

UNIVERSE ESTIMATES – 2018

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND (AM-A)	787.7	1,853.9	812
CAIRNS	113.9	259.6	120
TOWNSVILLE	98.0	239.1	105
MACKAY	78.4	192.5	105
ROCKHAMPTON	97.5	238.4	105
MARYBOROUGH	280.4	635.6	257
TOOWOOMBA	119.5	288.7	120
Total NNSW (AM-B)	899.0	2,183.9	700
NORTHERN RIVERS	433.3	1017.0	339
TAMWORTH/TAREE	146.4	356.2	120
NEWCASTLE	319.3	810.7	241
Total SNSW (AM-C)	612.7	1,499.1	570
CANBERRA	216.0	540.5	185
ORANGE DUBBO WAGGA	175.6	422.3	177
WOLLONGONG	221.1	536.3	208
Total VICTORIA (AM-D)	517.8	1,192.2	651
ALBURY	84.4	190.6	102
SHEPPARTON	77.2	175.2	104
BENDIGO	105.3	236.6	132
BALLARAT	150.0	353.7	190
GIPPSLAND	100.9	236.1	123
Total TASMANIA	223.5	524.0	285
LAUNCESTON	107.9	255.1	142
HOBART	115.6	268.9	143
REGIONAL WA	227.6	560.2	180



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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	1,853.9	2,183.9	1,499.1	1,192.2	524.0	7,253.1	560.2	7,813.3
Total Households	787.7	899.0	612.7	517.8	223.5	3,040.7	227.6	3,268.3
Children 0-4	115.5	131.7	95.8	71.8	30.2	445.0	39.1	484.1
Children 5-12	201.3	219.1	151.8	119.3	51.6	743.1	62.2	805.3
Children 13-17	116.6	131.9	91.0	72.6	31.6	443.7	33.9	477.6
People 16+	1,466.1	1,753.8	1,197.1	957.5	423.4	5,797.9	437.9	6,235.8
People 16-39	540.9	628.2	461.8	321.8	148.1	2,100.8	171.6	2,272.4
People 16-54	907.9	1,045.2	746.8	547.2	249.4	3,496.5	286.8	3,783.3
People 25+	1,263.7	1,516.9	1,025.0	833.6	366.0	5,005.2	382.7	5,387.9
People 25-54	705.5	808.3	574.7	423.3	192.0	2,703.8	231.6	2,935.4
People 40+	925.2	1,125.6	735.3	635.7	275.3	3,697.1	266.3	3,963.4
Men 16+	723.7	849.4	588.0	471.2	206.9	2,839.2	224.1	3,063.3
Men 16-24	103.5	119.9	88.2	64.4	29.7	405.7	28.9	434.6
Men 16-39	270.5	311.6	232.4	161.9	74.2	1,050.6	89.0	1,139.6
Men 16-54	450.2	513.2	372.6	272.2	123.4	1,731.6	148.4	1,880.0
Men 18+	700.3	822.6	569.4	456.0	200.3	2,748.6	217.5	2,966.1
Men 18-24	80.1	93.1	69.6	49.2	23.1	315.1	22.3	337.4
Men 25+	620.2	729.5	499.8	406.8	177.2	2,433.5	195.2	2,628.7
Men 25-39	167.0	191.7	144.2	97.5	44.5	644.9	60.1	705.0
Men 25-54	346.7	393.3	284.4	207.8	93.7	1,325.9	119.5	1,445.4
Men 40+	453.2	537.8	355.6	309.3	132.7	1,788.6	135.1	1,923.7
Men 40-54	179.7	201.6	140.2	110.3	49.2	681.0	59.4	740.4
Men 55+	273.5	336.2	215.4	199.0	83.5	1,107.6	75.7	1,183.3

