

# Universe Estimates - 2014

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
<b>Total QUEENSLAND (AM-A)</b>	744.1	1807.1	535
CAIRNS	108.5	256.9	80
TOWNSVILLE	93.7	236.6	70
MACKAY	75.1	191.0	70
ROCKHAMPTON	91.6	231.2	70
MARYBOROUGH	264.6	615.2	165
TOOWOOMBA	110.6	276.2	80
<b>Total NNSW (AM-B)</b>	871.6	2118.8	475
NORTHERN RIVERS	415.6	979.6	220
TAMWORTH/TAREE	144.4	352.1	80
NEWCASTLE	311.6	787.1	175
<b>Total SNSW (AM-C)</b>	576.5	1443.9	380
CANBERRA	201.0	512.9	123
ORANGE DUBBO WAGGA	164.7	409.0	118
WOLLONGONG	210.8	522.0	139
<b>Total VICTORIA (AM-D)</b>	498.7	1184.8	435
ALBURY	81.0	189.0	68
SHEPPARTON	74.5	175.0	69
BENDIGO	101.5	235.0	88
BALLARAT	144.7	352.0	127
GIPPSLAND	97.0	233.8	83
<b>Total TASMANIA</b>	211.2	519.1	190
LAUNCESTON	103.7	254.3	95
HOBART	107.5	264.8	95
<b>REGIONAL WA</b>	214.8	528.9	120

# Universe Estimates - 2014

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Total Individuals	1,807.1	2,118.8	1,443.9	1,184.8	519.1	7,073.7	528.9	7,602.6
Total Households	744.1	871.6	576.5	498.7	211.2	2,902.1	214.8	3,116.9
Children 0-4	120.9	127.5	90.5	72.1	32.0	443.0	36.2	479.2
Children 5-12	195.4	210.7	146.3	119.2	50.9	722.5	58.1	780.6
Children 13-17	120.0	134.8	92.1	78.0	33.2	458.1	32.6	490.7
People 16+	1,418.4	1,700.4	1,152.4	947.3	416.6	5,635.1	414.5	6,049.6
People 16-39	541.1	616.3	445.8	323.4	148.1	2,074.7	173.4	2,248.1
People 16-54	919.4	1,044.7	738.3	564.7	256.4	3,523.5	289.5	3,813.0
People 25+	1,211.6	1,457.2	977.7	815.8	357.6	4,819.9	357.5	5,177.4
People 25-54	712.6	801.5	563.6	433.2	197.4	2,708.3	232.5	2,940.8
People 40+	877.3	1,084.1	706.6	623.9	268.5	3,560.4	241.1	3,801.5
Men 16+	706.9	831.3	570.8	468.5	206.2	2,783.7	219.6	3,003.3
Men 16-24	105.7	123.7	90.3	67.9	30.7	418.3	30.4	448.7
Men 16-39	272.1	309.1	226.0	163.2	75.1	1,045.5	93.0	1,138.5
Men 16-54	459.8	517.9	371.1	282.0	128.4	1,759.2	155.3	1,914.5
Men 18+	682.5	803.3	551.6	451.9	199.2	2,688.5	213.1	2,901.6
Men 18-24	81.3	95.7	71.1	51.3	23.7	323.1	23.9	347.0
Men 25+	601.2	707.6	480.5	400.6	175.5	2,365.4	189.2	2,554.6
Men 25-39	166.4	185.4	135.7	95.3	44.4	627.2	62.6	689.8
Men 25-54	354.1	394.2	280.8	214.1	97.7	1,340.9	124.9	1,465.8
Men 40+	434.8	522.2	344.8	305.3	131.1	1,738.2	126.6	1,864.8
Men 40-54	187.7	208.8	145.1	118.8	53.3	713.7	62.3	776.0
Men 55+	247.1	313.4	199.7	186.5	77.8	1,024.5	64.3	1,088.8

