

UNIVERSE ESTIMATES – 2021

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND (AM-A)	810.4	1,892.2	812
CAIRNS	116.4	264.2	120
TOWNSVILLE	99.2	240.7	105
MACKAY	79.4	192.3	105
ROCKHAMPTON	99.1	239.1	105
MARYBOROUGH	292.4	658.2	257
TOOWOOMBA	123.9	297.8	120
Total NNSW (AM-B)	924.7	2,229.3	700
NORTHERN RIVERS	447.3	1046.0	339
TAMWORTH/TAREE	148.0	357.8	120
NEWCASTLE	329.3	825.5	241
Total SNSW (AM-C)	627.5	1,531.8	570
CANBERRA	224.6	565.0	185
ORANGE DUBBO WAGGA	177.1	420.4	177
WOLLONGONG	225.8	546.4	208
Total VICTORIA (AM-D)	537.7	1,217.2	651
ALBURY	89.3	197.4	102
SHEPPARTON	78.8	176.1	104
BENDIGO	109.1	241.2	132
BALLARAT	155.7	360.6	190
GIPPSLAND	104.9	241.9	123
Total TASMANIA	227.0	533.6	285
LAUNCESTON	107.4	255.0	142
HOBART	119.6	278.6	143
REGIONAL WA	233.5	559.7	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	1,892.2	2,229.3	1,531.8	1,217.2	533.6	7,404.2	559.7	7,963.9
Total Households	810.4	924.7	627.5	537.7	227.0	3,127.3	233.5	3,360.8
Children 0-4	110.9	126.5	92.9	68.9	28.8	428.0	37.2	465.2
Children 5-12	200.7	223.9	156.9	121.4	51.2	754.2	62.5	816.6
Children 13-17	125.0	135.7	93.1	74.4	31.6	460.0	35.6	495.6
People 16+	1,503.9	1,795.8	1,224.9	981.3	434.1	5,940.0	437.7	6,377.7
People 16-39	546.7	644.2	473.6	330.1	153.8	2,148.5	161.6	2,310.2
People 16-54	901.7	1,051.9	753.8	547.6	250.3	3,505.3	273.6	3,778.9
People 25+	1,302.0	1,556.3	1,050.9	855.0	377.8	5,141.9	385.5	5,527.4
People 25-54	699.8	812.4	579.8	421.2	194.0	2,707.2	221.4	2,928.6
People 40+	957.2	1,151.6	751.3	651.2	280.3	3,791.5	276.1	4,067.6
Men 16+	740.5	871.1	602.7	483.6	212.7	2,910.6	222.9	3,133.4
Men 16-24	103.7	122.3	89.7	66.5	29.3	411.6	27.1	438.6
Men 16-39	273.3	320.3	238.8	167.1	77.6	1,077.1	82.9	1,160.0
Men 16-54	446.3	517.5	377.0	273.3	124.4	1,738.5	140.5	1,879.0
Men 18+	715.6	844.1	584.1	468.7	206.4	2,818.8	216.2	3,034.9
Men 18-24	78.8	95.3	71.1	51.6	23.0	319.8	20.4	340.2
Men 25+	636.7	748.8	513.0	417.1	183.4	2,499.0	195.8	2,694.8
Men 25-39	169.5	198.0	149.1	100.6	48.3	665.6	55.8	721.4
Men 25-54	342.6	395.2	287.3	206.8	95.1	1,327.0	113.5	1,440.4
Men 40+	467.2	550.8	363.9	316.5	135.1	1,833.4	140.0	1,973.4
Men 40-54	173.1	197.2	138.2	106.2	46.8	661.4	57.7	719.1
Men 55+	294.1	353.6	225.7	210.4	88.2	1,172.0	82.3	1,254.4

