

# Universe Estimates - 2011

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
<b>Total QUEENSLAND (AM-A)</b>	703	1,764	535
CAIRNS	104	253	80
TOWNSVILLE	89	232	70
MACKAY	70	183	70
ROCKHAMPTON	86	223	70
MARYBOROUGH	249	603	165
TOOWOOMBA	105	270	80
<b>Total NNSW (AM-B)</b>	833	2,079	475
NORTHERN RIVERS	395	963	220
TAMWORTH/TAREE	140	348	80
NEWCASTLE	298	768	175
<b>Total SNSW (AM-C)</b>	554	1,410	380
CANBERRA	190	489	123
ORANGE DUBBO WAGGA	159	406	118
WOLLONGONG	205	515	139
<b>Total VICTORIA (AM-D)</b>	465	1,171	435
ALBURY	76	187	68
SHEPPARTON	69	173	69
BENDIGO	95	234	88
BALLARAT	136	349	127
GIPPSLAND	89	228	83
<b>Total TASMANIA</b>	205	510	190
LAUNCESTON	101	251	95
HOBART	104	259	95
<b>REGIONAL WA</b>	202	498	120

# Universe Estimates - 2011

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Total Individuals	1,764	2,079	1,410	1,171	510	6,934	498	7,432
Total Households	703	833	554	465	205	2,760	202	2,962
Children 0-4	121.3	124.2	87.0	71.2	34.9	438.6	38.3	476.9
Children 5-12	189.4	202.9	140.9	118.2	50.1	701.5	55.7	757.2
Children 13-17	123.6	139.6	96.9	82.3	34.6	477.0	33.7	510.7
People 16+	1,379.7	1,669.7	1,125.2	933.1	404.6	5,512.3	383.2	5,895.5
People 16-39	557.8	637.4	452.4	337.8	149.6	2,135.0	164.1	2,299.1
People 16-54	925.0	1,059.1	738.6	579.6	256.8	3,559.1	272.1	3,831.2
People 25+	1,170.1	1,421.0	948.1	795.9	345.3	4,680.4	326.9	5,007.3
People 25-54	715.4	810.4	561.5	442.4	197.5	2,727.2	215.8	2,943.0
People 40+	821.9	1,032.3	672.8	595.3	255.0	3,377.3	219.1	3,596.4
Men 16+	693.2	818.9	558.3	460.0	197.5	2,727.9	201.9	2,929.8
Men 16-24	108.5	127.4	92.5	70.4	30.5	429.3	29.8	459.1
Men 16-39	284.8	322.1	231.1	170.3	74.7	1,083.0	87.1	1,170.1
Men 16-54	467.8	528.4	372.9	289.7	127.4	1,786.2	144.4	1,930.6
Men 18+	667.4	789.7	537.5	442.8	190.1	2,627.5	195.1	2,822.6
Men 18-24	82.7	98.2	71.7	53.2	23.1	328.9	23.0	351.9
Men 25+	584.7	691.5	465.8	389.6	167.0	2,298.6	172.1	2,470.7
Men 25-39	176.3	194.7	138.6	99.9	44.2	653.7	57.3	711.0
Men 25-54	359.3	401.0	280.4	219.3	96.9	1,356.9	114.6	1,471.5
Men 40+	408.4	496.8	327.2	289.7	122.8	1,644.9	114.8	1,759.7
Men 40-54	183.0	206.3	141.8	119.4	52.7	703.2	57.3	760.5
Men 55+	225.4	290.5	185.4	170.3	70.1	941.7	57.5	999.2

