

# Universe Estimates - 2010

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
<b>Total QUEENSLAND (AM-A)</b>	673.0	1696.0	535
CAIRNS	100.0	245.0	80
TOWNSVILLE	86.0	226.0	70
MACKAY	67.0	175.6	70
ROCKHAMPTON	81.0	211.4	70
MARYBOROUGH	238.0	577.0	165
TOOWOOMBA	101.0	261.0	80
<b>Total NNSW (AM-B)</b>	818.0	2021.0	475
NORTHERN RIVERS	387.0	932.0	220
TAMWORTH/TAREE	138.0	340.0	80
NEWCASTLE	293.0	749.0	175
<b>Total SNSW (AM-C)</b>	542.0	1378.0	380
CANBERRA	185.0	475.0	123
ORANGE DUBBO WAGGA	156.0	398.0	118
WOLLONGONG	201.0	505.0	139
<b>Total VICTORIA (AM-D)</b>	455.0	1151.0	435
ALBURY	74.0	184.0	68
SHEPPARTON	69.0	173.0	69
BENDIGO	93.0	231.0	88
BALLARAT	132.0	341.0	127
GIPPSLAND	87.0	222.0	83
<b>Total TASMANIA</b>	201.0	503.0	190
LAUNCESTON	99.0	248.0	95
HOBART	102.0	255.0	95

# Universe Estimates - 2010

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
Total Individuals	1,696.0	2,021.0	1,378.0	1,151.0	503.0	6,749.0
Total Households	673.0	818.0	542.0	455.0	201.0	2,689.0
Children 0-4	110.5	117.1	84.4	69.5	33.2	414.7
Children 5-12	185.8	202.5	140.1	119.1	50.7	698.2
Children 13-17	121.1	138.2	96.8	82.5	34.2	472.8
People 16+	1,327.2	1,620.0	1,096.5	913.5	398.9	5,356.1
People 16-39	531.5	612.1	437.2	328.3	148.8	2,057.9
People 16-54	888.3	1,026.7	719.9	568.2	254.7	3,457.8
People 25+	1,126.4	1,379.7	924.3	779.6	340.0	4,550.0
People 25-54	687.5	786.4	547.7	434.3	195.8	2,651.7
People 40+	795.7	1,007.9	659.3	585.2	250.1	3,298.2
Men 16+	665.9	794.1	543.0	449.9	194.8	2,647.7
Men 16-24	103.4	122.9	89.4	68.7	30.2	414.6
Men 16-39	270.7	308.9	222.6	165.1	74.3	1,041.6
Men 16-54	447.8	511.7	362.7	283.6	126.1	1,731.9
Men 18+	641.1	765.1	522.4	432.7	187.6	2,548.9
Men 18-24	78.6	93.9	68.8	51.5	23.0	315.8
Men 25+	562.5	671.2	453.6	381.2	164.6	2,233.1
Men 25-39	167.3	186.0	133.2	96.4	44.1	627.0
Men 25-54	344.4	388.8	273.3	214.9	95.9	1,317.3
Men 40+	395.2	485.2	320.4	284.8	120.5	1,606.1
Men 40-54	177.1	202.8	140.1	118.5	51.8	690.3
Men 55+	218.1	282.4	180.3	166.3	68.7	915.8

# Universe Estimates - 2010

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
Women 16+	661.3	825.9	553.5	463.6	204.1	2,708.4
Women 16-24	97.4	117.4	82.8	65.2	28.7	391.5
Women 16-39	260.8	303.2	214.6	163.2	74.5	1,016.3
Women 16-54	440.5	515.0	357.2	284.6	128.6	1,725.9
Women 18+	637.5	798.1	534.3	447.2	197.3	2,614.4
Women 18-24	73.6	89.6	63.6	48.8	21.9	297.5
Women 25+	563.9	708.5	470.7	398.4	175.4	2,316.9
Women 25-39	163.4	185.8	131.8	98.0	45.8	624.8
Women 25-54	343.1	397.6	274.4	219.4	99.9	1,334.4
Women 40+	400.5	522.7	338.9	300.4	129.6	1,692.1
Women 40-54	179.7	211.8	142.6	121.4	54.1	709.6
Women 55+	220.8	310.9	196.3	179.0	75.5	982.5
Grocery Buyers	673.0	818.0	542.0	455.0	201.0	2,689.0
Grocery Buyers Working	347.6	388.5	283.1	231.4	97.3	1,347.9
Grocery Buyers Not Working	325.4	429.5	258.9	223.6	103.7	1,341.1
Grocery Buyers Under 40	204.4	206.5	148.3	112.4	54.4	726.0
Grocery Buyers 40+	468.6	611.5	393.7	342.6	146.6	1,963.0
Grocery Buyer No Kids	450.5	560.8	368.9	310.8	139.9	1,830.9
Grocery Buyer Kids	222.5	257.2	173.1	144.2	61.1	858.1
Grocery Buyers Children 0-12	174.4	187.6	136.8	108.1	47.7	654.6
Grocery Buyers Children 0-17	222.5	257.2	173.1	144.2	61.1	858.1
Grocery Buyers Children 5-12	123.2	137.7	99.2	79.9	34.7	474.7
Grocery Buyers Children 5-17	175.5	210.0	137.5	117.5	49.3	689.8

