

Universe Estimates - 2009

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
Total QUEENSLAND (AM-A)	659.0	1,654.0	535
CAIRNS	96.0	235.0	80
TOWNSVILLE	84.0	220.0	70
MACKAY	65.0	169.6	70
ROCKHAMPTON	80.0	208.4	70
MARYBOROUGH	234.0	563.0	165
TOOWOOMBA	100.0	258.0	80
Total NNSW (AM-B)	797.0	1,993.0	475
NORTHERN RIVERS	378.0	916.0	220
TAMWORTH/TAREE	134.0	337.0	80
NEWCASTLE	285.0	740.0	175
Total SNSW (AM-C)	539.0	1,366.0	380
CANBERRA	183.0	469.0	123
ORANGE DUBBO WAGGA	156.0	396.0	118
WOLLONGONG	200.0	501.0	139
Total VICTORIA (AM-D)	453.0	1,139.0	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	87.0	220.0	83
Total TASMANIA	201.0	500.0	190
LAUNCESTON	99.0	247.0	95
HOBART	102.0	253.0	95

Universe Estimates - 2009

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
Total Individuals	1,654.0	1,993.0	1,366.0	1,139.0	500.0	6,652.0
Total Households	659.0	797.0	539.0	453.0	201.0	2,649.0
Children 0-4	103.7	111.0	81.2	65.7	31.2	392.8
Children 5-12	183.2	204.2	141.6	121.4	51.3	701.7
Children 13-17	118.1	135.8	95.7	81.4	34.3	465.3
People 16+	1,295.8	1,596.6	1,086.5	902.5	396.8	5,278.2
People 16-39	520.0	595.8	429.1	324.3	148.7	2,017.9
People 16-54	871.1	1,010.9	715.2	564.4	255.8	3,417.4
People 25+	1,095.8	1,363.4	917.7	773.0	336.9	4,486.8
People 25-54	671.1	777.7	546.4	434.9	195.9	2,626.0
People 40+	775.8	1,000.8	657.4	578.2	248.1	3,260.3
Men 16+	649.5	783.5	538.0	444.4	193.9	2,609.3
Men 16-24	103.2	120.1	87.5	66.4	30.9	408.1
Men 16-39	265.1	301.5	218.9	163.2	74.4	1,023.1
Men 16-54	440.0	505.3	360.8	282.0	126.9	1,715.0
Men 18+	625.5	755.3	518.0	428.4	186.9	2,514.1
Men 18-24	79.2	91.9	67.5	50.4	23.9	312.9
Men 25+	546.3	663.4	450.5	378.0	163.0	2,201.2
Men 25-39	161.9	181.4	131.4	96.8	43.5	615.0
Men 25-54	336.8	385.2	273.3	215.6	96.0	1,306.9
Men 40+	384.4	482.0	319.1	281.2	119.5	1,586.2
Men 40-54	174.9	203.8	141.9	118.8	52.5	691.9
Men 55+	209.5	278.2	177.2	162.4	67.0	894.3

Universe Estimates - 2009

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
Women 16+	646.3	813.1	548.5	458.1	202.9	2,668.9
Women 16-24	96.8	113.1	81.3	63.1	29.0	383.3
Women 16-39	254.9	294.3	210.2	161.1	74.3	994.8
Women 16-54	431.1	505.6	354.4	282.4	128.9	1,702.4
Women 18+	623.5	786.7	529.5	442.1	196.3	2,578.1
Women 18-24	74.0	86.7	62.3	47.1	22.4	292.5
Women 25+	549.5	700.0	467.2	395.0	173.9	2,285.6
Women 25-39	158.1	181.2	128.9	98.0	45.3	611.5
Women 25-54	334.3	392.5	273.1	219.3	99.9	1,319.1
Women 40+	391.4	518.8	338.3	297.0	128.6	1,674.1
Women 40-54	176.2	211.3	144.2	121.3	54.6	707.6
Women 55+	215.2	307.5	194.1	175.7	74.0	966.5
Grocery Buyers	659.0	797.0	539.0	453.0	201.0	2,649.0
Grocery Buyers Working	344.9	391.1	291.2	232.8	99.0	1,359.0
Grocery Buyers Not Working	314.1	405.9	247.8	220.2	102.0	1,290.0
Grocery Buyers Under 40	195.6	214.0	150.7	115.5	53.9	729.7
Grocery Buyers 40+	463.4	583.0	388.3	337.5	147.1	1,919.3
Grocery Buyer No Kids	445.2	556.0	367.2	307.3	134.1	1,809.8
Grocery Buyer Kids	213.8	241.0	171.8	145.7	66.9	839.2
Grocery Buyers Children 0-12	166.6	181.0	129.8	110.1	50.7	638.2
Grocery Buyers Children 0-17	213.8	241.0	171.8	145.7	66.9	839.2
Grocery Buyers Children 5-12	120.1	133.7	96.8	81.8	35.8	468.2
Grocery Buyers Children 5-17	164.8	196.0	138.7	120.9	52.6	673.0

