

2023 Universe Estimates

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND	821.1	1,924.8	812
Cairns	116.2	265.1	120
Townsville	98.7	240.9	105
Mackay	78.5	191.3	105
Rockhampton	97.9	237.5	105
Maryborough	300.4	677.1	257
Toowoomba	129.4	312.9	120
Total NORTHERN NSW	941.4	2,265.6	700
Northern Rivers	455.6	1,064.0	339
Tamworth/Taree	148.8	359.0	120
Newcastle	337.1	842.7	241
Total SOUTHERN NSW	635.3	1,551.0	570
Canberra	229.6	577.4	185
Orange Dubbo Wagga	179.2	425.5	177
Wollongong	226.6	548.0	208
Total VICTORIA	540.9	1,230.7	651
Albury	89.7	199.5	102
Shepparton	78.8	176.9	104
Bendigo	109.9	244.4	132
Ballarat	157.0	365.6	190
Gippsland	105.6	244.4	123
Total TASMANIA	233.1	550.4	285
Launceston	110.6	263.7	142
Hobart	122.6	286.6	143
REGIONAL WA	233.2	558.9	180

2023 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Total Individuals	1,924.8	2,265.6	1,551.0	1,230.7	550.4	7,522.5	558.9	8,081.4
Total Households	821.1	941.4	635.3	540.9	233.1	3,171.9	233.2	3,405.1
Children 0-4	108.6	126.7	92.9	69.1	29.0	426.4	35.8	462.2
Children 5-12	202.8	224.7	156.1	121.2	51.6	756.4	61.5	817.8
Children 13-17	122.6	136.6	94.1	73.3	31.3	457.9	33.8	491.7
People 16+	1,537.3	1,830.6	1,244.7	995.3	450.4	6,058.3	440.3	6,498.6
People 16-39	555.7	661.5	487.6	336.3	166.4	2,207.5	166.1	2,373.5
People 16-54	920.8	1,076.9	769.6	555.7	265.7	3,588.9	277.6	3,866.5
People 25+	1,335.5	1,589.8	1,069.9	871.8	393.4	5,260.3	387.0	5,647.3
People 25-54	719.0	836.1	594.9	432.2	208.7	2,790.9	224.4	3,015.3
People 40+	981.6	1,169.1	757.2	659.0	284.0	3,850.9	274.2	4,125.1
Men 16+	758.8	890.6	614.1	488.8	221.3	2,973.5	225.1	3,198.7
Men 16-24	103.6	122.9	90.0	64.1	29.5	410.1	27.9	438.0
Men 16-39	278.2	330.0	246.8	169.3	84.4	1,108.7	85.6	1,194.2
Men 16-54	457.1	532.3	386.3	276.3	132.7	1,784.8	143.1	1,928.0
Men 18+	734.9	863.3	595.1	474.2	215.0	2,882.4	218.6	3,101.1
Men 18-24	79.6	95.6	71.0	49.5	23.3	319.0	21.4	340.5
Men 25+	655.2	767.7	524.1	424.6	191.8	2,563.4	197.2	2,760.6
Men 25-39	174.7	207.1	156.8	105.2	54.9	698.5	57.7	756.2
Men 25-54	353.6	409.4	296.3	212.2	103.2	1,374.7	115.2	1,489.9
Men 40+	480.6	560.6	367.4	319.4	136.9	1,864.9	139.5	2,004.4
Men 40-54	178.9	202.4	139.6	107.0	48.4	676.2	57.6	733.7
Men 55+	301.7	358.2	227.8	212.4	88.6	1,188.7	82.0	1,270.7