# Universe Estimates - 2010

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Total REG
1 Person Households	159.2	191.0	124.0	101.7	50.5	626.4
2 Person Households	246.4	316.0	193.6	179.3	73.1	1,008.4
3 Person Households	113.2	125.3	87.3	69.9	33.6	429.3
4 Person Households	98.6	121.7	82.0	65.1	27.0	394.4
5+ Person Households	55.6	64.0	55.1	39.0	16.8	230.5
FTA Only Households	501.0	571.1	383.0	369.1	157.2	1,981.4
STV Subscription Households*	172.0	246.9	159.0	85.9	43.8	707.6
People in FTA Only Households	1,190.0	1,311.4	931.9	911.1	368.5	4,712.9
People in STV Subscription Households*	506.0	709.6	446.1	239.9	134.5	2,036.1
1 TV Households	229.7	235.3	155.2	129.4	52.3	801.9
2 TVs Households	250.8	295.0	198.1	168.8	69.6	982.3
3+ TVs Households	192.5	287.7	188.7	156.8	79.1	904.8

\* STV estimates as at start of Q1

# Universe Estimates - 2010

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	245.0	226.0	175.6	211.4	577.0	261.0	1,696.0
Total Households	100.0	86.0	67.0	81.0	238.0	101.0	673.0
Children 0-4	17.0	15.5	12.1	15.2	33.1	17.6	110.5
Children 5-12	26.5	25.1	19.4	25.1	60.2	29.5	185.8
Children 13-17	17.0	16.9	11.9	16.1	39.7	19.5	121.1
People 16+	191.3	175.5	137.0	161.6	459.6	202.2	1,327.2
People 16-39	80.3	81.9	62.1	70.9	157.5	78.8	531.5
People 16-54	134.8	127.2	101.5	115.9	278.3	130.6	888.3
People 25+	163.4	143.1	115.6	134.9	399.0	170.4	1,126.4
People 25-54	106.9	94.8	80.1	89.2	217.7	98.8	687.5
People 40+	111.0	93.6	74.9	90.7	302.1	123.4	795.7
Men 16+	96.9	88.7	72.8	83.2	224.7	99.6	665.9
Men 16-24	14.4	16.8	11.2	13.7	31.0	16.3	103.4
Men 16-39	40.5	42.1	33.2	36.3	78.6	40.0	270.7
Men 16-54	67.8	64.7	54.2	59.7	136.2	65.2	447.8
Men 18+	93.5	85.1	70.4	79.8	216.7	95.6	641.1
Men 18-24	11.0	13.2	8.8	10.3	23.0	12.3	78.6
Men 25+	82.5	71.9	61.6	69.5	193.7	83.3	562.5
Men 25-39	26.1	25.3	22.0	22.6	47.6	23.7	167.3
Men 25-54	53.4	47.9	43.0	46.0	105.2	48.9	344.4
Men 40+	56.4	46.6	39.6	46.9	146.1	59.6	395.2
Men 40-54	27.3	22.6	21.0	23.4	57.6	25.2	177.1
Men 55+	29.1	24.0	18.6	23.5	88.5	34.4	218.1

