

2024 Universe Estimates

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND	842.4	1,967.6	812
Cairns	119.3	271.0	120
Townsville	101.2	245.8	105
Mackay	80.4	195.0	105
Rockhampton	99.3	239.9	105
Maryborough	308.8	694.5	257
Toowoomba	133.5	321.4	120
Total NORTHERN NSW	958.2	2,312.7	700
Northern Rivers	463.5	1,083.9	339
Tamworth/Taree	150.7	365.1	120
Newcastle	344.0	863.8	241
Total SOUTHERN NSW	648.1	1,589.2	570
Canberra	235.7	595.5	185
Orange Dubbo Wagga	182.6	435.4	177
Wollongong	229.8	558.3	208
Total VICTORIA	557.7	1,265.0	651
Albury	91.8	203.6	102
Shepparton	81.0	181.2	104
Bendigo	113.4	251.5	132
Ballarat	162.4	377.0	190
Gippsland	109.1	251.7	123
Total TASMANIA	236.7	556.6	285
Launceston	112.2	266.6	142
Hobart	124.5	290.1	143
REGIONAL WA	236.1	565.1	180

2024 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Total Individuals	1,967.6	2,312.7	1,589.2	1,265.0	556.6	7,691.0	565.1	8,256.2
Total Households	842.4	958.2	648.1	557.7	236.7	3,243.0	236.1	3,479.1
Children 0-4	108.6	127.5	94.0	69.5	29.0	428.6	35.4	463.9
Children 5-12	205.1	227.6	159.5	123.6	51.7	767.6	61.8	829.3
Children 13-17	125.7	139.6	96.0	75.4	31.8	468.4	34.5	502.9
People 16+	1,575.9	1,872.1	1,277.0	1,025.4	456.4	6,206.8	446.2	6,653.0
People 16-39	562.6	670.4	494.9	341.2	167.1	2,236.1	166.1	2,402.2
People 16-54	934.0	1,094.3	784.3	566.1	267.3	3,646.0	278.4	3,924.4
People 25+	1,372.0	1,630.1	1,102.7	902.3	400.5	5,407.7	392.8	5,800.6
People 25-54	730.1	852.4	610.0	443.1	211.4	2,847.0	225.0	3,072.0
People 40+	1,013.3	1,201.7	782.1	684.3	289.3	3,970.7	280.1	4,250.8
Men 16+	777.4	911.2	630.1	503.5	224.2	3,046.4	228.5	3,274.9
Men 16-24	104.9	123.7	89.9	63.9	28.9	411.3	28.0	439.3
Men 16-39	281.8	334.7	250.4	171.8	84.7	1,123.5	85.7	1,209.2
Men 16-54	463.6	541.4	393.7	281.5	133.5	1,813.8	143.6	1,957.4
Men 18+	752.8	883.4	610.8	488.5	217.8	2,953.3	221.9	3,175.1
Men 18-24	80.3	95.9	70.5	48.9	22.5	318.2	21.4	339.6
Men 25+	672.5	787.5	540.3	439.6	195.3	2,635.1	200.4	2,835.5
Men 25-39	176.8	211.0	160.6	107.9	55.9	712.2	57.7	769.8
Men 25-54	358.7	417.7	303.9	217.6	104.6	1,402.4	115.6	1,518.1
Men 40+	495.6	576.5	379.7	331.7	139.4	1,922.9	142.8	2,065.7
Men 40-54	181.9	206.7	143.3	109.7	48.8	690.3	57.9	748.2
Men 55+	313.8	369.9	236.4	222.0	90.7	1,232.7	84.8	1,317.5