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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+	742.4	904.4	609.1	486.3	216.5	2,958.7	213.8	3,172.5
Women 16-24	98.9	117.0	83.9	59.5	27.7	387.0	26.3	413.3
Women 16-39	270.4	316.6	229.4	159.9	73.9	1,050.2	82.6	1,132.8
Women 16-54	457.7	532.0	374.2	275.0	126.0	1,764.9	138.4	1,903.3
Women 18+	720.2	878.6	591.1	472.5	210.3	2,872.7	207.5	3,080.2
Women 18-24	76.7	91.2	65.9	45.7	21.5	301.0	20.0	321.0
Women 25+	643.5	787.4	525.2	426.8	188.8	2,571.7	187.5	2,759.2
Women 25-39	171.5	199.6	145.5	100.4	46.2	663.2	56.3	719.5
Women 25-54	358.8	415.0	290.3	215.5	98.3	1,377.9	112.1	1,490.0
Women 40+	472.0	587.8	379.7	326.4	142.6	1,908.5	131.2	2,039.7
Women 40-54	187.3	215.4	144.8	115.1	52.1	714.7	55.8	770.5
Women 55+	284.7	372.4	234.9	211.3	90.5	1,193.8	75.4	1,269.2
Grocery Buyers	787.7	899.0	612.7	517.8	223.5	3,040.7	227.6	3,268.3
Grocery Buyers Working	425.4	414.1	312.4	268.7	103.2	1,523.8	122.4	1,646.2
Grocery Buyers Not Working	362.3	484.9	300.3	249.1	120.3	1,516.9	105.2	1,622.1
Grocery Buyers Under 40	224.3	223.5	170.6	120.2	54.2	792.8	77.8	870.6
Grocery Buyers 40+	563.4	675.5	442.1	397.6	169.3	2,247.9	149.8	2,397.7
Grocery Buyer No Kids	569.3	655.3	440.8	389.4	162.8	2,217.6	160.3	2,377.9
Grocery Buyer Kids	218.4	243.7	171.9	128.4	60.7	823.1	67.3	890.4
Grocery Buyers Children 0-12	164.7	182.5	132.7	98.1	47.0	625.0	52.8	677.8
Grocery Buyers Children 0-17	218.4	243.7	171.9	128.4	60.7	823.1	67.3	890.4
Grocery Buyers Children 5-12	125.2	138.8	99.8	71.4	35.9	471.1	40.9	512.0
Grocery Buyers Children 5-17	180.9	202.3	140.9	103.2	51.2	678.5	55.9	734.4

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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	214.6	222.8	152.5	134.5	63.5	787.9	43.3	831.2
2 Person Households	298.8	361.3	225.8	217.6	84.7	1,188.2	107.6	1,295.8
3 Person Households	118.7	125.2	98.3	78.2	30.9	451.3	27.6	478.9
4 Person Households	96.6	108.5	82.0	54.2	24.9	366.2	35.7	401.9
5+ Person Households	59.0	81.2	54.1	33.3	19.5	247.1	13.4	260.5
FTA Only Households	604.9	633.5	450.6	390.9	181.5	2,261.4	173.8	2,435.2
STV Subscription Households*	182.8	265.5	162.1	126.9	42.0	779.3	53.8	833.1
People in FTA Only Households	1,361.6	1,479.8	1,068.9	872.4	408.5	5,191.2	415.4	5,606.6
People in STV Households*	492.3	704.1	430.2	319.8	115.5	2,061.9	144.8	2,206.7
1 TV Households	345.3	348.6	253.3	200.4	86.7	1,234.3	103.2	1,337.5
2 TVs Households	256.5	313.1	213.0	179.6	76.0	1,038.2	77.1	1,115.3
3+ TVs Households	185.9	237.3	146.4	137.8	60.8	768.2	47.3	815.5