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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
Women 16+	763.5	924.7	622.2	497.7	221.4	3,029.5	214.8	3,244.3
Women 16-24	98.2	117.2	84.3	59.9	27.0	386.5	25.2	411.7
Women 16-39	273.4	323.9	234.8	163.0	76.2	1,071.4	78.8	1,150.2
Women 16-54	455.4	534.4	376.8	274.3	125.9	1,766.8	133.1	1,899.9
Women 18+	739.9	899.2	604.9	483.7	215.6	2,943.3	208.3	3,151.6
Women 18-24	74.7	91.6	67.0	45.9	21.2	300.3	18.6	319.0
Women 25+	665.3	807.6	537.9	437.8	194.4	2,642.9	189.7	2,832.6
Women 25-39	175.3	206.8	150.5	103.2	49.2	684.9	53.6	738.5
Women 25-54	357.2	417.2	292.5	214.5	98.9	1,380.3	107.9	1,488.2
Women 40+	490.0	600.8	387.4	334.6	145.2	1,958.1	136.1	2,094.1
Women 40-54	181.9	210.5	142.0	111.3	49.7	695.4	54.3	749.7
Women 55+	308.1	390.3	245.4	223.4	95.5	1,262.7	81.8	1,344.4
Grocery Buyers (18+)	810.4	924.7	627.5	537.7	227.0	3,127.3	233.5	3,360.8
Grocery Buyers Working	426.7	479.6	352.8	287.3	112.0	1,658.3	137.8	1,796.1
Grocery Buyers Not Working	383.8	445.1	274.7	250.4	115.0	1,468.9	95.8	1,564.7
Grocery Buyers Under 40	223.2	223.1	175.6	131.6	55.7	809.1	70.0	879.1
Grocery Buyers 40+	587.2	701.6	451.9	406.1	171.3	2,318.2	163.5	2,481.7
Grocery Buyer No Kids	597.0	690.5	461.3	414.1	172.4	2,335.3	166.5	2,501.7
Grocery Buyer Kids	213.4	234.2	166.2	123.7	54.6	792.0	67.1	859.1
Grocery Buyers Children 0-12	164.4	177.6	130.7	93.8	41.7	608.1	54.1	662.2
Grocery Buyers Children 0-17	213.4	234.2	166.2	123.7	54.6	792.0	67.1	859.1
Grocery Buyers Children 5-12	118.9	145.4	98.8	68.5	31.9	463.4	41.1	504.5
Grocery Buyers Children 5-17	170.7	203.5	136.8	99.4	44.8	655.0	54.8	709.7

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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 Shoppers Age < 40	333.5	378.3	287.3	200.0	90.5	1,289.4	99.5	1,389.0
Total Shoppers Age 25-54	512.2	595.3	425.8	313.4	146.5	1,993.2	161.2	2,154.3
Total Shoppers Age 40-54	271.6	309.9	212.8	165.3	76.8	1,036.3	84.0	1,120.3
Total Shoppers Age 55-64	184.1	225.8	140.5	131.2	56.9	738.6	53.8	792.3
Total Shoppers Age 65+	279.7	357.1	223.0	203.7	84.9	1,148.3	67.3	1,215.6
Total Shoppers < 55	605.0	688.2	500.0	365.3	167.2	2,325.7	183.6	2,509.3
Total Shoppers Age 25-49 Female	253.5	289.3	208.1	150.4	69.3	970.5	78.2	1,048.7
Total Shoppers Male	439.4	530.4	370.6	289.8	127.3	1,757.6	126.6	1,884.2
Total Shoppers Female	629.4	740.6	492.9	410.4	181.7	2,455.0	178.0	2,633.0
Total Shoppers 0 Children	791.1	959.7	635.2	539.1	233.3	3,158.4	233.8	3,392.1
Total Shoppers 1-2 Children	225.7	243.4	184.9	127.6	59.8	841.5	56.6	898.1
Total Shoppers 3+ Children	52.0	67.9	43.5	33.4	15.9	212.7	14.3	227.0
1 Person Households	228.5	239.3	163.4	146.7	66.2	844.0	51.4	895.5
2 Person Households	307.5	368.1	232.0	225.0	86.9	1,219.5	107.6	1,327.1
3 Person Households	123.8	125.0	97.5	79.9	30.7	456.7	28.0	484.8
4 Person Households	93.4	111.4	83.2	55.3	26.3	369.5	30.4	399.9
5+ Person Households	57.2	80.9	51.6	30.8	17.0	237.5	16.0	253.6
FTA Only Households	646.8	695.2	484.0	425.4	185.4	2,436.8	187.3	2,624.0
STV Subscription Households*	163.6	229.4	143.5	112.3	41.6	690.5	46.3	736.8
People in FTA Only Households	1,463.1	1,617.3	1,154.8	931.0	424.0	5,590.1	428.5	6,018.5
People in STV Households*	429.1	612.1	377.0	286.2	109.7	1,814.1	131.3	1,945.4
1 TV Households	368.5	370.8	259.9	208.3	97.2	1,304.6	107.3	1,411.9
2 TVs Households	268.8	324.2	214.3	194.9	73.5	1,075.7	78.9	1,154.5
3+ TVs Households	173.0	229.7	153.4	134.5	56.3	747.0	47.3	794.4