Universe Estimates - 2009

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
1 Person Households	158.7	184.0	122.9	101.2	50.3	617.1
2 Person Households	240.0	305.1	195.2	180.8	74.1	995.2
3 Person Households	110.2	124.5	88.1	69.5	32.8	425.1
4 Person Households	94.0	119.1	79.0	64.2	26.7	383.0
5+ Person Households	56.1	64.3	53.8	37.3	17.1	228.6
FTA Only Households	499.1	569.0	377.6	356.7	163.6	1,966.0
STV Subscription Households*	159.9	228.0	161.4	96.3	37.4	683.0
People in STV Subscription Households*	461.9	660.7	457.0	268.1	104.9	1952.6
STV Subscription Households*	159.9	228.0	161.4	96.3	37.4	683.0
1 TV Households	223.3	238.5	161.0	128.9	60.7	812.4
2 TVs Households	260.1	303.0	212.3	182.8	73.7	1,031.9
3+ TVs Households	175.6	255.5	165.7	141.3	66.6	804.7

* STV estimates as at start of Q1

Universe Estimates - 2009

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	235.0	220.0	169.6	208.4	563.0	258.0	1,654.0
Total Households	96.0	84.0	65.0	80.0	234.0	100.0	659.0
Children 0-4	15.2	14.3	11.8	14.3	31.4	16.7	103.7
Children 5-12	25.6	24.6	19.1	24.7	59.2	30.0	183.2
Children 13-17	16.3	17.1	11.6	15.6	37.9	19.6	118.1
People 16+	184.3	171.0	131.7	160.0	449.3	199.5	1,295.8
People 16-39	78.3	80.7	58.2	68.9	153.8	80.1	520.0
People 16-54	131.3	124.8	96.4	113.9	273.5	131.2	871.1
People 25+	156.4	138.6	110.9	133.0	390.1	166.8	1,095.8
People 25-54	103.4	92.4	75.6	86.9	214.3	98.5	671.1
People 40+	106.0	90.3	73.5	91.1	295.5	119.4	775.8
Men 16+	93.5	86.6	69.1	81.9	219.8	98.6	649.5
Men 16-24	14.4	16.9	10.8	14.1	30.4	16.6	103.2
Men 16-39	39.7	41.7	30.7	35.4	77.0	40.6	265.1
Men 16-54	66.4	63.9	50.8	58.6	134.5	65.8	440.0
Men 18+	90.3	83.0	66.7	78.7	212.2	94.6	625.5
Men 18-24	11.2	13.3	8.4	10.9	22.8	12.6	79.2
Men 25+	79.1	69.7	58.3	67.8	189.4	82.0	546.3
Men 25-39	25.3	24.8	19.9	21.3	46.6	24.0	161.9
Men 25-54	52.0	47.0	40.0	44.5	104.1	49.2	336.8
Men 40+	53.8	44.9	38.4	46.5	142.8	58.0	384.4
Men 40-54	26.7	22.2	20.1	23.2	57.5	25.2	174.9
Men 55+	27.1	22.7	18.3	23.3	85.3	32.8	209.5

