

# Universe Estimates - 2008

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
Total QUEENSLAND (AM-A)	637.0	1,600.0	535
CAIRNS	92.0	225.0	80
TOWNSVILLE	82.0	215.0	70
MACKAY	63.0	163.6	70
ROCKHAMPTON	76.0	196.4	70
MARYBOROUGH	224.0	542.0	165
TOOWOOMBA	100.0	258.0	80
Total NNSW (AM-B)	779.0	1,950.0	475
NORTHERN RIVERS	363.0	885.0	220
TAMWORTH/TAREE	133.0	334.0	80
NEWCASTLE	283.0	731.0	175
Total SNSW (AM-C)	523.0	1,342.0	380
CANBERRA	172.0	448.0	123
ORANGE DUBBO WAGGA	154.0	396.0	118
WOLLONGONG	197.0	498.0	139
Total VICTORIA (AM-D)	449.0	1,129.0	435
ALBURY	73.0	181.0	68
SHEPPARTON	69.0	172.0	69
BENDIGO	92.0	228.0	88
BALLARAT	132.0	338.0	127
GIPPSLAND	83.0	210.0	83
Total TASMANIA	199.0	495.0	190
LAUNCESTON	99.0	246.0	95
HOBART	100.0	249.0	95

# Universe Estimates - 2008

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
Total Individuals	1,600.0	1,950.0	1,342.0	1,129.0	495.0	6,516.0
Total Households	637.0	779.0	523.0	449.0	199.0	2,587.0
Children 0-4	99.4	104.0	76.7	63.2	30.1	373.4
Children 5-12	177.4	202.7	140.1	121.2	51.0	692.4
Children 13-17	115.3	133.1	93.4	80.1	34.6	456.5
People 16+	1,253.3	1,563.0	1,069.2	895.7	392.9	5,174.1
People 16-39	506.7	577.8	420.4	324.1	146.7	1,975.7
People 16-54	847.7	988.1	704.7	563.2	253.8	3,357.5
People 25+	1,057.5	1,339.9	904.9	769.5	333.4	4,405.2
People 25-54	651.9	765.0	540.4	437.0	194.3	2,588.6
People 40+	746.6	985.2	648.8	571.6	246.2	3,198.4
Men 16+	630.0	768.3	530.5	441.5	192.2	2,562.5
Men 16-24	102.1	116.0	85.4	65.1	31.1	399.7
Men 16-39	259.4	293.3	215.1	164.0	73.8	1,005.6
Men 16-54	430.2	495.5	356.4	282.7	126.4	1,691.2
Men 18+	606.6	740.9	511.1	425.7	185.2	2,469.5
Men 18-24	78.7	88.6	66.0	49.3	24.1	306.7
Men 25+	527.9	652.3	445.1	376.4	161.1	2,162.8
Men 25-39	157.3	177.3	129.7	98.9	42.7	605.9
Men 25-54	328.1	379.5	271.0	217.6	95.3	1,291.5
Men 40+	370.6	475.0	315.4	277.5	118.4	1,556.9
Men 40-54	170.8	202.2	141.3	118.7	52.6	685.6
Men 55+	199.8	272.8	174.1	158.8	65.8	871.3

