

Universe Estimates Quarter 4, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,431.5	100.0%	22,571.1	100.0%
People 2+	7,272.3	97.9%	22,069.8	97.8%
Children 0-4	515.0	6.9%	1,475.2	6.5%
Children 2-9	868.7	11.7%	2,393.0	10.6%
Children 5-12	820.8	11.0%	2,220.1	9.8%
Children 10-17	856.7	11.5%	2,184.9	9.7%
Children 13-17	548.8	7.4%	1,383.9	6.1%
Children 0-17	1,884.6	25.4%	5,079.2	22.5%
Total Males	3,733.2	50.2%	11,212.4	49.7%
Male 0-4#	249.3	3.4%	757.8	3.4%
Male 5-9#	269.3	3.6%	729.6	3.2%
Male 10-12#	156.6	2.1%	410.4	1.8%
Male 13-15#	170.6	2.3%	419.5	1.9%
Male 16-17#	115.1	1.5%	290.2	1.3%
Male 18-24#	339.6	4.6%	1,107.1	4.9%
Male 25-29#	222.9	3.0%	847.6	3.8%
Male 30-34#	231.3	3.1%	824.3	3.7%
Male 35-39#	240.8	3.2%	739.2	3.3%
Male 40-44#	293.3	3.9%	800.4	3.5%
Male 45-49#	261.7	3.5%	722.4	3.2%
Male 50-54#	268.2	3.6%	740.5	3.3%
Male 55-59#	230.0	3.1%	666.6	3.0%
Male 60-64#	208.2	2.8%	592.2	2.6%
Male 65+#	476.3	6.4%	1,564.6	6.9%

UE - Universe Estimate

Quarter 4, 2015 refers to reporting quarter date range Sunday 27th Sept 2015 - Saturday 26th Dec 2015

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.

STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.

IDS-Only Homes access subscription TV channels on the TV set using an Internet Delivered Service (IDS) only via an Internet connection.

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National Subscription TV Weighting Categories for STU homes. Note that Sex/Age Weighting Categories use combined ages of 0-4, 5-12, 13-17, 18-24, 25-39, 40-54, 55-64, & 65+

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,698.3	49.8%	11,358.7	50.3%
Female 0-4#	265.7	3.6%	717.4	3.2%
Female 5-9#	243.7	3.3%	689.5	3.1%
Female 10-12#	151.2	2.0%	390.6	1.7%
Female 13-15#	156.7	2.1%	399.2	1.8%
Female 16-17#	106.4	1.4%	275.0	1.2%
Female 18-24#	314.8	4.2%	1,062.9	4.7%
Female 25-29#	210.9	2.8%	837.0	3.7%
Female 30-34#	244.7	3.3%	821.1	3.6%
Female 35-39#	247.6	3.3%	744.4	3.3%
Female 40-44#	295.0	4.0%	819.1	3.6%
Female 45-49#	288.0	3.9%	738.2	3.3%
Female 50-54#	266.6	3.6%	763.5	3.4%
Female 55-59#	231.9	3.1%	691.2	3.1%
Female 60-64#	200.3	2.7%	613.3	2.7%
Female 65+ #	474.8	6.4%	1,796.3	8.0%
Female 25-54 with Children	888.9	12.0%	2,366.7	10.5%
Working 16+	3,449.4	46.4%	10,381.5	46.0%
Not Working 16+	2,319.0	31.2%	7,675.6	34.0%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,468.3	19.8%	4,157.5	18.4%
Occupation Group 1 16-39	554.8	7.5%	1,835.4	8.1%
Occupation Group 1 25-54	1,020.7	13.7%	3,260.5	14.4%
Occupation Group 1 40-54	568.0	7.6%	1,550.1	6.9%
Occupation Group 1 35+	1,092.3	14.7%	2,915.0	12.9%
Occupation Group 1 55+	345.5	4.6%	772.0	3.4%
Occupation Group 2	1,219.8	16.4%	3,365.3	14.9%
Occupation Group 2 16-39	551.3	7.4%	1,512.9	6.7%
Occupation Group 2 40-54	461.8	6.2%	1,312.2	5.8%
Occupation Group 2 55+	206.7	2.8%	540.2	2.4%
Occupation Group 3	367.5	4.9%	1,446.4	6.4%
Occupation Group 3 16-39	181.8	2.4%	925.3	4.1%
Occupation Group 3 40-54	123.2	1.7%	386.1	1.7%
Occupation Group 3 55+	62.5	0.8%	135.0	0.6%
Occupation Group 1-3 35-49	1,092.7	14.7%	3,297.9	14.6%
Occupation Group 4	177.1	2.4%	710.7	3.1%
Occupation Group 4 16-39	64.0	0.9%	228.5	1.0%
Occupation Group 4 40-54	81.8	1.1%	306.8	1.4%
Occupation Group 4 55+	31.3	0.4%	175.4	0.8%
Occupation Group 5	216.7	2.9%	701.6	3.1%
Occupation Group 5 16-39	94.7	1.3%	314.6	1.4%
Occupation Group 5 40-54	75.1	1.0%	251.7	1.1%
Occupation Group 5 55+	47.0	0.6%	135.3	0.6%
Male Occupation Group 1-2 25-54	830.2	11.2%	2,203.1	9.8%

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Households#	347.4	4.7%	2,082.3	9.2%
Persons in 2 Person Households#	1,831.9	24.7%	6,360.2	28.2%
Persons in 3 Person Households#	1,332.1	17.9%	4,030.5	17.9%
Persons in 4 Person Households#	2,019.7	27.2%	5,313.6	23.5%
Persons in 5+ Person Households#	1,900.4	25.6%	4,784.5	21.2%
Persons in 1 TV Households#	1,547.4	20.8%	7,712.6	34.2%
Persons in 2 TV Households#	2,553.3	34.4%	7,732.9	34.3%
Persons in 3+ TV Households#	3,330.8	44.8%	7,125.6	31.6%