# Universe Estimates - 2014

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS	Regional East Coast	Regional WA	Total REG
Women 16+	711.5	869.1	581.6	478.8	210.4	2,851.4	194.9	3,046.3
Women 16-24	101.1	119.5	84.4	63.6	28.3	396.9	26.6	423.5
Women 16-39	269.0	307.2	219.8	160.2	73.0	1,029.2	80.4	1,109.6
Women 16-54	459.6	526.8	367.2	282.7	128.0	1,764.3	134.2	1,898.5
Women 18+	688.3	842.5	563.4	463.6	203.8	2,761.6	188.9	2,950.5
Women 18-24	77.9	92.9	66.2	48.4	21.7	307.1	20.6	327.7
Women 25+	610.4	749.6	497.2	415.2	182.1	2,454.5	168.3	2,622.8
Women 25-39	167.9	187.7	135.4	96.6	44.7	632.3	53.8	686.1
Women 25-54	358.5	407.3	282.8	219.1	99.7	1,367.4	107.6	1,475.0
Women 40+	442.5	561.9	361.8	318.6	137.4	1,822.2	114.5	1,936.7
Women 40-54	190.6	219.6	147.4	122.5	55.0	735.1	53.8	788.9
Women 55+	251.9	342.3	214.4	196.1	82.4	1,087.1	60.7	1,147.8
Grocery Buyers	744.1	871.6	576.5	498.7	211.2	2,902.1	214.8	3,116.9
Grocery Buyers Working	380.5	414.2	289.3	247.5	100.7	1,432.2	124.5	1,556.7
Grocery Buyers Not Working	363.6	457.4	287.2	251.2	110.5	1,469.9	90.3	1,560.2
Grocery Buyers Under 40	221.2	232.7	165.6	126.8	54.5	800.8	78.0	878.8
Grocery Buyers 40+	522.9	638.9	410.9	371.9	156.7	2,101.3	136.8	2,238.1
Grocery Buyer No Kids	520.9	624.3	400.3	362.4	149.3	2,057.2	149.9	2,207.1
Grocery Buyer Kids	223.2	247.3	176.2	136.3	61.9	844.9	64.9	909.8
Grocery Buyers Children 0-12	169.5	190.7	135.2	102.3	46.4	644.1	52.5	696.6
Grocery Buyers Children 0-17	223.2	247.3	176.2	136.3	61.9	844.9	64.9	909.8
Grocery Buyers Children 5-12	124.4	138.2	99.5	72.5	32.1	466.7	40.4	507.1
Grocery Buyers Children 5-17	180.8	196.6	142.7	111.6	47.9	679.6	53.2	732.8

# Universe Estimates - 2014

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	187.3	210.7	137.0	122.7	56.9	714.6	41.2	755.8
2 Person Households	276.3	343.9	214.4	206.4	78.0	1,119.0	99.9	1,218.9
3 Person Households	124.4	133.9	88.9	74.3	30.8	452.3	27.9	480.2
4 Person Households	97.4	114.4	85.7	62.1	26.7	386.3	33.2	419.5
5+ Person Households	58.7	68.7	50.5	33.2	18.8	229.9	12.6	242.5
FTA Only Households	569.5	637.8	420.8	409.3	172.5	2,209.9	164.8	2,374.7
STV Subscription Households*	174.6	233.8	155.7	89.4	38.7	692.2	50.0	742.2
People in FTA Only Households	1,327.1	1,456.6	1,002.7	946.4	415.1	5,147.9	383.5	5,531.4
People in STV Households*	480.0	662.2	441.2	238.4	104.0	1,925.8	145.4	2,071.2
1 TV Households	347.8	339.5	237.3	204.2	79.1	1,207.9	96.4	1,304.3
2 TVs Households	249.3	318.3	206.0	183.6	80.0	1,037.2	70.3	1,107.5
3+ TVs Households	147.0	213.8	133.2	110.9	52.1	657.0	48.1	705.1

