

UNIVERSE ESTIMATES - 2015

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
Total QUEENSLAND (AM-A)	741.6	1,816.8	535
CAIRNS	107.4	256.9	80
TOWNSVILLE	94.0	237.1	70
MACKAY	74.9	193.3	70
ROCKHAMPTON	92.8	237.7	70
MARYBOROUGH	262.9	615.2	165
TOOWOOMBA	109.6	276.6	80
Total NNSW (AM-B)	869.1	2,133.6	475
NORTHERN RIVERS	414.7	986.2	220
TAMWORTH/TAREE	142.8	352.1	80
NEWCASTLE	311.6	795.3	175
Total SNSW (AM-C)	589.8	1,459.1	380
CANBERRA	207.9	523.8	123
ORANGE DUBBO WAGGA	167.5	410.8	118
WOLLONGONG	214.4	524.5	139
Total VICTORIA (AM-D)	497.4	1,185.6	435
ALBURY	80.7	189.0	68
SHEPPARTON	74.2	175.0	69
BENDIGO	101.2	235.0	88
BALLARAT	144.3	352.0	127
GIPPSLAND	97.0	234.6	83
Total TASMANIA	213.8	519.7	190
LAUNCESTON	105.1	254.9	95
HOBART	108.7	264.8	95
REGIONAL WA	225.2	554.4	120

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000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS (AM-E)	Regional East Coast	Regional WA	Total REG
Total Individuals	1,816.8	2,133.6	1,459.1	1,185.6	519.7	7,114.8	554.4	7,669.2
Total Households	741.6	869.1	589.8	497.4	213.8	2,911.7	225.2	3,136.9
Children 0-4	120.5	130.0	92.9	72.2	31.4	447.0	37.8	484.8
Children 5-12	196.3	212.1	147.3	118.8	51.3	725.8	60.1	785.9
Children 13-17	120.5	134.3	92.0	77.4	33.6	457.8	33.1	490.9
People 16+	1,427.3	1,711.8	1,164.1	948.4	417.2	5,668.8	436.0	6,104.8
People 16-39	542.0	619.1	448.9	319.6	146.7	2,076.3	184.0	2,260.3
People 16-54	918.1	1,045.0	740.9	557.8	253.3	3,515.1	303.5	3,818.6
People 25+	1,220.6	1,468.3	990.2	820.1	358.6	4,857.8	377.1	5,234.9
People 25-54	711.4	801.5	567.0	429.5	194.7	2,704.1	244.6	2,948.7
People 40+	885.3	1,092.7	715.2	628.8	270.5	3,592.5	252.0	3,844.5
Men 16+	710.1	836.0	576.4	469.4	206.3	2,798.2	231.9	3,030.1
Men 16-24	105.5	123.6	89.9	66.6	30.7	416.3	31.5	447.8
Men 16-39	272.3	310.1	227.7	161.8	74.4	1,046.3	99.5	1,145.8
Men 16-54	458.6	517.8	372.7	278.6	126.7	1,754.4	164.0	1,918.4
Men 18+	685.7	808.2	557.4	453.2	199.1	2,703.6	225.4	2,929.0
Men 18-24	81.1	95.8	70.9	50.4	23.5	321.7	25.0	346.7
Men 25+	604.6	712.4	486.5	402.8	175.6	2,381.9	200.4	2,582.3
Men 25-39	166.8	186.5	137.8	95.2	43.7	630.0	68.0	698.0
Men 25-54	353.1	394.2	282.8	212.0	96.0	1,338.1	132.5	1,470.6
Men 40+	437.8	525.9	348.7	307.6	131.9	1,751.9	132.4	1,884.3
Men 40-54	186.3	207.7	145.0	116.8	52.3	708.1	64.5	772.6
Men 55+	251.5	318.2	203.7	190.8	79.6	1,043.8	67.9	1,111.7