# Universe Estimates - 2011

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Women 16+	686.5	850.8	566.9	473.1	207.1	2,784.4	181.3	2,965.7
Women 16-24	101.1	121.3	84.6	66.8	28.8	402.6	26.5	429.1
Women 16-39	273.0	315.3	221.3	167.5	74.9	1,052.0	77.0	1,129.0
Women 16-54	457.2	530.7	365.7	289.9	129.4	1,772.9	127.7	1,900.6
Women 18+	662.3	822.6	547.7	456.5	200.3	2,689.4	175.2	2,864.6
Women 18-24	76.9	93.1	65.4	50.2	22.0	307.6	20.4	328.0
Women 25+	585.4	729.5	482.3	406.3	178.3	2,381.8	154.8	2,536.6
Women 25-39	171.9	194.0	136.7	100.7	46.1	649.4	50.5	699.9
Women 25-54	356.1	409.4	281.1	223.1	100.6	1,370.3	101.2	1,471.5
Women 40+	413.5	535.5	345.6	305.6	132.2	1,732.4	104.3	1,836.7
Women 40-54	184.2	215.4	144.4	122.4	54.5	720.9	50.7	771.6
Women 55+	229.3	320.1	201.2	183.2	77.7	1,011.5	53.6	1,065.1
Grocery Buyers	703.0	833.0	554.0	465.0	205.0	2,760.0	202.0	2,962.0
Grocery Buyers Working	368.1	399.5	293.1	243.8	103.9	1,408.4	120.0	1,528.4
Grocery Buyers Not Working	334.9	433.5	260.9	221.2	101.1	1,351.6	82.0	1,433.6
Grocery Buyers Under 40	201.5	207.2	146.1	114.0	53.7	722.5	68.1	790.6
Grocery Buyers 40+	501.5	625.8	407.9	351.0	151.3	2,037.5	133.9	2,171.4
Grocery Buyer No Kids	477.7	580.8	373.3	316.6	138.2	1,886.6	133.8	2,020.4
Grocery Buyer Kids	225.3	252.2	180.7	148.4	66.8	873.4	68.2	941.6
Grocery Buyers Children 0-12	167.3	189.1	139.0	112.5	50.9	658.8	54.0	712.8
Grocery Buyers Children 0-17	225.3	252.2	180.7	148.4	66.8	873.4	68.2	941.6
Grocery Buyers Children 5-12	124.1	138.2	100.2	82.4	35.4	480.3	40.2	520.5
Grocery Buyers Children 5-17	184.1	204.2	145.1	119.4	52.1	704.9	54.4	759.3

# Universe Estimates - 2011

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
1 Person Households	171.5	187.5	127.5	99.2	53.6	639.3	37.5	676.8
2 Person Households	251.6	323.8	192.3	187.4	73.8	1,028.9	90.4	1,119.3
3 Person Households	116.5	126.9	94.2	72.4	32.5	442.5	29.2	471.7
4 Person Households	103.5	127.4	85.9	70.1	27.5	414.4	33.9	448.3
5+ Person Households	59.9	67.4	54.1	35.9	17.6	234.9	11.0	245.9
FTA Only Households	516.9	592.4	387.2	364.7	167.9	2,029.1	145.6	2,174.7
STV Subscription Households*	186.1	240.6	166.8	100.3	37.1	730.9	56.4	787.3
People in FTA Only Households	1,232.6	1,391.6	921.6	896.2	395.9	4,837.9	340.1	5,178.0
People in STV Households*	531.4	687.4	488.4	274.8	114.1	2,096.1	157.9	2,254.0
1 TV Households	262.4	251.8	159.9	143.9	61.6	879.6	74.9	954.5
2 TVs Households	254.7	314.4	213.9	171.4	73.7	1,028.1	68.2	1,096.3
3+ TVs Households	185.9	266.8	180.2	149.7	69.7	852.3	58.9	911.2