2023 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Women 16+	778.5	940.1	630.6	506.5	229.1	3,084.8	215.1	3,299.9
Women 16-24	98.2	117.9	84.8	59.4	27.6	387.9	25.4	413.2
Women 16-39	277.5	331.5	240.8	166.9	82.1	1,098.8	80.5	1,179.3
Women 16-54	463.7	544.6	383.3	279.4	133.0	1,804.1	134.5	1,938.6
Women 18+	755.9	914.3	612.8	493.0	223.3	2,999.4	209.2	3,208.6
Women 18-24	75.7	92.2	67.0	45.8	21.8	302.5	19.4	321.9
Women 25+	680.3	822.1	545.8	447.2	201.6	2,696.9	189.8	2,886.7
Women 25-39	179.3	213.6	156.0	107.5	54.5	710.9	55.1	766.0
Women 25-54	365.5	426.7	298.5	220.0	105.5	1,416.2	109.2	1,525.3
Women 40+	501.0	608.5	389.8	339.6	147.1	1,986.0	134.6	2,120.6
Women 40-54	186.2	213.1	142.5	112.5	51.0	705.3	54.0	759.3
Women 55+	314.8	395.4	247.3	227.1	96.1	1,280.7	80.6	1,361.4
Grocery Buyers (18+)	821.1	941.4	635.3	540.9	233.1	3,171.9	233.2	3,405.1
Grocery Buyers Working	449.2	492.1	359.6	290.6	119.9	1,711.4	147.1	1,858.5
Grocery Buyers Not Working	371.9	449.3	275.8	250.3	113.3	1,460.6	86.1	1,546.6
Grocery Buyers Under 40	231.6	239.4	179.6	136.7	54.2	841.5	71.2	912.7
Grocery Buyers 40+	589.5	702.0	455.8	404.2	179.0	2,330.5	162.0	2,492.4
Grocery Buyer No Kids	617.3	697.3	463.9	414.4	174.1	2,366.9	174.6	2,541.6
Grocery Buyer Kids	203.8	244.2	171.4	126.6	59.0	805.0	58.6	863.6
Grocery Buyers Children 0-12	155.2	181.9	126.5	92.7	45.4	601.6	42.5	644.2
Grocery Buyers Children 0-17	203.8	244.2	171.4	126.6	59.0	805.0	58.6	863.6
Grocery Buyers Children 5-12	120.7	141.6	92.2	72.8	31.5	458.7	32.1	490.8
Grocery Buyers Children 5-17	171.9	206.9	138.9	107.6	45.7	671.0	48.2	719.1

2023 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Total Shoppers Age 18+	1,089.7	1,284.7	876.3	714.3	325.3	4290.2	312.8	4603.0
Total Shoppers Age < 40	346.9	394.5	291.8	205.7	100.8	1,339.7	108.8	1,448.4
Total Shoppers Age 25-54	524.1	611.6	431.9	326.4	150.7	2,044.8	166.4	2,211.2
Total Shoppers Age 40-54	272.3	315.8	215.5	172.6	77.7	1,053.7	83.2	1,136.9
Total Shoppers Age 55-64	189.8	227.1	153.3	130.0	59.4	759.6	57.4	817.1
Total Shoppers Age 65+	289.6	357.5	221.4	210.9	90.0	1,169.4	68.9	1,238.4
Total Shoppers < 55	619.2	710.3	507.3	378.3	178.4	2,393.4	192.0	2,585.4
Total Shoppers Age 25-49 Female	254.5	293.6	209.2	155.0	71.7	984.0	75.3	1,059.3
Total Shoppers Male	469.8	548.6	383.9	301.7	142.4	1,846.4	134.4	1,980.8
Total Shoppers Female	628.8	746.2	498.1	417.6	185.4	2,476.1	183.9	2,660.0
Total Shoppers 0 Children	825.1	949.2	636.0	551.9	243.4	3,205.6	238.1	3,443.7
Total Shoppers 1-2 Children	217.1	274.3	201.0	139.3	67.6	899.3	66.7	965.9
Total Shoppers 3+ Children	56.5	71.3	45.0	28.0	16.8	217.6	13.6	231.2
1 Person Households	229.4	247.0	164.5	144.9	68.8	854.5	51.7	906.1
2 Person Households	311.9	371.4	234.3	226.0	88.0	1,231.6	106.6	1,338.2
3 Person Households	125.2	124.9	100.4	82.6	31.2	464.4	28.6	493.0
4 Person Households	96.1	115.1	83.3	55.8	27.5	377.7	30.8	408.5
5+ Person Households	58.5	83.1	52.9	31.7	17.6	243.8	15.6	259.4
FTA Only Households	702.9	760.9	526.1	451.5	199.6	2,640.8	199.2	2,840.1
STV Subscription Households*	118.2	180.6	109.3	89.5	33.6	531.1	34.0	565.1
People in FTA Only Households	1,632.0	1,816.8	1,278.4	1,029.4	469.2	6,225.8	469.2	6,695.0
People in STV Households*	292.9	448.8	272.6	201.3	81.1	1,296.7	89.7	1,386.4
1 TV Households	388.5	386.8	286.1	216.2	101.3	1,378.8	105.3	1,484.1
2 TVs Households	256.1	317.9	204.2	188.1	77.4	1,043.7	76.9	1,120.6
3+ TVs Households	176.5	236.7	145.1	136.6	54.5	749.4	51.1	800.5

