

# Universe Estimates - 2012

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
<b>Total QUEENSLAND (AM-A)</b>	732	1792	535
CAIRNS	108	256	80
TOWNSVILLE	93	235	70
MACKAY	73	186	70
ROCKHAMPTON	89	225	70
MARYBOROUGH	259	615	165
TOOWOOMBA	110	275	80
<b>Total NNSW (AM-B)</b>	858	2109	475
NORTHERN RIVERS	407	978	220
TAMWORTH/TAREE	144	352	80
NEWCASTLE	307	779	175
<b>Total SNSW (AM-C)</b>	570	1429	380
CANBERRA	196	498	123
ORANGE DUBBO WAGGA	164	409	118
WOLLONGONG	210	522	139
<b>Total VICTORIA (AM-D)</b>	483	1183	435
ALBURY	79	189	68
SHEPPARTON	72	175	69
BENDIGO	98	235	88
BALLARAT	141	352	127
GIPPSLAND	93	232	83
<b>Total TASMANIA</b>	210	515	190
LAUNCESTON	103	252	95
HOBART	107	263	95
<b>REGIONAL WA</b>	205	505	120

# Universe Estimates - 2012

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Total Individuals	1,792	2,109	1,429	1,183	515	7,028	505	7,533
Total Households	732	858	570	483	210	2,853	205	3,058
Children 0-4	126.1	128.1	89.6	70.7	35.0	449.5	38.6	488.1
Children 5-12	189.3	202.9	141.1	116.4	49.8	699.5	56.0	755.5
Children 13-17	122.4	137.2	94.7	80.7	34.7	469.7	33.3	503.0
People 16+	1,403.6	1,697.2	1,142.8	948.4	409.7	5,601.7	389.9	5,991.6
People 16-39	565.2	647.0	458.3	343.9	150.6	2,165.0	167.1	2,332.1
People 16-54	935.9	1,071.5	746.2	585.9	259.0	3,598.5	276.1	3,874.6
People 25+	1,190.6	1,444.7	963.4	809.2	349.2	4,757.1	332.6	5,089.7
People 25-54	722.9	819.0	566.8	446.7	198.5	2,753.9	218.8	2,972.7
People 40+	838.4	1,050.2	684.5	604.5	259.1	3,436.7	222.8	3,659.5
Men 16+	704.5	832.5	566.9	468.5	200.4	2,772.8	205.3	2,978.1
Men 16-24	109.8	129.4	93.5	71.5	31.4	435.6	30.2	465.8
Men 16-39	288.0	327.0	234.1	173.7	75.2	1,098.0	88.6	1,186.6
Men 16-54	472.9	534.6	376.3	293.2	128.5	1,805.5	146.0	1,951.5
Men 18+	679.1	803.9	546.7	451.7	193.2	2,674.6	198.5	2,873.1
Men 18-24	84.4	100.8	73.3	54.7	24.2	337.4	23.4	360.8
Men 25+	594.7	703.1	473.4	397.0	169.0	2,337.2	175.1	2,512.3
Men 25-39	178.2	197.6	140.6	102.2	43.8	662.4	58.4	720.8
Men 25-54	363.1	405.2	282.8	221.7	97.1	1,369.9	115.8	1,485.7
Men 40+	416.5	505.5	332.8	294.8	125.2	1,674.8	116.7	1,791.5
Men 40-54	184.9	207.6	142.2	119.5	53.3	707.5	57.4	764.9
Men 55+	231.6	297.9	190.6	175.3	71.9	967.3	59.3	1,026.6

