

UNIVERSE ESTIMATES – 2017

| | Total Households (000's) | Total Individuals (000's) | Minimum Number of Homes Installed |
|--------------------------------|--------------------------|---------------------------|-----------------------------------|
| Total QUEENSLAND (AM-A) | 774.1 | 1,835.2 | 812 |
| CAIRNS | 112.8 | 257.3 | 120 |
| TOWNSVILLE | 97.3 | 239.5 | 105 |
| MACKAY | 78.1 | 193.5 | 105 |
| ROCKHAMPTON | 97.2 | 239.7 | 105 |
| MARYBOROUGH | 272.4 | 621.4 | 257 |
| TOOWOOMBA | 116.3 | 283.8 | 120 |
| Total NNSW (AM-B) | 889.8 | 2,163.1 | 700 |
| NORTHERN RIVERS | 425.6 | 997.5 | 339 |
| TAMWORTH/TAREE | 145.8 | 355.2 | 120 |
| NEWCASTLE | 318.4 | 810.4 | 241 |
| Total SNSW (AM-C) | 602.6 | 1,485.1 | 570 |
| CANBERRA | 212.1 | 533.9 | 185 |
| ORANGE DUBBO WAGGA | 171.2 | 415.1 | 177 |
| WOLLONGONG | 219.3 | 536.1 | 208 |
| Total VICTORIA (AM-D) | 517.2 | 1,188.4 | 651 |
| ALBURY | 84.2 | 189.7 | 102 |
| SHEPPARTON | 77.4 | 175.2 | 104 |
| BENDIGO | 104.9 | 235.2 | 132 |
| BALLARAT | 149.8 | 352.2 | 190 |
| GIPPSLAND | 100.9 | 236.1 | 123 |
| Total TASMANIA | 223.4 | 523.7 | 285 |
| LAUNCESTON | 108.3 | 256.0 | 142 |
| HOBART | 115.1 | 267.7 | 143 |
| REGIONAL WA | 225.7 | 560.2 | 180 |



UNIVERSE ESTIMATES - 2017

| 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 | 1,835.2 | 2,163.1 | 1,485.1 | 1,188.4 | 523.7 | 7,195.5 | 560.2 | 7,755.7 |
| Total Households | 774.1 | 889.8 | 602.6 | 517.2 | 223.4 | 3,007.1 | 225.7 | 3,232.8 |
| Children 0-4 | 118.5 | 127.5 | 92.1 | 69.7 | 30.5 | 438.3 | 37.5 | 475.8 |
| Children 5-12 | 200.3 | 215.5 | 151.4 | 120.0 | 51.6 | 738.8 | 61.0 | 799.8 |
| Children 13-17 | 119.2 | 133.2 | 92.5 | 75.6 | 32.5 | 453.0 | 33.7 | 486.7 |
| People 16+ | 1,444.0 | 1,740.7 | 1,186.5 | 953.7 | 422.5 | 5,747.4 | 440.8 | 6,188.2 |
| People 16-39 | 536.3 | 625.7 | 453.0 | 315.4 | 146.8 | 2,077.2 | 177.8 | 2,255.0 |
| People 16-54 | 906.1 | 1,046.0 | 742.2 | 547.5 | 250.5 | 3,492.3 | 297.0 | 3,789.3 |
| People 25+ | 1,241.1 | 1,497.4 | 1,014.1 | 828.9 | 363.4 | 4,944.9 | 385.5 | 5,330.4 |
| People 25-54 | 703.2 | 802.7 | 569.8 | 422.7 | 191.4 | 2,689.8 | 241.7 | 2,931.5 |
| People 40+ | 907.7 | 1,115.0 | 733.5 | 638.3 | 275.7 | 3,670.2 | 263.0 | 3,933.2 |
| Men 16+ | 716.2 | 849.3 | 586.6 | 470.7 | 208.9 | 2,831.7 | 233.1 | 3,064.8 |
| Men 16-24 | 104.1 | 124.4 | 89.0 | 64.4 | 30.9 | 412.8 | 29.3 | 442.1 |
| Men 16-39 | 269.1 | 313.9 | 229.5 | 159.1 | 74.6 | 1,046.2 | 95.3 | 1,141.5 |
| Men 16-54 | 451.9 | 518.5 | 372.9 | 272.7 | 125.4 | 1,741.4 | 159.8 | 1,901.2 |
| Men 18+ | 692.4 | 821.7 | 567.6 | 454.7 | 201.9 | 2,738.3 | 226.5 | 2,964.8 |
| Men 18-24 | 80.3 | 96.8 | 70.0 | 48.4 | 23.9 | 319.4 | 22.7 | 342.1 |
| Men 25+ | 612.1 | 724.9 | 497.6 | 406.3 | 178.0 | 2,418.9 | 203.8 | 2,622.7 |
| Men 25-39 | 165.0 | 189.5 | 140.5 | 94.7 | 43.7 | 633.4 | 66.0 | 699.4 |
| Men 25-54 | 347.8 | 394.1 | 283.9 | 208.3 | 94.5 | 1,328.6 | 130.5 | 1,459.1 |
| Men 40+ | 447.1 | 535.4 | 357.1 | 311.6 | 134.3 | 1,785.5 | 137.8 | 1,923.3 |
| Men 40-54 | 182.8 | 204.6 | 143.4 | 113.6 | 50.8 | 695.2 | 64.5 | 759.7 |
| Men 55+ | 264.3 | 330.8 | 213.7 | 198.0 | 83.5 | 1,090.3 | 73.3 | 1,163.6 |