* STV estimates as at start of Q1

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	264.2	240.7	192.3	239.1	658.2	297.8	1,892.2
Total Households	116.4	99.2	79.4	99.1	292.4	123.9	810.4
Children 0-4	16.2	15.0	12.9	16.2	32.5	18.2	110.9
Children 5-12	27.6	25.3	22.0	28.7	64.6	32.7	200.7
Children 13-17	17.5	16.2	12.5	16.8	41.7	20.4	125.0
People 16+	209.7	190.7	149.6	183.9	535.5	234.6	1,503.9
People 16-39	78.2	82.3	60.2	73.8	165.6	86.7	546.7
People 16-54	130.7	126.3	98.2	119.3	288.1	139.1	901.7
People 25+	182.4	159.0	130.5	157.6	471.1	201.4	1,302.0
People 25-54	103.4	94.6	79.1	93.1	223.7	106.0	699.8
People 40+	131.5	108.4	89.4	110.2	369.9	147.9	957.2
Men 16+	103.3	95.1	76.5	92.2	258.7	114.7	740.5
Men 16-24	14.1	16.7	9.9	13.5	32.8	16.8	103.7
Men 16-39	38.5	42.1	30.5	36.9	81.8	43.6	273.3
Men 16-54	63.8	63.5	50.0	59.9	140.2	68.9	446.3
Men 18+	99.8	91.8	74.1	88.8	250.5	110.6	715.6
Men 18-24	10.6	13.3	7.5	10.1	24.6	12.7	78.8
Men 25+	89.2	78.4	66.6	78.8	225.9	97.9	636.7
Men 25-39	24.4	25.4	20.6	23.4	49.0	26.8	169.5
Men 25-54	49.7	46.8	40.1	46.4	107.4	52.1	342.6
Men 40+	64.8	53.0	46.1	55.4	176.9	71.0	467.2
Men 40-54	25.3	21.4	19.6	23.0	58.5	25.3	173.1
Men 55+	39.5	31.6	26.5	32.4	118.4	45.8	294.1

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	106.4	95.6	73.1	91.7	276.8	119.9	763.5
Women 16-24	13.3	15.0	9.2	12.8	31.6	16.4	98.2
Women 16-39	39.7	40.2	29.8	36.9	83.8	43.1	273.4
Women 16-54	66.9	62.7	48.2	59.5	147.8	70.3	455.4
Women 18+	103.1	92.5	70.8	88.6	268.9	116.0	739.9
Women 18-24	10.0	11.9	7.0	9.7	23.7	12.5	74.7
Women 25+	93.1	80.6	63.8	78.9	245.3	103.6	665.3
Women 25-39	26.5	25.2	20.5	24.1	52.2	26.8	175.3
Women 25-54	53.7	47.8	39.0	46.6	116.3	53.9	357.2
Women 40+	66.7	55.4	43.3	54.8	193.1	76.8	490.0
Women 40-54	27.2	22.6	18.5	22.6	64.1	27.1	181.9
Women 55+	39.5	32.8	24.9	32.2	129.0	49.7	308.1
Grocery Buyers (18+)	116.4	99.2	79.4	99.1	292.4	123.9	810.4
Grocery Buyers Working	64.5	54.1	49.1	56.7	137.9	64.5	426.7
Grocery Buyers Not Working	51.9	45.1	30.3	42.5	154.5	59.4	383.8
Grocery Buyers Under 40	33.0	34.7	24.7	33.5	63.9	33.5	223.2
Grocery Buyers 40+	83.5	64.5	54.6	65.6	228.6	90.4	587.2
Grocery Buyer No Kids	86.4	70.0	57.2	69.6	223.3	90.5	597.0
Grocery Buyer Kids	30.1	29.2	22.1	29.5	69.1	33.4	213.4
Grocery Buyers Children 0-12	23.3	23.7	17.1	24.0	51.2	25.1	164.4
Grocery Buyers Children 0-17	30.1	29.2	22.1	29.5	69.1	33.4	213.4
Grocery Buyers Children 5-12	14.4	15.9	12.2	16.9	39.5	20.0	118.9
Grocery Buyers Children 5-17	21.2	21.9	18.2	22.9	57.9	28.5	170.7