Universe Estimates - 2009

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	90.8	84.4	62.6	78.1	229.5	100.9	646.3
Women 16-24	13.5	15.5	10.0	12.9	28.8	16.1	96.8
Women 16-39	38.6	39.0	27.5	33.5	76.8	39.5	254.9
Women 16-54	64.9	60.9	45.6	55.3	139.0	65.4	431.1
Women 18+	87.6	81.0	60.4	75.1	222.3	97.1	623.5
Women 18-24	10.3	12.1	7.8	9.9	21.6	12.3	74.0
Women 25+	77.3	68.9	52.6	65.2	200.7	84.8	549.5
Women 25-39	25.1	23.5	17.5	20.6	48.0	23.4	158.1
Women 25-54	51.4	45.4	35.6	42.4	110.2	49.3	334.3
Women 40+	52.2	45.4	35.1	44.6	152.7	61.4	391.4
Women 40-54	26.3	21.9	18.1	21.8	62.2	25.9	176.2
Women 55+	25.9	23.5	17.0	22.8	90.5	35.5	215.2
Grocery Buyers	96.0	84.0	65.0	80.0	234.0	100.0	659.0
Grocery Buyers Working	53.5	51.4	34.8	45.9	105.9	53.4	344.9
Grocery Buyers Not Working	42.5	32.6	30.2	34.1	128.1	46.6	314.1
Grocery Buyers Under 40	30.2	30.0	21.8	26.0	58.3	29.3	195.6
Grocery Buyers 40+	65.8	54.0	43.2	54.0	175.7	70.7	463.4
Grocery Buyer No Kids	65.9	51.7	41.7	51.2	169.3	65.4	445.2
Grocery Buyer Kids	30.1	32.3	23.3	28.8	64.7	34.6	213.8
Grocery Buyers Children 0-12	24.4	26.8	18.3	23.0	47.5	26.6	166.6
Grocery Buyers Children 0-17	30.1	32.3	23.3	28.8	64.7	34.6	213.8
Grocery Buyers Children 5-12	14.2	21.3	11.8	16.6	36.3	19.9	120.1
Grocery Buyers Children 5-17	19.7	26.3	16.4	22.3	52.4	27.7	164.8

Universe Estimates - 2009

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	24.3	18.8	14.5	18.7	57.3	25.1	158.7
2 Person Households	34.8	28.2	22.4	27.5	93.6	33.5	240.0
3 Person Households	16.8	14.5	11.2	13.0	38.0	16.7	110.2
4 Person Households	14.2	12.4	10.2	11.6	34.9	10.7	94.0
5+ Person Households	5.9	10.1	6.7	9.2	10.2	14.0	56.1
FTA Only Households	71.9	58.9	45.2	63.8	185.9	73.4	499.1
STV Subscription Households*	24.1	25.1	19.8	16.2	48.1	26.6	159.9
1 TV Households	37.0	26.0	20.4	24.0	80.0	35.9	223.3
2 TVs Households	35.4	32.1	25.4	31.5	95.6	40.1	260.1
3+ TVs Households	23.6	25.9	19.2	24.5	58.4	24.0	175.6

* STV Subscription Households estimates as at start of Q1

Universe Estimates - 2009

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	916.0	337.0	740.0	1,993.0
Total Households	378.0	134.0	285.0	797.0
Children 0-4	49.4	18.0	43.6	111.0
Children 5-12	91.0	35.3	77.9	204.2
Children 13-17	61.9	23.3	50.6	135.8
People 16+	738.7	269.8	588.1	1,596.6
People 16-39	276.9	89.2	229.7	595.8
People 16-54	472.3	157.6	381.0	1,010.9
People 25+	632.2	233.0	498.2	1,363.4
People 25-54	365.8	120.8	291.1	777.7
People 40+	461.8	180.6	358.4	1,000.8
Men 16+	362.9	132.6	288.0	783.5
Men 16-24	55.2	19.0	45.9	120.1
Men 16-39	140.3	45.0	116.2	301.5
Men 16-54	235.3	78.8	191.2	505.3
Men 18+	349.9	127.6	277.8	755.3
Men 18-24	42.2	14.0	35.7	91.9
Men 25+	307.7	113.6	242.1	663.4
Men 25-39	85.1	26.0	70.3	181.4
Men 25-54	180.1	59.8	145.3	385.2
Men 40+	222.6	87.6	171.8	482.0
Men 40-54	95.0	33.8	75.0	203.8
Men 55+	127.6	53.8	96.8	278.2