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000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS (AM-E)	Regional East Coast	Regional WA	Total REG
Women 16+	717.2	875.8	587.7	479.0	210.9	2,870.6	204.1	3,074.7
Women 16-24	101.2	119.9	84.0	61.7	27.9	394.7	27.4	422.1
Women 16-39	269.7	309.0	221.2	157.8	72.3	1,030.0	84.5	1,114.5
Women 16-54	459.5	527.2	368.2	279.2	126.6	1,760.7	139.5	1,900.2
Women 18+	693.8	849.0	569.5	464.0	204.3	2,780.6	198.0	2,978.6
Women 18-24	77.8	93.1	65.8	46.7	21.3	304.7	21.3	326.0
Women 25+	616.0	755.9	503.7	417.3	183.0	2,475.9	176.7	2,652.6
Women 25-39	168.5	189.1	137.2	96.1	44.4	635.3	57.1	692.4
Women 25-54	358.3	407.3	284.2	217.5	98.7	1,366.0	112.1	1,478.1
Women 40+	447.5	566.8	366.5	321.2	138.6	1,840.6	119.6	1,960.2
Women 40-54	189.8	218.2	147.0	121.4	54.3	730.7	55.0	785.7
Women 55+	257.7	348.6	219.5	199.8	84.3	1,109.9	64.6	1,174.5
Grocery Buyers	741.6	869.1	589.8	497.4	213.8	2,911.7	225.2	3,136.9
Grocery Buyers Working	403.6	430.7	318.8	262.1	105.7	1,520.9	133.8	1,654.7
Grocery Buyers Not Working	338.0	438.4	271.0	235.3	108.1	1,390.8	91.4	1,482.2
Grocery Buyers Under 40	213.0	220.0	166.0	120.7	52.4	772.1	74.1	846.2
Grocery Buyers 40+	528.6	649.1	423.8	376.7	161.4	2,139.6	151.1	2,290.7
Grocery Buyer No Kids	522.7	626.9	415.5	365.6	152.5	2,083.2	159.5	2,242.7
Grocery Buyer Kids	218.9	242.2	174.3	131.8	61.3	828.5	65.7	894.2
Grocery Buyers Children 0-12	163.1	185.1	132.4	99.0	46.0	625.6	49.5	675.1
Grocery Buyers Children 0-17	218.9	242.2	174.3	131.8	61.3	828.5	65.7	894.2
Grocery Buyers Children 5-12	124.4	142.2	97.7	69.0	35.1	468.4	38.1	506.5
Grocery Buyers Children 5-17	182.0	201.6	141.5	103.5	51.2	679.8	54.7	734.5

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000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS (AM-E)	Regional East Coast	Regional WA	Total REG
1 Person Households	187.7	206.8	145.5	121.7	56.3	718.0	43.7	761.7
2 Person Households	273.1	343.7	213.3	207.1	81.1	1,118.3	105.4	1,223.7
3 Person Households	119.7	129.1	92.6	75.5	31.4	448.3	26.9	475.2
4 Person Households	97.6	113.9	91.0	57.1	27.1	386.7	34.4	421.1
5+ Person Households	63.5	75.6	47.4	36.0	17.9	240.4	14.8	255.2
FTA Only Households	571.4	640.4	426.6	400.5	177.4	2,216.3	178.0	2,394.3
STV Subscription Households*	170.2	228.7	163.2	96.9	36.4	695.4	47.2	742.6
People in FTA Only Households	1,349.7	1,496.3	1,015.0	928.8	414.9	5,204.7	429.4	5,634.1
People in STV Households*	467.1	637.3	444.1	256.8	104.8	1,910.1	125.0	2,035.1
1 TV Households	314.5	337.4	224.0	188.7	82.5	1,147.1	101.4	1,248.5
2 TVs Households	254.1	305.1	203.6	187.2	73.5	1,023.5	80.5	1,104.0
3+ TVs Households	173.0	226.6	162.2	121.5	57.8	741.1	43.3	784.4