2024 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Women 16+	798.5	960.8	646.9	522.0	232.2	3,160.4	217.8	3,378.2
Women 16-24	99.0	118.2	84.4	59.2	27.0	387.8	25.4	413.1
Women 16-39	280.9	335.6	244.4	169.3	82.4	1,112.6	80.4	1,193.1
Women 16-54	470.4	553.0	390.6	284.6	133.7	1,832.3	134.8	1,967.1
Women 18+	775.4	934.6	628.9	508.0	226.3	3,073.2	211.7	3,284.9
Women 18-24	75.8	92.0	66.5	45.2	21.1	300.6	19.3	319.9
Women 25+	699.5	842.6	562.4	462.8	205.3	2,772.6	192.4	2,965.0
Women 25-39	181.9	217.4	160.0	110.1	55.4	724.8	55.1	779.9
Women 25-54	371.4	434.8	306.1	225.4	106.8	1,444.5	109.4	1,553.9
Women 40+	517.7	625.2	402.4	352.6	149.9	2,047.8	137.3	2,185.1
Women 40-54	189.6	217.3	146.1	115.3	51.4	719.7	54.3	774.0
Women 55+	328.1	407.9	256.3	237.3	98.5	1,328.1	83.0	1,411.1
Grocery Buyers (18+)	842.4	958.2	648.1	557.7	236.7	3,243.0	236.1	3,479.1
Grocery Buyers Working	492.4	539.8	394.2	327.0	129.6	1,883.0	150.9	2,033.9
Grocery Buyers Not Working	349.9	418.4	253.9	230.8	107.1	1,360.0	85.1	1,445.2
Grocery Buyers Under 40	227.6	249.0	194.2	141.5	63.9	876.1	72.9	949.1
Grocery Buyers 40+	614.8	709.2	453.9	416.2	172.8	2,366.9	163.1	2,530.0
Grocery Buyer No Kids	630.1	715.0	471.0	425.9	179.4	2,421.4	171.5	2,592.9
Grocery Buyer Kids	212.3	243.2	177.0	131.8	57.3	821.6	64.6	886.2
Grocery Buyers Children 0-12	165.0	182.1	136.3	96.2	44.4	624.0	52.5	676.5
Grocery Buyers Children 0-17	212.3	243.2	177.0	131.8	57.3	821.6	64.6	886.2
Grocery Buyers Children 5-12	120.7	144.6	104.0	67.3	33.2	469.9	41.0	510.9
Grocery Buyers Children 5-17	170.5	209.3	146.3	104.2	46.9	677.0	53.4	730.4

2024 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Total Shoppers Age 18+	1,180.5	1,403.4	953.0	777.0	345.2	4,659.0	333.1	4,992.1
Total Shoppers Age < 40	380.3	447.0	338.6	233.6	113.5	1,512.9	112.5	1,625.4
Total Shoppers Age 25-54	573.4	656.3	481.1	353.6	168.8	2,233.2	176.2	2,409.4
Total Shoppers Age 40-54	295.3	330.1	231.7	184.4	80.6	1,122.1	91.0	1,213.1
Total Shoppers Age 55-64	208.4	249.1	157.4	139.4	63.0	817.3	59.2	876.5
Total Shoppers Age 65+	311.3	389.8	234.3	227.8	91.2	1,254.5	73.4	1,327.8
Total Shoppers < 55	675.6	777.1	570.3	417.9	194.1	2,635.0	203.5	2,838.5
Total Shoppers Age 25-49 Female	272.4	309.5	224.2	159.2	76.7	1,041.9	80.4	1,122.3
Total Shoppers Male	518.0	613.0	427.8	342.4	153.8	2,055.0	147.1	2,202.1
Total Shoppers Female	677.2	803.0	534.2	442.8	194.5	2,651.7	188.9	2,840.7
Total Shoppers 0 Children	887.4	1,047.9	695.3	597.9	257.8	3,486.3	242.0	3,728.4
Total Shoppers 1-2 Children	258.1	287.9	208.9	156.8	73.0	984.7	76.8	1,061.5
Total Shoppers 3+ Children	49.8	80.2	57.8	30.5	17.6	235.8	17.2	253.0
1 Person Households	237.2	249.2	165.8	152.3	70.3	874.7	51.8	926.5
2 Person Households	320.2	377.7	239.7	231.5	90.1	1,259.1	109.0	1,368.0
3 Person Households	127.0	128.9	101.2	83.4	31.1	471.5	28.7	500.2
4 Person Households	99.8	118.4	87.0	58.0	27.4	390.6	31.1	421.7
5+ Person Households	58.2	84.0	54.4	32.6	17.8	247.1	15.6	262.7
FTA Only Households	739.1	807.8	558.1	475.4	211.6	2,792.0	209.8	3,001.8
STV Subscription Households*	103.2	150.4	89.9	82.4	25.1	451.0	26.3	477.3
People in FTA Only Households	1,712.2	1,942.1	1,364.3	1,071.6	494.3	6,584.4	498.1	7,082.5
People in STV Households*	255.4	370.6	224.9	193.4	62.4	1,106.6	67.0	1,173.6
1 TV Households	391.2	385.6	271.3	216.7	101.4	1,366.2	102.8	1,468.9
2 TVs Households	267.6	321.9	220.9	191.8	76.0	1,078.2	85.0	1,163.3
3+ TVs Households	183.5	250.7	155.9	149.2	59.4	798.6	48.3	846.9