\* STV estimates as at start of Q1

# Universe Estimates - 2014

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	256.9	236.6	191.0	231.2	615.2	276.2	1,807.1
Total Households	108.5	93.7	75.1	91.6	264.6	110.6	744.1
Children 0-4	17.8	16.7	14.5	17.5	35.1	19.3	120.9
Children 5-12	28.7	25.2	21.0	26.2	63.2	31.1	195.4
Children 13-17	16.9	17.0	11.7	15.6	39.5	19.3	120.0
People 16+	200.1	184.7	148.4	178.1	493.0	214.1	1,418.4
People 16-39	77.6	83.6	66.1	76.2	157.5	80.1	541.1
People 16-54	134.3	131.7	108.2	125.1	286.0	134.1	919.4
People 25+	172.2	151.2	125.6	149.7	431.0	181.9	1,211.6
People 25-54	106.4	98.2	85.4	96.7	224.0	101.9	712.6
People 40+	122.5	101.1	82.3	101.9	335.5	134.0	877.3
Men 16+	100.0	92.5	79.0	91.8	238.7	104.9	706.9
Men 16-24	14.0	17.1	12.2	15.0	31.2	16.2	105.7
Men 16-39	38.0	42.2	35.2	39.6	77.2	39.9	272.1
Men 16-54	66.1	66.2	57.9	64.8	138.5	66.3	459.8
Men 18+	96.6	88.9	76.6	88.6	230.7	101.1	682.5
Men 18-24	10.6	13.5	9.8	11.8	23.2	12.4	81.3
Men 25+	86.0	75.4	66.8	76.8	207.5	88.7	601.2
Men 25-39	24.0	25.1	23.0	24.6	46.0	23.7	166.4
Men 25-54	52.1	49.1	45.7	49.8	107.3	50.1	354.1
Men 40+	62.0	50.3	43.8	52.2	161.5	65.0	434.8
Men 40-54	28.1	24.0	22.7	25.2	61.3	26.4	187.7
Men 55+	33.9	26.3	21.1	27.0	100.2	38.6	247.1

# Universe Estimates - 2014

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	100.1	92.2	69.4	86.3	254.3	109.2	711.5
Women 16-24	13.9	16.4	10.6	13.4	30.8	16.0	101.1
Women 16-39	39.6	41.4	30.9	36.6	80.3	40.2	269.0
Women 16-54	68.2	65.5	50.3	60.3	147.5	67.8	459.6
Women 18+	96.9	88.8	67.2	83.3	246.7	105.4	688.3
Women 18-24	10.7	13.0	8.4	10.4	23.2	12.2	77.9
Women 25+	86.2	75.8	58.8	72.9	223.5	93.2	610.4
Women 25-39	25.7	25.0	20.3	23.2	49.5	24.2	167.9
Women 25-54	54.3	49.1	39.7	46.9	116.7	51.8	358.5
Women 40+	60.5	50.8	38.5	49.7	174.0	69.0	442.5
Women 40-54	28.6	24.1	19.4	23.7	67.2	27.6	190.6
Women 55+	31.9	26.7	19.1	26.0	106.8	41.4	251.9
Grocery Buyers	108.5	93.7	75.1	91.6	264.6	110.6	744.1
Grocery Buyers Working	55.2	55.3	44.7	51.6	120.8	52.9	380.5
Grocery Buyers Not Working	53.3	38.4	30.4	40.0	143.8	57.7	363.6
Grocery Buyers Under 40	32.7	33.6	27.9	31.6	63.4	32.0	221.2
Grocery Buyers 40+	75.8	60.1	47.2	60.0	201.2	78.6	522.9
Grocery Buyer No Kids	76.3	63.5	50.8	62.6	191.4	76.3	520.9
Grocery Buyer Kids	32.2	30.2	24.3	29.0	73.2	34.3	223.2
Grocery Buyers Children 0-12	23.6	23.4	18.9	22.0	54.9	26.7	169.5
Grocery Buyers Children 0-17	32.2	30.2	24.3	29.0	73.2	34.3	223.2
Grocery Buyers Children 5-12	16.3	16.6	13.9	16.3	40.1	21.2	124.4
Grocery Buyers Children 5-17	25.0	24.1	19.3	23.7	59.6	29.1	180.8

# Universe Estimates - 2014

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	28.5	23.2	17.4	22.3	66.6	29.3	187.3
2 Person Households	39.8	31.7	26.1	31.9	109.3	37.5	276.3
3 Person Households	19.3	16.5	13.2	15.1	41.5	18.8	124.4
4 Person Households	14.8	12.3	11.3	13.1	34.5	11.4	97.4
5+ Person Households	6.1	10.0	7.1	9.2	12.7	13.6	58.7
FTA Only Households	85.3	70.9	55.2	70.2	198.5	89.4	569.5
STV Subscription Households*	23.2	22.8	19.9	21.4	66.1	21.2	174.6
People in FTA Only Households	197.5	169.4	131.6	165.1	448.6	214.9	1,327.1
People in STV Households*	59.4	67.2	59.4	66.1	166.6	61.3	480.0
1 TV Households	61.6	43.5	34.2	43.2	110.8	54.5	347.8
2 TVs Households	30.7	30.9	24.8	31.8	94.4	36.7	249.3
3+ TVs Households	16.2	19.3	16.1	16.6	59.4	19.4	147.0

