

UNIVERSE ESTIMATES – 2020

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND (AM-A)	809.2	1,880.4	812
CAIRNS	116.2	262.4	120
TOWNSVILLE	99.3	239.8	105
MACKAY	79.5	191.7	105
ROCKHAMPTON	99.0	237.5	105
MARYBOROUGH	291.4	653.0	257
TOOWOOMBA	123.8	296.0	120
Total NNSW (AM-B)	921.3	2,218.4	700
NORTHERN RIVERS	446.5	1041.1	339
TAMWORTH/TAREE	147.9	357.1	120
NEWCASTLE	326.9	820.2	241
Total SNSW (AM-C)	624.2	1,520.8	570
CANBERRA	222.3	558.4	185
ORANGE DUBBO WAGGA	177.6	420.8	177
WOLLONGONG	224.2	541.6	208
Total VICTORIA (AM-D)	532.9	1,209.6	651
ALBURY	88.4	196.0	102
SHEPPARTON	78.3	175.4	104
BENDIGO	108.1	239.8	132
BALLARAT	154.1	357.7	190
GIPPSLAND	104.0	240.7	123
Total TASMANIA	223.7	529.8	285
LAUNCESTON	106.4	254.6	142
HOBART	117.2	275.2	143
REGIONAL WA	234.0	559.0	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	1,880.4	2,218.4	1,520.8	1,209.6	529.8	7,358.9	559.0	7,917.9
Total Households	809.2	921.3	624.2	532.9	223.7	3,111.2	234.0	3,345.1
Children 0-4	113.7	129.9	95.4	69.7	29.2	437.8	37.7	475.4
Children 5-12	201.3	223.9	155.6	121.9	51.2	754.0	62.5	816.5
Children 13-17	123.5	135.4	92.5	73.5	31.7	456.6	35.6	492.2
People 16+	1,489.7	1,782.1	1,213.6	973.2	430.2	5,888.8	436.6	6,325.4
People 16-39	543.6	639.7	470.4	326.0	151.9	2,131.6	162.9	2,294.5
People 16-54	901.5	1,049.4	750.7	545.7	250.0	3,497.3	275.7	3,773.0
People 25+	1,289.2	1,543.6	1,039.2	848.0	373.7	5,093.7	385.0	5,478.7
People 25-54	701.0	810.9	576.3	420.5	193.5	2,702.2	224.2	2,926.3
People 40+	946.1	1,142.4	743.2	647.3	278.3	3,757.2	273.6	4,030.9
Men 16+	733.5	864.7	596.9	478.5	210.8	2,884.4	222.4	3,106.9
Men 16-24	103.0	121.2	88.9	65.3	29.5	408.0	26.8	434.8
Men 16-39	271.9	317.8	236.9	164.1	76.9	1,067.4	83.6	1,151.0
Men 16-54	446.1	516.6	375.0	271.3	124.3	1,733.3	141.8	1,875.1
Men 18+	708.9	837.5	578.3	463.7	204.3	2,792.9	215.6	3,008.5
Men 18-24	78.4	94.0	70.3	50.6	23.1	316.4	20.0	336.4
Men 25+	630.5	743.5	508.0	413.2	181.3	2,476.5	195.6	2,672.1
Men 25-39	168.9	196.5	148.0	98.8	47.3	659.5	56.8	716.3
Men 25-54	343.1	395.3	286.1	206.0	94.8	1,325.3	115.0	1,440.3
Men 40+	461.7	547.0	360.1	314.4	133.9	1,817.0	138.8	1,955.9
Men 40-54	174.3	198.8	138.1	107.2	47.5	665.9	58.2	724.1
Men 55+	287.4	348.2	221.9	207.2	86.5	1,151.2	80.6	1,231.8

