

## Universe Estimates Year 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
<b>Total Individuals</b>	4,715.0	100.0%	4,626.0	100.0%	3,033.0	100.0%	1,430.0	100.0%	1,890.0	100.0%	15,694.0	100.0%
<b>People 2+</b>	4,613.4	97.8%	4,525.7	97.8%	2,958.5	97.5%	1,402.5	98.1%	1,850.4	97.9%	15,350.5	97.8%
Children 0-4	318.8	6.8%	300.3	6.5%	214.3	7.1%	86.0	6.0%	125.8	6.7%	1,045.2	6.7%
Children 2-9	497.2	10.5%	467.3	10.1%	325.8	10.7%	136.4	9.5%	197.4	10.4%	1,624.1	10.3%
Children 5-12	444.7	9.4%	425.4	9.2%	297.3	9.8%	128.0	9.0%	180.8	9.6%	1,476.2	9.4%
Children 10-17	454.1	9.6%	440.1	9.5%	312.1	10.3%	138.8	9.7%	194.1	10.3%	1,539.2	9.8%
Children 13-17	289.4	6.1%	282.0	6.1%	200.8	6.6%	88.7	6.2%	124.5	6.6%	985.4	6.3%
Children 0-17	1,052.9	22.3%	1,007.7	21.8%	712.4	23.5%	302.7	21.2%	431.1	22.8%	3,506.8	22.3%
<b>Total Males</b>	2,331.8	49.5%	2,295.9	49.6%	1,505.0	49.6%	703.0	49.2%	951.9	50.4%	7,787.6	49.6%
Male 0-4	163.3	3.5%	153.8	3.3%	110.8	3.7%	43.5	3.0%	64.4	3.4%	535.8	3.4%
Male 5-9	143.5	3.0%	137.3	3.0%	95.4	3.1%	39.8	2.8%	57.4	3.0%	473.4	3.0%
Male 10-12	84.0	1.8%	81.0	1.8%	57.3	1.9%	25.5	1.8%	35.7	1.9%	283.5	1.8%
Male 13-15	86.8	1.8%	84.3	1.8%	59.6	2.0%	26.6	1.9%	37.3	2.0%	294.6	1.9%
Male 16-17	60.8	1.3%	60.2	1.3%	42.4	1.4%	18.8	1.3%	26.6	1.4%	208.8	1.3%
Male 18-24	252.4	5.4%	257.6	5.6%	163.0	5.4%	72.9	5.1%	105.5	5.6%	851.4	5.4%
Male 25-29	203.8	4.3%	195.6	4.2%	122.3	4.0%	52.3	3.7%	81.1	4.3%	655.1	4.2%
Male 30-34	181.8	3.9%	173.5	3.8%	102.8	3.4%	45.1	3.2%	66.6	3.5%	569.8	3.6%
Male 35-39	177.6	3.8%	170.1	3.7%	109.7	3.6%	46.8	3.3%	67.1	3.6%	571.3	3.6%
Male 40-44	160.3	3.4%	165.2	3.6%	104.0	3.4%	48.4	3.4%	68.1	3.6%	546.0	3.5%
Male 45-49	161.7	3.4%	156.1	3.4%	102.4	3.4%	49.6	3.5%	66.7	3.5%	536.5	3.4%
Male 50-54	146.2	3.1%	145.1	3.1%	94.4	3.1%	47.9	3.3%	61.3	3.2%	494.9	3.2%
Male 55-59	126.3	2.7%	125.5	2.7%	83.5	2.8%	43.2	3.0%	54.2	2.9%	432.7	2.8%
Male 60-64	117.8	2.5%	116.2	2.5%	80.9	2.7%	42.1	2.9%	51.2	2.7%	408.2	2.6%
Male 65+	265.5	5.6%	274.4	5.9%	176.5	5.8%	100.5	7.0%	108.7	5.8%	925.6	5.9%