\* STV estimates as at start of Q1

# Universe Estimates - 2014

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	979.6	352.1	787.1	2,118.8
Total Households	415.6	144.4	311.6	871.6
Children 0-4	56.9	20.6	50.0	127.5
Children 5-12	95.3	36.1	79.3	210.7
Children 13-17	61.4	22.6	50.8	134.8
People 16+	791.0	281.8	627.6	1,700.4
People 16-39	287.8	88.1	240.4	616.3
People 16-54	490.1	156.6	398.0	1,044.7
People 25+	679.6	244.8	532.8	1,457.2
People 25-54	378.7	119.6	303.2	801.5
People 40+	503.2	193.7	387.2	1,084.1
Men 16+	384.6	137.9	308.8	831.3
Men 16-24	56.1	18.9	48.7	123.7
Men 16-39	143.3	43.9	121.9	309.1
Men 16-54	240.6	77.2	200.1	517.9
Men 18+	371.8	133.3	298.2	803.3
Men 18-24	43.3	14.3	38.1	95.7
Men 25+	328.5	119.0	260.1	707.6
Men 25-39	87.2	25.0	73.2	185.4
Men 25-54	184.5	58.3	151.4	394.2
Men 40+	241.3	94.0	186.9	522.2
Men 40-54	97.3	33.3	78.2	208.8
Men 55+	144.0	60.7	108.7	313.4



# Universe Estimates - 2014

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	406.4	143.9	318.8	869.1
Women 16-24	55.3	18.1	46.1	119.5
Women 16-39	144.5	44.2	118.5	307.2
Women 16-54	249.5	79.4	197.9	526.8
Women 18+	394.2	139.5	308.8	842.5
Women 18-24	43.1	13.7	36.1	92.9
Women 25+	351.1	125.8	272.7	749.6
Women 25-39	89.2	26.1	72.4	187.7
Women 25-54	194.2	61.3	151.8	407.3
Women 40+	261.9	99.7	200.3	561.9
Women 40-54	105.0	35.2	79.4	219.6
Women 55+	156.9	64.5	120.9	342.3
Grocery Buyers	415.6	144.4	311.6	871.6
Grocery Buyers Working	203.1	58.5	152.6	414.2
Grocery Buyers Not Working	212.5	85.9	159.0	457.4
Grocery Buyers Under 40	114.0	33.9	84.8	232.7
Grocery Buyers 40+	301.6	110.5	226.8	638.9
Grocery Buyer No Kids	301.2	104.7	218.4	624.3
Grocery Buyer Kids	114.4	39.7	93.2	247.3
Grocery Buyers Children 0-12	88.1	29.9	72.7	190.7
Grocery Buyers Children 0-17	114.4	39.7	93.2	247.3
Grocery Buyers Children 5-12	63.1	22.1	53.0	138.2
Grocery Buyers Children 5-17	90.3	32.5	73.8	196.6

# Universe Estimates - 2014

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	103.5	34.7	72.5	210.7
2 Person Households	165.4	61.2	117.3	343.9
3 Person Households	66.4	19.2	48.3	133.9
4 Person Households	58.3	13.3	42.8	114.4
5+ Person Households	22.0	16.0	30.7	68.7
FTA Only Households	305.8	107.6	224.4	637.8
STV Subscription Households*	109.8	36.8	87.2	233.8
People in FTA Only Households	681.2	241.8	533.6	1,456.6
People in STV Households*	298.4	110.3	253.5	662.2
1 TV Households	171.3	60.8	107.4	339.5
2 TVs Households	145.3	54.2	118.8	318.3
3+ TVs Households	99.0	29.4	85.4	213.8

