

UNIVERSE ESTIMATES – 2019

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND (AM-A)	791.0	1,866.1	812
CAIRNS	114.3	262.2	120
TOWNSVILLE	97.7	240.0	105
MACKAY	78.3	192.0	105
ROCKHAMPTON	97.5	237.9	105
MARYBOROUGH	283.7	643.6	257
TOOWOOMBA	119.4	290.5	120
Total NNSW (AM-B)	904.9	2,201.2	700
NORTHERN RIVERS	437.1	1027.3	339
TAMWORTH/TAREE	146.8	358.7	120
NEWCASTLE	320.9	815.2	241
Total SNSW (AM-C)	613.4	1,505.9	570
CANBERRA	216.4	544.4	185
ORANGE DUBBO WAGGA	175.9	422.4	177
WOLLONGONG	221.2	539.2	208
Total VICTORIA (AM-D)	522.8	1,202.1	651
ALBURY	85.7	192.6	102
SHEPPARTON	77.7	176.2	104
BENDIGO	106.1	238.6	132
BALLARAT	151.5	356.3	190
GIPPSLAND	101.8	238.4	123
Total TASMANIA	223.8	525.2	285
LAUNCESTON	107.7	255.2	142
HOBART	116.2	270.1	143
REGIONAL WA	233.8	558.6	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	1,866.1	2,201.2	1,505.9	1,202.1	525.2	7,300.7	558.6	7,859.3
Total Households	791.0	904.9	613.4	522.8	223.8	3,056.0	233.8	3,289.7
Children 0-4	113.3	127.0	92.4	70.7	29.6	433.0	38.5	471.5
Children 5-12	200.8	221.7	153.4	120.2	51.1	747.2	62.1	809.3
Children 13-17	120.4	134.6	92.2	74.3	31.1	452.6	35.1	487.6
People 16+	1,478.4	1,771.4	1,204.8	966.3	425.9	5,846.7	436.1	6,282.8
People 16-39	542.3	636.2	465.2	326.5	149.8	2,120.0	165.9	2,285.8
People 16-54	904.2	1,049.1	747.9	547.4	248.5	3,497.1	280.4	3,777.5
People 25+	1,276.6	1,532.0	1,031.7	840.2	368.8	5,049.2	383.2	5,432.4
People 25-54	702.4	809.6	574.8	421.3	191.4	2,699.6	227.5	2,927.0
People 40+	936.1	1,135.2	739.6	639.8	276.1	3,726.8	270.2	3,997.0
Men 16+	729.6	859.1	592.2	476.0	208.6	2,865.4	222.0	3,087.5
Men 16-24	104.3	121.6	88.2	65.5	29.9	409.4	27.3	436.7
Men 16-39	271.9	315.6	233.5	164.9	75.6	1,061.5	85.2	1,146.7
Men 16-54	448.8	515.1	372.8	272.6	123.5	1,732.8	144.2	1,877.0
Men 18+	705.4	831.5	573.6	460.6	202.0	2,773.0	215.2	2,988.3
Men 18-24	80.1	94.0	69.6	50.1	23.3	317.0	20.5	337.5
Men 25+	625.3	737.5	504.1	410.5	178.7	2,456.0	194.8	2,650.8
Men 25-39	167.6	194.0	145.3	99.4	45.7	652.1	57.9	710.0
Men 25-54	344.5	393.6	284.7	207.1	93.6	1,323.4	116.9	1,440.3
Men 40+	457.7	543.5	358.7	311.1	133.0	1,804.0	136.9	1,940.8
Men 40-54	176.9	199.5	139.3	107.7	47.9	671.3	59.0	730.3
Men 55+	280.8	343.9	219.4	203.4	85.1	1,132.7	77.9	1,210.5

