

Universe Estimates - 2013

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
Total QUEENSLAND (AM-A)	743.5	1796.1	535
CAIRNS	109.4	256.5	80
TOWNSVILLE	94.4	236.1	70
MACKAY	74.2	186.9	70
ROCKHAMPTON	90.4	226	70
MARYBOROUGH	263.7	615.2	165
TOOWOOMBA	111.4	275.4	80
Total NNSW (AM-B)	868.2	2110.4	475
NORTHERN RIVERS	412.7	978.5	220
TAMWORTH/TAREE	145.2	352.1	80
NEWCASTLE	310.3	779.8	175
Total SNSW (AM-C)	579.6	1431.4	380
CANBERRA	199.9	500.4	123
ORANGE DUBBO WAGGA	166.5	409	118
WOLLONGONG	213.2	522	139
Total VICTORIA (AM-D)	484.8	1183.8	435
ALBURY	79.2	189	68
SHEPPARTON	72.2	175	69
BENDIGO	98.3	235	88
BALLARAT	141.4	352	127
GIPPSLAND	93.7	232.8	83
Total TASMANIA	211.6	518	190
LAUNCESTON	103.7	253.2	95
HOBART	107.9	264.8	95
REGIONAL WA	205.9	506.9	120

Universe Estimates - 2013

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Total Individuals	1,796.1	2,110.4	1,431.4	1,183.8	518.0	7,039.7	506.9	7,546.6
Total Households	743.5	868.2	579.6	484.8	211.6	2,887.7	205.9	3,093.6
Children 0-4	123.2	130.3	92.1	73.4	33.6	452.6	37.4	490.0
Children 5-12	191.7	205.8	141.8	117.6	50.4	707.3	55.7	763.0
Children 13-17	122.2	136.7	94.4	79.7	33.8	466.8	32.2	499.0
People 16+	1,407.8	1,693.4	1,141.5	945.7	414.0	5,602.4	393.9	5,996.3
People 16-39	549.2	629.1	450.0	332.4	150.3	2,111.0	167.1	2,278.1
People 16-54	925.6	1,057.0	741.1	575.3	259.4	3,558.4	277.8	3,836.2
People 25+	1,200.8	1,446.7	964.5	811.3	354.0	4,777.3	337.9	5,115.2
People 25-54	718.6	810.3	564.1	440.9	199.4	2,733.3	221.8	2,955.1
People 40+	858.6	1,064.3	691.5	613.3	263.7	3,491.4	226.8	3,718.2
Men 16+	703.6	828.5	565.5	467.1	203.4	2,768.1	207.0	2,975.1
Men 16-24	106.8	125.5	91.9	69.3	30.9	424.4	29.8	454.2
Men 16-39	278.1	316.2	229.3	167.7	75.3	1,066.6	88.9	1,155.5
Men 16-54	465.5	525.1	373.5	287.4	129.1	1,780.6	147.6	1,928.2
Men 18+	678.0	800.1	545.7	450.1	196.2	2,670.1	200.5	2,870.6
Men 18-24	81.2	97.1	72.1	52.3	23.7	326.4	23.3	349.7
Men 25+	596.8	703.0	473.6	397.8	172.5	2,343.7	177.2	2,520.9
Men 25-39	171.3	190.7	137.4	98.4	44.4	642.2	59.1	701.3
Men 25-54	358.7	399.6	281.6	218.1	98.2	1,356.2	117.8	1,474.0
Men 40+	425.5	512.3	336.2	299.4	128.1	1,701.5	118.1	1,819.6
Men 40-54	187.4	208.9	144.2	119.7	53.8	714.0	58.7	772.7
Men 55+	238.1	303.4	192.0	179.7	74.3	987.5	59.4	1,046.9