UNIVERSE ESTIMATES - 2017

| 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+ | 727.8 | 891.4 | 599.9 | 483.0 | 213.6 | 2,915.7 | 207.7 | 3,123.4 |
| Women 16-24 | 98.8 | 118.9 | 83.4 | 60.4 | 28.2 | 389.7 | 26.0 | 415.7 |
| Women 16-39 | 267.2 | 311.8 | 223.5 | 156.3 | 72.2 | 1,031.0 | 82.5 | 1,113.5 |
| Women 16-54 | 454.2 | 527.5 | 369.3 | 274.8 | 125.1 | 1,750.9 | 137.2 | 1,888.1 |
| Women 18+ | 704.8 | 865.2 | 581.5 | 468.4 | 207.2 | 2,827.1 | 201.5 | 3,028.6 |
| Women 18-24 | 75.8 | 92.7 | 65.0 | 45.8 | 21.8 | 301.1 | 19.8 | 320.9 |
| Women 25+ | 629.0 | 772.5 | 516.5 | 422.6 | 185.4 | 2,526.0 | 181.7 | 2,707.7 |
| Women 25-39 | 168.4 | 192.9 | 140.1 | 95.9 | 44.0 | 641.3 | 56.5 | 697.8 |
| Women 25-54 | 355.4 | 408.6 | 285.9 | 214.4 | 96.9 | 1,361.2 | 111.2 | 1,472.4 |
| Women 40+ | 460.6 | 579.6 | 376.4 | 326.7 | 141.4 | 1,884.7 | 125.2 | 2,009.9 |
| Women 40-54 | 187.0 | 215.7 | 145.8 | 118.5 | 52.9 | 719.9 | 54.7 | 774.6 |
| Women 55+ | 273.6 | 363.9 | 230.6 | 208.2 | 88.5 | 1,164.8 | 70.5 | 1,235.3 |
| Grocery Buyers | 774.1 | 889.8 | 602.6 | 517.2 | 223.4 | 3,007.1 | 225.7 | 3,232.8 |
| Grocery Buyers Working | 397.1 | 407.1 | 309.2 | 260.4 | 105.4 | 1,479.2 | 124.3 | 1,603.5 |
| Grocery Buyers Not Working | 377.0 | 482.7 | 293.4 | 256.8 | 118.0 | 1,527.9 | 101.4 | 1,629.3 |
| Grocery Buyers Under 40 | 219.7 | 232.8 | 165.1 | 127.0 | 55.7 | 800.3 | 75.4 | 875.7 |
| Grocery Buyers 40+ | 554.4 | 657.0 | 437.5 | 390.2 | 167.7 | 2,206.8 | 150.3 | 2,357.1 |
| Grocery Buyer No Kids | 553.0 | 658.3 | 431.2 | 383.7 | 162.3 | 2,188.5 | 153.7 | 2,342.2 |
| Grocery Buyer Kids | 221.1 | 231.5 | 171.4 | 133.5 | 61.1 | 818.6 | 72.0 | 890.6 |
| Grocery Buyers Children 0-12 | 166.2 | 182.1 | 133.1 | 103.0 | 46.4 | 630.8 | 54.5 | 685.3 |
| Grocery Buyers Children 0-17 | 221.1 | 231.5 | 171.4 | 133.5 | 61.1 | 818.6 | 72.0 | 890.6 |
| Grocery Buyers Children 5-12 | 118.0 | 138.7 | 94.2 | 74.9 | 63.8 | 462.6 | 41.0 | 503.6 |
| Grocery Buyers Children 5-17 | 174.7 | 191.5 | 134.0 | 107.7 | 52.1 | 660.0 | 57.1 | 717.1 |

UNIVERSE ESTIMATES - 2017

| 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 | 208.5 | 222.7 | 147.7 | 134.8 | 62.6 | 776.3 | 42.8 | 819.1 |
| 2 Person Households | 291.4 | 354.0 | 219.3 | 216.8 | 85.8 | 1,167.3 | 105.5 | 1,272.8 |
| 3 Person Households | 119.8 | 123.5 | 98.6 | 77.8 | 31.6 | 451.3 | 27.5 | 478.8 |
| 4 Person Households | 94.9 | 107.9 | 82.4 | 54.8 | 23.9 | 363.9 | 35.2 | 399.1 |
| 5+ Person Households | 59.5 | 81.7 | 54.6 | 33.0 | 19.5 | 248.3 | 14.7 | 263.0 |
| FTA Only Households | 590.6 | 638.2 | 444.7 | 388.7 | 178.9 | 2,241.1 | 168.9 | 2,410.0 |
| STV Subscription Households* | 183.5 | 251.6 | 157.9 | 128.5 | 44.5 | 766.0 | 56.8 | 822.8 |
| People in FTA Only Households | 1,360.8 | 1,472.2 | 1,039.3 | 858.1 | 411.6 | 5,142.0 | 406.9 | 5,548.9 |
| People in STV Households* | 474.4 | 690.9 | 445.8 | 330.3 | 112.1 | 2,053.5 | 153.3 | 2,206.8 |
| 1 TV Households | 327.8 | 334.3 | 244.7 | 195.0 | 80.2 | 1,182.0 | 102.7 | 1,284.7 |
| 2 TVs Households | 262.4 | 318.4 | 206.2 | 177.3 | 77.2 | 1,041.5 | 74.8 | 1,116.3 |
| 3+ TVs Households | 183.9 | 237.1 | 151.7 | 144.9 | 66.0 | 783.6 | 48.2 | 831.8 |