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Universe Estimates Quarter 4, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,533.3	100.0%	8,735.5	100.0%
1 Person Households#	348.0	13.7%	2,082.3	23.8%
2 Person Households#	916.7	36.2%	3,180.1	36.4%
3 Person Households#	443.1	17.5%	1,343.5	15.4%
4 Person Households#	504.0	19.9%	1,328.4	15.2%
5+ Person Households#	321.5	12.7%	801.2	9.2%
1 TV Households#	660.9	26.1%	3,551.5	40.7%
2 TVs Households#	929.3	36.7%	3,010.0	34.5%
3+ TVs Households#	943.1	37.2%	2,174.0	24.9%
Households receiving FTA channels	2,533.3	100.0%	8,735.5	100.0%
Households receiving STV channels	2,533.3	100.0%	2,533.3	29.0%
- STU STV (Cable/Satellite)	2,423.0	95.6%	2,423.0	27.7%
- IDS-only STV (Internet Delivered Only)	110.3	4.4%	110.3	1.3%
Grocery Buyers#	2,533.3	100.0%	8,735.5	100.0%
Grocery Buyers Working	1,369.9	54.1%	4,871.5	55.8%
Grocery Buyers Not Working	1,163.4	45.9%	3,864.0	44.2%
Grocery Buyers 18-39	678.2	26.8%	2,612.9	29.9%
Grocery Buyers 18-54	1,558.0	61.5%	5,152.3	59.0%
Grocery Buyers Age 25-54	1,479.1	58.4%	4,699.9	53.8%
Grocery Buyers Age 40-54	879.8	34.7%	2,539.4	29.1%
Grocery Buyers Age 55-64	463.9	18.3%	1,495.3	17.1%
Grocery Buyers Age 65+	511.4	20.2%	2,087.9	23.9%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	834.1	32.9%	3,086.2	35.3%
Grocery Buyers Female	1,699.2	67.1%	5,649.3	64.7%
Grocery Buyers Female Age 25-49	815.0	32.2%	2,475.5	28.3%
Grocery Buyers 0 Children#	1,622.3	64.0%	6,253.2	71.6%
Grocery Buyers 1-2 Children#	724.2	28.6%	1,997.6	22.9%
Grocery Buyers 3+ Children#	186.8	7.4%	484.7	5.5%
Grocery Buyers Children 0-2	210.8	8.3%	603.9	6.9%
Grocery Buyers Children 0-4	337.2	13.3%	920.4	10.5%
Grocery Buyers Children 0-12	700.1	27.6%	1,884.8	21.6%
Grocery Buyers Children 0-15	824.7	32.6%	2,237.0	25.6%
Grocery Buyers Children 0-17	959.1	37.9%	2,482.3	28.4%
Grocery Buyers Children 5-12	520.4	20.5%	1,370.1	15.7%
Grocery Buyers Children 5-17	739.5	29.2%	1,992.6	22.8%
Grocery Buyers Children 13-17	389.1	15.4%	1,016.2	11.6%

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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 4, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,881	100.0%
People 2+	3,800	97.9%
Children 0-4	262	6.8%
Children 2-9	447	11.5%
Children 5-12	423	10.9%
Children 10-17	437	11.3%
Children 13-17	280	7.2%
Children 0-17	965	24.9%
Total Males	1,950	50.2%
Male 0-4	130	3.3%
Male 5-9	140	3.6%
Male 10-12	81	2.1%
Male 13-15	85	2.2%
Male 16-17	58	1.5%
Male 18-24	173	4.5%
Male 25-29	114	2.9%
Male 30-34	122	3.1%
Male 35-39	124	3.2%
Male 40-44	148	3.8%
Male 45-49	137	3.5%
Male 50-54	141	3.6%
Male 55-59	125	3.2%
Male 60-64	112	2.9%
Male 65+	260	6.7%

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

Approximate Sample Size Quarter 4, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,931	49.8%
Female 0-4	132	3.4%
Female 5-9	126	3.2%
Female 10-12	76	2.0%
Female 13-15	81	2.1%
Female 16-17	56	1.4%
Female 18-24	161	4.1%
Female 25-29	110	2.8%
Female 30-34	125	3.2%
Female 35-39	128	3.3%
Female 40-44	153	3.9%
Female 45-49	150	3.9%
Female 50-54	143	3.7%
Female 55-59	125	3.2%
Female 60-64	108	2.8%
Female 65+	257	6.6%
Female 25-54 with Children	458	11.8%
Working 16+	1,803	46.5%
Not Working 16+	1,227	31.6%

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	776	20.0%
Occupation Group 1 16-39	290	7.5%
Occupation Group 1 25-54	530	13.7%
Occupation Group 1 40-54	297	7.7%
Occupation Group 1 35+	578	14.9%
Occupation Group 1 55+	190	4.9%
Occupation Group 2	629	16.2%
Occupation Group 2 16-39	279	7.2%
Occupation Group 2 40-54	240	6.2%
Occupation Group 2 55+	110	2.8%
Occupation Group 3	187	4.8%
Occupation Group 3 16-39	92	2.4%
Occupation Group 3 40-54	61	1.6%
Occupation Group 3 55+	33	0.9%
Occupation Group 1-3 35-49	559	14.4%
Occupation Group 4	94	2.4%
Occupation Group 4 16-39	35	0.9%
Occupation Group 4 40-54	42	1.1%
Occupation Group 4 55+	17	0.4%
Occupation Group 5	118	3.0%
Occupation Group 5 16-39	51	1.3%
Occupation Group 5 40-54	41	1.1%
Occupation Group 5 55+	26	0.7%
Male Occupation Group 1-2 25-54	427	11.0%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	188	4.8%
Persons in 2 Person Households	977	25.2%
Persons in 3 Person Households	693	17.9%
Persons in 4 Person Households	1,053	27.1%
Persons in 5+ Person Households	970	25.0%
Persons in 1 TV Households	812	20.9%
Persons in 2 TV Households	1,333	34.3%
Persons in 3+ TV Households	1,736	44.7%

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Approximate Sample Size Quarter 4, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,335	100.0%
1 Person Households	188	14.1%
2 Person Households	488	36.6%
3 Person Households	231	17.3%
4 Person Households	263	19.7%
5+ Person Households	164	12.3%
1 TV Households	350	26.2%
2 TVs Households	490	36.7%
3+ TVs Households	495	37.1%
Households receiving FTA channels	1,335	100.0%
Households receiving STV channels	1,335	100.0%
Grocery Buyers	1,335	100.0%
Grocery Buyers Working	712	53.3%
Grocery Buyers Not Working	623	46.7%
Grocery Buyers 18-39	348	26.1%
Grocery Buyers 18-54	807	60.4%
Grocery Buyers Age 25-54	765	57.3%
Grocery Buyers Age 40-54	459	34.4%
Grocery Buyers Age 55-64	251	18.8%
Grocery Buyers Age 65+	277	20.7%

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DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	445	33.3%
Grocery Buyers Female	890	66.7%
Grocery Buyers Female Age 25-49	416	31.2%

Grocery Buyers 0 Children	867	64.9%
Grocery Buyers 1-2 Children	372	27.9%
Grocery Buyers 3+ Children	96	7.2%

Grocery Buyers Children 0-2	110	8.2%
Grocery Buyers Children 0-4	172	12.9%
Grocery Buyers Children 0-12	359	26.9%
Grocery Buyers Children 0-15	423	31.7%
Grocery Buyers Children 0-17	468	35.1%
Grocery Buyers Children 5-12	265	19.9%
Grocery Buyers Children 5-17	379	28.4%
Grocery Buyers Children 13-17	198	14.8%