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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+	756.2	917.4	616.7	494.7	219.4	3,004.4	214.2	3,218.5
Women 16-24	97.5	117.3	85.5	59.9	27.0	387.1	24.8	411.9
Women 16-39	271.8	322.0	233.5	161.8	75.1	1,064.2	79.4	1,143.5
Women 16-54	455.4	532.9	375.7	274.4	125.7	1,764.0	134.0	1,897.9
Women 18+	733.0	891.6	599.0	480.8	213.4	2,917.8	207.6	3,125.4
Women 18-24	74.3	91.6	67.8	45.9	21.0	300.5	18.2	318.7
Women 25+	658.7	800.1	531.2	434.9	192.4	2,617.3	189.4	2,806.6
Women 25-39	174.2	204.7	148.1	102.0	48.1	677.0	54.6	731.6
Women 25-54	357.9	415.6	290.2	214.6	98.7	1,376.9	109.2	1,486.0
Women 40+	484.4	595.4	383.2	332.9	144.3	1,940.2	134.8	2,075.0
Women 40-54	183.6	210.9	142.2	112.6	50.6	699.8	54.6	754.4
Women 55+	300.8	384.5	241.0	220.3	93.7	1,240.4	80.2	1,320.6
Grocery Buyers (18+)	809.2	921.3	624.2	532.9	223.7	3,111.2	234.0	3,345.1
Grocery Buyers Working	436.8	478.6	335.4	280.3	110.6	1,641.8	140.1	1,781.8
Grocery Buyers Not Working	372.4	442.7	288.7	252.6	113.0	1,469.4	93.9	1,563.3
Grocery Buyers Under 40	227.6	233.0	176.6	133.2	54.2	824.5	76.1	900.7
Grocery Buyers 40+	581.7	688.3	447.6	399.7	169.5	2,286.7	157.8	2,444.5
Grocery Buyer No Kids	590.6	680.7	449.3	405.2	168.1	2,294.0	166.6	2,460.5
Grocery Buyer Kids	218.6	240.6	174.9	127.6	55.5	817.2	67.4	884.6
Grocery Buyers Children 0-12	171.3	184.2	131.6	99.0	41.0	627.2	58.5	685.7
Grocery Buyers Children 0-17	218.6	240.6	174.9	127.6	55.5	817.2	67.4	884.6
Grocery Buyers Children 5-12	130.7	141.9	97.0	71.5	33.0	474.0	41.8	515.8
Grocery Buyers Children 5-17	179.5	199.7	142.0	101.3	48.1	670.6	51.6	722.2

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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
Total Grocery Shoppers 13+ (TGS)	1,066.0	1,250.5	862.3	688.1	300.5	4,167.4	311.8	4,479.1
Total Grocery Shoppers (TGS) Under 40	342.3	375.1	291.3	192.4	87.8	1,288.9	109.9	1,398.9
Total Grocery Shoppers (TGS) Under 55	614.4	681.8	502.3	361.7	162.3	2,322.5	194.5	2,517.0
Total Grocery Shoppers (TGS) 40+	723.8	875.4	571.0	495.7	212.7	2,878.5	201.8	3,080.3
Total Grocery Shoppers (TGS) No Kids	793.8	925.0	632.7	524.4	222.0	3,097.9	228.7	3,326.6
Total Grocery Shoppers (TGS) With Kids	272.3	325.5	229.6	163.6	78.5	1,069.5	83.0	1,152.5
1 Person Households	227.8	238.3	161.0	145.3	64.6	837.0	50.8	887.8
2 Person Households	310.3	367.5	232.8	221.8	84.9	1,217.3	108.9	1,326.1
3 Person Households	124.3	124.8	97.4	78.5	30.9	455.9	27.8	483.7
4 Person Households	91.4	109.5	83.5	56.4	26.0	366.8	31.0	397.7
5+ Person Households	55.4	81.2	49.5	30.9	17.3	234.2	15.6	249.8
FTA Only Households	639.5	675.8	469.4	411.1	179.5	2,375.2	180.8	2,556.0
STV Subscription Households*	169.8	245.5	154.8	121.7	44.2	736.0	53.2	789.2
People in FTA Only Households	1,429.3	1,569.7	1,107.1	902.5	411.7	5,420.2	416.0	5,836.2
People in STV Households*	451.1	648.6	413.7	307.1	118.1	1,938.7	143.1	2,081.7
1 TV Households	369.7	353.6	258.6	209.0	94.3	1,285.2	106.6	1,391.7
2 TVs Households	266.9	326.5	214.4	184.6	72.1	1,064.6	78.5	1,143.1
3+ TVs Households	172.6	241.2	151.2	139.3	57.3	761.5	48.9	810.4