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2017

| Queensland | | | | | | | |
|-------------------|--------|------------|--------|-------------|-------------|-----------|-----------|
| 000'S | CAIRNS | TOWNSVILLE | MACKAY | ROCKHAMPTON | MARYBOROUGH | TOOWOOMBA | Total QLD |
| Total Individuals | 257.3 | 239.5 | 193.5 | 239.7 | 621.4 | 283.8 | 1,835.2 |
| Total Households | 112.8 | 97.3 | 78.1 | 97.2 | 272.4 | 116.3 | 774.1 |
| Children 0-4 | 17.2 | 16.7 | 13.8 | 18.0 | 33.9 | 18.9 | 118.5 |
| Children 5-12 | 29.1 | 26.0 | 21.7 | 27.5 | 63.7 | 32.3 | 200.3 |
| Children 13-17 | 16.5 | 16.7 | 12.0 | 15.9 | 38.5 | 19.6 | 119.2 |
| People 16+ | 200.9 | 186.9 | 150.6 | 184.5 | 500.3 | 220.8 | 1,444.0 |
| People 16-39 | 75.4 | 82.6 | 64.6 | 77.9 | 154.5 | 81.3 | 536.3 |
| People 16-54 | 130.2 | 129.7 | 106.2 | 126.1 | 278.9 | 135.0 | 906.1 |
| People 25+ | 173.3 | 154.2 | 129.1 | 156.4 | 439.6 | 188.5 | 1,241.1 |
| People 25-54 | 102.6 | 97.0 | 84.7 | 98.0 | 218.2 | 102.7 | 703.2 |
| People 40+ | 125.5 | 104.3 | 86.0 | 106.6 | 345.8 | 139.5 | 907.7 |
| Men 16+ | 99.7 | 93.0 | 80.1 | 95.0 | 240.7 | 107.7 | 716.2 |
| Men 16-24 | 13.8 | 16.9 | 11.5 | 14.9 | 30.7 | 16.3 | 104.1 |
| Men 16-39 | 36.9 | 41.5 | 34.4 | 40.5 | 75.5 | 40.3 | 269.1 |
| Men 16-54 | 63.8 | 64.8 | 56.8 | 65.3 | 134.5 | 66.7 | 451.9 |
| Men 18+ | 96.5 | 89.6 | 77.7 | 91.8 | 233.1 | 103.7 | 692.4 |
| Men 18-24 | 10.6 | 13.5 | 9.1 | 11.7 | 23.1 | 12.3 | 80.3 |
| Men 25+ | 85.9 | 76.1 | 68.6 | 80.1 | 210.0 | 91.4 | 612.1 |
| Men 25-39 | 23.1 | 24.6 | 22.9 | 25.6 | 44.8 | 24.0 | 165.0 |
| Men 25-54 | 50.0 | 47.9 | 45.3 | 50.4 | 103.8 | 50.4 | 347.8 |
| Men 40+ | 62.8 | 51.5 | 45.7 | 54.5 | 165.2 | 67.4 | 447.1 |
| Men 40-54 | 26.9 | 23.3 | 22.4 | 24.8 | 59.0 | 26.4 | 182.8 |
| Men 55+ | 35.9 | 28.2 | 23.3 | 29.7 | 106.2 | 41.0 | 264.3 |

UNIVERSE ESTIMATES - 2017

| Queensland | | | | | | | |
|------------------------------|--------|------------|--------|-------------|-------------|-----------|-----------|
| 000'S | CAIRNS | TOWNSVILLE | MACKAY | ROCKHAMPTON | MARYBOROUGH | TOOWOOMBA | Total QLD |
| Women 16+ | 101.2 | 93.9 | 70.5 | 89.5 | 259.6 | 113.1 | 727.8 |
| Women 16-24 | 13.8 | 15.8 | 10.0 | 13.2 | 30.0 | 16.0 | 98.8 |
| Women 16-39 | 38.5 | 41.1 | 30.2 | 37.4 | 79.0 | 41.0 | 267.2 |
| Women 16-54 | 66.4 | 64.9 | 49.4 | 60.8 | 144.4 | 68.3 | 454.2 |
| Women 18+ | 98.0 | 90.5 | 68.3 | 86.5 | 252.2 | 109.3 | 704.8 |
| Women 18-24 | 10.6 | 12.4 | 7.8 | 10.2 | 22.6 | 12.2 | 75.8 |
| Women 25+ | 87.4 | 78.1 | 60.5 | 76.3 | 229.6 | 97.1 | 629.0 |
| Women 25-39 | 24.7 | 25.3 | 20.2 | 24.2 | 49.0 | 25.0 | 168.4 |
| Women 25-54 | 52.6 | 49.1 | 39.4 | 47.6 | 114.4 | 52.3 | 355.4 |
| Women 40+ | 62.7 | 52.8 | 40.3 | 52.1 | 180.6 | 72.1 | 460.6 |
| Women 40-54 | 27.9 | 23.8 | 19.2 | 23.4 | 65.4 | 27.3 | 187.0 |
| Women 55+ | 34.8 | 29.0 | 21.1 | 28.7 | 115.2 | 44.8 | 273.6 |
| Grocery Buyers | 112.8 | 97.3 | 78.1 | 97.2 | 272.4 | 116.3 | 774.1 |
| Grocery Buyers Working | 60.4 | 50.7 | 42.8 | 53.8 | 131.0 | 58.4 | 397.1 |
| Grocery Buyers Not Working | 52.4 | 46.6 | 35.3 | 43.4 | 141.4 | 57.9 | 377.0 |
| Grocery Buyers Under 40 | 31.2 | 36.4 | 26.5 | 33.0 | 59.9 | 32.7 | 219.7 |
| Grocery Buyers 40+ | 81.6 | 60.9 | 51.6 | 64.2 | 212.5 | 83.6 | 554.4 |
| Grocery Buyer No Kids | 81.2 | 67.8 | 52.4 | 65.3 | 203.7 | 82.6 | 553.0 |
| Grocery Buyer Kids | 31.6 | 29.5 | 25.7 | 31.9 | 68.7 | 33.7 | 221.1 |
| Grocery Buyers Children 0-12 | 25.1 | 20.8 | 19.8 | 23.6 | 51.4 | 25.5 | 166.2 |
| Grocery Buyers Children 0-17 | 31.6 | 29.5 | 25.7 | 31.9 | 68.7 | 33.7 | 221.1 |
| Grocery Buyers Children 5-12 | 18.7 | 14.5 | 13.9 | 16.8 | 36.3 | 17.8 | 118.0 |
| Grocery Buyers Children 5-17 | 25.2 | 23.2 | 19.9 | 25.4 | 54.7 | 26.3 | 174.7 |