\* STV estimates as at start of Q1

# Universe Estimates - 2011

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	253	232	183	223	603	270	1,764
Total Households	104	89	70	86	249	105	703
Children 0-4	18.6	16.8	13.3	16.9	36.6	19.1	121.3
Children 5-12	26.8	25.1	19.9	25.8	61.9	29.9	189.4
Children 13-17	17.3	17.4	12.2	16.8	40.3	19.6	123.6
People 16+	197.3	180.1	142.6	170.3	480.0	209.4	1,379.7
People 16-39	83.1	84.5	65.4	75.4	166.8	82.6	557.8
People 16-54	138.5	130.6	106.1	122.1	292.1	135.6	925.0
People 25+	168.4	146.9	120.4	142.2	416.0	176.2	1,170.1
People 25-54	109.6	97.4	83.9	94.0	228.1	102.4	715.4
People 40+	114.2	95.6	77.2	94.9	313.2	126.8	821.9
Men 16+	100.1	91.0	76.3	87.7	234.9	103.2	693.2
Men 16-24	15.0	17.3	11.7	14.5	32.9	17.1	108.5
Men 16-39	42.0	43.4	35.2	38.7	83.5	42.0	284.8
Men 16-54	69.8	66.5	57.1	63.1	143.5	67.8	467.8
Men 18+	96.5	87.2	73.7	84.1	226.7	99.2	667.4
Men 18-24	11.4	13.5	9.1	10.9	24.7	13.1	82.7
Men 25+	85.1	73.7	64.6	73.2	202.0	86.1	584.7
Men 25-39	27.0	26.1	23.5	24.2	50.6	24.9	176.3
Men 25-54	54.8	49.2	45.4	48.6	110.6	50.7	359.3
Men 40+	58.1	47.6	41.1	49.0	151.4	61.2	408.4
Men 40-54	27.8	23.1	21.9	24.4	60.0	25.8	183.0
Men 55+	30.3	24.5	19.2	24.6	91.4	35.4	225.4

# Universe Estimates - 2011

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	97.2	89.1	66.3	82.6	245.1	106.2	686.5
Women 16-24	13.9	15.9	10.5	13.6	31.1	16.1	101.1
Women 16-39	41.1	41.1	30.2	36.7	83.3	40.6	273.0
Women 16-54	68.7	64.1	49.0	59.0	148.6	67.8	457.2
Women 18+	93.8	85.5	63.9	79.4	237.5	102.2	662.3
Women 18-24	10.5	12.3	8.1	10.4	23.5	12.1	76.9
Women 25+	83.3	73.2	55.8	69.0	214.0	90.1	585.4
Women 25-39	27.2	25.2	19.7	23.1	52.2	24.5	171.9
Women 25-54	54.8	48.2	38.5	45.4	117.5	51.7	356.1
Women 40+	56.1	48.0	36.1	45.9	161.8	65.6	413.5
Women 40-54	27.6	23.0	18.8	22.3	65.3	27.2	184.2
Women 55+	28.5	25.0	17.3	23.6	96.5	38.4	229.3
Grocery Buyers	104.0	89.0	70.0	86.0	249.0	105.0	703.0
Grocery Buyers Working	58.8	51.0	43.1	50.8	110.5	53.9	368.1
Grocery Buyers Not Working	45.2	38.0	26.9	35.2	138.5	51.1	334.9
Grocery Buyers Under 40	33.3	30.4	23.6	27.3	58.1	28.8	201.5
Grocery Buyers 40+	70.7	58.6	46.4	58.7	190.9	76.2	501.5
Grocery Buyer No Kids	71.9	57.7	46.3	55.6	176.5	69.7	477.7
Grocery Buyer Kids	32.1	31.3	23.7	30.4	72.5	35.3	225.3
Grocery Buyers Children 0-12	24.2	24.1	19.1	22.6	50.6	26.7	167.3
Grocery Buyers Children 0-17	32.1	31.3	23.7	30.4	72.5	35.3	225.3
Grocery Buyers Children 5-12	16.4	17.9	13.7	15.6	40.0	20.5	124.1
Grocery Buyers Children 5-17	24.8	25.5	18.6	23.4	62.4	29.4	184.1

# Universe Estimates - 2011

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	26.9	20.4	16.0	20.6	60.7	26.9	171.5
2 Person Households	36.9	29.1	23.5	28.9	98.9	34.3	251.6
3 Person Households	18.1	15.3	12.1	13.9	39.6	17.5	116.5
4 Person Households	15.8	13.5	11.2	12.9	38.4	11.7	103.5
5+ Person Households	6.3	10.7	7.2	9.7	11.4	14.6	59.9
FTA Only Households	74.3	61.5	49.0	62.2	188.7	81.2	516.9
STV Subscription Households*	29.7	27.5	21.0	23.8	60.3	23.8	186.1
People in FTA Only Households	174.8	150.8	122.2	147.0	441.4	196.4	1,232.6
People in STV Households*	78.2	81.2	60.8	76.0	161.6	73.6	531.4
1 TV Households	41.2	29.9	25.7	34.1	90.9	40.6	262.4
2 TVs Households	40.1	30.5	26.0	28.3	93.0	36.8	254.7
3+ TVs Households	22.7	28.6	18.3	23.6	65.1	27.6	185.9

