

UNIVERSE ESTIMATES – 2022

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND (AM-A)	813.9	1,893.4	812
CAIRNS	116.9	264.3	120
TOWNSVILLE	99.5	240.7	105
MACKAY	79.7	192.4	105
ROCKHAMPTON	99.5	239.3	105
MARYBOROUGH	294.1	658.8	257
TOOWOOMBA	124.3	297.8	120
Total NNSW (AM-B)	929.2	2,236.0	700
NORTHERN RIVERS	450.1	1,048.6	339
TAMWORTH/TAREE	148.8	359.8	120
NEWCASTLE	330.4	827.6	241
Total SNSW (AM-C)	629.8	1,534.6	570
CANBERRA	225.4	566.2	185
ORANGE DUBBO WAGGA	177.7	421.3	177
WOLLONGONG	226.6	547.1	208
Total VICTORIA (AM-D)	538.1	1,217.3	651
ALBURY	89.3	197.4	102
SHEPPARTON	78.9	176.0	104
BENDIGO	109.2	241.3	132
BALLARAT	155.7	360.3	190
GIPPSLAND	105.1	242.3	123
Total TASMANIA	226.8	534.2	285
LAUNCESTON	107.4	255.5	142
HOBART	119.4	278.7	143
REGIONAL WA	232.9	558.3	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	1,893.4	2,236.0	1,534.6	1,217.3	534.2	7,415.6	558.3	7,973.9
Total Households	813.9	929.2	629.8	538.1	226.8	3,137.8	232.9	3,370.7
Children 0-4	113.4	128.7	94.2	70.2	29.3	435.9	37.6	473.5
Children 5-12	202.4	224.8	156.9	121.6	51.5	757.2	62.3	819.6
Children 13-17	123.9	136.2	93.5	74.8	31.8	460.2	35.1	495.3
People 16+	1,501.8	1,799.6	1,226.7	980.8	434.0	5,942.8	436.5	6,379.3
People 16-39	547.7	644.5	472.9	330.1	153.5	2,148.6	163.6	2,312.2
People 16-54	909.7	1,060.0	758.3	551.7	252.4	3,532.1	276.7	3,808.8
People 25+	1,299.0	1,559.4	1,052.7	853.5	377.2	5,141.6	383.7	5,525.3
People 25-54	706.9	819.8	584.2	424.4	195.6	2,731.0	223.9	2,954.8
People 40+	954.0	1,155.1	753.8	650.7	280.5	3,794.2	272.9	4,067.0
Men 16+	740.0	872.5	603.2	482.9	212.6	2,911.1	222.2	3,133.3
Men 16-24	104.3	122.2	89.2	66.6	29.6	411.9	27.3	439.2
Men 16-39	274.1	320.1	238.1	166.8	77.5	1,076.6	83.9	1,160.5
Men 16-54	450.7	521.3	378.9	274.9	125.5	1,751.2	142.1	1,893.3
Men 18+	715.3	845.1	584.4	467.3	206.1	2,818.1	215.5	3,033.6
Men 18-24	79.6	94.9	70.4	51.0	23.1	318.9	20.6	339.6
Men 25+	635.7	750.3	514.0	416.3	183.0	2,499.2	194.9	2,694.1
Men 25-39	169.8	197.9	148.9	100.2	47.9	664.7	56.5	721.2
Men 25-54	346.4	399.1	289.6	208.4	95.9	1,339.3	114.7	1,454.0
Men 40+	465.9	552.3	365.1	316.1	135.1	1,834.5	138.3	1,972.8
Men 40-54	176.6	201.1	140.7	108.2	48.0	674.6	58.2	732.8
Men 55+	289.3	351.2	224.3	207.9	87.1	1,159.9	80.2	1,240.0