# Universe Estimates - 2010

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	94.4	86.8	64.2	78.4	234.9	102.6	661.3
Women 16-24	13.5	15.6	10.2	13.0	29.6	15.5	97.4
Women 16-39	39.8	39.8	28.9	34.6	78.9	38.8	260.8
Women 16-54	67.0	62.5	47.3	56.2	142.1	65.4	440.5
Women 18+	91.0	83.4	61.8	75.2	227.3	98.8	637.5
Women 18-24	10.1	12.2	7.8	9.8	22.0	11.7	73.6
Women 25+	80.9	71.2	54.0	65.4	205.3	87.1	563.9
Women 25-39	26.3	24.2	18.7	21.6	49.3	23.3	163.4
Women 25-54	53.5	46.9	37.1	43.2	112.5	49.9	343.1
Women 40+	54.6	47.0	35.3	43.8	156.0	63.8	400.5
Women 40-54	27.2	22.7	18.4	21.6	63.2	26.6	179.7
Women 55+	27.4	24.3	16.9	22.2	92.8	37.2	220.8
Grocery Buyers	100.0	86.0	67.0	81.0	238.0	101.0	673.0
Grocery Buyers Working	59.8	47.4	37.3	45.7	104.4	53.0	347.6
Grocery Buyers Not Working	40.2	38.6	29.7	35.3	133.6	48.0	325.4
Grocery Buyers Under 40	34.0	32.5	23.0	26.1	59.7	29.1	204.4
Grocery Buyers 40+	66.0	53.5	44.0	54.9	178.3	71.9	468.6
Grocery Buyer No Kids	68.4	56.1	44.1	51.2	164.3	66.4	450.5
Grocery Buyer Kids	31.6	29.9	22.9	29.8	73.7	34.6	222.5
Grocery Buyers Children 0-12	24.6	24.0	17.8	23.3	56.9	27.8	174.4
Grocery Buyers Children 0-17	31.6	29.9	22.9	29.8	73.7	34.6	222.5
Grocery Buyers Children 5-12	17.7	17.2	12.2	17.4	38.8	19.9	123.2
Grocery Buyers Children 5-17	24.8	23.7	17.2	24.3	58.3	27.2	175.5

# Universe Estimates - 2010

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	24.9	18.9	14.7	18.6	57.2	24.9	159.2
2 Person Households	36.5	29.0	23.2	28.0	95.7	34.0	246.4
3 Person Households	17.5	14.9	11.6	13.2	39.1	16.9	113.2
4 Person Households	15.3	13.1	10.8	12.2	35.9	11.3	98.6
5+ Person Households	5.8	10.1	6.7	9.0	10.1	13.9	55.6
FTA Only Households	74.1	62.9	46.1	61.7	180.8	75.4	501.0
STV Subscription Households*	25.9	23.1	20.9	19.3	57.2	25.6	172.0
1 TV Households	41.9	27.7	21.2	27.0	75.8	36.1	229.7
2 TVs Households	33.0	30.4	24.5	27.4	97.3	38.2	250.8
3+ TVs Households	25.1	27.9	21.3	26.6	64.9	26.7	192.5

\* STV estimates as at start of Q1

# Universe Estimates - 2010

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	932.0	340.0	749.0	2,021.0
Total Households	387.0	138.0	293.0	818.0
Children 0-4	52.5	18.7	45.9	117.1
Children 5-12	90.5	34.6	77.4	202.5
Children 13-17	62.5	24.3	51.4	138.2
People 16+	752.3	272.4	595.3	1,620.0
People 16-39	286.4	90.2	235.5	612.1
People 16-54	482.4	158.4	385.9	1,026.7
People 25+	642.1	234.7	502.9	1,379.7
People 25-54	372.2	120.7	293.5	786.4
People 40+	465.9	182.2	359.8	1,007.9
Men 16+	369.2	133.5	291.4	794.1
Men 16-24	56.6	19.2	47.1	122.9
Men 16-39	144.5	45.1	119.3	308.9
Men 16-54	239.6	78.5	193.6	511.7
Men 18+	356.0	128.3	280.8	765.1
Men 18-24	43.4	14.0	36.5	93.9
Men 25+	312.6	114.3	244.3	671.2
Men 25-39	87.9	25.9	72.2	186.0
Men 25-54	183.0	59.3	146.5	388.8
Men 40+	224.7	88.4	172.1	485.2
Men 40-54	95.1	33.4	74.3	202.8
Men 55+	129.6	55.0	97.8	282.4