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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.
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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,333.5	100.0%	22,571.1	100.0%
People 2+	7,173.3	97.8%	22,069.8	97.8%
Children 0-4	527.6	7.2%	1,475.2	6.5%
Children 2-9	873.7	11.9%	2,393.0	10.6%
Children 5-12	813.7	11.1%	2,220.1	9.8%
Children 10-17	848.4	11.6%	2,184.9	9.7%
Children 13-17	541.0	7.4%	1,383.9	6.1%
Children 0-17	1,882.3	25.7%	5,079.2	22.5%
Total Males	3,683.2	50.2%	11,212.4	49.7%
Male 0-4#	250.6	3.4%	757.8	3.4%
Male 5-9#	267.5	3.6%	729.6	3.2%
Male 10-12#	157.8	2.2%	410.4	1.8%
Male 13-15#	159.9	2.2%	419.5	1.9%
Male 16-17#	118.2	1.6%	290.2	1.3%
Male 18-24#	332.0	4.5%	1,107.1	4.9%
Male 25-29#	217.7	3.0%	847.6	3.8%
Male 30-34#	236.4	3.2%	824.3	3.7%
Male 35-39#	231.4	3.2%	739.2	3.3%
Male 40-44#	292.2	4.0%	800.4	3.5%
Male 45-49#	250.3	3.4%	722.4	3.2%
Male 50-54#	259.3	3.5%	740.5	3.3%
Male 55-59#	225.8	3.1%	666.6	3.0%
Male 60-64#	213.2	2.9%	592.2	2.6%
Male 65+#	470.9	6.4%	1,564.6	6.9%

UE - Universe Estimate

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

* 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 3, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,650.3	49.8%	11,358.7	50.3%
Female 0-4#	277.0	3.8%	717.4	3.2%
Female 5-9#	238.8	3.3%	689.5	3.1%
Female 10-12#	149.6	2.0%	390.6	1.7%
Female 13-15#	157.4	2.1%	399.2	1.8%
Female 16-17#	105.5	1.4%	275.0	1.2%
Female 18-24#	298.5	4.1%	1,062.9	4.7%
Female 25-29#	209.6	2.9%	837.0	3.7%
Female 30-34#	240.2	3.3%	821.1	3.6%
Female 35-39#	252.0	3.4%	744.4	3.3%
Female 40-44#	288.1	3.9%	819.1	3.6%
Female 45-49#	272.3	3.7%	738.2	3.3%
Female 50-54#	256.4	3.5%	763.5	3.4%
Female 55-59#	236.8	3.2%	691.2	3.1%
Female 60-64#	203.0	2.8%	613.3	2.7%
Female 65+ #	465.1	6.3%	1,796.3	8.0%
Female 25-54 with Children	860.1	11.7%	2,366.7	10.5%
Working 16+	3,442.6	46.9%	10,381.5	46.0%
Not Working 16+	2,232.3	30.4%	7,675.6	34.0%

UE - Universe Estimate

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

* 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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,441.5	19.7%	4,157.5	18.4%
Occupation Group 1 16-39	554.5	7.6%	1,835.4	8.1%
Occupation Group 1 25-54	1,015.7	13.9%	3,260.5	14.4%
Occupation Group 1 40-54	556.4	7.6%	1,550.1	6.9%
Occupation Group 1 35+	1,075.4	14.7%	2,915.0	12.9%
Occupation Group 1 55+	330.6	4.5%	772.0	3.4%
Occupation Group 2	1,216.7	16.6%	3,365.3	14.9%
Occupation Group 2 16-39	535.5	7.3%	1,512.9	6.7%
Occupation Group 2 40-54	473.0	6.4%	1,312.2	5.8%
Occupation Group 2 55+	208.2	2.8%	540.2	2.4%
Occupation Group 3	372.9	5.1%	1,446.4	6.4%
Occupation Group 3 16-39	200.1	2.7%	925.3	4.1%
Occupation Group 3 40-54	119.5	1.6%	386.1	1.7%
Occupation Group 3 55+	53.3	0.7%	135.0	0.6%
Occupation Group 1-3 35-49	1,093.5	14.9%	3,297.9	14.6%
Occupation Group 4	199.5	2.7%	710.7	3.1%
Occupation Group 4 16-39	73.4	1.0%	228.5	1.0%
Occupation Group 4 40-54	87.3	1.2%	306.8	1.4%
Occupation Group 4 55+	38.8	0.5%	175.4	0.8%
Occupation Group 5	212.0	2.9%	701.6	3.1%
Occupation Group 5 16-39	88.3	1.2%	314.6	1.4%
Occupation Group 5 40-54	75.1	1.0%	251.7	1.1%
Occupation Group 5 55+	48.6	0.7%	135.3	0.6%
Male Occupation Group 1-2 25-54	795.5	10.8%	2,203.1	9.8%

UE - Universe Estimate

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Households#	339.3	4.6%	2,082.3	9.2%
Persons in 2 Person Households#	1,834.3	25.0%	6,360.2	28.2%
Persons in 3 Person Households#	1,307.1	17.8%	4,030.5	17.9%
Persons in 4 Person Households#	1,967.7	26.8%	5,313.6	23.5%
Persons in 5+ Person Households#	1,885.1	25.7%	4,784.5	21.2%
Persons in 1 TV Households#	1,494.4	20.4%	7,712.6	34.2%
Persons in 2 TV Households#	2,587.7	35.3%	7,732.9	34.3%
Persons in 3+ TV Households#	3,251.4	44.3%	7,125.6	31.6%

UE - Universe Estimate

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

* 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, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,488.3	100.0%	8,735.5	100.0%
1 Person Households#	339.6	13.6%	2,082.3	23.8%
2 Person Households#	915.3	36.8%	3,180.1	36.4%
3 Person Households#	434.9	17.5%	1,343.5	15.4%
4 Person Households#	492.6	19.8%	1,328.4	15.2%
5+ Person Households#	305.9	12.3%	801.2	9.2%
1 TV Households#	630.0	25.3%	3,551.5	40.7%
2 TVs Households#	937.1	37.7%	3,010.0	34.5%
3+ TVs Households#	921.2	37.0%	2,174.0	24.9%
Households receiving FTA channels	2,488.3	100.0%	8,735.5	100.0%
Households receiving STV channels	2,488.3	100.0%	2,488.3	28.5%
- STU STV (Cable/Satellite)	2,393.7	96.2%	2,393.7	27.4%
- IDS-only STV (Internet Delivered Only)	94.6	3.8%	94.6	1.1%
Grocery Buyers#	2,488.3	100.0%	8,735.5	100.0%
Grocery Buyers Working	1,420.7	57.1%	4,871.5	55.8%
Grocery Buyers Not Working	1,067.6	42.9%	3,864.0	44.2%
Grocery Buyers 18-39	656.4	26.4%	2,612.9	29.9%
Grocery Buyers 18-54	1,518.2	61.0%	5,152.3	59.0%
Grocery Buyers Age 25-54	1,444.1	58.0%	4,699.9	53.8%
Grocery Buyers Age 40-54	861.8	34.6%	2,539.4	29.1%
Grocery Buyers Age 55-64	468.5	18.8%	1,495.3	17.1%
Grocery Buyers Age 65+	501.6	20.2%	2,087.9	23.9%