\* STV estimates as at start of Q1

# Universe Estimates - 2011

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	963	348	768	2,079
Total Households	395	140	298	833
Children 0-4	56.7	19.7	47.8	124.2
Children 5-12	90.7	34.4	77.8	202.9
Children 13-17	63.2	24.4	52.0	139.6
People 16+	778.4	279.5	611.8	1,669.7
People 16-39	300.1	93.2	244.1	637.4
People 16-54	499.7	162.5	396.9	1,059.1
People 25+	663.2	240.8	517.0	1,421.0
People 25-54	384.5	123.8	302.1	810.4
People 40+	478.3	186.3	367.7	1,032.3
Men 16+	382.3	137.1	299.5	818.9
Men 16-24	59.2	19.8	48.4	127.4
Men 16-39	151.6	46.7	123.8	322.1
Men 16-54	248.6	80.6	199.2	528.4
Men 18+	368.9	132.1	288.7	789.7
Men 18-24	45.8	14.8	37.6	98.2
Men 25+	323.1	117.3	251.1	691.5
Men 25-39	92.4	26.9	75.4	194.7
Men 25-54	189.4	60.8	150.8	401.0
Men 40+	230.7	90.4	175.7	496.8
Men 40-54	97.0	33.9	75.4	206.3
Men 55+	133.7	56.5	100.3	290.5



# Universe Estimates - 2011

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	396.1	142.4	312.3	850.8
Women 16-24	56.0	18.9	46.4	121.3
Women 16-39	148.5	46.5	120.3	315.3
Women 16-54	251.1	81.9	197.7	530.7
Women 18+	383.5	137.4	301.7	822.6
Women 18-24	43.4	13.9	35.8	93.1
Women 25+	340.1	123.5	265.9	729.5
Women 25-39	92.5	27.6	73.9	194.0
Women 25-54	195.1	63.0	151.3	409.4
Women 40+	247.6	95.9	192.0	535.5
Women 40-54	102.6	35.4	77.4	215.4
Women 55+	145.0	60.5	114.6	320.1
Grocery Buyers	395.0	140.0	298.0	833.0
Grocery Buyers Working	195.5	62.0	142.0	399.5
Grocery Buyers Not Working	199.5	78.0	156.0	433.5
Grocery Buyers Under 40	99.8	28.3	79.1	207.2
Grocery Buyers 40+	295.2	111.7	218.9	625.8
Grocery Buyer No Kids	279.5	100.4	200.9	580.8
Grocery Buyer Kids	115.5	39.6	97.1	252.2
Grocery Buyers Children 0-12	84.3	30.3	74.5	189.1
Grocery Buyers Children 0-17	115.5	39.6	97.1	252.2
Grocery Buyers Children 5-12	55.9	24.3	58.0	138.2
Grocery Buyers Children 5-17	88.4	34.1	81.7	204.2

# Universe Estimates - 2011

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	90.1	32.4	65.0	187.5
2 Person Households	156.6	57.8	109.4	323.8
3 Person Households	64.9	17.4	44.6	126.9
4 Person Households	66.5	15.3	45.6	127.4
5+ Person Households	16.9	17.1	33.4	67.4
FTA Only Households	282.9	105.3	204.2	592.4
STV Subscription Households*	112.1	34.7	93.8	240.6
People in FTA Only Households	642.9	244.8	503.9	1,391.6
People in STV Households*	320.1	103.2	264.1	687.4
1 TV Households	125.1	43.9	82.8	251.8
2 TVs Households	149.9	56.3	108.2	314.4
3+ TVs Households	120.0	39.8	107.0	266.8