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2015

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	256.9	237.1	193.3	237.7	615.2	276.6	1,816.8
Total Households	107.4	94.0	74.9	92.8	262.9	109.6	741.6
Children 0-4	17.5	16.8	14.7	18.0	34.3	19.2	120.5
Children 5-12	28.6	25.2	21.3	27.1	63.0	31.1	196.3
Children 13-17	17.2	17.0	11.8	16.1	39.1	19.3	120.5
People 16+	200.4	185.1	150.1	182.9	494.2	214.6	1,427.3
People 16-39	77.2	83.2	66.3	78.8	156.1	80.4	542.0
People 16-54	133.5	130.9	108.6	127.8	283.4	133.9	918.1
People 25+	172.5	151.8	127.4	153.9	432.7	182.3	1,220.6
People 25-54	105.6	97.6	85.9	98.8	221.9	101.6	711.4
People 40+	123.2	101.9	83.8	104.1	338.1	134.2	885.3
Men 16+	99.9	92.3	79.9	94.0	238.9	105.1	710.1
Men 16-24	14.0	17.0	12.1	15.2	30.9	16.3	105.5
Men 16-39	37.9	41.8	35.4	40.8	76.3	40.1	272.3
Men 16-54	65.7	65.5	58.1	66.0	137.0	66.3	458.6
Men 18+	96.5	88.7	77.5	90.6	231.1	101.3	685.7
Men 18-24	10.6	13.4	9.7	11.8	23.1	12.5	81.1
Men 25+	85.9	75.3	67.8	78.8	208.0	88.8	604.6
Men 25-39	23.9	24.8	23.3	25.6	45.4	23.8	166.8
Men 25-54	51.7	48.5	46.0	50.8	106.1	50.0	353.1
Men 40+	62.0	50.5	44.5	53.2	162.6	65.0	437.8
Men 40-54	27.8	23.7	22.7	25.2	60.7	26.2	186.3
Men 55+	34.2	26.8	21.8	28.0	101.9	38.8	251.5

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	100.5	92.8	70.2	88.9	255.3	109.5	717.2
Women 16-24	13.9	16.3	10.6	13.8	30.6	16.0	101.2
Women 16-39	39.3	41.4	30.9	38.0	79.8	40.3	269.7
Women 16-54	67.8	65.4	50.5	61.8	146.4	67.6	459.5
Women 18+	97.1	89.4	68.0	85.9	247.7	105.7	693.8
Women 18-24	10.5	12.9	8.4	10.8	23.0	12.2	77.8
Women 25+	86.6	76.5	59.6	75.1	224.7	93.5	616.0
Women 25-39	25.4	25.1	20.3	24.2	49.2	24.3	168.5
Women 25-54	53.9	49.1	39.9	48.0	115.8	51.6	358.3
Women 40+	61.2	51.4	39.3	50.9	175.5	69.2	447.5
Women 40-54	28.5	24.0	19.6	23.8	66.6	27.3	189.8
Women 55+	32.7	27.4	19.7	27.1	108.9	41.9	257.7
Grocery Buyers	107.4	94.0	74.9	92.8	262.9	109.6	741.6
Grocery Buyers Working	61.0	60.3	45.9	54.1	124.5	57.8	403.6
Grocery Buyers Not Working	46.4	33.7	29.0	38.7	138.4	51.8	338.0
Grocery Buyers Under 40	30.5	32.8	26.9	31.1	61.1	30.6	213.0
Grocery Buyers 40+	76.9	61.2	48.0	61.7	201.8	79.0	528.6
Grocery Buyer No Kids	74.6	65.1	48.0	63.3	192.8	78.9	522.7
Grocery Buyer Kids	32.8	28.9	26.9	29.5	70.1	30.7	218.9
Grocery Buyers Children 0-12	25.2	23.1	20.8	22.3	49.9	21.8	163.1
Grocery Buyers Children 0-17	32.8	28.9	26.9	29.5	70.1	30.7	218.9
Grocery Buyers Children 5-12	18.7	18.5	14.4	16.9	38.7	17.2	124.4
Grocery Buyers Children 5-17	26.3	24.3	20.6	24.2	60.4	26.2	182.0

UNIVERSE ESTIMATES - 2015

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	28.4	23.5	17.5	22.8	66.2	29.3	187.7
2 Person Households	39.0	31.5	25.8	32.0	108.0	36.8	273.1
3 Person Households	18.6	16.1	12.8	14.8	39.3	18.1	119.7
4 Person Households	14.7	12.4	11.3	13.3	34.6	11.3	97.6
5+ Person Households	6.7	10.5	7.5	9.9	14.8	14.1	63.5
FTA Only Households	83.8	68.4	53.3	73.1	206.3	86.5	571.4
STV Subscription Households*	23.6	25.6	21.6	19.7	56.6	23.1	170.2
People in FTA Only Households	195.2	164.5	133.5	179.8	464.6	212.1	1,349.7
People in STV Households*	61.7	72.6	59.8	57.9	150.6	64.5	467.1
1 TV Households	52.3	39.6	32.3	36.1	109.0	45.2	314.5
2 TVs Households	33.6	29.8	24.8	31.4	95.1	39.4	254.1
3+ TVs Households	21.5	24.6	17.8	25.3	58.8	25.0	173.0