* STV estimates as at start of Q1

2024 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Total Individuals	271.0	245.8	195.0	239.9	694.5	321.4	1,967.6
Total Households	119.3	101.2	80.4	99.3	308.8	133.5	842.4
Children 0-4	14.8	14.4	12.3	15.3	33.0	18.9	108.6
Children 5-12	28.4	26.1	21.3	28.0	66.4	34.8	205.1
Children 13-17	17.2	16.6	12.2	16.4	41.7	21.6	125.7
People 16+	217.1	195.2	153.8	186.2	569.3	254.4	1,575.9
People 16-39	78.8	81.8	62.3	73.6	173.8	92.4	562.6
People 16-54	133.3	127.5	101.1	119.2	303.7	149.3	934.0
People 25+	190.1	163.8	133.3	160.4	505.1	219.5	1,372.0
People 25-54	106.3	96.1	80.5	93.3	239.5	114.4	730.1
People 40+	138.3	113.4	91.5	112.7	395.5	161.9	1,013.3
Men 16+	108.2	97.4	79.1	94.2	274.6	123.9	777.4
Men 16-24	14.0	16.4	10.6	13.4	32.7	17.8	104.9
Men 16-39	39.5	41.7	31.7	37.3	85.6	45.9	281.8
Men 16-54	66.1	64.2	51.9	60.3	147.8	73.3	463.6
Men 18+	104.8	94.1	76.8	91.0	266.4	119.7	752.8
Men 18-24	10.7	13.1	8.3	10.2	24.5	13.6	80.3
Men 25+	94.2	81.0	68.5	80.7	242.0	106.1	672.5
Men 25-39	25.5	25.4	21.1	23.9	52.9	28.1	176.8
Men 25-54	52.0	47.8	41.3	46.9	115.2	55.5	358.7
Men 40+	68.7	55.7	47.4	56.8	189.0	78.0	495.6
Men 40-54	26.6	22.5	20.2	23.0	62.2	27.4	181.9
Men 55+	42.1	33.2	27.2	33.8	126.8	50.6	313.8

2024 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Women 16+	108.9	97.8	74.7	92.1	294.7	130.4	798.5
Women 16-24	12.9	15.1	9.9	12.4	31.6	17.0	99.0
Women 16-39	39.3	40.0	30.5	36.3	88.3	46.5	280.9
Women 16-54	67.3	63.3	49.1	58.9	155.9	76.0	470.4
Women 18+	105.8	94.6	72.5	89.2	287.0	126.4	775.4
Women 18-24	9.8	11.8	7.8	9.5	23.8	13.0	75.8
Women 25+	95.9	82.7	64.7	79.6	263.1	113.4	699.5
Women 25-39	26.3	25.0	20.6	23.8	56.7	29.5	181.9
Women 25-54	54.3	48.3	39.2	46.4	124.3	58.9	371.4
Women 40+	69.6	57.8	44.1	55.8	206.4	83.9	517.7
Women 40-54	28.0	23.3	18.6	22.6	67.6	29.4	189.6
Women 55+	41.6	34.5	25.5	33.2	138.8	54.5	328.1
Grocery Buyers (18+)	119.3	101.2	80.4	99.3	308.8	133.5	842.4
Grocery Buyers Working	73.5	62.9	50.8	61.2	166.6	77.4	492.4
Grocery Buyers Not Working	45.8	38.3	29.6	38.1	142.2	56.1	349.9
Grocery Buyers Under 40	30.5	35.1	26.9	32.3	68.0	34.8	227.6
Grocery Buyers 40+	88.8	66.0	53.5	67.0	240.8	98.7	614.8
Grocery Buyer No Kids	89.9	72.1	57.6	71.0	239.1	100.4	630.1
Grocery Buyer Kids	29.4	29.1	22.8	28.3	69.6	33.1	212.3
Grocery Buyers Children 0-12	24.2	19.9	19.0	23.7	51.2	26.9	165.0
Grocery Buyers Children 0-17	29.4	29.1	22.8	28.3	69.6	33.1	212.3
Grocery Buyers Children 5-12	18.7	13.5	14.3	16.1	36.2	21.9	120.7
Grocery Buyers Children 5-17	23.9	23.0	18.4	21.3	55.7	28.3	170.5