\* STV estimates as at start of Q1

# Universe Estimates - 2014

NSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total NSW
Total Individuals	512.9	409.0	522.0	1,443.9
Total Households	201.0	164.7	210.8	576.5
Children 0-4	33.9	27.0	29.6	90.5
Children 5-12	49.6	45.4	51.3	146.3
Children 13-17	31.1	28.0	33.0	92.1
People 16+	411.1	319.8	421.5	1,152.4
People 16-39	184.7	118.4	142.7	445.8
People 16-54	291.6	199.0	247.7	738.3
People 25+	344.3	270.6	362.8	977.7
People 25-54	224.8	149.8	189.0	563.6
People 40+	226.4	201.4	278.8	706.6
Men 16+	204.5	159.2	207.1	570.8
Men 16-24	34.6	25.4	30.3	90.3
Men 16-39	94.0	59.8	72.2	226.0
Men 16-54	147.1	100.2	123.8	371.1
Men 18+	197.9	153.4	200.3	551.6
Men 18-24	28.0	19.6	23.5	71.1
Men 25+	169.9	133.8	176.8	480.5
Men 25-39	59.4	34.4	41.9	135.7
Men 25-54	112.5	74.8	93.5	280.8
Men 40+	110.5	99.4	134.9	344.8
Men 40-54	53.1	40.4	51.6	145.1
Men 55+	57.4	59.0	83.3	199.7

# Universe Estimates - 2014

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	206.6	160.6	214.4	581.6
Women 16-24	32.2	23.8	28.4	84.4
Women 16-39	90.7	58.6	70.5	219.8
Women 16-54	144.5	98.8	123.9	367.2
Women 18+	200.4	155.2	207.8	563.4
Women 18-24	26.0	18.4	21.8	66.2
Women 25+	174.4	136.8	186.0	497.2
Women 25-39	58.5	34.8	42.1	135.4
Women 25-54	112.3	75.0	95.5	282.8
Women 40+	115.9	102.0	143.9	361.8
Women 40-54	53.8	40.2	53.4	147.4
Women 55+	62.1	61.8	90.5	214.4
Grocery Buyers	201.0	164.7	210.8	576.5
Grocery Buyers Working	114.5	82.9	91.9	289.3
Grocery Buyers Not Working	86.5	81.8	118.9	287.2
Grocery Buyers Under 40	69.8	45.7	50.1	165.6
Grocery Buyers 40+	131.2	119.0	160.7	410.9
Grocery Buyer No Kids	138.1	113.1	149.1	400.3
Grocery Buyer Kids	62.9	51.6	61.7	176.2
Grocery Buyers Children 0-12	48.8	40.6	45.8	135.2
Grocery Buyers Children 0-17	62.9	51.6	61.7	176.2
Grocery Buyers Children 5-12	37.4	29.8	32.3	99.5
Grocery Buyers Children 5-17	51.9	41.7	49.1	142.7

# Universe Estimates - 2014

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	47.1	41.3	48.6	137.0
2 Person Households	70.5	62.8	81.1	214.4
3 Person Households	33.1	21.1	34.7	88.9
4 Person Households	34.2	22.0	29.5	85.7
5+ Person Households	16.1	17.5	16.9	50.5
FTA Only Households	146.7	121.8	152.3	420.8
STV Subscription Households*	54.3	42.9	58.5	155.7
People in FTA Only Households	355.2	291.9	355.6	1,002.7
People in STV Households*	157.7	117.1	166.4	441.2
1 TV Households	81.2	74.4	81.7	237.3
2 TVs Households	71.8	55.4	78.8	206.0
3+ TVs Households	48.0	34.9	50.3	133.2

\* STV estimates as at start of Q1

# Universe Estimates - 2014

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	189.0	175.0	235.0	352.0	233.8	1,184.8
Total Households	81.0	74.5	101.5	144.7	97.0	498.7
Children 0-4	11.4	10.7	14.2	21.5	14.3	72.1
Children 5-12	19.3	17.5	23.3	36.1	23.0	119.2
Children 13-17	12.8	11.9	15.2	23.4	14.7	78.0
People 16+	150.7	139.7	188.5	280.6	187.8	947.3
People 16-39	52.9	45.6	64.4	97.6	62.9	323.4
People 16-54	91.4	81.2	111.9	170.4	109.8	564.7
People 25+	129.1	121.4	161.9	240.8	162.6	815.8
People 25-54	69.8	62.9	85.3	130.6	84.6	433.2
People 40+	97.8	94.1	124.1	183.0	124.9	623.9
Men 16+	74.0	70.2	92.8	138.5	93.0	468.5
Men 16-24	10.9	9.7	13.6	20.7	13.0	67.9
Men 16-39	26.4	23.3	32.2	49.6	31.7	163.2
Men 16-54	45.5	41.1	55.4	85.4	54.6	282.0
Men 18+	71.4	67.6	89.6	133.5	89.8	451.9
Men 18-24	8.3	7.1	10.4	15.7	9.8	51.3
Men 25+	63.1	60.5	79.2	117.8	80.0	400.6
Men 25-39	15.5	13.6	18.6	28.9	18.7	95.3
Men 25-54	34.6	31.4	41.8	64.7	41.6	214.1
Men 40+	47.6	46.9	60.6	88.9	61.3	305.3
Men 40-54	19.1	17.8	23.2	35.8	22.9	118.8
Men 55+	28.5	29.1	37.4	53.1	38.4	186.5