* STV estimates as at start of Q1



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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	259.6	239.1	192.5	238.4	635.6	288.7	1,853.9
Total Households	113.9	98.0	78.4	97.5	280.4	119.5	787.7
Children 0-4	16.4	16.1	13.9	17.4	33.1	18.6	115.5
Children 5-12	28.5	26.0	22.0	27.9	64.7	32.2	201.3
Children 13-17	16.2	16.1	11.9	15.9	37.6	18.9	116.6
People 16+	204.7	187.5	149.3	183.4	514.8	226.4	1,466.1
People 16-39	77.9	81.7	62.2	75.8	159.9	83.4	540.9
People 16-54	132.2	127.9	102.0	124.2	284.4	137.2	907.9
People 25+	177.0	154.6	128.7	156.1	453.8	193.5	1,263.7
People 25-54	104.5	95.0	81.4	96.9	223.4	104.3	705.5
People 40+	126.8	105.8	87.1	107.6	354.9	143.0	925.2
Men 16+	101.4	93.3	76.5	93.2	248.6	110.7	723.7
Men 16-24	14.2	17.2	10.4	14.0	30.9	16.8	103.5
Men 16-39	38.4	41.3	31.6	38.6	78.7	41.9	270.5
Men 16-54	64.9	64.0	52.1	63.4	137.8	68.0	450.2
Men 18+	98.2	89.9	74.1	90.0	241.2	106.9	700.3
Men 18-24	11.0	13.8	8.0	10.8	23.5	13.0	80.1
Men 25+	87.2	76.1	66.1	79.2	217.7	93.9	620.2
Men 25-39	24.2	24.1	21.2	24.6	47.8	25.1	167.0
Men 25-54	50.7	46.8	41.7	49.4	106.9	51.2	346.7
Men 40+	63.0	52.0	44.9	54.6	169.9	68.8	453.2
Men 40-54	26.5	22.7	20.5	24.8	59.1	26.1	179.7
Men 55+	36.5	29.3	24.4	29.8	110.8	42.7	273.5

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	103.3	94.2	72.8	90.2	266.2	115.7	742.4
Women 16-24	13.5	15.7	10.2	13.3	30.1	16.1	98.9
Women 16-39	39.5	40.4	30.6	37.2	81.2	41.5	270.4
Women 16-54	67.3	63.9	49.9	60.8	146.6	69.2	457.7
Women 18+	100.3	91.0	70.6	87.2	259.0	112.1	720.2
Women 18-24	10.5	12.5	8.0	10.3	22.9	12.5	76.7
Women 25+	89.8	78.5	62.6	76.9	236.1	99.6	643.5
Women 25-39	26.0	24.7	20.4	23.9	51.1	25.4	171.5
Women 25-54	53.8	48.2	39.7	47.5	116.5	53.1	358.8
Women 40+	63.8	53.8	42.2	53.0	185.0	74.2	472.0
Women 40-54	27.8	23.5	19.3	23.6	65.4	27.7	187.3
Women 55+	36.0	30.3	22.9	29.4	119.6	46.5	284.7
Grocery Buyers	113.9	98.0	78.4	97.5	280.4	119.5	787.7
Grocery Buyers Working	65.2	55.0	48.8	59.6	129.6	67.2	425.4
Grocery Buyers Not Working	48.7	43.0	29.6	37.9	150.8	52.3	362.3
Grocery Buyers Under 40	34.8	34.5	25.7	32.3	63.2	33.8	224.3
Grocery Buyers 40+	79.1	63.5	52.7	65.2	217.2	85.7	563.4
Grocery Buyer No Kids	85.6	69.0	53.2	68.5	208.0	85.0	569.3
Grocery Buyer Kids	28.3	29.0	25.2	29.0	72.4	34.5	218.4
Grocery Buyers Children 0-12	19.1	22.7	19.5	22.7	53.2	27.5	164.7
Grocery Buyers Children 0-17	28.3	29.0	25.2	29.0	72.4	34.5	218.4
Grocery Buyers Children 5-12	15.3	17.0	14.2	16.9	39.7	22.1	125.2
Grocery Buyers Children 5-17	24.6	23.3	20.2	23.7	59.3	29.8	180.9

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	34.0	26.3	19.7	25.8	74.7	34.1	214.6
2 Person Households	42.2	34.7	28.6	34.7	116.8	41.8	298.8
3 Person Households	16.7	14.9	11.9	14.5	42.6	18.1	118.7
4 Person Households	14.8	12.3	11.3	13.3	33.2	11.7	96.6
5+ Person Households	6.2	9.8	6.9	9.2	13.1	13.8	59.0
FTA Only Households	90.6	74.8	56.8	71.1	217.4	94.2	604.9
STV Subscription Households*	23.3	23.2	21.6	26.4	63.0	25.3	182.8
People in FTA Only Households	202.3	178.1	132.5	162.8	473.3	212.6	1,361.6
People in STV Households*	57.3	61.0	60.0	75.6	162.3	76.1	492.3
1 TV Households	54.6	38.6	33.9	36.7	125.3	56.2	345.3
2 TVs Households	34.5	35.0	27.5	35.5	87.1	36.9	256.5
3+ TVs Households	24.8	24.4	17.0	25.3	68.0	26.4	185.9