2024 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Total Shoppers Age 18+	164.8	146.4	112.9	134.9	440.4	181.1	1,180.5
Total Shoppers Age < 40	52.2	60.4	42.2	46.0	123.9	55.6	380.3
Total Shoppers Age 25-54	86.2	75.4	60.0	74.7	191.7	85.5	573.4
Total Shoppers Age 40-54	45.3	34.9	27.8	38.5	105.4	43.4	295.3
Total Shoppers Age 55-64	29.2	24.2	20.9	20.1	81.6	32.4	208.4
Total Shoppers Age 65+	38.5	30.3	22.4	30.8	137.4	51.8	311.3
Total Shoppers < 55	97.5	95.3	70.0	84.5	229.3	99.0	675.6
Total Shoppers Age 25-49 Female	40.1	36.7	30.6	35.7	88.1	41.3	272.4
Total Shoppers Male	72.7	65.7	49.9	58.9	193.2	77.5	518.0
Total Shoppers Female	92.4	84.1	63.5	76.6	255.1	105.6	677.2
Total Shoppers 0 Children	125.2	105.2	82.9	93.8	345.0	135.4	887.4
Total Shoppers 1-2 Children	32.8	38.0	25.2	34.0	92.1	36.0	258.1
Total Shoppers 3+ Children	7.1	6.7	5.3	7.7	11.2	11.8	49.8
1 Person Households	36.6	27.9	20.9	26.9	85.5	39.4	237.2
2 Person Households	44.4	36.0	29.5	35.5	128.0	46.9	320.2
3 Person Households	17.5	15.4	12.4	15.1	46.0	20.6	127.0
4 Person Households	14.0	12.6	11.5	13.5	35.2	13.0	99.8
5+ Person Households	6.7	9.2	6.0	8.4	14.3	13.6	58.2
FTA Only Households	103.7	87.4	69.7	90.6	269.4	118.4	739.1
STV Subscription Households*	15.6	13.8	10.6	8.7	39.4	15.1	103.2
People in FTA Only Households	232.9	208.6	165.5	215.5	606.3	283.4	1,712.2
People in STV Households*	38.2	37.2	29.6	24.3	88.2	37.9	255.4
1 TV Households	57.4	43.8	37.5	45.0	143.3	64.3	391.2
2 TVs Households	36.3	32.3	26.0	28.5	101.3	43.3	267.6
3+ TVs Households	25.6	25.1	16.9	25.9	64.1	25.9	183.5

* STV estimates as at start of Q1

2024 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Total Individuals	1,083.9	365.1	863.8	2,312.7
Total Households	463.5	150.7	344.0	958.2
Children 0-4	57.0	19.4	51.2	127.5
Children 5-12	104.0	36.2	87.5	227.6
Children 13-17	64.0	22.5	53.1	139.6
People 16+	883.6	295.7	692.7	1,872.1
People 16-39	314.7	92.1	263.5	670.4
People 16-54	521.8	153.2	419.4	1,094.3
People 25+	773.2	260.4	596.6	1,630.1
People 25-54	411.3	117.9	323.2	852.4
People 40+	568.9	203.6	429.2	1,201.7
Men 16+	427.4	144.0	339.8	911.2
Men 16-24	55.8	18.1	49.8	123.7
Men 16-39	155.4	45.8	133.5	334.7
Men 16-54	255.3	75.6	210.6	541.4
Men 18+	414.8	139.6	329.1	883.4
Men 18-24	43.2	13.7	39.0	95.9
Men 25+	371.6	125.9	290.0	787.5
Men 25-39	99.5	27.8	83.7	211.0
Men 25-54	199.4	57.5	160.8	417.7
Men 40+	272.0	98.2	206.3	576.5
Men 40-54	99.9	29.7	77.1	206.7
Men 55+	172.2	68.4	129.3	369.9

2024 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Women 16+	456.2	151.7	352.9	960.8
Women 16-24	54.6	17.2	46.4	118.2
Women 16-39	159.4	46.2	130.0	335.6
Women 16-54	266.5	77.7	208.8	553.0
Women 18+	444.2	147.5	342.9	934.6
Women 18-24	42.6	13.0	36.4	92.0
Women 25+	401.6	134.5	306.6	842.6
Women 25-39	104.7	29.0	83.7	217.4
Women 25-54	211.9	60.5	162.4	434.8
Women 40+	296.9	105.5	222.9	625.2
Women 40-54	107.2	31.4	78.8	217.3
Women 55+	189.7	74.1	144.1	407.9
Grocery Buyers	463.5	150.7	344.0	958.2
Grocery Buyers Working	266.2	81.5	192.1	539.8
Grocery Buyers Not Working	197.3	69.2	151.9	418.4
Grocery Buyers Under 40	122.5	32.7	93.8	249.0
Grocery Buyers 40+	340.9	118.1	250.2	709.2
Grocery Buyer No Kids	352.2	113.3	249.6	715.0
Grocery Buyer Kids	111.3	37.5	94.4	243.2
Grocery Buyers Children 0-12	80.4	28.0	73.7	182.1
Grocery Buyers Children 0-17	111.3	37.5	94.4	243.2
Grocery Buyers Children 5-12	64.3	23.2	57.1	144.6
Grocery Buyers Children 5-17	96.7	33.4	79.2	209.3