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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
Women 16+	748.8	912.3	612.5	490.3	217.3	2,981.3	214.1	3,195.3
Women 16-24	97.5	117.9	84.9	60.6	27.3	388.1	25.6	413.8
Women 16-39	270.4	320.6	231.7	161.6	74.3	1,058.5	80.7	1,139.2
Women 16-54	455.4	533.9	375.1	274.8	125.0	1,764.3	136.2	1,900.5
Women 18+	726.2	886.5	594.3	476.3	211.5	2,894.9	207.7	3,102.5
Women 18-24	74.9	92.1	66.7	46.6	21.5	301.7	19.2	321.0
Women 25+	651.3	794.5	527.6	429.7	190.1	2,593.2	188.4	2,781.6
Women 25-39	172.9	202.7	146.7	101.0	47.0	670.4	55.1	725.4
Women 25-54	357.9	416.1	290.1	214.3	97.8	1,376.2	110.6	1,486.8
Women 40+	478.4	591.7	380.9	328.7	143.1	1,922.8	133.4	2,056.2
Women 40-54	185.0	213.4	143.4	113.2	50.8	705.8	55.5	761.4
Women 55+	293.4	378.4	237.5	215.5	92.3	1,217.0	77.8	1,294.8
Grocery Buyers	791.0	904.9	613.4	522.8	223.8	3,056.0	233.8	3,289.7
Grocery Buyers Working	430.1	450.8	334.1	289.0	107.4	1,611.4	134.3	1,745.7
Grocery Buyers Not Working	360.9	454.0	279.3	233.8	116.5	1,444.6	99.4	1,544.0
Grocery Buyers Under 40	224.9	228.5	170.6	128.3	55.4	807.8	77.6	885.4
Grocery Buyers 40+	566.1	676.4	442.8	394.5	168.4	2,248.2	156.1	2,404.3
Grocery Buyer No Kids	572.5	667.0	437.9	393.5	166.3	2,237.2	164.4	2,401.5
Grocery Buyer Kids	218.5	237.9	175.6	129.3	57.6	818.8	69.4	888.2
Grocery Buyers Children 0-12	172.7	183.8	137.9	99.0	44.2	637.6	53.1	690.7
Grocery Buyers Children 0-17	218.5	237.9	175.6	129.3	57.6	818.8	69.4	888.2
Grocery Buyers Children 5-12	129.1	143.1	101.6	76.0	33.6	483.5	36.5	519.9
Grocery Buyers Children 5-17	177.1	200.3	140.3	106.7	48.0	672.4	52.8	725.2

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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	220.9	230.4	157.5	140.5	65.0	814.4	49.7	864.1
2 Person Households	300.2	360.2	225.8	217.3	85.4	1,188.7	109.4	1,298.1
3 Person Households	121.4	125.9	95.7	79.5	29.8	452.4	28.9	481.3
4 Person Households	92.8	108.2	83.5	53.1	25.6	363.1	30.9	394.0
5+ Person Households	55.7	80.2	51.0	32.4	18.1	237.4	14.9	252.2
FTA Only Households	610.1	642.4	450.8	402.2	177.6	2,283.0	182.9	2,465.9
STV Subscription Households*	180.9	262.5	162.6	120.6	46.3	772.9	50.9	823.8
People in FTA Only Households	1,383.2	1,488.3	1,060.4	885.7	405.5	5,223.1	424.6	5,647.7
People in STV Households*	482.9	713.0	445.5	316.4	119.7	2,077.6	134.0	2,211.5
1 TV Households	367.7	359.4	261.5	199.8	93.7	1,282.1	105.2	1,387.3
2 TVs Households	254.7	318.9	209.0	183.9	74.3	1,040.8	79.5	1,120.4
3+ TVs Households	168.6	226.5	142.9	139.1	55.9	733.1	49.0	782.1