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2015

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	986.2	352.1	795.3	2,133.6
Total Households	414.7	142.8	311.6	869.1
Children 0-4	57.9	20.7	51.4	130.0
Children 5-12	96.1	36.0	80.0	212.1
Children 13-17	60.9	22.5	50.9	134.3
People 16+	796.1	281.9	633.8	1,711.8
People 16-39	289.1	88.2	241.8	619.1
People 16-54	490.6	155.4	399.0	1,045.0
People 25+	684.3	244.8	539.2	1,468.3
People 25-54	378.8	118.3	304.4	801.5
People 40+	507.0	193.7	392.0	1,092.7
Men 16+	386.2	138.0	311.8	836.0
Men 16-24	56.1	18.9	48.6	123.6
Men 16-39	143.4	44.0	122.7	310.1
Men 16-54	240.6	76.6	200.6	517.8
Men 18+	373.6	133.4	301.2	808.2
Men 18-24	43.5	14.3	38.0	95.8
Men 25+	330.1	119.1	263.2	712.4
Men 25-39	87.3	25.1	74.1	186.5
Men 25-54	184.5	57.7	152.0	394.2
Men 40+	242.8	94.0	189.1	525.9
Men 40-54	97.2	32.6	77.9	207.7
Men 55+	145.6	61.4	111.2	318.2



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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	409.9	143.9	322.0	875.8
Women 16-24	55.7	18.2	46.0	119.9
Women 16-39	145.7	44.2	119.1	309.0
Women 16-54	250.0	78.8	198.4	527.2
Women 18+	397.7	139.5	311.8	849.0
Women 18-24	43.5	13.8	35.8	93.1
Women 25+	354.2	125.7	276.0	755.9
Women 25-39	90.0	26.0	73.1	189.1
Women 25-54	194.3	60.6	152.4	407.3
Women 40+	264.2	99.7	202.9	566.8
Women 40-54	104.3	34.6	79.3	218.2
Women 55+	159.9	65.1	123.6	348.6
Grocery Buyers	414.7	142.8	311.6	869.1
Grocery Buyers Working	214.4	62.9	153.4	430.7
Grocery Buyers Not Working	200.3	79.9	158.2	438.4
Grocery Buyers Under 40	106.5	31.7	81.8	220.0
Grocery Buyers 40+	308.2	111.1	229.8	649.1
Grocery Buyer No Kids	304.2	103.0	219.7	626.9
Grocery Buyer Kids	110.5	39.8	91.9	242.2
Grocery Buyers Children 0-12	82.8	29.7	72.6	185.1
Grocery Buyers Children 0-17	110.5	39.8	91.9	242.2
Grocery Buyers Children 5-12	62.4	23.2	56.6	142.2
Grocery Buyers Children 5-17	90.9	33.9	76.8	201.6

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	101.8	33.7	71.3	206.8
2 Person Households	331.6	121.4	234.4	343.7
3 Person Households	187.2	56.4	143.7	129.1
4 Person Households	232.4	51.6	171.6	113.9
5+ Person Households	133.2	89.0	174.3	75.6
FTA Only Households	304.6	108.2	227.6	640.4
STV Subscription Households*	110.1	34.6	84.0	228.7
People in FTA Only Households	693.1	257.3	545.9	1,496.3
People in STV Households*	293.1	94.8	249.4	637.3
1 TV Households	340.1	119.6	228.6	337.4
2 TVs Households	345.5	127.5	265.0	305.1
3+ TVs Households	300.6	105.0	301.7	226.6