2024 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Total Shoppers Age 18+	674.8	220.8	507.8	1,403.4
Total Shoppers Age < 40	222.3	58.1	166.6	447.0
Total Shoppers Age 25-54	324.5	87.0	244.8	656.3
Total Shoppers Age 40-54	162.7	46.0	121.5	330.1
Total Shoppers Age 55-64	118.2	42.7	88.3	249.1
Total Shoppers Age 65+	177.7	76.3	135.8	389.8
Total Shoppers < 55	384.9	104.1	288.1	777.1
Total Shoppers Age 25-49 Female	153.3	39.5	116.7	309.5
Total Shoppers Male	296.2	96.1	220.7	613.0
Total Shoppers Female	384.7	126.9	291.4	803.0
Total Shoppers 0 Children	516.8	163.4	367.8	1,047.9
Total Shoppers 1-2 Children	137.4	39.7	110.8	287.9
Total Shoppers 3+ Children	26.7	19.9	33.5	80.2
1 Person Households	125.1	39.4	84.8	249.2
2 Person Households	184.6	64.2	128.9	377.7
3 Person Households	63.5	16.6	48.8	128.9
4 Person Households	60.8	12.7	45.0	118.4
5+ Person Households	29.5	17.9	36.6	84.0
FTA Only Households	395.9	127.4	284.5	807.8
STV Subscription Households*	67.5	23.3	59.6	150.4
People in FTA Only Households	926.2	305.3	710.5	1,942.1
People in STV Households*	157.6	59.7	153.2	370.6
1 TV Households	188.4	66.2	131.0	385.6
2 TVs Households	164.6	47.6	109.7	321.9
3+ TVs Households	110.4	36.9	103.4	250.7

* STV estimates as at start of Q1

2024 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Total Individuals	595.5	435.4	558.3	1,589.2
Total Households	235.7	182.6	229.8	648.1
Children 0-4	36.0	27.7	30.3	94.0
Children 5-12	60.0	47.2	52.3	159.5
Children 13-17	35.1	28.1	32.8	96.0
People 16+	478.1	343.2	455.7	1,277.0
People 16-39	214.0	126.5	154.4	494.9
People 16-54	330.0	201.5	252.8	784.3
People 25+	408.2	296.9	397.6	1,102.7
People 25-54	260.0	155.3	194.7	610.0
People 40+	264.1	216.7	301.4	782.1
Men 16+	235.7	170.7	223.7	630.1
Men 16-24	35.6	24.1	30.2	89.9
Men 16-39	107.6	64.3	78.5	250.4
Men 16-54	165.2	101.7	126.8	393.7
Men 18+	228.7	165.1	217.0	610.8
Men 18-24	28.6	18.4	23.5	70.5
Men 25+	200.1	146.7	193.5	540.3
Men 25-39	72.0	40.3	48.3	160.6
Men 25-54	129.6	77.6	96.7	303.9
Men 40+	128.1	106.4	145.2	379.7
Men 40-54	57.6	37.3	48.3	143.3
Men 55+	70.5	69.1	96.8	236.4

2024 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Women 16+	242.4	172.4	232.1	646.9
Women 16-24	34.3	22.2	27.9	84.4
Women 16-39	106.4	62.2	75.9	244.4
Women 16-54	164.8	99.9	126.0	390.6
Women 18+	235.8	167.3	225.9	628.9
Women 18-24	27.7	17.1	21.8	66.5
Women 25+	208.1	150.3	204.1	562.4
Women 25-39	72.1	40.0	47.9	160.0
Women 25-54	130.4	77.7	98.0	306.1
Women 40+	136.0	110.3	156.2	402.4
Women 40-54	58.3	37.7	50.1	146.1
Women 55+	77.6	72.6	106.1	256.3
Grocery Buyers	235.7	182.6	229.8	648.1
Grocery Buyers Working	156.9	112.9	124.4	394.2
Grocery Buyers Not Working	78.8	69.8	105.4	253.9
Grocery Buyers Under 40	82.4	52.9	58.9	194.2
Grocery Buyers 40+	153.3	129.7	170.9	453.9
Grocery Buyer No Kids	166.2	134.0	170.8	471.0
Grocery Buyer Kids	69.5	48.6	59.0	177.0
Grocery Buyers Children 0-12	55.0	37.2	44.1	136.3
Grocery Buyers Children 0-17	69.5	48.6	59.0	177.0
Grocery Buyers Children 5-12	40.1	28.6	35.3	104.0
Grocery Buyers Children 5-17	55.4	40.6	50.3	146.3