## Universe Estimates Year 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Females	2,383.2	50.5%	2,330.1	50.4%	1,528.0	50.4%	727.0	50.8%	938.1	49.6%	7,906.4	50.4%
Female 0-4	155.5	3.3%	146.5	3.2%	103.5	3.4%	42.5	3.0%	61.4	3.2%	509.4	3.2%
Female 5-9	136.5	2.9%	130.0	2.8%	90.6	3.0%	38.1	2.7%	53.8	2.8%	449.0	2.9%
Female 10-12	80.7	1.7%	77.1	1.7%	54.0	1.8%	24.6	1.7%	33.9	1.8%	270.3	1.7%
Female 13-15	83.0	1.8%	80.1	1.7%	57.6	1.9%	25.1	1.8%	35.4	1.9%	281.2	1.8%
Female 16-17	58.8	1.2%	57.4	1.2%	41.2	1.4%	18.2	1.3%	25.2	1.3%	200.8	1.3%
Female 18-24	242.9	5.2%	240.6	5.2%	158.6	5.2%	70.2	4.9%	96.9	5.1%	809.2	5.2%
Female 25-29	204.1	4.3%	191.0	4.1%	119.4	3.9%	51.1	3.6%	71.9	3.8%	637.5	4.1%
Female 30-34	182.8	3.9%	170.5	3.7%	104.3	3.4%	44.3	3.1%	64.9	3.4%	566.8	3.6%
Female 35-39	180.9	3.8%	173.7	3.8%	112.3	3.7%	46.7	3.3%	66.5	3.5%	580.1	3.7%
Female 40-44	163.4	3.5%	166.9	3.6%	106.0	3.5%	48.8	3.4%	66.4	3.5%	551.5	3.5%
Female 45-49	164.2	3.5%	159.9	3.5%	106.0	3.5%	50.5	3.5%	66.3	3.5%	546.9	3.5%
Female 50-54	152.4	3.2%	150.7	3.3%	98.7	3.3%	50.3	3.5%	62.0	3.3%	514.1	3.3%
Female 55-59	134.0	2.8%	131.8	2.8%	87.8	2.9%	46.4	3.2%	55.9	3.0%	455.9	2.9%
Female 60-64	121.2	2.6%	123.5	2.7%	83.9	2.8%	44.8	3.1%	51.2	2.7%	424.6	2.7%
Female 65+	322.8	6.8%	330.4	7.1%	204.1	6.7%	125.4	8.8%	126.4	6.7%	1,109.1	7.1%
Working 16+	1,974.8	41.9%	2,022.0	43.7%	1,335.6	44.0%	617.2	43.2%	856.0	45.3%	6,805.6	43.4%
Not Working 16+	1,806.9	38.3%	1,713.9	37.0%	1,068.6	35.2%	547.1	38.3%	654.7	34.6%	5,791.2	36.9%

## Universe Estimates Year 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	880.2	18.7%	822.7	17.8%	497.0	16.4%	213.5	14.9%	328.5	17.4%	2,741.9	17.5%
Occupation Group 1 16-39	418.4	8.9%	379.9	8.2%	231.0	7.6%	79.7	5.6%	148.0	7.8%	1,257.0	8.0%
Occupation Group 1 40-54	311.9	6.6%	307.6	6.6%	182.8	6.0%	90.5	6.3%	118.2	6.3%	1,011.0	6.4%
Occupation Group 1 55+	149.9	3.2%	135.2	2.9%	83.2	2.7%	43.3	3.0%	62.3	3.3%	473.9	3.0%
Occupation Group 2	602.0	12.8%	641.2	13.9%	427.9	14.1%	207.0	14.5%	293.8	15.5%	2,171.9	13.8%
Occupation Group 2 16-39	296.4	6.3%	324.2	7.0%	210.5	6.9%	98.2	6.9%	141.9	7.5%	1,071.2	6.8%
Occupation Group 2 40-54	213.2	4.5%	220.2	4.8%	156.5	5.2%	74.4	5.2%	109.9	5.8%	774.2	4.9%
Occupation Group 2 55+	92.4	2.0%	96.8	2.1%	60.9	2.0%	34.4	2.4%	42.0	2.2%	326.5	2.1%
Occupation Group 3	301.4	6.4%	322.0	7.0%	235.4	7.8%	107.1	7.5%	127.1	6.7%	1,093.0	7.0%
Occupation Group 3 16-39	180.0	3.8%	188.5	4.1%	134.4	4.4%	58.6	4.1%	70.8	3.7%	632.3	4.0%
Occupation Group 3 40-54	84.7	1.8%	90.3	2.0%	67.7	2.2%	31.5	2.2%	38.0	2.0%	312.2	2.0%
Occupation Group 3 55+	36.7	0.8%	43.2	0.9%	33.3	1.1%	17.0	1.2%	18.3	1.0%	148.5	0.9%
Occupation Group 4	76.3	1.6%	97.1	2.1%	67.8	2.2%	28.9	2.0%	44.9	2.4%	315.0	2.0%
Occupation Group 4 16-39	29.4	0.6%	39.2	0.8%	25.7	0.8%	11.0	0.8%	17.5	0.9%	122.8	0.8%
Occupation Group 4 40-54	29.8	0.6%	37.4	0.8%	26.6	0.9%	10.0	0.7%	17.9	0.9%	121.7	0.8%
Occupation Group 4 55+	17.1	0.4%	20.5	0.4%	15.5	0.5%	7.9	0.6%	9.5	0.5%	70.5	0.4%
Occupation Group 5	114.9	2.4%	139.0	3.0%	107.5	3.5%	60.7	4.2%	61.7	3.3%	483.8	3.1%
Occupation Group 5 16-39	51.8	1.1%	61.4	1.3%	62.8	2.1%	30.9	2.2%	32.3	1.7%	239.2	1.5%
Occupation Group 5 40-54	42.3	0.9%	55.3	1.2%	30.6	1.0%	20.2	1.4%	20.9	1.1%	169.3	1.1%
Occupation Group 5 55+	20.8	0.4%	22.3	0.5%	14.1	0.5%	9.6	0.7%	8.5	0.4%	75.3	0.5%
Persons in 1 Person Household	359.8	7.6%	369.0	8.0%	264.5	8.7%	155.9	10.9%	180.1	9.5%	1,329.3	8.5%
Persons in 2 Person Households	1,156.2	24.5%	1,134.8	24.5%	853.6	28.1%	418.0	29.2%	541.2	28.6%	4,103.8	26.1%
Persons in 3 Person Households	799.8	17.0%	895.5	19.4%	532.8	17.6%	245.4	17.2%	313.2	16.6%	2,786.7	17.8%
Persons in 4 Person Households	1,198.4	25.4%	1,178.4	25.5%	756.8	25.0%	344.8	24.1%	486.0	25.7%	3,964.4	25.3%
Persons in 5+ Person Households	1,200.8	25.5%	1,048.3	22.7%	625.3	20.6%	265.9	18.6%	369.5	19.6%	3,509.8	22.4%