* STV estimates as at start of Q1



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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	1,017.0	356.2	810.7	2,183.9
Total Households	433.3	146.4	319.3	899.0
Children 0-4	58.2	21.0	52.5	131.7
Children 5-12	99.5	36.1	83.5	219.1
Children 13-17	60.3	21.7	49.9	131.9
People 16+	823.2	286.0	644.6	1,753.8
People 16-39	294.0	89.3	244.9	628.2
People 16-54	493.9	153.0	398.3	1,045.2
People 25+	714.6	250.7	551.6	1,516.9
People 25-54	385.3	117.7	305.3	808.3
People 40+	529.2	196.7	399.7	1,125.6
Men 16+	397.2	138.2	314.0	849.4
Men 16-24	54.5	17.9	47.5	119.9
Men 16-39	144.7	43.9	123.0	311.6
Men 16-54	240.6	74.6	198.0	513.2
Men 18+	385.0	133.8	303.8	822.6
Men 18-24	42.3	13.5	37.3	93.1
Men 25+	342.7	120.3	266.5	729.5
Men 25-39	90.2	26.0	75.5	191.7
Men 25-54	186.1	56.7	150.5	393.3
Men 40+	252.5	94.3	191.0	537.8
Men 40-54	95.9	30.7	75.0	201.6
Men 55+	156.6	63.6	116.0	336.2



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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	426.0	147.8	330.6	904.4
Women 16-24	54.1	17.4	45.5	117.0
Women 16-39	149.3	45.4	121.9	316.6
Women 16-54	253.3	78.4	200.3	532.0
Women 18+	414.0	143.6	321.0	878.6
Women 18-24	42.1	13.2	35.9	91.2
Women 25+	371.9	130.4	285.1	787.4
Women 25-39	95.2	28.0	76.4	199.6
Women 25-54	199.2	61.0	154.8	415.0
Women 40+	276.7	102.4	208.7	587.8
Women 40-54	104.0	33.0	78.4	215.4
Women 55+	172.7	69.4	130.3	372.4
Grocery Buyers	433.3	146.4	319.3	899.0
Grocery Buyers Working	208.4	63.5	142.2	414.1
Grocery Buyers Not Working	224.9	82.9	177.1	484.9
Grocery Buyers Under 40	109.9	32.6	81.0	223.5
Grocery Buyers 40+	323.4	113.8	238.3	675.5
Grocery Buyer No Kids	320.2	105.7	229.4	655.3
Grocery Buyer Kids	113.1	40.7	89.9	243.7
Grocery Buyers Children 0-12	81.4	30.7	70.4	182.5
Grocery Buyers Children 0-17	113.1	40.7	89.9	243.7
Grocery Buyers Children 5-12	62.9	25.2	50.7	138.8
Grocery Buyers Children 5-17	94.7	35.7	71.9	202.3

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	112.2	35.8	74.8	222.8
2 Person Households	176.5	63.4	121.4	361.3
3 Person Households	61.5	16.9	46.8	125.2
4 Person Households	55.7	11.7	41.1	108.5
5+ Person Households	27.4	18.6	35.2	81.2
FTA Only Households	305.3	107.3	220.9	633.5
STV Subscription Households*	128.0	39.1	98.4	265.5
People in FTA Only Households	686.1	255.9	537.8	1,479.8
People in STV Households*	330.9	100.3	272.9	704.1
1 TV Households	186.9	52.9	108.8	348.6
2 TVs Households	142.0	56.4	114.7	313.1
3+ TVs Households	104.4	37.1	95.8	237.3

