



2003

Universe Estimates

	Homes (000's)	Total People (000's)	Number of Homes Installed
Total Queensland (AM-A)	559.0	1440.0	520
Cairns	82.0	206.0	80
Townsville	70.0	195.0	70
Mackay	53.0	142.0	70
Rockhampton	70.0	188.0	70
Maryborough	195.0	470.0	150
Toowoomba	89.0	239.0	80
Total Northern NSW (AM-B)	733.0	1849.0	430
Northern Rivers	337.0	817.0	190
Newcastle	271.0	712.0	165
Tamworth/Taree	125.0	320.0	75
Total Southern NSW (AMB-C)	495.0	1329.0	380
Canberra	162.0	447.0	123
Orange/Dubbo/Wagga	147.0	395.0	118
Wollongong	186.0	487.0	139



2003 Universe Estimates

	Homes (000's)	Total People (000's)	Number of Homes Installed
Total Victoria (AM-D)	407.0	1078.0	430
Albury	66.0	174.0	68
Shepparton	64.0	169.0	69
Bendigo	85.0	220.0	88
Ballarat	120.0	322.0	127
Gippsland	72.0	193.0	78
Total Tasmania	186.0	477.0	190
Launceston	92.0	236.0	95
Hobart	94.0	241.0	95



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Universe Estimates

	QLD AM-A	N NSW AM-B	S NSW AM-C	VIC AM-D	TAS	TOTAL REG
Households	559.0	733.0	495.0	407.0	186.0	2380.0
Total Individuals	1440.0	1849.0	1329.0	1078.0	477.0	6173.0
Children 0-4	99.4	116.4	89.2	69.5	31.9	406.4
Children 5-12	171.6	201.8	151.9	126.8	52.7	704.8
Teens 13-17	106.6	136.0	97.5	78.7	33.9	452.7
Men 16-24	85.1	106.2	82.6	61.1	27.5	362.5
Men 18+	525.0	678.7	488.0	393.4	173.9	2259.0
Men 18-24	63.4	79.2	62.5	44.5	20.6	270.2
Men 25-39	139.1	169.0	131.5	95.9	44.2	579.7
Men 40-54	157.0	196.0	143.9	118.4	53.1	668.4
Men 55+	165.5	234.5	150.1	134.6	56.0	740.7
Women 16-24	80.4	99.8	77.9	56.7	26.1	340.9
Women 18+	537.4	716.1	502.4	409.6	184.6	2350.1
Women 18-24	60.3	75.0	58.9	41.4	20.1	255.7
Women 25-39	146.7	176.3	133.7	99.3	46.4	602.4
Women 40-54	157.5	202.2	144.3	119.0	54.2	677.2
Women 55+	172.9	262.6	165.5	149.9	66.9	814.8



2003

Universe Estimates

	QLD AM-A	N NSW AM-B	S NSW AM-C	VIC AM-D	TAS	TOTAL REG
Grocery Buyers	559.0	733.0	495.0	407.0	186.0	2380.0
GB Working	284.0	339.0	249.0	205.0	87.0	1164.0
GB Not Wking	275.0	394.0	246.0	202.0	99.0	1216.0
GB 18-39	187.8	213.0	155.1	114.0	56.7	726.6
GB 40+	371.2	520.0	339.9	293.0	129.3	1653.4
GB (0) Children	356.6	484.4	321.9	267.8	125.0	1555.7
GB + Children	202.4	248.6	173.1	139.2	61.0	824.3
GB + Ch (0-12)	156.4	191.0	139.8	109.0	48.7	644.9
GB + Ch (0-17)	202.4	248.6	173.1	139.2	61.0	824.3
GB + Ch (5-12)	118.0	143.0	100.8	82.9	34.0	478.7
GB + Ch (5-17)	166.3	203.5	137.3	116.1	47.7	670.9
1 Person H'hld	111.2	161.0	107.5	88.8	45.0	513.5
2 Person H'hld	210.4	275.1	176.4	152.7	67.4	882.0
3 Person H'hld	98.4	122.1	81.7	65.1	29.5	396.8
4 Person H'hld	83.0	109.3	75.5	59.7	26.7	354.2
5 Person H'hld	56.0	65.5	53.9	40.7	17.4	233.5
1 TV H'hld	256.0	290.5	208.3	162.5	68.3	985.6
2 TV H'hld	215.1	295.0	194.7	166.9	69.8	941.5
3+ TV H'hld	87.9	147.5	92.0	77.6	47.9	452.9