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2019

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	262.2	240.0	192.0	237.9	643.6	290.5	1,866.1
Total Households	114.3	97.7	78.3	97.5	283.7	119.4	791.0
Children 0-4	16.3	15.7	13.1	16.7	33.2	18.4	113.3
Children 5-12	28.5	25.6	21.8	28.1	64.4	32.4	200.8
Children 13-17	16.3	16.3	12.2	16.1	39.9	19.6	120.4
People 16+	207.3	189.0	149.6	183.1	521.5	227.9	1,478.4
People 16-39	78.2	82.1	60.7	74.3	162.6	84.4	542.3
People 16-54	131.8	127.4	100.2	121.1	286.1	137.6	904.2
People 25+	180.0	156.3	129.9	156.7	458.6	195.1	1,276.6
People 25-54	104.5	94.7	80.5	94.7	223.1	104.9	702.4
People 40+	129.1	106.9	88.9	108.9	358.9	143.5	936.1
Men 16+	102.4	94.1	76.9	92.7	252.1	111.5	729.6
Men 16-24	13.9	17.2	10.1	13.8	32.3	17.0	104.3
Men 16-39	38.6	41.8	30.8	37.8	80.4	42.5	271.9
Men 16-54	64.6	64.0	51.3	61.5	139.3	68.2	448.8
Men 18+	99.2	90.7	74.5	89.5	244.1	107.5	705.4
Men 18-24	10.7	13.8	7.7	10.6	24.3	13.0	80.1
Men 25+	88.5	76.9	66.8	78.9	219.7	94.5	625.3
Men 25-39	24.7	24.6	20.8	24.0	48.1	25.6	167.6
Men 25-54	50.7	46.7	41.2	47.7	107.0	51.2	344.5
Men 40+	63.8	52.3	46.0	54.9	171.7	69.0	457.7
Men 40-54	26.0	22.2	20.5	23.7	58.9	25.7	176.9
Men 55+	37.8	30.1	25.5	31.3	112.8	43.3	280.8

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	104.9	94.9	72.7	90.4	269.5	116.4	748.8
Women 16-24	13.4	15.4	9.6	12.6	30.7	15.8	97.5
Women 16-39	39.6	40.3	29.9	36.5	82.3	41.9	270.4
Women 16-54	67.2	63.4	48.9	59.7	146.8	69.5	455.4
Women 18+	101.9	91.7	70.5	87.4	262.1	112.6	726.2
Women 18-24	10.4	12.2	7.4	9.6	23.3	12.0	74.9
Women 25+	91.5	79.4	63.2	77.8	238.8	100.6	651.3
Women 25-39	26.2	24.9	20.3	23.9	51.6	26.1	172.9
Women 25-54	53.8	48.0	39.3	47.1	116.1	53.7	357.9
Women 40+	65.3	54.6	42.9	54.0	187.2	74.5	478.4
Women 40-54	27.6	23.1	19.0	23.2	64.5	27.6	185.0
Women 55+	37.7	31.5	23.9	30.7	122.7	46.9	293.4
Grocery Buyers	114.3	97.7	78.3	97.5	283.7	119.4	791.0
Grocery Buyers Working	64.4	57.4	53.8	50.5	136.7	67.3	430.1
Grocery Buyers Not Working	49.9	40.3	24.6	47.0	147.0	52.2	360.9
Grocery Buyers Under 40	33.0	34.3	27.1	31.4	64.0	35.2	224.9
Grocery Buyers 40+	81.3	63.4	51.2	66.1	219.7	84.3	566.1
Grocery Buyer No Kids	83.6	69.5	54.8	65.4	214.7	84.6	572.5
Grocery Buyer Kids	30.7	28.3	23.5	32.1	69.1	34.8	218.5
Grocery Buyers Children 0-12	23.8	23.3	19.2	25.2	54.3	27.0	172.7
Grocery Buyers Children 0-17	30.7	28.3	23.5	32.1	69.1	34.8	218.5
Grocery Buyers Children 5-12	15.1	18.1	15.7	18.0	41.0	21.2	129.1
Grocery Buyers Children 5-17	22.4	23.1	20.2	25.0	56.8	29.6	177.1

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
1 Person Households	34.9	26.9	20.3	26.3	77.4	35.2	220.9
2 Person Households	42.4	34.7	28.6	34.7	118.0	41.8	300.2
3 Person Households	17.0	15.1	12.3	15.0	43.3	18.7	121.4
4 Person Households	13.3	12.1	11.1	13.1	31.7	11.5	92.8
5+ Person Households	6.6	9.1	6.0	8.4	13.3	12.3	55.7
FTA Only Households	89.2	74.0	59.1	74.6	220.2	92.9	610.1
STV Subscription Households*	25.1	23.7	19.2	22.9	63.6	26.5	180.9
People in FTA Only Households	196.2	173.9	139.7	173.7	485.9	213.8	1,383.2
People in STV Households*	65.9	66.1	52.4	64.2	157.7	76.7	482.9
1 TV Households	61.8	43.5	39.8	45.0	122.4	55.3	367.7
2 TVs Households	34.0	35.2	19.8	28.3	96.9	40.5	254.7
3+ TVs Households	18.5	19.1	18.8	24.2	64.5	23.6	168.6