* STV estimates as at start of Q1

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	262.4	239.8	191.7	237.5	653.0	296.0	1,880.4
Total Households	116.2	99.3	79.5	99.0	291.4	123.8	809.2
Children 0-4	16.5	15.3	13.4	16.8	32.8	18.8	113.7
Children 5-12	28.0	25.5	21.7	28.0	65.2	33.0	201.3
Children 13-17	17.1	16.1	12.1	16.5	41.4	20.3	123.5
People 16+	207.3	189.4	149.0	182.5	529.6	231.9	1,489.7
People 16-39	77.5	81.9	60.0	73.4	164.8	86.0	543.6
People 16-54	130.3	126.6	98.5	119.1	288.2	138.8	901.5
People 25+	180.7	157.1	130.0	156.4	465.8	199.3	1,289.2
People 25-54	103.7	94.4	79.4	93.0	224.4	106.2	701.0
People 40+	129.8	107.5	89.1	109.0	364.8	145.9	946.1
Men 16+	102.6	94.2	76.1	92.1	255.6	113.0	733.5
Men 16-24	13.5	17.0	9.6	13.6	32.7	16.7	103.0
Men 16-39	38.2	41.8	30.2	37.1	81.7	43.0	271.9
Men 16-54	63.7	63.6	50.0	60.2	140.2	68.5	446.1
Men 18+	99.2	90.7	73.8	88.8	247.3	109.0	708.9
Men 18-24	10.2	13.6	7.3	10.3	24.4	12.7	78.4
Men 25+	89.1	77.2	66.5	78.5	222.9	96.3	630.5
Men 25-39	24.6	24.8	20.6	23.5	49.0	26.3	168.9
Men 25-54	50.2	46.6	40.4	46.6	107.6	51.8	343.1
Men 40+	64.4	52.4	46.0	55.0	173.9	70.0	461.7
Men 40-54	25.5	21.8	19.8	23.1	58.6	25.5	174.3
Men 55+	38.9	30.6	26.1	31.9	115.3	44.5	287.4

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	104.7	95.2	72.9	90.4	274.0	118.9	756.2
Women 16-24	13.1	15.3	9.4	12.6	31.2	15.9	97.5
Women 16-39	39.4	40.1	29.8	36.4	83.1	43.0	271.8
Women 16-54	66.6	63.1	48.5	58.9	148.0	70.4	455.4
Women 18+	101.6	92.1	70.7	87.3	266.3	115.0	733.0
Women 18-24	10.0	12.2	7.2	9.5	23.4	12.0	74.3
Women 25+	91.6	79.9	63.5	77.8	242.8	103.0	658.7
Women 25-39	26.3	24.8	20.4	23.8	51.9	27.1	174.2
Women 25-54	53.5	47.8	39.0	46.4	116.8	54.4	357.9
Women 40+	65.4	55.1	43.1	54.1	190.9	75.9	484.4
Women 40-54	27.2	22.9	18.7	22.6	64.8	27.4	183.6
Women 55+	38.2	32.2	24.4	31.5	126.1	48.5	300.8
Grocery Buyers (18+)	116.2	99.3	79.5	99.0	291.4	123.8	809.2
Grocery Buyers Working	65.3	58.7	47.4	57.2	145.1	63.1	436.8
Grocery Buyers Not Working	50.9	40.7	32.2	41.7	146.3	60.6	372.4
Grocery Buyers Under 40	33.9	34.0	27.2	32.0	66.4	34.1	227.6
Grocery Buyers 40+	82.3	65.3	52.3	67.0	225.1	89.7	581.7
Grocery Buyer No Kids	84.6	69.5	56.5	65.3	225.9	88.9	590.6
Grocery Buyer Kids	31.7	29.9	23.0	33.7	65.5	34.9	218.6
Grocery Buyers Children 0-12	21.6	22.4	20.0	27.0	51.0	29.3	171.3
Grocery Buyers Children 0-17	31.7	29.9	23.0	33.7	65.5	34.9	218.6
Grocery Buyers Children 5-12	14.7	18.9	15.6	21.0	39.5	21.0	130.7
Grocery Buyers Children 5-17	25.0	26.7	18.8	28.1	54.1	26.8	179.5