2024 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Total Shoppers Age 18+	361.0	256.3	335.7	953.0
Total Shoppers Age < 40	152.6	84.9	101.1	338.6
Total Shoppers Age 25-54	205.4	122.9	152.8	481.1
Total Shoppers Age 40-54	91.0	61.7	78.9	231.7
Total Shoppers Age 55-64	54.0	42.8	60.6	157.4
Total Shoppers Age 65+	68.3	68.9	97.1	234.3
Total Shoppers < 55	243.6	146.7	180.0	570.3
Total Shoppers Age 25-49 Female	94.6	58.9	70.7	224.2
Total Shoppers Male	166.7	111.3	149.8	427.8
Total Shoppers Female	199.2	147.1	187.9	534.2
Total Shoppers 0 Children	256.3	190.4	248.6	695.3
Total Shoppers 1-2 Children	88.8	49.0	71.0	208.9
Total Shoppers 3+ Children	20.8	19.0	18.1	57.8
1 Person Households	58.4	50.4	57.0	165.8
2 Person Households	82.3	70.4	87.0	239.7
3 Person Households	37.8	24.4	39.0	101.2
4 Person Households	37.0	20.6	29.4	87.0
5+ Person Households	20.2	16.9	17.4	54.4
FTA Only Households	208.7	153.1	196.3	558.1
STV Subscription Households*	27.0	29.6	33.4	89.9
People in FTA Only Households	527.0	364.5	472.8	1,364.3
People in STV Households*	68.5	70.9	85.4	224.9
1 TV Households	106.3	75.9	89.1	271.3
2 TVs Households	76.8	59.2	84.9	220.9
3+ TVs Households	52.5	47.5	55.8	155.9

* STV estimates as at start of Q1

2024 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Total Individuals	203.6	181.2	251.5	377.0	251.7	1,265.0
Total Households	91.8	81.0	113.4	162.4	109.1	557.7
Children 0-4	11.7	9.8	13.6	20.7	13.8	69.5
Children 5-12	20.5	17.5	24.5	37.1	24.2	123.6
Children 13-17	12.6	10.8	14.7	22.8	14.5	75.4
People 16+	163.6	147.3	204.4	305.3	204.8	1,025.4
People 16-39	55.4	46.7	68.6	103.8	66.8	341.2
People 16-54	92.0	78.3	113.3	172.6	110.0	566.1
People 25+	143.2	130.4	179.5	268.0	181.3	902.3
People 25-54	71.6	61.4	88.4	135.3	86.4	443.1
People 40+	108.2	100.6	135.8	201.6	138.1	684.3
Men 16+	79.9	73.0	100.1	150.1	100.4	503.5
Men 16-24	10.5	8.9	12.9	19.5	12.1	63.9
Men 16-39	27.8	23.5	34.4	52.7	33.4	171.8
Men 16-54	45.5	39.1	56.3	86.4	54.3	281.5
Men 18+	77.3	70.9	97.2	145.5	97.5	488.5
Men 18-24	8.0	6.7	10.0	14.9	9.3	48.9
Men 25+	69.4	64.1	87.2	130.6	88.2	439.6
Men 25-39	17.3	14.6	21.5	33.2	21.3	107.9
Men 25-54	35.0	30.2	43.4	66.9	42.2	217.6
Men 40+	52.1	49.5	65.7	97.5	67.0	331.7
Men 40-54	17.7	15.6	21.8	33.7	20.9	109.7
Men 55+	34.4	33.9	43.9	63.8	46.0	222.0

2024 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Women 16+	83.8	74.3	104.3	155.2	104.5	522.0
Women 16-24	9.9	8.0	12.0	17.9	11.4	59.2
Women 16-39	27.6	23.2	34.1	51.1	33.4	169.3
Women 16-54	46.5	39.2	57.0	86.3	55.6	284.6
Women 18+	81.4	72.3	101.6	151.0	101.8	508.0
Women 18-24	7.5	6.1	9.3	13.7	8.7	45.2
Women 25+	73.9	66.3	92.3	137.3	93.1	462.8
Women 25-39	17.7	15.1	22.2	33.2	22.0	110.1
Women 25-54	36.6	31.2	45.0	68.4	44.2	225.4
Women 40+	56.2	51.1	70.1	104.1	71.1	352.6
Women 40-54	18.9	16.0	22.9	35.2	22.3	115.3
Women 55+	37.3	35.1	47.3	68.9	48.8	237.3
Grocery Buyers	91.8	81.0	113.4	162.4	109.1	557.7
Grocery Buyers Working	53.1	47.3	63.6	98.3	64.6	327.0
Grocery Buyers Not Working	38.7	33.7	49.8	64.1	44.4	230.8
Grocery Buyers Under 40	24.7	18.1	31.1	41.1	26.6	141.5
Grocery Buyers 40+	67.1	63.0	82.4	121.4	82.4	416.2
Grocery Buyer No Kids	71.1	61.6	86.4	123.1	83.8	425.9
Grocery Buyer Kids	20.7	19.4	27.1	39.4	25.3	131.8
Grocery Buyers Children 0-12	15.1	13.3	19.6	29.1	19.2	96.2
Grocery Buyers Children 0-17	20.7	19.4	27.1	39.4	25.3	131.8
Grocery Buyers Children 5-12	10.7	9.0	13.1	21.7	12.9	67.3
Grocery Buyers Children 5-17	16.2	15.2	21.1	32.4	19.3	104.2