* STV estimates as at start of Q1

2023 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Total Individuals	265.1	240.9	191.3	237.5	677.1	312.9	1,924.8
Total Households	116.2	98.7	78.5	97.9	300.4	129.4	821.1
Children 0-4	15.0	14.5	12.3	15.6	32.6	18.6	108.6
Children 5-12	28.3	25.8	21.1	27.8	65.6	34.3	202.8
Children 13-17	16.7	16.3	11.9	16.1	40.6	21.0	122.6
People 16+	211.4	190.8	150.4	184.1	553.7	247.0	1,537.3
People 16-39	77.7	80.8	61.7	73.9	171.1	90.6	555.7
People 16-54	131.4	125.9	99.9	119.3	298.2	146.2	920.8
People 25+	184.8	159.5	130.0	158.1	490.6	212.5	1,335.5
People 25-54	104.8	94.7	79.5	93.3	235.1	111.8	719.0
People 40+	133.6	110.0	88.7	110.2	382.7	156.4	981.6
Men 16+	105.4	95.2	77.5	93.2	267.1	120.4	758.8
Men 16-24	13.8	16.3	10.5	13.5	32.0	17.5	103.6
Men 16-39	38.9	41.2	31.5	37.6	84.1	45.0	278.2
Men 16-54	65.1	63.3	51.4	60.5	145.0	71.8	457.1
Men 18+	102.1	92.0	75.3	90.1	259.2	116.2	734.9
Men 18-24	10.5	13.0	8.2	10.3	24.2	13.4	79.6
Men 25+	91.6	79.0	67.0	79.8	235.1	102.8	655.2
Men 25-39	25.1	24.9	21.0	24.1	52.1	27.4	174.7
Men 25-54	51.3	47.1	40.9	47.0	113.0	54.3	353.6
Men 40+	66.5	54.1	46.0	55.6	183.0	75.4	480.6
Men 40-54	26.2	22.2	19.9	22.9	60.9	26.9	178.9
Men 55+	40.3	31.9	26.1	32.7	122.1	48.6	301.7

2023 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Women 16+	106.0	95.5	72.9	90.9	286.6	126.6	778.5
Women 16-24	12.8	15.0	9.9	12.6	31.1	16.9	98.2
Women 16-39	38.8	39.6	30.2	36.3	86.9	45.6	277.5
Women 16-54	66.3	62.6	48.4	58.8	153.2	74.4	463.7
Women 18+	103.0	92.4	70.8	88.0	279.1	122.7	755.9
Women 18-24	9.8	11.8	7.8	9.7	23.6	13.0	75.7
Women 25+	93.2	80.6	63.0	78.3	255.5	109.7	680.3
Women 25-39	26.1	24.7	20.3	23.7	55.8	28.7	179.3
Women 25-54	53.5	47.6	38.5	46.2	122.1	57.5	365.5
Women 40+	67.2	55.9	42.7	54.6	199.7	81.0	501.0
Women 40-54	27.5	22.9	18.2	22.5	66.3	28.8	186.2
Women 55+	39.7	33.0	24.4	32.1	133.4	52.2	314.8
Grocery Buyers (18+)	116.2	98.7	78.5	97.9	300.4	129.4	821.1
Grocery Buyers Working	68.4	59.1	47.6	55.3	150.9	68.0	449.2
Grocery Buyers Not Working	47.8	39.7	30.9	42.7	149.5	61.4	371.9
Grocery Buyers Under 40	31.3	35.4	25.5	31.3	69.9	38.2	231.6
Grocery Buyers 40+	84.9	63.3	53.0	66.6	230.5	91.2	589.5
Grocery Buyer No Kids	86.0	72.8	56.6	70.5	232.4	98.9	617.3
Grocery Buyer Kids	30.2	25.9	21.9	27.4	68.0	30.5	203.8
Grocery Buyers Children 0-12	23.5	20.3	16.2	22.3	50.7	22.3	155.2
Grocery Buyers Children 0-17	30.2	25.9	21.9	27.4	68.0	30.5	203.8
Grocery Buyers Children 5-12	17.9	16.2	12.6	18.1	38.4	17.4	120.7
Grocery Buyers Children 5-17	25.6	21.9	18.4	23.7	56.0	26.4	171.9