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Grocery Shoppers 13+ (TGS)	157.6	136.4	105.0	125.6	381.7	159.8	1,066.0
Total Grocery Shoppers (TGS) Under 40	55.3	54.3	39.4	44.9	98.3	50.2	342.3
Total Grocery Shoppers (TGS) Under 55	96.6	88.0	67.8	77.5	193.5	90.8	614.4
Total Grocery Shoppers (TGS) 40+	102.4	82.1	65.6	80.7	283.4	109.6	723.8
Total Grocery Shoppers (TGS) No Kids	118.2	97.5	78.0	86.8	299.0	114.4	793.8
Total Grocery Shoppers (TGS) With Kids	39.4	38.9	27.0	38.8	82.7	45.5	272.3
1 Person Households	35.8	27.5	20.8	26.9	80.1	36.7	227.8
2 Person Households	43.5	35.6	29.3	35.6	122.4	43.8	310.3
3 Person Households	17.5	15.5	12.6	15.3	44.0	19.5	124.3
4 Person Households	13.0	11.8	10.9	12.8	31.7	11.3	91.4
5+ Person Households	6.5	9.0	5.9	8.3	13.3	12.5	55.4
FTA Only Households	92.9	75.3	60.5	78.2	231.5	101.0	639.5
STV Subscription Households*	23.3	24.1	19.0	20.7	59.9	22.7	169.8
People in FTA Only Households	203.2	174.8	134.9	180.1	503.5	232.8	1,429.3
People in STV Households*	59.2	65.0	56.8	57.4	149.5	63.2	451.1
1 TV Households	57.7	46.1	30.6	45.0	129.2	61.1	369.7
2 TVs Households	37.9	32.6	29.3	31.3	97.4	38.4	266.9
3+ TVs Households	20.7	20.6	19.6	22.7	64.8	24.2	172.6

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2020

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	1,041.1	357.1	820.2	2,218.4
Total Households	446.5	147.9	326.9	921.3
Children 0-4	58.6	19.8	51.5	129.9
Children 5-12	101.9	36.9	85.2	223.9
Children 13-17	62.7	22.2	50.5	135.4
People 16+	842.7	286.8	652.7	1,782.1
People 16-39	302.6	89.1	248.1	639.7
People 16-54	501.2	150.1	398.2	1,049.4
People 25+	731.1	252.1	560.3	1,543.6
People 25-54	389.6	115.5	305.8	810.9
People 40+	540.0	197.7	404.6	1,142.4
Men 16+	406.5	138.7	319.6	864.7
Men 16-24	56.1	17.5	47.7	121.2
Men 16-39	148.6	43.8	125.4	317.8
Men 16-54	244.1	73.3	199.1	516.6
Men 18+	393.8	134.4	309.4	837.5
Men 18-24	43.4	13.2	37.5	94.0
Men 25+	350.4	121.2	271.9	743.5
Men 25-39	92.5	26.3	77.7	196.5
Men 25-54	188.1	55.9	151.4	395.3
Men 40+	257.9	94.9	194.2	547.0
Men 40-54	95.6	29.6	73.7	198.8
Men 55+	162.4	65.3	120.5	348.2

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	436.1	148.1	333.1	917.4
Women 16-24	55.4	17.2	44.7	117.3
Women 16-39	154.1	45.3	122.7	322.0
Women 16-54	257.0	76.8	199.1	532.9
Women 18+	424.1	143.8	323.7	891.6
Women 18-24	43.4	12.9	35.3	91.6
Women 25+	380.7	130.9	288.4	800.1
Women 25-39	98.6	28.1	78.0	204.7
Women 25-54	201.6	59.6	154.4	415.6
Women 40+	282.1	102.8	210.5	595.4
Women 40-54	103.0	31.5	76.4	210.9
Women 55+	179.1	71.4	134.0	384.5
Grocery Buyers	446.5	147.9	326.9	921.3
Grocery Buyers Working	241.0	67.3	170.3	478.6
Grocery Buyers Not Working	205.5	80.6	156.6	442.7
Grocery Buyers Under 40	116.8	31.0	85.2	233.0
Grocery Buyers 40+	329.7	116.8	241.7	688.3
Grocery Buyer No Kids	335.9	108.0	236.9	680.7
Grocery Buyer Kids	110.6	39.9	90.1	240.6
Grocery Buyers Children 0-12	81.7	31.3	71.2	184.2
Grocery Buyers Children 0-17	110.6	39.9	90.1	240.6
Grocery Buyers Children 5-12	60.4	25.4	56.0	141.9
Grocery Buyers Children 5-17	90.2	34.0	75.5	199.7