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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+	761.8	927.1	623.5	497.9	221.4	3,031.7	214.3	3,246.0
Women 16-24	98.5	118.0	84.8	60.7	27.2	389.2	25.5	414.7
Women 16-39	273.7	324.3	234.7	163.3	76.0	1,072.0	79.8	1,151.8
Women 16-54	459.0	538.8	379.4	276.8	127.0	1,780.9	134.6	1,915.5
Women 18+	738.5	901.2	605.7	483.5	215.4	2,944.2	207.8	3,152.0
Women 18-24	75.2	92.1	67.0	46.3	21.2	301.8	19.0	320.8
Women 25+	663.3	809.1	538.7	437.2	194.2	2,642.5	188.8	2,831.3
Women 25-39	175.2	206.3	149.9	102.6	48.8	682.8	54.3	737.1
Women 25-54	360.6	420.8	294.6	216.1	99.7	1,391.7	109.1	1,500.8
Women 40+	488.1	602.8	388.8	334.6	145.4	1,959.7	134.5	2,094.2
Women 40-54	185.4	214.4	144.7	113.5	51.0	708.9	54.9	763.8
Women 55+	302.7	388.3	244.1	221.2	94.5	1,250.8	79.7	1,330.4
Grocery Buyers (18+)	813.9	929.2	629.8	538.1	226.8	3,137.8	232.9	3,370.7
Grocery Buyers Working	447.6	486.3	359.4	288.2	112.5	1,693.9	139.1	1,833.0
Grocery Buyers Not Working	366.3	442.9	270.4	250.0	114.3	1,443.8	93.8	1,537.7
Grocery Buyers Under 40	217.7	234.8	179.8	131.7	54.3	818.3	71.1	889.4
Grocery Buyers 40+	596.2	694.3	450.1	406.4	172.4	2,319.4	161.9	2,481.3
Grocery Buyer No Kids	605.0	685.2	457.4	411.6	171.6	2,330.7	171.5	2,502.2
Grocery Buyer Kids	208.9	244.0	172.5	126.6	55.2	807.1	61.4	868.5
Grocery Buyers Children 0-12	159.8	183.8	130.2	94.3	40.9	609.0	48.7	657.6
Grocery Buyers Children 0-17	208.9	244.0	172.5	126.6	55.2	807.1	61.4	868.5
Grocery Buyers Children 5-12	118.3	149.9	95.3	71.9	32.6	468.0	37.6	505.6
Grocery Buyers Children 5-17	170.3	212.4	139.6	104.6	47.8	674.6	50.9	725.5

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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
Total Shoppers Age < 40	315.9	366.2	269.1	187.3	87.7	1,226.3	94.7	1,321.0
Total Shoppers Age 25-54	497.1	570.8	412.8	305.9	140.7	1,927.2	158.0	2,085.2
Total Shoppers Age 40-54	259.3	291.8	206.2	164.2	72.0	993.6	83.5	1,077.0
Total Shoppers Age 55-64	186.4	211.7	139.1	126.4	52.2	715.8	51.6	767.4
Total Shoppers Age 65+	276.3	349.1	217.6	206.8	87.8	1,137.5	69.1	1,206.6
Total Shoppers < 55	575.3	658.1	475.4	351.5	159.7	2,219.9	178.2	2,398.0
Total Shoppers Age 25-49 Female	239.3	285.4	200.4	146.5	66.7	938.2	74.5	1,012.8
Total Shoppers Male	437.0	486.9	351.9	279.9	124.9	1,680.5	126.2	1,806.8
Total Shoppers Female	601.0	732.0	480.1	404.7	174.9	2,392.6	172.6	2,565.3
Total Shoppers 0 Children	774.2	892.1	607.8	529.1	226.5	3,029.6	225.5	3,255.1
Total Shoppers 1-2 Children	213.3	262.0	182.7	128.2	60.4	846.6	59.7	906.2
Total Shoppers 3+ Children	50.5	64.7	41.6	27.3	12.9	197.0	13.7	210.7
1 Person Households	230.7	241.9	163.8	147.3	66.1	849.9	50.9	900.8
2 Person Households	308.7	368.8	234.2	224.3	86.7	1,222.6	107.9	1,330.5
3 Person Households	124.9	125.1	96.8	79.8	30.8	457.4	27.7	485.2
4 Person Households	93.0	111.8	83.2	55.9	26.0	369.8	30.5	400.2
5+ Person Households	56.6	81.7	51.8	30.9	17.2	238.1	16.0	254.1
FTA Only Households	669.5	729.7	502.5	434.5	190.4	2,526.5	191.4	2,717.9
STV Subscription Households*	144.4	199.5	127.3	103.7	36.4	611.3	41.5	652.8
People in FTA Only Households	1,531.9	1,717.7	1,201.7	966.9	439.2	5,857.3	448.4	6,305.7
People in STV Households*	361.5	518.4	333.0	250.5	95.0	1,558.3	109.9	1,668.3
1 TV Households	373.7	380.6	265.4	213.4	95.9	1,329.0	108.2	1,437.2
2 TVs Households	264.4	319.9	216.5	187.9	75.0	1,063.8	76.7	1,140.4
3+ TVs Households	175.8	228.8	147.9	136.8	55.8	745.0	48.1	793.1