2023 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Total Shoppers Age 18+	156.4	131.5	102.4	128.2	397.2	174.0	1,089.7
Total Shoppers Age < 40	52.0	53.0	36.5	44.5	102.9	58.0	346.9
Total Shoppers Age 25-54	81.4	68.1	54.6	68.2	170.8	81.0	524.1
Total Shoppers Age 40-54	43.1	31.5	27.6	33.9	95.2	41.0	272.3
Total Shoppers Age 55-64	28.2	21.8	18.1	18.0	73.5	30.2	189.8
Total Shoppers Age 65+	35.2	26.6	20.8	32.0	127.8	47.2	289.6
Total Shoppers < 55	95.1	84.5	64.1	78.4	198.1	99.0	619.2
Total Shoppers Age 25-49 Female	36.9	34.4	26.3	35.3	81.0	40.6	254.5
Total Shoppers Male	72.3	55.9	45.0	56.1	169.2	71.4	469.8
Total Shoppers Female	86.3	77.0	57.8	72.4	230.3	105.0	628.8
Total Shoppers 0 Children	116.4	98.6	75.1	93.3	308.8	133.0	825.1
Total Shoppers 1-2 Children	34.3	25.3	23.0	26.2	80.0	28.2	217.1
Total Shoppers 3+ Children	7.9	9.0	4.7	9.0	10.6	15.3	56.5
1 Person Households	35.4	27.0	20.2	26.3	82.7	37.9	229.4
2 Person Households	43.2	35.0	28.7	35.0	124.6	45.4	311.9
3 Person Households	17.3	15.3	12.3	15.1	45.0	20.3	125.2
4 Person Households	13.5	12.2	11.2	13.2	33.7	12.4	96.1
5+ Person Households	6.8	9.3	6.1	8.5	14.4	13.5	58.5
FTA Only Households	100.8	82.8	65.3	84.5	257.5	112.0	702.9
STV Subscription Households*	15.4	15.9	13.2	13.4	42.9	17.4	118.2
People in FTA Only Households	226.7	198.9	152.1	203.8	581.5	269.0	1,632.0
People in STV Households*	38.3	42.0	39.3	33.7	95.6	44.0	292.9
1 TV Households	61.9	45.9	36.7	47.0	133.4	63.7	388.5
2 TVs Households	31.3	32.7	25.2	26.9	99.3	40.7	256.1
3+ TVs Households	23.0	20.1	16.6	24.0	67.7	25.1	176.5

* STV estimates as at start of Q1

2023 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Total Individuals	1,064.0	359.0	842.7	2,265.6
Total Households	455.6	148.8	337.1	941.4
Children 0-4	56.9	19.3	50.5	126.7
Children 5-12	103.0	35.8	85.9	224.7
Children 13-17	62.7	22.0	51.9	136.6
People 16+	865.7	290.3	674.6	1,830.6
People 16-39	311.4	91.5	258.6	661.5
People 16-54	514.4	151.9	410.7	1,076.9
People 25+	755.5	255.0	579.3	1,589.8
People 25-54	404.2	116.6	315.4	836.1
People 40+	554.2	198.9	416.1	1,169.1
Men 16+	418.6	141.2	330.8	890.6
Men 16-24	55.6	18.0	49.3	122.9
Men 16-39	153.6	45.5	130.9	330.0
Men 16-54	251.4	74.8	206.1	532.3
Men 18+	406.2	136.9	320.2	863.3
Men 18-24	43.2	13.7	38.7	95.6
Men 25+	363.0	123.2	281.5	767.7
Men 25-39	98.0	27.4	81.6	207.1
Men 25-54	195.9	56.8	156.8	409.4
Men 40+	265.0	95.7	199.9	560.6
Men 40-54	97.8	29.3	75.2	202.4
Men 55+	167.2	66.4	124.7	358.2

2023 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Women 16+	447.1	149.1	343.9	940.1
Women 16-24	54.7	17.3	46.0	117.9
Women 16-39	157.8	46.0	127.7	331.5
Women 16-54	263.0	77.1	204.6	544.6
Women 18+	435.2	145.0	334.2	914.3
Women 18-24	42.8	13.1	36.3	92.2
Women 25+	392.4	131.9	297.8	822.1
Women 25-39	103.2	28.8	81.6	213.6
Women 25-54	208.3	59.8	158.6	426.7
Women 40+	289.2	103.1	216.2	608.5
Women 40-54	105.1	31.1	76.9	213.1
Women 55+	184.1	72.1	139.3	395.4
Grocery Buyers	455.6	148.8	337.1	941.4
Grocery Buyers Working	247.4	66.7	178.0	492.1
Grocery Buyers Not Working	208.1	82.1	159.1	449.3
Grocery Buyers Under 40	118.3	34.0	87.1	239.4
Grocery Buyers 40+	337.3	114.8	249.9	702.0
Grocery Buyer No Kids	339.6	112.7	244.9	697.3
Grocery Buyer Kids	116.0	36.1	92.1	244.2
Grocery Buyers Children 0-12	84.6	25.9	71.4	181.9
Grocery Buyers Children 0-17	116.0	36.1	92.1	244.2
Grocery Buyers Children 5-12	65.1	21.5	54.9	141.6
Grocery Buyers Children 5-17	98.3	31.9	76.7	206.9