UE - Universe Estimate

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

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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, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	805.6	32.4%	3,086.2	35.3%
Grocery Buyers Female	1,682.7	67.6%	5,649.3	64.7%
Grocery Buyers Female Age 25-49	812.6	32.7%	2,475.5	28.3%
Grocery Buyers 0 Children#	1,607.3	64.6%	6,253.2	71.6%
Grocery Buyers 1-2 Children#	698.0	28.1%	1,997.6	22.9%
Grocery Buyers 3+ Children#	183.0	7.4%	484.7	5.5%
Grocery Buyers Children 0-2	198.7	8.0%	603.9	6.9%
Grocery Buyers Children 0-4	324.8	13.1%	920.4	10.5%
Grocery Buyers Children 0-12	679.9	27.3%	1,884.8	21.6%
Grocery Buyers Children 0-15	801.4	32.2%	2,237.0	25.6%
Grocery Buyers Children 0-17	922.5	37.1%	2,482.3	28.4%
Grocery Buyers Children 5-12	509.0	20.5%	1,370.1	15.7%
Grocery Buyers Children 5-17	719.0	28.9%	1,992.6	22.8%
Grocery Buyers Children 13-17	374.9	15.1%	1,016.2	11.6%

UE - Universe Estimate

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,895	100.0%
People 2+	3,812	97.9%
Children 0-4	268	6.9%
Children 2-9	451	11.6%
Children 5-12	423	10.9%
Children 10-17	440	11.3%
Children 13-17	282	7.2%
Children 0-17	973	25.0%
Total Males	1,955	50.2%
Male 0-4	132	3.4%
Male 5-9	139	3.6%
Male 10-12	81	2.1%
Male 13-15	83	2.1%
Male 16-17	62	1.6%
Male 18-24	175	4.5%
Male 25-29	114	2.9%
Male 30-34	128	3.3%
Male 35-39	121	3.1%
Male 40-44	150	3.9%
Male 45-49	134	3.4%
Male 50-54	139	3.6%
Male 55-59	125	3.2%
Male 60-64	114	2.9%
Male 65+	258	6.6%

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

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

Approximate Sample Size Quarter 3, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,939	49.8%
Female 0-4	136	3.5%
Female 5-9	126	3.2%
Female 10-12	77	2.0%
Female 13-15	81	2.1%
Female 16-17	56	1.4%
Female 18-24	160	4.1%
Female 25-29	113	2.9%
Female 30-34	126	3.2%
Female 35-39	131	3.4%
Female 40-44	157	4.0%
Female 45-49	144	3.7%
Female 50-54	140	3.6%
Female 55-59	129	3.3%
Female 60-64	109	2.8%
Female 65+	254	6.5%
Female 25-54 with Children	453	11.6%
Working 16+	1,841	47.3%
Not Working 16+	1,198	30.8%

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	777	19.9%
Occupation Group 1 16-39	296	7.6%
Occupation Group 1 25-54	543	13.9%
Occupation Group 1 40-54	300	7.7%
Occupation Group 1 35+	580	14.9%
Occupation Group 1 55+	181	4.6%
Occupation Group 2	643	16.5%
Occupation Group 2 16-39	279	7.2%
Occupation Group 2 40-54	251	6.4%
Occupation Group 2 55+	113	2.9%
Occupation Group 3	194	5.0%
Occupation Group 3 16-39	105	2.7%
Occupation Group 3 40-54	60	1.5%
Occupation Group 3 55+	29	0.7%
Occupation Group 1-3 35-49	571	14.7%
Occupation Group 4	108	2.8%
Occupation Group 4 16-39	41	1.1%
Occupation Group 4 40-54	46	1.2%
Occupation Group 4 55+	21	0.5%
Occupation Group 5	119	3.1%
Occupation Group 5 16-39	49	1.3%
Occupation Group 5 40-54	42	1.1%
Occupation Group 5 55+	28	0.7%
Male Occupation Group 1-2 25-54	419	10.8%

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

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Approximate Sample Size Quarter 3, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	186	4.8%
Persons in 2 Person Households	983	25.2%
Persons in 3 Person Households	698	17.9%
Persons in 4 Person Households	1,036	26.6%
Persons in 5+ Person Households	992	25.5%
Persons in 1 TV Households	795	20.4%
Persons in 2 TV Households	1,366	35.1%
Persons in 3+ TV Households	1,734	44.5%

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Approximate Sample Size Quarter 3, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,327	100.0%
1 Person Households	186	14.0%
2 Person Households	490	36.9%
3 Person Households	232	17.5%
4 Person Households	258	19.4%
5+ Person Households	161	12.1%
1 TV Households	339	25.5%
2 TVs Households	498	37.5%
3+ TVs Households	490	36.9%
Households receiving FTA channels	1,327	100.0%
Households receiving STV channels	1,327	100.0%
Grocery Buyers	1,327	100.0%
Grocery Buyers Working	751	56.6%
Grocery Buyers Not Working	576	43.4%
Grocery Buyers 18-39	340	25.6%
Grocery Buyers 18-54	800	60.3%
Grocery Buyers Age 25-54	761	57.3%
Grocery Buyers Age 40-54	460	34.7%
Grocery Buyers Age 55-64	253	19.1%
Grocery Buyers Age 65+	274	20.6%

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Approximate Sample Size Quarter 3, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	437	32.9%
Grocery Buyers Female	890	67.1%
Grocery Buyers Female Age 25-49	420	31.7%

Grocery Buyers 0 Children	868	65.4%
Grocery Buyers 1-2 Children	366	27.6%
Grocery Buyers 3+ Children	93	7.0%

Grocery Buyers Children 0-2	103	7.8%
Grocery Buyers Children 0-4	167	12.6%
Grocery Buyers Children 0-12	353	26.6%
Grocery Buyers Children 0-15	416	31.3%
Grocery Buyers Children 0-17	459	34.6%
Grocery Buyers Children 5-12	263	19.8%
Grocery Buyers Children 5-17	374	28.2%
Grocery Buyers Children 13-17	195	14.7%

Quarter 3, 2015 refers to reporting quarter date range Sunday 28th June 2015 - Saturday 26th Sept 2015

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.

STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.

IDS-Only Homes access subscription TV channels on the TV set using an Internet Delivered Service (IDS) only via an Internet connection.

