	3.1%
Male 55-59#	252.8	3.3%	697.8	3.0%
Male 60-64#	227.9	2.9%	612.2	2.6%
Male 65+#	571.5	7.4%	1,692.9	7.2%

UE - Universe Estimate

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

* 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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,869.1	49.9%	11,812.5	50.5%
Female 0-4#	220.7	2.8%	734.0	3.1%
Female 5-9#	262.1	3.4%	736.1	3.1%
Female 10-12#	152.3	2.0%	400.5	1.7%
Female 13-15#	157.1	2.0%	406.0	1.7%
Female 16-17#	114.2	1.5%	276.2	1.2%
Female 18-24#	315.2	4.1%	1,083.2	4.6%
Female 25-29#	201.1	2.6%	881.1	3.8%
Female 30-34#	246.8	3.2%	885.0	3.8%
Female 35-39#	260.6	3.4%	785.3	3.4%
Female 40-44#	274.2	3.5%	766.2	3.3%
Female 45-49#	311.4	4.0%	803.0	3.4%
Female 50-54#	292.1	3.8%	746.3	3.2%
Female 55-59#	261.8	3.4%	731.1	3.1%
Female 60-64#	237.3	3.1%	648.1	2.8%
Female 65+ #	562.2	7.2%	1,930.4	8.2%
Female 25-54 with Children	892.7	11.5%	2,431.4	10.4%
Working 16+	3,471.2	44.7%	10,306.4	44.0%
Not Working 16+	2,588.3	33.4%	8,415.2	36.0%

UE - Universe Estimate

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

* 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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,549.1	20.0%	4,440.3	19.0%
Occupation Group 1 16-39	511.9	6.6%	1,784.4	7.6%
Occupation Group 1 25-54	1,092.8	14.1%	3,089.0	13.2%
Occupation Group 1 40-54	650.5	8.4%	1,623.2	6.9%
Occupation Group 1 35+	1,214.4	15.6%	3,179.3	13.6%
Occupation Group 1 55+	386.7	5.0%	1,032.7	4.4%
Occupation Group 2	1,141.1	14.7%	3,197.0	13.7%
Occupation Group 2 16-39	499.8	6.4%	1,473.2	6.3%
Occupation Group 2 40-54	404.5	5.2%	1,061.7	4.5%
Occupation Group 2 55+	236.8	3.1%	662.1	2.8%
Occupation Group 3	354.5	4.6%	1,415.9	6.1%
Occupation Group 3 16-39	174.8	2.3%	731.7	3.1%
Occupation Group 3 40-54	118.3	1.5%	432.3	1.8%
Occupation Group 3 55+	61.4	0.8%	251.9	1.1%
Occupation Group 1-3 35-49	1,109.5	14.3%	3,083.9	13.2%
Occupation Group 4	176.6	2.3%	522.6	2.2%
Occupation Group 4 16-39	55.5	0.7%	203.0	0.9%
Occupation Group 4 40-54	76.2	1.0%	185.7	0.8%
Occupation Group 4 55+	44.9	0.6%	133.9	0.6%
Occupation Group 5	249.9	3.2%	730.6	3.1%
Occupation Group 5 16-39	116.6	1.5%	346.2	1.5%
Occupation Group 5 40-54	75.3	1.0%	224.3	1.0%
Occupation Group 5 55+	58.0	0.7%	160.1	0.7%
Male Occupation Group 1-2 25-54	842.7	10.9%	2,449.8	10.5%

UE - Universe Estimate

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	410.8	5.3%	2,259.2	9.7%
Persons in 2 Person Households#	2,045.2	26.4%	6,736.8	28.8%
Persons in 3 Person Households#	1,449.9	18.7%	4,174.8	17.8%
Persons in 4 Person Households#	2,032.4	26.2%	5,373.2	23.0%
Persons in 5+ Person Households#	1,822.6	23.5%	4,856.7	20.8%
Persons in 1 TV Households#	1,909.7	24.6%	8,771.3	37.5%
Persons in 2 TV Households#	2,617.4	33.7%	7,835.7	33.5%
Persons in 3+ TV Households#	3,233.8	41.7%	6,793.7	29.0%