* STV estimates as at start of Q1

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	264.3	240.7	192.4	239.3	658.8	297.8	1,893.4
Total Households	116.9	99.5	79.7	99.5	294.1	124.3	813.9
Children 0-4	16.4	15.3	13.2	16.6	33.2	18.7	113.4
Children 5-12	28.1	25.6	21.9	28.4	65.4	33.0	202.4
Children 13-17	17.2	16.2	12.2	16.6	41.4	20.3	123.9
People 16+	209.1	190.2	149.7	184.0	534.9	233.8	1,501.8
People 16-39	78.1	82.3	60.6	74.2	166.0	86.6	547.7
People 16-54	131.5	127.2	99.4	120.7	290.9	140.0	909.7
People 25+	182.0	158.1	130.2	157.5	470.6	200.6	1,299.0
People 25-54	104.4	95.1	79.8	94.1	226.6	106.8	706.9
People 40+	131.0	108.0	89.1	109.8	368.9	147.2	954.0
Men 16+	103.4	94.8	76.6	92.7	258.3	114.2	740.0
Men 16-24	13.9	16.9	10.0	13.7	32.8	17.0	104.3
Men 16-39	38.5	42.1	30.6	37.4	82.1	43.4	274.1
Men 16-54	64.4	64.0	50.6	60.9	141.6	69.2	450.7
Men 18+	100.0	91.4	74.3	89.4	250.1	110.1	715.3
Men 18-24	10.5	13.5	7.6	10.4	24.6	12.9	79.6
Men 25+	89.4	77.9	66.7	79.0	225.5	97.2	635.7
Men 25-39	24.6	25.1	20.6	23.7	49.3	26.4	169.8
Men 25-54	50.5	47.1	40.7	47.2	108.8	52.3	346.4
Men 40+	64.8	52.8	46.0	55.3	176.2	70.8	465.9
Men 40-54	25.8	22.0	20.0	23.5	59.5	25.8	176.6
Men 55+	39.0	30.8	26.0	31.9	116.7	44.9	289.3

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	105.8	95.4	73.1	91.3	276.6	119.6	761.8
Women 16-24	13.2	15.2	9.6	12.8	31.5	16.2	98.5
Women 16-39	39.6	40.2	30.0	36.9	83.9	43.2	273.7
Women 16-54	67.2	63.2	48.7	59.8	149.4	70.8	459.0
Women 18+	102.6	92.3	70.8	88.2	268.8	115.8	738.5
Women 18-24	10.1	12.1	7.3	9.8	23.6	12.3	75.2
Women 25+	92.6	80.2	63.5	78.5	245.2	103.4	663.3
Women 25-39	26.3	25.0	20.4	24.0	52.4	27.0	175.2
Women 25-54	53.9	48.0	39.2	46.9	117.9	54.6	360.6
Women 40+	66.2	55.2	43.1	54.5	192.7	76.5	488.1
Women 40-54	27.6	23.0	18.8	22.9	65.5	27.6	185.4
Women 55+	38.6	32.2	24.3	31.5	127.3	48.9	302.7
Grocery Buyers (18+)	116.9	99.5	79.7	99.5	294.1	124.3	813.9
Grocery Buyers Working	68.4	60.5	51.3	56.0	147.5	63.9	447.6
Grocery Buyers Not Working	48.5	39.0	28.4	43.5	146.6	60.4	366.3
Grocery Buyers Under 40	34.6	32.1	22.4	33.4	63.5	31.7	217.7
Grocery Buyers 40+	82.3	67.5	57.2	66.1	230.5	92.5	596.2
Grocery Buyer No Kids	86.9	73.3	57.8	68.6	228.6	89.8	605.0
Grocery Buyer Kids	29.9	26.3	21.9	30.9	65.5	34.5	208.9
Grocery Buyers Children 0-12	21.1	21.3	17.1	24.4	50.9	24.9	159.8
Grocery Buyers Children 0-17	29.9	26.3	21.9	30.9	65.5	34.5	208.9
Grocery Buyers Children 5-12	14.7	16.4	12.6	18.5	38.5	17.6	118.3
Grocery Buyers Children 5-17	23.7	22.4	17.4	25.6	53.4	27.8	170.3

