

Demographics describe people’s traits (age, gender, household type, employment) to group them meaningfully. MOVE tracks 180+ demographic groups, giving a clear view of who sees your campaigns.

These groups sit under two main categories:

Domestic: Australians aged 14 and above (P14+)

International: Visitors from overseas aged 15 and above (P15+)

Demographics in each category are broken into clear, attribute-based segments, making them easy to navigate for both new and experienced MOVE users.

When planning a campaign, you can select up to five demographic groups (plus Australians 14+) in MOVE to view metrics for your target audience.

- * GB**
Grocery Buyer (GB) regularly conducts grocery shopping

- * MGB**
Main Grocery Buyer (MGB) is the person aged 18+ who conducts the majority of grocery shopping for their household

- * OG1**
Managers, Administrators, Professionals

- * OG2**
Para-professionals, Clerks, Teachers, Salespeople, Professional Service Workers

- * OG3**
Plant and Machine Operators, Drivers, Police

- * OG4**
Tradespersons

- * OG5**
Labourers, Related Workers

DOMESTIC

People	Men	Women	Occupational Group	Household Income	Grocery Buyer	Combination
P14+	M14+	W14+	OG1	Under \$52K	MGB	P16-39 OG1
P14-17	M14-17	W14-17	OG2	\$52K-\$130K	MGB 25-54	P25-39 OG1
P15+	M15+	W15+	OG3	\$130K+	MGB 40+	P40+ OG1
P15-24	M15-24	W15-24	OG4	\$130K-\$234K	MGB Ch	P25-54 OG1
P16+	M16+	W16+	OG5	\$234K+	MGB Ch 0-4	P25-39 OG1/2
P16-24	M16-24	W16-24	Retired	-	MGB Ch 0-12	P25-39 HI \$130K+
P16-39	M16-39	W16-39	Student	-	MGB Ch 0-17	P40+ OG1/2
P18+	M18+	W18+	-	-	MGB Ch 5-12	P40+ HI \$130K+
P18-24	M18-24	W18-24	-	-	MGB Ch 5-17	P25-54 OG1/2
P18-39	M18-39	W18-39	-	-	MGB Ch 13-17	P25-54 HI \$130K+
P18-54	M18-54	W18-54	-	-	MGB Women	M25-39 HI \$130K+
P18-64	M18-64	W18-64	-	-	MGB W25-54	M25-54 OG1
P20+	M20+	W20+	-	-	All GB	M25-54 OG1/2
P20-24	M20-24	W20-24	-	-	All GB 25-54	M25-54 HI \$130K+
P20-39	M20-39	W20-39	-	-	All GB 40+	M40+ OG1/2
P20-54	M20-54	W20-54	-	-	All GB Ch	M40+ HI \$130K+
P20-64	M20-64	W20-64	-	-	All GB Ch 0-4	W25-39 HI \$130K+
P25+	M25+	W25+	-	-	All GB Ch 0-12	W25-54 OG1
P25-39	M25-39	W25-39	-	-	All GB Ch 0-17	W25-54 OG1/2
P25-54	M25-54	W25-54	-	-	All GB Ch 5-12	W25-54 HI \$130K+
P25-64	M25-64	W25-64	-	-	All GB Ch 5-17	W40+ OG1/2
P40+	M40+	W40+	-	-	All GB Ch 13-17	W40+ HI \$130K+
P40-54	M40-54	W40-54	-	-	All GB Women	OG1/2
P40-64	M40-64	W40-64	-	-	All GB W25-54	OG1/2 HI \$130K+
P55+	M55+	W55+	-	-	-	OG1/2 <40
P55-64	M55-64	W55-64	-	-	-	OG1/2 HI \$130K+ <40
P65+	M65+	W65+	-	-	-	OG1/2 40+
-	-	-	-	-	-	OG1/2 HI \$130K+ 40+
-	-	-	-	-	-	M14+ + OG3/5
-	-	-	-	-	-	OG3 & OG4
-	-	-	-	-	-	OG3, OG4, & OG5
-	-	-	-	-	-	M25-54 + OG3/5
-	-	-	-	-	-	OG 3/5 + HHI \$130K+
-	-	-	-	-	-	P18-24 + Student

International visitors are measured at key touchpoints including where they arrive (airports and seaports), stay and depart. Therefore, their demographics appear most strongly around airports.

- * North America**
United States of America and Canada
- * Europe**
United Kingdom, Germany, Scandinavia, France, Italy, Netherlands, Switzerland, and Other Europe
- * Travelling solo or as a couple**
Accompanied Traveller, Adult Couple
- * Travelling with family and/or friends**
Family group - parent(s) and children, Friends and/or relatives travelling together

INTERNATIONAL

People	Men	Women	Country of Origin	Trip Purpose	Party Type
P15+	M15+	W15+	North America	Holiday	Travelling Solo or as a couple
P15-24	M15-24	W15-24	United States of America	Visiting friends and relatives	Travelling with family and/or friends
P20+	M20+	W20+	Canada	Business	Business associates travelling together with or without spouses
P20-24	M20-24	W20-24	Europe	Employment	School tour group (teachers and/or students)
P20-39	M20-39	W20-39	United Kingdom	Education	-
P20-54	M20-54	W20-54	Germany	Other	-
P20-64	M20-64	W20-64	Scandinavia	-	-
P25+	M25+	W25+	France	-	-
P25-39	M25-39	W25-39	Italy	-	-
P25-54	M25-54	W25-54	Netherlands	-	-
P25-64	M25-64	W25-64	Switzerland	-	-
P40+	M40+	W40+	Other Europe	-	-
P40-54	M40-54	W40-54	New Zealand	-	-
P40-64	M40-64	W40-64	Japan	-	-
P55+	M55+	W55+	Hong Kong	-	-
P55-64	M55-64	W55-64	Singapore	-	-
P65+	M65+	W65+	Malaysia	-	-
-	-	-	Indonesia	-	-
-	-	-	Taiwan	-	-
-	-	-	Thailand	-	-
-	-	-	Korea	-	-
-	-	-	China	-	-
-	-	-	India	-	-
-	-	-	Other Asia	-	-
-	-	-	Other Countries	-	-