

2025 Universe Estimates

Based on 1+ TV	Total People (000's)	Universe Estimate %	Minimum Number of Homes Installed
Total QUEENSLAND	2,004.0	100%	812
Cairns	274.2	13.7%	120
Townsville	247.4	12.3%	105
Mackay	196.7	9.8%	105
Rockhampton	240.5	12.0%	105
Maryborough	714.3	35.6%	257
Toowoomba	330.9	16.5%	120
Total NORTHERN NSW	2,355.3	100%	700
Northern Rivers	1,108.6	47.1%	339
Tamworth/Taree	368.8	15.7%	120
Newcastle	877.9	37.3%	241
Total SOUTHERN NSW	1,609.6	100%	570
Canberra	611.8	38.0%	185
Orange Dubbo Wagga	436.9	27.1%	177
Wollongong	560.9	34.8%	208
Total VICTORIA	1,277.4	100%	651
Albury	206.0	16.1%	102
Shepparton	182.4	14.3%	104
Bendigo	253.2	19.8%	132
Ballarat	380.6	29.8%	190
Gippsland	255.2	20.0%	123
Total TASMANIA	562.5	100%	285
Launceston	268.7	47.8%	142
Hobart	293.8	52.2%	143
REGIONAL WA	568.7	100%	180

2025 Universe Estimates

Based on 1+ TV UE 000's	Regional TAM Total	QLD	NNSW	SNSW	VIC	TAS	Regional WA
Total People	8,377,000	2,004,000	2,355,000	1,610,000	1,277,000	563,000	569,000
People 0-12	1,296,000	314,000	358,000	254,000	193,000	80,000	96,000*
People 0-17	1,810,000	443,000	501,000	352,000	270,000	112,000	131,000*
People 0-24	2,473,000	601,000	691,000	490,000	363,000	156,000	172,000*
People 0-39	4,043,000	965,000	1,128,000	815,000	581,000	269,000	285,000*
People 0-54	5,586,000	1,342,000	1,560,000	1,109,000	808,000	370,000	397,000*
People 5+	7,913,000	1,895,000	2,226,000	1,515,000	1,208,000	534,000	534,000*
People 5-12	831,000	205,000	229,000	160,000	124,000	51,000	62,000*
People 5-17	1,345,000	334,000	372,000	258,000	200,000	84,000	97,000*
People 13+	7,081,000	1,690,000	1,997,000	1,355,000	1,084,000	482,000	472,000*
People 13-17	514,000	129,000	143,000	98,000	77,000	32,000	35,000*
People 13-24	1,177,000	287,000	333,000	236,000	170,000	75,000	76,000*
People 16+	6,766,000	1,610,000	1,910,000	1,296,000	1,037,000	463,000	450,000
People 16-39	2,433,000	571,000	683,000	502,000	341,000	170,000	166,000
People 16-54	3,975,000	948,000	1,115,000	795,000	568,000	270,000	279,000
People 18+	6,568,000	1,561,000	1,855,000	1,258,000	1,007,000	450,000	437,000*
People 18-24	664,000	158,000	191,000	138,000	93,000	43,000	41,000*
People 18-39	2,234,000	521,000	627,000	463,000	311,000	157,000	153,000*
People 18-49	3,238,000	765,000	911,000	657,000	456,000	222,000	227,000*
People 18-54	3,777,000	898,000	1,060,000	757,000	538,000	258,000	266,000*
People 25+	5,904,000	1,403,000	1,664,000	1,119,000	914,000	407,000	397,000
People 25-39	1,570,000	363,000	437,000	325,000	218,000	114,000	113,000*
People 25-54	3,113,000	740,000	869,000	619,000	445,000	215,000	225,000
People 35-54	2,070,000	501,000	579,000	400,000	301,000	137,000	152,000*
People 35-64	3,155,000	767,000	878,000	595,000	477,000	211,000	227,000*

* Non trading demographics (Tasmania & Regional WA)