UNIVERSE ESTIMATES - 2017

| Queensland | | | | | | | |
|-------------------------------|--------|------------|--------|-------------|-------------|-----------|-----------|
| 000'S | CAIRNS | TOWNSVILLE | MACKAY | ROCKHAMPTON | MARYBOROUGH | TOOWOOMBA | Total QLD |
| 1 Person Households | 33.1 | 25.7 | 19.3 | 25.3 | 72.4 | 32.7 | 208.5 |
| 2 Person Households | 42.2 | 34.1 | 28.2 | 34.2 | 112.5 | 40.2 | 291.4 |
| 3 Person Households | 16.7 | 15.3 | 12.2 | 14.9 | 42.5 | 18.2 | 119.8 |
| 4 Person Households | 14.7 | 12.2 | 11.3 | 13.3 | 32.0 | 11.4 | 94.9 |
| 5+ Person Households | 6.1 | 10.0 | 7.1 | 9.5 | 13.0 | 13.8 | 59.5 |
| FTA Only Households | 89.8 | 79.1 | 55.9 | 69.1 | 201.3 | 95.4 | 590.6 |
| STV Subscription Households* | 23.0 | 18.2 | 22.2 | 28.1 | 71.1 | 20.9 | 183.5 |
| People in FTA Only Households | 201.5 | 187.0 | 138.7 | 164.4 | 446.5 | 222.7 | 1,360.8 |
| People in STV Households* | 55.8 | 52.5 | 54.8 | 75.3 | 174.9 | 61.1 | 474.4 |
| 1 TV Households | 51.5 | 40.8 | 27.3 | 37.5 | 119.8 | 50.9 | 327.8 |
| 2 TVs Households | 40.7 | 31.6 | 26.4 | 34.7 | 91.6 | 37.4 | 262.4 |
| 3+ TVs Households | 20.6 | 24.9 | 24.4 | 25.0 | 61.0 | 28.0 | 183.9 |

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2017

| NNSW | | | | |
|-------------------|-----------------|----------------|-----------|------------|
| 000'S | NORTHERN RIVERS | TAMWORTH/TAREE | NEWCASTLE | Total NNSW |
| Total Individuals | 997.5 | 355.2 | 810.4 | 2,163.1 |
| Total Households | 425.6 | 145.8 | 318.4 | 889.8 |
| Children 0-4 | 57.0 | 19.7 | 50.8 | 127.5 |
| Children 5-12 | 97.1 | 36.6 | 81.8 | 215.5 |
| Children 13-17 | 60.9 | 22.2 | 50.1 | 133.2 |
| People 16+ | 807.1 | 285.7 | 647.9 | 1,740.7 |
| People 16-39 | 290.7 | 88.4 | 246.6 | 625.7 |
| People 16-54 | 488.8 | 154.0 | 403.2 | 1,046.0 |
| People 25+ | 695.2 | 249.1 | 553.1 | 1,497.4 |
| People 25-54 | 376.9 | 117.4 | 308.4 | 802.7 |
| People 40+ | 516.4 | 197.3 | 401.3 | 1,115.0 |
| Men 16+ | 390.6 | 139.8 | 318.9 | 849.3 |
| Men 16-24 | 56.5 | 18.9 | 49.0 | 124.4 |
| Men 16-39 | 144.1 | 44.4 | 125.4 | 313.9 |
| Men 16-54 | 239.3 | 76.2 | 203.0 | 518.5 |
| Men 18+ | 378.0 | 135.2 | 308.5 | 821.7 |
| Men 18-24 | 43.9 | 14.3 | 38.6 | 96.8 |
| Men 25+ | 334.1 | 120.9 | 269.9 | 724.9 |
| Men 25-39 | 87.6 | 25.5 | 76.4 | 189.5 |
| Men 25-54 | 182.8 | 57.3 | 154.0 | 394.1 |
| Men 40+ | 246.5 | 95.4 | 193.5 | 535.4 |
| Men 40-54 | 95.2 | 31.8 | 77.6 | 204.6 |
| Men 55+ | 151.3 | 63.6 | 115.9 | 330.8 |

UNIVERSE ESTIMATES - 2017

| NNSW | | | | |
|------------------------------|-----------------|----------------|-----------|------------|
| 000'S | NORTHERN RIVERS | TAMWORTH/TAREE | NEWCASTLE | Total NNSW |
| Women 16+ | 416.5 | 145.9 | 329.0 | 891.4 |
| Women 16-24 | 55.4 | 17.7 | 45.8 | 118.9 |
| Women 16-39 | 146.6 | 44.0 | 121.2 | 311.8 |
| Women 16-54 | 249.5 | 77.8 | 200.0 | 527.5 |
| Women 18+ | 404.5 | 141.5 | 319.2 | 865.2 |
| Women 18-24 | 43.4 | 13.3 | 36.0 | 92.7 |
| Women 25+ | 361.1 | 128.2 | 283.2 | 772.5 |
| Women 25-39 | 91.2 | 26.3 | 75.4 | 192.9 |
| Women 25-54 | 194.1 | 60.1 | 154.4 | 408.6 |
| Women 40+ | 269.9 | 101.9 | 207.8 | 579.6 |
| Women 40-54 | 102.9 | 33.8 | 79.0 | 215.7 |
| Women 55+ | 167.0 | 68.1 | 128.8 | 363.9 |
| Grocery Buyers | 425.6 | 145.8 | 318.4 | 889.8 |
| Grocery Buyers Working | 203.3 | 64.7 | 139.1 | 407.1 |
| Grocery Buyers Not Working | 222.3 | 81.1 | 179.3 | 482.7 |
| Grocery Buyers Under 40 | 110.8 | 31.0 | 91.0 | 232.8 |
| Grocery Buyers 40+ | 314.8 | 114.8 | 227.4 | 657.0 |
| Grocery Buyer No Kids | 324.1 | 109.2 | 225.0 | 658.3 |
| Grocery Buyer Kids | 101.5 | 36.6 | 93.4 | 231.5 |
| Grocery Buyers Children 0-12 | 75.8 | 30.7 | 75.6 | 182.1 |
| Grocery Buyers Children 0-17 | 101.5 | 36.6 | 93.4 | 231.5 |
| Grocery Buyers Children 5-12 | 55.3 | 24.2 | 59.2 | 138.7 |
| Grocery Buyers Children 5-17 | 82.6 | 30.6 | 78.3 | 191.5 |

