

UNIVERSE ESTIMATES - 2016

	Total Households (000's)	Total Individuals (000's)	Number of Homes Installed
Total QUEENSLAND (AM-A)	765.3	1,825.8	535
CAIRNS	111.9	256.9	80
TOWNSVILLE	96.6	239.1	70
MACKAY	77.6	193.3	70
ROCKHAMPTON	96.4	239.2	70
MARYBOROUGH	267.9	616.3	165
TOOWOOMBA	114.9	281.0	80
Total NNSW (AM-B)	877.1	2,144.0	475
NORTHERN RIVERS	417.7	987.0	220
TAMWORTH/TAREE	143.7	353.4	80
NEWCASTLE	315.7	803.6	175
Total SNSW (AM-C)	601.8	1,470.9	380
CANBERRA	212.1	528.1	123
ORANGE DUBBO WAGGA	171.0	413.7	118
WOLLONGONG	218.7	529.1	139
Total VICTORIA (AM-D)	504.0	1,186.4	435
ALBURY	81.8	189.0	68
SHEPPARTON	75.2	175.0	69
BENDIGO	102.6	235.0	88
BALLARAT	146.3	352.0	127
GIPPSLAND	98.1	235.4	83
Total TASMANIA	218.9	521.3	190
LAUNCESTON	107.3	255.8	95
HOBART	111.6	265.5	95
REGIONAL WA	225.2	557.1	120



UNIVERSE ESTIMATES - 2016

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	1,825.8	2,144.0	1,470.9	1,186.4	521.3	7,148.4	557.1	7,705.5
Total Households	765.3	877.1	601.8	504.0	218.9	2,967.1	225.2	3,192.3
Children 0-4	119.3	126.4	91.5	71.2	30.8	439.2	37.7	476.9
Children 5-12	198.3	214.2	149.3	119.5	51.6	732.9	60.5	793.4
Children 13-17	120.6	132.7	91.9	76.5	32.9	454.6	33.1	487.7
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	80.1	96.6	70.6	49.5	23.8	320.6	23.6	344.2
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

UNIVERSE ESTIMATES - 2016

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	77.5	92.8	65.7	45.9	21.5	303.4	20.6	324.0
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	765.3	877.1	601.8	504.0	218.9	2,967.1	225.2	3,192.3
Grocery Buyers Working	396.4	409.4	315.5	259.4	106.0	1,486.7	127.7	1,614.4
Grocery Buyers Not Working	368.9	467.7	286.3	244.6	112.9	1,480.4	97.5	1,577.9
Grocery Buyers Under 40	219.4	222.8	172.1	125.1	55.3	794.7	78.5	873.2
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	544.9	638.6	426.4	368.7	155.8	2,134.4	156.6	2,291.0
Grocery Buyer Kids	218.9	242.2	174.3	131.8	61.3	828.5	65.7	894.2
Grocery Buyers Children 0-12	166.0	181.1	132.7	99.2	49.5	628.5	54.8	683.3
Grocery Buyers Children 0-17	220.4	238.5	175.4	135.3	63.1	832.7	68.6	901.3
Grocery Buyers Children 5-12	127.7	137.8	98.5	71.7	40.3	476.0	38.1	514.1
Grocery Buyers Children 5-17	183.3	197.0	142.0	108.7	54.7	685.7	53.7	739.4

UNIVERSE ESTIMATES - 2016

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	199.1	214.5	153.1	126.2	59.8	752.7	41.9	794.6
2 Person Households	292.3	343.3	215.3	205.9	83.7	1,140.5	103.0	1,243.5
3 Person Households	116.6	126.2	95.8	80.7	30.9	450.2	28.6	478.8
4 Person Households	95.5	111.6	89.2	55.5	25.6	377.4	36.5	413.9
5+ Person Households	61.8	81.5	48.4	35.7	18.9	246.3	15.2	261.5
FTA Only Households	595.9	629.1	441.3	391.7	174.9	2,232.9	172.6	2,405.5
STV Subscription Households*	169.4	248.0	160.5	112.3	44.0	734.2	52.6	786.8
People in FTA Only Households	1,345.7	1,468.6	1,044.1	896.9	407.0	5,162.3	413.5	5,575.8
People in STV Households*	480.1	675.4	426.8	289.5	114.3	1,986.1	143.6	2,129.7
1 TV Households	322.1	337.8	237.4	189.1	77.3	1,163.7	101.8	1,265.5
2 TVs Households	258.5	311.4	210.7	173.3	78.7	1,032.6	72.9	1,105.5
3+ TVs Households	184.7	227.9	153.7	141.6	62.9	770.8	50.5	821.3