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Shoppers Age < 40	47.3	52.0	38.2	45.4	99.3	51.3	333.5
Total Shoppers Age 25-54	75.8	67.7	59.4	67.2	165.6	76.5	512.2
Total Shoppers Age 40-54	41.9	32.8	29.3	34.6	94.4	38.5	271.6
Total Shoppers Age 55-64	25.3	20.8	18.8	21.5	71.4	26.3	184.1
Total Shoppers Age 65+	35.6	28.3	21.7	27.2	122.2	44.7	279.7
Total Shoppers < 55	89.3	84.9	67.4	80.0	193.7	89.8	605.0
Total Shoppers Age 25-49 Female	36.7	32.9	31.2	33.8	80.3	38.6	253.5
Total Shoppers Male	63.9	56.5	45.6	53.2	155.5	64.8	439.4
Total Shoppers Female	86.2	77.4	62.4	75.6	231.7	96.1	629.4
Total Shoppers 0 Children	113.2	95.6	78.1	92.7	294.8	116.6	791.1
Total Shoppers 1-2 Children	31.2	29.2	24.6	28.2	80.2	32.5	225.7
Total Shoppers 3+ Children	5.8	9.1	5.3	7.9	12.2	11.7	52.0
1 Person Households	35.9	27.5	20.8	27.0	80.7	36.8	228.5
2 Person Households	43.2	35.1	28.9	35.3	121.7	43.4	307.5
3 Person Households	17.4	15.4	12.5	15.3	43.7	19.5	123.8
4 Person Households	13.3	12.0	11.1	13.1	32.4	11.5	93.4
5+ Person Households	6.7	9.2	6.1	8.5	13.9	12.8	57.2
FTA Only Households	92.0	80.6	62.7	76.9	233.3	101.4	646.8
STV Subscription Households*	24.5	18.6	16.7	22.2	59.1	22.5	163.6
People in FTA Only Households	205.0	183.7	148.6	176.8	516.7	232.3	1,463.1
People in STV Households*	59.2	57.0	43.7	62.3	141.5	65.5	429.1
1 TV Households	58.6	42.9	33.2	41.5	130.0	62.3	368.5
2 TVs Households	40.1	29.3	25.9	34.6	99.2	39.7	268.8
3+ TVs Households	17.8	26.9	20.3	23.0	63.2	21.9	173.0

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	1,046.0	357.8	825.5	2,229.3
Total Households	447.3	148.0	329.3	924.7
Children 0-4	57.0	19.8	49.7	126.5
Children 5-12	102.5	35.8	85.6	223.9
Children 13-17	62.8	22.3	50.6	135.7
People 16+	848.2	288.6	659.1	1,795.8
People 16-39	303.6	89.9	250.8	644.2
People 16-54	501.2	150.2	400.5	1,051.9
People 25+	736.1	253.0	567.3	1,556.3
People 25-54	389.1	114.6	308.7	812.4
People 40+	544.6	198.7	408.3	1,151.6
Men 16+	408.6	140.1	322.4	871.1
Men 16-24	56.7	18.1	47.4	122.3
Men 16-39	149.2	44.6	126.5	320.3
Men 16-54	243.9	73.7	199.9	517.5
Men 18+	396.0	135.7	312.3	844.1
Men 18-24	44.2	13.8	37.3	95.3
Men 25+	351.8	122.0	275.0	748.8
Men 25-39	92.5	26.5	79.1	198.0
Men 25-54	187.1	55.6	152.5	395.2
Men 40+	259.3	95.5	195.9	550.8
Men 40-54	94.6	29.2	73.4	197.2
Men 55+	164.7	66.4	122.5	353.6

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	439.6	148.5	336.7	924.7
Women 16-24	55.4	17.4	44.4	117.2
Women 16-39	154.4	45.3	124.3	323.9
Women 16-54	257.4	76.4	200.6	534.4
Women 18+	427.7	144.2	327.3	899.2
Women 18-24	43.5	13.1	35.0	91.6
Women 25+	384.2	131.0	292.3	807.6
Women 25-39	99.0	27.9	79.9	206.8
Women 25-54	202.0	59.0	156.3	417.2
Women 40+	285.2	103.2	212.4	600.8
Women 40-54	103.0	31.2	76.3	210.5
Women 55+	182.2	72.0	136.1	390.3
Grocery Buyers	447.3	148.0	329.3	924.7
Grocery Buyers Working	229.3	69.8	180.5	479.6
Grocery Buyers Not Working	218.1	78.3	148.8	445.1
Grocery Buyers Under 40	109.6	28.1	85.4	223.1
Grocery Buyers 40+	337.7	120.0	243.9	701.6
Grocery Buyer No Kids	341.9	111.2	237.4	690.5
Grocery Buyer Kids	105.4	36.8	91.9	234.2
Grocery Buyers Children 0-12	79.4	28.8	69.5	177.6
Grocery Buyers Children 0-17	105.4	36.8	91.9	234.2
Grocery Buyers Children 5-12	64.5	25.5	55.4	145.4
Grocery Buyers Children 5-17	91.2	33.8	78.5	203.5