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

Universe Estimates Quarter 2, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,279.0	100.0%	22,571.1	100.0%
People 2+	7,115.3	97.8%	22,069.8	97.8%
Children 0-4	521.2	7.2%	1,475.2	6.5%
Children 2-9	838.8	11.5%	2,393.0	10.6%
Children 5-12	776.4	10.7%	2,220.1	9.8%
Children 10-17	841.7	11.6%	2,184.9	9.7%
Children 13-17	546.6	7.5%	1,383.9	6.1%
Children 0-17	1,844.2	25.3%	5,079.2	22.5%
Total Males	3,738.3	51.4%	11,212.4	49.7%
Male 0-4#	268.4	3.7%	757.8	3.4%
Male 5-9#	257.3	3.5%	729.6	3.2%
Male 10-12#	154.3	2.1%	410.4	1.8%
Male 13-15#	172.6	2.4%	419.5	1.9%
Male 16-17#	120.5	1.7%	290.2	1.3%
Male 18-24#	360.6	5.0%	1,107.1	4.9%
Male 25-29#	245.3	3.4%	847.6	3.8%
Male 30-34#	239.4	3.3%	824.3	3.7%
Male 35-39#	238.7	3.3%	739.2	3.3%
Male 40-44#	282.1	3.9%	800.4	3.5%
Male 45-49#	269.5	3.7%	722.4	3.2%
Male 50-54#	260.5	3.6%	740.5	3.3%
Male 55-59#	235.6	3.2%	666.6	3.0%
Male 60-64#	208.6	2.9%	592.2	2.6%
Male 65+#	424.9	5.8%	1,564.6	6.9%

UE - Universe Estimate

Quarter 2, 2015 refers to reporting quarter date range Sunday 29th March 2015 - Saturday 27th June 2015

* 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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,540.7	48.6%	11,358.7	50.3%
Female 0-4#	252.8	3.5%	717.4	3.2%
Female 5-9#	224.0	3.1%	689.5	3.1%
Female 10-12#	140.8	1.9%	390.6	1.7%
Female 13-15#	149.7	2.1%	399.2	1.8%
Female 16-17#	103.8	1.4%	275.0	1.2%
Female 18-24#	325.5	4.5%	1,062.9	4.7%
Female 25-29#	231.5	3.2%	837.0	3.7%
Female 30-34#	228.7	3.1%	821.1	3.6%
Female 35-39#	249.1	3.4%	744.4	3.3%
Female 40-44#	283.4	3.9%	819.1	3.6%
Female 45-49#	272.8	3.7%	738.2	3.3%
Female 50-54#	262.0	3.6%	763.5	3.4%
Female 55-59#	235.8	3.2%	691.2	3.1%
Female 60-64#	202.9	2.8%	613.3	2.7%
Female 65+ #	377.9	5.2%	1,796.3	8.0%
Female 25-54 with Children	858.2	11.8%	2,366.7	10.5%
Working 16+	3,277.8	45.0%	10,381.5	46.0%
Not Working 16+	2,381.3	32.7%	7,675.6	34.0%

UE - Universe Estimate

Quarter 2, 2015 refers to reporting quarter date range Sunday 29th March 2015 - Saturday 27th June 2015

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,501.1	20.6%	4,157.5	18.4%
Occupation Group 1 16-39	570.2	7.8%	1,835.4	8.1%
Occupation Group 1 25-54	1,174.7	16.1%	3,260.5	14.4%
Occupation Group 1 40-54	641.8	8.8%	1,550.1	6.9%
Occupation Group 1 35+	1,113.8	15.3%	2,915.0	12.9%
Occupation Group 1 55+	289.1	4.0%	772.0	3.4%
Occupation Group 2	1,027.7	14.1%	3,365.3	14.9%
Occupation Group 2 16-39	555.7	7.6%	1,512.9	6.7%
Occupation Group 2 40-54	331.7	4.6%	1,312.2	5.8%
Occupation Group 2 55+	140.3	1.9%	540.2	2.4%
Occupation Group 3	348.6	4.8%	1,446.4	6.4%
Occupation Group 3 16-39	192.5	2.6%	925.3	4.1%
Occupation Group 3 40-54	111.4	1.5%	386.1	1.7%
Occupation Group 3 55+	44.7	0.6%	135.0	0.6%
Occupation Group 1-3 35-49	1,065.5	14.6%	3,297.9	14.6%
Occupation Group 4	171.8	2.4%	710.7	3.1%
Occupation Group 4 16-39	59.7	0.8%	228.5	1.0%
Occupation Group 4 40-54	73.9	1.0%	306.8	1.4%
Occupation Group 4 55+	38.2	0.5%	175.4	0.8%
Occupation Group 5	228.6	3.1%	701.6	3.1%
Occupation Group 5 16-39	96.2	1.3%	314.6	1.4%
Occupation Group 5 40-54	92.3	1.3%	251.7	1.1%
Occupation Group 5 55+	40.1	0.6%	135.3	0.6%
Male Occupation Group 1-2 25-54	820.8	11.3%	2,203.1	9.8%

UE - Universe Estimate

Quarter 2, 2015 refers to reporting quarter date range Sunday 29th March 2015 - Saturday 27th June 2015

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Households#	314.1	4.3%	2,082.3	9.2%
Persons in 2 Person Households#	1,748.5	24.0%	6,360.2	28.2%
Persons in 3 Person Households#	1,270.8	17.5%	4,030.5	17.9%
Persons in 4 Person Households#	2,080.9	28.6%	5,313.6	23.5%
Persons in 5+ Person Households#	1,864.7	25.6%	4,784.5	21.2%
Persons in 1 TV Households#	1,348.4	18.5%	7,712.6	34.2%
Persons in 2 TV Households#	2,561.1	35.2%	7,732.9	34.3%
Persons in 3+ TV Households#	3,369.5	46.3%	7,125.6	31.6%

UE - Universe Estimate

Quarter 2, 2015 refers to reporting quarter date range Sunday 29th March 2015 - Saturday 27th June 2015

* 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, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,453.9	100.0%	8,735.5	100.0%
1 Person Households#	315.2	12.8%	2,082.3	23.8%
2 Person Households#	875.0	35.7%	3,180.1	36.4%
3 Person Households#	423.3	17.3%	1,343.5	15.4%
4 Person Households#	522.0	21.3%	1,328.4	15.2%
5+ Person Households#	318.4	13.0%	801.2	9.2%
1 TV Households#	602.9	24.6%	3,551.5	40.7%
2 TVs Households#	921.7	37.6%	3,010.0	34.5%
3+ TVs Households#	929.3	37.9%	2,174.0	24.9%
Households receiving FTA channels	2,453.9	100.0%	8,735.5	100.0%
Households receiving STV channels	2,453.9	100.0%	2,453.9	28.1%
- STU STV (Cable/Satellite)	2,372.3	96.7%	2,372.3	27.2%
- IDS-only STV (Internet Delivered Only)	81.6	3.3%	81.6	0.9%
Grocery Buyers#	2,453.9	100.0%	8,735.5	100.0%
Grocery Buyers Working	1,362.9	55.5%	4,871.5	55.8%
Grocery Buyers Not Working	1,091.0	44.5%	3,864.0	44.2%
Grocery Buyers 18-39	700.1	28.5%	2,612.9	29.9%
Grocery Buyers 18-54	1,544.2	62.9%	5,152.3	59.0%
Grocery Buyers Age 25-54	1,461.7	59.6%	4,699.9	53.8%
Grocery Buyers Age 40-54	844.1	34.4%	2,539.4	29.1%
Grocery Buyers Age 55-64	462.4	18.8%	1,495.3	17.1%
Grocery Buyers Age 65+	447.3	18.2%	2,087.9	23.9%

UE - Universe Estimate

Quarter 2, 2015 refers to reporting quarter date range Sunday 29th March 2015 - Saturday 27th June 2015