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2016

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	256.9	239.1	193.3	239.2	616.3	281.0	1,825.8
Total Households	111.9	96.6	77.6	96.4	267.9	114.9	765.3
Children 0-4	17.3	16.8	14.2	18.1	33.9	19.0	119.3
Children 5-12	28.3	26.1	21.6	27.1	63.2	32.0	198.3
Children 13-17	17.1	16.8	11.8	16.2	39.3	19.4	120.6
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	10.4	13.5	9.4	11.7	22.7	12.4	80.1
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

UNIVERSE ESTIMATES - 2016

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	10.7	12.9	8.1	10.7	22.6	12.5	77.5
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	111.9	96.6	77.6	96.4	267.9	114.9	765.3
Grocery Buyers Working	59.7	50.4	43.1	54.1	131.6	57.5	396.4
Grocery Buyers Not Working	52.2	46.2	34.5	42.3	136.3	57.4	368.9
Grocery Buyers Under 40	31.1	35.5	27.5	33.5	61.6	30.2	219.4
Grocery Buyers 40+	76.9	61.2	48.0	61.7	201.8	79.0	528.6
Grocery Buyer No Kids	79.3	65.6	51.4	66.7	200.3	81.6	544.9
Grocery Buyer Kids	32.8	28.9	26.9	29.5	70.1	30.7	218.9
Grocery Buyers Children 0-12	25.0	23.7	18.5	22.8	49.5	26.5	166.0
Grocery Buyers Children 0-17	32.6	31.0	26.2	29.7	67.6	33.3	220.4
Grocery Buyers Children 5-12	17.9	18.7	14.9	17.1	39.3	19.8	127.7
Grocery Buyers Children 5-17	25.9	26.1	22.6	24.2	57.6	26.9	183.3

UNIVERSE ESTIMATES - 2016

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	31.7	24.5	18.4	24.1	69.2	31.2	199.1
2 Person Households	42.8	34.6	28.6	34.7	111.0	40.6	292.3
3 Person Households	16.4	15.1	12.0	14.7	40.6	17.8	116.6
4 Person Households	14.7	12.2	11.3	13.3	32.7	11.3	95.5
5+ Person Households	6.3	10.2	7.3	9.6	14.4	14.0	61.8
FTA Only Households	90.9	75.4	53.8	75.8	208.4	91.6	595.9
STV Subscription Households*	21.0	21.2	23.8	20.6	59.5	23.3	169.4
People in FTA Only Households	201.5	175.6	123.6	171.8	462.6	210.6	1,345.7
People in STV Households*	55.4	63.5	69.7	67.4	153.7	70.4	480.1
1 TV Households	50.3	41.0	26.7	37.9	117.2	49.0	322.1
2 TVs Households	41.7	31.3	25.6	35.1	85.8	39.0	258.5
3+ TVs Households	19.9	24.3	25.3	23.4	64.9	26.9	184.7

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2016

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	987.0	353.4	803.6	2,144.0
Total Households	417.7	143.7	315.7	877.1
Children 0-4	56.6	19.8	50.0	126.4
Children 5-12	96.5	36.5	81.2	214.2
Children 13-17	60.5	22.2	50.0	132.7
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	14.4	38.7	96.6
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



UNIVERSE ESTIMATES - 2016

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	43.0	13.5	36.3	92.8
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	417.7	143.7	315.7	877.1
Grocery Buyers Working	203.4	65.7	140.3	409.4
Grocery Buyers Not Working	214.3	78.0	175.4	467.7
Grocery Buyers Under 40	106.6	33.0	83.2	222.8
Grocery Buyers 40+	308.2	111.1	229.8	649.1
Grocery Buyer No Kids	308.4	107.5	222.7	638.6
Grocery Buyer Kids	110.5	39.8	91.9	242.2
Grocery Buyers Children 0-12	82.1	28.5	70.5	181.1
Grocery Buyers Children 0-17	109.3	36.2	93.0	238.5
Grocery Buyers Children 5-12	60.8	21.6	55.4	137.8
Grocery Buyers Children 5-17	88.3	29.6	79.1	197.0