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2015

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	523.8	410.8	524.5	1,459.1
Total Households	207.9	167.5	214.4	589.8
Children 0-4	35.3	27.7	29.9	92.9
Children 5-12	50.8	45.0	51.5	147.3
Children 13-17	31.0	28.1	32.9	92.0
People 16+	419.3	321.2	423.6	1,164.1
People 16-39	186.6	118.8	143.5	448.9
People 16-54	295.2	198.5	247.2	740.9
People 25+	353.3	272.2	364.7	990.2
People 25-54	229.2	149.5	188.3	567.0
People 40+	232.7	202.4	280.1	715.2
Men 16+	208.2	160.1	208.1	576.4
Men 16-24	33.9	25.5	30.5	89.9
Men 16-39	94.7	60.3	72.7	227.7
Men 16-54	148.8	100.3	123.6	372.7
Men 18+	201.8	154.3	201.3	557.4
Men 18-24	27.5	19.7	23.7	70.9
Men 25+	174.3	134.6	177.6	486.5
Men 25-39	60.8	34.8	42.2	137.8
Men 25-54	114.9	74.8	93.1	282.8
Men 40+	113.5	99.8	135.4	348.7
Men 40-54	54.1	40.0	50.9	145.0
Men 55+	59.4	59.8	84.5	203.7

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SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	211.1	161.1	215.5	587.7
Women 16-24	32.1	23.5	28.4	84.0
Women 16-39	91.9	58.5	70.8	221.2
Women 16-54	146.4	98.2	123.6	368.2
Women 18+	204.9	155.7	208.9	569.5
Women 18-24	25.9	18.1	21.8	65.8
Women 25+	179.0	137.6	187.1	503.7
Women 25-39	59.8	35.0	42.4	137.2
Women 25-54	114.3	74.7	95.2	284.2
Women 40+	119.2	102.6	144.7	366.5
Women 40-54	54.5	39.7	52.8	147.0
Women 55+	64.7	62.9	91.9	219.5
Grocery Buyers	207.9	167.5	214.4	589.8
Grocery Buyers Working	127.0	86.6	105.2	318.8
Grocery Buyers Not Working	80.9	80.9	109.2	271.0
Grocery Buyers Under 40	70.5	45.4	50.1	166.0
Grocery Buyers 40+	137.4	122.1	164.3	423.8
Grocery Buyer No Kids	145.3	116.9	153.3	415.5
Grocery Buyer Kids	62.6	50.6	61.1	174.3
Grocery Buyers Children 0-12	49.9	39.3	43.2	132.4
Grocery Buyers Children 0-17	62.6	50.6	61.1	174.3
Grocery Buyers Children 5-12	34.0	30.0	33.7	97.7
Grocery Buyers Children 5-17	47.3	42.1	52.1	141.5

UNIVERSE ESTIMATES - 2015

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	50.6	43.5	51.4	145.5
2 Person Households	141.6	124.4	160.6	213.3
3 Person Households	104.4	65.7	107.7	92.6
4 Person Households	146.0	93.2	124.8	91.0
5+ Person Households	81.2	84.0	80.0	47.4
FTA Only Households	147.1	121.2	158.3	426.6
STV Subscription Households*	60.8	46.3	56.1	163.2
People in FTA Only Households	355.6	285.6	373.8	1,015.0
People in STV Households*	168.2	125.2	150.7	444.1
1 TV Households	171.3	132.1	166.2	224.0
2 TVs Households	179.4	142.9	184.7	203.6
3+ TVs Households	173.1	135.8	173.6	162.2

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2015

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	189.0	175.0	235.0	352.0	234.6	1,185.6
Total Households	80.7	74.2	101.2	144.3	97.0	497.4
Children 0-4	11.6	10.7	14.3	21.2	14.4	72.2
Children 5-12	19.2	17.5	23.2	36.0	22.9	118.8
Children 13-17	12.8	11.6	15.1	22.8	15.1	77.4
People 16+	150.6	139.8	188.6	281.2	188.2	948.4
People 16-39	52.4	45.0	63.8	96.4	62.0	319.6
People 16-54	90.1	80.0	110.8	168.6	108.3	557.8
People 25+	129.5	121.9	162.6	242.2	163.9	820.1
People 25-54	69.0	62.1	84.8	129.6	84.0	429.5
People 40+	98.2	94.8	124.8	184.8	126.2	628.8
Men 16+	74.2	70.4	92.8	139.0	93.0	469.4
Men 16-24	10.8	9.5	13.4	20.4	12.5	66.6
Men 16-39	26.3	23.1	32.1	49.0	31.3	161.8
Men 16-54	44.9	40.4	54.9	84.6	53.8	278.6
Men 18+	71.6	68.0	89.6	134.2	89.8	453.2
Men 18-24	8.2	7.1	10.2	15.6	9.3	50.4
Men 25+	63.4	60.9	79.4	118.6	80.5	402.8
Men 25-39	15.5	13.6	18.7	28.6	18.8	95.2
Men 25-54	34.1	30.9	41.5	64.2	41.3	212.0
Men 40+	47.9	47.3	60.7	90.0	61.7	307.6
Men 40-54	18.6	17.3	22.8	35.6	22.5	116.8
Men 55+	29.3	30.0	37.9	54.4	39.2	190.8

