

2005

Universe Estimates

	Homes (000's)	Total People (000's)	Number of Homes Installed
Total Queensland (AM-A)	580	1489	535
Cairns	85	212	80
Townsville	72	198	70
Mackay	54	145	70
Rockhampton	71	191	70
Maryborough	208	502	165
Toowoomba	90	241	80
Total Northern NSW (AM-B)	752	1893	475
Northern Rivers	349	846	220
Newcastle	274	718	175
Tamworth/Taree	129	329	80
Total Southern NSW (AM-C)	498	1333	380
Canberra	163	448	123
Wollongong	187	489	139
Orange/Dubbo/Wagga	148	396	118
Total Victoria (AM-D)	412	1086	435
Bendigo	86	222	88
Shepparton	65	170	69
Albury	67	176	68
Gippsland	73	194	83
Ballarat	121	324	127
Total Tasmania	189	486	190
Hobart	94	242	95
Launceston	95	244	95

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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	580	752	498	412	189	2431
Total Individuals	1489	1893	1333	1086	486	6287
Children 0-4	94	109	82	64	31	379
Children 5-12	171	205	147	124	52	698
Teens 13-17	110	131	96	78	35	449
Ppl 16+	1157	1499	1047	851	383	4936
Ppl 16-39	471	565	426	316	146	1924
Ppl 16-54	792	969	710	551	254	3276
Ppl 25+	976	1282	880	728	324	4189
Ppl 25-54	611	751	543	428	195	2528
Ppl 40+	686	934	621	535	263	3012
Men 16+	577	733	517	418	187	2431
Men 16-24	93	112	86	63	31	384
Men 16-39	237	284	215	159	73	967
Men 16-54	397	482	357	276	126	1637
Men 18+	555	707	498	402	180	2342
Men 18-24	71	86	66	48	24	295
Men 25+	484	621	432	355	156	2047
Men 25-39	144	172	130	95	42	583
Men 25-54	304	370	271	212	95	1252
Men 40+	340	449	302	259	114	1464
Men 40-54	160	198	141	117	53	669
Men 55+	180	251	161	142	61	795

NB: Numbers are subject to rounding

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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)
Women 16+	580	767	529	433	196	2505
Women 16-24	88	106	81	60	28	363
Women 16-39	234	282	211	157	74	957
Women 16-54	395	487	354	275	128	1639
Women 18+	560	741	511	418	189	2419
Women 18-24	67	81	63	45	22	277
Women 25+	493	661	448	373	168	2142
Women 25-39	146	176	130	97	45	594
Women 25-54	307	381	272	216	100	1276
Women 40+	346	485	319	276	123	1548
Women 40-54	161	205	143	119	55	682
Women 55+	185	279	176	157	68	866
Grocery Buyers	580	752	498	412	189	2431
GB Working	304	339	260	195	96	1194
GB Not Wking	276	413	238	217	93	1237
GB 18-39	185	208	148	109	52	702
GB 40+	395	544	350	303	137	1729
GB (0) Children	375	515	327	274	127	1618
GB + Children	205	237	171	138	62	813
GB + Ch (0-12)	161	180	131	107	46	625
GB + Ch (0-17)	205	237	171	138	62	813
GB + Ch (5-12)	118	137	97	77	37	466
GB + Ch (5-17)	164	196	138	110	54	661

NB: Numbers are subject to rounding

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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)
1 Person HHld	117	165	106	91	45	523
2 Person HHld	218	285	178	154	69	903
3 Person HHld	104	125	86	68	30	413
4 Person HHld	87	114	75	58	26	360
5 Person HHld	55	64	54	42	19	233
1 TV HHld	236	253	159	143	57	849
2 TV HHld	226	298	196	167	77	963
3+ TV HHld	118	201	143	102	55	620

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Universe Estimates

Total Queensland

	Cairns 000's	Townsville 000's	Mackay 000's	Rockhampton 000's	Maryborough 000's	Too-woomba 000's	Total AMA 000's
Ttl People	212	198	145	191	502	241	1489
Ttl Households	85	72	54	71	208	90	580
Grocery Buyers	85	72	54	71	208	90	580
Men 16+	83	78	57	74	194	92	577
Women 16+	82	75	54	72	203	94	580
People 16+	165	153	111	145	398	186	1157
Men 25+	70	62	48	61	167	75	484
Women 25+	69	61	46	60	178	79	493
People 25+	139	123	94	121	345	154	976
Men 40+	47	40	33	42	125	53	340
Women 40+	46	40	31	41	133	56	346
People 40+	93	80	63	82	259	109	686
Men 16-39	36	38	25	32	69	38	237
Women 16-39	36	36	23	31	70	38	234
People 16-39	72	73	48	63	139	77	471
Men 25-54	47	43	33	40	94	46	304
Women 25-54	47	41	31	40	101	47	307
People 25-54	94	84	64	80	195	94	611
Men 16-54	60	58	42	53	121	63	397
Women 16-54	59	55	40	51	126	63	395
People 16-54	120	114	81	104	248	125	792