UNIVERSE ESTIMATES - 2017

| NNSW | | | | |
|-------------------------------|-----------------|----------------|-----------|------------|
| 000'S | NORTHERN RIVERS | TAMWORTH/TAREE | NEWCASTLE | Total NNSW |
| 1 Person Households | 111.8 | 36.1 | 74.8 | 222.7 |
| 2 Person Households | 172.0 | 62.4 | 119.6 | 354.0 |
| 3 Person Households | 60.4 | 16.6 | 46.5 | 123.5 |
| 4 Person Households | 53.8 | 12.1 | 42.0 | 107.9 |
| 5+ Person Households | 27.6 | 18.6 | 35.5 | 81.7 |
| FTA Only Households | 307.2 | 106.6 | 224.4 | 638.2 |
| STV Subscription Households* | 118.4 | 39.2 | 94.0 | 251.6 |
| People in FTA Only Households | 687.3 | 241.5 | 543.4 | 1,472.2 |
| People in STV Households* | 310.2 | 113.7 | 267.0 | 690.9 |
| 1 TV Households | 178.6 | 54.8 | 100.9 | 334.3 |
| 2 TVs Households | 142.6 | 55.8 | 120.0 | 318.4 |
| 3+ TVs Households | 104.4 | 35.2 | 97.5 | 237.1 |

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2017

| SNSW | | | | |
|-------------------|----------|--------------------|------------|------------|
| 000'S | CANBERRA | ORANGE DUBBO WAGGA | WOLLONGONG | Total SNSW |
| Total Individuals | 533.9 | 415.1 | 536.1 | 1,485.1 |
| Total Households | 212.1 | 171.2 | 219.3 | 602.6 |
| Children 0-4 | 36.0 | 26.7 | 29.4 | 92.1 |
| Children 5-12 | 53.0 | 46.1 | 52.3 | 151.4 |
| Children 13-17 | 31.5 | 27.9 | 33.1 | 92.5 |
| People 16+ | 426.2 | 325.6 | 434.7 | 1,186.5 |
| People 16-39 | 185.4 | 120.1 | 147.5 | 453.0 |
| People 16-54 | 294.5 | 198.4 | 249.3 | 742.2 |
| People 25+ | 362.5 | 276.7 | 374.9 | 1,014.1 |
| People 25-54 | 230.8 | 149.5 | 189.5 | 569.8 |
| People 40+ | 240.8 | 205.5 | 287.2 | 733.5 |
| Men 16+ | 211.3 | 162.2 | 213.1 | 586.6 |
| Men 16-24 | 32.7 | 25.4 | 30.9 | 89.0 |
| Men 16-39 | 93.9 | 61.0 | 74.6 | 229.5 |
| Men 16-54 | 148.2 | 100.2 | 124.5 | 372.9 |
| Men 18+ | 204.9 | 156.4 | 206.3 | 567.6 |
| Men 18-24 | 26.3 | 19.6 | 24.1 | 70.0 |
| Men 25+ | 178.6 | 136.8 | 182.2 | 497.6 |
| Men 25-39 | 61.2 | 35.6 | 43.7 | 140.5 |
| Men 25-54 | 155.5 | 74.8 | 93.6 | 283.9 |
| Men 40+ | 117.4 | 101.2 | 138.5 | 357.1 |
| Men 40-54 | 54.3 | 39.2 | 49.9 | 143.4 |
| Men 55+ | 63.1 | 62.0 | 88.6 | 213.7 |

UNIVERSE ESTIMATES - 2017

| SNSW | | | | |
|------------------------------|----------|--------------------|------------|------------|
| 000'S | CANBERRA | ORANGE DUBBO WAGGA | WOLLONGONG | Total SNSW |
| Women 16+ | 214.9 | 163.4 | 221.6 | 599.9 |
| Women 16-24 | 31.0 | 23.5 | 28.9 | 83.4 |
| Women 16-39 | 91.5 | 59.1 | 72.9 | 223.5 |
| Women 16-54 | 146.3 | 98.2 | 124.8 | 369.3 |
| Women 18+ | 208.5 | 158.0 | 215.0 | 581.5 |
| Women 18-24 | 24.6 | 18.1 | 22.3 | 65.0 |
| Women 25+ | 183.9 | 139.9 | 192.7 | 516.5 |
| Women 25-39 | 60.5 | 35.6 | 44.0 | 140.1 |
| Women 25-54 | 115.3 | 74.7 | 95.9 | 285.9 |
| Women 40+ | 123.4 | 104.3 | 148.7 | 376.4 |
| Women 40-54 | 54.8 | 39.1 | 51.9 | 145.8 |
| Women 55+ | 68.6 | 65.2 | 96.8 | 230.6 |
| Grocery Buyers | 212.1 | 171.2 | 219.3 | 602.6 |
| Grocery Buyers Working | 122.6 | 96.4 | 90.2 | 309.2 |
| Grocery Buyers Not Working | 89.5 | 74.8 | 129.1 | 293.4 |
| Grocery Buyers Under 40 | 69.7 | 47.7 | 47.7 | 165.1 |
| Grocery Buyers 40+ | 142.4 | 123.5 | 171.6 | 437.5 |
| Grocery Buyer No Kids | 147.0 | 123.3 | 160.9 | 431.2 |
| Grocery Buyer Kids | 65.1 | 47.9 | 58.4 | 171.4 |
| Grocery Buyers Children 0-12 | 51.0 | 37.7 | 44.4 | 133.1 |
| Grocery Buyers Children 0-17 | 65.1 | 47.9 | 58.4 | 171.4 |
| Grocery Buyers Children 5-12 | 33.9 | 28.0 | 32.3 | 94.2 |
| Grocery Buyers Children 5-17 | 48.6 | 38.9 | 46.5 | 134.0 |