UNIVERSE ESTIMATES - 2015

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	76.4	69.4	95.8	142.2	95.2	479.0
Women 16-24	10.3	8.4	12.6	18.6	11.8	61.7
Women 16-39	26.1	21.9	31.7	47.4	30.7	157.8
Women 16-54	45.2	39.6	55.9	84.0	54.5	279.2
Women 18+	73.8	67.2	92.8	137.8	92.4	464.0
Women 18-24	7.7	6.2	9.6	14.2	9.0	46.7
Women 25+	66.1	61.0	83.2	123.6	83.4	417.3
Women 25-39	15.8	13.5	19.1	28.8	18.9	96.1
Women 25-54	34.9	31.2	43.3	65.4	42.7	217.5
Women 40+	50.3	47.5	64.1	94.8	64.5	321.2
Women 40-54	19.1	17.7	24.2	36.6	23.8	121.4
Women 55+	31.2	29.8	39.9	58.2	40.7	199.8
Grocery Buyers	80.7	74.2	101.2	144.3	97.0	497.4
Grocery Buyers Working	43.2	37.7	52.7	80.1	48.4	262.1
Grocery Buyers Not Working	37.5	36.5	48.5	64.2	48.6	235.3
Grocery Buyers Under 40	21.2	17.2	24.4	36.1	21.8	120.7
Grocery Buyers 40+	59.5	57.0	76.8	108.2	75.2	376.7
Grocery Buyer No Kids	59.6	55.5	75.1	105.1	70.3	365.6
Grocery Buyer Kids	21.1	18.7	26.1	39.2	26.7	131.8
Grocery Buyers Children 0-12	15.9	14.2	19.1	29.1	20.7	99.0
Grocery Buyers Children 0-17	21.1	18.7	26.1	39.2	26.7	131.8
Grocery Buyers Children 5-12	12.4	9.7	13.9	20.6	12.4	69.0
Grocery Buyers Children 5-17	17.9	14.3	21.3	31.1	18.9	103.5

UNIVERSE ESTIMATES - 2015

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	21.0	19.1	26.0	32.6	23.0	121.7
2 Person Households	67.6	60.0	84.4	122.2	80.0	207.1
3 Person Households	33.0	34.5	45.3	70.5	43.2	75.5
4 Person Households	39.2	34.0	44.0	61.2	50.0	57.1
5+ Person Households	28.2	27.4	35.3	65.5	38.4	36.0
FTA Only Households	64.7	59.3	78.6	116.6	81.3	400.5
STV Subscription Households*	16.0	14.9	22.6	27.7	15.7	96.9
People in FTA Only Households	150.8	134.7	178.5	271.8	193.0	928.8
People in STV Households*	38.2	40.3	56.5	80.2	41.6	256.8
1 TV Households	64.5	64.8	75.5	102.2	67.6	188.7
2 TVs Households	66.5	61.2	91.4	137.1	79.6	187.2
3+ TVs Households	58.0	49.0	68.1	112.7	87.4	121.5