UNIVERSE ESTIMATES - 2016

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	107.4	34.5	72.6	214.5
2 Person Households	165.7	60.2	117.4	343.3
3 Person Households	60.1	17.8	48.3	126.2
4 Person Households	56.0	12.9	42.7	111.6
5+ Person Households	28.5	18.3	34.7	81.5
FTA Only Households	292.2	112.4	224.5	629.1
STV Subscription Households*	125.5	31.3	91.2	248.0
People in FTA Only Households	663.8	265.9	538.9	1,468.6
People in STV Households*	323.2	87.5	264.7	675.4
1 TV Households	176.9	56.0	104.9	337.8
2 TVs Households	143.0	53.7	114.7	311.4
3+ TVs Households	97.8	34.0	96.1	227.9

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2016

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	528.1	413.7	529.1	1,470.9
Total Households	212.1	171.0	218.7	601.8
Children 0-4	35.8	26.8	28.9	91.5
Children 5-12	51.6	45.8	51.9	149.3
Children 13-17	31.4	27.8	32.7	91.9
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	26.8	19.8	24.0	70.6
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

UNIVERSE ESTIMATES - 2016

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	25.2	18.3	22.2	65.7
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	212.1	171.0	218.7	601.8
Grocery Buyers Working	126.1	97.3	92.1	315.5
Grocery Buyers Not Working	86.0	73.7	126.6	286.3
Grocery Buyers Under 40	73.2	48.0	50.9	172.1
Grocery Buyers 40+	137.4	122.1	164.3	423.8
Grocery Buyer No Kids	144.8	121.4	160.2	426.4
Grocery Buyer Kids	62.6	50.6	61.1	174.3
Grocery Buyers Children 0-12	51.8	36.2	44.7	132.7
Grocery Buyers Children 0-17	67.3	49.6	58.5	175.4
Grocery Buyers Children 5-12	35.8	27.6	35.1	98.5
Grocery Buyers Children 5-17	51.9	41.1	49.0	142.0

UNIVERSE ESTIMATES - 2016

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	52.5	46.3	54.3	153.1
2 Person Households	72.2	62.5	80.6	215.3
3 Person Households	34.7	23.3	37.8	95.8
4 Person Households	37.1	22.0	30.1	89.2
5+ Person Households	15.6	16.9	15.9	48.4
FTA Only Households	157.3	127.6	156.4	441.3
STV Subscription Households*	54.8	43.4	62.3	160.5
People in FTA Only Households	373.7	301.1	369.3	1,044.1
People in STV Households*	154.4	112.6	159.8	426.8
1 TV Households	85.7	70.7	81.0	237.4
2 TVs Households	74.4	55.8	80.5	210.7
3+ TVs Households	52.0	44.5	57.2	153.7

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2016

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	189.0	175.0	235.0	352.0	235.4	1,186.4
Total Households	81.8	75.2	102.6	146.3	98.1	504.0
Children 0-4	11.3	10.5	14.3	20.9	14.2	71.2
Children 5-12	19.2	17.6	23.4	36.0	23.3	119.5
Children 13-17	12.7	11.1	14.9	22.7	15.1	76.5
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	8.1	7.0	9.9	15.4	9.1	49.5
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 - 2016