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Shoppers Age < 40	190.0	49.2	139.1	378.3
Total Shoppers Age 25-54	295.6	82.4	217.4	595.3
Total Shoppers Age 40-54	154.8	45.1	110.0	309.9
Total Shoppers Age 55-64	109.7	37.3	78.8	225.8
Total Shoppers Age 65+	167.2	70.9	119.0	357.1
Total Shoppers < 55	344.7	94.3	249.2	688.2
Total Shoppers Age 25-49 Female	140.1	43.1	106.2	289.3
Total Shoppers Male	266.5	78.4	185.5	530.4
Total Shoppers Female	355.1	124.1	261.4	740.6
Total Shoppers 0 Children	479.3	155.0	325.4	959.7
Total Shoppers 1-2 Children	120.8	30.7	92.0	243.4
Total Shoppers 3+ Children	21.6	16.7	29.6	67.9
1 Person Households	119.9	38.6	80.8	239.3
2 Person Households	180.2	63.5	124.4	368.1
3 Person Households	61.2	16.6	47.2	125.0
4 Person Households	57.3	12.0	42.0	111.4
5+ Person Households	28.6	17.4	34.9	80.9
FTA Only Households	343.2	108.2	243.9	695.2
STV Subscription Households*	104.2	39.8	85.5	229.4
People in FTA Only Households	772.5	253.1	591.7	1,617.3
People in STV Households*	273.5	104.8	233.8	612.1
1 TV Households	188.9	60.3	121.6	370.8
2 TVs Households	151.9	53.7	118.7	324.2
3+ TVs Households	106.6	34.1	89.1	229.7

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	565.0	420.4	546.4	1,531.8
Total Households	224.6	177.1	225.8	627.5
Children 0-4	36.0	27.1	29.7	92.9
Children 5-12	58.3	46.3	52.4	156.9
Children 13-17	32.9	27.5	32.8	93.1
People 16+	450.4	329.9	444.6	1,224.9
People 16-39	197.6	121.4	154.6	473.6
People 16-54	308.9	194.3	250.6	753.8
People 25+	383.3	284.0	383.5	1,050.9
People 25-54	241.8	148.3	189.6	579.8
People 40+	252.8	208.6	289.9	751.3
Men 16+	221.7	163.5	217.6	602.7
Men 16-24	34.2	23.8	31.8	89.7
Men 16-39	98.4	61.5	78.8	238.8
Men 16-54	154.0	97.6	125.5	377.0
Men 18+	215.2	158.1	210.8	584.1
Men 18-24	27.7	18.4	25.0	71.1
Men 25+	187.5	139.7	185.8	513.0
Men 25-39	64.3	37.8	47.1	149.1
Men 25-54	119.8	73.8	93.7	287.3
Men 40+	123.2	102.0	138.7	363.9
Men 40-54	55.6	36.0	46.7	138.2
Men 55+	67.7	66.0	92.1	225.7

UNIVERSE ESTIMATES - 2021

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	228.8	166.4	227.0	622.2
Women 16-24	32.9	22.1	29.3	84.3
Women 16-39	99.2	59.8	75.8	234.8
Women 16-54	155.0	96.7	125.2	376.8
Women 18+	222.7	161.4	220.7	604.9
Women 18-24	26.9	17.1	23.0	67.0
Women 25+	195.9	144.3	197.7	537.9
Women 25-39	66.3	37.7	46.5	150.5
Women 25-54	122.0	74.6	95.9	292.5
Women 40+	129.6	106.6	151.2	387.4
Women 40-54	55.8	36.9	49.4	142.0
Women 55+	73.8	69.7	101.8	245.4
Grocery Buyers	224.6	177.1	225.8	627.5
Grocery Buyers Working	140.5	103.1	109.1	352.8
Grocery Buyers Not Working	84.0	74.0	116.7	274.7
Grocery Buyers Under 40	75.1	47.2	53.3	175.6
Grocery Buyers 40+	149.5	129.9	172.5	451.9
Grocery Buyer No Kids	159.7	130.7	170.9	461.3
Grocery Buyer Kids	64.9	46.5	54.9	166.2
Grocery Buyers Children 0-12	51.2	35.9	43.6	130.7
Grocery Buyers Children 0-17	64.9	46.5	54.9	166.2
Grocery Buyers Children 5-12	39.4	25.8	33.6	98.8
Grocery Buyers Children 5-17	53.7	37.5	45.6	136.8