Universe Estimates - 2013

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Women 16+	704.2	864.9	576.0	478.6	210.6	2,834.3	186.9	3,021.2
Women 16-24	100.2	121.2	85.1	65.1	29.1	400.7	26.2	426.9
Women 16-39	271.1	312.9	220.7	164.7	75.0	1,044.4	78.2	1,122.6
Women 16-54	460.1	531.9	367.6	287.9	130.3	1,777.8	130.2	1,908.0
Women 18+	681.0	837.5	557.4	463.0	204.0	2,742.9	181.1	2,924.0
Women 18-24	77.0	93.8	66.5	49.5	22.5	309.3	20.4	329.7
Women 25+	604.0	743.7	490.9	413.5	181.5	2,433.6	160.7	2,594.3
Women 25-39	170.9	191.7	135.6	99.6	45.9	643.7	52.0	695.7
Women 25-54	359.9	410.7	282.5	222.8	101.2	1,377.1	104.0	1,481.1
Women 40+	433.1	552.0	355.3	313.9	135.6	1,789.9	108.7	1,898.6
Women 40-54	189.0	219.0	146.9	123.2	55.3	733.4	52.0	785.4
Women 55+	244.1	333.0	208.4	190.7	80.3	1,056.5	56.7	1,113.2
Grocery Buyers	743.5	868.2	579.6	484.8	211.6	2,887.7	205.9	3,093.6
Grocery Buyers Working	365.7	400.4	286.8	233.1	98.7	1,384.7	118.8	1,503.5
Grocery Buyers Not Working	377.8	467.8	292.8	251.7	112.9	1,503.0	87.1	1,590.1
Grocery Buyers Under 40	212.7	219.6	159.5	113.2	48.3	753.3	71.8	825.1
Grocery Buyers 40+	530.8	648.6	420.1	371.6	163.3	2,134.4	134.1	2,268.5
Grocery Buyer No Kids	507.6	614.3	394.2	341.1	148.2	2,005.4	143.1	2,148.5
Grocery Buyer Kids	235.9	253.9	185.4	143.7	63.4	882.3	62.8	945.1
Grocery Buyers Children 0-12	181.7	191.2	138.7	101.5	46.9	660.0	48.5	708.5
Grocery Buyers Children 0-17	235.9	253.9	185.4	143.7	63.4	882.3	62.8	945.1
Grocery Buyers Children 5-12	129.7	146.2	99.4	79.1	36.4	490.8	33.5	524.3
Grocery Buyers Children 5-17	185.8	211.2	147.7	122.2	53.7	720.6	48.5	769.1

Universe Estimates - 2013

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	192.1	208.5	142.8	108.6	55.4	707.4	40.4	747.8
2 Person Households	272.0	339.6	209.8	197.7	77.4	1,096.5	93.7	1,190.2
3 Person Households	120.3	129.5	91.3	73.7	32.9	447.7	27.8	475.5
4 Person Households	99.1	121.1	83.6	69.6	27.9	401.3	33.7	435.0
5+ Person Households	60.0	69.5	52.1	35.2	18.0	234.8	10.3	245.1
FTA Only Households	564.9	616.8	413.2	395.1	173.5	2,163.5	152.9	2,316.4
STV Subscription Households*	178.6	251.4	166.4	89.7	38.1	724.2	53.0	777.2
People in FTA Only Households	1,293.2	1,396.9	969.9	941.5	412.8	5,014.3	357.2	5,371.5
People in STV Households*	502.9	713.5	461.5	242.3	105.2	2,025.4	149.7	2,175.1
1 TV Households	347.5	313.3	232.3	191.1	74.2	1,158.4	92.0	1,250.4
2 TVs Households	250.7	332.9	201.7	181.6	83.6	1,050.5	66.8	1,117.3
3+ TVs Households	145.3	222.0	145.6	112.1	53.8	678.8	47.1	725.9