UNIVERSE ESTIMATES - 2017

| SNSW | | | | |
|-------------------------------|----------|--------------------|------------|------------|
| 000'S | CANBERRA | ORANGE DUBBO WAGGA | WOLLONGONG | Total SNSW |
| 1 Person Households | 50.5 | 44.8 | 52.4 | 147.7 |
| 2 Person Households | 72.8 | 64.9 | 81.6 | 219.3 |
| 3 Person Households | 35.6 | 24.1 | 38.9 | 98.6 |
| 4 Person Households | 35.4 | 18.8 | 28.2 | 82.4 |
| 5+ Person Households | 17.8 | 18.6 | 18.2 | 54.6 |
| FTA Only Households | 153.9 | 125.3 | 165.5 | 444.7 |
| STV Subscription Households* | 58.2 | 45.9 | 53.8 | 157.9 |
| People in FTA Only Households | 368.1 | 293.6 | 377.6 | 1,039.3 |
| People in STV Households* | 165.8 | 121.5 | 158.5 | 445.8 |
| 1 TV Households | 88.2 | 71.4 | 85.1 | 244.7 |
| 2 TVs Households | 72.1 | 57.1 | 77.0 | 206.2 |
| 3+ TVs Households | 51.8 | 42.7 | 57.2 | 151.7 |

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2017

| VICTORIA | | | | | | |
|-------------------|--------|------------|---------|----------|-----------|----------------|
| 000'S | ALBURY | SHEPPARTON | BENDIGO | BALLARAT | GIPPSLAND | Total VICTORIA |
| Total Individuals | 189.7 | 175.2 | 235.2 | 352.2 | 236.1 | 1,188.4 |
| Total Households | 84.2 | 77.4 | 104.9 | 149.8 | 100.9 | 517.2 |
| Children 0-4 | 11.3 | 10.3 | 13.8 | 20.5 | 13.8 | 69.7 |
| Children 5-12 | 19.3 | 17.4 | 23.4 | 36.3 | 23.6 | 120.0 |
| Children 13-17 | 12.5 | 11.3 | 14.5 | 22.6 | 14.7 | 75.6 |
| People 16+ | 151.6 | 140.8 | 189.3 | 282.0 | 190.0 | 953.7 |
| People 16-39 | 52.4 | 44.5 | 62.7 | 94.3 | 61.5 | 315.4 |
| People 16-54 | 88.9 | 78.6 | 108.6 | 165.0 | 106.4 | 547.5 |
| People 25+ | 130.7 | 123.2 | 164.4 | 244.2 | 166.4 | 828.9 |
| People 25-54 | 68.0 | 61.0 | 83.7 | 127.2 | 82.8 | 422.7 |
| People 40+ | 99.2 | 96.3 | 126.6 | 187.7 | 128.5 | 638.3 |
| Men 16+ | 74.3 | 70.8 | 92.8 | 139.1 | 93.7 | 470.7 |
| Men 16-24 | 10.6 | 9.2 | 12.8 | 19.7 | 12.1 | 64.4 |
| Men 16-39 | 26.2 | 22.8 | 31.4 | 47.8 | 30.9 | 159.1 |
| Men 16-54 | 44.2 | 39.5 | 53.5 | 82.7 | 52.8 | 272.7 |
| Men 18+ | 71.7 | 68.4 | 89.8 | 134.3 | 90.5 | 454.7 |
| Men 18-24 | 8.0 | 6.8 | 9.8 | 14.9 | 8.9 | 48.4 |
| Men 25+ | 63.7 | 61.6 | 80.0 | 119.4 | 81.6 | 406.3 |
| Men 25-39 | 15.6 | 13.6 | 18.6 | 28.1 | 18.8 | 94.7 |
| Men 25-54 | 33.6 | 30.3 | 40.7 | 63.0 | 40.7 | 208.3 |
| Men 40+ | 48.1 | 48.0 | 61.4 | 91.3 | 62.8 | 311.6 |
| Men 40-54 | 18.0 | 16.7 | 22.1 | 34.9 | 21.9 | 1136.6 |
| Men 55+ | 30.1 | 31.3 | 39.3 | 56.4 | 40.9 | 198.0 |