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2019

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	1,027.3	358.7	815.2	2,201.2
Total Households	437.1	146.8	320.9	904.9
Children 0-4	57.5	19.5	50.0	127.0
Children 5-12	100.3	36.6	84.7	221.7
Children 13-17	62.1	22.7	49.9	134.6
People 16+	832.2	289.1	650.1	1,771.4
People 16-39	298.8	90.5	246.8	636.2
People 16-54	497.7	152.9	398.5	1,049.1
People 25+	721.4	253.0	557.6	1,532.0
People 25-54	386.9	116.8	306.0	809.6
People 40+	533.4	198.5	403.3	1,135.2
Men 16+	401.7	140.2	317.2	859.1
Men 16-24	55.8	18.5	47.3	121.6
Men 16-39	147.1	44.8	123.8	315.6
Men 16-54	242.2	74.8	198.1	515.1
Men 18+	388.9	135.4	307.2	831.5
Men 18-24	43.0	13.7	37.3	94.0
Men 25+	345.8	121.7	269.9	737.5
Men 25-39	91.3	26.3	76.5	194.0
Men 25-54	186.3	56.4	150.9	393.6
Men 40+	254.6	95.5	193.4	543.5
Men 40-54	95.1	30.1	74.4	199.5
Men 55+	159.5	65.4	119.1	343.9



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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	430.6	148.9	332.9	912.3
Women 16-24	55.0	17.6	45.2	117.9
Women 16-39	151.7	45.8	123.1	320.6
Women 16-54	255.6	78.0	200.4	533.9
Women 18+	418.6	144.5	323.5	886.5
Women 18-24	43.0	13.2	35.8	92.1
Women 25+	375.6	131.3	287.7	794.5
Women 25-39	96.7	28.2	77.8	202.7
Women 25-54	200.5	60.4	155.1	416.1
Women 40+	278.8	103.1	209.8	591.7
Women 40-54	103.8	32.2	77.3	213.4
Women 55+	175.0	70.8	132.5	378.4
Grocery Buyers	437.1	146.8	320.9	904.9
Grocery Buyers Working	223.8	64.7	162.3	450.8
Grocery Buyers Not Working	213.3	82.1	158.6	454.0
Grocery Buyers Under 40	112.6	30.9	85.1	228.5
Grocery Buyers 40+	324.5	115.9	235.9	676.4
Grocery Buyer No Kids	330.4	111.0	225.5	667.0
Grocery Buyer Kids	106.7	35.8	95.4	237.9
Grocery Buyers Children 0-12	81.8	27.6	74.4	183.8
Grocery Buyers Children 0-17	106.7	35.8	95.4	237.9
Grocery Buyers Children 5-12	62.5	21.3	59.3	143.1
Grocery Buyers Children 5-17	88.8	29.7	81.8	200.3

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
1 Person Households	115.6	37.7	77.2	230.4
2 Person Households	176.4	62.8	120.9	360.2
3 Person Households	61.8	16.9	47.1	125.9
4 Person Households	55.3	11.8	41.1	108.2
5+ Person Households	28.0	17.6	34.6	80.2
FTA Only Households	315.8	105.9	220.6	642.4
STV Subscription Households*	121.3	40.9	100.3	262.5
People in FTA Only Households	711.7	246.1	530.5	1,488.3
People in STV Households*	315.6	112.6	284.8	713.0
1 TV Households	189.3	57.1	113.0	359.4
2 TVs Households	143.3	55.5	120.1	318.9
3+ TVs Households	104.5	34.2	87.8	226.5