## Universe Estimates Year 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 TV Households	1,413.3	30.0%	1,267.8	27.4%	843.5	27.8%	357.2	25.0%	543.7	28.8%	4,425.5	28.2%
Persons in 2 TV Households	1,643.1	34.8%	1,585.5	34.3%	1,026.5	33.8%	509.5	35.6%	658.1	34.8%	5,422.7	34.6%
Persons in 3+ TV Households	1,658.6	35.2%	1,772.7	38.3%	1,163.0	38.3%	563.3	39.4%	688.2	36.4%	5,845.8	37.2%

Region 1 Individuals	1,080.0	22.9%	1,212.0	26.2%	721.0	23.8%	418.0	29.2%	551.0	29.2%
Region 2 Individuals	1,272.0	27.0%	1,009.0	21.8%	498.0	16.4%	319.0	22.3%	309.0	16.3%
Region 3 Individuals	745.0	15.8%	773.0	16.7%	594.0	19.6%	323.0	22.6%	387.0	20.5%
Region 4 Individuals	699.0	14.8%	621.0	13.4%	470.0	15.5%	370.0	25.9%	457.0	24.2%
Region 5 Individuals	919.0	19.5%	1,011.0	21.9%	750.0	24.7%			186.0	9.8%

UE - Universe Estimate

### REGION KEY

	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1	Sth West & Sth	Central & West	North	North & Yorke	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