2023 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Total Shoppers Age 18+	614.7	202.3	467.7	1,284.7
Total Shoppers Age < 40	190.3	52.8	151.4	394.5
Total Shoppers Age 25-54	298.5	83.8	229.3	611.6
Total Shoppers Age 40-54	154.5	44.3	117.0	315.8
Total Shoppers Age 55-64	109.2	38.5	79.4	227.1
Total Shoppers Age 65+	166.2	67.9	123.3	357.5
Total Shoppers < 55	344.9	97.1	268.4	710.3
Total Shoppers Age 25-49 Female	142.0	40.6	111.1	293.6
Total Shoppers Male	267.2	85.5	195.8	548.6
Total Shoppers Female	353.0	118.0	275.2	746.2
Total Shoppers 0 Children	459.9	152.6	336.7	949.2
Total Shoppers 1-2 Children	136.2	35.1	103.0	274.3
Total Shoppers 3+ Children	24.1	15.8	31.3	71.3
1 Person Households	123.5	39.4	84.0	247.0
2 Person Households	181.7	63.3	126.4	371.4
3 Person Households	61.9	16.0	47.1	124.9
4 Person Households	58.9	12.4	43.7	115.1
5+ Person Households	29.5	17.7	35.9	83.1
FTA Only Households	367.8	122.9	270.2	760.9
STV Subscription Households*	87.8	25.9	66.9	180.6
People in FTA Only Households	858.3	298.0	660.5	1,816.8
People in STV Households*	205.7	61.0	182.1	448.8
1 TV Households	196.3	66.7	123.9	386.8
2 TVs Households	155.1	47.5	115.3	317.9
3+ TVs Households	104.3	34.6	97.8	236.7

* STV estimates as at start of Q1

2023 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Total Individuals	577.4	425.5	548.0	1,551.0
Total Households	229.6	179.2	226.6	635.3
Children 0-4	35.6	27.3	30.0	92.9
Children 5-12	58.0	46.4	51.7	156.1
Children 13-17	34.5	27.3	32.3	94.1
People 16+	463.0	334.9	446.8	1,244.7
People 16-39	210.2	124.6	152.8	487.6
People 16-54	321.5	198.4	249.8	769.6
People 25+	392.5	288.8	388.7	1,069.9
People 25-54	250.9	152.2	191.7	594.9
People 40+	252.9	210.3	293.9	757.2
Men 16+	228.4	166.6	219.2	614.1
Men 16-24	36.0	23.9	30.1	90.0
Men 16-39	105.7	63.4	77.7	246.8
Men 16-54	161.0	100.1	125.2	386.3
Men 18+	221.3	161.1	212.7	595.1
Men 18-24	29.0	18.5	23.5	71.0
Men 25+	192.4	142.6	189.1	524.1
Men 25-39	69.7	39.4	47.6	156.8
Men 25-54	125.0	76.2	95.1	296.3
Men 40+	122.7	103.2	141.5	367.4
Men 40-54	55.3	36.7	47.5	139.6
Men 55+	67.3	66.5	94.0	227.8

2023 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Women 16+	234.7	168.4	227.5	630.6
Women 16-24	34.6	22.2	28.0	84.8
Women 16-39	104.5	61.2	75.1	240.8
Women 16-54	160.5	98.3	124.6	383.3
Women 18+	228.0	163.4	221.4	612.8
Women 18-24	27.9	17.3	21.9	67.0
Women 25+	200.1	146.1	199.6	545.8
Women 25-39	69.9	39.0	47.1	156.0
Women 25-54	125.9	76.0	96.6	298.5
Women 40+	130.2	107.1	152.4	389.8
Women 40-54	56.0	37.0	49.5	142.5
Women 55+	74.2	70.1	103.0	247.3
Grocery Buyers	229.6	179.2	226.6	635.3
Grocery Buyers Working	145.9	103.4	110.3	359.6
Grocery Buyers Not Working	83.7	75.9	116.3	275.8
Grocery Buyers Under 40	77.1	48.2	54.3	179.6
Grocery Buyers 40+	152.5	131.0	172.3	455.8
Grocery Buyer No Kids	164.0	130.1	169.8	463.9
Grocery Buyer Kids	65.6	49.1	56.8	171.4
Grocery Buyers Children 0-12	49.5	36.5	40.6	126.5
Grocery Buyers Children 0-17	65.6	49.1	56.8	171.4
Grocery Buyers Children 5-12	36.1	24.8	31.3	92.2
Grocery Buyers Children 5-17	52.7	38.0	48.1	138.9