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2019

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	544.4	422.4	539.2	1,505.9
Total Households	216.4	175.9	221.2	613.4
Children 0-4	36.0	27.3	29.1	92.4
Children 5-12	55.2	46.2	52.0	153.4
Children 13-17	32.3	27.7	32.2	92.2
People 16+	433.9	332.0	438.9	1,204.8
People 16-39	192.3	122.1	150.8	465.2
People 16-54	300.4	198.3	249.2	747.9
People 25+	367.0	285.2	379.5	1,031.7
People 25-54	233.6	151.5	189.8	574.8
People 40+	241.6	209.9	288.1	739.6
Men 16+	213.8	163.9	214.6	592.2
Men 16-24	33.7	23.8	30.6	88.2
Men 16-39	96.1	61.3	76.2	233.5
Men 16-54	149.9	98.9	124.1	372.8
Men 18+	207.2	158.5	208.0	573.6
Men 18-24	27.1	18.4	24.0	69.6
Men 25+	180.1	140.0	184.0	504.1
Men 25-39	62.4	37.5	45.5	145.3
Men 25-54	116.2	75.1	93.5	284.7
Men 40+	117.7	102.6	138.4	358.7
Men 40-54	53.8	37.6	47.9	139.3
Men 55+	63.9	65.0	90.5	219.4

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SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	220.1	168.2	224.3	612.5
Women 16-24	33.2	23.0	28.8	84.9
Women 16-39	96.2	60.8	74.6	231.7
Women 16-54	150.6	99.4	125.1	375.1
Women 18+	213.7	162.8	217.9	594.3
Women 18-24	26.8	17.6	22.4	66.7
Women 25+	187.0	145.2	195.5	527.6
Women 25-39	63.1	37.8	45.8	146.7
Women 25-54	117.4	76.4	96.3	290.1
Women 40+	123.9	107.3	149.7	380.9
Women 40-54	54.3	38.6	50.5	143.4
Women 55+	69.6	68.7	99.2	237.5
Grocery Buyers	216.4	175.9	221.2	613.4
Grocery Buyers Working	135.2	87.9	111.1	334.1
Grocery Buyers Not Working	81.2	88.0	110.1	279.3
Grocery Buyers Under 40	74.5	46.4	49.7	170.6
Grocery Buyers 40+	141.8	129.5	171.5	442.8
Grocery Buyer No Kids	150.7	124.2	163.0	437.9
Grocery Buyer Kids	65.7	51.7	58.2	175.6
Grocery Buyers Children 0-12	52.5	40.0	45.4	137.9
Grocery Buyers Children 0-17	65.7	51.7	58.2	175.6
Grocery Buyers Children 5-12	39.0	28.9	33.8	101.6
Grocery Buyers Children 5-17	52.4	41.2	46.8	140.3

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SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
1 Person Households	53.8	48.7	55.0	157.5
2 Person Households	75.1	67.4	83.2	225.8
3 Person Households	34.7	23.5	37.5	95.7
4 Person Households	34.5	20.2	28.8	83.5
5+ Person Households	18.3	16.1	16.6	51.0
FTA Only Households	162.6	127.7	160.5	450.8
STV Subscription Households*	53.8	48.2	60.7	162.6
People in FTA Only Households	395.4	290.0	375.1	1,060.4
People in STV Households*	149.0	132.5	164.1	445.5
1 TV Households	98.6	73.2	89.7	261.5
2 TVs Households	72.1	60.4	76.5	209.0
3+ TVs Households	45.6	42.3	55.0	142.9

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2019

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	192.6	176.2	238.6	356.3	238.4	1,202.1
Total Households	85.7	77.7	106.1	151.5	101.8	522.8
Children 0-4	11.7	10.0	13.9	20.8	14.3	70.7
Children 5-12	19.9	17.5	23.7	35.9	23.3	120.2
Children 13-17	12.3	10.8	14.7	22.3	14.2	74.3
People 16+	153.5	142.1	192.3	286.2	192.3	966.3
People 16-39	52.6	46.1	66.1	97.9	63.8	326.5
People 16-54	88.1	77.7	109.9	165.3	106.4	547.4
People 25+	133.2	124.6	166.2	248.0	168.3	840.2
People 25-54	67.8	60.2	83.8	127.1	82.4	421.3
People 40+	101.0	96.0	126.2	188.2	128.4	639.8
Men 16+	75.3	70.8	94.8	140.6	94.6	476.0
Men 16-24	10.6	9.2	13.5	19.8	12.4	65.5
Men 16-39	26.5	23.4	33.3	49.7	32.1	164.9
Men 16-54	43.7	38.9	54.9	82.4	52.7	272.6
Men 18+	72.9	68.6	91.6	136.0	91.6	460.6
Men 18-24	8.2	7.0	10.3	15.2	9.4	50.1
Men 25+	64.7	61.6	81.3	120.8	82.1	410.5
Men 25-39	15.9	14.2	19.8	29.8	19.6	99.4
Men 25-54	33.1	29.7	41.3	62.6	40.3	207.1
Men 40+	48.8	47.4	61.4	91.0	62.5	311.1
Men 40-54	17.3	15.5	21.5	32.8	20.6	107.7
Men 55+	31.5	31.9	39.9	58.2	41.9	203.4