Universe Estimates - 2009

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	375.8	137.2	300.1	813.1
Women 16-24	51.3	17.8	44.0	113.1
Women 16-39	136.6	44.2	113.5	294.3
Women 16-54	237.0	78.8	189.8	505.6
Women 18+	363.8	132.8	290.1	786.7
Women 18-24	39.3	13.4	34.0	86.7
Women 25+	324.5	119.4	256.1	700.0
Women 25-39	85.3	26.4	69.5	181.2
Women 25-54	185.7	61.0	145.8	392.5
Women 40+	239.2	93.0	186.6	518.8
Women 40-54	100.4	34.6	76.3	211.3
Women 55+	138.8	58.4	110.3	307.5
Grocery Buyers	378.0	134.0	285.0	797.0
Grocery Buyers Working	190.3	61.5	139.3	391.1
Grocery Buyers Not Working	187.7	72.5	145.7	405.9
Grocery Buyers Under 40	102.0	30.3	81.7	214.0
Grocery Buyers 40+	276.0	103.7	203.3	583.0
Grocery Buyer No Kids	265.3	95.4	195.3	556.0
Grocery Buyer Kids	112.7	38.6	89.7	241.0
Grocery Buyers Children 0-12	82.9	30.0	68.1	181.0
Grocery Buyers Children 0-17	112.7	38.6	89.7	241.0
Grocery Buyers Children 5-12	59.4	23.9	50.4	133.7
Grocery Buyers Children 5-17	90.2	32.5	73.3	196.0

Universe Estimates - 2009

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	89.1	31.4	63.5	184.0
2 Person Households	148.1	54.5	102.5	305.1
3 Person Households	63.8	17.1	43.6	124.5
4 Person Households	62.0	14.3	42.8	119.1
5+ Person Households	15.0	16.7	32.6	64.3
FTA Only Households	265.9	105.6	197.5	569.0
STV Subscription Households*	112.1	28.4	87.5	228.0
1 TV Households	124.5	44.0	70.0	238.5
2 TVs Households	144.9	52.5	105.6	303.0
3+ TVs Households	108.6	37.5	109.4	255.5

* STV Subscription Households estimates as at start of Q1

Universe Estimates - 2009

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	469.0	396.0	501.0	1,366.0
Total Households	183.0	156.0	200.0	539.0
Children 0-4	29.8	24.2	27.2	81.2
Children 5-12	46.0	44.0	51.6	141.6
Children 13-17	31.7	29.6	34.4	95.7
People 16+	374.5	310.2	401.8	1,086.5
People 16-39	167.5	118.5	143.1	429.1
People 16-54	268.1	199.6	247.5	715.2
People 25+	311.5	261.5	344.7	917.7
People 25-54	205.1	150.9	190.4	546.4
People 40+	207.0	191.7	258.7	657.4
Men 16+	185.9	154.2	197.9	538.0
Men 16-24	32.7	25.2	29.6	87.5
Men 16-39	85.2	60.7	73.0	218.9
Men 16-54	135.1	101.3	124.4	360.8
Men 18+	179.3	148.0	190.7	518.0
Men 18-24	26.1	19.0	22.4	67.5
Men 25+	153.2	129.0	168.3	450.5
Men 25-39	52.5	35.5	43.4	131.4
Men 25-54	102.4	76.1	94.8	273.3
Men 40+	100.7	93.5	124.9	319.1
Men 40-54	49.9	40.6	51.4	141.9
Men 55+	50.8	52.9	73.5	177.2

Universe Estimates - 2009

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	188.6	156.0	203.9	548.5
Women 16-24	30.3	23.5	27.5	81.3
Women 16-39	82.3	57.8	70.1	210.2
Women 16-54	133.0	98.3	123.1	354.4
Women 18+	182.2	150.2	197.1	529.5
Women 18-24	23.9	17.7	20.7	62.3
Women 25+	158.3	132.5	176.4	467.2
Women 25-39	52.0	34.3	42.6	128.9
Women 25-54	102.7	74.8	95.6	273.1
Women 40+	106.3	98.2	133.8	338.3
Women 40-54	50.7	40.5	53.0	144.2
Women 55+	55.6	57.7	80.8	194.1
Grocery Buyers	183.0	156.0	200.0	539.0
Grocery Buyers Working	114.9	84.2	92.1	291.2
Grocery Buyers Not Working	68.1	71.8	107.9	247.8
Grocery Buyers Under 40	59.0	42.0	49.7	150.7
Grocery Buyers 40+	124.0	114.0	150.3	388.3
Grocery Buyer No Kids	124.5	104.7	138.0	367.2
Grocery Buyer Kids	58.5	51.3	62.0	171.8
Grocery Buyers Children 0-12	42.5	39.8	47.5	129.8
Grocery Buyers Children 0-17	58.5	51.3	62.0	171.8
Grocery Buyers Children 5-12	30.6	29.8	36.4	96.8
Grocery Buyers Children 5-17	46.0	41.5	51.2	138.7