# Universe Estimates - 2014

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	76.7	69.5	95.7	142.1	94.8	478.8
Women 16-24	10.7	8.6	13.0	19.1	12.2	63.6
Women 16-39	26.5	22.3	32.2	48.0	31.2	160.2
Women 16-54	45.9	40.1	56.5	85.0	55.2	282.7
Women 18+	74.1	67.3	92.7	137.5	92.0	463.6
Women 18-24	8.1	6.4	10.0	14.5	9.4	48.4
Women 25+	66.0	60.9	82.7	123.0	82.6	415.2
Women 25-39	15.8	13.7	19.2	28.9	19.0	96.6
Women 25-54	35.2	31.5	43.5	65.9	43.0	219.1
Women 40+	50.2	47.2	63.5	94.1	63.6	318.6
Women 40-54	19.4	17.8	24.3	37.0	24.0	122.5
Women 55+	30.8	29.4	39.2	57.1	39.6	196.1
Grocery Buyers	81.0	74.5	101.5	144.7	97.0	498.7
Grocery Buyers Working	41.2	38.4	50.6	70.8	46.5	247.5
Grocery Buyers Not Working	39.8	36.1	50.9	73.9	50.5	251.2
Grocery Buyers Under 40	23.0	16.9	26.5	37.0	23.4	126.8
Grocery Buyers 40+	58.0	57.6	75.0	107.7	73.6	371.9
Grocery Buyer No Kids	59.3	52.1	76.5	104.5	70.0	362.4
Grocery Buyer Kids	21.7	22.4	25.0	40.2	27.0	136.3
Grocery Buyers Children 0-12	16.5	16.4	19.0	29.5	20.9	102.3
Grocery Buyers Children 0-17	21.7	22.4	25.0	40.2	27.0	136.3
Grocery Buyers Children 5-12	12.4	11.0	14.1	21.0	14.0	72.5
Grocery Buyers Children 5-17	18.8	17.8	21.3	32.4	21.3	111.6

# Universe Estimates – 2014

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	21.2	19.3	26.2	32.8	23.2	122.7
2 Person Households	33.7	29.9	42.0	60.9	39.9	206.4
3 Person Households	10.8	11.4	14.9	23.2	14.0	74.3
4 Person Households	10.6	9.3	12.0	16.8	13.4	62.1
5+ Person Households	4.7	4.6	6.4	11.0	6.5	33.2
FTA Only Households	68.2	61.7	84.8	115.8	78.8	409.3
STV Subscription Households*	12.8	12.8	16.7	28.9	18.2	89.4
People in FTA Only Households	153.2	139.5	189.8	277.8	186.1	946.4
People in STV Households*	35.8	35.5	45.2	74.2	47.7	238.4
1 TV Households	33.3	34.3	42.0	58.1	36.5	204.2
2 TVs Households	30.1	24.9	39.9	52.7	36.0	183.6
3+ TVs Households	17.6	15.3	19.6	33.9	24.5	110.9