## Universe Estimates Year 2012 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Households	1,706.0	100.0%	1,689.0	100.0%	1,160.0	100.0%	572.0	100.0%	737.0	100.0%	5,864.0	100.0%
1 Person Households	359.8	21.1%	369.0	21.8%	264.5	22.8%	155.9	27.3%	180.1	24.4%	1,329.3	22.7%
2 Person Households	578.1	33.9%	567.4	33.6%	426.8	36.8%	209.0	36.5%	270.6	36.7%	2,051.9	35.0%
3 Person Households	266.6	15.6%	298.5	17.7%	177.6	15.3%	81.8	14.3%	104.4	14.2%	928.9	15.8%
4 Person Households	299.6	17.6%	294.6	17.4%	189.2	16.3%	86.2	15.1%	121.5	16.5%	991.1	16.9%
5+ Person Households	201.9	11.8%	159.5	9.4%	101.9	8.8%	39.1	6.8%	60.4	8.2%	562.8	9.6%
1 TV Households	661.7	38.8%	583.4	34.5%	416.5	35.9%	185.3	32.4%	271.0	36.8%	2,117.9	36.1%
2 TVs Households	581.6	34.1%	601.7	35.6%	407.5	35.1%	213.6	37.3%	260.2	35.3%	2,064.6	35.2%
3+ TVs Households	462.7	27.1%	503.9	29.8%	336.0	29.0%	173.1	30.3%	205.8	27.9%	1,681.5	28.7%
Households receiving FTA channels	1,706.0	100.0%	1,689.0	100.0%	1,160.0	100.0%	572.0	100.0%	737.0	100.0%	5,864.0	100.0%
Households receiving STV channels*	659.5	38.7%	506.9	30.0%	371.0	32.0%	134.1	23.4%	203.4	27.6%	1,874.9	32.0%
Grocery Buyers	1,706.0	100.0%	1,689.0	100.0%	1,160.0	100.0%	572.0	100.0%	737.0	100.0%	5,864.0	100.0%
Grocery Buyers Working	845.5	49.6%	852.9	50.5%	599.1	51.6%	281.1	49.1%	385.3	52.3%	2,963.9	50.5%
Grocery Buyers Not Working	860.5	50.4%	836.1	49.5%	560.9	48.4%	290.9	50.9%	351.7	47.7%	2,900.1	49.5%
Grocery Buyers Age 18-39	520.3	30.5%	487.6	28.9%	351.6	30.3%	145.0	25.3%	213.1	28.9%	1,717.6	29.3%
Grocery Buyers Age 25-54	1,001.3	58.7%	964.8	57.1%	656.0	56.6%	303.4	53.0%	423.7	57.5%	3,349.2	57.1%
Grocery Buyers Age 40-54	524.4	30.7%	526.0	31.1%	348.1	30.0%	174.0	30.4%	232.8	31.6%	1,805.3	30.8%
Grocery Buyers Age 55-64	289.7	17.0%	290.7	17.2%	207.2	17.9%	102.9	18.0%	132.1	17.9%	1,022.6	17.4%
Grocery Buyers Age 65+	371.6	21.8%	384.7	22.8%	253.1	21.8%	150.1	26.2%	159.0	21.6%	1,318.5	22.5%
Grocery Buyers Male	511.0	30.0%	486.6	28.8%	347.9	30.0%	160.1	28.0%	213.0	28.9%	1,718.6	29.3%
Grocery Buyers Female	1,195.0	70.0%	1,202.4	71.2%	812.1	70.0%	411.9	72.0%	524.0	71.1%	4,145.4	70.7%

## Universe Estimates Year 2012 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers 0 Children	1,129.0	66.2%	1,142.9	67.7%	789.0	68.0%	412.8	72.2%	513.1	69.6%	3,986.8	68.0%
Grocery Buyers 1-2 Children	458.2	26.9%	447.4	26.5%	304.2	26.2%	136.1	23.8%	181.2	24.6%	1,527.1	26.0%
Grocery Buyers 3+ Children	118.8	7.0%	98.7	5.8%	66.8	5.8%	23.1	4.0%	42.7	5.8%	350.1	6.0%

Grocery Buyers Children 0-2	160.1	9.4%	146.7	8.7%	101.0	8.7%	37.4	6.5%	58.4	7.9%	503.6	8.6%
Grocery Buyers Children 0-4	231.4	13.6%	216.3	12.8%	148.8	12.8%	58.2	10.2%	85.9	11.7%	740.6	12.6%
Grocery Buyers Children 0-12	448.3	26.3%	423.9	25.1%	285.1	24.6%	119.4	20.9%	171.5	23.3%	1,448.2	24.7%
Grocery Buyers Children 0-15	524.4	30.7%	499.0	29.5%	335.9	29.0%	144.3	25.2%	202.8	27.5%	1,706.4	29.1%
Grocery Buyers Children 0-17	577.0	33.8%	546.1	32.3%	371.0	32.0%	159.2	27.8%	223.9	30.4%	1,877.2	32.0%
Grocery Buyers Children 5-12	324.4	19.0%	295.6	17.5%	197.4	17.0%	83.5	14.6%	123.3	16.7%	1,024.2	17.5%
Grocery Buyers Children 5-17	457.7	26.8%	423.8	25.1%	287.9	24.8%	125.2	21.9%	178.5	24.2%	1,473.1	25.1%
Grocery Buyers Children 13-17	227.8	13.4%	202.5	12.0%	152.1	13.1%	64.0	11.2%	95.4	12.9%	741.8	12.7%

Region 1 Households	378.0	22.2%	470.0	27.8%	271.0	23.4%	156.0	27.3%	211.0	28.6%
Region 2 Households	410.0	24.0%	342.0	20.2%	200.0	17.2%	140.0	24.5%	114.0	15.5%
Region 3 Households	272.0	15.9%	270.0	16.0%	233.0	20.1%	128.0	22.4%	153.0	20.8%
Region 4 Households	271.0	15.9%	240.0	14.2%	165.0	14.2%	148.0	25.9%	179.0	24.3%
Region 5 Households	375.0	22.0%	367.0	21.7%	291.0	25.1%			80.0	10.9%