2024 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Total Shoppers Age 18+	125.4	111.3	160.2	224.9	155.2	777.0
Total Shoppers Age < 40	40.1	29.5	50.3	67.7	46.0	233.6
Total Shoppers Age 25-54	59.0	47.4	74.0	104.5	68.7	353.6
Total Shoppers Age 40-54	30.7	25.9	38.7	54.8	34.2	184.4
Total Shoppers Age 55-64	20.2	21.8	28.6	41.9	26.9	139.4
Total Shoppers Age 65+	35.9	34.4	45.2	64.0	48.4	227.8
Total Shoppers < 55	70.8	55.4	89.0	122.5	80.2	417.9
Total Shoppers Age 25-49 Female	26.9	22.5	32.0	47.4	30.4	159.2
Total Shoppers Male	55.3	49.1	73.9	97.5	66.7	342.4
Total Shoppers Female	71.6	62.5	88.9	130.9	88.8	442.8
Total Shoppers 0 Children	98.4	86.0	122.8	172.6	118.1	597.9
Total Shoppers 1-2 Children	23.8	20.8	35.4	46.0	30.9	156.8
Total Shoppers 3+ Children	4.8	4.8	4.5	9.8	6.6	30.5
1 Person Households	26.2	23.8	32.7	40.6	29.0	152.3
2 Person Households	38.9	32.5	47.1	68.4	44.7	231.5
3 Person Households	12.4	12.4	16.6	26.1	16.0	83.4
4 Person Households	9.6	8.0	10.8	16.9	12.6	58.0
5+ Person Households	4.8	4.4	6.2	10.5	6.8	32.6
FTA Only Households	78.1	65.9	98.6	136.0	96.7	475.4
STV Subscription Households*	13.7	15.1	14.8	26.5	12.4	82.4
People in FTA Only Households	174.4	146.9	217.9	312.0	220.4	1,071.6
People in STV Households*	29.2	34.2	33.6	65.0	31.4	193.4
1 TV Households	34.4	32.0	44.6	60.2	45.5	216.7
2 TVs Households	30.0	30.8	43.3	52.6	35.3	191.8
3+ TVs Households	27.4	18.3	25.6	49.6	28.3	149.2

* STV estimates as at start of Q1

2024 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TAS
Total Individuals	266.6	290.1	556.6
Total Households	112.2	124.5	236.7
Children 0-4	13.7	15.3	29.0
Children 5-12	24.9	26.9	51.7
Children 13-17	15.4	16.4	31.8
People 16+	218.5	237.9	456.4
People 16-39	74.3	92.9	167.1
People 16-54	122.2	145.1	267.3
People 25+	192.2	208.3	400.5
People 25-54	95.9	115.5	211.4
People 40+	144.3	145.0	289.3
Men 16+	107.8	116.3	224.2
Men 16-24	13.7	15.2	28.9
Men 16-39	37.9	46.9	84.7
Men 16-54	61.2	72.3	133.5
Men 18+	104.8	113.1	217.8
Men 18-24	10.6	12.0	22.5
Men 25+	94.2	101.1	195.3
Men 25-39	24.2	31.7	55.9
Men 25-54	47.5	57.1	104.6
Men 40+	70.0	69.4	139.4
Men 40-54	23.3	25.4	48.8
Men 55+	46.7	44.0	90.7

2024 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TAS
Women 16+	110.7	121.6	232.2
Women 16-24	12.6	14.3	27.0
Women 16-39	36.4	46.0	82.4
Women 16-54	61.0	72.8	133.7
Women 18+	107.8	118.5	226.3
Women 18-24	9.8	11.3	21.1
Women 25+	98.1	107.2	205.3
Women 25-39	23.8	31.6	55.4
Women 25-54	48.4	58.4	106.8
Women 40+	74.3	75.6	149.9
Women 40-54	24.6	26.8	51.4
Women 55+	49.7	48.8	98.5
Grocery Buyers	112.2	124.5	236.7
Grocery Buyers Working	59.2	70.5	129.6
Grocery Buyers Not Working	53.0	54.0	107.1
Grocery Buyers Under 40	28.2	35.6	63.9
Grocery Buyers 40+	84.0	88.9	172.8
Grocery Buyer No Kids	86.3	93.1	179.4
Grocery Buyer Kids	26.0	31.4	57.3
Grocery Buyers Children 0-12	20.0	24.4	44.4
Grocery Buyers Children 0-17	26.0	31.4	57.3
Grocery Buyers Children 5-12	16.4	16.9	33.2
Grocery Buyers Children 5-17	22.4	24.5	46.9