# Universe Estimates - 2010

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	383.1	138.9	303.9	825.9
Women 16-24	53.6	18.5	45.3	117.4
Women 16-39	141.9	45.1	116.2	303.2
Women 16-54	242.8	79.9	192.3	515.0
Women 18+	370.5	134.1	293.5	798.1
Women 18-24	41.0	13.7	34.9	89.6
Women 25+	329.5	120.4	258.6	708.5
Women 25-39	88.3	26.6	70.9	185.8
Women 25-54	189.2	61.4	147.0	397.6
Women 40+	241.2	93.8	187.7	522.7
Women 40-54	100.9	34.8	76.1	211.8
Women 55+	140.3	59.0	111.6	310.9
Grocery Buyers	387.0	138.0	293.0	818.0
Grocery Buyers Working	189.4	65.8	133.3	388.5
Grocery Buyers Not Working	197.6	72.2	159.7	429.5
Grocery Buyers Under 40	97.3	30.1	79.1	206.5
Grocery Buyers 40+	289.7	107.9	213.9	611.5
Grocery Buyer No Kids	272.3	94.4	194.1	560.8
Grocery Buyer Kids	114.7	43.6	98.9	257.2
Grocery Buyers Children 0-12	81.8	31.2	74.6	187.6
Grocery Buyers Children 0-17	114.7	43.6	98.9	257.2
Grocery Buyers Children 5-12	58.5	24.8	54.4	137.7
Grocery Buyers Children 5-17	92.8	37.5	79.7	210.0

# Universe Estimates - 2010

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	91.1	33.1	66.8	191.0
2 Person Households	153.0	56.7	106.3	316.0
3 Person Households	64.8	16.9	43.6	125.3
4 Person Households	63.0	14.8	43.9	121.7
5+ Person Households	15.1	16.5	32.4	64.0
FTA Only Households	272.1	98.3	200.7	571.1
STV Subscription Households*	114.9	39.7	92.3	246.9
1 TV Households	126.9	42.8	65.6	235.3
2 TVs Households	136.9	47.2	110.9	295.0
3+ TVs Households	123.2	48.0	116.5	287.7

\* STV estimates as at start of Q1

# Universe Estimates - 2010

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	475.0	398.0	505.0	1,378.0
Total Households	185.0	156.0	201.0	542.0
Children 0-4	31.4	25.0	28.0	84.4
Children 5-12	45.9	44.0	50.2	140.1
Children 13-17	31.8	29.6	35.4	96.8
People 16+	379.1	311.4	406.0	1,096.5
People 16-39	172.3	120.3	144.6	437.2
People 16-54	272.3	199.6	248.0	719.9
People 25+	315.7	261.7	346.9	924.3
People 25-54	208.9	149.9	188.9	547.7
People 40+	206.8	191.1	261.4	659.3
Men 16+	188.5	154.9	199.6	543.0
Men 16-24	32.9	25.8	30.7	89.4
Men 16-39	87.6	61.4	73.6	222.6
Men 16-54	137.3	101.1	124.3	362.7
Men 18+	181.7	148.7	192.0	522.4
Men 18-24	26.1	19.6	23.1	68.8
Men 25+	155.6	129.1	168.9	453.6
Men 25-39	54.7	35.6	42.9	133.2
Men 25-54	104.4	75.3	93.6	273.3
Men 40+	100.9	93.5	126.0	320.4
Men 40-54	49.7	39.7	50.7	140.1
Men 55+	51.2	53.8	75.3	180.3

# Universe Estimates - 2010

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	190.6	156.5	206.4	553.5
Women 16-24	30.5	23.9	28.4	82.8
Women 16-39	84.7	58.9	71.0	214.6
Women 16-54	135.0	98.5	123.7	357.2
Women 18+	184.2	150.7	199.4	534.3
Women 18-24	24.1	18.1	21.4	63.6
Women 25+	160.1	132.6	178.0	470.7
Women 25-39	54.2	35.0	42.6	131.8
Women 25-54	104.5	74.6	95.3	274.4
Women 40+	105.9	97.6	135.4	338.9
Women 40-54	50.3	39.6	52.7	142.6
Women 55+	55.6	58.0	82.7	196.3
Grocery Buyers	185.0	156.0	201.0	542.0
Grocery Buyers Working	114.0	79.1	90.0	283.1
Grocery Buyers Not Working	71.0	76.9	111.0	258.9
Grocery Buyers Under 40	55.1	43.5	49.7	148.3
Grocery Buyers 40+	129.9	112.5	151.3	393.7
Grocery Buyer No Kids	126.6	102.9	139.4	368.9
Grocery Buyer Kids	58.4	53.1	61.6	173.1
Grocery Buyers Children 0-12	46.3	40.5	50.0	136.8
Grocery Buyers Children 0-17	58.4	53.1	61.6	173.1
Grocery Buyers Children 5-12	33.1	28.6	37.5	99.2
Grocery Buyers Children 5-17	46.5	41.4	49.6	137.5