UE - Universe Estimate

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

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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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,751.6	100.0%	9,207.2	100.0%
1 Person Households#	410.8	14.9%	2,259.2	24.5%
2 Person Households#	1,022.6	37.2%	3,368.4	36.6%
3 Person Households#	483.3	17.6%	1,391.6	15.1%
4 Person Households#	508.1	18.5%	1,343.3	14.6%
5+ Person Households#	326.8	11.9%	844.7	9.2%
1 TV Households#	804.8	29.2%	4,014.8	43.6%
2 TV's Households#	975.8	35.5%	3,040.7	33.0%
3+ TV's Households#	971.0	35.3%	2,151.7	23.4%
Households receiving FTA channels	2,751.6	100.0%	9,207.2	100.0%
Households receiving STV channels	2,751.6	100.0%	2,751.6	29.9%
- STU STV (Cable/Satellite)	2,641.9	96.0%	2,641.9	28.7%
- IDS-only STV (Internet Delivered Only)	109.7	4.0%	109.7	1.2%
Grocery Buyers#	2,751.6	100.0%	9,207.2	100.0%
Grocery Buyers Working	1,411.2	51.3%	4,812.5	52.3%
Grocery Buyers Not Working	1,340.4	48.7%	4,394.7	47.7%
Grocery Buyers 18-39	672.1	24.4%	2,739.4	29.8%
Grocery Buyers 18-54	1,599.1	58.1%	5,333.8	57.9%
Grocery Buyers Age 25-54	1,515.8	55.1%	4,850.0	52.7%
Grocery Buyers Age 40-54	927.0	33.7%	2,594.4	28.2%
Grocery Buyers Age 55-64	534.0	19.4%	1,557.5	16.9%
Grocery Buyers Age 65+	618.5	22.5%	2,315.9	25.2%

UE - Universe Estimate

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

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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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	939.8	34.2%	3,385.6	36.8%
Grocery Buyers Female	1,811.8	65.8%	5,821.6	63.2%
Grocery Buyers Female Age 25-49	802.5	29.2%	2,496.7	27.1%
Grocery Buyers 0 Children#	1,816.7	66.0%	6,655.8	72.3%
Grocery Buyers 1-2 Children#	740.8	26.9%	2,059.2	22.4%
Grocery Buyers 3+ Children#	194.1	7.1%	492.2	5.3%
Grocery Buyers Children 0-2	188.3	6.8%	592.2	6.4%
Grocery Buyers Children 0-4	311.1	11.3%	929.1	10.1%
Grocery Buyers Children 0-12	703.6	25.6%	1,972.3	21.4%
Grocery Buyers Children 0-15	834.0	30.3%	2,305.2	25.0%
Grocery Buyers Children 0-17	995.2	36.2%	2,551.4	27.7%
Grocery Buyers Children 5-12	541.6	19.7%	1,458.2	15.8%
Grocery Buyers Children 5-17	791.9	28.8%	2,066.0	22.4%
Grocery Buyers Children 13-17	405.7	14.7%	996.1	10.8%

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 3, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,879	100.0%
People 2+	5,768	98.1%
Children 0-4	370	6.3%
Children 2-9	673	11.4%
Children 5-12	652	11.1%
Children 10-17	667	11.3%
Children 13-17	429	7.3%
Children 0-17	1,451	24.7%
Total Males	2,941	50.0%
Male 0-4	197	3.4%
Male 5-9	214	3.6%
Male 10-12	126	2.1%
Male 13-15	136	2.3%
Male 16-17	92	1.6%
Male 18-24	258	4.4%
Male 25-29	150	2.6%
Male 30-34	168	2.9%
Male 35-39	177	3.0%
Male 40-44	197	3.4%
Male 45-49	212	3.6%
Male 50-54	204	3.5%
Male 55-59	190	3.2%
Male 60-64	176	3.0%
Male 65+	444	7.6%

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

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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 3, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,938	50.0%
Female 0-4	173	2.9%
Female 5-9	199	3.4%
Female 10-12	113	1.9%
Female 13-15	116	2.0%
Female 16-17	85	1.4%
Female 18-24	236	4.0%
Female 25-29	153	2.6%
Female 30-34	185	3.1%
Female 35-39	191	3.2%
Female 40-44	209	3.6%
Female 45-49	235	4.0%
Female 50-54	224	3.8%
Female 55-59	201	3.4%
Female 60-64	181	3.1%
Female 65+	437	7.4%
Female 25-54 with Children	672	11.4%
Working 16+	2,638	44.9%
Not Working 16+	1,967	33.5%

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

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Approximate Sample Size Quarter 3, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,180	20.1%
Occupation Group 1 16-39	388	6.6%
Occupation Group 1 25-54	830	14.1%
Occupation Group 1 40-54	495	8.4%
Occupation Group 1 35+	924	15.7%
Occupation Group 1 55+	297	5.1%
Occupation Group 2	860	14.6%
Occupation Group 2 16-39	371	6.3%
Occupation Group 2 40-54	308	5.2%
Occupation Group 2 55+	181	3.1%
Occupation Group 3	273	4.6%
Occupation Group 3 16-39	136	2.3%
Occupation Group 3 40-54	91	1.5%
Occupation Group 3 55+	46	0.8%
Occupation Group 1-3 35-49	840	14.3%
Occupation Group 4	131	2.2%
Occupation Group 4 16-39	40	0.7%
Occupation Group 4 40-54	56	1.0%
Occupation Group 4 55+	35	0.6%
Occupation Group 5	194	3.3%
Occupation Group 5 16-39	89	1.5%
Occupation Group 5 40-54	60	1.0%
Occupation Group 5 55+	45	0.8%
Male Occupation Group 1-2 25-54	635	10.8%