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	7.8	6.3	9.3	13.9	8.6	45.9
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	81.8	75.2	102.6	146.3	98.1	504.0
Grocery Buyers Working	42.6	35.3	54.3	78.6	48.6	259.4
Grocery Buyers Not Working	39.2	39.9	48.3	67.7	49.5	244.6
Grocery Buyers Under 40	20.1	19.2	25.6	34.8	25.4	125.1
Grocery Buyers 40+	59.5	57.0	76.8	108.2	75.2	376.7
Grocery Buyer No Kids	61.8	56.0	76.3	103.1	71.5	368.7
Grocery Buyer Kids	21.1	18.7	26.1	39.2	26.7	131.8
Grocery Buyers Children 0-12	13.4	13.7	20.3	30.4	21.4	99.2
Grocery Buyers Children 0-17	20.0	19.2	26.3	43.2	26.6	135.3
Grocery Buyers Children 5-12	10.0	9.1	14.0	21.9	16.7	71.7
Grocery Buyers Children 5-17	16.6	14.6	20.5	34.9	22.1	108.7

UNIVERSE ESTIMATES - 2016

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	21.4	20.1	27.4	33.2	24.1	126.2
2 Person Households	33.6	29.8	42.0	60.8	39.7	205.9
3 Person Households	11.9	12.3	16.2	25.1	15.2	80.7
4 Person Households	9.9	7.9	10.2	15.5	12.0	55.5
5+ Person Households	5.0	5.1	6.8	11.7	7.1	35.7
FTA Only Households	65.0	57.7	81.5	111.9	75.6	391.7
STV Subscription Households*	16.8	17.5	21.1	34.4	22.5	112.3
People in FTA Only Households	141.4	131.9	184.4	266.9	172.3	896.9
People in STV Households*	47.6	43.1	50.6	85.1	63.1	289.5
1 TV Households	32.0	28.7	38.9	51.2	38.3	189.1
2 TVs Households	27.4	22.8	35.7	54.0	33.4	173.3
3+ TVs Households	22.4	23.7	28.0	41.1	26.4	141.6

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2016

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	255.8	265.5	521.3
Total Households	107.3	111.6	218.9
Children 0-4	14.6	16.2	30.8
Children 5-12	25.5	26.1	51.6
Children 13-17	16.7	16.2	32.9
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	11.4	12.4	23.8
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 - 2016

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	10.4	11.1	21.5
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	107.3	111.6	218.9
Grocery Buyers Working	49.7	56.3	106.0
Grocery Buyers Not Working	57.6	55.3	112.9
Grocery Buyers Under 40	25.1	30.2	55.3
Grocery Buyers 40+	80.8	80.6	161.4
Grocery Buyer No Kids	76.0	79.8	155.8
Grocery Buyer Kids	31.5	29.8	61.3
Grocery Buyers Children 0-12	23.9	25.6	49.5
Grocery Buyers Children 0-17	31.3	31.8	63.1
Grocery Buyers Children 5-12	17.2	23.1	40.3
Grocery Buyers Children 5-17	25.3	29.4	54.7

UNIVERSE ESTIMATES - 2016

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	27.6	32.2	59.8
2 Person Households	42.8	40.9	83.7
3 Person Households	15.1	15.8	30.9
4 Person Households	11.7	13.9	25.6
5+ Person Households	10.1	8.8	18.9
FTA Only Households	85.4	89.5	174.9
STV Subscription Households*	21.9	22.1	44.0
People in FTA Only Households	198.4	208.6	407.0
People in STV Households*	57.4	56.9	114.3
1 TV Households	37.0	40.3	77.3
2 TVs Households	39.5	39.2	78.7
3+ TVs Households	30.8	32.1	62.9

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2016

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	557.1
Total Households	225.2
Children 0-4	37.7
Children 5-12	60.5
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	23.6
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	20.6
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	127.7
Grocery Buyers Not Working	97.5
Grocery Buyers Under 40	78.5
Grocery Buyers 40+	151.1
Grocery Buyer No Kids	156.6
Grocery Buyer Kids	65.7
Grocery Buyers Children 0-12	54.8
Grocery Buyers Children 0-17	68.6
Grocery Buyers Children 5-12	38.1
Grocery Buyers Children 5-17	53.7

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	41.9
2 Person Households	103.0
3 Person Households	28.6
4 Person Households	36.5
5+ Person Households	15.2
FTA Only Households	172.6
STV Subscription Households*	52.6
People in FTA Only Households	413.5
People in STV Households*	143.6
1 TV Households	101.8
2 TVs Households	72.9
3+ TVs Households	50.5

* STV estimates as at start of Q1