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Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Shoppers Age < 40	49.1	47.3	31.5	48.4	93.2	46.6	315.9
Total Shoppers Age 25-54	79.9	65.2	51.2	67.8	165.0	68.0	497.1
Total Shoppers Age 40-54	40.6	31.6	26.2	31.8	93.6	35.6	259.3
Total Shoppers Age 55-64	25.7	21.7	20.3	22.5	68.8	27.5	186.4
Total Shoppers Age 65+	33.8	28.2	20.6	27.6	120.4	45.7	276.3
Total Shoppers < 55	89.7	78.8	57.6	80.2	186.7	82.3	575.3
Total Shoppers Age 25-49 Female	37.6	31.5	23.7	33.0	77.3	36.1	239.3
Total Shoppers Male	63.1	55.3	44.0	55.7	157.0	62.0	437.0
Total Shoppers Female	86.1	73.4	54.5	74.6	218.9	93.5	601.0
Total Shoppers 0 Children	114.5	94.6	71.9	89.3	292.3	111.5	774.2
Total Shoppers 1-2 Children	28.4	27.1	22.0	32.3	71.8	31.7	213.3
Total Shoppers 3+ Children	6.3	7.0	4.7	8.7	11.7	12.2	50.5
1 Person Households	36.1	27.7	21.0	27.2	81.6	37.1	230.7
2 Person Households	43.3	35.2	29.1	35.4	122.3	43.4	308.7
3 Person Households	17.6	15.6	12.6	15.5	44.0	19.7	124.9
4 Person Households	13.2	11.9	11.0	13.0	32.5	11.4	93.0
5+ Person Households	6.7	9.1	6.0	8.5	13.6	12.7	56.6
FTA Only Households	99.1	77.8	62.7	81.8	245.4	102.6	669.5
STV Subscription Households*	17.7	21.7	17.0	17.7	48.7	21.6	144.4
People in FTA Only Households	224.9	189.2	144.0	197.2	537.2	239.6	1,531.9
People in STV Households*	39.4	51.6	48.5	42.2	121.7	58.2	361.5
1 TV Households	64.6	46.1	34.4	45.4	126.2	57.0	373.7
2 TVs Households	29.5	33.9	24.1	35.0	100.2	41.8	264.4
3+ TVs Households	22.8	19.5	21.2	19.2	67.7	25.5	175.8

* STV estimates as at start of Q1

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	1,048.6	359.8	827.6	2,236.0
Total Households	450.1	148.8	330.4	929.2
Children 0-4	58.1	19.9	50.7	128.7
Children 5-12	102.5	36.5	85.9	224.8
Children 13-17	62.9	22.5	50.9	136.2
People 16+	849.9	289.7	659.9	1,799.6
People 16-39	304.1	90.1	250.3	644.5
People 16-54	505.2	152.0	402.8	1,060.0
People 25+	737.8	254.1	567.4	1,559.4
People 25-54	393.2	116.4	310.3	819.8
People 40+	545.8	199.6	409.6	1,155.1
Men 16+	409.7	140.3	322.5	872.5
Men 16-24	56.5	18.1	47.6	122.2
Men 16-39	149.5	44.5	126.1	320.1
Men 16-54	245.9	74.4	200.9	521.3
Men 18+	397.0	135.9	312.3	845.1
Men 18-24	43.8	13.7	37.4	94.9
Men 25+	353.2	122.2	274.9	750.3
Men 25-39	93.0	26.4	78.6	197.9
Men 25-54	189.4	56.3	153.3	399.1
Men 40+	260.2	95.8	196.4	552.3
Men 40-54	96.4	29.9	74.8	201.1
Men 55+	163.8	65.8	121.6	351.2

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	440.2	149.5	337.5	927.1
Women 16-24	55.5	17.5	45.0	118.0
Women 16-39	154.6	45.6	124.2	324.3
Women 16-54	259.3	77.6	201.9	538.8
Women 18+	428.2	145.1	327.9	901.2
Women 18-24	43.5	13.2	35.4	92.1
Women 25+	384.7	131.9	292.5	809.1
Women 25-39	99.1	28.1	79.2	206.3
Women 25-54	203.8	60.0	156.9	420.8
Women 40+	285.6	103.9	213.3	602.8
Women 40-54	104.7	32.0	77.7	214.4
Women 55+	180.9	71.9	135.6	388.3
Grocery Buyers	450.1	148.8	330.4	929.2
Grocery Buyers Working	239.6	68.9	177.8	486.3
Grocery Buyers Not Working	210.5	79.9	152.6	442.9
Grocery Buyers Under 40	115.9	33.1	85.9	234.8
Grocery Buyers 40+	334.2	115.7	244.5	694.3
Grocery Buyer No Kids	337.6	112.6	235.0	685.2
Grocery Buyer Kids	112.5	36.2	95.3	244.0
Grocery Buyers Children 0-12	84.0	27.9	72.0	183.8
Grocery Buyers Children 0-17	112.5	36.2	95.3	244.0
Grocery Buyers Children 5-12	68.7	23.7	57.5	149.9
Grocery Buyers Children 5-17	97.5	32.8	82.1	212.4