* STV estimates as at start of Q1

Universe Estimates - 2013

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	256.5	236.1	186.9	226	615.2	275.4	1796.1
Total Households	109.4	94.4	74.2	90.4	263.7	111.4	743.5
Children 0-4	18.4	17.1	14.2	17.2	36.6	19.7	123.2
Children 5-12	27.3	25	20.3	25.6	62.7	30.8	191.7
Children 13-17	17.2	17.2	12	16.2	40.1	19.5	122.2
People 16+	200.4	184	145.2	173.4	491.6	213.2	1407.8
People 16-39	81	84.1	64.5	74.5	163.5	81.6	549.2
People 16-54	137.7	131.9	106.5	122.4	291.5	135.6	925.6
People 25+	171.4	150.8	123.6	146.1	428.2	180.7	1200.8
People 25-54	108.7	98.7	84.9	95.1	228.1	103.1	718.6
People 40+	119.4	99.9	80.7	98.9	328.1	131.6	858.6
Men 16+	100.8	92.1	77.5	89.3	239.2	104.7	703.6
Men 16-24	14.7	17.2	11.7	14.5	32.2	16.5	106.8
Men 16-39	40.1	42.7	34.9	38.7	80.8	40.9	278.1
Men 16-54	68.6	66.6	57.4	63.4	142.1	67.4	465.5
Men 18+	97.2	88.3	74.9	85.9	231	100.7	678
Men 18-24	11.1	13.4	9.1	11.1	24	12.5	81.2
Men 25+	86.1	74.9	65.8	74.8	207	88.2	596.8
Men 25-39	25.4	25.5	23.2	24.2	48.6	24.4	171.3
Men 25-54	53.9	49.4	45.7	48.9	109.9	50.9	358.7
Men 40+	60.7	49.4	42.6	50.6	158.4	63.8	425.5
Men 40-54	28.5	23.9	22.5	24.7	61.3	26.5	187.4
Men 55+	32.2	25.5	20.1	25.9	97.1	37.3	238.1

Universe Estimates - 2013

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	99.6	91.9	67.7	84.1	252.4	108.5	704.2
Women 16-24	14.3	16	9.9	12.8	31.2	16	100.2
Women 16-39	40.9	41.4	29.6	35.8	82.7	40.7	271.1
Women 16-54	69.1	65.3	49.1	59	149.4	68.2	460.1
Women 18+	96.4	88.5	65.5	81.1	244.8	104.7	681
Women 18-24	11.1	12.6	7.7	9.8	23.6	12.2	77
Women 25+	85.3	75.9	57.8	71.3	221.2	92.5	604
Women 25-39	26.6	25.4	19.7	23	51.5	24.7	170.9
Women 25-54	54.8	49.3	39.2	46.2	118.2	52.2	359.9
Women 40+	58.7	50.5	38.1	48.3	169.7	67.8	433.1
Women 40-54	28.2	23.9	19.5	23.2	66.7	27.5	189
Women 55+	30.5	26.6	18.6	25.1	103	40.3	244.1
Grocery Buyers	109.4	94.4	74.2	90.4	263.7	111.4	743.5
Grocery Buyers Working	58.2	53.5	38.6	46.6	116	52.8	365.7
Grocery Buyers Not Working	51.2	40.9	35.6	43.8	147.7	58.6	377.8
Grocery Buyers Under 40	33.6	32.3	23.2	33.1	59.4	31.1	212.7
Grocery Buyers 40+	75.8	62.1	51	57.3	204.3	80.3	530.8
Grocery Buyer No Kids	74.1	58.7	49.4	64.1	190	71.3	507.6
Grocery Buyer Kids	35.3	35.7	24.8	26.3	73.7	40.1	235.9
Grocery Buyers Children 0-12	27.7	27.2	18.7	22.6	54.2	31.3	181.7
Grocery Buyers Children 0-17	35.3	35.7	24.8	26.3	73.7	40.1	235.9
Grocery Buyers Children 5-12	17.3	18.5	13.7	16.3	39.3	24.6	129.7
Grocery Buyers Children 5-17	25.1	27.5	20	20	59.8	33.4	185.8

Universe Estimates - 2013

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	29.8	24.3	17.9	22.9	66.6	30.6	192.1
2 Person Households	39.7	31.6	25.5	31.1	106.8	37.3	272
3 Person Households	18.7	15.9	12.5	14.3	40.8	18.1	120.3
4 Person Households	14.8	12.3	11.1	12.8	36.7	11.4	99.1
5+ Person Households	6.4	10.3	7.2	9.3	12.8	14	60
FTA Only Households	83.4	69.4	55.8	69.6	198.6	88.1	564.9
STV Subscription Households*	26	25	18.4	20.8	65.1	23.3	178.6
People in FTA Only Households	188.3	164.3	132.6	162.1	441.1	204.8	1293.2
People in STV Households*	68.2	71.8	54.3	63.9	174.1	70.6	502.9
1 TV Households	56	46.9	35.2	42.3	117.9	49.2	347.5
2 TVs Households	34.9	25.9	25.9	28.6	92.6	42.8	250.7
3+ TVs Households	18.5	21.6	13.1	19.5	53.2	19.4	145.3