\* STV estimates as at start of Q1

# Universe Estimates - 2011

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	489	406	515	1,410
Total Households	190	159	205	554
Children 0-4	32.2	25.9	28.9	87.0
Children 5-12	47.1	43.9	49.9	140.9
Children 13-17	31.8	29.8	35.3	96.9
People 16+	391.1	318.6	415.5	1,125.2
People 16-39	178.2	124.6	149.6	452.4
People 16-54	280.3	204.5	253.8	738.6
People 25+	326.6	267.1	354.4	948.1
People 25-54	215.8	153.0	192.7	561.5
People 40+	212.9	194.0	265.9	672.8
Men 16+	194.9	158.8	204.6	558.3
Men 16-24	33.6	27.0	31.9	92.5
Men 16-39	91.1	63.8	76.2	231.1
Men 16-54	141.8	103.7	127.4	372.9
Men 18+	188.1	152.4	197.0	537.5
Men 18-24	26.8	20.6	24.3	71.7
Men 25+	161.3	131.8	172.7	465.8
Men 25-39	57.5	36.8	44.3	138.6
Men 25-54	108.2	76.7	95.5	280.4
Men 40+	103.8	95.0	128.4	327.2
Men 40-54	50.7	39.9	51.2	141.8
Men 55+	53.1	55.1	77.2	185.4

# Universe Estimates - 2011

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	196.2	159.8	210.9	566.9
Women 16-24	30.9	24.5	29.2	84.6
Women 16-39	87.1	60.8	73.4	221.3
Women 16-54	138.5	100.8	126.4	365.7
Women 18+	189.8	154.0	203.9	547.7
Women 18-24	24.5	18.7	22.2	65.4
Women 25+	165.3	135.3	181.7	482.3
Women 25-39	56.2	36.3	44.2	136.7
Women 25-54	107.6	76.3	97.2	281.1
Women 40+	109.1	99.0	137.5	345.6
Women 40-54	51.4	40.0	53.0	144.4
Women 55+	57.7	59.0	84.5	201.2
Grocery Buyers	190.0	159.0	205.0	554.0
Grocery Buyers Working	112.9	84.0	96.2	293.1
Grocery Buyers Not Working	77.1	75.0	108.8	260.9
Grocery Buyers Under 40	57.7	41.3	47.1	146.1
Grocery Buyers 40+	132.3	117.7	157.9	407.9
Grocery Buyer No Kids	127.6	105.6	140.1	373.3
Grocery Buyer Kids	62.4	53.4	64.9	180.7
Grocery Buyers Children 0-12	47.8	41.2	50.0	139.0
Grocery Buyers Children 0-17	62.4	53.4	64.9	180.7
Grocery Buyers Children 5-12	31.7	30.8	37.7	100.2
Grocery Buyers Children 5-17	48.3	43.5	53.3	145.1

# Universe Estimates - 2011

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	43.5	37.6	46.4	127.5
2 Person Households	62.3	55.9	74.1	192.3
3 Person Households	33.5	24.6	36.1	94.2
4 Person Households	33.5	22.3	30.1	85.9
5+ Person Households	17.2	18.6	18.3	54.1
FTA Only Households	127.0	114.3	145.9	387.2
STV Subscription Households*	63.0	44.7	59.1	166.8
People in FTA Only Households	297.9	278.3	345.4	921.6
People in STV Households*	191.1	127.7	169.6	488.4
1 TV Households	54.8	48.6	56.5	159.9
2 TVs Households	71.8	59.3	82.8	213.9
3+ TVs Households	63.4	51.1	65.7	180.2

\* STV estimates as at start of Q1

# Universe Estimates - 2011

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	187	173	234	349	228	1,171
Total Households	76	69	95	136	89	465
Children 0-4	11.3	10.7	14.2	21.4	13.6	71.2
Children 5-12	19.2	17.1	24.1	35.2	22.6	118.2
Children 13-17	12.9	12.4	16.5	24.5	16.0	82.3
People 16+	149.0	137.8	186.0	277.9	182.4	933.1
People 16-39	55.3	47.3	67.4	102.6	65.2	337.8
People 16-54	94.1	83.1	115.3	175.4	111.7	579.6
People 25+	126.5	118.7	158.7	236.3	155.7	795.9
People 25-54	71.6	64.0	88.0	133.8	85.0	442.4
People 40+	93.7	90.5	118.6	175.3	117.2	595.3
Men 16+	73.5	68.7	91.5	137.0	89.3	460.0
Men 16-24	11.6	10.1	13.7	21.6	13.4	70.4
Men 16-39	28.3	24.0	33.5	51.9	32.6	170.3
Men 16-54	47.4	41.9	57.3	88.0	55.1	289.7
Men 18+	70.7	66.1	88.1	131.8	86.1	442.8
Men 18-24	8.8	7.5	10.3	16.4	10.2	53.2
Men 25+	61.9	58.6	77.8	115.4	75.9	389.6
Men 25-39	16.7	13.9	19.8	30.3	19.2	99.9
Men 25-54	35.8	31.8	43.6	66.4	41.7	219.3
Men 40+	45.2	44.7	58.0	85.1	56.7	289.7
Men 40-54	19.1	17.9	23.8	36.1	22.5	119.4
Men 55+	26.1	26.8	34.2	49.0	34.2	170.3