UNIVERSE ESTIMATES - 2017

| VICTORIA | | | | | | |
|------------------------------|--------|------------|---------|----------|-----------|----------------|
| 000'S | ALBURY | SHEPPARTON | BENDIGO | BALLARAT | GIPPSLAND | Total VICTORIA |
| Women 16+ | 77.3 | 70.0 | 96.5 | 142.9 | 96.3 | 483.0 |
| Women 16-24 | 10.3 | 8.4 | 12.1 | 18.1 | 11.5 | 60.4 |
| Women 16-39 | 26.2 | 21.7 | 31.3 | 46.5 | 30.6 | 156.3 |
| Women 16-54 | 44.7 | 39.1 | 55.1 | 82.3 | 53.6 | 274.8 |
| Women 18+ | 74.9 | 67.8 | 93.7 | 138.5 | 93.5 | 468.4 |
| Women 18-24 | 7.9 | 6.2 | 9.3 | 13.7 | 8.7 | 45.8 |
| Women 25+ | 67.0 | 61.6 | 84.4 | 124.8 | 84.8 | 422.6 |
| Women 25-39 | 15.9 | 13.3 | 19.2 | 28.4 | 19.1 | 95.9 |
| Women 25-54 | 34.4 | 30.7 | 43.0 | 64.2 | 42.1 | 214.4 |
| Women 40+ | 51.1 | 48.3 | 65.2 | 96.4 | 65.7 | 326.7 |
| Women 40-54 | 18.5 | 17.4 | 23.8 | 35.8 | 23.0 | 118.5 |
| Women 55+ | 32.6 | 30.9 | 41.4 | 60.6 | 42.7 | 208.2 |
| Grocery Buyers | 84.2 | 77.4 | 104.9 | 149.8 | 100.9 | 517.2 |
| Grocery Buyers Working | 43.0 | 36.1 | 53.5 | 78.9 | 48.9 | 260.4 |
| Grocery Buyers Not Working | 41.2 | 41.3 | 51.4 | 70.9 | 52.0 | 256.8 |
| Grocery Buyers Under 40 | 23.3 | 18.0 | 25.9 | 36.4 | 23.4 | 127.0 |
| Grocery Buyers 40+ | 60.9 | 59.4 | 79.0 | 113.4 | 77.5 | 390.2 |
| Grocery Buyer No Kids | 60.7 | 58.9 | 80.9 | 108.1 | 75.1 | 383.7 |
| Grocery Buyer Kids | 23.5 | 18.5 | 24.0 | 41.7 | 25.8 | 133.5 |
| Grocery Buyers Children 0-12 | 18.8 | 15.7 | 18.5 | 30.7 | 19.3 | 103.0 |
| Grocery Buyers Children 0-17 | 23.5 | 18.5 | 24.0 | 41.7 | 25.8 | 133.5 |
| Grocery Buyers Children 5-12 | 13.4 | 10.1 | 15.1 | 22.3 | 14.0 | 74.9 |
| Grocery Buyers Children 5-17 | 18.2 | 13.5 | 20.6 | 34.0 | 21.4 | 107.7 |

UNIVERSE ESTIMATES - 2017

| VICTORIA | | | | | | |
|-------------------------------|--------|------------|---------|----------|-----------|----------------|
| 000'S | ALBURY | SHEPPARTON | BENDIGO | BALLARAT | GIPPSLAND | Total VICTORIA |
| 1 Person Households | 22.9 | 21.5 | 29.1 | 35.5 | 25.8 | 134.8 |
| 2 Person Households | 36.0 | 31.4 | 44.0 | 63.7 | 41.7 | 216.8 |
| 3 Person Households | 11.4 | 11.9 | 15.5 | 24.2 | 14.8 | 77.8 |
| 4 Person Households | 9.3 | 7.9 | 10.1 | 15.4 | 12.1 | 54.8 |
| 5+ Person Households | 4.6 | 4.7 | 6.2 | 11.0 | 6.5 | 33.0 |
| FTA Only Households | 63.8 | 56.9 | 82.0 | 112.5 | 73.5 | 388.7 |
| STV Subscription Households* | 20.4 | 20.5 | 22.9 | 37.3 | 27.4 | 128.5 |
| People in FTA Only Households | 139.1 | 127.9 | 172.7 | 256.5 | 161.9 | 858.1 |
| People in STV Households* | 50.6 | 47.3 | 62.5 | 95.7 | 74.2 | 330.3 |
| 1 TV Households | 32.5 | 30.3 | 40.0 | 53.4 | 38.8 | 195.0 |
| 2 TVs Households | 28.9 | 23.4 | 36.2 | 54.4 | 34.4 | 177.3 |
| 3+ TVs Households | 22.8 | 23.7 | 28.7 | 42.0 | 27.7 | 144.9 |

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2017

| TASMANIA | | | |
|-------------------|------------|--------|----------------|
| 000'S | LAUNCESTON | HOBART | Total TASMANIA |
| Total Individuals | 256.0 | 267.7 | 523.7 |
| Total Households | 108.3 | 115.1 | 223.4 |
| Children 0-4 | 14.5 | 16.0 | 30.5 |
| Children 5-12 | 25.3 | 26.3 | 51.6 |
| Children 13-17 | 16.2 | 16.3 | 32.5 |
| People 16+ | 206.8 | 215.7 | 422.5 |
| People 16-39 | 68.9 | 77.9 | 146.8 |
| People 16-54 | 119.5 | 131.0 | 250.5 |
| People 25+ | 178.0 | 185.4 | 363.4 |
| People 25-54 | 90.7 | 100.7 | 191.4 |
| People 40+ | 137.9 | 137.8 | 275.7 |
| Men 16+ | 102.0 | 106.9 | 208.9 |
| Men 16-24 | 15.0 | 15.9 | 30.9 |
| Men 16-39 | 34.7 | 39.9 | 74.6 |
| Men 16-54 | 59.4 | 66.0 | 125.4 |
| Men 18+ | 98.4 | 103.5 | 201.9 |
| Men 18-24 | 11.4 | 12.5 | 23.9 |
| Men 25+ | 87.0 | 91.0 | 178.0 |
| Men 25-39 | 19.7 | 24.0 | 43.7 |
| Men 25-54 | 44.4 | 50.1 | 94.5 |
| Men 40+ | 67.3 | 67.0 | 134.3 |
| Men 40-54 | 24.7 | 26.1 | 50.8 |
| Men 55+ | 42.6 | 40.9 | 83.5 |