# Universe Estimates - 2012

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Women 16+	699.1	864.7	575.9	479.9	209.3	2,828.9	184.6	3,013.5
Women 16-24	103.2	123.1	85.9	67.7	29.1	409.0	27.1	436.1
Women 16-39	277.2	320.0	224.2	170.2	75.4	1,067.0	78.5	1,145.5
Women 16-54	463.0	536.9	369.9	292.7	130.5	1,793.0	130.1	1,923.1
Women 18+	675.1	836.9	556.9	463.5	202.3	2,734.7	178.6	2,913.3
Women 18-24	79.2	95.3	66.9	51.3	22.1	314.8	21.1	335.9
Women 25+	595.9	741.6	490.0	412.2	180.2	2,419.9	157.5	2,577.4
Women 25-39	174.0	196.9	138.3	102.5	46.3	658.0	51.4	709.4
Women 25-54	359.8	413.8	284.0	225.0	101.4	1,384.0	103.0	1,487.0
Women 40+	421.9	544.7	351.7	309.7	133.9	1,761.9	106.1	1,868.0
Women 40-54	185.8	216.9	145.7	122.5	55.1	726.0	51.6	777.6
Women 55+	236.1	327.8	206.0	187.2	78.8	1,035.9	54.5	1,090.4
Grocery Buyers	732.0	858.0	570.0	483.0	210.0	2,853.0	205.0	3,058.0
Grocery Buyers Working	374.7	408.1	292.8	244.1	99.7	1,419.4	117.6	1,537.0
Grocery Buyers Not Working	357.3	449.9	277.2	238.9	110.3	1,433.6	87.4	1,521.0
Grocery Buyers Under 40	210.1	215.0	148.7	116.9	51.8	742.5	66.6	809.1
Grocery Buyers 40+	521.9	643.0	421.3	366.1	158.2	2,110.5	138.4	2,248.9
Grocery Buyer No Kids	492.6	595.9	383.4	325.2	145.8	1,942.9	139.5	2,082.4
Grocery Buyer Kids	239.4	262.1	186.6	157.8	64.2	910.1	65.5	975.6
Grocery Buyers Children 0-12	181.8	198.1	146.3	113.2	48.4	687.8	52.9	740.7
Grocery Buyers Children 0-17	239.4	262.1	186.6	157.8	64.2	910.1	65.5	975.6
Grocery Buyers Children 5-12	130.2	149.1	105.7	79.0	37.2	501.2	35.2	536.4
Grocery Buyers Children 5-17	191.3	215.1	147.8	124.7	53.4	732.3	48.5	780.8

# Universe Estimates - 2012

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	184.8	197.9	135.9	108.7	54.1	681.4	41.2	722.6
2 Person Households	266.9	336.6	201.8	194.7	76.7	1,076.7	92.4	1,169.1
3 Person Households	120.7	127.8	93.4	74.1	33.7	449.7	27.5	477.2
4 Person Households	101.2	126.3	85.9	70.5	27.7	411.6	33.6	445.2
5+ Person Households	58.4	69.4	53.0	35.0	17.8	233.6	10.3	243.9
FTA Only Households	547.9	600.2	398.0	380.6	171.3	2,098.0	155.1	2,253.1
STV Subscription Households*	184.1	257.8	172.0	102.4	38.7	755.0	49.9	804.9
People in FTA Only Households	1,275.8	1,411.6	953.0	900.9	402.2	4,943.5	370.1	5,313.6
People in STV Households*	516.2	697.4	476.0	282.1	112.8	2,084.5	134.9	2,219.4
1 TV Households	310.5	314.7	218.7	190.9	76.6	1,111.4	93.6	1,205.0
2 TVs Households	262.8	306.9	205.7	181.6	71.3	1,028.3	68.3	1,096.6
3+ TVs Households	158.7	236.4	145.6	110.5	62.1	713.3	43.1	756.4