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NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Shoppers Age < 40	176.4	53.0	136.8	366.2
Total Shoppers Age 25-54	275.8	78.8	216.2	570.8
Total Shoppers Age 40-54	142.8	41.9	107.2	291.8
Total Shoppers Age 55-64	99.8	36.4	75.5	211.7
Total Shoppers Age 65+	166.4	64.5	118.3	349.1
Total Shoppers < 55	319.2	94.9	244.0	658.1
Total Shoppers Age 25-49 Female	136.1	41.2	108.1	285.4
Total Shoppers Male	239.6	74.2	173.1	486.9
Total Shoppers Female	345.8	121.6	264.6	732.0
Total Shoppers 0 Children	437.7	145.6	308.8	892.1
Total Shoppers 1-2 Children	128.7	37.8	95.6	262.0
Total Shoppers 3+ Children	19.0	12.4	33.3	64.7
1 Person Households	121.5	38.9	81.5	241.9
2 Person Households	181.1	63.5	124.2	368.8
3 Person Households	61.2	16.6	47.3	125.1
4 Person Households	57.8	12.0	42.0	111.8
5+ Person Households	28.6	17.8	35.3	81.7
FTA Only Households	353.9	119.3	256.5	729.7
STV Subscription Households*	96.2	29.5	73.9	199.5
People in FTA Only Households	805.1	287.2	625.4	1,717.7
People in STV Households*	243.5	72.6	202.2	518.4
1 TV Households	191.5	61.7	127.4	380.6
2 TVs Households	150.7	53.7	115.5	319.9
3+ TVs Households	107.8	33.4	87.5	228.8

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	566.2	421.3	547.1	1,534.6
Total Households	225.4	177.7	226.6	629.8
Children 0-4	36.6	27.6	30.1	94.2
Children 5-12	57.9	46.2	52.7	156.9
Children 13-17	33.3	27.4	32.8	93.5
People 16+	451.4	330.7	444.6	1,226.7
People 16-39	198.4	121.4	153.1	472.9
People 16-54	310.7	196.1	251.5	758.3
People 25+	383.9	284.5	384.2	1,052.7
People 25-54	243.2	149.9	191.1	584.2
People 40+	253.1	209.3	291.5	753.8
Men 16+	222.2	163.5	217.5	603.2
Men 16-24	34.3	23.7	31.2	89.2
Men 16-39	99.0	61.3	77.8	238.1
Men 16-54	154.9	98.3	125.7	378.9
Men 18+	215.5	158.1	210.8	584.4
Men 18-24	27.6	18.3	24.6	70.4
Men 25+	187.9	139.8	186.3	514.0
Men 25-39	64.7	37.6	46.6	148.9
Men 25-54	120.6	74.6	94.4	289.6
Men 40+	123.2	102.2	139.7	365.1
Men 40-54	55.9	37.0	47.8	140.7
Men 55+	67.3	65.2	91.8	224.3

UNIVERSE ESTIMATES - 2022

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	229.3	167.1	227.1	623.5
Women 16-24	33.2	22.5	29.1	84.8
Women 16-39	99.4	60.1	75.3	234.7
Women 16-54	155.8	97.8	125.8	379.4
Women 18+	222.9	162.0	220.8	605.7
Women 18-24	26.9	17.3	22.8	67.0
Women 25+	196.1	144.7	198.0	538.7
Women 25-39	66.1	37.6	46.2	149.9
Women 25-54	122.5	75.4	96.7	294.6
Women 40+	129.9	107.0	151.8	388.8
Women 40-54	56.4	37.7	50.5	144.7
Women 55+	73.5	69.3	101.3	244.1
Grocery Buyers	225.4	177.7	226.6	629.8
Grocery Buyers Working	146.0	99.6	113.8	359.4
Grocery Buyers Not Working	79.4	78.2	112.8	270.4
Grocery Buyers Under 40	79.1	49.3	51.4	179.8
Grocery Buyers 40+	146.4	128.5	175.2	450.1
Grocery Buyer No Kids	157.9	129.1	170.4	457.4
Grocery Buyer Kids	67.6	48.6	56.3	172.5
Grocery Buyers Children 0-12	50.2	37.6	42.4	130.2
Grocery Buyers Children 0-17	67.6	48.6	56.3	172.5
Grocery Buyers Children 5-12	38.0	28.0	29.4	95.3
Grocery Buyers Children 5-17	56.3	39.5	43.8	139.6