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Approximate Sample Size Quarter 3, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Households	318	5.4%
Persons in 2 Person Households	1,568	26.7%
Persons in 3 Person Households	1,085	18.5%
Persons in 4 Person Households	1,537	26.1%
Persons in 5+ Person Households	1,371	23.3%
Persons in 1 TV Households	1,432	24.4%
Persons in 2 TV Households	1,992	33.9%
Persons in 3+ TV Households	2,455	41.8%

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Approximate Sample Size Quarter 3, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,089	100.0%
1 Person Households	317	15.2%
2 Person Households	782	37.4%
3 Person Households	361	17.3%
4 Person Households	383	18.3%
5+ Person Households	246	11.8%
1 TV Households	610	29.2%
2 TVs Households	743	35.6%
3+ TVs Households	736	35.2%
Households receiving FTA channels	2,089	100.0%
Households receiving STV channels	2,089	100.0%
Grocery Buyers	2,089	100.0%
Grocery Buyers Working	1,066	51.0%
Grocery Buyers Not Working	1,023	49.0%
Grocery Buyers 18-39	502	24.0%
Grocery Buyers 18-54	1,204	57.6%
Grocery Buyers Age 25-54	1,140	54.6%
Grocery Buyers Age 40-54	702	33.6%
Grocery Buyers Age 55-64	404	19.3%
Grocery Buyers Age 65+	481	23.0%

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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 3, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	720	34.5%
Grocery Buyers Female	1,369	65.5%
Grocery Buyers Female Age 25-49	595	28.5%
Grocery Buyers 0 Children	1,389	66.5%
Grocery Buyers 1-2 Children	557	26.7%
Grocery Buyers 3+ Children	143	6.8%
Grocery Buyers Children 0-2	141	6.7%
Grocery Buyers Children 0-4	234	11.2%
Grocery Buyers Children 0-12	530	25.4%
Grocery Buyers Children 0-15	626	30.0%
Grocery Buyers Children 0-17	700	33.5%
Grocery Buyers Children 5-12	407	19.5%
Grocery Buyers Children 5-17	592	28.3%
Grocery Buyers Children 13-17	302	14.5%

Quarter 3, 2018 refers to reporting quarter date range Sunday 1st July 2018 - Saturday 30th September 2018

* 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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,783.7	100.0%	23,400.7	100.0%
People 2+	7,634.3	98.1%	22,917.6	97.9%
Children 0-4	492.8	6.3%	1,508.7	6.4%
Children 2-9	893.3	11.5%	2,537.8	10.8%
Children 5-12	864.5	11.1%	2,337.2	10.0%
Children 10-17	883.5	11.4%	2,223.4	9.5%
Children 13-17	568.9	7.3%	1,398.4	6.0%
Children 0-17	1,926.2	24.7%	5,244.3	22.4%
Total Males	3,891.7	50.0%	11,588.2	49.5%
Male 0-4#	268.1	3.4%	774.7	3.3%
Male 5-9#	287.7	3.7%	776.1	3.3%
Male 10-12#	163.3	2.1%	424.5	1.8%
Male 13-15#	176.6	2.3%	427.2	1.8%
Male 16-17#	117.9	1.5%	289.0	1.2%
Male 18-24#	351.0	4.5%	1,127.6	4.8%
Male 25-29#	201.8	2.6%	877.8	3.8%
Male 30-34#	232.6	3.0%	868.5	3.7%
Male 35-39#	236.1	3.0%	780.8	3.3%
Male 40-44#	268.2	3.4%	759.7	3.2%
Male 45-49#	274.2	3.5%	761.3	3.3%
Male 50-54#	271.6	3.5%	718.1	3.1%
Male 55-59#	252.1	3.2%	697.8	3.0%
Male 60-64#	220.2	2.8%	612.2	2.6%
Male 65+#	570.3	7.3%	1,692.9	7.2%

UE - Universe Estimate

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

* 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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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,892.0	50.0%	11,812.5	50.5%
Female 0-4#	224.7	2.9%	734.0	3.1%
Female 5-9#	262.2	3.4%	736.1	3.1%
Female 10-12#	151.3	1.9%	400.5	1.7%
Female 13-15#	161.4	2.1%	406.0	1.7%
Female 16-17#	113.0	1.5%	276.2	1.2%
Female 18-24#	321.3	4.1%	1,083.2	4.6%
Female 25-29#	213.8	2.7%	881.1	3.8%
Female 30-34#	250.4	3.2%	885.0	3.8%
Female 35-39#	254.1	3.3%	785.3	3.4%
Female 40-44#	276.3	3.5%	766.2	3.3%
Female 45-49#	311.1	4.0%	803.0	3.4%
Female 50-54#	293.0	3.8%	746.3	3.2%
Female 55-59#	260.7	3.3%	731.1	3.1%
Female 60-64#	239.2	3.1%	648.1	2.8%
Female 65+ #	559.5	7.2%	1,930.4	8.2%
Female 25-54 with Children	900.9	11.6%	2,431.4	10.4%
Working 16+	3,341.0	42.9%	10,306.4	44.0%
Not Working 16+	2,747.4	35.3%	8,415.2	36.0%