UNIVERSE ESTIMATES - 2017

| TASMANIA | | | |
|------------------------------|------------|--------|----------------|
| 000'S | LAUNCESTON | HOBART | Total TASMANIA |
| Women 16+ | 104.8 | 108.8 | 213.6 |
| Women 16-24 | 13.8 | 14.4 | 28.2 |
| Women 16-39 | 34.2 | 38.0 | 72.2 |
| Women 16-54 | 60.1 | 65.0 | 125.1 |
| Women 18+ | 101.6 | 105.6 | 207.2 |
| Women 18-24 | 10.6 | 11.2 | 21.8 |
| Women 25+ | 91.0 | 94.4 | 185.4 |
| Women 25-39 | 20.4 | 23.6 | 44.0 |
| Women 25-54 | 46.3 | 50.6 | 96.9 |
| Women 40+ | 70.6 | 70.8 | 141.4 |
| Women 40-54 | 25.9 | 27.0 | 52.9 |
| Women 55+ | 44.7 | 43.8 | 88.5 |
| Grocery Buyers | 108.3 | 115.1 | 223.4 |
| Grocery Buyers Working | 48.3 | 57.1 | 105.4 |
| Grocery Buyers Not Working | 60.0 | 58.0 | 118.0 |
| Grocery Buyers Under 40 | 26.2 | 29.5 | 55.7 |
| Grocery Buyers 40+ | 82.1 | 85.6 | 167.7 |
| Grocery Buyer No Kids | 79.0 | 83.3 | 162.3 |
| Grocery Buyer Kids | 29.3 | 31.8 | 61.1 |
| Grocery Buyers Children 0-12 | 23.0 | 23.4 | 46.4 |
| Grocery Buyers Children 0-17 | 29.3 | 31.8 | 61.1 |
| Grocery Buyers Children 5-12 | 19.4 | 17.4 | 36.8 |
| Grocery Buyers Children 5-17 | 25.9 | 26.2 | 52.1 |

UNIVERSE ESTIMATES - 2017

| TASMANIA | | | |
|-------------------------------|------------|--------|----------------|
| 000'S | LAUNCESTON | HOBART | Total TASMANIA |
| 1 Person Households | 28.6 | 34.0 | 62.6 |
| 2 Person Households | 43.4 | 42.4 | 85.8 |
| 3 Person Households | 15.3 | 16.3 | 31.6 |
| 4 Person Households | 10.7 | 13.2 | 23.9 |
| 5+ Person Households | 10.3 | 9.2 | 19.5 |
| FTA Only Households | 84.8 | 94.1 | 178.9 |
| STV Subscription Households* | 23.5 | 21.0 | 44.5 |
| People in FTA Only Households | 197.6 | 214.0 | 411.6 |
| People in STV Households* | 58.4 | 53.7 | 112.1 |
| 1 TV Households | 38.1 | 42.1 | 80.2 |
| 2 TVs Households | 38.3 | 38.9 | 77.2 |
| 3+ TVs Households | 31.9 | 34.1 | 66.0 |

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2017

| REGIONAL WA | |
|-------------------|-------------------|
| 000'S | Total REGIONAL WA |
| Total Individuals | 560.2 |
| Total Households | 225.7 |
| Children 0-4 | 37.5 |
| Children 5-12 | 61.0 |
| Children 13-17 | 33.7 |
| People 16+ | 440.8 |
| People 16-39 | 177.8 |
| People 16-54 | 297.0 |
| People 25+ | 385.5 |
| People 25-54 | 241.7 |
| People 40+ | 263.0 |
| Men 16+ | 233.1 |
| Men 16-24 | 29.3 |
| Men 16-39 | 95.3 |
| Men 16-54 | 159.8 |
| Men 18+ | 226.5 |
| Men 18-24 | 22.7 |
| Men 25+ | 203.8 |
| Men 25-39 | 66.0 |
| Men 25-54 | 130.5 |
| Men 40+ | 137.8 |
| Men 40-54 | 64.5 |
| Men 55+ | 73.3 |

| REGIONAL WA | |
|------------------------------|-------------------|
| 000'S | Total REGIONAL WA |
| Women 16+ | 207.7 |
| Women 16-24 | 26.0 |
| Women 16-39 | 82.5 |
| Women 16-54 | 137.2 |
| Women 18+ | 201.5 |
| Women 18-24 | 19.8 |
| Women 25+ | 181.7 |
| Women 25-39 | 56.5 |
| Women 25-54 | 111.2 |
| Women 40+ | 125.2 |
| Women 40-54 | 54.7 |
| Women 55+ | 70.5 |
| Grocery Buyers | 225.7 |
| Grocery Buyers Working | 124.3 |
| Grocery Buyers Not Working | 101.4 |
| Grocery Buyers Under 40 | 75.4 |
| Grocery Buyers 40+ | 150.3 |
| Grocery Buyer No Kids | 153.7 |
| Grocery Buyer Kids | 72.0 |
| Grocery Buyers Children 0-12 | 54.5 |
| Grocery Buyers Children 0-17 | 72.0 |
| Grocery Buyers Children 5-12 | 41.0 |
| Grocery Buyers Children 5-17 | 57.1 |

| REGIONAL WA | |
|-------------------------------|-------------------|
| 000'S | Total REGIONAL WA |
| 1 Person Households | 42.8 |
| 2 Person Households | 105.5 |
| 3 Person Households | 27.5 |
| 4 Person Households | 35.2 |
| 5+ Person Households | 14.7 |
| FTA Only Households | 168.9 |
| STV Subscription Households* | 56.8 |
| People in FTA Only Households | 406.9 |
| People in STV Households* | 153.3 |
| 1 TV Households | 102.7 |
| 2 TVs Households | 74.8 |
| 3+ TVs Households | 48.2 |

* STV estimates as at start of Q1