



2004 Universe Estimates

	Homes (000's)	Total People (000's)	Number of Homes Installed
Total Queensland (AM-A)	568	1457	520
Cairns	83	207	80
Townsville	71	196	70
Mackay	54	144	70
Rockhampton	71	190	70
Maryborough	199	480	150
Toowoomba	90	240	80
Total Northern NSW (AM-B)	743	1870	430
Northern Rivers	342	828	190
Newcastle	273	716	165
Tamworth/Taree	128	326	75
Total Southern NSW (AM-C)	498	1333	380
Canberra	163	448	123
Wollongong	187	489	139
Orange/Dubbo/Wagga	148	396	118



2004 Universe Estimates

	Homes (000's)	Total People (000's)	Number of Homes Installed
Total Victoria (AM-D)	412	1084	430
Bendigo	86	221	88
Shepparton	65	170	69
Albury	67	175	68
Gippsland	73	194	78
Ballarat	121	324	127
Total Tasmania	186	477	190
Hobart	94	241	95
Launceston	92	236	95



2004

Universe Estimates

	QLD AM-A (000's)	N NSW AM-B (000's)	S NSW AM-C (000's)	VIC AM-D (000's)	TAS (000's)	TOTAL REG (000's)
Households	568	743	498	412	186	2407
Total Individuals	1457	1870	1333	1084	477	6221
Children 0-4	94	109	82	65	30	380
Children 5-12	172	204	151	126	52	705
Teens 13-17	108	132	98	81	34	452
Ppl 16+	1125	1477	1041	844	375	4862
Ppl 16-39	464	567	431	320	145	1928
Ppl 16-54	766	962	712	552	250	3251
Ppl 25+	951	1259	874	719	317	4119
Ppl 25-54	601	743	545	427	192	2509
Ppl 40+	660	910	610	524	229	2934
Men 16+	558	722	514	415	182	2391
Men 16-24	89	112	86	64	29	381
Men 16-39	232	284	218	161	72	966
Men 16 -54	387	478	357	277	123	1622
Men 18+	536	695	494	398	175	2299
Men 18-24	68	85	66	48	22	290
Men 25+	468	610	428	350	153	2010
Men 25-39	142	171	132	97	42	585
Men 25-54	297	366	272	213	94	1241

NB: Numbers are subject to rounding



2004

Universe Estimates

	QLD AM-A (000's)	N NSW AM-B (000's)	S NSW AM-C (000's)	VIC AM-D (000's)	TAS (000's)	TOTAL REG (000's)
Men 40+	326	439	297	253	110	1425
Men 40-54	155	195	140	116	51	657
Men 55+	171	244	157	138	59	768
Women 16+	567	755	527	429	193	2471
Women 16-24	85	107	82	60	28	361
Women 16-39	233	284	214	158	74	962
Women 16-54	389	484	355	275	126	1629
Women 18+	547	730	508	413	186	2384
Women 18-24	64	82	63	44	21	274
Women 25+	482	649	445	369	164	2109
Women 25-39	148	177	132	98	45	601
Women 25-54	304	377	274	215	98	1268
Women 40+	334	472	313	270	119	1508
Women 40-54	156	200	141	116	53	667
Women 55+	178	272	172	154	66	842

NB: Numbers are subject to rounding



2004

Universe Estimates

	QLD AM-A (000's)	N NSW AM-B (000's)	S NSW AM-C (000's)	VIC AM-D (000's)	TAS (000's)	TOTAL REG (000's)
Grocery Buyers	568	743	498	412	186	2407
GB Working	288	338	254	206	86	1172
GB Not Wking	280	405	244	206	100	1235
GB 18-39	180	205	151	108	54	698
GB 40+	388	538	347	304	132	1709
GB (0) Children	363	495	329	276	126	1589
GB + Children	205	248	169	136	60	818
GB + Ch (0-12)	155	191	135	105	46	630
GB + Ch (0-17)	205	248	169	136	60	818
GB + Ch (5-12)	120	144	97	80	34	474
GB + Ch (5-17)	166	201	136	111	48	661
1 Person HHld	114	164	108	90	45	522
2 Person HHld	216	280	178	155	68	896
3 Person HHld	99	124	82	66	30	401
4 Person HHld	83	110	76	60	26	355
5 Person HHld	56	66	54	40	17	232
1 TV HHld	257	275	194	153	69	949
2 TV HHld	216	304	203	171	66	960
3+ TV HHld	94	164	101	88	51	498

NB: Numbers are subject to rounding



2004

Universe Estimates

Total Queensland

	Cairns (000's)	Townsville (000's)	Mackay (000's)	Rockhampton (000's)
Ttl People	207	196	144	190
Ttl Households	83	71	54	71
Grocery Buyers	83	71	54	71
Men 16+	80	75	56	73
Women 16+	80	75	54	71
People 16+	160	150	110	144
Men 25+	68	60	47	60
Women 25+	68	61	46	60
People 25+	136	121	93	120
Men 40+	45	39	31	41
Women 40+	44	39	30	40
People 40+	89	78	61	81
Men 16-39	35	37	25	32
Women 16-39	36	36	24	31
People 16-39	71	72	49	63
Men 25-54	46	42	33	40
Women 25-54	46	41	31	40
People 25-54	93	83	64	80
Men 16-54	59	56	42	53
Women 16-54	58	55	39	52
People 16-54	117	112	81	104

NB: Numbers are subject to rounding



2004

Universe Estimates

Total Queensland cont.