* STV estimates as at start of Q1

Universe Estimates - 2013

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	978.5	352.1	779.8	2110.4
Total Households	412.7	145.2	310.3	868.2
Children 0-4	58.8	21.2	50.3	130.3
Children 5-12	92.3	35.5	78	205.8
Children 13-17	62.3	22.9	51.5	136.7
People 16+	790.5	281.7	621.2	1693.4
People 16-39	296.8	90.5	241.8	629.1
People 16-54	498.9	160	398.1	1057
People 25+	676	244.2	526.5	1446.7
People 25-54	384.4	122.5	303.4	810.3
People 40+	493.7	191.2	379.4	1064.3
Men 16+	385.7	138	304.8	828.5
Men 16-24	57.8	19.1	48.6	125.5
Men 16-39	148.3	45.1	122.8	316.2
Men 16-54	246.2	79	199.9	525.1
Men 18+	372.7	133.4	294	800.1
Men 18-24	44.8	14.5	37.8	97.1
Men 25+	327.9	118.9	256.2	703
Men 25-39	90.5	26	74.2	190.7
Men 25-54	188.4	59.9	151.3	399.6
Men 40+	237.4	92.9	182	512.3
Men 40-54	97.9	33.9	77.1	208.9
Men 55+	139.5	59	104.9	303.4

Universe Estimates - 2013

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	404.8	143.7	316.4	864.9
Women 16-24	56.7	18.4	46.1	121.2
Women 16-39	148.5	45.4	119	312.9
Women 16-54	252.7	81	198.2	531.9
Women 18+	392.4	139.1	306	837.5
Women 18-24	44.3	13.8	35.7	93.8
Women 25+	348.1	125.3	270.3	743.7
Women 25-39	91.8	27	72.9	191.7
Women 25-54	196	62.6	152.1	410.7
Women 40+	256.3	98.3	197.4	552
Women 40-54	104.2	35.6	79.2	219
Women 55+	152.1	62.7	118.2	333
Grocery Buyers	412.7	145.2	310.3	868.2
Grocery Buyers Working	183.8	63.3	153.3	400.4
Grocery Buyers Not Working	228.9	81.9	157	467.8
Grocery Buyers Under 40	107.8	30.6	81.2	219.6
Grocery Buyers 40+	304.9	114.6	229.1	648.6
Grocery Buyer No Kids	291.9	104.2	218.2	614.3
Grocery Buyer Kids	120.8	41	92.1	253.9
Grocery Buyers Children 0-12	90.1	30	71.1	191.2
Grocery Buyers Children 0-17	120.8	41	92.1	253.9
Grocery Buyers Children 5-12	66.3	23.9	56	146.2
Grocery Buyers Children 5-17	97.9	35.3	78	211.2

Universe Estimates - 2013

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	100.5	35.4	72.6	208.5
2 Person Households	163.1	61.1	115.4	339.6
3 Person Households	65.7	17.8	46	129.5
4 Person Households	63	13.9	44.2	121.1
5+ Person Households	20.4	17	32.1	69.5
FTA Only Households	294.4	104.3	218.1	616.8
STV Subscription Households*	118.3	40.9	92.2	251.4
People in FTA Only Households	650.4	225.3	521.2	1396.9
People in STV Households*	328.1	126.8	258.6	713.5
1 TV Households	154.9	53.5	104.9	313.3
2 TVs Households	143.6	61.4	127.9	332.9
3+ TVs Households	114.2	30.3	77.5	222