# Universe Estimates - 2008

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
Women 16+	623.3	794.7	538.7	454.2	200.7	2,611.6
Women 16-24	93.7	107.1	78.9	61.1	28.4	369.2
Women 16-39	247.3	284.5	205.3	160.1	72.9	970.1
Women 16-54	417.5	492.6	348.3	280.5	127.4	1,666.3
Women 18+	601.3	769.3	520.7	438.8	194.1	2,524.2
Women 18-24	71.7	81.7	60.9	45.7	21.8	281.8
Women 25+	529.6	687.6	459.8	393.1	172.3	2,242.4
Women 25-39	153.6	177.4	126.4	99.0	44.5	600.9
Women 25-54	323.8	385.5	269.4	219.4	99.0	1,297.1
Women 40+	376.0	510.2	333.4	294.1	127.8	1,641.5
Women 40-54	170.2	208.1	143.0	120.4	54.5	696.2
Women 55+	205.8	302.1	190.4	173.7	73.3	945.3
Grocery Buyers	637.0	779.0	523.0	449.0	199.0	2,587.0
Grocery Buyers Working	344.2	374.4	280.6	237.2	101.3	1,337.7
Grocery Buyers Not Working	292.8	404.6	242.4	211.8	97.7	1,249.3
Grocery Buyers Under 40	195.8	206.4	141.3	119.1	53.2	715.8
Grocery Buyers 40+	441.2	572.6	381.7	329.9	145.8	1,871.2
Grocery Buyer No Kids	426.3	531.3	349.2	307.2	136.9	1,750.9
Grocery Buyer Kids	210.7	247.7	173.8	141.8	62.1	836.1
Grocery Buyers Children 0-12	162.2	179.1	132.5	108.0	45.7	627.5
Grocery Buyers Children 0-17	210.7	247.7	173.8	141.8	62.1	836.1
Grocery Buyers Children 5-12	117.6	121.7	93.7	79.2	33.2	445.4
Grocery Buyers Children 5-17	168.0	193.1	135.5	114.6	50.1	661.3

# Universe Estimates - 2008

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
1 Person Households	147.0	174.9	118.7	101.1	49.8	591.5
2 Person Households	236.1	304.8	184.3	175.2	73.0	973.4
3 Person Households	107.4	118.3	86.2	72.5	30.5	414.9
4 Person Households	91.9	118.0	80.0	59.2	27.3	376.4
5+ Person Households	54.6	63.0	53.8	41.0	18.4	230.8
1 TV Households	231.0	237.5	153.1	133.1	53.1	807.8
2 TVs Households	245.6	293.0	197.7	173.0	73.3	982.6
3+ TVs Households	160.4	248.5	172.2	142.9	72.6	796.6

# Universe Estimates - 2008

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	225.0	215.0	163.6	196.4	542.0	258.0	1,600.0
Total Households	92.0	82.0	63.0	76.0	224.0	100.0	637.0
Children 0-4	14.3	13.5	11.7	13.2	30.2	16.5	99.4
Children 5-12	24.5	24.3	18.8	22.8	56.7	30.3	177.4
Children 13-17	15.9	16.9	11.3	15.3	35.9	20.0	115.3
People 16+	176.5	167.3	126.2	151.1	433.0	199.2	1,253.3
People 16-39	76.4	79.9	54.6	64.0	149.2	82.6	506.7
People 16-54	127.3	122.7	91.3	106.9	266.1	133.4	847.7
People 25+	148.9	135.1	106.3	125.5	376.3	165.4	1,057.5
People 25-54	99.7	90.5	71.4	81.3	209.4	99.6	651.9
People 40+	100.1	87.4	71.6	87.1	283.8	116.6	746.6
Men 16+	90.0	84.9	65.7	77.2	213.1	99.1	630.0
Men 16-24	14.3	16.8	10.5	13.7	29.5	17.3	102.1
Men 16-39	38.9	41.4	28.6	33.0	75.5	42.0	259.4
Men 16-54	64.8	63.2	47.6	55.0	132.2	67.4	430.2
Men 18+	86.8	81.3	63.5	74.0	205.9	95.1	606.6
Men 18-24	11.1	13.2	8.3	10.5	22.3	13.3	78.7
Men 25+	75.7	68.1	55.2	63.5	183.6	81.8	527.9
Men 25-39	24.6	24.6	18.1	19.3	46.0	24.7	157.3
Men 25-54	50.5	46.4	37.1	41.3	102.7	50.1	328.1
Men 40+	51.1	43.5	37.1	44.2	137.6	57.1	370.6
Men 40-54	25.9	21.8	19.0	22.0	56.7	25.4	170.8
Men 55+	25.2	21.7	18.1	22.2	80.9	31.7	199.8