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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, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	762.5	31.1%	3,086.2	35.3%
Grocery Buyers Female	1,691.4	68.9%	5,649.3	64.7%
Grocery Buyers Female Age 25-49	845.4	34.5%	2,475.5	28.3%
Grocery Buyers 0 Children#	1,557.8	63.5%	6,253.2	71.6%
Grocery Buyers 1-2 Children#	706.9	28.8%	1,997.6	22.9%
Grocery Buyers 3+ Children#	189.2	7.7%	484.7	5.5%
Grocery Buyers Children 0-2	221.4	9.0%	603.9	6.9%
Grocery Buyers Children 0-4	333.1	13.6%	920.4	10.5%
Grocery Buyers Children 0-12	671.6	27.4%	1,884.8	21.6%
Grocery Buyers Children 0-15	803.9	32.8%	2,237.0	25.6%
Grocery Buyers Children 0-17	925.9	37.7%	2,482.3	28.4%
Grocery Buyers Children 5-12	493.3	20.1%	1,370.1	15.7%
Grocery Buyers Children 5-17	727.3	29.6%	1,992.6	22.8%
Grocery Buyers Children 13-17	391.6	16.0%	1,016.2	11.6%

UE - Universe Estimate

Quarter 2, 2015 refers to reporting quarter date range Sunday 29th March 2015 - Saturday 27th June 2015

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,910	100.0%
People 2+	3,825	97.8%
Children 0-4	267	6.8%
Children 2-9	438	11.2%
Children 5-12	410	10.5%
Children 10-17	440	11.3%
Children 13-17	286	7.3%
Children 0-17	963	24.6%
Total Males	2,002	51.2%
Male 0-4	140	3.6%
Male 5-9	136	3.5%
Male 10-12	78	2.0%
Male 13-15	90	2.3%
Male 16-17	64	1.6%
Male 18-24	194	5.0%
Male 25-29	130	3.3%
Male 30-34	129	3.3%
Male 35-39	128	3.3%
Male 40-44	151	3.9%
Male 45-49	144	3.7%
Male 50-54	142	3.6%
Male 55-59	130	3.3%
Male 60-64	112	2.9%
Male 65+	234	6.0%

#REF!

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

Approximate Sample Size Quarter 2, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,908	48.8%
Female 0-4	127	3.2%
Female 5-9	122	3.1%
Female 10-12	74	1.9%
Female 13-15	77	2.0%
Female 16-17	55	1.4%
Female 18-24	178	4.6%
Female 25-29	123	3.1%
Female 30-34	123	3.1%
Female 35-39	133	3.4%
Female 40-44	154	3.9%
Female 45-49	147	3.8%
Female 50-54	144	3.7%
Female 55-59	128	3.3%
Female 60-64	110	2.8%
Female 65+	213	5.4%
Female 25-54 with Children	456	11.7%
Working 16+	1,770	45.3%
Not Working 16+	1,296	33.1%

#REF!

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Approximate Sample Size Quarter 2, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	819	20.9%
Occupation Group 1 16-39	309	7.9%
Occupation Group 1 25-54	640	16.4%
Occupation Group 1 40-54	351	9.0%
Occupation Group 1 35+	609	15.6%
Occupation Group 1 55+	159	4.1%
Occupation Group 2	547	14.0%
Occupation Group 2 16-39	295	7.5%
Occupation Group 2 40-54	175	4.5%
Occupation Group 2 55+	77	2.0%
Occupation Group 3	184	4.7%
Occupation Group 3 16-39	102	2.6%
Occupation Group 3 40-54	57	1.5%
Occupation Group 3 55+	25	0.6%
Occupation Group 1-3 35-49	566	14.5%
Occupation Group 4	92	2.4%
Occupation Group 4 16-39	33	0.8%
Occupation Group 4 40-54	39	1.0%
Occupation Group 4 55+	20	0.5%
Occupation Group 5	128	3.3%
Occupation Group 5 16-39	54	1.4%
Occupation Group 5 40-54	52	1.3%
Occupation Group 5 55+	22	0.6%
Male Occupation Group 1-2 25-54	441	11.3%

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Approximate Sample Size Quarter 2, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	172	4.4%
Persons in 2 Person Households	950	24.3%
Persons in 3 Person Households	690	17.6%
Persons in 4 Person Households	1,115	28.5%
Persons in 5+ Person Households	983	25.1%
Persons in 1 TV Households	722	18.5%
Persons in 2 TV Households	1,377	35.2%
Persons in 3+ TV Households	1,811	46.3%

#REF!

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Approximate Sample Size Quarter 2, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,321	100.0%
1 Person Households	172	13.0%
2 Person Households	473	35.8%
3 Person Households	229	17.3%
4 Person Households	278	21.0%
5+ Person Households	169	12.8%
1 TV Households	326	24.7%
2 TVs Households	497	37.6%
3+ TVs Households	498	37.7%
Households receiving FTA channels	1,321	100.0%
Households receiving STV channels	1,321	100.0%
Grocery Buyers	1,321	100.0%
Grocery Buyers Working	726	55.0%
Grocery Buyers Not Working	595	45.0%
Grocery Buyers 18-39	372	28.2%
Grocery Buyers 18-54	826	62.5%
Grocery Buyers Age 25-54	781	59.1%
Grocery Buyers Age 40-54	454	34.4%
Grocery Buyers Age 55-64	249	18.8%
Grocery Buyers Age 65+	246	18.6%

#REF!

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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, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	415	31.4%
Grocery Buyers Female	906	68.6%
Grocery Buyers Female Age 25-49	445	33.7%

Grocery Buyers 0 Children	851	64.4%
Grocery Buyers 1-2 Children	373	28.2%
Grocery Buyers 3+ Children	97	7.3%

Grocery Buyers Children 0-2	114	8.6%
Grocery Buyers Children 0-4	172	13.0%
Grocery Buyers Children 0-12	350	26.5%
Grocery Buyers Children 0-15	419	31.7%
Grocery Buyers Children 0-17	470	35.6%
Grocery Buyers Children 5-12	258	19.5%
Grocery Buyers Children 5-17	384	29.1%
Grocery Buyers Children 13-17	206	15.6%

#REF!

* 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.
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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).