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Grocery Shoppers 13+ (TGS)	600.3	201.8	448.4	1,250.5
Total Grocery Shoppers (TGS) Under 40	184.6	50.5	140.0	375.1
Total Grocery Shoppers (TGS) Under 55	333.6	97.4	250.8	681.8
Total Grocery Shoppers (TGS) 40+	415.7	151.3	308.4	875.4
Total Grocery Shoppers (TGS) No Kids	455.3	145.0	324.7	925.0
Total Grocery Shoppers (TGS) With Kids	145.0	56.8	123.7	325.5
1 Person Households	119.4	38.7	80.3	238.3
2 Person Households	181.0	63.3	123.2	367.5
3 Person Households	61.5	16.5	46.8	124.8
4 Person Households	56.2	11.8	41.5	109.5
5+ Person Households	28.4	17.6	35.2	81.2
FTA Only Households	330.0	114.2	231.6	675.8
STV Subscription Households*	116.5	33.7	95.3	245.5
People in FTA Only Households	746.9	267.4	555.5	1,569.7
People in STV Households*	294.2	89.7	264.7	648.6
1 TV Households	179.8	55.8	118.1	353.6
2 TVs Households	153.3	56.6	116.7	326.5
3+ TVs Households	113.5	35.5	92.2	241.2

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2020

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	558.4	420.8	541.6	1,520.8
Total Households	222.3	177.6	224.2	624.2
Children 0-4	36.6	28.1	30.7	95.4
Children 5-12	57.1	46.1	52.4	155.6
Children 13-17	32.9	27.2	32.4	92.5
People 16+	444.8	329.9	439.0	1,213.6
People 16-39	198.0	121.3	151.1	470.4
People 16-54	307.2	195.6	247.9	750.7
People 25+	376.0	283.9	379.3	1,039.2
People 25-54	238.4	149.7	188.2	576.3
People 40+	246.8	208.6	287.9	743.2
Men 16+	218.8	163.4	214.8	596.9
Men 16-24	34.7	23.5	30.7	88.9
Men 16-39	98.7	61.4	76.8	236.9
Men 16-54	153.0	98.2	123.8	375.0
Men 18+	212.1	158.0	208.3	578.3
Men 18-24	28.0	18.1	24.2	70.3
Men 25+	184.0	139.9	184.1	508.0
Men 25-39	64.0	37.9	46.1	148.0
Men 25-54	118.3	74.7	93.1	286.1
Men 40+	120.1	102.0	138.0	360.1
Men 40-54	54.3	36.8	47.0	138.1
Men 55+	65.8	65.2	91.0	221.9

UNIVERSE ESTIMATES - 2020

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	226.0	166.5	224.2	616.7
Women 16-24	34.0	22.5	29.0	85.5
Women 16-39	99.3	60.0	74.3	233.5
Women 16-54	154.2	97.4	124.0	375.7
Women 18+	219.8	161.3	217.9	599.0
Women 18-24	27.8	17.3	22.7	67.8
Women 25+	192.0	144.0	195.2	531.2
Women 25-39	65.3	37.5	45.3	148.1
Women 25-54	120.2	75.0	95.1	290.2
Women 40+	126.7	106.5	149.9	383.2
Women 40-54	54.9	37.5	49.8	142.2
Women 55+	71.8	69.1	100.1	241.0
Grocery Buyers	222.3	177.6	224.2	624.2
Grocery Buyers Working	133.2	95.2	107.1	335.4
Grocery Buyers Not Working	89.2	82.4	117.1	288.7
Grocery Buyers Under 40	77.2	49.3	50.1	176.6
Grocery Buyers 40+	145.2	128.3	174.1	447.6
Grocery Buyer No Kids	154.9	125.2	169.1	449.3
Grocery Buyer Kids	67.4	52.4	55.1	174.9
Grocery Buyers Children 0-12	51.4	39.4	40.9	131.6
Grocery Buyers Children 0-17	67.4	52.4	55.1	174.9
Grocery Buyers Children 5-12	36.7	29.3	31.0	97.0
Grocery Buyers Children 5-17	53.4	43.1	45.5	142.0