# Universe Estimates - 2008

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	86.5	82.4	60.5	73.9	219.9	100.1	623.3
Women 16-24	13.3	15.4	9.4	11.9	27.2	16.5	93.7
Women 16-39	37.5	38.5	26.0	31.0	73.7	40.6	247.3
Women 16-54	62.5	59.5	43.7	51.9	133.9	66.0	417.5
Women 18+	83.5	79.0	58.3	71.1	213.3	96.1	601.3
Women 18-24	10.3	12.0	7.2	9.1	20.6	12.5	71.7
Women 25+	73.2	67.0	51.1	62.0	192.7	83.6	529.6
Women 25-39	24.2	23.1	16.6	19.1	46.5	24.1	153.6
Women 25-54	49.2	44.1	34.3	40.0	106.7	49.5	323.8
Women 40+	49.0	43.9	34.5	42.9	146.2	59.5	376.0
Women 40-54	25.0	21.0	17.7	20.9	60.2	25.4	170.2
Women 55+	24.0	22.9	16.8	22.0	86.0	34.1	205.8
Grocery Buyers	92.0	82.0	63.0	76.0	224.0	100.0	637.0
Grocery Buyers Working	58.0	49.9	36.1	41.1	108.4	50.7	344.2
Grocery Buyers Not Working	34.0	32.1	26.9	34.9	115.6	49.3	292.8
Grocery Buyers Under 40	31.8	29.7	20.5	24.1	60.6	29.1	195.8
Grocery Buyers 40+	60.2	52.3	42.5	51.9	163.4	70.9	441.2
Grocery Buyer No Kids	63.0	53.3	39.5	47.8	158.9	63.8	426.3
Grocery Buyer Kids	29.0	28.7	23.5	28.2	65.1	36.2	210.7
Grocery Buyers Children 0-12	23.0	22.7	17.5	22.4	47.2	29.4	162.2
Grocery Buyers Children 0-17	29.0	28.7	23.5	28.2	65.1	36.2	210.7
Grocery Buyers Children 5-12	16.1	15.7	12.0	16.8	33.3	23.7	117.6
Grocery Buyers Children 5-17	22.5	22.1	18.4	22.7	51.4	30.9	168.0

# Universe Estimates - 2008

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	22.4	17.5	13.4	17.0	52.6	24.1	147.0
2 Person Households	34.0	28.1	22.2	26.7	90.9	34.2	236.1
3 Person Households	16.3	14.4	11.0	12.5	36.3	16.9	107.4
4 Person Households	13.7	12.2	10.0	11.1	34.1	10.8	91.9
5+ Person Households	5.6	9.8	6.4	8.7	10.1	14.0	54.6
1 TV Households	37.3	28.8	20.2	26.1	76.8	41.8	231.0
2 TVs Households	34.5	31.1	24.8	28.2	90.9	36.1	245.6
3+ TVs Households	20.2	22.1	18.0	21.7	56.3	22.1	160.4

# Universe Estimates - 2008

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	885.0	334.0	731.0	1,950.0
Total Households	363.0	133.0	283.0	779.0
Children 0-4	46.3	16.9	40.8	104.0
Children 5-12	89.5	35.1	78.1	202.7
Children 13-17	59.4	23.2	50.5	133.1
People 16+	713.4	268.0	581.6	1,563.0
People 16-39	264.3	88.2	225.3	577.8
People 16-54	455.1	156.8	376.2	988.1
People 25+	612.8	232.3	494.8	1,339.9
People 25-54	354.5	121.1	289.4	765.0
People 40+	449.1	179.8	356.3	985.2
Men 16+	351.6	131.7	285.0	768.3
Men 16-24	52.9	18.6	44.5	116.0
Men 16-39	134.6	44.7	114.0	293.3
Men 16-54	227.8	78.7	189.0	495.5
Men 18+	339.2	126.9	274.8	740.9
Men 18-24	40.5	13.8	34.3	88.6
Men 25+	298.7	113.1	240.5	652.3
Men 25-39	81.7	26.1	69.5	177.3
Men 25-54	174.9	60.1	144.5	379.5
Men 40+	217.0	87.0	171.0	475.0
Men 40-54	93.2	34.0	75.0	202.2
Men 55+	123.8	53.0	96.0	272.8