UNIVERSE ESTIMATES - 2019

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	78.3	71.3	97.5	145.5	97.7	490.3
Women 16-24	9.7	8.3	12.6	18.4	11.6	60.6
Women 16-39	26.1	22.7	32.8	48.3	31.8	161.6
Women 16-54	44.4	38.8	55.0	82.8	53.7	274.8
Women 18+	75.9	69.3	94.7	141.3	95.1	476.3
Women 18-24	7.3	6.3	9.8	14.2	9.0	46.6
Women 25+	68.6	63.0	84.9	127.2	86.1	429.7
Women 25-39	16.4	14.3	20.2	29.9	20.2	101.0
Women 25-54	34.7	30.5	42.5	64.5	42.2	214.3
Women 40+	52.2	48.6	64.7	97.3	65.9	328.7
Women 40-54	18.3	16.2	22.3	34.6	22.0	113.2
Women 55+	33.9	32.5	42.5	62.7	44.0	215.5
Grocery Buyers	85.7	77.7	106.1	151.5	101.8	522.8
Grocery Buyers Working	49.3	48.9	55.2	83.6	52.1	289.0
Grocery Buyers Not Working	36.5	28.8	50.9	67.8	49.8	233.8
Grocery Buyers Under 40	22.8	18.2	27.7	36.7	23.0	128.3
Grocery Buyers 40+	62.9	59.5	78.5	114.8	78.8	394.5
Grocery Buyer No Kids	65.5	58.5	80.3	113.4	75.8	393.5
Grocery Buyer Kids	20.2	19.2	25.8	38.1	26.0	129.3
Grocery Buyers Children 0-12	17.2	13.6	20.1	27.2	20.9	99.0
Grocery Buyers Children 0-17	20.2	19.2	25.8	38.1	26.0	129.3
Grocery Buyers Children 5-12	12.9	10.1	14.4	22.0	16.6	76.0
Grocery Buyers Children 5-17	16.0	16.1	20.1	32.9	21.7	106.7

UNIVERSE ESTIMATES - 2019

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
1 Person Households	24.1	22.5	30.1	37.3	26.5	140.5
2 Person Households	36.3	31.2	44.1	63.9	41.7	217.3
3 Person Households	11.8	12.1	15.9	24.7	15.1	79.5
4 Person Households	8.7	7.5	9.8	15.4	11.7	53.1
5+ Person Households	4.7	4.5	6.2	10.2	6.8	32.4
FTA Only Households	63.3	58.2	85.0	114.4	81.3	402.2
STV Subscription Households*	22.4	19.5	21.1	37.1	20.6	120.6
People in FTA Only Households	138.7	125.2	185.6	255.7	180.7	885.7
People in STV Households*	54.0	51.1	53.0	100.7	57.7	316.4
1 TV Households	33.1	30.0	38.2	58.6	39.9	199.8
2 TVs Households	32.0	28.3	37.0	52.0	34.7	183.9
3+ TVs Households	20.6	19.3	31.0	40.9	27.3	139.1

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2019

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	255.2	270.1	525.2
Total Households	107.7	116.2	223.8
Children 0-4	14.0	15.5	29.6
Children 5-12	24.4	26.7	51.1
Children 13-17	15.1	15.9	31.1
People 16+	207.6	218.3	425.9
People 16-39	69.8	80.0	149.8
People 16-54	117.6	130.9	248.5
People 25+	179.9	188.8	368.8
People 25-54	89.9	101.5	191.4
People 40+	137.8	138.2	276.1
Men 16+	100.4	108.2	208.6
Men 16-24	14.4	15.5	29.9
Men 16-39	34.8	40.8	75.6
Men 16-54	57.6	65.8	123.5
Men 18+	97.2	104.8	202.0
Men 18-24	11.2	12.1	23.3
Men 25+	86.1	92.7	178.7
Men 25-39	20.4	25.3	45.7
Men 25-54	43.3	50.3	93.6
Men 40+	65.6	67.4	133.0
Men 40-54	22.8	25.1	47.9
Men 55+	42.8	42.3	85.1