\* STV estimates as at start of Q1

# Universe Estimates - 2012

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	256	235	186	225	615	275	1,792
Total Households	108	93	73	89	259	110	732
Children 0-4	19.2	17.2	14.0	17.5	38.0	20.2	126.1
Children 5-12	26.8	24.9	20.0	25.4	62.2	30.0	189.3
Children 13-17	16.4	17.4	11.8	16.6	40.5	19.7	122.4
People 16+	200.2	182.9	145.0	172.1	490.3	213.1	1,403.6
People 16-39	83.3	85.2	66.3	75.9	170.2	84.3	565.2
People 16-54	139.2	131.6	107.4	122.7	297.3	137.7	935.9
People 25+	170.9	149.2	122.7	143.8	424.8	179.2	1,190.6
People 25-54	109.9	97.9	85.1	94.4	231.8	103.8	722.9
People 40+	116.9	97.7	78.7	96.2	320.1	128.8	838.4
Men 16+	101.3	92.4	77.5	88.8	239.6	104.9	704.5
Men 16-24	15.2	17.5	11.7	14.6	33.5	17.3	109.8
Men 16-39	42.0	43.7	35.7	39.0	84.9	42.7	288.0
Men 16-54	70.0	67.1	57.8	63.5	145.8	68.7	472.9
Men 18+	97.9	88.6	74.9	85.4	231.4	100.9	679.1
Men 18-24	11.8	13.7	9.1	11.2	25.3	13.3	84.4
Men 25+	86.1	74.9	65.8	74.2	206.1	87.6	594.7
Men 25-39	26.8	26.2	24.0	24.4	51.4	25.4	178.2
Men 25-54	54.8	49.6	46.1	48.9	112.3	51.4	363.1
Men 40+	59.3	48.7	41.8	49.8	154.7	62.2	416.5
Men 40-54	28.0	23.4	22.1	24.5	60.9	26.0	184.9
Men 55+	31.3	25.3	19.7	25.3	93.8	36.2	231.6

# Universe Estimates - 2012

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	98.9	90.5	67.5	83.3	250.7	108.2	699.1
Women 16-24	14.1	16.2	10.6	13.7	32.0	16.6	103.2
Women 16-39	41.3	41.5	30.6	36.9	85.3	41.6	277.2
Women 16-54	69.2	64.5	49.6	59.2	151.5	69.0	463.0
Women 18+	95.7	86.9	65.3	80.1	242.9	104.2	675.1
Women 18-24	10.9	12.6	8.4	10.5	24.2	12.6	79.2
Women 25+	84.8	74.3	56.9	69.6	218.7	91.6	595.9
Women 25-39	27.2	25.3	20.0	23.2	53.3	25.0	174.0
Women 25-54	55.1	48.3	39.0	45.5	119.5	52.4	359.8
Women 40+	57.6	49.0	36.9	46.4	165.4	66.6	421.9
Women 40-54	27.9	23.0	19.0	22.3	66.2	27.4	185.8
Women 55+	29.7	26.0	17.9	24.1	99.2	39.2	236.1
Grocery Buyers	108.0	93.0	73.0	89.0	259.0	110.0	732.0
Grocery Buyers Working	64.2	49.5	41.5	49.9	116.4	53.2	374.7
Grocery Buyers Not Working	43.8	43.5	31.5	39.1	142.6	56.8	357.3
Grocery Buyers Under 40	33.8	33.0	24.4	28.9	59.4	30.6	210.1
Grocery Buyers 40+	74.2	60.0	48.6	60.1	199.6	79.4	521.9
Grocery Buyer No Kids	72.0	58.5	47.8	58.5	183.7	72.1	492.6
Grocery Buyer Kids	36.0	34.5	25.2	30.5	75.3	37.9	239.4
Grocery Buyers Children 0-12	28.5	27.1	19.0	23.6	54.4	29.2	181.8
Grocery Buyers Children 0-17	36.0	34.5	25.2	30.5	75.3	37.9	239.4
Grocery Buyers Children 5-12	20.3	19.1	12.6	18.2	39.0	21.0	130.2
Grocery Buyers Children 5-17	28.7	27.1	19.0	25.3	60.4	30.8	191.3

# Universe Estimates - 2012

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	28.6	23.2	17.0	21.8	64.9	29.3	184.8
2 Person Households	38.9	30.9	24.9	30.4	105.3	36.5	266.9
3 Person Households	18.8	16.0	12.6	14.4	40.6	18.3	120.7
4 Person Households	15.3	12.7	11.4	13.1	36.8	11.9	101.2
5+ Person Households	6.4	10.2	7.1	9.3	11.4	14.0	58.4
FTA Only Households	82.4	65.6	49.6	65.1	197.7	87.5	547.9
STV Subscription Households*	25.6	27.4	23.4	23.9	61.3	22.5	184.1
People in FTA Only Households	182.6	150.8	123.6	155.3	451.1	212.4	1,275.8
People in STV Households*	73.4	84.2	62.4	69.7	163.9	62.6	516.2
1 TV Households	54.0	36.5	29.2	37.0	104.3	49.5	310.5
2 TVs Households	36.4	35.4	28.4	30.6	92.1	39.9	262.8
3+ TVs Households	17.6	21.1	15.4	21.4	62.6	20.6	158.7