UNIVERSE ESTIMATES - 2020

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Grocery Shoppers 13+ (TGS)	326.1	226.7	309.5	862.3
Total Grocery Shoppers (TGS) Under 40	132.9	70.0	88.5	291.3
Total Grocery Shoppers (TGS) Under 55	216.7	125.2	160.4	502.3
Total Grocery Shoppers (TGS) 40+	193.3	156.7	221.0	571.0
Total Grocery Shoppers (TGS) No Kids	232.8	163.1	236.8	632.7
Total Grocery Shoppers (TGS) With Kids	93.3	63.5	72.7	229.6
1 Person Households	55.6	49.4	56.1	161.0
2 Person Households	78.3	69.0	85.5	232.8
3 Person Households	35.7	23.7	38.1	97.4
4 Person Households	34.9	20.0	28.7	83.5
5+ Person Households	18.0	15.6	15.9	49.5
FTA Only Households	171.0	132.4	166.0	469.4
STV Subscription Households*	51.4	45.2	58.2	154.8
People in FTA Only Households	425.4	301.8	379.8	1,107.1
People in STV Households*	133.0	119.0	161.8	413.7
1 TV Households	98.9	73.3	86.5	258.6
2 TVs Households	72.4	62.7	79.3	214.4
3+ TVs Households	51.1	41.6	58.5	151.2

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2020

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	196.0	175.4	239.8	357.7	240.7	1,209.6
Total Households	88.4	78.3	108.1	154.1	104.0	532.9
Children 0-4	11.6	10.1	13.9	20.3	13.9	69.7
Children 5-12	20.5	17.6	23.8	36.3	23.7	121.9
Children 13-17	12.2	10.8	14.4	22.0	14.1	73.5
People 16+	156.5	141.2	193.5	287.7	194.5	973.2
People 16-39	52.9	45.3	66.2	97.7	63.9	326.0
People 16-54	88.7	76.2	109.8	164.5	106.5	545.7
People 25+	136.1	124.0	167.6	249.6	170.8	848.0
People 25-54	68.4	59.0	83.9	126.4	82.8	420.5
People 40+	103.6	95.9	127.3	190.0	130.5	647.3
Men 16+	76.3	70.3	95.1	141.2	95.5	478.5
Men 16-24	10.4	9.1	13.6	20.0	12.3	65.3
Men 16-39	26.4	23.0	33.4	49.4	32.0	164.1
Men 16-54	43.8	38.1	54.7	82.2	52.6	271.3
Men 18+	73.9	68.2	92.1	136.8	92.8	463.7
Men 18-24	8.0	6.9	10.6	15.6	9.6	50.6
Men 25+	65.9	61.3	81.5	121.2	83.2	413.2
Men 25-39	16.0	13.9	19.8	29.4	19.7	98.8
Men 25-54	33.4	29.0	41.1	62.2	40.3	206.0
Men 40+	49.9	47.4	61.7	91.8	63.5	314.4
Men 40-54	17.4	15.2	21.3	32.8	20.6	107.2
Men 55+	32.6	32.2	40.4	59.1	42.9	207.2