UE - Universe Estimate

### REGION KEY

Region 1	SW&S	C&W	North	N&Y	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

## Approximate Sample Size 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	1,904.0	100.0%	1,739.0	100.0%	1,449.0	100.0%	1,070.0	100.0%	1,098.0	100.0%	7,260.0	100.0%
People 2+	1,863.0	97.8%	1,701.0	97.8%	1,413.0	97.5%	1,049.0	98.0%	1,075.0	97.9%	7,101.0	97.8%
Children 0-4	129.0	6.8%	113.0	6.5%	102.0	7.0%	64.0	6.0%	73.0	6.6%	481.0	6.6%
Children 2-9	201.0	10.6%	176.0	10.1%	156.0	10.8%	102.0	9.5%	115.0	10.5%	750.0	10.3%
Children 5-12	180.0	9.5%	160.0	9.2%	142.0	9.8%	96.0	9.0%	105.0	9.6%	683.0	9.4%
Children 10-17	183.0	9.6%	165.0	9.5%	149.0	10.3%	104.0	9.7%	113.0	10.3%	714.0	9.8%
Children 13-17	117.0	6.1%	106.0	6.1%	96.0	6.6%	66.0	6.2%	72.0	6.6%	457.0	6.3%
Children 0-17	425.0	22.3%	379.0	21.8%	340.0	23.5%	226.0	21.1%	250.0	22.8%	1,620.0	22.3%
Total Males	942.0	49.5%	863.0	49.6%	719.0	49.6%	526.0	49.2%	553.0	50.4%	3,603.0	49.6%
Male 0-4	66.0	3.5%	58.0	3.3%	53.0	3.7%	33.0	3.1%	37.0	3.4%	247.0	3.4%
Male 5-9	58.0	3.0%	52.0	3.0%	46.0	3.2%	30.0	2.8%	33.0	3.0%	219.0	3.0%
Male 10-12	34.0	1.8%	30.0	1.7%	27.0	1.9%	19.0	1.8%	21.0	1.9%	131.0	1.8%
Male 13-15	35.0	1.8%	32.0	1.8%	28.0	1.9%	20.0	1.9%	22.0	2.0%	137.0	1.9%
Male 16-17	25.0	1.3%	23.0	1.3%	20.0	1.4%	14.0	1.3%	15.0	1.4%	97.0	1.3%
Male 18-24	102.0	5.4%	97.0	5.6%	78.0	5.4%	55.0	5.1%	61.0	5.6%	393.0	5.4%
Male 25-29	82.0	4.3%	74.0	4.3%	58.0	4.0%	39.0	3.6%	47.0	4.3%	300.0	4.1%
Male 30-34	73.0	3.8%	65.0	3.7%	49.0	3.4%	34.0	3.2%	39.0	3.6%	260.0	3.6%
Male 35-39	72.0	3.8%	64.0	3.7%	52.0	3.6%	35.0	3.3%	39.0	3.6%	262.0	3.6%
Male 40-44	65.0	3.4%	62.0	3.6%	50.0	3.5%	36.0	3.4%	40.0	3.6%	253.0	3.5%
Male 45-49	65.0	3.4%	59.0	3.4%	49.0	3.4%	37.0	3.5%	39.0	3.6%	249.0	3.4%
Male 50-54	59.0	3.1%	55.0	3.2%	45.0	3.1%	36.0	3.4%	36.0	3.3%	231.0	3.2%
Male 55-59	51.0	2.7%	47.0	2.7%	40.0	2.8%	32.0	3.0%	31.0	2.8%	201.0	2.8%
Male 60-64	48.0	2.5%	44.0	2.5%	39.0	2.7%	32.0	3.0%	30.0	2.7%	193.0	2.7%
Male 65+	107.0	5.6%	103.0	5.9%	84.0	5.8%	75.0	7.0%	63.0	5.7%	432.0	6.0%