Universe Estimates Quarter 1, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Individuals #	7,284.4	100.0%	22,571.1	100.0%
People 2+	7,116.1	97.7%	22,069.8	97.8%
Children 0-4	516.1	7.1%	1,475.2	6.5%
Children 2-9	826.3	11.3%	2,393.0	10.6%
Children 5-12	775.7	10.6%	2,220.1	9.8%
Children 10-17	842.5	11.6%	2,184.9	9.7%
Children 13-17	545.3	7.5%	1,383.9	6.1%
Children 0-17	1,837.1	25.2%	5,079.2	22.5%
Total Males	3,741.4	51.4%	11,212.4	49.7%
Male 0-4#	268.7	3.7%	757.8	3.4%
Male 5-9#	256.0	3.5%	729.6	3.2%
Male 10-12#	156.3	2.1%	410.4	1.8%
Male 13-15#	170.8	2.3%	419.5	1.9%
Male 16-17#	120.3	1.7%	290.2	1.3%
Male 18-24#	360.3	4.9%	1,107.1	4.9%
Male 25-29#	247.4	3.4%	847.6	3.8%
Male 30-34#	237.8	3.3%	824.3	3.7%
Male 35-39#	238.9	3.3%	739.2	3.3%
Male 40-44#	280.7	3.9%	800.4	3.5%
Male 45-49#	270.3	3.7%	722.4	3.2%
Male 50-54#	263.1	3.6%	740.5	3.3%
Male 55-59#	236.5	3.2%	666.6	3.0%
Male 60-64#	206.2	2.8%	592.2	2.6%
Male 65+#	428.1	5.9%	1,564.6	6.9%

UE - Universe Estimate

Quarter 1, 2015 refers to reporting quarter date range Sunday 28th December, 2014 - Saturday 28th March 2015

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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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Females	3,543.0	48.6%	11,358.7	50.3%
Female 0-4#	247.4	3.4%	717.4	3.2%
Female 5-9#	222.4	3.1%	689.5	3.1%
Female 10-12#	141.0	1.9%	390.6	1.7%
Female 13-15#	146.0	2.0%	399.2	1.8%
Female 16-17#	108.2	1.5%	275.0	1.2%
Female 18-24#	326.5	4.5%	1,062.9	4.7%
Female 25-29#	229.1	3.1%	837.0	3.7%
Female 30-34#	233.8	3.2%	821.1	3.6%
Female 35-39#	249.1	3.4%	744.4	3.3%
Female 40-44#	286.2	3.9%	819.1	3.6%
Female 45-49#	273.9	3.8%	738.2	3.3%
Female 50-54#	262.6	3.6%	763.5	3.4%
Female 55-59#	234.1	3.2%	691.2	3.1%
Female 60-64#	202.9	2.8%	613.3	2.7%
Female 65+ #	379.8	5.2%	1,796.3	8.0%
Female 25-54 with Children	859.2	11.8%	2,366.7	10.5%
Working 16+	3,280.7	45.0%	10,381.5	46.0%
Not Working 16+	2,395.1	32.9%	7,675.6	34.0%

UE - Universe Estimate

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Universe Estimates Quarter 1, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,506.9	20.7%	4,157.5	18.4%
Occupation Group 1 16-39	580.8	8.0%	1,835.4	8.1%
Occupation Group 1 25-54	1,181.4	16.2%	3,260.5	14.4%
Occupation Group 1 40-54	641.9	8.8%	1,550.1	6.9%
Occupation Group 1 35+	1,111.8	15.3%	2,915.0	12.9%
Occupation Group 1 55+	284.2	3.9%	772.0	3.4%
Occupation Group 2	1,023.6	14.1%	3,365.3	14.9%
Occupation Group 2 16-39	547.8	7.5%	1,512.9	6.7%
Occupation Group 2 40-54	334.0	4.6%	1,312.2	5.8%
Occupation Group 2 55+	141.8	1.9%	540.2	2.4%
Occupation Group 3	343.8	4.7%	1,446.4	6.4%
Occupation Group 3 16-39	188.9	2.6%	925.3	4.1%
Occupation Group 3 40-54	108.4	1.5%	386.1	1.7%
Occupation Group 3 55+	46.5	0.6%	135.0	0.6%
Occupation Group 1-3 35-49	1,062.7	14.6%	3,297.9	14.6%
Occupation Group 4	176.3	2.4%	710.7	3.1%
Occupation Group 4 16-39	60.7	0.8%	228.5	1.0%
Occupation Group 4 40-54	76.1	1.0%	306.8	1.4%
Occupation Group 4 55+	39.5	0.5%	175.4	0.8%
Occupation Group 5	230.1	3.2%	701.6	3.1%
Occupation Group 5 16-39	97.7	1.3%	314.6	1.4%
Occupation Group 5 40-54	92.3	1.3%	251.7	1.1%
Occupation Group 5 55+	40.1	0.6%	135.3	0.6%
Male Occupation Group 1-2 25-54	822.9	11.3%	2,203.1	9.8%

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+

Universe Estimates Quarter 1, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household#	317.0	4.4%	2,082.3	9.2%
Persons in 2 Person Households#	1,757.8	24.1%	6,360.2	28.2%
Persons in 3 Person Households#	1,291.3	17.7%	4,030.5	17.9%
Persons in 4 Person Households#	2,082.5	28.6%	5,313.6	23.5%
Persons in 5+ Person Households#	1,835.8	25.2%	4,784.5	21.2%
Persons in 1 TV Households#	1,362.2	18.7%	7,712.6	34.2%
Persons in 2 TV Households#	2,573.0	35.3%	7,732.9	34.3%
Persons in 3+ TV Households#	3,349.2	46.0%	7,125.6	31.6%

UE - Universe Estimate

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Universe Estimates Quarter 1, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Total Households#	2,465.4	100.0%	8,735.5	100.0%
1 Person Households#	318.5	12.9%	2,082.3	23.8%
2 Person Households#	879.6	35.7%	3,180.1	36.4%
3 Person Households#	429.7	17.4%	1,343.5	15.4%
4 Person Households#	522.0	21.2%	1,328.4	15.2%
5+ Person Households#	315.6	12.8%	801.2	9.2%
1 TV Households#	611.0	24.8%	3,551.5	40.7%
2 TVs Households#	925.4	37.5%	3,010.0	34.5%
3+ TVs Households#	929.0	37.7%	2,174.0	24.9%
Households receiving FTA channels	2,465.4	100.0%	8,735.5	100.0%
Households receiving STV channels	2,465.4	100.0%	2,465.4	28.2%
- STU STV (Cable/Satellite)	2,372.3	96.2%	2,372.3	27.2%
- IDS-only STV (Internet Delivered Only)	93.1	3.8%	93.1	1.1%
Grocery Buyers#	2,465.4	100.0%	8,735.5	100.0%
Grocery Buyers Working	1,366.2	55.4%	4,871.5	55.8%
Grocery Buyers Not Working	1,099.2	44.6%	3,864.0	44.2%
Grocery Buyers 18-39	709.3	28.8%	2,612.9	29.9%
Grocery Buyers 18-54	1,556.6	63.1%	5,152.3	59.0%
Grocery Buyers Age 25-54	1,471.6	59.7%	4,699.9	53.8%
Grocery Buyers Age 40-54	847.3	34.4%	2,539.4	29.1%
Grocery Buyers Age 55-64	458.5	18.6%	1,495.3	17.1%
Grocery Buyers Age 65+	450.3	18.3%	2,087.9	23.9%

UE - Universe Estimate

Quarter 1, 2015 refers to reporting quarter date range Sunday 28th December, 2014 - Saturday 28th March 2015