2023 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Total Shoppers Age 18+	330.0	236.2	310.1	876.3
Total Shoppers Age < 40	130.7	76.3	84.8	291.8
Total Shoppers Age 25-54	188.6	109.6	133.7	431.9
Total Shoppers Age 40-54	87.1	55.6	72.8	215.5
Total Shoppers Age 55-64	50.7	43.7	58.9	153.3
Total Shoppers Age 65+	62.9	63.9	94.7	221.4
Total Shoppers < 55	217.8	131.9	157.6	507.3
Total Shoppers Age 25-49 Female	90.3	57.1	61.7	209.2
Total Shoppers Male	147.2	98.3	138.4	383.9
Total Shoppers Female	184.2	141.1	172.8	498.1
Total Shoppers 0 Children	234.1	170.7	231.3	636.0
Total Shoppers 1-2 Children	81.9	53.3	65.7	201.0
Total Shoppers 3+ Children	15.4	15.4	14.3	45.0
1 Person Households	57.6	50.0	56.9	164.5
2 Person Households	79.9	68.9	85.5	234.3
3 Person Households	37.3	24.2	38.9	100.4
4 Person Households	35.3	19.7	28.3	83.3
5+ Person Households	19.5	16.4	16.9	52.9
FTA Only Households	195.1	140.9	190.1	526.1
STV Subscription Households*	34.5	38.3	36.5	109.3
People in FTA Only Households	490.7	334.3	453.5	1,278.4
People in STV Households*	86.8	91.2	94.6	272.6
1 TV Households	113.0	77.3	95.8	286.1
2 TVs Households	67.1	61.1	76.1	204.2
3+ TVs Households	49.5	40.8	54.7	145.1

* STV estimates as at start of Q1

2023 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Total Individuals	199.5	176.9	244.4	365.6	244.4	1,230.7
Total Households	89.7	78.8	109.9	157.0	105.6	540.9
Children 0-4	11.7	9.7	13.5	20.6	13.7	69.1
Children 5-12	20.3	17.3	24.0	36.2	23.5	121.2
Children 13-17	12.4	10.5	14.3	22.2	14.0	73.3
People 16+	160.0	143.4	198.2	295.2	198.5	995.3
People 16-39	55.0	46.2	67.6	101.7	65.8	336.3
People 16-54	90.9	77.2	111.1	168.6	107.9	555.7
People 25+	139.4	126.4	173.2	257.8	174.9	871.8
People 25-54	70.3	60.2	86.2	131.2	84.3	432.2
People 40+	105.0	97.2	130.7	193.6	132.7	659.0
Men 16+	78.1	71.2	97.0	145.2	97.3	488.8
Men 16-24	10.6	8.9	12.9	19.5	12.2	64.1
Men 16-39	27.6	23.3	33.9	51.6	33.0	169.3
Men 16-54	44.9	38.6	55.2	84.3	53.4	276.3
Men 18+	75.6	69.1	94.2	140.7	94.6	474.2
Men 18-24	8.1	6.8	10.1	15.1	9.4	49.5
Men 25+	67.5	62.3	84.1	125.7	85.2	424.6
Men 25-39	17.0	14.4	21.0	32.1	20.8	105.2
Men 25-54	34.3	29.7	42.2	64.8	41.2	212.2
Men 40+	50.5	47.9	63.1	93.6	64.3	319.4
Men 40-54	17.3	15.3	21.3	32.7	20.4	107.0
Men 55+	33.2	32.6	41.8	60.9	43.9	212.4

2023 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Women 16+	81.9	72.2	101.2	150.0	101.2	506.5
Women 16-24	10.0	8.1	12.1	17.9	11.4	59.4
Women 16-39	27.4	22.9	33.7	50.1	32.8	166.9
Women 16-54	46.0	38.6	56.0	84.3	54.5	279.4
Women 18+	79.6	70.3	98.6	145.9	98.5	493.0
Women 18-24	7.7	6.2	9.4	13.8	8.8	45.8
Women 25+	71.9	64.2	89.2	132.2	89.8	447.2
Women 25-39	17.5	14.8	21.6	32.2	21.4	107.5
Women 25-54	36.0	30.5	43.9	66.5	43.1	220.0
Women 40+	54.5	49.3	67.6	99.9	68.3	339.6
Women 40-54	18.6	15.7	22.3	34.2	21.7	112.5
Women 55+	35.9	33.6	45.3	65.7	46.6	227.1
Grocery Buyers	89.7	78.8	109.9	157.0	105.6	540.9
Grocery Buyers Working	47.7	40.9	59.6	90.3	52.1	290.6
Grocery Buyers Not Working	41.9	37.9	50.2	66.7	53.5	250.3
Grocery Buyers Under 40	23.6	18.7	28.5	38.2	27.7	136.7
Grocery Buyers 40+	66.1	60.1	81.4	118.8	77.9	404.2
Grocery Buyer No Kids	69.7	59.2	86.2	119.2	80.1	414.4
Grocery Buyer Kids	20.0	19.6	23.6	37.9	25.5	126.6
Grocery Buyers Children 0-12	14.6	13.6	16.1	29.2	19.3	92.7
Grocery Buyers Children 0-17	20.0	19.6	23.6	37.9	25.5	126.6
Grocery Buyers Children 5-12	12.4	9.6	12.2	23.7	14.9	72.8
Grocery Buyers Children 5-17	17.8	15.6	20.2	32.4	21.6	107.6