UNIVERSE ESTIMATES - 2021

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Shoppers Age < 40	128.8	71.3	87.1	287.3
Total Shoppers Age 25-54	179.9	107.9	138.0	425.8
Total Shoppers Age 40-54	83.7	55.6	73.5	212.8
Total Shoppers Age 55-64	45.4	37.7	57.5	140.5
Total Shoppers Age 65+	63.6	65.1	94.3	223.0
Total Shoppers < 55	212.5	126.9	160.6	500.0
Total Shoppers Age 25-49 Female	85.8	54.4	68.0	208.1
Total Shoppers Male	146.2	90.7	133.8	370.6
Total Shoppers Female	175.4	139.0	178.6	492.9
Total Shoppers 0 Children	229.1	169.0	237.0	635.2
Total Shoppers 1-2 Children	75.6	47.8	61.6	184.9
Total Shoppers 3+ Children	16.8	12.9	13.8	43.5
1 Person Households	56.7	49.7	57.0	163.4
2 Person Households	78.3	68.2	85.4	232.0
3 Person Households	35.8	23.5	38.2	97.5
4 Person Households	34.9	19.7	28.6	83.2
5+ Person Households	18.8	16.0	16.7	51.6
FTA Only Households	179.3	131.9	172.8	484.0
STV Subscription Households*	45.3	45.2	53.0	143.5
People in FTA Only Households	438.2	306.0	410.6	1,154.8
People in STV Households*	126.8	114.4	135.9	377.0
1 TV Households	99.6	73.4	86.8	259.9
2 TVs Households	75.1	58.8	80.4	214.3
3+ TVs Households	49.8	44.9	58.7	153.4

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	197.4	176.1	241.2	360.6	241.9	1,217.2
Total Households	89.3	78.8	109.1	155.7	104.9	537.7
Children 0-4	11.8	9.9	13.2	20.4	13.7	68.9
Children 5-12	20.2	17.4	24.2	36.1	23.5	121.4
Children 13-17	12.5	10.8	14.7	22.1	14.4	74.4
People 16+	157.8	142.2	195.0	290.5	195.8	981.3
People 16-39	53.4	46.0	66.8	99.2	64.7	330.1
People 16-54	89.1	76.4	110.0	165.4	106.7	547.6
People 25+	137.1	124.6	168.8	252.4	172.0	855.0
People 25-54	68.5	58.7	83.8	127.3	82.9	421.2
People 40+	104.4	96.2	128.2	191.3	131.1	651.2
Men 16+	77.3	70.8	95.9	143.0	96.6	483.6
Men 16-24	10.7	9.4	13.8	20.1	12.5	66.5
Men 16-39	26.9	23.4	33.8	50.4	32.7	167.1
Men 16-54	44.1	38.4	54.9	82.9	53.0	273.3
Men 18+	74.8	68.6	92.9	138.7	93.8	468.7
Men 18-24	8.2	7.2	10.8	15.7	9.7	51.6
Men 25+	66.6	61.4	82.1	123.0	84.1	417.1
Men 25-39	16.2	14.0	19.9	30.3	20.2	100.6
Men 25-54	33.5	29.0	41.0	62.8	40.5	206.8
Men 40+	50.4	47.4	62.2	92.7	64.0	316.5
Men 40-54	17.2	15.0	21.1	32.5	20.4	106.2
Men 55+	33.1	32.4	41.1	60.2	43.6	210.4

UNIVERSE ESTIMATES - 2021

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	80.5	71.4	99.1	147.4	99.2	497.7
Women 16-24	10.0	8.3	12.3	18.0	11.3	59.9
Women 16-39	26.5	22.6	33.1	48.9	32.0	163.0
Women 16-54	45.0	38.0	55.1	82.5	53.7	274.3
Women 18+	78.2	69.4	96.3	143.3	96.5	483.7
Women 18-24	7.6	6.3	9.6	13.9	8.6	45.9
Women 25+	70.6	63.1	86.8	129.5	87.9	437.8
Women 25-39	16.5	14.3	20.7	30.9	20.7	103.2
Women 25-54	35.0	29.7	42.8	64.5	42.4	214.5
Women 40+	54.0	48.8	66.0	98.6	67.2	334.6
Women 40-54	18.5	15.4	22.0	33.7	21.7	111.3
Women 55+	35.5	33.4	44.0	64.9	45.5	223.4
Grocery Buyers	89.3	78.8	109.1	155.7	104.9	537.7
Grocery Buyers Working	51.3	42.7	56.4	86.8	50.3	287.3
Grocery Buyers Not Working	38.0	36.2	52.7	69.0	54.6	250.4
Grocery Buyers Under 40	25.5	16.9	24.9	37.6	26.8	131.6
Grocery Buyers 40+	63.8	62.0	84.2	118.2	78.1	406.1
Grocery Buyer No Kids	69.0	60.1	84.8	119.9	80.4	414.1
Grocery Buyer Kids	20.3	18.8	24.3	35.8	24.5	123.7
Grocery Buyers Children 0-12	14.9	12.9	18.5	27.8	19.7	93.8
Grocery Buyers Children 0-17	20.3	18.8	24.3	35.8	24.5	123.7
Grocery Buyers Children 5-12	11.9	9.3	13.1	20.7	13.4	68.5
Grocery Buyers Children 5-17	17.6	15.4	19.2	28.9	18.3	99.4