2025 Universe Estimates

Based on 1+ TV UE 000's	Regional TAM Total	QLD	NNSW	SNSW	VIC	TAS	Regional WA
People 40+	4,334,000	1,039,000	1,227,000	794,000	696,000	293,000	284,000
People 40-54	1,543,000	377,000	432,000	293,000	227,000	101,000	112,000*
People 40-64	2,628,000	643,000	731,000	488,000	403,000	176,000	187,000*
People 55+	2,791,000	662,000	795,000	501,000	469,000	192,000	172,000
People 55-64	1,085,000	266,000	299,000	195,000	176,000	75,000*	75,000*
People 65+	1,706,000	397,000	496,000	306,000	293,000	118,000*	97,000*
Men 13-24	608,000	148,000	171,000	122,000	88,000	39,000*	39,000*
Men 16+	3,331,000	794,000	930,000	639,000	509,000	227,000	231,000
Men 16-39	1,225,000	286,000	342,000	254,000	172,000	86,000	86,000
Men 16-54	1,984,000	470,000	552,000	399,000	282,000	135,000	144,000
Men 18+	3,228,000	768,000	902,000	620,000	494,000	221,000	224,000*
Men 18-39	1,123,000	260,000	313,000	234,000	156,000	80,000	79,000*
Men 18-49	1,616,000	379,000	451,000	330,000	227,000	111,000	117,000*
Men 18-54	1,881,000	445,000	524,000	380,000	267,000	129,000	137,000*
Men 25+	2,885,000	687,000	804,000	548,000	445,000	199,000	203,000
Men 25-39	780,000	179,000	215,000	163,000	108,000	57,000	58,000*
Men 25-54	1,538,000	363,000	426,000	308,000	219,000	106,000	116,000
Men 35-54	1,018,000	245,000	283,000	198,000	147,000	67,000*	78,000*
Men 40+	2,105,000	508,000	589,000	386,000	337,000	141,000	145,000
Men 40-54	758,000	184,000	211,000	145,000	111,000	49,000*	58,000*
Men 40-64	1,289,000	315,000	355,000	241,000	196,000	85,000*	96,000*
Men 55+	1,347,000	323,000	378,000	240,000	227,000	92,000	87,000
Women 13-24	570,000	139,000	162,000	114,000	82,000	36,000*	36,000*
Women 16+	3,436,000	816,000	980,000	656,000	528,000	235,000	220,000
Women 16-39	1,207,000	285,000	341,000	248,000	169,000	83,000	81,000

* Non trading demographics (Tasmania & Regional WA)

2025 Universe Estimates

Based on 1+ TV UE 000's	Regional TAM Total	QLD	NNSW	SNSW	VIC	TAS	Regional WA
Women 16-54	1,992,000	477,000	563,000	396,000	286,000	135,000	135,000
Women 18+	3,340,000	792,000	953,000	638,000	514,000	229,000	213,000*
Women 18-39	1,111,000	261,000	315,000	229,000	155,000	77,000	74,000*
Women 18-49	1,622,000	386,000	460,000	327,000	229,000	110,000	110,000*
Women 18-54	1,896,000	453,000	536,000	377,000	271,000	129,000	129,000*
Women 25+	3,019,000	716,000	860,000	571,000	469,000	208,000	194,000
Women 25-39	790,000	184,000	222,000	162,000	110,000	57,000	55,000*
Women 25-54	1,575,000	377,000	443,000	310,000	227,000	108,000	109,000
Women 35-54	1,052,000	256,000	296,000	202,000	154,000	70,000*	74,000*
Women 40+	2,229,000	532,000	639,000	409,000	359,000	152,000	139,000
Women 40-54	784,000	193,000	221,000	148,000	116,000	52,000	54,000*
Women 40-64	1,339,000	328,000	376,000	247,000	207,000	90,000*	91,000*
Women 55+	1,444,000	339,000	417,000	261,000	242,000	100,000	85,000
Total Grocery Shopper 13+	5,179,000	1,229,000	1,449,000	1,006,000	797,000	346,000	353,000
Total Grocery Shopper 13-39	1,556,000	371,000	431,000	325,000	215,000	99,000	114,000*
Total Grocery Shopper 13-54	2,875,000	694,000	796,000	580,000	410,000	185,000	211,000*
Grocery Shopper 18+	5,165,000	1,224,000	1,445,000	1,004,000	795,000	345,000	352,000
Grocery Shopper 25-54	2,651,000	638,000	729,000	533,000	380,000	177,000	195,000*
Grocery Shopper 40+	3,623,000	857,000	1,018,000	681,000	581,000	246,000	239,000*
Grocery Shopper 40-54	1,319,000	322,000	365,000	255,000	194,000	85,000*	97,000*
Grocery Shopper 55+	2,304,000	535,000	653,000	426,000	387,000	161,000*	142,000*
Grocery Shopper 55-64	926,000	224,000	256,000	169,000	152,000	64,000	60,000*
Grocery Shopper 18+ with CH	1,395,000	334,000	402,000	284,000	184,000	96,000	95,000*
Grocery Shopper 18+ Female	2,861,000	678,000	813,000	551,000	443,000	188,000	189,000*

* Non trading demographics (Tasmania & Regional WA)

* Revision – Description & UE's: Grocery Shopper 18+ with CH & Grocery Shopper 18+ Female