2023 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Total Shoppers Age 18+	117.5	101.3	145.4	211.5	138.7	714.3
Total Shoppers Age < 40	36.4	28.0	41.8	59.7	39.9	205.7
Total Shoppers Age 25-54	56.6	43.4	66.2	98.2	62.0	326.4
Total Shoppers Age 40-54	28.5	23.6	36.1	53.7	30.6	172.6
Total Shoppers Age 55-64	19.7	18.5	26.7	39.3	25.8	130.0
Total Shoppers Age 65+	33.1	31.5	42.3	60.1	43.9	210.9
Total Shoppers < 55	65.0	51.6	77.9	113.3	70.5	378.3
Total Shoppers Age 25-49 Female	27.2	21.2	30.9	46.0	29.7	155.0
Total Shoppers Male	50.0	42.5	63.0	88.8	57.4	301.7
Total Shoppers Female	67.8	59.1	83.9	124.0	82.8	417.6
Total Shoppers 0 Children	91.2	78.2	113.9	163.6	105.0	551.9
Total Shoppers 1-2 Children	23.6	20.4	28.7	40.3	26.3	139.3
Total Shoppers 3+ Children	2.9	3.0	4.3	8.8	9.0	28.0
1 Person Households	25.1	22.7	31.1	38.4	27.6	144.9
2 Person Households	38.2	31.8	45.9	66.6	43.5	226.0
3 Person Households	12.4	12.3	16.5	25.8	15.7	82.6
4 Person Households	9.3	7.7	10.4	16.2	12.2	55.8
5+ Person Households	4.7	4.3	6.0	10.1	6.6	31.7
FTA Only Households	73.8	65.9	92.4	129.4	90.0	451.5
STV Subscription Households*	15.8	13.0	17.4	27.7	15.6	89.5
People in FTA Only Households	164.1	148.4	207.9	299.4	209.6	1,029.4
People in STV Households*	35.4	28.5	36.5	66.1	34.9	201.3
1 TV Households	40.3	31.5	41.8	60.9	41.7	216.2
2 TVs Households	26.9	30.3	39.8	57.2	33.9	188.1
3+ TVs Households	22.4	17.0	28.3	38.9	30.0	136.6

* STV estimates as at start of Q1

2023 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TAS
Total Individuals	263.7	286.6	550.4
Total Households	110.6	122.6	233.1
Children 0-4	13.7	15.3	29.0
Children 5-12	24.8	26.8	51.6
Children 13-17	15.2	16.1	31.3
People 16+	215.8	234.6	450.4
People 16-39	74.5	92.0	166.4
People 16-54	122.2	143.6	265.7
People 25+	188.8	204.6	393.4
People 25-54	95.2	113.5	208.7
People 40+	141.4	142.6	284.0
Men 16+	106.4	114.9	221.3
Men 16-24	14.0	15.5	29.5
Men 16-39	37.9	46.5	84.4
Men 16-54	61.1	71.6	132.7
Men 18+	103.4	111.6	215.0
Men 18-24	11.0	12.2	23.3
Men 25+	92.4	99.4	191.8
Men 25-39	23.9	31.0	54.9
Men 25-54	47.1	56.1	103.2
Men 40+	68.5	68.4	136.9
Men 40-54	23.3	25.1	48.4
Men 55+	45.3	43.3	88.6

2023 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TAS
Women 16+	109.4	119.7	229.1
Women 16-24	13.0	14.6	27.6
Women 16-39	36.6	45.5	82.1
Women 16-54	61.1	72.0	133.0
Women 18+	106.6	116.8	223.3
Women 18-24	10.2	11.6	21.8
Women 25+	96.4	105.2	201.6
Women 25-39	23.6	30.9	54.5
Women 25-54	48.1	57.4	105.5
Women 40+	72.8	74.2	147.1
Women 40-54	24.5	26.5	51.0
Women 55+	48.4	47.8	96.1
Grocery Buyers	110.6	122.6	233.1
Grocery Buyers Working	55.1	64.8	119.9
Grocery Buyers Not Working	55.5	57.8	113.3
Grocery Buyers Under 40	24.9	29.3	54.2
Grocery Buyers 40+	85.7	93.3	179.0
Grocery Buyer No Kids	82.4	91.8	174.1
Grocery Buyer Kids	28.2	30.8	59.0
Grocery Buyers Children 0-12	22.6	22.7	45.4
Grocery Buyers Children 0-17	28.2	30.8	59.0
Grocery Buyers Children 5-12	15.4	16.1	31.5
Grocery Buyers Children 5-17	21.5	24.2	45.7