# Universe Estimates - 2011

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	75.5	69.1	94.5	140.9	93.1	473.1
Women 16-24	10.9	9.0	13.6	20.0	13.3	66.8
Women 16-39	27.0	23.3	33.9	50.7	32.6	167.5
Women 16-54	46.7	41.2	58.0	87.4	56.6	289.9
Women 18+	72.9	66.7	91.1	136.1	89.7	456.5
Women 18-24	8.3	6.6	10.2	15.2	9.9	50.2
Women 25+	64.6	60.1	80.9	120.9	79.8	406.3
Women 25-39	16.1	14.3	20.3	30.7	19.3	100.7
Women 25-54	35.8	32.2	44.4	67.4	43.3	223.1
Women 40+	48.5	45.8	60.6	90.2	60.5	305.6
Women 40-54	19.7	17.9	24.1	36.7	24.0	122.4
Women 55+	28.8	27.9	36.5	53.5	36.5	183.2
Grocery Buyers	76.0	69.0	95.0	136.0	89.0	465.0
Grocery Buyers Working	41.9	35.6	48.7	73.6	44.0	243.8
Grocery Buyers Not Working	34.1	33.4	46.3	62.4	45.0	221.2
Grocery Buyers Under 40	20.3	16.0	23.6	34.4	19.7	114.0
Grocery Buyers 40+	55.7	53.0	71.4	101.6	69.3	351.0
Grocery Buyer No Kids	51.6	47.8	65.5	89.6	62.1	316.6
Grocery Buyer Kids	24.4	21.2	29.5	46.4	26.9	148.4
Grocery Buyers Children 0-12	19.3	17.4	21.4	35.2	19.2	112.5
Grocery Buyers Children 0-17	24.4	21.2	29.5	46.4	26.9	148.4
Grocery Buyers Children 5-12	15.6	11.5	15.9	27.1	12.3	82.4
Grocery Buyers Children 5-17	20.8	15.7	24.0	38.5	20.4	119.4

# Universe Estimates – 2011

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	17.2	15.2	22.0	25.0	19.8	99.2
2 Person Households	30.5	27.7	37.9	55.8	35.5	187.4
3 Person Households	10.6	11.5	14.5	22.3	13.5	72.4
4 Person Households	12.1	9.8	13.4	20.9	13.9	70.1
5+ Person Households	5.6	4.8	7.2	12.0	6.3	35.9
FTA Only Households	60.5	54.9	75.8	102.3	71.2	364.7
STV Subscription Households*	15.5	14.1	19.2	33.7	17.8	100.3
People in FTA Only Households	147.7	135.0	182.0	254.6	176.9	896.2
People in STV Households*	39.3	38.0	52.0	94.4	51.1	274.8
1 TV Households	25.2	23.5	28.7	40.6	25.9	143.9
2 TVs Households	27.7	23.6	36.6	50.4	33.1	171.4
3+ TVs Households	23.1	21.9	29.7	45.0	30.0	149.7

\* STV estimates as at start of Q1



# Universe Estimates - 2011

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	251	259	510
Total Households	101	104	205
Children 0-4	16.8	18.1	34.9
Children 5-12	25.2	24.9	50.1
Children 13-17	17.6	17.0	34.6
People 16+	198.6	206.0	404.6
People 16-39	71.5	78.1	149.6
People 16-54	123.9	132.9	256.8
People 25+	169.7	175.6	345.3
People 25-54	95.0	102.5	197.5
People 40+	127.1	127.9	255.0
Men 16+	96.9	100.6	197.5
Men 16-24	14.8	15.7	30.5
Men 16-39	35.6	39.1	74.7
Men 16-54	61.5	65.9	127.4
Men 18+	93.1	97.0	190.1
Men 18-24	11.0	12.1	23.1
Men 25+	82.1	84.9	167.0
Men 25-39	20.8	23.4	44.2
Men 25-54	46.7	50.2	96.9
Men 40+	61.3	61.5	122.8
Men 40-54	25.9	26.8	52.7
Men 55+	35.4	34.7	70.1

