

**DEMOGRAPHICS AVAILABLE IN MOVE**

People	Plan	Buy	Men	Plan	Buy	Women	Plan	Buy	Occupational Group	Plan	Buy	Household Income	Plan	Buy	Grocery Buyer	Plan	Buy	Cross-tabs	Plan	Buy
P14+			M14+			W14+			OG1			Under \$50K			MGB			P16-39 OG1		
P14-17			M14-17			W14-17			OG2			\$50K-\$120K			MGB 25-54			P25-39 OG1		
P16+			M16+			W16+			OG3			\$120K+			MGB 40+			P40+ OG1		
P16-24			M16-24			W16-24			OG4			\$120K-\$200K			MGB Ch			P25-54 OG1		
P16-39			M16-39			W16-39			OG5			\$200K+			MGB Ch 0-4			P25-39 OG1/2		
P18+			M18+			W18+			Retired						MGB Ch 0-12			P25-39 HI \$120K+		
P18-24			M18-24			W18-24			Student						MGB Ch 0-17			P40+ OG1/2		
P18-39			M18-39			W18-39									MGB Ch 5-12			P40+ HI \$120K+		
P18-54			M18-54			W18-54									MGB Ch 5-17			P25-54 OG1/2		
P18-64			M18-64			W18-64									MGB Ch 13-17			P25-54 HI \$120K+		
P25+			M25+			W25+									MGB Women			M25-39 HI \$120K+		
P25-39			M25-39			W25-39									MGB W25-54			M25-54 OG1		
P25-54			M25-54			W25-54												M25-54 OG1/2		
P25-64			M25-64			W25-64												M25-54 HI \$120K+		
P40+			M40+			W40+												M40+ OG1/2		
P40-54			M40-54			W40-54												M40+ HI \$120K+		
P40-64			M40-64			W40-64												W25-39 HI \$120K+		
P55+			M55+			W55+												W25-54 OG1		
P55-64			M55-64			W55-64												W25-54 OG1/2		
P65+			M65+			W65+												W25-54 HI \$120K+		
																		W40+ OG1/2		
																		W40+ HI \$120K+		
																		OG1/2		
																		OG1/2 HI \$120K+		
																		OG1/2 <40		
																		OG1/2 HI \$120K+ <40		
																		OG1/2 40+		
																		OG1/2 HI \$120K+ 40+		

Demographics publicly available in Reach Curves **6**  
 Demographics publicly available in Plan By Format **25**  
 Demographics available in Buying once Logged In **112**

**NOTE:**

- OG1** Managers, Administrators and Professionals
- OG2** Para-Professionals, Clerks, Teachers, Salespeople and Professional Service Workers
- OG3** Tradespersons
- OG4** Plant and Machine Operators, Drivers and Police
- OG5** Labourers and Related Workers