* STV estimates as at start of Q1



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SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	540.5	422.3	536.3	1,499.1
Total Households	216.0	175.6	221.1	612.7
Children 0-4	36.9	28.3	30.6	95.8
Children 5-12	54.0	46.1	51.7	151.8
Children 13-17	32.0	26.9	32.1	91.0
People 16+	430.6	331.6	434.9	1,197.1
People 16-39	193.1	120.7	148.0	461.8
People 16-54	300.4	198.8	247.6	746.8
People 25+	363.4	285.2	376.4	1,025.0
People 25-54	233.2	152.4	189.1	574.7
People 40+	237.5	210.9	286.9	735.3
Men 16+	212.4	163.5	212.1	588.0
Men 16-24	34.3	23.7	30.2	88.2
Men 16-39	96.9	60.6	74.9	232.4
Men 16-54	150.3	99.1	123.2	372.6
Men 18+	205.8	158.1	205.5	569.4
Men 18-24	27.7	18.3	23.6	69.6
Men 25+	178.1	139.8	181.9	499.8
Men 25-39	62.6	36.9	44.7	144.2
Men 25-54	116.0	75.4	93.0	284.4
Men 40+	115.5	102.9	137.2	355.6
Men 40-54	53.4	38.5	48.3	140.2
Men 55+	62.1	64.4	88.9	215.4

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SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	218.2	168.1	222.8	609.1
Women 16-24	32.9	22.7	28.3	83.9
Women 16-39	96.2	60.1	73.1	229.4
Women 16-54	150.1	99.7	124.4	374.2
Women 18+	211.8	162.9	216.4	591.1
Women 18-24	26.5	17.5	21.9	65.9
Women 25+	185.3	145.4	194.5	525.2
Women 25-39	63.3	37.4	44.8	145.5
Women 25-54	117.2	77.0	96.1	290.3
Women 40+	122.0	108.0	149.7	379.7
Women 40-54	53.9	39.6	51.3	144.8
Women 55+	68.1	68.4	98.4	234.9
Grocery Buyers	216.0	175.6	221.1	612.7
Grocery Buyers Working	120.0	104.3	88.1	312.4
Grocery Buyers Not Working	96.0	71.3	133.0	300.3
Grocery Buyers Under 40	71.3	47.4	51.9	170.6
Grocery Buyers 40+	144.7	128.2	169.2	442.1
Grocery Buyer No Kids	150.4	126.5	163.9	440.8
Grocery Buyer Kids	65.6	49.1	57.2	171.9
Grocery Buyers Children 0-12	50.9	39.4	42.4	132.7
Grocery Buyers Children 0-17	65.6	49.1	57.2	171.9
Grocery Buyers Children 5-12	37.6	30.5	31.7	99.8
Grocery Buyers Children 5-17	53.4	40.3	47.2	140.9

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SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	52.2	46.6	53.7	152.5
2 Person Households	75.1	67.4	83.3	225.8
3 Person Households	35.6	24.2	38.5	98.3
4 Person Households	35.0	19.3	27.7	82.0
5+ Person Households	18.1	18.1	17.9	54.1
FTA Only Households	158.2	132.5	159.9	450.6
STV Subscription Households*	57.8	43.1	61.2	162.1
People in FTA Only Households	379.1	309.7	380.1	1,068.9
People in STV Households*	161.4	112.6	156.2	430.2
1 TV Households	92.7	72.4	88.2	253.3
2 TVs Households	72.5	62.5	78.0	213.0
3+ TVs Households	50.8	40.7	54.9	146.4

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2018

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	190.6	175.2	236.6	353.7	236.1	1,192.2
Total Households	84.4	77.2	105.3	150.0	100.9	517.8
Children 0-4	11.9	10.4	14.4	21.3	13.8	71.8
Children 5-12	19.8	17.4	23.5	35.5	23.1	119.3
Children 13-17	11.9	10.8	14.1	21.9	13.9	72.6
People 16+	151.6	140.8	190.4	283.6	191.1	957.5
People 16-39	52.1	45.2	64.3	97.1	63.1	321.8
People 16-54	88.1	77.8	108.7	165.7	106.9	547.2
People 25+	131.6	123.6	165.3	246.0	167.1	833.6
People 25-54	68.1	60.6	83.6	128.1	82.9	423.3
People 40+	99.5	95.6	126.1	186.5	128.0	635.7
Men 16+	73.8	70.1	93.7	139.4	94.2	471.2
Men 16-24	10.4	9.1	13.0	19.5	12.4	64.4
Men 16-39	25.8	23.0	32.2	49.1	31.8	161.9
Men 16-54	43.3	39.1	54.0	82.7	53.1	272.2
Men 18+	71.4	67.9	90.7	135.0	91.0	456.0
Men 18-24	8.0	6.9	10.0	15.1	9.2	49.2
Men 25+	63.4	61.0	80.7	119.9	81.8	406.8
Men 25-39	15.4	13.9	19.2	29.6	19.4	97.5
Men 25-54	32.9	30.0	41.0	63.2	40.7	207.8
Men 40+	48.0	47.1	61.5	90.3	62.4	309.3
Men 40-54	17.5	16.1	21.8	33.6	21.3	110.3
Men 55+	30.5	31.0	39.7	56.7	41.1	199.0