UE - Universe Estimate

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

* 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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,485.2	19.1%	4,440.3	19.0%
Occupation Group 1 16-39	504.6	6.5%	1,784.4	7.6%
Occupation Group 1 25-54	1,004.3	12.9%	3,089.0	13.2%
Occupation Group 1 40-54	594.7	7.6%	1,623.2	6.9%
Occupation Group 1 35+	1,146.9	14.7%	3,179.3	13.6%
Occupation Group 1 55+	385.9	5.0%	1,032.7	4.4%
Occupation Group 2	1,096.5	14.1%	3,197.0	13.7%
Occupation Group 2 16-39	442.9	5.7%	1,473.2	6.3%
Occupation Group 2 40-54	412.6	5.3%	1,061.7	4.5%
Occupation Group 2 55+	241.0	3.1%	662.1	2.8%
Occupation Group 3	342.2	4.4%	1,415.9	6.1%
Occupation Group 3 16-39	162.4	2.1%	731.7	3.1%
Occupation Group 3 40-54	112.9	1.5%	432.3	1.8%
Occupation Group 3 55+	66.9	0.9%	251.9	1.1%
Occupation Group 1-3 35-49	1,045.7	13.4%	3,083.9	13.2%
Occupation Group 4	166.2	2.1%	522.6	2.2%
Occupation Group 4 16-39	58.2	0.7%	203.0	0.9%
Occupation Group 4 40-54	65.5	0.8%	185.7	0.8%
Occupation Group 4 55+	42.5	0.5%	133.9	0.6%
Occupation Group 5	250.9	3.2%	730.6	3.1%
Occupation Group 5 16-39	108.6	1.4%	346.2	1.5%
Occupation Group 5 40-54	81.0	1.0%	224.3	1.0%
Occupation Group 5 55+	61.3	0.8%	160.1	0.7%
Male Occupation Group 1-2 25-54	789.8	10.1%	2,449.8	10.5%

UE - Universe Estimate

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	410.1	5.3%	2,259.2	9.7%
Persons in 2 Person Households#	2,029.0	26.1%	6,736.8	28.8%
Persons in 3 Person Households#	1,438.8	18.5%	4,174.8	17.8%
Persons in 4 Person Households#	2,107.2	27.1%	5,373.2	23.0%
Persons in 5+ Person Households#	1,798.6	23.1%	4,856.7	20.8%
Persons in 1 TV Households#	1,860.5	23.9%	8,771.3	37.5%
Persons in 2 TV Households#	2,653.7	34.1%	7,835.7	33.5%
Persons in 3+ TV Households#	3,269.5	42.0%	6,793.7	29.0%

UE - Universe Estimate

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

* 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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,759.0	100.0%	9,207.2	100.0%
1 Person Households#	410.1	14.9%	2,259.2	24.5%
2 Person Households#	1,014.5	36.8%	3,368.4	36.6%
3 Person Households#	479.6	17.4%	1,391.6	15.1%
4 Person Households#	526.8	19.1%	1,343.3	14.6%
5+ Person Households#	328.0	11.9%	844.7	9.2%
1 TV Households#	799.5	29.0%	4,014.8	43.6%
2 TVs Households#	980.7	35.5%	3,040.7	33.0%
3+ TVs Households#	978.8	35.5%	2,151.7	23.4%
Households receiving FTA channels	2,759.0	100.0%	9,207.2	100.0%
Households receiving STV channels	2,759.0	100.0%	2,759.0	30.0%
- STU STV (Cable/Satellite)	2,642.3	95.8%	2,642.3	28.7%
- IDS-only STV (Internet Delivered Only)	116.7	4.2%	116.7	1.3%
Grocery Buyers#	2,759.0	100.0%	9,207.2	100.0%
Grocery Buyers Working	1,368.6	49.6%	4,812.5	52.3%
Grocery Buyers Not Working	1,390.4	50.4%	4,394.7	47.7%
Grocery Buyers 18-39	677.9	24.6%	2,739.4	29.8%
Grocery Buyers 18-54	1,604.9	58.2%	5,333.8	57.9%
Grocery Buyers Age 25-54	1,517.0	55.0%	4,850.0	52.7%
Grocery Buyers Age 40-54	927.0	33.6%	2,594.4	28.2%
Grocery Buyers Age 55-64	529.5	19.2%	1,557.5	16.9%
Grocery Buyers Age 65+	624.6	22.6%	2,315.9	25.2%