# Universe Estimates - 2008

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	361.8	136.3	296.6	794.7
Women 16-24	47.7	17.1	42.3	107.1
Women 16-39	129.7	43.5	111.3	284.5
Women 16-54	227.3	78.1	187.2	492.6
Women 18+	350.6	131.9	286.8	769.3
Women 18-24	36.5	12.7	32.5	81.7
Women 25+	314.1	119.2	254.3	687.6
Women 25-39	82.0	26.4	69.0	177.4
Women 25-54	179.6	61.0	144.9	385.5
Women 40+	232.1	92.8	185.3	510.2
Women 40-54	97.6	34.6	75.9	208.1
Women 55+	134.5	58.2	109.4	302.1
Grocery Buyers	363.0	133.0	283.0	779.0
Grocery Buyers Working	181.5	60.0	132.9	374.4
Grocery Buyers Not Working	181.5	73.0	150.1	404.6
Grocery Buyers Under 40	96.6	31.5	78.3	206.4
Grocery Buyers 40+	266.4	101.5	204.7	572.6
Grocery Buyer No Kids	255.9	89.0	186.4	531.3
Grocery Buyer Kids	107.1	44.0	96.6	247.7
Grocery Buyers Children 0-12	75.8	30.9	72.4	179.1
Grocery Buyers Children 0-17	107.1	44.0	96.6	247.7
Grocery Buyers Children 5-12	47.9	21.8	52.0	121.7
Grocery Buyers Children 5-17	80.5	35.6	77.0	193.1

# Universe Estimates - 2008

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	83.0	30.4	61.5	174.9
2 Person Households	145.5	55.5	103.8	304.8
3 Person Households	59.3	16.3	42.7	118.3
4 Person Households	60.5	14.4	43.1	118.0
5+ Person Households	14.7	16.4	31.9	63.0
1 TV Households	127.8	43.0	66.7	237.5
2 TVs Households	127.9	49.5	115.6	293.0
3+ TVs Households	107.3	40.5	100.7	248.5

# Universe Estimates - 2008

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	448.0	396.0	498.0	1,342.0
Total Households	172.0	154.0	197.0	523.0
Children 0-4	27.4	22.9	26.4	76.7
Children 5-12	44.2	44.0	51.9	140.1
Children 13-17	30.6	29.2	33.6	93.4
People 16+	358.2	311.7	399.3	1,069.2
People 16-39	157.7	119.2	143.5	420.4
People 16-54	255.1	201.6	248.0	704.7
People 25+	298.5	263.0	343.4	904.9
People 25-54	195.4	152.9	192.1	540.4
People 40+	200.5	192.5	255.8	648.8
Men 16+	177.9	155.5	197.1	530.5
Men 16-24	30.9	25.4	29.1	85.4
Men 16-39	80.3	61.4	73.4	215.1
Men 16-54	128.6	102.7	125.1	356.4
Men 18+	171.5	149.3	190.3	511.1
Men 18-24	24.5	19.2	22.3	66.0
Men 25+	147.0	130.1	168.0	445.1
Men 25-39	49.4	36.0	44.3	129.7
Men 25-54	97.7	77.3	96.0	271.0
Men 40+	97.6	94.1	123.7	315.4
Men 40-54	48.3	41.3	51.7	141.3
Men 55+	49.3	52.8	72.0	174.1

# Universe Estimates - 2008

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	180.3	156.2	202.2	538.7
Women 16-24	28.8	23.3	26.8	78.9
Women 16-39	77.4	57.8	70.1	205.3
Women 16-54	126.5	98.9	122.9	348.3
Women 18+	174.3	150.6	195.8	520.7
Women 18-24	22.8	17.7	20.4	60.9
Women 25+	151.5	132.9	175.4	459.8
Women 25-39	48.6	34.5	43.3	126.4
Women 25-54	97.7	75.6	96.1	269.4
Women 40+	102.9	98.4	132.1	333.4
Women 40-54	49.1	41.1	52.8	143.0
Women 55+	53.8	57.3	79.3	190.4
Grocery Buyers	172.0	154.0	197.0	523.0
Grocery Buyers Working	110.7	81.0	88.9	280.6
Grocery Buyers Not Working	61.3	73.0	108.1	242.4
Grocery Buyers Under 40	52.4	41.5	47.4	141.3
Grocery Buyers 40+	119.6	112.5	149.6	381.7
Grocery Buyer No Kids	116.1	100.8	132.3	349.2
Grocery Buyer Kids	55.9	53.2	64.7	173.8
Grocery Buyers Children 0-12	43.2	41.2	48.1	132.5
Grocery Buyers Children 0-17	55.9	53.2	64.7	173.8
Grocery Buyers Children 5-12	29.9	28.9	34.9	93.7
Grocery Buyers Children 5-17	42.9	40.8	51.8	135.5

