

TPSS REPORTING

AGGREGATE MARKETS – 138 DEMOGRAPHICS

1	Households	16	People 16-24	31	People 35-64
2	Total Individuals	17	People 16-39	32	People 40-54
3	People 5+	18	People 16-54	33	People 40-64
4	People 13+	19	People 18-24	34*	People 50-64
5	People 5-17	20	People 18-29	35*	People 55-64
6	People 0-17	21	People 18-49	36	People 30+
7	People 0-24	22	People 18-54	37	People 40+
8	People 0-39	23*	People 25-34	38	People 55+
9	People 0-54	24	People 25-39	39*	People 65+
10*	People 10-15	25	People 25-44	40	Children 0-12
11	People 16+	26	People 25-54	41*	Children 2-9
12	People 18+	27*	People 30-39	42	Children 5-12
13	People 18-39	28	People 30-49	43*	Teens 10-17
14	People 25+	29	People 35-54	44	Teens 13-17
15	People 13-24	30	People 25-49		

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

TPSS REPORTING

AGGREGATE MARKETS – 138 DEMOGRAPHICS

45*	Men 0-15	61	Men 25-54	77	Women 16-54
46	Men 18+	62*	Men 30-49	78*	Women 18-29
47	Men 25+	63*	Men 35-54	79*	Women 18-34
48	Men 40+	64*	Men 40-54	80	Women 18-39
49*	Men 13-24	65*	Men 40-64	81	Women 18-49
50	Men 16-24	66*	Men 50-64	82	Women 18-54
51	Men 16-39	67	Men 55+	83	Women 25-39
52	Men 16-54	68	Women 16+	84*	Women 25-44
53	Men 16+	69	Women 18+	85	Women 25-54
54*	Men 18-29	70	Women 25+	86*	Women 30-49
55*	Men 18-34	71	Women 40+	87*	Women 25-54 + Child 0-17
56	Men 18-39	72*	Women 0-15	88*	Women 35-54
57	Men 18-49	73*	Women 13-24	89	Women 40-54
58	Men 18-54	74*	Women 13-29	90*	Women 40-64
59	Men 25-39	75	Women 16-24	91	Women 50-64
60*	Men 25-44	76	Women 16-39	92	Women 55+

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

TPSS REPORTING

AGGREGATE MARKETS – 138 DEMOGRAPHICS

93	Grocery Buyer	107	GB + Child 5-17
94	GB 40+	108*	Female GB 25-49
95	GB 18-54	109	GB Female
96	GB 25-54	110	TGS 13+
97*	GB 40-54	111	GS 18+
98*	GB 55+	112*	GS Female 25-49
99	GB 18-39	113	GS with Child 0-17
100	GB Working	114	GS with 0 Child
101	GB Non Working	115*	GS with 1-2 Child
102	GB + 0 Child	116	GS with Child 5-12
103	GB + Child 0-17	117	GS Not Working
104*	GB + 1-2 Child 0-17	118	GS Working
105*	GB + Child 0-12	119	TGS 13-39
106	GB + Child 5-12	120	GS 40+

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

Note: TGS = Total Grocery Shopper 13+ age groups / GS = Grocery Shopper 18+ age groups.

TPSS REPORTING

AGGREGATE MARKETS – 138 DEMOGRAPHICS

121	GS with Child 5-17	135*	Occupation Group 2
122*	GS 40-54	136*	Occupation Group 2 16-39
123*	GS 55+	137*	Occupation Groups 2,3 & 4
124	TGS 13-54	138*	Occupation Groups 2,3 & 4 16-39
125	GS Female		
126	GS 25-54		
127*	GS with Child 0-12		
128	Occupation Group 1		
129*	Occupation Group 1 25-54		
130*	Occupation Group 1 35+		
131*	Occupation Group 1 40+		
132	Occupation Groups 1 & 2		
133*	Occupation Group 2		
134	Occupation Groups 1 & 2		

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

Note: TGS = Total Grocery Shopper 13+ age groups / GS = Grocery Shopper 18+ age groups.

TPSS REPORTING

SUB MARKETS – 23 DEMOGRAPHICS

REGIONAL WA – 26 DEMOGRAPHICS

1	Total Individuals	14	Women 16-39
2	Total Households	15	People 16-39
3	Grocery Buyers	16	Men 25-54
4	Men 16+	17	Women 25-54
5	Women 16+	18	People 25-54
6	People 16+	19	Men 16-54
7	Men 25+	20	Women 16-54
8	Women 25+	21	People 16-54
9	People 25+	22	Total Grocery Shopper 13+
10	Men 40+	23	Grocery Shopper 18+
11	Women 40+	24*	<i>Men 55+</i>
12	People 40+	25*	<i>Women 55+</i>
13	Men 16-39	26*	<i>People 55+</i>

**only in Regional WA*

Note: Sub market TPSS demographics data is supplied as a 4 weekly ¼ hour average file by Survey Period. Sub market ¼ hour TPSS data is not supplied for Weeks 1 and 2 of the year, as well as the Easter period. TPSS demographics marked with * are only available within the Regional WA market.