UNIVERSE ESTIMATES - 2022

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Shoppers Age < 40	121.4	65.1	82.7	269.1
Total Shoppers Age 25-54	176.4	102.4	133.9	412.8
Total Shoppers Age 40-54	80.8	52.2	73.3	206.2
Total Shoppers Age 55-64	45.8	39.3	54.0	139.1
Total Shoppers Age 65+	63.7	61.4	92.5	217.6
Total Shoppers < 55	202.1	117.3	156.0	475.4
Total Shoppers Age 25-49 Female	82.1	52.2	66.1	200.4
Total Shoppers Male	139.3	90.2	122.5	351.9
Total Shoppers Female	172.4	127.7	180.0	480.1
Total Shoppers 0 Children	219.8	159.4	228.6	607.8
Total Shoppers 1-2 Children	77.6	43.5	61.6	182.7
Total Shoppers 3+ Children	14.3	15.0	12.3	41.6
1 Person Households	56.8	49.8	57.2	163.8
2 Person Households	79.1	68.8	86.2	234.2
3 Person Households	35.6	23.3	37.9	96.8
4 Person Households	34.9	19.7	28.6	83.2
5+ Person Households	18.9	16.1	16.8	51.8
FTA Only Households	185.7	138.1	178.7	502.5
STV Subscription Households*	39.8	39.6	47.9	127.3
People in FTA Only Households	459.4	321.1	421.2	1,201.7
People in STV Households*	106.8	100.2	126.0	333.0
1 TV Households	101.4	76.1	87.9	265.4
2 TVs Households	72.9	60.6	83.1	216.5
3+ TVs Households	51.2	41.0	55.7	147.9

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	197.4	176.0	241.3	360.3	242.3	1,217.3
Total Households	89.3	78.9	109.2	155.7	105.1	538.1
Children 0-4	11.8	10.1	13.8	20.7	13.9	70.2
Children 5-12	20.4	17.5	24.0	36.3	23.3	121.6
Children 13-17	12.4	10.7	14.7	22.2	14.8	74.8
People 16+	157.6	141.9	194.7	289.8	196.8	980.8
People 16-39	53.4	45.7	66.6	98.8	65.6	330.1
People 16-54	89.7	76.8	110.5	166.2	108.5	551.7
People 25+	137.0	124.4	168.6	251.6	171.9	853.5
People 25-54	69.1	59.3	84.4	128.0	83.6	424.4
People 40+	104.2	96.2	128.1	191.0	131.2	650.7
Men 16+	77.0	70.6	95.8	142.5	97.0	482.9
Men 16-24	10.6	9.2	13.6	20.0	13.1	66.6
Men 16-39	26.8	23.2	33.6	50.1	33.2	166.8
Men 16-54	44.3	38.5	55.1	83.1	54.0	274.9
Men 18+	74.6	68.4	92.7	138.0	93.6	467.3
Men 18-24	8.1	7.0	10.6	15.6	9.7	51.0
Men 25+	66.5	61.4	82.1	122.5	83.9	416.3
Men 25-39	16.2	13.9	20.0	30.1	20.0	100.2
Men 25-54	33.8	29.3	41.4	63.1	40.8	208.4
Men 40+	50.3	47.5	62.1	92.4	63.8	316.1
Men 40-54	17.6	15.4	21.5	33.0	20.8	108.2
Men 55+	32.7	32.1	40.7	59.4	43.1	207.9

UNIVERSE ESTIMATES - 2022

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	80.6	71.3	99.0	147.3	99.8	497.9
Women 16-24	10.0	8.3	12.4	18.2	11.8	60.7
Women 16-39	26.7	22.5	33.0	48.7	32.5	163.3
Women 16-54	45.3	38.3	55.4	83.1	54.5	276.8
Women 18+	78.2	69.3	96.2	143.1	96.7	483.5
Women 18-24	7.6	6.3	9.7	14.0	8.7	46.3
Women 25+	70.6	63.0	86.5	129.1	88.0	437.2
Women 25-39	16.7	14.2	20.6	30.5	20.7	102.6
Women 25-54	35.3	30.1	43.0	64.9	42.7	216.1
Women 40+	53.9	48.8	66.0	98.6	67.3	334.6
Women 40-54	18.7	15.8	22.4	34.4	22.1	113.5
Women 55+	35.2	33.0	43.5	64.2	45.3	221.2
Grocery Buyers	89.3	78.9	109.2	155.7	105.1	538.1
Grocery Buyers Working	52.1	42.6	57.7	85.0	50.8	288.2
Grocery Buyers Not Working	37.2	36.3	51.4	70.8	54.3	250.0
Grocery Buyers Under 40	23.7	19.4	27.1	35.9	25.7	131.7
Grocery Buyers 40+	65.6	59.5	82.1	119.8	79.4	406.4
Grocery Buyer No Kids	68.7	61.7	84.6	117.6	79.0	411.6
Grocery Buyer Kids	20.6	17.2	24.6	38.1	26.1	126.6
Grocery Buyers Children 0-12	15.5	10.5	19.6	30.1	18.6	94.3
Grocery Buyers Children 0-17	20.6	17.2	24.6	38.1	26.1	126.6
Grocery Buyers Children 5-12	11.3	6.5	15.5	24.4	14.3	71.9
Grocery Buyers Children 5-17	16.5	13.2	20.6	32.4	21.9	104.6