## Approximate Sample Size 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	962.0	50.5%	876.0	50.4%	730.0	50.4%	544.0	50.8%	545.0	49.6%	3,657.0	50.4%
Female 0-4	63.0	3.3%	55.0	3.2%	49.0	3.4%	32.0	3.0%	36.0	3.3%	235.0	3.2%
Female 5-9	55.0	2.9%	49.0	2.8%	43.0	3.0%	29.0	2.7%	31.0	2.8%	207.0	2.9%
Female 10-12	33.0	1.7%	29.0	1.7%	26.0	1.8%	18.0	1.7%	20.0	1.8%	126.0	1.7%
Female 13-15	34.0	1.8%	30.0	1.7%	28.0	1.9%	19.0	1.8%	21.0	1.9%	132.0	1.8%
Female 16-17	24.0	1.3%	22.0	1.3%	20.0	1.4%	14.0	1.3%	15.0	1.4%	95.0	1.3%
Female 18-24	98.0	5.1%	90.0	5.2%	76.0	5.2%	53.0	5.0%	56.0	5.1%	373.0	5.1%
Female 25-29	82.0	4.3%	72.0	4.1%	57.0	3.9%	38.0	3.6%	42.0	3.8%	291.0	4.0%
Female 30-34	74.0	3.9%	64.0	3.7%	50.0	3.5%	33.0	3.1%	38.0	3.5%	259.0	3.6%
Female 35-39	73.0	3.8%	65.0	3.7%	54.0	3.7%	35.0	3.3%	39.0	3.6%	266.0	3.7%
Female 40-44	66.0	3.5%	63.0	3.6%	51.0	3.5%	37.0	3.5%	39.0	3.6%	256.0	3.5%
Female 45-49	66.0	3.5%	60.0	3.5%	51.0	3.5%	38.0	3.6%	39.0	3.6%	254.0	3.5%
Female 50-54	62.0	3.3%	57.0	3.3%	47.0	3.2%	38.0	3.6%	36.0	3.3%	240.0	3.3%
Female 55-59	54.0	2.8%	50.0	2.9%	42.0	2.9%	35.0	3.3%	32.0	2.9%	213.0	2.9%
Female 60-64	49.0	2.6%	46.0	2.6%	40.0	2.8%	34.0	3.2%	30.0	2.7%	199.0	2.7%
Female 65+	130.0	6.8%	124.0	7.1%	98.0	6.8%	94.0	8.8%	73.0	6.6%	519.0	7.1%
Working 16+	797.0	41.9%	760.0	43.7%	638.0	44.0%	462.0	43.2%	497.0	45.3%	3,154.0	43.4%
Not Working 16+	730.0	38.3%	644.0	37.0%	511.0	35.3%	409.0	38.2%	380.0	34.6%	2,674.0	36.8%



## Approximate Sample Size 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	355.0	18.6%	309.0	17.8%	237.0	16.4%	160.0	15.0%	191.0	17.4%	1,252.0	17.2%
Occupation Group 1 16-39	169.0	8.9%	143.0	8.2%	110.0	7.6%	60.0	5.6%	86.0	7.8%	568.0	7.8%
Occupation Group 1 40-54	126.0	6.6%	116.0	6.7%	87.0	6.0%	68.0	6.4%	69.0	6.3%	466.0	6.4%
Occupation Group 1 55+	61.0	3.2%	51.0	2.9%	40.0	2.8%	32.0	3.0%	36.0	3.3%	220.0	3.0%
Occupation Group 2	243.0	12.8%	241.0	13.9%	204.0	14.1%	155.0	14.5%	171.0	15.6%	1,014.0	14.0%
Occupation Group 2 16-39	120.0	6.3%	122.0	7.0%	101.0	7.0%	73.0	6.8%	82.0	7.5%	498.0	6.9%
Occupation Group 2 40-54	86.0	4.5%	83.0	4.8%	75.0	5.2%	56.0	5.2%	64.0	5.8%	364.0	5.0%
Occupation Group 2 55+	37.0	1.9%	36.0	2.1%	29.0	2.0%	26.0	2.4%	24.0	2.2%	152.0	2.1%
Occupation Group 3	122.0	6.4%	121.0	7.0%	112.0	7.7%	80.0	7.5%	74.0	6.7%	509.0	7.0%
Occupation Group 3 16-39	73.0	3.8%	71.0	4.1%	64.0	4.4%	44.0	4.1%	41.0	3.7%	293.0	4.0%
Occupation Group 3 40-54	34.0	1.8%	34.0	2.0%	32.0	2.2%	24.0	2.2%	22.0	2.0%	146.0	2.0%
Occupation Group 3 55+	15.0	0.8%	16.0	0.9%	16.0	1.1%	13.0	1.2%	11.0	1.0%	71.0	1.0%
Occupation Group 4	31.0	1.6%	37.0	2.1%	32.0	2.2%	22.0	2.1%	26.0	2.4%	148.0	2.0%
Occupation Group 4 16-39	12.0	0.6%	15.0	0.9%	12.0	0.8%	8.0	0.7%	10.0	0.9%	57.0	0.8%
Occupation Group 4 40-54	12.0	0.6%	14.0	0.8%	13.0	0.9%	7.0	0.7%	10.0	0.9%	56.0	0.8%
Occupation Group 4 55+	7.0	0.4%	8.0	0.5%	7.0	0.5%	6.0	0.6%	6.0	0.5%	34.0	0.5%
Occupation Group 5	46.0	2.4%	52.0	3.0%	51.0	3.5%	45.0	4.2%	36.0	3.3%	230.0	3.2%
Occupation Group 5 16-39	21.0	1.1%	23.0	1.3%	30.0	2.1%	23.0	2.1%	19.0	1.7%	116.0	1.6%
Occupation Group 5 40-54	17.0	0.9%	21.0	1.2%	15.0	1.0%	15.0	1.4%	12.0	1.1%	80.0	1.1%
Occupation Group 5 55+	8.0	0.4%	8.0	0.5%	7.0	0.5%	7.0	0.7%	5.0	0.5%	35.0	0.5%
Persons in 1 Person Household	145.0	7.6%	139.0	8.0%	126.0	8.7%	117.0	10.9%	105.0	9.6%	632.0	8.7%
Persons in 2 Person Households	467.0	24.5%	427.0	24.6%	408.0	28.2%	313.0	29.3%	314.0	28.6%	1,929.0	26.6%
Persons in 3 Person Households	323.0	17.0%	337.0	19.4%	255.0	17.6%	184.0	17.2%	182.0	16.6%	1,281.0	17.6%
Persons in 4 Person Households	484.0	25.4%	443.0	25.5%	362.0	25.0%	258.0	24.1%	282.0	25.7%	1,829.0	25.2%
Persons in 5+ Person Households	485.0	25.5%	394.0	22.7%	299.0	20.6%	199.0	18.6%	215.0	19.6%	1,592.0	21.9%