\* STV estimates as at start of Q1



# Universe Estimates - 2014

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	254.3	264.8	519.1
Total Households	103.7	107.5	211.2
Children 0-4	15.4	16.6	32.0
Children 5-12	25.1	25.8	50.9
Children 13-17	16.8	16.4	33.2
People 16+	204.0	212.6	416.6
People 16-39	69.7	78.4	148.1
People 16-54	122.9	133.5	256.4
People 25+	175.2	182.4	357.6
People 25-54	94.1	103.3	197.4
People 40+	134.3	134.2	268.5
Men 16+	100.7	105.5	206.2
Men 16-24	14.9	15.8	30.7
Men 16-39	35.1	40.0	75.1
Men 16-54	61.3	67.1	128.4
Men 18+	97.1	102.1	199.2
Men 18-24	11.3	12.4	23.7
Men 25+	85.8	89.7	175.5
Men 25-39	20.2	24.2	44.4
Men 25-54	46.4	51.3	97.7
Men 40+	65.6	65.5	131.1
Men 40-54	26.2	27.1	53.3
Men 55+	39.4	38.4	77.8

# Universe Estimates - 2014

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	103.3	107.1	210.4
Women 16-24	13.9	14.4	28.3
Women 16-39	34.6	38.4	73.0
Women 16-54	61.6	66.4	128.0
Women 18+	99.9	103.9	203.8
Women 18-24	10.5	11.2	21.7
Women 25+	89.4	92.7	182.1
Women 25-39	20.7	24.0	44.7
Women 25-54	47.7	52.0	99.7
Women 40+	68.7	68.7	137.4
Women 40-54	27.0	28.0	55.0
Women 55+	41.7	40.7	82.4
Grocery Buyers	103.7	107.5	211.2
Grocery Buyers Working	49.8	50.9	100.7
Grocery Buyers Not Working	53.9	56.6	110.5
Grocery Buyers Under 40	24.1	30.4	54.5
Grocery Buyers 40+	79.6	77.1	156.7
Grocery Buyer No Kids	73.3	76.0	149.3
Grocery Buyer Kids	30.4	31.5	61.9
Grocery Buyers Children 0-12	20.8	25.6	46.4
Grocery Buyers Children 0-17	30.4	31.5	61.9
Grocery Buyers Children 5-12	15.1	17.0	32.1
Grocery Buyers Children 5-17	24.7	23.2	47.9

# Universe Estimates - 2014

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	26.3	30.6	56.9
2 Person Households	40.0	38.0	78.0
3 Person Households	15.1	15.7	30.8
4 Person Households	12.3	14.4	26.7
5+ Person Households	10.0	8.8	18.8
FTA Only Households	83.1	89.4	172.5
STV Subscription Households*	20.6	18.1	38.7
People in FTA Only Households	199.2	215.9	415.1
People in STV Households*	55.1	48.9	104.0
1 TV Households	37.8	41.3	79.1
2 TVs Households	39.2	40.8	80.0
3+ TVs Households	26.7	25.4	52.1

\* STV estimates as at start of Q1

# Universe Estimates - 2014

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	528.9
Total Households	214.8
Children 0-4	36.2
Children 5-12	58.1
Children 13-17	32.6
People 16+	414.5
People 16-39	173.4
People 16-54	289.5
People 25+	357.5
People 25-54	232.5
People 40+	241.1
Men 16+	219.6
Men 16-24	30.4
Men 16-39	93.0
Men 16-54	155.3
Men 18+	213.1
Men 18-24	23.9
Men 25+	189.2
Men 25-39	62.6
Men 25-54	124.9
Men 40+	126.6
Men 40-54	62.3
Men 55+	64.3

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	194.9
Women 16-24	26.6
Women 16-39	80.4
Women 16-54	134.2
Women 18+	188.9
Women 18-24	20.6
Women 25+	168.3
Women 25-39	53.8
Women 25-54	107.6
Women 40+	114.5
Women 40-54	53.8
Women 55+	60.7
Grocery Buyers	214.8
Grocery Buyers Working	124.5
Grocery Buyers Not Working	90.3
Grocery Buyers Under 40	78.0
Grocery Buyers 40+	136.8
Grocery Buyer No Kids	149.9
Grocery Buyer Kids	64.9
Grocery Buyers Children 0-12	52.5
Grocery Buyers Children 0-17	64.9
Grocery Buyers Children 5-12	40.4
Grocery Buyers Children 5-17	53.2

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	41.2
2 Person Households	99.9
3 Person Households	27.9
4 Person Households	33.2
5+ Person Households	12.6
FTA Only Households	164.8
STV Subscription Households*	50.0
People in FTA Only Households	383.5
People in STV Households*	145.4
1 TV Households	96.4
2 TVs Households	70.3
3+ TVs Households	48.1

\* STV estimates as at start of Q1