UE - Universe Estimate

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

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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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	921.9	33.4%	3,385.6	36.8%
Grocery Buyers Female	1,837.1	66.6%	5,821.6	63.2%
Grocery Buyers Female Age 25-49	815.4	29.6%	2,496.7	27.1%
Grocery Buyers 0 Children#	1,813.5	65.7%	6,655.8	72.3%
Grocery Buyers 1-2 Children#	760.2	27.6%	2,059.2	22.4%
Grocery Buyers 3+ Children#	185.3	6.7%	492.2	5.3%
Grocery Buyers Children 0-2	189.3	6.9%	592.2	6.4%
Grocery Buyers Children 0-4	314.0	11.4%	929.1	10.1%
Grocery Buyers Children 0-12	710.4	25.7%	1,972.3	21.4%
Grocery Buyers Children 0-15	842.7	30.5%	2,305.2	25.0%
Grocery Buyers Children 0-17	1,007.1	36.5%	2,551.4	27.7%
Grocery Buyers Children 5-12	548.9	19.9%	1,458.2	15.8%
Grocery Buyers Children 5-17	793.7	28.8%	2,066.0	22.4%
Grocery Buyers Children 13-17	411.8	14.9%	996.1	10.8%

UE - Universe Estimate

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,900	100.0%
People 2+	5,791	98.2%
Children 0-4	369	6.3%
Children 2-9	668	11.3%
Children 5-12	645	10.9%
Children 10-17	666	11.3%
Children 13-17	428	7.3%
Children 0-17	1,442	24.4%
Total Males	2,939	49.8%
Male 0-4	194	3.3%
Male 5-9	211	3.6%
Male 10-12	123	2.1%
Male 13-15	133	2.3%
Male 16-17	92	1.6%
Male 18-24	260	4.4%
Male 25-29	151	2.6%
Male 30-34	172	2.9%
Male 35-39	179	3.0%
Male 40-44	203	3.4%
Male 45-49	209	3.5%
Male 50-54	205	3.5%
Male 55-59	191	3.2%
Male 60-64	172	2.9%
Male 65+	444	7.5%

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

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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 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,960	50.2%
Female 0-4	175	3.0%
Female 5-9	198	3.4%
Female 10-12	113	1.9%
Female 13-15	118	2.0%
Female 16-17	85	1.4%
Female 18-24	238	4.0%
Female 25-29	160	2.7%
Female 30-34	187	3.2%
Female 35-39	189	3.2%
Female 40-44	214	3.6%
Female 45-49	237	4.0%
Female 50-54	224	3.8%
Female 55-59	202	3.4%
Female 60-64	181	3.1%
Female 65+	439	7.4%
Female 25-54 with Children	675	11.4%
Working 16+	2,538	43.0%
Not Working 16+	2,096	35.5%

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

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Approximate Sample Size Quarter 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,136	19.3%
Occupation Group 1 16-39	381	6.5%
Occupation Group 1 25-54	765	13.0%
Occupation Group 1 40-54	456	7.7%
Occupation Group 1 35+	881	14.9%
Occupation Group 1 55+	299	5.1%
Occupation Group 2	818	13.9%
Occupation Group 2 16-39	322	5.5%
Occupation Group 2 40-54	310	5.3%
Occupation Group 2 55+	186	3.2%
Occupation Group 3	264	4.5%
Occupation Group 3 16-39	125	2.1%
Occupation Group 3 40-54	88	1.5%
Occupation Group 3 55+	51	0.9%
Occupation Group 1-3 35-49	795	13.5%
Occupation Group 4	124	2.1%
Occupation Group 4 16-39	41	0.7%
Occupation Group 4 40-54	49	0.8%
Occupation Group 4 55+	34	0.6%
Occupation Group 5	196	3.3%
Occupation Group 5 16-39	83	1.4%
Occupation Group 5 40-54	65	1.1%
Occupation Group 5 55+	48	0.8%
Male Occupation Group 1-2 25-54	593	10.1%

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Approximate Sample Size Quarter 2, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	319	5.4%
Persons in 2 Person Households	1,567	26.6%
Persons in 3 Person Households	1,078	18.3%
Persons in 4 Person Households	1,584	26.8%
Persons in 5+ Person Households	1,352	22.9%
Persons in 1 TV Households	1,389	23.5%
Persons in 2 TV Households	2,023	34.3%
Persons in 3+ TV Households	2,488	42.2%

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Approximate Sample Size Quarter 2, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,097	100.0%
1 Person Households	318	15.2%
2 Person Households	780	37.2%
3 Person Households	358	17.1%
4 Person Households	394	18.8%
5+ Person Households	247	11.8%
1 TV Households	604	28.8%
2 TVs Households	751	35.8%
3+ TVs Households	742	35.4%
Households receiving FTA channels	2,097	100.0%
Households receiving STV channels	2,097	100.0%
Grocery Buyers	2,097	100.0%
Grocery Buyers Working	1,031	49.2%
Grocery Buyers Not Working	1,066	50.8%
Grocery Buyers 18-39	502	23.9%
Grocery Buyers 18-54	1,207	57.6%
Grocery Buyers Age 25-54	1,142	54.5%
Grocery Buyers Age 40-54	705	33.6%
Grocery Buyers Age 55-64	403	19.2%
Grocery Buyers Age 65+	487	23.2%