## Approximate Sample Size 2012 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Persons in 1 TV Households	571.0	30.0%	477.0	27.4%	403.0	27.8%	267.0	25.0%	316.0	28.8%	2,034.0	28.0%
Persons in 2 TV Households	664.0	34.9%	596.0	34.3%	490.0	33.8%	381.0	35.6%	382.0	34.8%	2,513.0	34.6%
Persons in 3+ TV Households	670.0	35.2%	666.0	38.3%	556.0	38.4%	421.0	39.3%	400.0	36.4%	2,713.0	37.4%

Region 1 Individuals	436.0	22.9%	456.0	26.2%	344.0	23.7%	313.0	29.3%	320.0	29.1%
Region 2 Individuals	514.0	27.0%	379.0	21.8%	238.0	16.4%	239.0	22.3%	180.0	16.4%
Region 3 Individuals	301.0	15.8%	291.0	16.7%	284.0	19.6%	242.0	22.6%	225.0	20.5%
Region 4 Individuals	282.0	14.8%	233.0	13.4%	225.0	15.5%	277.0	25.9%	265.0	24.1%
Region 5 Individuals	371.0	19.5%	380.0	21.9%	358.0	24.7%			108.0	9.8%

REGION KEY	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1	Sth West & Sth	Central & West	North	North & Yorke	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