\* STV estimates as at start of Q1

# Universe Estimates - 2012

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	978	352	779	2,109
Total Households	407	144	307	858
Children 0-4	58.7	20.3	49.1	128.1
Children 5-12	90.2	34.7	78.0	202.9
Children 13-17	62.8	23.3	51.1	137.2
People 16+	792.1	283.3	621.8	1,697.2
People 16-39	305.2	94.5	247.3	647.0
People 16-54	506.2	163.7	401.6	1,071.5
People 25+	674.6	244.2	525.9	1,444.7
People 25-54	388.7	124.6	305.7	819.0
People 40+	486.9	188.8	374.5	1,050.2
Men 16+	388.7	139.0	304.8	832.5
Men 16-24	60.3	20.1	49.0	129.4
Men 16-39	154.0	47.4	125.6	327.0
Men 16-54	251.7	81.2	201.7	534.6
Men 18+	375.5	134.2	294.2	803.9
Men 18-24	47.1	15.3	38.4	100.8
Men 25+	328.4	118.9	255.8	703.1
Men 25-39	93.7	27.3	76.6	197.6
Men 25-54	191.4	61.1	152.7	405.2
Men 40+	234.7	91.6	179.2	505.5
Men 40-54	97.7	33.8	76.1	207.6
Men 55+	137.0	57.8	103.1	297.9



# Universe Estimates - 2012

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	403.4	144.3	317.0	864.7
Women 16-24	57.2	19.0	46.9	123.1
Women 16-39	151.2	47.1	121.7	320.0
Women 16-54	254.5	82.5	199.9	536.9
Women 18+	390.8	139.5	306.6	836.9
Women 18-24	44.6	14.2	36.5	95.3
Women 25+	346.2	125.3	270.1	741.6
Women 25-39	94.0	28.1	74.8	196.9
Women 25-54	197.3	63.5	153.0	413.8
Women 40+	252.2	97.2	195.3	544.7
Women 40-54	103.3	35.4	78.2	216.9
Women 55+	148.9	61.8	117.1	327.8
Grocery Buyers	407.0	144.0	307.0	858.0
Grocery Buyers Working	197.0	64.1	147.0	408.1
Grocery Buyers Not Working	210.0	79.9	160.0	449.9
Grocery Buyers Under 40	104.1	35.3	75.6	215.0
Grocery Buyers 40+	302.9	108.7	231.4	643.0
Grocery Buyer No Kids	289.1	100.1	206.7	595.9
Grocery Buyer Kids	117.9	43.9	100.3	262.1
Grocery Buyers Children 0-12	87.1	34.7	76.3	198.1
Grocery Buyers Children 0-17	117.9	43.9	100.3	262.1
Grocery Buyers Children 5-12	60.9	27.6	60.6	149.1
Grocery Buyers Children 5-17	92.7	37.2	85.2	215.1

# Universe Estimates - 2012

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	93.6	34.7	69.6	197.9
2 Person Households	162.2	60.2	114.2	336.6
3 Person Households	65.4	17.4	45.0	127.8
4 Person Households	66.8	13.9	45.6	126.3
5+ Person Households	19.0	17.8	32.6	69.4
FTA Only Households	281.0	111.4	207.8	600.2
STV Subscription Households*	126.0	32.6	99.2	257.8
People in FTA Only Households	649.9	272.2	489.5	1,411.6
People in STV Households*	328.1	79.8	289.5	697.4
1 TV Households	157.3	59.6	97.8	314.7
2 TVs Households	146.2	51.7	109.0	306.9
3+ TVs Households	103.5	32.7	100.2	236.4