2024 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TASMANIA
Total Shoppers Age 18+	160.6	184.6	345.2
Total Shoppers Age < 40	47.8	65.7	113.5
Total Shoppers Age 25-54	75.1	93.7	168.8
Total Shoppers Age 40-54	38.9	41.7	80.6
Total Shoppers Age 55-64	31.1	31.9	63.0
Total Shoppers Age 65+	44.3	46.9	91.2
Total Shoppers < 55	86.8	107.3	194.1
Total Shoppers Age 25-49 Female	33.1	43.6	76.7
Total Shoppers Male	72.0	81.8	153.8
Total Shoppers Female	90.2	104.3	194.5
Total Shoppers 0 Children	120.7	137.1	257.8
Total Shoppers 1-2 Children	33.0	40.0	73.0
Total Shoppers 3+ Children	8.5	9.1	17.6
1 Person Households	31.6	38.7	70.3
2 Person Households	44.6	45.5	90.1
3 Person Households	14.7	16.4	31.1
4 Person Households	12.1	15.4	27.4
5+ Person Households	9.3	8.6	17.8
FTA Only Households	100.2	111.4	211.6
STV Subscription Households*	12.0	13.1	25.1
People in FTA Only Households	234.7	259.6	494.3
People in STV Households*	31.9	30.5	62.4
1 TV Households	44.2	57.1	101.4
2 TVs Households	39.5	36.5	76.0
3+ TVs Households	28.5	30.9	59.4

* STV estimates as at start of Q1

2024 Universe Estimates

REGIONAL WA		REGIONAL WA		REGIONAL WA	
000'S	Total REG WA	000'S	Total REG WA	000'S	Total REG WA
Total Individuals	565.1	Women 16+	217.8	Total Shoppers Age 18+	333.1
Total Households	236.1	Women 16-24	25.4	Total Shoppers Age < 40	112.5
Children 0-4	35.4	Women 16-39	80.4	Total Shoppers Age 25-54	176.2
Children 5-12	61.8	Women 16-54	134.8	Total Shoppers Age 40-54	91.0
Children 13-17	34.5	Women 18+	211.7	Total Shoppers Age 55-64	59.2
People 16+	446.2	Women 18-24	19.3	Total Shoppers Age 65+	73.4
People 16-39	166.1	Women 25+	192.4	Total Shoppers < 55	203.5
People 16-54	278.4	Women 25-39	55.1	Total Shoppers Age 25-49 Female	80.4
People 25+	392.8	Women 25-54	109.4	Total Shoppers Male	147.1
People 25-54	225.0	Women 40+	137.3	Total Shoppers Female	188.9
People 40+	280.1	Women 40-54	54.3	Total Shoppers 0 Children	242.0
Men 16+	228.5	Women 55+	83.0	Total Shoppers 1-2 Children	76.8
Men 16-24	28.0	Grocery Buyers	236.1	Total Shoppers 3+ Children	17.2
Men 16-39	85.7	Grocery Buyers Working	150.9	1 Person Households	51.8
Men 16-54	143.6	Grocery Buyers Not Working	85.1	2 Person Households	109.0
Men 18+	221.9	Grocery Buyers Under 40	72.9	3 Person Households	28.7
Men 18-24	21.4	Grocery Buyers 40+	163.1	4 Person Households	31.1
Men 25+	200.4	Grocery Buyer No Kids	171.5	5+ Person Households	15.6
Men 25-39	57.7	Grocery Buyer Kids	64.6	FTA Only Households	209.8
Men 25-54	115.6	Grocery Buyers Children 0-12	52.5	STV Subscription Households*	26.3
Men 40+	142.8	Grocery Buyers Children 0-17	64.6	People in FTA Only Households	498.1
Men 40-54	57.9	Grocery Buyers Children 5-12	41.0	People in STV Households*	67.0
Men 55+	84.8	Grocery Buyers Children 5-17	53.4	1 TV Households	102.8
				2 TVs Households	85.0
				3+ TVs Households	48.3

* STV estimates as at start of Q1