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 2012 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	689.0	100.0%	635.0	100.0%	554.0	100.0%	428.0	100.0%	428.0	100.0%	2,734.0	100.0%
1 Person Households	145.0	21.0%	139.0	21.9%	126.0	22.7%	117.0	27.3%	105.0	24.5%	632.0	23.1%
2 Person Households	233.0	33.8%	213.0	33.5%	204.0	36.8%	156.0	36.4%	157.0	36.7%	963.0	35.2%
3 Person Households	108.0	15.7%	112.0	17.6%	85.0	15.3%	61.0	14.3%	61.0	14.3%	427.0	15.6%
4 Person Households	121.0	17.6%	111.0	17.5%	90.0	16.2%	64.0	15.0%	71.0	16.6%	457.0	16.7%
5+ Person Households	82.0	11.9%	60.0	9.4%	49.0	8.8%	29.0	6.8%	35.0	8.2%	255.0	9.3%
1 TV Households	267.0	38.8%	219.0	34.5%	199.0	35.9%	139.0	32.5%	157.0	36.7%	981.0	35.9%
2 TVs Households	235.0	34.1%	226.0	35.6%	195.0	35.2%	160.0	37.4%	151.0	35.3%	967.0	35.4%
3+ TVs Households	187.0	27.1%	189.0	29.8%	160.0	28.9%	130.0	30.4%	120.0	28.0%	786.0	28.7%
Households receiving FTA channels	689.0	100.0%	635.0	100.0%	554.0	100.0%	428.0	100.0%	428.0	100.0%	2,734.0	100.0%
Households receiving STV channels*	266.0	38.6%	191.0	30.1%	177.0	31.9%	100.0	23.4%	118.0	27.6%	852.0	31.2%
Grocery Buyers	689.0	100.0%	635.0	100.0%	554.0	100.0%	428.0	100.0%	428.0	100.0%	2,734.0	100.0%
Grocery Buyers Working	341.0	49.5%	321.0	50.6%	286.0	51.6%	210.0	49.1%	224.0	52.3%	1,382.0	50.5%
Grocery Buyers Not Working	348.0	50.5%	314.0	49.4%	268.0	48.4%	218.0	50.9%	204.0	47.7%	1,352.0	49.5%
Grocery Buyers Age 18-39	210.0	30.5%	183.0	28.8%	168.0	30.3%	108.0	25.2%	124.0	29.0%	793.0	29.0%
Grocery Buyers Age 25-54	404.0	58.6%	363.0	57.2%	313.0	56.5%	227.0	53.0%	246.0	57.5%	1,553.0	56.8%
Grocery Buyers Age 40-54	212.0	30.8%	198.0	31.2%	166.0	30.0%	130.0	30.4%	135.0	31.5%	841.0	30.8%
Grocery Buyers Age 55-64	117.0	17.0%	109.0	17.2%	99.0	17.9%	77.0	18.0%	77.0	18.0%	479.0	17.5%
Grocery Buyers Age 65+	150.0	21.8%	145.0	22.8%	121.0	21.8%	112.0	26.2%	92.0	21.5%	620.0	22.7%

## Approximate Sample Size 2012 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	206.0	29.9%	183.0	28.8%	166.0	30.0%	120.0	28.0%	124.0	29.0%	799.0	29.2%
Grocery Buyers Female	483.0	70.1%	452.0	71.2%	388.0	70.0%	308.0	72.0%	304.0	71.0%	1,935.0	70.8%

Grocery Buyers 0 Children	456.0	66.2%	430.0	67.7%	377.0	68.1%	309.0	72.2%	298.0	69.6%	1,870.0	68.4%
Grocery Buyers 1-2 Children	185.0	26.9%	168.0	26.5%	145.0	26.2%	102.0	23.8%	105.0	24.5%	705.0	25.8%
Grocery Buyers 3+ Children	48.0	7.0%	37.0	5.8%	32.0	5.8%	17.0	4.0%	25.0	5.8%	159.0	5.8%

Grocery Buyers Children 0-2	65.0	9.4%	55.0	8.7%	48.0	8.7%	28.0	6.5%	34.0	7.9%	230.0	8.4%
Grocery Buyers Children 0-4	93.0	13.5%	81.0	12.8%	71.0	12.8%	44.0	10.3%	50.0	11.7%	339.0	12.4%
Grocery Buyers Children 0-12	181.0	26.3%	159.0	25.0%	136.0	24.5%	89.0	20.8%	100.0	23.4%	665.0	24.3%
Grocery Buyers Children 0-15	212.0	30.8%	188.0	29.6%	160.0	28.9%	108.0	25.2%	118.0	27.6%	786.0	28.7%
Grocery Buyers Children 0-17	233.0	33.8%	205.0	32.3%	177.0	31.9%	119.0	27.8%	130.0	30.4%	864.0	31.6%
Grocery Buyers Children 5-12	131.0	19.0%	111.0	17.5%	94.0	17.0%	62.0	14.5%	72.0	16.8%	470.0	17.2%
Grocery Buyers Children 5-17	185.0	26.9%	159.0	25.0%	137.0	24.7%	94.0	22.0%	104.0	24.3%	679.0	24.8%
Grocery Buyers Children 13-17	92.0	13.4%	76.0	12.0%	73.0	13.2%	48.0	11.2%	55.0	12.9%	344.0	12.6%

Region 1 Households	153.0	22.2%	177.0	27.9%	129.0	23.3%	117.0	27.3%	123.0	28.7%
Region 2 Households	166.0	24.1%	129.0	20.3%	96.0	17.3%	105.0	24.5%	66.0	15.4%
Region 3 Households	110.0	16.0%	102.0	16.1%	111.0	20.0%	96.0	22.4%	89.0	20.8%
Region 4 Households	109.0	15.8%	90.0	14.2%	79.0	14.3%	111.0	25.9%	104.0	24.3%
Region 5 Households	151.0	21.9%	138.0	21.7%	139.0	25.1%			46.0	10.7%

### REGION KEY

Region 1	SW&S	C&W	North	N&Y	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

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).

\* - STV penetration estimates as at 1 January, 2012