# Universe Estimates - 2010

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	42.2	36.8	45.0	124.0
2 Person Households	62.5	56.4	74.7	193.6
3 Person Households	31.0	22.7	33.6	87.3
4 Person Households	31.9	21.3	28.8	82.0
5+ Person Households	17.4	18.8	18.9	55.1
FTA Only Households	125.3	113.1	144.6	383.0
STV Subscription Households*	59.7	42.9	56.4	159.0
1 TV Households	55.5	45.9	53.8	155.2
2 TVs Households	64.4	52.7	81.0	198.1
3+ TVs Households	65.1	57.4	66.2	188.7

\* STV estimates as at start of Q1

# Universe Estimates - 2010

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	184.0	173.0	231.0	341.0	222.0	1,151.0
Total Households	74.0	69.0	93.0	132.0	87.0	455.0
Children 0-4	11.1	10.6	13.9	20.8	13.1	69.5
Children 5-12	19.0	18.0	24.4	35.2	22.5	119.1
Children 13-17	13.2	12.3	16.4	24.5	16.1	82.5
People 16+	146.1	137.1	182.9	270.5	176.9	913.5
People 16-39	54.0	47.2	65.8	98.7	62.6	328.3
People 16-54	92.7	83.1	113.5	170.6	108.3	568.2
People 25+	124.0	118.3	156.0	230.2	151.1	779.6
People 25-54	70.6	64.3	86.6	130.3	82.5	434.3
People 40+	92.1	89.9	117.1	171.8	114.3	585.2
Men 16+	72.0	68.5	89.7	132.9	86.8	449.9
Men 16-24	11.4	9.9	13.5	20.9	13.0	68.7
Men 16-39	27.5	24.0	32.7	49.7	31.2	165.1
Men 16-54	46.5	41.9	56.3	85.4	53.5	283.6
Men 18+	69.2	65.9	86.3	127.7	83.6	432.7
Men 18-24	8.6	7.3	10.1	15.7	9.8	51.5
Men 25+	60.6	58.6	76.2	112.0	73.8	381.2
Men 25-39	16.1	14.1	19.2	28.8	18.2	96.4
Men 25-54	35.1	32.0	42.8	64.5	40.5	214.9
Men 40+	44.5	44.5	57.0	83.2	55.6	284.8
Men 40-54	19.0	17.9	23.6	35.7	22.3	118.5
Men 55+	25.5	26.6	33.4	47.5	33.3	166.3

# Universe Estimates - 2010

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	74.1	68.6	93.2	137.6	90.1	463.6
Women 16-24	10.7	8.9	13.4	19.4	12.8	65.2
Women 16-39	26.5	23.2	33.1	49.0	31.4	163.2
Women 16-54	46.2	41.2	57.2	85.2	54.8	284.6
Women 18+	71.5	66.2	90.0	132.8	86.7	447.2
Women 18-24	8.1	6.5	10.2	14.6	9.4	48.8
Women 25+	63.4	59.7	79.8	118.2	77.3	398.4
Women 25-39	15.8	14.3	19.7	29.6	18.6	98.0
Women 25-54	35.5	32.3	43.8	65.8	42.0	219.4
Women 40+	47.6	45.4	60.1	88.6	58.7	300.4
Women 40-54	19.7	18.0	24.1	36.2	23.4	121.4
Women 55+	27.9	27.4	36.0	52.4	35.3	179.0
Grocery Buyers	74.0	69.0	93.0	132.0	87.0	455.0
Grocery Buyers Working	38.0	36.9	45.3	67.4	43.8	231.4
Grocery Buyers Not Working	36.0	32.1	47.7	64.6	43.2	223.6
Grocery Buyers Under 40	18.8	16.9	22.5	33.7	20.5	112.4
Grocery Buyers 40+	55.2	52.1	70.5	98.3	66.5	342.6
Grocery Buyer No Kids	49.5	49.0	62.7	89.8	59.8	310.8
Grocery Buyer Kids	24.5	20.0	30.3	42.2	27.2	144.2
Grocery Buyers Children 0-12	18.7	14.6	22.7	30.8	21.3	108.1
Grocery Buyers Children 0-17	24.5	20.0	30.3	42.2	27.2	144.2
Grocery Buyers Children 5-12	13.2	12.0	16.4	21.7	16.6	79.9
Grocery Buyers Children 5-17	19.2	17.4	24.1	33.8	23.0	117.5