UNIVERSE ESTIMATES - 2021

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Shoppers Age < 40	34.4	25.9	42.5	60.0	37.3	200.0
Total Shoppers Age 25-54	52.7	44.9	65.0	93.6	57.3	313.4
Total Shoppers Age 40-54	27.8	23.6	34.0	49.6	30.3	165.3
Total Shoppers Age 55-64	20.5	19.9	24.9	39.6	26.4	131.2
Total Shoppers Age 65+	31.8	30.9	42.0	55.7	43.4	203.7
Total Shoppers < 55	62.2	49.5	76.5	109.6	67.6	365.3
Total Shoppers Age 25-49 Female	25.6	21.5	31.7	45.2	26.4	150.4
Total Shoppers Male	46.5	41.7	59.8	84.6	57.2	289.8
Total Shoppers Female	68.0	58.5	83.6	120.2	80.1	410.4
Total Shoppers 0 Children	88.6	77.3	111.9	156.0	105.3	539.1
Total Shoppers 1-2 Children	21.0	18.9	25.9	37.9	24.0	127.6
Total Shoppers 3+ Children	4.8	4.1	5.5	11.0	8.1	33.4
1 Person Households	25.5	23.1	31.4	39.0	27.7	146.7
2 Person Households	38.1	31.9	45.7	66.1	43.3	225.0
3 Person Households	11.9	11.9	15.9	24.8	15.3	79.9
4 Person Households	9.2	7.7	10.3	16.0	12.1	55.3
5+ Person Households	4.5	4.2	5.8	9.8	6.5	30.8
FTA Only Households	70.2	57.3	87.4	122.6	88.0	425.4
STV Subscription Households*	19.1	21.6	21.7	33.1	16.9	112.3
People in FTA Only Households	153.8	119.0	185.6	280.0	192.7	931.0
People in STV Households*	43.6	57.1	55.7	80.6	49.2	286.2
1 TV Households	36.6	33.9	41.5	62.7	33.6	208.3
2 TVs Households	30.4	26.4	42.3	53.5	42.4	194.9
3+ TVs Households	22.3	18.6	25.3	39.6	28.8	134.5

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	255.0	278.6	533.6
Total Households	107.4	119.6	227.0
Children 0-4	13.6	15.3	28.8
Children 5-12	24.2	27.0	51.2
Children 13-17	15.2	16.4	31.6
People 16+	207.9	226.2	434.1
People 16-39	69.3	84.5	153.8
People 16-54	115.3	135.1	250.3
People 25+	181.5	196.3	377.8
People 25-54	88.9	105.1	194.0
People 40+	138.5	141.8	280.3
Men 16+	100.6	112.1	212.7
Men 16-24	13.5	15.8	29.3
Men 16-39	34.6	43.1	77.6
Men 16-54	56.4	68.0	124.4
Men 18+	97.7	108.7	206.4
Men 18-24	10.6	12.4	23.0
Men 25+	87.1	96.3	183.4
Men 25-39	21.1	27.2	48.3
Men 25-54	42.9	52.2	95.1
Men 40+	66.0	69.0	135.1
Men 40-54	21.8	25.0	46.8
Men 55+	44.2	44.1	88.2