* STV estimates as at start of Q1

Universe Estimates - 2013

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	500.4	409	522	1431.4
Total Households	199.9	166.5	213.2	579.6
Children 0-4	32.8	28.6	30.7	92.1
Children 5-12	47.6	44	50.2	141.8
Children 13-17	31.6	28.5	34.3	94.4
People 16+	401.4	319.3	420.8	1141.5
People 16-39	182.2	121.1	146.7	450
People 16-54	287.4	201.6	252.1	741.1
People 25+	334.5	269.1	360.9	964.5
People 25-54	220.5	151.4	192.2	564.1
People 40+	219.2	198.2	274.1	691.5
Men 16+	199.9	158.6	207	565.5
Men 16-24	34.5	26.1	31.3	91.9
Men 16-39	92.9	61.6	74.8	229.3
Men 16-54	145.2	101.8	126.5	373.5
Men 18+	193.3	152.6	199.8	545.7
Men 18-24	27.9	20.1	24.1	72.1
Men 25+	165.4	132.5	175.7	473.6
Men 25-39	58.4	35.5	43.5	137.4
Men 25-54	110.7	75.7	95.2	281.6
Men 40+	107	97	132.2	336.2
Men 40-54	52.3	40.2	51.7	144.2
Men 55+	54.7	56.8	80.5	192

Universe Estimates - 2013

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	201.5	160.7	213.8	576
Women 16-24	32.4	24.1	28.6	85.1
Women 16-39	89.3	59.5	71.9	220.7
Women 16-54	142.2	99.8	125.6	367.6
Women 18+	195.1	155.3	207	557.4
Women 18-24	26	18.7	21.8	66.5
Women 25+	169.1	136.6	185.2	490.9
Women 25-39	56.9	35.4	43.3	135.6
Women 25-54	109.8	75.7	97	282.5
Women 40+	112.2	101.2	141.9	355.3
Women 40-54	52.9	40.3	53.7	146.9
Women 55+	59.3	60.9	88.2	208.4
Grocery Buyers	199.9	166.5	213.2	579.6
Grocery Buyers Working	115.9	87.3	83.6	286.8
Grocery Buyers Not Working	84	79.2	129.6	292.8
Grocery Buyers Under 40	65.5	45.8	48.2	159.5
Grocery Buyers 40+	134.4	120.7	165	420.1
Grocery Buyer No Kids	134.7	114.1	145.4	394.2
Grocery Buyer Kids	65.2	52.4	67.8	185.4
Grocery Buyers Children 0-12	49.5	40.1	49.1	138.7
Grocery Buyers Children 0-17	65.2	52.4	67.8	185.4
Grocery Buyers Children 5-12	34.8	31.3	33.3	99.4
Grocery Buyers Children 5-17	50.7	44	53	147.7

Universe Estimates - 2013

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	48.6	43.2	51	142.8
2 Person Households	68.1	61.8	79.9	209.8
3 Person Households	33.6	21.9	35.8	91.3
4 Person Households	33.2	21.5	28.9	83.6
5+ Person Households	16.4	18.1	17.6	52.1
FTA Only Households	137.2	119.7	156.3	413.2
STV Subscription Households*	62.7	46.8	56.9	166.4
People in FTA Only Households	317.9	281.7	370.3	969.9
People in STV Households*	182.5	127.3	151.7	461.5
1 TV Households	74.3	72.5	85.5	232.3
2 TVs Households	71.9	52.9	76.9	201.7
3+ TVs Households	53.7	41.1	50.8	145.6

* STV estimates as at start of Q1

Universe Estimates - 2013

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	189	175	235	352	232.8	1183.8
Total Households	79.2	72.2	98.3	141.4	93.7	484.8
Children 0-4	11.7	10.8	14.5	22	14.4	73.4
Children 5-12	19	17.4	23.4	35.3	22.5	117.6
Children 13-17	12.9	11.9	15.7	23.4	15.8	79.7
People 16+	150.6	139.7	187.8	280.9	186.7	945.7
People 16-39	53.6	46.6	66.1	101	65.1	332.4
People 16-54	92.8	82.4	113.8	174.2	112.1	575.3
People 25+	129.1	121	160.8	239.9	160.5	811.3
People 25-54	71.3	63.7	86.8	133.2	85.9	440.9
People 40+	97	93.1	121.7	179.9	121.6	613.3
Men 16+	74.3	70	92.4	138.5	91.9	467.1
Men 16-24	11.2	9.8	13.7	21.3	13.3	69.3
Men 16-39	27.3	23.7	32.9	51.2	32.6	167.7
Men 16-54	46.6	41.6	56.4	87.3	55.5	287.4
Men 18+	71.5	67.4	89.2	133.5	88.5	450.1
Men 18-24	8.4	7.2	10.5	16.3	9.9	52.3
Men 25+	63.1	60.2	78.7	117.2	78.6	397.8
Men 25-39	16.1	13.9	19.2	29.9	19.3	98.4
Men 25-54	35.4	31.8	42.7	66	42.2	218.1
Men 40+	47	46.3	59.5	87.3	59.3	299.4
Men 40-54	19.3	17.9	23.5	36.1	22.9	119.7
Men 55+	27.7	28.4	36	51.2	36.4	179.7