Universe Estimates - 2009

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	41.7	36.8	44.4	122.9
2 Person Households	62.7	57.2	75.3	195.2
3 Person Households	31.1	23.1	33.9	88.1
4 Person Households	30.7	20.6	27.7	79.0
5+ Person Households	16.8	18.3	18.7	53.8
FTA Only Households	118.5	117.6	141.5	377.6
STV Subscription Households*	64.5	38.4	58.5	161.4
1 TV Households	50.6	48.6	61.8	161.0
2 TVs Households	74.1	61.1	77.1	212.3
3+ TVs Households	58.3	46.3	61.1	165.7

* STV Subscription Households estimates as at start of Q1

Universe Estimates - 2009

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	181.0	172.0	228.0	338.0	220.0	1,139.0
Total Households	73.0	69.0	92.0	132.0	87.0	453.0
Children 0-4	10.6	10.0	13.1	19.8	12.2	65.7
Children 5-12	19.5	18.2	24.6	36.1	23.0	121.4
Children 13-17	12.7	12.5	16.0	24.5	15.7	81.4
People 16+	143.2	136.3	180.7	267.4	174.9	902.5
People 16-39	52.5	48.2	64.9	97.7	61.0	324.3
People 16-54	91.0	84.3	112.6	169.4	107.1	564.4
People 25+	122.1	117.7	154.6	228.2	150.4	773.0
People 25-54	69.9	65.7	86.5	130.2	82.6	434.9
People 40+	90.7	88.1	115.8	169.7	113.9	578.2
Men 16+	70.6	67.7	89.0	131.3	85.8	444.4
Men 16-24	10.9	9.7	13.3	20.3	12.2	66.4
Men 16-39	26.7	24.5	32.5	49.2	30.3	163.2
Men 16-54	45.7	42.5	56.1	84.9	52.8	282.0
Men 18+	68.0	65.1	85.8	126.3	83.2	428.4
Men 18-24	8.3	7.1	10.1	15.3	9.6	50.4
Men 25+	59.7	58.0	75.7	111.0	73.6	378.0
Men 25-39	15.8	14.8	19.2	28.9	18.1	96.8
Men 25-54	34.8	32.8	42.8	64.6	40.6	215.6
Men 40+	43.9	43.2	56.5	82.1	55.5	281.2
Men 40-54	19.0	18.0	23.6	35.7	22.5	118.8
Men 55+	24.9	25.2	32.9	46.4	33.0	162.4

Universe Estimates - 2009

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	72.6	68.6	91.7	136.1	89.1	458.1
Women 16-24	10.2	8.9	12.8	18.9	12.3	63.1
Women 16-39	25.8	23.7	32.4	48.5	30.7	161.1
Women 16-54	45.3	41.8	56.5	84.5	54.3	282.4
Women 18+	70.2	66.2	88.5	131.3	85.9	442.1
Women 18-24	7.8	6.5	9.6	14.1	9.1	47.1
Women 25+	62.4	59.7	78.9	117.2	76.8	395.0
Women 25-39	15.6	14.8	19.6	29.6	18.4	98.0
Women 25-54	35.1	32.9	43.7	65.6	42.0	219.3
Women 40+	46.8	44.9	59.3	87.6	58.4	297.0
Women 40-54	19.5	18.1	24.1	36.0	23.6	121.3
Women 55+	27.3	26.8	35.2	51.6	34.8	175.7
Grocery Buyers	73.0	69.0	92.0	132.0	87.0	453.0
Grocery Buyers Working	36.7	37.8	43.5	71.4	43.4	232.8
Grocery Buyers Not Working	36.3	31.2	48.5	60.6	43.6	220.2
Grocery Buyers Under 40	19.2	18.4	21.2	35.2	21.5	115.5
Grocery Buyers 40+	53.8	50.6	70.8	96.8	65.5	337.5
Grocery Buyer No Kids	48.9	47.0	62.1	88.5	60.8	307.3
Grocery Buyer Kids	24.1	22.0	29.9	43.5	26.2	145.7
Grocery Buyers Children 0-12	18.6	17.4	22.6	31.8	19.7	110.1
Grocery Buyers Children 0-17	24.1	22.0	29.9	43.5	26.2	145.7
Grocery Buyers Children 5-12	13.7	12.8	17.0	23.5	14.8	81.8
Grocery Buyers Children 5-17	20.0	18.4	24.7	36.1	21.7	120.9