	Maryborough (000's)	Toowoomba (000's)	Total AM-A (000's)
Ttl People	480	240	1457
Ttl Households	199	90	568
Grocery Buyers	199	90	568
Men 16+	183	90	558
Women 16+	194	94	567
People 16+	377	184	1125
Men 25+	158	75	468
Women 25+	170	78	482
People 25+	328	153	951
Men 40+	118	53	326
Women 40+	126	56	334
People 40+	244	108	660
Men 16-39	65	37	232
Women 16-39	68	38	233
People 16-39	133	75	464
Men 25-54	90	46	297
Women 25-54	98	48	304
People 25-54	188	94	601
Men 16-54	115	61	387
Women 16-54	122	63	389
People 16-54	237	124	776

NB: Numbers are subject to rounding



2004

Universe Estimates

Total Northern NSW

	Nth Rivers (000's)	Newcastle (000's)	Tamworth /Taree (000's)	Total AM-B (000's)
Ttl People	828	716	326	1870
Ttl Households	342	273	128	743
Grocery Buyers	342	273	128	743
Men 16+	322	275	125	722
Women 16+	338	287	131	755
People 16+	659	562	256	1477
Men 25+	273	230	107	610
Women 25+	291	245	113	649
People 25+	564	475	220	1259
Men 40+	197	161	80	439
Women 40+	211	174	86	472
People 40+	408	336	166	910
Men 16-39	125	114	45	284
Women 16-39	126	112	45	284
People 16-39	251	227	90	567
Men 25-54	163	143	60	366
Women 25-54	172	144	61	377
People 25-54	335	288	121	743
Men 16-54	212	188	78	478
Women 16-54	218	187	79	484
People 16-54	431	375	157	962

NB: Numbers are subject to rounding



2004

Universe Estimates

Total Southern NSW

	Canberra (000's)	Wollongong (000's)	Orange /Dubbo /Wagga (000's)	Total AM-C (000's)
Ttl People	448	489	396	1333
Ttl Households	163	187	148	498
Grocery Buyers	163	187	148	498
Men 16+	173	190	151	514
Women 16+	179	195	153	527
People 16+	353	384	304	1041
Men 25+	141	161	127	428
Women 25+	148	168	130	445
People 25+	289	328	256	874
Men 40+	91	116	89	297
Women 40+	98	123	93	313
People 40+	189	239	182	610
Men 16-39	82	74	62	218
Women 16-39	82	72	60	214
People 16-39	164	146	122	431
Men 25-54	98	95	79	272
Women 25-54	100	96	77	274
People 25-54	198	191	156	545
Men 16-54	130	124	103	357
Women 16-54	132	123	100	355
People 16-54	261	247	204	712

NB: Numbers are subject to rounding



2004 Universe Estimates

Total Victoria

	Bendigo (000's)	Shepparton (000's)	Albury (000's)
Ttl People	221	170	175
Ttl Households	86	65	67
Grocery Buyers	86	65	67
Men 16+	84	66	66
Women 16+	88	66	69
People 16+	173	132	136
Men 25+	72	56	56
Women 25+	76	58	59
People 25+	147	114	115
Men 40+	52	41	40
Women 40+	56	42	43
People 40+	108	83	83
Men 16-39	33	25	27
Women 16-39	32	24	26
People 16-39	65	49	53
Men 25-54	43	34	35
Women 25-54	43	34	35
People 25-54	86	67	70
Men 16-54	56	43	45
Women 16-54	56	42	45
People 16-54	112	85	90

NB: Numbers are subject to rounding



2004

Universe Estimates

Total Victoria cont.

	Gippsland (000's)	Ballarat (000's)	Total AM-D (000's)
Ttl People	194	324	1084
Ttl Households	73	121	412
Grocery Buyers	73	121	412
Men 16+	75	124	415
Women 16+	77	128	429
People 16+	152	252	844
Men 25+	63	104	350
Women 25+	66	110	369
People 25+	129	214	719
Men 40+	46	75	253
Women 40+	49	80	270
People 40+	95	155	524
Men 16-39	29	49	161
Women 16-39	28	48	158
People 16-39	57	97	320
Men 25-54	38	63	213
Women 25-54	38	65	215
People 25-54	77	128	427
Men 16-54	50	83	277
Women 16-54	49	83	275
People 16-54	99	166	552

NB: Numbers are subject to rounding



2004

Universe Estimates

Total Tasmania

	Hobart (000's)	Launceston (000's)	Total Tasmania (000's)
Ttl People	241	236	477
Ttl Households	94	92	186
Grocery Buyers	94	92	186
Men 16+	92	90	182
Women 16+	98	95	193
People 16+	190	185	375
Men 25+	77	76	153
Women 25+	83	81	164
People 25+	160	157	317
Men 40+	55	55	110
Women 40+	60	59	119
People 40+	115	114	229
Men 16-39	37	35	72
Women 16-39	38	36	74
People 16-39	75	70	145
Men 25-54	48	46	94
Women 25-54	50	48	98
People 25-54	98	94	192
Men 16-54	63	60	123
Women 16-54	65	61	126
People 16-54	128	121	250

NB: Numbers are subject to rounding



2004

Universe Estimates

Total Regional TAM

	Total Reg TAM (000's)
Ttl People	6221
Ttl Households	2407
Grocery Buyers	2407
Men 16+	2391
Women 16+	2471
People 16+	4862
Men 25+	2010
Women 25+	2109
People 25+	4119
Men 40+	1425
Women 40+	1508
People 40+	2934
Men 16-39	966
Women 16-39	962
People 16-39	1928
Men 25-54	1241
Women 25-54	1268
People 25-54	2509
Men 16-54	1622
Women 16-54	1629
People 16-54	3251

NB: Numbers are subject to rounding