\* STV estimates as at start of Q1

# Universe Estimates - 2012

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	498	409	522	1,429
Total Households	196	164	210	570
Children 0-4	33.3	26.6	29.7	89.6
Children 5-12	47.5	43.7	49.9	141.1
Children 13-17	31.6	28.9	34.2	94.7
People 16+	398.8	321.6	422.4	1,142.8
People 16-39	181.6	125.1	151.6	458.3
People 16-54	285.3	204.9	256.0	746.2
People 25+	332.8	269.9	360.7	963.4
People 25-54	219.3	153.2	194.3	566.8
People 40+	217.2	196.5	270.8	684.5
Men 16+	198.7	160.3	207.9	566.9
Men 16-24	34.3	27.0	32.2	93.5
Men 16-39	92.9	64.0	77.2	234.1
Men 16-54	144.5	103.6	128.2	376.3
Men 18+	191.9	154.1	200.7	546.7
Men 18-24	27.5	20.8	25.0	73.3
Men 25+	164.4	133.3	175.7	473.4
Men 25-39	58.6	37.0	45.0	140.6
Men 25-54	110.2	76.6	96.0	282.8
Men 40+	105.8	96.3	130.7	332.8
Men 40-54	51.6	39.6	51.0	142.2
Men 55+	54.2	56.7	79.7	190.6

# Universe Estimates - 2012

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	200.1	161.3	214.5	575.9
Women 16-24	31.7	24.7	29.5	85.9
Women 16-39	88.7	61.1	74.4	224.2
Women 16-54	140.8	101.3	127.8	369.9
Women 18+	193.7	155.7	207.5	556.9
Women 18-24	25.3	19.1	22.5	66.9
Women 25+	168.4	136.6	185.0	490.0
Women 25-39	57.0	36.4	44.9	138.3
Women 25-54	109.1	76.6	98.3	284.0
Women 40+	111.4	100.2	140.1	351.7
Women 40-54	52.1	40.2	53.4	145.7
Women 55+	59.3	60.0	86.7	206.0
Grocery Buyers	196.0	164.0	210.0	570.0
Grocery Buyers Working	115.3	85.9	91.6	292.8
Grocery Buyers Not Working	80.7	78.1	118.4	277.2
Grocery Buyers Under 40	60.8	42.5	45.4	148.7
Grocery Buyers 40+	135.2	121.5	164.6	421.3
Grocery Buyer No Kids	129.7	109.4	144.3	383.4
Grocery Buyer Kids	66.3	54.6	65.7	186.6
Grocery Buyers Children 0-12	52.2	42.5	51.6	146.3
Grocery Buyers Children 0-17	66.3	54.6	65.7	186.6
Grocery Buyers Children 5-12	34.3	32.3	39.1	105.7
Grocery Buyers Children 5-17	49.1	45.3	53.4	147.8

# Universe Estimates - 2012

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	46.2	41.2	48.5	135.9
2 Person Households	65.2	59.6	77.0	201.8
3 Person Households	34.2	22.6	36.6	93.4
4 Person Households	33.7	22.3	29.9	85.9
5+ Person Households	16.7	18.3	18.0	53.0
FTA Only Households	127.7	119.8	150.5	398.0
STV Subscription Households*	68.3	44.2	59.5	172.0
People in FTA Only Households	302.0	293.3	357.7	953.0
People in STV Households*	196.0	115.7	164.3	476.0
1 TV Households	77.3	59.8	81.6	218.7
2 TVs Households	67.4	61.2	77.1	205.7
3+ TVs Households	51.3	43.0	51.3	145.6

\* STV estimates as at start of Q1

# Universe Estimates - 2012

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	189	175	235	352	232	1,183
Total Households	79	72	98	141	93	483
Children 0-4	11.3	10.6	14.0	21.2	13.6	70.7
Children 5-12	18.8	16.8	23.9	34.7	22.2	116.4
Children 13-17	13.0	12.2	15.6	24.1	15.8	80.7
People 16+	151.3	140.4	187.9	282.0	186.8	948.4
People 16-39	56.0	48.2	68.3	104.5	66.9	343.9
People 16-54	95.0	83.9	115.9	177.2	113.9	585.9
People 25+	128.5	120.9	160.3	239.8	159.7	809.2
People 25-54	72.2	64.4	88.3	135.0	86.8	446.7
People 40+	95.3	92.2	119.6	177.5	119.9	604.5
Men 16+	75.0	70.5	92.4	139.0	91.6	468.5
Men 16-24	11.8	10.3	13.8	21.9	13.7	71.5
Men 16-39	28.8	24.6	33.9	52.9	33.5	173.7
Men 16-54	48.0	42.6	57.5	88.9	56.2	293.2
Men 18+	72.2	67.9	89.2	133.8	88.6	451.7
Men 18-24	9.0	7.7	10.6	16.7	10.7	54.7
Men 25+	63.2	60.2	78.6	117.1	77.9	397.0
Men 25-39	17.0	14.3	20.1	31.0	19.8	102.2
Men 25-54	36.2	32.3	43.7	67.0	42.5	221.7
Men 40+	46.2	45.9	58.5	86.1	58.1	294.8
Men 40-54	19.2	18.0	23.6	36.0	22.7	119.5
Men 55+	27.0	27.9	34.9	50.1	35.4	175.3