UNIVERSE ESTIMATES - 2020

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	80.2	70.9	98.3	146.4	98.9	494.7
Women 16-24	10.0	8.2	12.3	18.1	11.3	59.9
Women 16-39	26.5	22.4	32.8	48.3	32.0	161.8
Women 16-54	45.0	38.1	55.1	82.3	53.9	274.4
Women 18+	77.8	68.8	95.6	142.3	96.2	480.8
Women 18-24	7.7	6.1	9.6	14.0	8.6	45.9
Women 25+	70.1	62.7	86.0	128.4	87.6	434.9
Women 25-39	16.5	14.2	20.5	30.2	20.6	102.0
Women 25-54	35.0	30.0	42.8	64.3	42.5	214.6
Women 40+	53.7	48.5	65.5	98.2	67.0	332.9
Women 40-54	18.5	15.8	22.3	34.1	21.9	112.6
Women 55+	35.2	32.8	43.2	64.1	45.1	220.3
Grocery Buyers	88.4	78.3	108.1	154.1	104.0	532.9
Grocery Buyers Working	45.4	42.2	58.8	83.9	50.0	280.3
Grocery Buyers Not Working	42.9	36.2	49.3	70.2	54.0	252.6
Grocery Buyers Under 40	25.5	17.9	26.4	38.0	25.3	133.2
Grocery Buyers 40+	62.8	60.5	81.7	116.0	78.7	399.7
Grocery Buyer No Kids	69.1	58.2	83.4	115.4	79.2	405.2
Grocery Buyer Kids	19.3	20.2	24.7	38.7	24.8	127.6
Grocery Buyers Children 0-12	13.9	13.8	20.4	32.2	18.8	99.0
Grocery Buyers Children 0-17	19.3	20.2	24.7	38.7	24.8	127.6
Grocery Buyers Children 5-12	10.0	9.3	14.6	22.8	14.8	71.5
Grocery Buyers Children 5-17	15.5	15.9	19.6	29.5	20.8	101.3

UNIVERSE ESTIMATES - 2020

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Grocery Shoppers 13+ (TGS)	112.1	103.3	136.8	199.3	136.6	688.1
Total Grocery Shoppers (TGS) Under 40	33.6	27.2	37.7	57.2	36.8	192.4
Total Grocery Shoppers (TGS) Under 55	62.3	51.5	71.6	107.1	69.3	361.7
Total Grocery Shoppers (TGS) 40+	78.5	76.1	99.1	142.2	99.8	495.7
Total Grocery Shoppers (TGS) No Kids	88.0	77.4	105.2	149.7	104.1	524.4
Total Grocery Shoppers (TGS) With Kids	24.1	25.9	31.5	49.7	32.5	163.6
1 Person Households	25.2	23.0	31.1	38.5	27.5	145.3
2 Person Households	37.5	31.5	45.0	65.1	42.6	221.8
3 Person Households	11.7	11.8	15.6	24.4	15.0	78.5
4 Person Households	9.4	7.9	10.5	16.3	12.3	56.4
5+ Person Households	4.5	4.2	5.9	9.8	6.6	30.9
FTA Only Households	67.8	59.1	83.6	123.0	77.7	411.1
STV Subscription Households*	20.6	19.3	24.5	31.1	26.3	121.7
People in FTA Only Households	147.2	129.4	181.0	273.0	171.9	902.5
People in STV Households*	48.7	46.1	58.8	84.8	68.8	307.1
1 TV Households	34.5	31.8	43.6	60.8	38.3	209.0
2 TVs Households	30.1	30.8	36.0	52.4	35.3	184.6
3+ TVs Households	23.8	15.8	28.5	40.9	30.4	139.3

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2020

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	254.6	275.2	529.8
Total Households	106.4	117.2	223.7
Children 0-4	13.8	15.4	29.2
Children 5-12	24.4	26.8	51.2
Children 13-17	15.4	16.4	31.7
People 16+	207.2	223.0	430.2
People 16-39	69.4	82.5	151.9
People 16-54	116.3	133.7	250.0
People 25+	180.8	192.9	373.7
People 25-54	89.8	103.6	193.5
People 40+	137.8	140.5	278.3
Men 16+	100.3	110.5	210.8
Men 16-24	13.8	15.8	29.5
Men 16-39	34.7	42.1	76.9
Men 16-54	57.0	67.3	124.3
Men 18+	97.2	107.1	204.3
Men 18-24	10.7	12.4	23.1
Men 25+	86.6	94.7	181.3
Men 25-39	21.0	26.3	47.3
Men 25-54	43.2	51.5	94.8
Men 40+	65.6	68.3	133.9
Men 40-54	22.3	25.2	47.5
Men 55+	43.4	43.1	86.5