UNIVERSE ESTIMATES - 2021

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	107.3	114.2	221.4
Women 16-24	12.9	14.1	27.0
Women 16-39	34.8	41.4	76.2
Women 16-54	58.9	67.0	125.9
Women 18+	104.4	111.2	215.6
Women 18-24	10.0	11.2	21.2
Women 25+	94.4	100.0	194.4
Women 25-39	21.9	27.3	49.2
Women 25-54	46.0	52.9	98.9
Women 40+	72.5	72.7	145.2
Women 40-54	24.1	25.6	49.7
Women 55+	48.4	47.1	95.5
Grocery Buyers	107.4	119.6	227.0
Grocery Buyers Working	49.9	62.1	112.0
Grocery Buyers Not Working	57.5	57.5	115.0
Grocery Buyers Under 40	24.8	30.9	55.7
Grocery Buyers 40+	82.6	88.7	171.3
Grocery Buyer No Kids	81.3	91.1	172.4
Grocery Buyer Kids	26.0	28.5	54.6
Grocery Buyers Children 0-12	19.8	21.9	41.7
Grocery Buyers Children 0-17	26.0	28.5	54.6
Grocery Buyers Children 5-12	15.0	16.8	31.9
Grocery Buyers Children 5-17	21.3	23.5	44.8

UNIVERSE ESTIMATES - 2021

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Shoppers Age < 40	37.2	53.2	90.5
Total Shoppers Age 25-54	65.0	81.5	146.5
Total Shoppers Age 40-54	36.0	40.8	76.8
Total Shoppers Age 55-64	27.4	29.6	56.9
Total Shoppers Age 65+	43.4	41.5	84.9
Total Shoppers < 55	73.2	94.0	167.2
Total Shoppers Age 25-49 Female	32.6	36.7	69.3
Total Shoppers Male	55.7	71.7	127.3
Total Shoppers Female	88.4	93.3	181.7
Total Shoppers 0 Children	109.6	123.7	233.3
Total Shoppers 1-2 Children	24.8	35.0	59.8
Total Shoppers 3+ Children	9.6	6.3	15.9
1 Person Households	29.7	36.5	66.2
2 Person Households	42.9	44.0	86.9
3 Person Households	14.5	16.2	30.7
4 Person Households	11.5	14.8	26.3
5+ Person Households	8.8	8.2	17.0
FTA Only Households	85.1	100.3	185.4
STV Subscription Households*	22.3	19.3	41.6
People in FTA Only Households	194.1	229.9	424.0
People in STV Households*	60.9	48.7	109.7
1 TV Households	44.0	53.2	97.2
2 TVs Households	34.5	38.9	73.5
3+ TVs Households	28.9	27.5	56.3

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

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REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	559.7
Total Households	233.5
Children 0-4	37.2
Children 5-12	62.5
Children 13-17	35.6
People 16+	437.7
People 16-39	161.6
People 16-54	273.6
People 25+	385.5
People 25-54	221.4
People 40+	276.1
Men 16+	222.9
Men 16-24	27.1
Men 16-39	82.9
Men 16-54	140.5
Men 18+	216.2
Men 18-24	20.4
Men 25+	195.8
Men 25-39	55.8
Men 25-54	113.5
Men 40+	140.0
Men 40-54	57.7
Men 55+	82.3

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	214.8
Women 16-24	25.2
Women 16-39	78.8
Women 16-54	133.1
Women 18+	208.3
Women 18-24	18.6
Women 25+	189.7
Women 25-39	53.6
Women 25-54	107.9
Women 40+	136.1
Women 40-54	54.3
Women 55+	81.8
Grocery Buyers	233.5
Grocery Buyers Working	137.8
Grocery Buyers Not Working	95.8
Grocery Buyers Under 40	70.0
Grocery Buyers 40+	163.5
Grocery Buyer No Kids	166.5
Grocery Buyer Kids	67.1
Grocery Buyers Children 0-12	54.1
Grocery Buyers Children 0-17	67.1
Grocery Buyers Children 5-12	41.1
Grocery Buyers Children 5-17	54.8

REGIONAL WA	
000'S	Total REG WA
Total Shoppers Age < 40	99.5
Total Shoppers Age 25-54	161.2
Total Shoppers Age 40-54	84.0
Total Shoppers Age 55-64	53.8
Total Shoppers Age 65+	67.3
Total Shoppers < 55	183.6
Total Shoppers Age 25-49 Female	78.2
Total Shoppers Male	126.6
Total Shoppers Female	178.0
Total Shoppers 0 Children	233.8
Total Shoppers 1-2 Children	56.6
Total Shoppers 3+ Children	14.3
1 Person Households	51.4
2 Person Households	107.6
3 Person Households	28.0
4 Person Households	30.4
5+ Person Households	16.0
FTA Only Households	187.3
STV Subscription Households*	46.3
People in FTA Only Households	428.5
People in STV Households*	131.3
1 TV Households	107.3
2 TVs Households	78.9
3+ TVs Households	47.3

* STV estimates as at start of Q1