UNIVERSE ESTIMATES - 2018

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	77.8	70.7	96.7	144.2	96.9	486.3
Women 16-24	9.6	8.1	12.1	18.1	11.6	59.5
Women 16-39	26.3	22.2	32.1	48.0	31.3	159.9
Women 16-54	44.8	38.7	54.7	83.0	53.8	275.0
Women 18+	75.6	68.7	93.9	140.0	94.3	472.5
Women 18-24	7.4	6.1	9.3	13.9	9.0	45.7
Women 25+	68.2	62.6	84.6	126.1	85.3	426.8
Women 25-39	16.7	14.1	20.0	29.9	19.7	100.4
Women 25-54	35.2	30.6	42.6	64.9	42.2	215.5
Women 40+	51.5	48.5	64.6	96.2	65.6	326.4
Women 40-54	18.5	16.5	22.6	35.0	22.5	115.1
Women 55+	33.0	32.0	42.0	61.2	43.1	211.3
Grocery Buyers	84.4	77.2	105.3	150.0	100.9	517.8
Grocery Buyers Working	41.3	34.4	52.9	85.8	54.3	268.7
Grocery Buyers Not Working	43.1	42.8	52.4	64.2	46.6	249.1
Grocery Buyers Under 40	24.2	15.9	24.5	33.5	22.1	120.2
Grocery Buyers 40+	60.2	61.3	80.8	116.5	78.8	397.6
Grocery Buyer No Kids	62.9	57.8	79.4	112.4	76.9	389.4
Grocery Buyer Kids	21.5	19.4	25.9	37.6	24.0	128.4
Grocery Buyers Children 0-12	15.9	14.6	20.5	29.1	18.0	98.1
Grocery Buyers Children 0-17	21.5	19.4	25.9	37.6	24.0	128.4
Grocery Buyers Children 5-12	11.9	10.2	13.9	21.8	13.6	71.4
Grocery Buyers Children 5-17	17.4	15.0	19.6	31.5	19.7	103.2

UNIVERSE ESTIMATES - 2018

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	22.9	21.4	29.1	35.4	25.7	134.5
2 Person Households	36.2	31.4	44.3	64.0	41.7	217.6
3 Person Households	11.5	11.9	15.6	24.3	14.9	78.2
4 Person Households	9.3	7.5	9.9	15.4	12.1	54.2
5+ Person Households	4.5	5.0	6.4	10.9	6.5	33.3
FTA Only Households	65.0	56.7	79.5	112.7	77.0	390.9
STV Subscription Households*	19.4	20.5	25.8	37.3	23.9	126.9
People in FTA Only Households	138.2	123.7	178.0	259.2	173.3	872.4
People in STV Households*	52.4	51.5	58.6	94.5	62.8	319.8
1 TV Households	36.7	29.9	43.7	54.7	35.4	200.4
2 TVs Households	26.8	30.6	33.6	53.0	35.6	179.6
3+ TVs Households	20.9	16.7	28.0	42.3	29.9	137.8

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2018

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	255.1	268.9	524.0
Total Households	107.9	115.6	223.5
Children 0-4	14.3	15.9	30.2
Children 5-12	24.8	26.8	51.6
Children 13-17	15.4	16.2	31.6
People 16+	206.8	216.6	423.4
People 16-39	69.1	79.0	148.1
People 16-54	118.4	131.0	249.4
People 25+	178.7	187.3	366.0
People 25-54	90.3	101.7	192.0
People 40+	137.7	137.6	275.3
Men 16+	99.9	107.0	206.9
Men 16-24	14.5	15.2	29.7
Men 16-39	34.3	39.9	74.2
Men 16-54	57.8	65.6	123.4
Men 18+	96.7	103.6	200.3
Men 18-24	11.3	11.8	23.1
Men 25+	85.4	91.8	177.2
Men 25-39	19.8	24.7	44.5
Men 25-54	43.3	50.4	93.7
Men 40+	65.6	67.1	132.7
Men 40-54	23.5	25.7	49.2
Men 55+	42.1	41.4	83.5