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

* 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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	707	33.7%
Grocery Buyers Female	1,390	66.3%
Grocery Buyers Female Age 25-49	607	28.9%
Grocery Buyers 0 Children	1,390	66.3%
Grocery Buyers 1-2 Children	567	27.0%
Grocery Buyers 3+ Children	140	6.7%
Grocery Buyers Children 0-2	142	6.8%
Grocery Buyers Children 0-4	233	11.1%
Grocery Buyers Children 0-12	531	25.3%
Grocery Buyers Children 0-15	631	30.1%
Grocery Buyers Children 0-17	707	33.7%
Grocery Buyers Children 5-12	412	19.6%
Grocery Buyers Children 5-17	595	28.4%
Grocery Buyers Children 13-17	308	14.7%

Quarter 2, 2018 refers to reporting quarter date range Sunday 1st April 2018 - Saturday 30th June 2018

* 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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	7,790.6	100.0%	23,400.7	100.0%
People 2+	7,636.2	98.0%	22,917.6	97.9%
Children 0-4	494.9	6.4%	1,508.7	6.4%
Children 2-9	895.5	11.5%	2,537.8	10.8%
Children 5-12	873.9	11.2%	2,337.2	10.0%
Children 10-17	883.6	11.3%	2,223.4	9.5%
Children 13-17	564.7	7.2%	1,398.4	6.0%
Children 0-17	1,933.5	24.8%	5,244.3	22.4%
Total Males	3,903.1	50.1%	11,588.2	49.5%
Male 0-4#	266.1	3.4%	774.7	3.3%
Male 5-9#	294.6	3.8%	776.1	3.3%
Male 10-12#	160.5	2.1%	424.5	1.8%
Male 13-15#	176.0	2.3%	427.2	1.8%
Male 16-17#	122.5	1.6%	289.0	1.2%
Male 18-24#	352.3	4.5%	1,127.6	4.8%
Male 25-29#	205.0	2.6%	877.8	3.8%
Male 30-34#	235.4	3.0%	868.5	3.7%
Male 35-39#	235.0	3.0%	780.8	3.3%
Male 40-44#	269.8	3.5%	759.7	3.2%
Male 45-49#	270.9	3.5%	761.3	3.3%
Male 50-54#	272.9	3.5%	718.1	3.1%
Male 55-59#	255.8	3.3%	697.8	3.0%
Male 60-64#	223.6	2.9%	612.2	2.6%
Male 65+#	562.7	7.2%	1,692.9	7.2%

UE - Universe Estimate

Quarter 1, 2018 refers to reporting quarter date range Sunday 31st December 2017 - Saturday 31st March 2018

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,887.5	49.9%	11,812.5	50.5%
Female 0-4#	228.8	2.9%	734.0	3.1%
Female 5-9#	260.4	3.3%	736.1	3.1%
Female 10-12#	158.4	2.0%	400.5	1.7%
Female 13-15#	156.9	2.0%	406.0	1.7%
Female 16-17#	109.3	1.4%	276.2	1.2%
Female 18-24#	315.6	4.1%	1,083.2	4.6%
Female 25-29#	210.9	2.7%	881.1	3.8%
Female 30-34#	253.5	3.3%	885.0	3.8%
Female 35-39#	257.6	3.3%	785.3	3.4%
Female 40-44#	278.7	3.6%	766.2	3.3%
Female 45-49#	309.8	4.0%	803.0	3.4%
Female 50-54#	290.8	3.7%	746.3	3.2%
Female 55-59#	267.2	3.4%	731.1	3.1%
Female 60-64#	238.7	3.1%	648.1	2.8%
Female 65+ #	550.9	7.1%	1,930.4	8.2%
Female 25-54 with Children	904.4	11.6%	2,431.4	10.4%
Working 16+	3,384.2	43.4%	10,306.4	44.0%
Not Working 16+	2,704.7	34.7%	8,415.2	36.0%

UE - Universe Estimate

Quarter 1, 2018 refers to reporting quarter date range Sunday 31st December 2017 - Saturday 31st March 2018

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,514.2	19.4%	4,440.3	19.0%
Occupation Group 1 16-39	506.2	6.5%	1,784.4	7.6%
Occupation Group 1 25-54	1,024.6	13.2%	3,089.0	13.2%
Occupation Group 1 40-54	615.0	7.9%	1,623.2	6.9%
Occupation Group 1 35+	1,181.0	15.2%	3,179.3	13.6%
Occupation Group 1 55+	393.0	5.0%	1,032.7	4.4%
Occupation Group 2	1,105.7	14.2%	3,197.0	13.7%
Occupation Group 2 16-39	458.0	5.9%	1,473.2	6.3%
Occupation Group 2 40-54	401.6	5.2%	1,061.7	4.5%
Occupation Group 2 55+	246.1	3.2%	662.1	2.8%
Occupation Group 3	355.3	4.6%	1,415.9	6.1%
Occupation Group 3 16-39	167.8	2.2%	731.7	3.1%
Occupation Group 3 40-54	122.4	1.6%	432.3	1.8%
Occupation Group 3 55+	65.1	0.8%	251.9	1.1%
Occupation Group 1-3 35-49	1,056.0	13.6%	3,083.9	13.2%
Occupation Group 4	162.9	2.1%	522.6	2.2%
Occupation Group 4 16-39	63.2	0.8%	203.0	0.9%
Occupation Group 4 40-54	57.8	0.7%	185.7	0.8%
Occupation Group 4 55+	41.9	0.5%	133.9	0.6%
Occupation Group 5	246.1	3.2%	730.6	3.1%
Occupation Group 5 16-39	107.3	1.4%	346.2	1.5%
Occupation Group 5 40-54	77.8	1.0%	224.3	1.0%
Occupation Group 5 55+	61.0	0.8%	160.1	0.7%
Male Occupation Group 1-2 25-54	796.9	10.2%	2,449.8	10.5%