# Universe Estimates - 2008

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	39.5	35.1	44.1	118.7
2 Person Households	57.2	54.9	72.2	184.3
3 Person Households	29.0	24.1	33.1	86.2
4 Person Households	30.0	21.4	28.6	80.0
5+ Person Households	16.3	18.5	19.0	53.8
1 TV Households	50.8	43.9	58.4	153.1
2 TVs Households	61.6	59.6	76.5	197.7
3+ TVs Households	59.6	50.5	62.1	172.2

# Universe Estimates - 2008

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	181.0	172.0	228.0	338.0	210.0	1,129.0
Total Households	73.0	69.0	92.0	132.0	83.0	449.0
Children 0-4	10.1	9.8	12.7	19.4	11.2	63.2
Children 5-12	19.8	18.5	24.3	36.8	21.8	121.2
Children 13-17	13.1	12.3	15.5	24.1	15.1	80.1
People 16+	143.0	136.2	181.5	267.1	167.9	895.7
People 16-39	52.3	49.6	65.0	98.3	58.9	324.1
People 16-54	90.8	85.9	113.1	170.1	103.3	563.2
People 25+	122.5	117.7	156.2	228.6	144.5	769.5
People 25-54	70.3	67.4	87.8	131.6	79.9	437.0
People 40+	90.7	86.6	116.5	168.8	109.0	571.6
Men 16+	70.4	67.6	89.4	131.2	82.9	441.5
Men 16-24	10.6	9.5	13.0	19.9	12.1	65.1
Men 16-39	26.5	25.2	32.8	49.6	29.9	164.0
Men 16-54	45.6	43.4	56.6	85.5	51.6	282.7
Men 18+	67.8	65.2	86.4	126.4	79.9	425.7
Men 18-24	8.0	7.1	10.0	15.1	9.1	49.3
Men 25+	59.8	58.1	76.4	111.3	70.8	376.4
Men 25-39	15.9	15.7	19.8	29.7	17.8	98.9
Men 25-54	35.0	33.9	43.6	65.6	39.5	217.6
Men 40+	43.9	42.4	56.6	81.6	53.0	277.5
Men 40-54	19.1	18.2	23.8	35.9	21.7	118.7
Men 55+	24.8	24.2	32.8	45.7	31.3	158.8

# Universe Estimates - 2008

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	72.6	68.6	92.1	135.9	85.0	454.2
Women 16-24	9.9	9.0	12.3	18.6	11.3	61.1
Women 16-39	25.8	24.4	32.2	48.7	29.0	160.1
Women 16-54	45.2	42.5	56.5	84.6	51.7	280.5
Women 18+	70.2	66.2	89.1	131.3	82.0	438.8
Women 18-24	7.5	6.6	9.3	14.0	8.3	45.7
Women 25+	62.7	59.6	79.8	117.3	73.7	393.1
Women 25-39	15.9	15.4	19.9	30.1	17.7	99.0
Women 25-54	35.3	33.5	44.2	66.0	40.4	219.4
Women 40+	46.8	44.2	59.9	87.2	56.0	294.1
Women 40-54	19.4	18.1	24.3	35.9	22.7	120.4
Women 55+	27.4	26.1	35.6	51.3	33.3	173.7
Grocery Buyers	73.0	69.0	92.0	132.0	83.0	449.0
Grocery Buyers Working	41.8	34.8	45.8	72.8	42.0	237.2
Grocery Buyers Not Working	31.2	34.2	46.2	59.2	41.0	211.8
Grocery Buyers Under 40	19.1	18.5	24.2	36.5	20.8	119.1
Grocery Buyers 40+	53.9	50.5	67.8	95.5	62.2	329.9
Grocery Buyer No Kids	50.2	47.6	65.2	87.1	57.1	307.2
Grocery Buyer Kids	22.8	21.4	26.8	44.9	25.9	141.8
Grocery Buyers Children 0-12	17.6	15.7	20.8	34.5	19.4	108.0
Grocery Buyers Children 0-17	22.8	21.4	26.8	44.9	25.9	141.8
Grocery Buyers Children 5-12	14.0	12.1	15.7	23.9	13.5	79.2
Grocery Buyers Children 5-17	19.5	18.0	22.1	34.8	20.2	114.6