Universe Estimates - 2013

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	76.3	69.7	95.4	142.4	94.8	478.6
Women 16-24	10.3	8.9	13.3	19.7	12.9	65.1
Women 16-39	26.3	22.9	33.2	49.8	32.5	164.7
Women 16-54	46.2	40.8	57.4	86.9	56.6	287.9
Women 18+	73.9	67.5	92.2	137.8	91.6	463
Women 18-24	7.9	6.7	10.1	15.1	9.7	49.5
Women 25+	66	60.8	82.1	122.7	81.9	413.5
Women 25-39	16	14	19.9	30.1	19.6	99.6
Women 25-54	35.9	31.9	44.1	67.2	43.7	222.8
Women 40+	50	46.8	62.2	92.6	62.3	313.9
Women 40-54	19.9	17.9	24.2	37.1	24.1	123.2
Women 55+	30.1	28.9	38	55.5	38.2	190.7
Grocery Buyers	79.2	72.2	98.3	141.4	93.7	484.8
Grocery Buyers Working	40.6	33.8	44.7	71	43	233.1
Grocery Buyers Not Working	38.6	38.4	53.6	70.4	50.7	251.7
Grocery Buyers Under 40	21.5	15.1	20.5	35	21.1	113.2
Grocery Buyers 40+	57.7	57.1	77.8	106.4	72.6	371.6
Grocery Buyer No Kids	55.3	49.4	70.8	98.7	66.9	341.1
Grocery Buyer Kids	23.9	22.8	27.5	42.7	26.8	143.7
Grocery Buyers Children 0-12	18	16	17.8	32.1	17.6	101.5
Grocery Buyers Children 0-17	23.9	22.8	27.5	42.7	26.8	143.7
Grocery Buyers Children 5-12	13.2	12.7	13.3	26.5	13.4	79.1
Grocery Buyers Children 5-17	19.3	19.5	23.2	37.4	22.8	122.2

Universe Estimates – 2013

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	19.2	16.1	23.7	28.4	21.2	108.6
2 Person Households	32.2	29.3	39.7	58.8	37.7	197.7
3 Person Households	10.8	11.9	14.7	22.4	13.9	73.7
4 Person Households	12	9.9	13.3	20.2	14.2	69.6
5+ Person Households	5	5	6.9	11.6	6.7	35.2
FTA Only Households	62.3	60.1	81.5	113.5	77.7	395.1
STV Subscription Households*	16.9	12.1	16.8	27.9	16	89.7
People in FTA Only Households	145.6	142.5	187.1	279.7	186.6	941.5
People in STV Households*	43.4	32.5	47.9	72.3	46.2	242.3
1 TV Households	28.9	32.2	40.5	56.7	32.8	191.1
2 TVs Households	33.4	25.6	32.3	51.2	39.1	181.6
3+ TVs Households	16.9	14.4	25.5	33.5	21.8	112.1

* STV estimates as at start of Q1

Universe Estimates - 2013

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	253.2	264.8	518
Total Households	103.7	107.9	211.6
Children 0-4	16.2	17.4	33.6
Children 5-12	24.8	25.6	50.4
Children 13-17	17.4	16.4	33.8
People 16+	202	212	414
People 16-39	71.2	79.1	150.3
People 16-54	124.3	135.1	259.4
People 25+	172.8	181.2	354
People 25-54	95.1	104.3	199.4
People 40+	130.8	132.9	263.7
Men 16+	99.1	104.3	203.4
Men 16-24	14.9	16	30.9
Men 16-39	35.5	39.8	75.3
Men 16-54	61.6	67.5	129.1
Men 18+	95.3	100.9	196.2
Men 18-24	11.1	12.6	23.7
Men 25+	84.2	88.3	172.5
Men 25-39	20.6	23.8	44.4
Men 25-54	46.7	51.5	98.2
Men 40+	63.6	64.5	128.1
Men 40-54	26.1	27.7	53.8
Men 55+	37.5	36.8	74.3