# Universe Estimates - 2011

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	101.7	105.4	207.1
Women 16-24	14.1	14.7	28.8
Women 16-39	35.9	39.0	74.9
Women 16-54	62.4	67.0	129.4
Women 18+	98.3	102.0	200.3
Women 18-24	10.7	11.3	22.0
Women 25+	87.6	90.7	178.3
Women 25-39	21.8	24.3	46.1
Women 25-54	48.3	52.3	100.6
Women 40+	65.8	66.4	132.2
Women 40-54	26.5	28.0	54.5
Women 55+	39.3	38.4	77.7
Grocery Buyers	101.0	104.0	205.0
Grocery Buyers Working	49.7	54.2	103.9
Grocery Buyers Not Working	51.3	49.8	101.1
Grocery Buyers Under 40	25.5	28.2	53.7
Grocery Buyers 40+	75.5	75.8	151.3
Grocery Buyer No Kids	66.2	72.0	138.2
Grocery Buyer Kids	34.8	32.0	66.8
Grocery Buyers Children 0-12	25.7	25.2	50.9
Grocery Buyers Children 0-17	34.8	32.0	66.8
Grocery Buyers Children 5-12	17.0	18.4	35.4
Grocery Buyers Children 5-17	26.8	25.3	52.1

# Universe Estimates - 2011

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	24.8	28.8	53.6
2 Person Households	38.0	35.8	73.8
3 Person Households	16.0	16.5	32.5
4 Person Households	12.8	14.7	27.5
5+ Person Households	9.4	8.2	17.6
FTA Only Households	85.8	82.1	167.9
STV Subscription Households*	15.2	21.9	37.1
People in FTA Only Households	207.1	188.8	395.9
People in STV Households*	43.9	70.2	114.1
1 TV Households	29.3	32.3	61.6
2 TVs Households	37.6	36.1	73.7
3+ TVs Households	34.1	35.6	69.7

\* STV estimates as at start of Q1

# Universe Estimates - 2011

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	498
Total Households	202
Children 0-4	38.3
Children 5-12	55.7
Children 13-17	33.7
People 16+	383.2
People 16-39	164.1
People 16-54	272.1
People 25+	326.9
People 25-54	215.8
People 40+	219.1
Men 16+	201.9
Men 16-24	29.8
Men 16-39	87.1
Men 16-54	144.4
Men 18+	195.1
Men 18-24	23.0
Men 25+	172.1
Men 25-39	57.3
Men 25-54	114.6
Men 40+	114.8
Men 40-54	57.3
Men 55+	57.5

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	181.3
Women 16-24	26.5
Women 16-39	77.0
Women 16-54	127.7
Women 18+	175.2
Women 18-24	20.4
Women 25+	154.8
Women 25-39	50.5
Women 25-54	101.2
Women 40+	104.3
Women 40-54	50.7
Women 55+	53.6
Grocery Buyers	202.0
Grocery Buyers Working	120.0
Grocery Buyers Not Working	82.0
Grocery Buyers Under 40	68.1
Grocery Buyers 40+	133.9
Grocery Buyer No Kids	133.8
Grocery Buyer Kids	68.2
Grocery Buyers Children 0-12	54.0
Grocery Buyers Children 0-17	68.2
Grocery Buyers Children 5-12	40.2
Grocery Buyers Children 5-17	54.4

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	37.5
2 Person Households	90.4
3 Person Households	29.2
4 Person Households	33.9
5+ Person Households	11.0
FTA Only Households	145.6
STV Subscription Households*	56.4
People in FTA Only Households	340.1
People in STV Households*	157.9
1 TV Households	74.9
2 TVs Households	68.2
3+ TVs Households	58.9

\* STV estimates as at start of Q1