UE - Universe Estimate

Quarter 1, 2018 refers to reporting quarter date range Sunday 31st December 2017 - Saturday 31st March 2018

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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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	411.7	5.3%	2,259.2	9.7%
Persons in 2 Person Households#	2,018.2	25.9%	6,736.8	28.8%
Persons in 3 Person Households#	1,431.9	18.4%	4,174.8	17.8%
Persons in 4 Person Households#	2,090.0	26.8%	5,373.2	23.0%
Persons in 5+ Person Households#	1,838.7	23.6%	4,856.7	20.8%
Persons in 1 TV Households#	1,817.6	23.3%	8,771.3	37.5%
Persons in 2 TV Households#	2,650.4	34.0%	7,835.7	33.5%
Persons in 3+ TV Households#	3,322.6	42.6%	6,793.7	29.0%

UE - Universe Estimate

Quarter 1, 2018 refers to reporting quarter date range Sunday 31st December 2017 - Saturday 31st March 2018

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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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,754.8	100.0%	9,207.2	100.0%
1 Person Households#	411.7	14.9%	2,259.2	24.5%
2 Person Households#	1,009.1	36.6%	3,368.4	36.6%
3 Person Households#	477.3	17.3%	1,391.6	15.1%
4 Person Households#	522.5	19.0%	1,343.3	14.6%
5+ Person Households#	334.2	12.1%	844.7	9.2%
1 TV Households#	789.1	28.6%	4,014.8	43.6%
2 TVs Households#	978.8	35.5%	3,040.7	33.0%
3+ TVs Households#	986.9	35.8%	2,151.7	23.4%
Households receiving FTA channels	2,754.8	100.0%	9,207.2	100.0%
Households receiving STV channels	2,754.8	100.0%	2,754.8	29.9%
- STU STV (Cable/Satellite)	2,635.4	95.7%	2,635.4	28.6%
- IDS-only STV (Internet Delivered Only)	119.4	4.3%	119.4	1.3%
Grocery Buyers#	2,754.8	100.0%	9,207.2	100.0%
Grocery Buyers Working	1,388.0	50.4%	4,812.5	52.3%
Grocery Buyers Not Working	1,366.8	49.6%	4,394.7	47.7%
Grocery Buyers 18-39	671.0	24.4%	2,739.4	29.8%
Grocery Buyers 18-54	1,599.0	58.0%	5,333.8	57.9%
Grocery Buyers Age 25-54	1,521.9	55.2%	4,850.0	52.7%
Grocery Buyers Age 40-54	928.0	33.7%	2,594.4	28.2%
Grocery Buyers Age 55-64	538.9	19.6%	1,557.5	16.9%
Grocery Buyers Age 65+	616.9	22.4%	2,315.9	25.2%

UE - Universe Estimate

Quarter 1, 2018 refers to reporting quarter date range Sunday 31st December 2017 - Saturday 31st March 2018

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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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	911.1	33.1%	3,385.6	36.8%
Grocery Buyers Female	1,843.7	66.9%	5,821.6	63.2%
Grocery Buyers Female Age 25-49	827.5	30.0%	2,496.7	27.1%
Grocery Buyers 0 Children#	1,813.5	65.8%	6,655.8	72.3%
Grocery Buyers 1-2 Children#	749.5	27.2%	2,059.2	22.4%
Grocery Buyers 3+ Children#	191.8	7.0%	492.2	5.3%
Grocery Buyers Children 0-2	196.8	7.1%	592.2	6.4%
Grocery Buyers Children 0-4	316.0	11.5%	929.1	10.1%
Grocery Buyers Children 0-12	710.6	25.8%	1,972.3	21.4%
Grocery Buyers Children 0-15	838.6	30.4%	2,305.2	25.0%
Grocery Buyers Children 0-17	1,006.4	36.5%	2,551.4	27.7%
Grocery Buyers Children 5-12	544.2	19.8%	1,458.2	15.8%
Grocery Buyers Children 5-17	785.2	28.5%	2,066.0	22.4%
Grocery Buyers Children 13-17	405.3	14.7%	996.1	10.8%