UNIVERSE ESTIMATES - 2022

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Shoppers Age < 40	32.1	25.6	40.9	52.9	35.9	187.3
Total Shoppers Age 25-54	49.7	41.7	64.1	92.0	58.5	305.9
Total Shoppers Age 40-54	27.3	22.0	33.9	49.7	31.3	164.2
Total Shoppers Age 55-64	21.4	18.0	24.1	38.0	25.0	126.4
Total Shoppers Age 65+	32.9	31.2	40.1	58.1	44.5	206.8
Total Shoppers < 55	59.3	47.6	74.7	102.6	67.2	351.5
Total Shoppers Age 25-49 Female	24.4	19.6	30.3	44.2	28.1	146.5
Total Shoppers Male	45.5	40.6	58.2	80.2	55.5	279.9
Total Shoppers Female	68.1	56.2	80.7	118.5	81.2	404.7
Total Shoppers 0 Children	87.2	76.2	108.2	152.0	105.4	529.1
Total Shoppers 1-2 Children	21.2	18.3	25.8	38.8	24.0	128.2
Total Shoppers 3+ Children	5.2	2.2	4.9	7.8	7.3	27.3
1 Person Households	25.6	23.2	31.5	39.1	27.9	147.3
2 Person Households	38.0	31.8	45.5	65.8	43.2	224.3
3 Person Households	11.9	11.9	15.9	24.8	15.3	79.8
4 Person Households	9.3	7.8	10.4	16.2	12.2	55.9
5+ Person Households	4.5	4.2	5.8	9.8	6.5	30.9
FTA Only Households	71.6	66.0	90.4	120.6	85.9	434.5
STV Subscription Households*	17.7	12.9	18.8	35.2	19.2	103.7
People in FTA Only Households	156.7	143.0	197.3	275.3	194.6	966.9
People in STV Households*	40.7	33.0	44.0	85.1	47.7	250.5
1 TV Households	34.3	30.5	45.2	60.0	43.5	213.4
2 TVs Households	31.7	31.4	36.1	56.5	32.1	187.9
3+ TVs Households	23.2	16.9	27.9	39.2	29.5	136.8

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	255.5	278.7	534.2
Total Households	107.4	119.4	226.8
Children 0-4	13.8	15.6	29.3
Children 5-12	24.4	27.1	51.5
Children 13-17	15.4	16.5	31.8
People 16+	208.1	225.9	434.0
People 16-39	69.8	83.7	153.5
People 16-54	116.9	135.6	252.4
People 25+	181.3	195.8	377.2
People 25-54	90.1	105.5	195.6
People 40+	138.3	142.2	280.5
Men 16+	100.7	111.9	212.6
Men 16-24	13.8	15.8	29.6
Men 16-39	34.8	42.6	77.5
Men 16-54	57.3	68.2	125.5
Men 18+	97.6	108.5	206.1
Men 18-24	10.7	12.4	23.1
Men 25+	86.9	96.1	183.0
Men 25-39	21.0	26.8	47.9
Men 25-54	43.5	52.4	95.9
Men 40+	65.9	69.2	135.1
Men 40-54	22.5	25.6	48.0
Men 55+	43.5	43.7	87.1