UNIVERSE ESTIMATES - 2019

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	107.2	110.1	217.3
Women 16-24	13.3	13.9	27.3
Women 16-39	35.0	39.3	74.3
Women 16-54	59.9	65.1	125.0
Women 18+	104.4	107.1	211.5
Women 18-24	10.5	10.9	21.5
Women 25+	93.9	96.2	190.1
Women 25-39	21.7	25.3	47.0
Women 25-54	46.6	51.2	97.8
Women 40+	72.2	70.9	143.1
Women 40-54	24.9	25.9	50.8
Women 55+	47.3	45.0	92.3
Grocery Buyers	107.7	116.2	223.8
Grocery Buyers Working	47.6	59.8	107.4
Grocery Buyers Not Working	60.1	56.4	116.5
Grocery Buyers Under 40	24.8	30.6	55.4
Grocery Buyers 40+	82.9	85.6	168.4
Grocery Buyer No Kids	78.4	87.9	166.3
Grocery Buyer Kids	29.2	28.3	57.6
Grocery Buyers Children 0-12	23.6	20.6	44.2
Grocery Buyers Children 0-17	29.2	28.3	57.6
Grocery Buyers Children 5-12	18.8	14.8	33.6
Grocery Buyers Children 5-17	24.8	23.1	48.0

UNIVERSE ESTIMATES - 2019

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
1 Person Households	29.6	35.4	65.0
2 Person Households	42.9	42.5	85.4
3 Person Households	14.3	15.5	29.8
4 Person Households	11.4	14.2	25.6
5+ Person Households	9.5	8.6	18.1
FTA Only Households	85.5	92.1	177.6
STV Subscription Households*	22.2	24.1	46.3
People in FTA Only Households	195.6	209.9	405.5
People in STV Households*	59.6	60.2	119.7
1 TV Households	45.2	48.5	93.7
2 TVs Households	33.6	40.7	74.3
3+ TVs Households	28.9	27.0	55.9

* STV estimates as at start of Q1



UNIVERSE ESTIMATES - 2019

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REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	558.6
Total Households	233.8
Children 0-4	38.5
Children 5-12	62.1
Children 13-17	35.1
People 16+	436.1
People 16-39	165.9
People 16-54	280.4
People 25+	383.2
People 25-54	227.5
People 40+	270.2
Men 16+	222.0
Men 16-24	27.3
Men 16-39	85.2
Men 16-54	144.2
Men 18+	215.2
Men 18-24	20.5
Men 25+	194.8
Men 25-39	57.9
Men 25-54	116.9
Men 40+	136.9
Men 40-54	59.0
Men 55+	77.9

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	214.1
Women 16-24	25.6
Women 16-39	80.7
Women 16-54	136.2
Women 18+	207.7
Women 18-24	19.2
Women 25+	188.4
Women 25-39	55.1
Women 25-54	110.6
Women 40+	133.4
Women 40-54	55.5
Women 55+	77.8
Grocery Buyers	233.8
Grocery Buyers Working	134.3
Grocery Buyers Not Working	99.4
Grocery Buyers Under 40	77.6
Grocery Buyers 40+	156.1
Grocery Buyer No Kids	164.4
Grocery Buyer Kids	69.4
Grocery Buyers Children 0-12	53.1
Grocery Buyers Children 0-17	69.4
Grocery Buyers Children 5-12	36.5
Grocery Buyers Children 5-17	52.8

REGIONAL WA	
000'S	Total REGIONAL WA
1 Person Households	49.7
2 Person Households	109.4
3 Person Households	28.9
4 Person Households	30.9
5+ Person Households	14.9
FTA Only Households	182.9
STV Subscription Households*	50.9
People in FTA Only Households	424.6
People in STV Households*	134.0
1 TV Households	105.2
2 TVs Households	79.5
3+ TVs Households	49.0

* STV estimates as at start of Q1