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, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	5,917	100.0%
People 2+	5,797	98.0%
Children 0-4	379	6.4%
Children 2-9	667	11.3%
Children 5-12	643	10.9%
Children 10-17	663	11.2%
Children 13-17	428	7.2%
Children 0-17	1,450	24.5%
Total Males	2,954	49.9%
Male 0-4	198	3.3%
Male 5-9	212	3.6%
Male 10-12	121	2.0%
Male 13-15	133	2.2%
Male 16-17	95	1.6%
Male 18-24	262	4.4%
Male 25-29	154	2.6%
Male 30-34	174	2.9%
Male 35-39	177	3.0%
Male 40-44	203	3.4%
Male 45-49	208	3.5%
Male 50-54	207	3.5%
Male 55-59	195	3.3%
Male 60-64	176	3.0%
Male 65+	439	7.4%

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Approximate Sample Size Quarter 1, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	2,963	50.1%
Female 0-4	181	3.1%
Female 5-9	195	3.3%
Female 10-12	115	1.9%
Female 13-15	116	2.0%
Female 16-17	84	1.4%
Female 18-24	237	4.0%
Female 25-29	160	2.7%
Female 30-34	190	3.2%
Female 35-39	191	3.2%
Female 40-44	214	3.6%
Female 45-49	237	4.0%
Female 50-54	224	3.8%
Female 55-59	206	3.5%
Female 60-64	182	3.1%
Female 65+	431	7.3%
Female 25-54 with Children	683	11.5%
Working 16+	2,575	43.5%
Not Working 16+	2,071	35.0%

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Approximate Sample Size Quarter 1, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	1,156	19.5%
Occupation Group 1 16-39	376	6.4%
Occupation Group 1 25-54	775	13.1%
Occupation Group 1 40-54	472	8.0%
Occupation Group 1 35+	907	15.3%
Occupation Group 1 55+	308	5.2%
Occupation Group 2	832	14.1%
Occupation Group 2 16-39	341	5.8%
Occupation Group 2 40-54	301	5.1%
Occupation Group 2 55+	190	3.2%
Occupation Group 3	270	4.6%
Occupation Group 3 16-39	127	2.1%
Occupation Group 3 40-54	93	1.6%
Occupation Group 3 55+	50	0.8%
Occupation Group 1-3 35-49	796	13.5%
Occupation Group 4	125	2.1%
Occupation Group 4 16-39	47	0.8%
Occupation Group 4 40-54	45	0.8%
Occupation Group 4 55+	33	0.6%
Occupation Group 5	192	3.2%
Occupation Group 5 16-39	83	1.4%
Occupation Group 5 40-54	62	1.0%
Occupation Group 5 55+	47	0.8%
Male Occupation Group 1-2 25-54	593	10.0%

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Approximate Sample Size Quarter 1, 2018 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	322	5.4%
Persons in 2 Person Households	1,561	26.4%
Persons in 3 Person Households	1,087	18.4%
Persons in 4 Person Households	1,577	26.7%
Persons in 5+ Person Households	1,370	23.2%
Persons in 1 TV Households	1,364	23.1%
Persons in 2 TV Households	2,016	34.1%
Persons in 3+ TV Households	2,537	42.9%

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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, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	2,099	100.0%
1 Person Households	320	15.2%
2 Person Households	776	37.0%
3 Person Households	360	17.2%
4 Person Households	392	18.7%
5+ Person Households	251	12.0%
1 TV Households	600	28.6%
2 TVs Households	747	35.6%
3+ TVs Households	752	35.8%
Households receiving FTA channels	2,099	100.0%
Households receiving STV channels	2,099	100.0%
Grocery Buyers	2,099	100.0%
Grocery Buyers Working	1,046	49.8%
Grocery Buyers Not Working	1,053	50.2%
Grocery Buyers 18-39	499	23.8%
Grocery Buyers 18-54	1,205	57.4%
Grocery Buyers Age 25-54	1,148	54.7%
Grocery Buyers Age 40-54	706	33.6%
Grocery Buyers Age 55-64	412	19.6%
Grocery Buyers Age 65+	482	23.0%

Quarter 1, 2018 refers to reporting quarter date range Sunday 31st December 2017 - Saturday 31st March 2018

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Approximate Sample Size Quarter 1, 2018 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	700	33.3%
Grocery Buyers Female	1,399	66.7%
Grocery Buyers Female Age 25-49	617	29.4%
Grocery Buyers 0 Children	1,393	66.4%
Grocery Buyers 1-2 Children	564	26.9%
Grocery Buyers 3+ Children	142	6.8%
Grocery Buyers Children 0-2	150	7.1%
Grocery Buyers Children 0-4	239	11.4%
Grocery Buyers Children 0-12	534	25.4%
Grocery Buyers Children 0-15	631	30.1%
Grocery Buyers Children 0-17	706	33.6%
Grocery Buyers Children 5-12	406	19.3%
Grocery Buyers Children 5-17	586	27.9%
Grocery Buyers Children 13-17	304	14.5%

Quarter 1, 2018 refers to reporting quarter date range Sunday 31st December 2017 - Saturday 31st March 2018

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