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Universe Estimates

Total Northern NSW

	Nth Rivers 000's	Newcastle 000's	Tamworth /Taree 000's	Total AM-B 000's
Ttl People	846	718	329	1893
Ttl Households	349	274	129	752
Grocery Buyers	349	274	129	752
Men 16+	330	276	127	733
Women 16+	346	288	132	767
People 16+	676	564	259	1499
Men 25+	280	232	109	621
Women 25+	299	247	115	661
People 25+	579	478	224	1282
Men 40+	203	163	83	449
Women 40+	218	177	89	485
People 40+	422	341	172	934
Men 16-39	127	112	44	284
Women 16-39	127	111	44	282
People 16-39	254	223	88	565
Men 25-54	167	143	60	370
Women 25-54	176	144	61	381
People 25-54	343	288	121	751
Men 16-54	217	187	78	482
Women 16-54	223	186	78	487
People 16-54	440	373	156	969

NB: Numbers are subject to rounding

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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+	175	190	152	517
Women 16+	180	196	154	529
People 16+	355	386	305	1047
Men 25+	143	162	127	432
Women 25+	149	169	130	448
People 25+	291	331	258	880
Men 40+	93	118	91	302
Women 40+	99	25	94	319
People 40+	192	244	185	621
Men 16-39	82	72	61	215
Women 16-39	81	71	59	211
People 16-39	163	143	120	426
Men 25-54	98	95	78	271
Women 25-54	100	96	77	272
People 25-54	197	191	155	543
Men 16-54	130	124	103	357
Women 16-54	131	123	100	354
People 16-54	261	246	203	710

NB: Numbers are subject to rounding

2005 Universe Estimates

Total Victoria

	Bendigo 000's	Shepparton 000's	Albury 000's	Gippsland 000's	Ballarat 000's	Total AM-D 000's
Ttl People	222	170	176	194	324	1086
Ttl Households	86	65	67	73	121	412
Grocery Buyers	86	65	67	73	121	412
Men 16+	85	66	68	75	124	418
Women 16+	89	67	70	78	129	433
People 16+	175	133	137	152	253	851
Men 25+	72	57	57	64	105	355
Women 25+	77	58	60	67	111	373
People 25+	149	115	117	131	216	728
Men 40+	53	41	41	47	76	259
Women 40+	57	43	44	50	82	276
People 40+	110	84	85	98	158	535
Men 16-39	32	25	26	27	48	159
Women 16-39	32	24	26	27	47	157
People 16-39	64	49	52	55	95	316
Men 25-54	43	34	35	37	64	212
Women 25-54	44	34	35	39	65	216
People 25-54	87	68	70	76	129	428
Men 16-54	56	43	45	48	83	276
Women 16-54	56	42	45	49	83	275
People 16-54	112	86	91	97	166	551

NB: Numbers are subject to rounding

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Universe Estimates

Total Tasmania

	Hobart 000's	Launceston 000's	Total Tasmania 000's
Ttl People	244	242	486
Ttl Households	95	94	189
Grocery Buyers	95	94	189
Men 16+	94	93	187
Women 16+	99	97	196
People 16+	193	190	383
Men 25+	78	78	156
Women 25+	84	83	168
People 25+	162	161	324
Men 40+	57	57	114
Women 40+	62	61	123
People 40+	118	118	236
Men 16-39	37	36	73
Women 16-39	37	36	74
People 16-39	75	72	146
Men 25-54	48	47	95
Women 25-54	51	49	100
People 25-54	99	96	195
Men 16-54	64	62	126
Women 16-54	65	63	128
People 16-54	129	125	254

NB: Numbers are subject to rounding

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Universe Estimates

Total Regional TAM

	Total Reg TAM 000's
Ttl People	6287
Ttl Households	2431
Grocery Buyers	2431
Men 16+	2431
Women 16+	2505
People 16+	4936
Men 25+	2047
Women 25+	2142
People 25+	4189
Men 40+	1464
Women 40+	1548
People 40+	3012
Men 16-39	967
Women 16-39	957
People 16-39	1924
Men 25-54	1252
Women 25-54	1276
People 25-54	2528
Men 16-54	1637
Women 16-54	1639
People 16-54	3276

NB: Numbers are subject to rounding