UNIVERSE ESTIMATES - 2022

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	107.3	114.1	221.4
Women 16-24	13.0	14.3	27.2
Women 16-39	34.9	41.1	76.0
Women 16-54	59.6	67.4	127.0
Women 18+	104.4	111.0	215.4
Women 18-24	10.0	11.3	21.2
Women 25+	94.4	99.8	194.2
Women 25-39	22.0	26.8	48.8
Women 25-54	46.7	53.1	99.7
Women 40+	72.4	73.0	145.4
Women 40-54	24.7	26.3	51.0
Women 55+	47.7	46.7	94.5
Grocery Buyers	107.4	119.4	226.8
Grocery Buyers Working	52.1	60.4	112.5
Grocery Buyers Not Working	55.3	59.0	114.3
Grocery Buyers Under 40	25.3	29.1	54.3
Grocery Buyers 40+	82.1	90.3	172.4
Grocery Buyer No Kids	81.9	89.7	171.6
Grocery Buyer Kids	25.5	29.7	55.2
Grocery Buyers Children 0-12	18.7	22.2	40.9
Grocery Buyers Children 0-17	25.5	29.7	55.2
Grocery Buyers Children 5-12	15.3	17.3	32.6
Grocery Buyers Children 5-17	22.4	25.3	47.8

UNIVERSE ESTIMATES - 2022

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Shoppers Age < 40	38.0	49.7	87.7
Total Shoppers Age 25-54	62.1	78.6	140.7
Total Shoppers Age 40-54	32.9	39.2	72.0
Total Shoppers Age 55-64	26.9	25.3	52.2
Total Shoppers Age 65+	43.3	44.4	87.8
Total Shoppers < 55	70.9	88.8	159.7
Total Shoppers Age 25-49 Female	29.8	36.9	66.7
Total Shoppers Male	56.3	68.5	124.9
Total Shoppers Female	84.8	90.0	174.9
Total Shoppers 0 Children	108.3	118.2	226.5
Total Shoppers 1-2 Children	25.5	34.9	60.4
Total Shoppers 3+ Children	7.4	5.4	12.9
1 Person Households	29.7	36.5	66.1
2 Person Households	42.9	43.8	86.7
3 Person Households	14.6	16.2	30.8
4 Person Households	11.4	14.6	26.0
5+ Person Households	8.9	8.3	17.2
FTA Only Households	87.1	103.3	190.4
STV Subscription Households*	20.3	16.1	36.4
People in FTA Only Households	201.7	237.4	439.2
People in STV Households*	53.8	41.2	95.0
1 TV Households	46.1	49.8	95.9
2 TVs Households	33.4	41.6	75.0
3+ TVs Households	27.8	28.0	55.8

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	558.3
Total Households	232.9
Children 0-4	37.6
Children 5-12	62.3
Children 13-17	35.1
People 16+	436.5
People 16-39	163.6
People 16-54	276.7
People 25+	383.7
People 25-54	223.9
People 40+	272.9
Men 16+	222.2
Men 16-24	27.3
Men 16-39	83.9
Men 16-54	142.1
Men 18+	215.5
Men 18-24	20.6
Men 25+	194.9
Men 25-39	56.5
Men 25-54	114.7
Men 40+	138.3
Men 40-54	58.2
Men 55+	80.2

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	214.3
Women 16-24	25.5
Women 16-39	79.8
Women 16-54	134.6
Women 18+	207.8
Women 18-24	19.0
Women 25+	188.8
Women 25-39	54.3
Women 25-54	109.1
Women 40+	134.5
Women 40-54	54.9
Women 55+	79.7
Grocery Buyers	232.9
Grocery Buyers Working	139.1
Grocery Buyers Not Working	93.8
Grocery Buyers Under 40	71.1
Grocery Buyers 40+	161.9
Grocery Buyer No Kids	171.5
Grocery Buyer Kids	61.4
Grocery Buyers Children 0-12	48.7
Grocery Buyers Children 0-17	61.4
Grocery Buyers Children 5-12	37.6
Grocery Buyers Children 5-17	50.9

REGIONAL WA	
000'S	Total REG WA
Total Shoppers Age < 40	94.7
Total Shoppers Age 25-54	158.0
Total Shoppers Age 40-54	83.5
Total Shoppers Age 55-64	51.6
Total Shoppers Age 65+	69.1
Total Shoppers < 55	178.2
Total Shoppers Age 25-49 Female	74.5
Total Shoppers Male	126.2
Total Shoppers Female	172.6
Total Shoppers 0 Children	225.5
Total Shoppers 1-2 Children	59.7
Total Shoppers 3+ Children	13.7
1 Person Households	50.9
2 Person Households	107.9
3 Person Households	27.7
4 Person Households	30.5
5+ Person Households	16.0
FTA Only Households	191.4
STV Subscription Households*	41.5
People in FTA Only Households	448.4
People in STV Households*	109.9
1 TV Households	108.2
2 TVs Households	76.7
3+ TVs Households	48.1

* STV estimates as at start of Q1