Universe Estimates - 2009

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	17.3	15.9	22.3	25.6	20.1	101.2
2 Person Households	29.0	27.4	36.3	53.6	34.5	180.8
3 Person Households	10.0	11.3	13.8	21.3	13.1	69.5
4 Person Households	10.9	9.2	12.1	19.1	12.9	64.2
5+ Person Households	5.8	5.2	7.5	12.4	6.4	37.3
FTA Only Households	57.0	56.6	74.8	100.8	67.5	356.7
STV Subscription Households*	16.0	12.4	17.2	31.2	19.5	96.3
1 TV Households	20.4	20.3	27.2	34.9	26.1	128.9
2 TVs Households	31.1	27.7	36.3	55.4	32.3	182.8
3+ TVs Households	21.5	21.0	28.5	41.7	28.6	141.3

* STV Subscription Households estimates as at start of Q1

Universe Estimates - 2009

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	247.0	253.0	500.0
Total Households	99.0	102.0	201.0
Children 0-4	15.0	16.2	31.2
Children 5-12	26.1	25.2	51.3
Children 13-17	17.1	17.2	34.3
People 16+	195.4	201.4	396.8
People 16-39	71.7	77.0	148.7
People 16-54	124.1	131.7	255.8
People 25+	166.6	170.3	336.9
People 25-54	95.3	100.6	195.9
People 40+	123.7	124.4	248.1
Men 16+	95.6	98.3	193.9
Men 16-24	14.8	16.1	30.9
Men 16-39	35.8	38.6	74.4
Men 16-54	61.8	65.1	126.9
Men 18+	92.2	94.7	186.9
Men 18-24	11.4	12.5	23.9
Men 25+	80.8	82.2	163.0
Men 25-39	21.0	22.5	43.5
Men 25-54	47.0	49.0	96.0
Men 40+	59.8	59.7	119.5
Men 40-54	26.0	26.5	52.5
Men 55+	33.8	33.2	67.0

Universe Estimates - 2009

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	99.8	103.1	202.9
Women 16-24	14.0	15.0	29.0
Women 16-39	35.9	38.4	74.3
Women 16-54	62.3	66.6	128.9
Women 18+	96.6	99.7	196.3
Women 18-24	10.8	11.6	22.4
Women 25+	85.8	88.1	173.9
Women 25-39	21.9	23.4	45.3
Women 25-54	48.3	51.6	99.9
Women 40+	63.9	64.7	128.6
Women 40-54	26.4	28.2	54.6
Women 55+	37.5	36.5	74.0
Grocery Buyers	99.0	102.0	201.0
Grocery Buyers Working	48.2	50.8	99.0
Grocery Buyers Not Working	50.8	51.2	102.0
Grocery Buyers Under 40	27.0	26.9	53.9
Grocery Buyers 40+	72.0	75.1	147.1
Grocery Buyer No Kids	65.2	68.9	134.1
Grocery Buyer Kids	33.8	33.1	66.9
Grocery Buyers Children 0-12	25.9	24.8	50.7
Grocery Buyers Children 0-17	33.8	33.1	66.9
Grocery Buyers Children 5-12	17.9	17.9	35.8
Grocery Buyers Children 5-17	26.2	26.4	52.6

Universe Estimates - 2009

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	23.2	27.1	50.3
2 Person Households	38.1	36.0	74.1
3 Person Households	16.1	16.7	32.8
4 Person Households	12.5	14.2	26.7
5+ Person Households	9.1	8.0	17.1
FTA Only Households	80.5	83.1	163.6
STV Subscription Households*	18.5	18.9	37.4
1 TV Households	30.9	29.8	60.7
2 TVs Households	34.8	38.9	73.7
3+ TVs Households	33.3	33.3	66.6

* STV Subscription Households estimates as at start of Q1