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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, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*		NATIONAL HOMES**	
	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers Male	771.5	31.3%	3,086.2	35.3%
Grocery Buyers Female	1,693.9	68.7%	5,649.3	64.7%
Grocery Buyers Female Age 25-49	848.0	34.4%	2,475.5	28.3%
Grocery Buyers 0 Children#	1,567.9	63.6%	6,253.2	71.6%
Grocery Buyers 1-2 Children#	711.9	28.9%	1,997.6	22.9%
Grocery Buyers 3+ Children#	185.6	7.5%	484.7	5.5%
Grocery Buyers Children 0-2	222.7	9.0%	603.9	6.9%
Grocery Buyers Children 0-4	334.4	13.6%	920.4	10.5%
Grocery Buyers Children 0-12	674.0	27.3%	1,884.8	21.6%
Grocery Buyers Children 0-15	804.3	32.6%	2,237.0	25.6%
Grocery Buyers Children 0-17	937.4	38.0%	2,482.3	28.4%
Grocery Buyers Children 5-12	497.6	20.2%	1,370.1	15.7%
Grocery Buyers Children 5-17	730.7	29.6%	1,992.6	22.8%
Grocery Buyers Children 13-17	390.8	15.9%	1,016.2	11.6%

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, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Individuals	3,923	100.0%
People 2+	3,835	97.8%
Children 0-4	267	6.8%
Children 2-9	439	11.2%
Children 5-12	411	10.5%
Children 10-17	442	11.3%
Children 13-17	290	7.4%
Children 0-17	968	24.7%
Total Males	2,013	51.3%
Male 0-4	140	3.6%
Male 5-9	137	3.5%
Male 10-12	78	2.0%
Male 13-15	91	2.3%
Male 16-17	65	1.7%
Male 18-24	195	5.0%
Male 25-29	131	3.3%
Male 30-34	130	3.3%
Male 35-39	129	3.3%
Male 40-44	152	3.9%
Male 45-49	144	3.7%
Male 50-54	143	3.6%
Male 55-59	131	3.3%
Male 60-64	112	2.9%
Male 65+	235	6.0%

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Approximate Sample Size Quarter 1, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Females	1,909	48.7%
Female 0-4	127	3.2%
Female 5-9	122	3.1%
Female 10-12	74	1.9%
Female 13-15	78	2.0%
Female 16-17	56	1.4%
Female 18-24	179	4.6%
Female 25-29	124	3.2%
Female 30-34	123	3.1%
Female 35-39	134	3.4%
Female 40-44	155	4.0%
Female 45-49	148	3.8%
Female 50-54	145	3.7%
Female 55-59	129	3.3%
Female 60-64	110	2.8%
Female 65+	205	5.2%
Female 25-54 with Children	458	11.7%
Working 16+	1,775	45.2%
Not Working 16+	1,300	33.1%

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Approximate Sample Size Quarter 1, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Occupation Group 1	821	20.9%
Occupation Group 1 16-39	310	7.9%
Occupation Group 1 25-54	642	16.4%
Occupation Group 1 40-54	352	9.0%
Occupation Group 1 35+	611	15.6%
Occupation Group 1 55+	159	4.1%
Occupation Group 2	549	14.0%
Occupation Group 2 16-39	296	7.5%
Occupation Group 2 40-54	175	4.5%
Occupation Group 2 55+	78	2.0%
Occupation Group 3	185	4.7%
Occupation Group 3 16-39	103	2.6%
Occupation Group 3 40-54	57	1.5%
Occupation Group 3 55+	25	0.6%
Occupation Group 1-3 35-49	567	14.5%
Occupation Group 4	92	2.3%
Occupation Group 4 16-39	33	0.8%
Occupation Group 4 40-54	39	1.0%
Occupation Group 4 55+	20	0.5%
Occupation Group 5	128	3.3%
Occupation Group 5 16-39	54	1.4%
Occupation Group 5 40-54	52	1.3%
Occupation Group 5 55+	22	0.6%
Male Occupation Group 1-2 25-54	442	11.3%

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Approximate Sample Size Quarter 1, 2015 - Individuals

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Persons in 1 Person Household	173	4.4%
Persons in 2 Person Households	953	24.3%
Persons in 3 Person Households	692	17.6%
Persons in 4 Person Households	1,118	28.5%
Persons in 5+ Person Households	987	25.2%
Persons in 1 TV Households	724	18.5%
Persons in 2 TV Households	1,382	35.2%
Persons in 3+ TV Households	1,817	46.3%

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Approximate Sample Size Quarter 1, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Total Households	1,327	100.0%
1 Person Households	172	13.0%
2 Person Households	476	35.9%
3 Person Households	230	17.3%
4 Person Households	279	21.0%
5+ Person Households	170	12.8%
1 TV Households	328	24.7%
2 TVs Households	499	37.6%
3+ TVs Households	500	37.7%
Households receiving FTA channels	1,327	100.0%
Households receiving STV channels	1,327	100.0%
Grocery Buyers	1,327	100.0%
Grocery Buyers Working	729	54.9%
Grocery Buyers Not Working	598	45.1%
Grocery Buyers 18-39	374	28.2%
Grocery Buyers 18-54	830	62.5%
Grocery Buyers Age 25-54	784	59.1%
Grocery Buyers Age 40-54	456	34.4%
Grocery Buyers Age 55-64	250	18.8%
Grocery Buyers Age 65+	247	18.6%

Quarter 1, 2015 refers to reporting quarter date range Sunday 28th December, 2014 - Saturday 28th March 2015

* Homes with Subscription TV (STU or IDS-Only) within Metro (Syd, Mel, Bri, Ade, Per) & Regional (QLD, NNSW, SNSW, VIC and TAS) markets. Overlap homes are counted only once.
 STU Homes: access subscription TV channels with TV Set Top Unit (STU) connected via cable or satellite. Note: STU homes may also access via Internet Delivered Service to a TV.
 IDS-Only Homes access subscription TV channels on the TV set using an Internet Delivered Service (IDS) only via an Internet connection.

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

Approximate Sample Size Quarter 1, 2015 - Households

DEMOGRAPHICS	NATIONAL SUBSCRIPTION TV HOMES*	
	ASS	ASS %
Grocery Buyers Male	417	31.4%
Grocery Buyers Female	910	68.6%
Grocery Buyers Female Age 25-49	447	33.7%

Grocery Buyers 0 Children	855	64.4%
Grocery Buyers 1-2 Children	374	28.2%
Grocery Buyers 3+ Children	98	7.4%

Grocery Buyers Children 0-2	115	8.7%
Grocery Buyers Children 0-4	173	13.0%
Grocery Buyers Children 0-12	352	26.5%
Grocery Buyers Children 0-15	421	31.7%
Grocery Buyers Children 0-17	472	35.6%
Grocery Buyers Children 5-12	260	19.6%
Grocery Buyers Children 5-17	385	29.0%
Grocery Buyers Children 13-17	207	15.6%

Quarter 1, 2015 refers to reporting quarter date range Sunday 28th December, 2014 - Saturday 28th March 2015

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