UNIVERSE ESTIMATES - 2018

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	106.9	109.6	216.5
Women 16-24	13.6	14.1	27.7
Women 16-39	34.8	39.1	73.9
Women 16-54	60.6	65.4	126.0
Women 18+	103.9	106.4	210.3
Women 18-24	10.6	10.9	21.5
Women 25+	93.3	95.5	188.8
Women 25-39	21.2	25.0	46.2
Women 25-54	47.0	51.3	98.3
Women 40+	72.1	70.5	142.6
Women 40-54	25.8	26.3	52.1
Women 55+	46.3	44.2	90.5
Grocery Buyers	107.9	115.6	223.5
Grocery Buyers Working	48.9	54.3	103.2
Grocery Buyers Not Working	59.0	61.3	120.3
Grocery Buyers Under 40	24.7	29.5	54.2
Grocery Buyers 40+	83.2	86.1	169.3
Grocery Buyer No Kids	79.4	83.4	162.8
Grocery Buyer Kids	28.5	32.2	60.7
Grocery Buyers Children 0-12	22.8	24.2	47.0
Grocery Buyers Children 0-17	28.5	32.2	60.7
Grocery Buyers Children 5-12	18.5	17.4	35.9
Grocery Buyers Children 5-17	24.7	26.5	51.2

UNIVERSE ESTIMATES - 2018

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	28.9	34.6	63.5
2 Person Households	42.7	42.0	84.7
3 Person Households	14.9	16.0	30.9
4 Person Households	11.1	13.8	24.9
5+ Person Households	10.3	9.2	19.5
FTA Only Households	89.1	92.4	181.5
STV Subscription Households*	18.8	23.2	42.0
People in FTA Only Households	205.0	203.5	408.5
People in STV Households*	50.1	65.4	115.5
1 TV Households	42.2	44.5	86.7
2 TVs Households	37.2	38.8	76.0
3+ TVs Households	28.5	32.3	60.8

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2018

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	560.2
Total Households	227.6
Children 0-4	39.1
Children 5-12	62.2
Children 13-17	33.9
People 16+	437.9
People 16-39	171.6
People 16-54	286.8
People 25+	382.7
People 25-54	231.6
People 40+	266.3
Men 16+	224.1
Men 16-24	28.9
Men 16-39	89.0
Men 16-54	148.4
Men 18+	217.5
Men 18-24	22.3
Men 25+	195.2
Men 25-39	60.1
Men 25-54	119.5
Men 40+	135.1
Men 40-54	59.4
Men 55+	75.7

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	213.8
Women 16-24	26.3
Women 16-39	82.6
Women 16-54	138.4
Women 18+	207.5
Women 18-24	20.0
Women 25+	187.5
Women 25-39	56.3
Women 25-54	112.1
Women 40+	131.2
Women 40-54	55.8
Women 55+	75.4
Grocery Buyers	227.6
Grocery Buyers Working	122.4
Grocery Buyers Not Working	105.2
Grocery Buyers Under 40	77.8
Grocery Buyers 40+	149.8
Grocery Buyer No Kids	160.3
Grocery Buyer Kids	67.3
Grocery Buyers Children 0-12	52.8
Grocery Buyers Children 0-17	67.3
Grocery Buyers Children 5-12	40.9
Grocery Buyers Children 5-17	55.9

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	43.3
2 Person Households	107.6
3 Person Households	27.6
4 Person Households	35.7
5+ Person Households	13.4
FTA Only Households	173.8
STV Subscription Households*	53.8
People in FTA Only Households	415.4
People in STV Households*	144.8
1 TV Households	103.2
2 TVs Households	77.1
3+ TVs Households	47.3

* STV estimates as at start of Q1