UNIVERSE ESTIMATES - 2020

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	106.9	112.5	219.4
Women 16-24	12.7	14.3	27.0
Women 16-39	34.7	40.4	75.1
Women 16-54	59.3	66.4	125.7
Women 18+	103.9	109.5	213.4
Women 18-24	9.7	11.2	21.0
Women 25+	94.2	98.2	192.4
Women 25-39	22.0	26.1	48.1
Women 25-54	46.6	52.1	98.7
Women 40+	72.2	72.1	144.3
Women 40-54	24.6	26.0	50.6
Women 55+	47.6	46.1	93.7
Grocery Buyers	106.4	117.2	223.7
Grocery Buyers Working	48.6	62.1	110.6
Grocery Buyers Not Working	57.9	55.2	113.0
Grocery Buyers Under 40	24.0	30.2	54.2
Grocery Buyers 40+	82.5	87.0	169.5
Grocery Buyer No Kids	79.3	88.9	168.1
Grocery Buyer Kids	27.2	28.4	55.5
Grocery Buyers Children 0-12	19.2	21.8	41.0
Grocery Buyers Children 0-17	27.2	28.4	55.5
Grocery Buyers Children 5-12	15.4	17.5	33.0
Grocery Buyers Children 5-17	23.7	24.4	48.1

UNIVERSE ESTIMATES - 2020

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Grocery Shoppers 13+ (TGS)	142.5	158.0	300.5
Total Grocery Shoppers (TGS) Under 40	39.5	48.4	87.8
Total Grocery Shoppers (TGS) Under 55	74.8	87.5	162.3
Total Grocery Shoppers (TGS) 40+	103.1	109.6	212.7
Total Grocery Shoppers (TGS) No Kids	103.1	118.9	222.0
Total Grocery Shoppers (TGS) With Kids	39.4	39.0	78.5
1 Person Households	29.1	35.5	64.6
2 Person Households	42.2	42.7	84.9
3 Person Households	14.7	16.2	30.9
4 Person Households	11.4	14.5	26.0
5+ Person Households	9.0	8.3	17.3
FTA Only Households	85.7	93.8	179.5
STV Subscription Households*	20.8	23.5	44.2
People in FTA Only Households	199.8	211.9	411.7
People in STV Households*	54.9	63.3	118.1
1 TV Households	41.5	52.8	94.3
2 TVs Households	38.8	33.3	72.1
3+ TVs Households	26.1	31.2	57.3

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2020

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REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	559.0
Total Households	234.0
Children 0-4	37.7
Children 5-12	62.5
Children 13-17	35.6
People 16+	436.6
People 16-39	162.9
People 16-54	275.7
People 25+	385.0
People 25-54	224.2
People 40+	273.6
Men 16+	222.4
Men 16-24	26.8
Men 16-39	83.6
Men 16-54	141.8
Men 18+	215.6
Men 18-24	20.0
Men 25+	195.6
Men 25-39	56.8
Men 25-54	115.0
Men 40+	138.8
Men 40-54	58.2
Men 55+	80.6

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	214.2
Women 16-24	24.8
Women 16-39	79.4
Women 16-54	134.0
Women 18+	207.6
Women 18-24	18.2
Women 25+	189.4
Women 25-39	54.6
Women 25-54	109.2
Women 40+	134.8
Women 40-54	54.6
Women 55+	80.2
Grocery Buyers	234.0
Grocery Buyers Working	140.1
Grocery Buyers Not Working	93.9
Grocery Buyers Under 40	76.1
Grocery Buyers 40+	157.8
Grocery Buyer No Kids	166.6
Grocery Buyer Kids	67.4
Grocery Buyers Children 0-12	58.5
Grocery Buyers Children 0-17	67.4
Grocery Buyers Children 5-12	41.8
Grocery Buyers Children 5-17	51.6

REGIONAL WA	
000'S	Total REG WA
Total Grocery Shoppers 13+ (TGS)	311.8
Total Grocery Shoppers (TGS) Under 40	109.9
Total Grocery Shoppers (TGS) Under 55	194.5
Total Grocery Shoppers (TGS) 40+	201.8
Total Grocery Shoppers (TGS) No Kids	228.7
Total Grocery Shoppers (TGS) With Kids	83.0
1 Person Households	50.8
2 Person Households	108.9
3 Person Households	27.8
4 Person Households	31.0
5+ Person Households	15.6
FTA Only Households	180.8
STV Subscription Households*	53.2
People in FTA Only Households	416.0
People in STV Households*	143.1
1 TV Households	106.6
2 TVs Households	78.5
3+ TVs Households	48.9

* STV estimates as at start of Q1