Universe Estimates - 2013

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	102.9	107.7	210.6
Women 16-24	14.3	14.8	29.1
Women 16-39	35.7	39.3	75
Women 16-54	62.7	67.6	130.3
Women 18+	99.5	104.5	204
Women 18-24	10.9	11.6	22.5
Women 25+	88.6	92.9	181.5
Women 25-39	21.4	24.5	45.9
Women 25-54	48.4	52.8	101.2
Women 40+	67.2	68.4	135.6
Women 40-54	27	28.3	55.3
Women 55+	40.2	40.1	80.3
Grocery Buyers	103.7	107.9	211.6
Grocery Buyers Working	47.7	51	98.7
Grocery Buyers Not Working	56	56.9	112.9
Grocery Buyers Under 40	24.1	24.2	48.3
Grocery Buyers 40+	79.6	83.7	163.3
Grocery Buyer No Kids	70.7	77.5	148.2
Grocery Buyer Kids	33	30.4	63.4
Grocery Buyers Children 0-12	24.8	22.1	46.9
Grocery Buyers Children 0-17	33	30.4	63.4
Grocery Buyers Children 5-12	19	17.4	36.4
Grocery Buyers Children 5-17	27.8	25.9	53.7

Universe Estimates - 2013

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	25.5	29.9	55.4
2 Person Households	39.6	37.8	77.4
3 Person Households	16.1	16.8	32.9
4 Person Households	12.9	15	27.9
5+ Person Households	9.6	8.4	18
FTA Only Households	85.7	87.8	173.5
STV Subscription Households*	18	20.1	38.1
People in FTA Only Households	202.2	210.6	412.8
People in STV Households*	51	54.2	105.2
1 TV Households	36.7	37.5	74.2
2 TVs Households	39.1	44.5	83.6
3+ TVs Households	27.9	25.9	53.8

* STV estimates as at start of Q1

Universe Estimates - 2013

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	506.9
Total Households	205.9
Children 0-4	37.4
Children 5-12	55.7
Children 13-17	32.2
People 16+	393.9
People 16-39	167.1
People 16-54	277.8
People 25+	337.9
People 25-54	221.8
People 40+	226.8
Men 16+	207.0
Men 16-24	29.8
Men 16-39	88.9
Men 16-54	147.6
Men 18+	200.5
Men 18-24	23.3
Men 25+	177.2
Men 25-39	59.1
Men 25-54	117.8
Men 40+	118.1
Men 40-54	58.7
Men 55+	59.4

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	186.9
Women 16-24	26.2
Women 16-39	78.2
Women 16-54	130.2
Women 18+	181.1
Women 18-24	20.4
Women 25+	160.7
Women 25-39	52.0
Women 25-54	104.0
Women 40+	108.7
Women 40-54	52.0
Women 55+	56.7
Grocery Buyers	205.9
Grocery Buyers Working	118.8
Grocery Buyers Not Working	87.1
Grocery Buyers Under 40	71.8
Grocery Buyers 40+	134.1
Grocery Buyer No Kids	143.1
Grocery Buyer Kids	62.8
Grocery Buyers Children 0-12	48.5
Grocery Buyers Children 0-17	62.8
Grocery Buyers Children 5-12	33.5
Grocery Buyers Children 5-17	48.5

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	40.4
2 Person Households	93.7
3 Person Households	27.8
4 Person Households	33.7
5+ Person Households	10.3
FTA Only Households	152.9
STV Subscription Households*	53.0
People in FTA Only Households	357.2
People in STV Households*	149.7
1 TV Households	92.0
2 TVs Households	66.8
3+ TVs Households	47.1

* STV estimates as at start of Q1