2023 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TASMANIA
Total Shoppers Age 18+	155.3	170.0	325.3
Total Shoppers Age < 40	45.6	55.2	100.8
Total Shoppers Age 25-54	69.6	81.2	150.7
Total Shoppers Age 40-54	36.3	41.3	77.7
Total Shoppers Age 55-64	28.7	30.7	59.4
Total Shoppers Age 65+	45.7	44.2	90.0
Total Shoppers < 55	81.9	96.5	178.4
Total Shoppers Age 25-49 Female	33.8	37.9	71.7
Total Shoppers Male	65.1	77.4	142.4
Total Shoppers Female	91.3	94.1	185.4
Total Shoppers 0 Children	115.1	128.2	243.4
Total Shoppers 1-2 Children	32.1	35.5	67.6
Total Shoppers 3+ Children	9.2	7.7	16.8
1 Person Households	31.0	37.9	68.8
2 Person Households	43.6	44.4	88.0
3 Person Households	14.8	16.4	31.2
4 Person Households	12.1	15.4	27.5
5+ Person Households	9.2	8.5	17.6
FTA Only Households	92.6	106.9	199.6
STV Subscription Households*	17.9	15.6	33.6
People in FTA Only Households	219.1	250.1	469.2
People in STV Households*	44.6	36.5	81.1
1 TV Households	45.8	55.5	101.3
2 TVs Households	36.4	41.0	77.4
3+ TVs Households	28.4	26.1	54.5

* STV estimates as at start of Q1

2023 Universe Estimates

REGIONAL WA	
000'S	Total REG WA
Total Individuals	558.9
Total Households	233.2
Children 0-4	35.8
Children 5-12	61.5
Children 13-17	33.8
People 16+	440.3
People 16-39	166.1
People 16-54	277.6
People 25+	387.0
People 25-54	224.4
People 40+	274.2
Men 16+	225.1
Men 16-24	27.9
Men 16-39	85.6
Men 16-54	143.1
Men 18+	218.6
Men 18-24	21.4
Men 25+	197.2
Men 25-39	57.7
Men 25-54	115.2
Men 40+	139.5
Men 40-54	57.6
Men 55+	82.0

REGIONAL WA	
000'S	Total REG WA
Women 16+	215.1
Women 16-24	25.4
Women 16-39	80.5
Women 16-54	134.5
Women 18+	209.2
Women 18-24	19.4
Women 25+	189.8
Women 25-39	55.1
Women 25-54	109.2
Women 40+	134.6
Women 40-54	54.0
Women 55+	80.6
Grocery Buyers	233.2
Grocery Buyers Working	147.1
Grocery Buyers Not Working	86.1
Grocery Buyers Under 40	71.2
Grocery Buyers 40+	162.0
Grocery Buyer No Kids	174.6
Grocery Buyer Kids	58.6
Grocery Buyers Children 0-12	42.5
Grocery Buyers Children 0-17	58.6
Grocery Buyers Children 5-12	32.1
Grocery Buyers Children 5-17	48.2

REGIONAL WA	
000'S	Total REG WA
Total Shoppers Age 18+	312.8
Total Shoppers Age < 40	108.8
Total Shoppers Age 25-54	166.4
Total Shoppers Age 40-54	83.2
Total Shoppers Age 55-64	57.4
Total Shoppers Age 65+	68.9
Total Shoppers < 55	192.0
Total Shoppers Age 25-49 Female	75.3
Total Shoppers Male	134.4
Total Shoppers Female	183.9
Total Shoppers 0 Children	238.1
Total Shoppers 1-2 Children	66.7
Total Shoppers 3+ Children	13.6
1 Person Households	51.7
2 Person Households	106.6
3 Person Households	28.6
4 Person Households	30.8
5+ Person Households	15.6
FTA Only Households	199.2
STV Subscription Households*	34.0
People in FTA Only Households	469.2
People in STV Households*	89.7
1 TV Households	105.3
2 TVs Households	76.9
3+ TVs Households	51.1

* STV estimates as at start of Q1