# Universe Estimates - 2008

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	16.8	16.1	22.6	26.1	19.5	101.1
2 Person Households	28.3	26.8	35.5	52.4	32.2	175.2
3 Person Households	11.2	11.8	14.4	22.2	12.9	72.5
4 Person Households	10.2	8.5	11.2	17.8	11.5	59.2
5+ Person Households	6.5	5.8	8.3	13.5	6.9	41.0
1 TV Households	21.2	20.7	27.2	38.9	25.1	133.1
2 TVs Households	28.4	26.5	35.5	50.3	32.3	173.0
3+ TVs Households	23.4	21.8	29.3	42.8	25.6	142.9



# Universe Estimates - 2008

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	246.0	249.0	495.0
Total Households	99.0	100.0	199.0
Children 0-4	14.5	15.6	30.1
Children 5-12	26.3	24.7	51.0
Children 13-17	17.2	17.4	34.6
People 16+	194.6	198.3	392.9
People 16-39	72.0	74.7	146.7
People 16-54	124.2	129.6	253.8
People 25+	165.7	167.7	333.4
People 25-54	95.3	99.0	194.3
People 40+	122.6	123.6	246.2
Men 16+	95.5	96.7	192.2
Men 16-24	15.1	16.0	31.1
Men 16-39	36.1	37.7	73.8
Men 16-54	62.2	64.2	126.4
Men 18+	92.1	93.1	185.2
Men 18-24	11.7	12.4	24.1
Men 25+	80.4	80.7	161.1
Men 25-39	21.0	21.7	42.7
Men 25-54	47.1	48.2	95.3
Men 40+	59.4	59.0	118.4
Men 40-54	26.1	26.5	52.6
Men 55+	33.3	32.5	65.8

# Universe Estimates - 2008

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	99.1	101.6	200.7
Women 16-24	13.8	14.6	28.4
Women 16-39	35.9	37.0	72.9
Women 16-54	62.0	65.4	127.4
Women 18+	95.9	98.2	194.1
Women 18-24	10.6	11.2	21.8
Women 25+	85.3	87.0	172.3
Women 25-39	22.1	22.4	44.5
Women 25-54	48.2	50.8	99.0
Women 40+	63.2	64.6	127.8
Women 40-54	26.1	28.4	54.5
Women 55+	37.1	36.2	73.3
Grocery Buyers	99.0	100.0	199.0
Grocery Buyers Working	49.9	51.4	101.3
Grocery Buyers Not Working	49.1	48.6	97.7
Grocery Buyers Under 40	27.0	26.2	53.2
Grocery Buyers 40+	72.0	73.8	145.8
Grocery Buyer No Kids	67.9	69.0	136.9
Grocery Buyer Kids	31.1	31.0	62.1
Grocery Buyers Children 0-12	24.4	21.3	45.7
Grocery Buyers Children 0-17	31.1	31.0	62.1
Grocery Buyers Children 5-12	18.7	14.5	33.2
Grocery Buyers Children 5-17	25.8	24.3	50.1

# Universe Estimates - 2008

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	23.2	26.6	49.8
2 Person Households	37.9	35.1	73.0
3 Person Households	15.1	15.4	30.5
4 Person Households	12.9	14.4	27.3
5+ Person Households	9.9	8.5	18.4
1 TV Households	25.9	27.2	53.1
2 TVs Households	39.3	34.0	73.3
3+ TVs Households	33.8	38.8	72.6