# Universe Estimates - 2012

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	76.3	69.9	95.5	143.0	95.2	209.3
Women 16-24	11.0	9.2	13.8	20.3	13.4	29.1
Women 16-39	27.2	23.6	34.4	51.6	33.4	75.4
Women 16-54	47.0	41.3	58.4	88.3	57.7	130.5
Women 18+	73.7	67.5	92.3	138.2	91.8	202.3
Women 18-24	8.4	6.8	10.6	15.5	10.0	22.1
Women 25+	65.3	60.7	81.7	122.7	81.8	180.2
Women 25-39	16.2	14.4	20.6	31.3	20.0	46.3
Women 25-54	36.0	32.1	44.6	68.0	44.3	101.4
Women 40+	49.1	46.3	61.1	91.4	61.8	133.9
Women 40-54	19.8	17.7	24.0	36.7	24.3	55.1
Women 55+	29.3	28.6	37.1	54.7	37.5	78.8
Grocery Buyers	79.0	72.0	98.0	141.0	93.0	210.0
Grocery Buyers Working	41.6	34.8	50.1	72.3	45.3	99.7
Grocery Buyers Not Working	37.4	37.2	47.9	68.7	47.7	110.3
Grocery Buyers Under 40	18.9	17.1	24.2	35.4	21.3	51.8
Grocery Buyers 40+	60.1	54.9	73.8	105.6	71.7	158.2
Grocery Buyer No Kids	53.2	48.2	66.8	92.0	65.0	145.8
Grocery Buyer Kids	25.8	23.8	31.2	49.0	28.0	64.2
Grocery Buyers Children 0-12	17.6	17.5	21.8	35.9	20.4	48.4
Grocery Buyers Children 0-17	25.8	23.8	31.2	49.0	28.0	64.2
Grocery Buyers Children 5-12	12.3	13.2	14.8	24.4	14.3	37.2
Grocery Buyers Children 5-17	20.6	19.7	24.4	37.6	22.4	53.4

# Universe Estimates – 2012

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	19.2	16.2	23.7	28.5	21.1	108.7
2 Person Households	31.7	28.9	39.1	57.9	37.1	194.7
3 Person Households	10.9	11.9	14.8	22.5	14.0	74.1
4 Person Households	12.3	10.0	13.5	20.5	14.2	70.5
5+ Person Households	4.9	5.0	6.9	11.6	6.6	35.0
FTA Only Households	64.5	56.0	77.4	111.1	71.6	380.6
STV Subscription Households*	14.5	16.0	20.6	29.9	21.4	102.4
People in FTA Only Households	149.6	134.0	176.7	267.2	173.4	900.9
People in STV Households*	39.4	41.0	58.3	84.8	58.6	282.1
1 TV Households	34.5	29.4	40.4	49.0	37.6	190.9
2 TVs Households	28.0	28.6	34.9	55.6	34.5	181.6
3+ TVs Households	16.5	14.0	22.7	36.4	20.9	110.5

\* STV estimates as at start of Q1



# Universe Estimates - 2012

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	252	263	515
Total Households	103	107	210
Children 0-4	16.9	18.1	35.0
Children 5-12	24.7	25.1	49.8
Children 13-17	17.7	17.0	34.7
People 16+	199.9	209.8	409.7
People 16-39	71.5	79.1	150.6
People 16-54	124.2	134.8	259.0
People 25+	170.6	178.6	349.2
People 25-54	94.9	103.6	198.5
People 40+	128.4	130.7	259.1
Men 16+	97.9	102.5	200.4
Men 16-24	15.2	16.2	31.4
Men 16-39	35.8	39.4	75.2
Men 16-54	61.8	66.7	128.5
Men 18+	94.3	98.9	193.2
Men 18-24	11.6	12.6	24.2
Men 25+	82.7	86.3	169.0
Men 25-39	20.6	23.2	43.8
Men 25-54	46.6	50.5	97.1
Men 40+	62.1	63.1	125.2
Men 40-54	26.0	27.3	53.3
Men 55+	36.1	35.8	71.9