# Universe Estimates – 2010

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	17.5	15.9	22.5	25.6	20.2	101.7
2 Person Households	29.0	27.1	36.2	52.9	34.1	179.3
3 Person Households	10.2	11.3	14.0	21.4	13.0	69.9
4 Person Households	11.2	9.3	12.4	19.3	12.9	65.1
5+ Person Households	6.1	5.4	7.9	12.8	6.8	39.0
FTA Only Households	56.7	57.5	78.9	105.5	70.5	369.1
STV Subscription Households*	17.3	11.5	14.1	26.5	16.5	85.9
1 TV Households	20.3	20.7	24.0	38.0	26.4	129.4
2 TVs Households	26.4	28.0	35.1	49.2	30.1	168.8
3+ TVs Households	27.3	20.3	33.9	44.8	30.5	156.8

\* STV Subscription Households estimates as at start of Q1



# Universe Estimates - 2010

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	248.0	255.0	503.0
Total Households	99.0	102.0	201.0
Children 0-4	16.1	17.1	33.2
Children 5-12	25.7	25.0	50.7
Children 13-17	17.3	16.9	34.2
People 16+	195.9	203.0	398.9
People 16-39	70.9	77.9	148.8
People 16-54	123.0	131.7	254.7
People 25+	167.5	172.5	340.0
People 25-54	94.6	101.2	195.8
People 40+	125.0	125.1	250.1
Men 16+	95.7	99.1	194.8
Men 16-24	14.5	15.7	30.2
Men 16-39	35.4	38.9	74.3
Men 16-54	61.1	65.0	126.1
Men 18+	92.1	95.5	187.6
Men 18-24	10.9	12.1	23.0
Men 25+	81.2	83.4	164.6
Men 25-39	20.9	23.2	44.1
Men 25-54	46.6	49.3	95.9
Men 40+	60.3	60.2	120.5
Men 40-54	25.7	26.1	51.8
Men 55+	34.6	34.1	68.7

# Universe Estimates - 2010

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	100.2	103.9	204.1
Women 16-24	13.9	14.8	28.7
Women 16-39	35.5	39.0	74.5
Women 16-54	61.9	66.7	128.6
Women 18+	96.8	100.5	197.3
Women 18-24	10.5	11.4	21.9
Women 25+	86.3	89.1	175.4
Women 25-39	21.6	24.2	45.8
Women 25-54	48.0	51.9	99.9
Women 40+	64.7	64.9	129.6
Women 40-54	26.4	27.7	54.1
Women 55+	38.3	37.2	75.5
Grocery Buyers	99.0	102.0	201.0
Grocery Buyers Working	46.0	51.3	97.3
Grocery Buyers Not Working	53.0	50.7	103.7
Grocery Buyers Under 40	27.8	26.6	54.4
Grocery Buyers 40+	71.2	75.4	146.6
Grocery Buyer No Kids	67.8	72.1	139.9
Grocery Buyer Kids	31.2	29.9	61.1
Grocery Buyers Children 0-12	24.3	23.4	47.7
Grocery Buyers Children 0-17	31.2	29.9	61.1
Grocery Buyers Children 5-12	18.3	16.4	34.7
Grocery Buyers Children 5-17	25.6	23.7	49.3

# Universe Estimates - 2010

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	23.3	27.2	50.5
2 Person Households	37.6	35.5	73.1
3 Person Households	16.5	17.1	33.6
4 Person Households	12.6	14.4	27.0
5+ Person Households	9.0	7.8	16.8
FTA Only Households	77.7	79.5	157.2
STV Subscription Households*	21.3	22.5	43.8
1 TV Households	25.2	27.1	52.3
2 TVs Households	34.3	35.3	69.6
3+ TVs Households	39.5	39.6	79.1

\* STV estimates as at start of Q1