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2015

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	254.9	264.8	519.7
Total Households	105.1	108.7	213.8
Children 0-4	15.1	16.3	31.4
Children 5-12	25.5	25.8	51.3
Children 13-17	16.8	16.8	33.6
People 16+	204.5	212.7	417.2
People 16-39	68.8	77.9	146.7
People 16-54	121.1	132.2	253.3
People 25+	176.1	182.5	358.6
People 25-54	92.7	102.0	194.7
People 40+	135.7	134.8	270.5
Men 16+	101.0	105.3	206.3
Men 16-24	14.8	15.9	30.7
Men 16-39	34.6	39.8	74.4
Men 16-54	60.2	66.5	126.7
Men 18+	97.4	101.7	199.1
Men 18-24	11.2	12.3	23.5
Men 25+	86.2	89.4	175.6
Men 25-39	19.8	23.9	43.7
Men 25-54	45.4	50.6	96.0
Men 40+	66.4	65.5	131.9
Men 40-54	25.6	26.7	52.3
Men 55+	40.8	38.8	79.6



UNIVERSE ESTIMATES - 2015

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	103.5	107.4	210.9
Women 16-24	13.6	14.3	27.9
Women 16-39	34.2	38.1	72.3
Women 16-54	60.9	65.7	126.6
Women 18+	100.1	104.2	204.3
Women 18-24	10.2	11.1	21.3
Women 25+	89.9	93.1	183.0
Women 25-39	20.6	23.8	44.4
Women 25-54	47.3	51.4	98.7
Women 40+	69.3	69.3	138.6
Women 40-54	26.7	27.6	54.3
Women 55+	42.6	41.7	84.3
Grocery Buyers	105.1	108.7	213.8
Grocery Buyers Working	49.7	56.0	105.7
Grocery Buyers Not Working	55.4	52.7	108.1
Grocery Buyers Under 40	24.3	28.1	52.4
Grocery Buyers 40+	80.8	80.6	161.4
Grocery Buyer No Kids	73.6	78.9	152.5
Grocery Buyer Kids	31.5	29.8	61.3
Grocery Buyers Children 0-12	23.7	22.3	46.0
Grocery Buyers Children 0-17	31.5	29.8	61.3
Grocery Buyers Children 5-12	17.7	17.4	35.1
Grocery Buyers Children 5-17	26.0	25.2	51.2

UNIVERSE ESTIMATES - 2015

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	26.0	30.3	56.3
2 Person Households	83.2	79.0	81.1
3 Person Households	46.2	48.0	31.4
4 Person Households	50.0	58.4	27.1
5+ Person Households	49.5	49.1	17.9
FTA Only Households	87.6	89.8	177.4
STV Subscription Households*	17.5	18.9	36.4
People in FTA Only Households	202.2	212.7	414.9
People in STV Households*	52.7	52.1	104.8
1 TV Households	73.0	90.3	82.5
2 TVs Households	89.9	78.6	73.5
3+ TVs Households	92.0	95.9	57.8

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2015

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REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	554.4
Total Households	225.2
Children 0-4	37.8
Children 5-12	60.1
Children 13-17	33.1
People 16+	436.0
People 16-39	184.0
People 16-54	303.5
People 25+	377.1
People 25-54	244.6
People 40+	252.0
Men 16+	231.9
Men 16-24	31.5
Men 16-39	99.5
Men 16-54	164.0
Men 18+	225.4
Men 18-24	25.0
Men 25+	200.4
Men 25-39	68.0
Men 25-54	132.5
Men 40+	132.4
Men 40-54	64.5
Men 55+	67.9

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	204.1
Women 16-24	27.4
Women 16-39	84.5
Women 16-54	139.5
Women 18+	198.0
Women 18-24	21.3
Women 25+	176.7
Women 25-39	57.1
Women 25-54	112.1
Women 40+	119.6
Women 40-54	55.0
Women 55+	64.6
Grocery Buyers	225.2
Grocery Buyers Working	133.8
Grocery Buyers Not Working	91.4
Grocery Buyers Under 40	74.1
Grocery Buyers 40+	151.1
Grocery Buyer No Kids	159.5
Grocery Buyer Kids	65.7
Grocery Buyers Children 0-12	49.5
Grocery Buyers Children 0-17	65.7
Grocery Buyers Children 5-12	54.7
Grocery Buyers Children 5-17	25.3

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	43.7
2 Person Households	210.8
3 Person Households	80.7
4 Person Households	137.6
5+ Person Households	81.6
FTA Only Households	178.0
STV Subscription Households*	47.2
People in FTA Only Households	429.4
People in STV Households*	125.0
1 TV Households	225.1
2 TVs Households	196.6
3+ TVs Households	132.7

* STV estimates as at start of Q1