# Universe Estimates - 2012

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	102.0	107.3	209.3
Women 16-24	14.1	15.0	29.1
Women 16-39	35.7	39.7	75.4
Women 16-54	62.4	68.1	130.5
Women 18+	98.4	103.9	202.3
Women 18-24	10.5	11.6	22.1
Women 25+	87.9	92.3	180.2
Women 25-39	21.6	24.7	46.3
Women 25-54	48.3	53.1	101.4
Women 40+	66.3	67.6	133.9
Women 40-54	26.7	28.4	55.1
Women 55+	39.6	39.2	78.8
Grocery Buyers	103.0	107.0	210.0
Grocery Buyers Working	47.1	52.6	99.7
Grocery Buyers Not Working	55.9	54.4	110.3
Grocery Buyers Under 40	23.9	27.9	51.8
Grocery Buyers 40+	79.1	79.1	158.2
Grocery Buyer No Kids	71.4	74.4	145.8
Grocery Buyer Kids	31.6	32.6	64.2
Grocery Buyers Children 0-12	25.3	23.1	48.4
Grocery Buyers Children 0-17	31.6	32.6	64.2
Grocery Buyers Children 5-12	19.7	17.5	37.2
Grocery Buyers Children 5-17	26.1	27.3	53.4

# Universe Estimates - 2012

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	24.9	29.2	54.1
2 Person Households	39.3	37.4	76.7
3 Person Households	16.5	17.2	33.7
4 Person Households	12.8	14.9	27.7
5+ Person Households	9.5	8.3	17.8
FTA Only Households	85.0	86.3	171.3
STV Subscription Households*	18.0	20.7	38.7
People in FTA Only Households	199.8	202.4	402.2
People in STV Households*	52.2	60.6	112.8
1 TV Households	36.2	40.4	76.6
2 TVs Households	36.1	35.2	71.3
3+ TVs Households	30.7	31.4	62.1

\* STV estimates as at start of Q1

# Universe Estimates - 2012

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	505
Total Households	205
Children 0-4	38.6
Children 5-12	56.0
Children 13-17	33.3
People 16+	389.9
People 16-39	167.1
People 16-54	276.1
People 25+	332.6
People 25-54	218.8
People 40+	222.8
Men 16+	205.3
Men 16-24	30.2
Men 16-39	88.6
Men 16-54	146.0
Men 18+	198.5
Men 18-24	23.4
Men 25+	175.1
Men 25-39	58.4
Men 25-54	115.8
Men 40+	116.7
Men 40-54	57.4
Men 55+	59.3

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	184.6
Women 16-24	27.1
Women 16-39	78.5
Women 16-54	130.1
Women 18+	178.6
Women 18-24	21.1
Women 25+	157.5
Women 25-39	51.4
Women 25-54	103.0
Women 40+	106.1
Women 40-54	51.6
Women 55+	54.5
Grocery Buyers	205.0
Grocery Buyers Working	117.6
Grocery Buyers Not Working	87.4
Grocery Buyers Under 40	66.6
Grocery Buyers 40+	138.4
Grocery Buyer No Kids	139.5
Grocery Buyer Kids	65.5
Grocery Buyers Children 0-12	52.9
Grocery Buyers Children 0-17	65.5
Grocery Buyers Children 5-12	35.2
Grocery Buyers Children 5-17	48.5

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	41.2
2 Person Households	92.4
3 Person Households	27.5
4 Person Households	33.6
5+ Person Households	10.3
FTA Only Households	155.1
STV Subscription Households*	49.9
People in FTA Only Households	370.1
People in STV Households*	134.9
1 TV Households	93.6
2 TVs Households	68.3
3+ TVs Households	43.1

\* STV estimates as at start of Q1