2025 Universe Estimates

QUEENSLAND													
Based on 1+ TV UE 000'S/UE %	Cairns		Townsville		Mackay		Rockhampton		Maryborough		Toowoomba		Total QLD
Total People	274.2	13.7%	247.4	12.3%	196.7	9.8%	240.5	12.0%	714.3	35.6%	330.9	16.5%	2,004.0
People 16+	220.5	13.7%	197.2	12.2%	155.6	9.7%	187.2	11.6%	586.9	36.5%	262.8	16.3%	1,610.2
People 16-39	79.5	13.9%	82.2	14.4%	62.5	10.9%	73.1	12.8%	178.7	31.3%	95.1	16.7%	571.1
People 16-54	134.3	14.2%	128.0	13.5%	101.6	10.7%	118.8	12.5%	311.9	32.9%	153.3	16.2%	947.9
People 25+	193.0	13.8%	165.7	11.8%	135.1	9.6%	161.4	11.5%	520.5	37.1%	227.0	16.2%	1,402.7
People 25-54	106.8	14.4%	96.5	13.0%	81.0	10.9%	93.0	12.6%	245.5	33.2%	117.5	15.9%	740.3
People 40+	141.0	13.6%	115.1	11.1%	93.1	9.0%	114.1	11.0%	408.3	39.3%	167.7	16.1%	1,039.3
People 55+	86.2	13.0%	69.2	10.4%	54.0	8.2%	68.4	10.3%	275.0	41.5%	109.5	16.5%	662.3
Men 16+	109.8	13.8%	98.5	12.4%	80.0	10.1%	94.4	11.9%	283.0	35.6%	128.0	16.1%	793.7
Men 16-39	39.9	13.9%	42.1	14.7%	31.8	11.1%	36.9	12.9%	88.0	30.8%	47.3	16.5%	286.0
Men 16-54	66.6	14.1%	64.6	13.7%	52.1	11.1%	59.9	12.7%	151.9	32.3%	75.3	16.0%	470.4
Men 25+	95.5	13.9%	82.0	11.9%	69.4	10.1%	81.1	11.8%	249.1	36.3%	109.6	16.0%	686.7
Men 25-54	52.2	14.4%	48.1	13.2%	41.5	11.4%	46.6	12.8%	118.1	32.5%	57.0	15.7%	363.5
Men 40+	69.9	13.8%	56.4	11.1%	48.2	9.5%	57.5	11.3%	194.9	38.4%	80.7	15.9%	507.6
Men 55+	43.3	13.4%	33.9	10.5%	27.9	8.6%	34.5	10.7%	131.0	40.5%	52.7	16.3%	323.3
Women 16+	110.6	13.6%	98.7	12.1%	75.6	9.3%	92.8	11.4%	304.0	37.2%	134.8	16.5%	816.5
Women 16-39	39.6	13.9%	40.1	14.1%	30.7	10.8%	36.2	12.7%	90.6	31.8%	47.8	16.8%	285.0
Women 16-54	67.7	14.2%	63.5	13.3%	49.5	10.4%	58.9	12.3%	160.0	33.5%	78.0	16.3%	477.6
Women 25+	97.5	13.6%	83.7	11.7%	65.7	9.2%	80.4	11.2%	271.4	37.9%	117.3	16.4%	716.0
Women 25-54	54.6	14.5%	48.4	12.8%	39.5	10.5%	46.5	12.3%	127.4	33.8%	60.5	16.1%	376.9
Women 40+	71.1	13.4%	58.6	11.0%	44.9	8.5%	56.6	10.6%	213.3	40.1%	87.0	16.4%	531.5
Women 55+	42.9	12.7%	35.3	10.4%	26.1	7.7%	33.9	10.0%	144.0	42.5%	56.8	16.8%	339.0
Total Grocery Shopper 13+	171.1	13.9%	148.0	12.0%	117.9	9.6%	141.2	11.5%	452.9	36.9%	197.7	16.1%	1,228.8
Grocery Shopper 18+	170.6	13.9%	146.9	12.0%	117.2	9.6%	140.5	11.5%	451.8	36.9%	196.8	16.1%	1,223.8

2025 Universe Estimates

NORTHERN NSW							
Based on 1+ TV UE 000'S/UE %	Northern Rivers		Tamworth/Taree		Newcastle		Total NNSW
Total People	1,108.6	47.1%	368.8	15.7%	877.9	37.3%	2,355.3
People 16+	905.9	47.4%	299.2	15.7%	705.2	36.9%	1,910.3
People 16-39	322.7	47.3%	92.5	13.5%	267.7	39.2%	682.9
People 16-54	534.9	48.0%	154.3	13.8%	426.2	38.2%	1,115.4
People 25+	792.6	47.6%	263.6	15.8%	607.8	36.5%	1,664.0
People 25-54	421.6	48.5%	118.7	13.7%	328.9	37.8%	869.2
People 40+	583.2	47.5%	206.6	16.8%	437.5	35.6%	1,227.3
People 55+	371.0	46.7%	144.9	18.2%	279.0	35.1%	794.9
Men 16+	438.5	47.1%	145.8	15.7%	346.0	37.2%	930.3
Men 16-39	159.6	46.7%	46.2	13.5%	135.8	39.7%	341.6
Men 16-54	262.1	47.4%	76.2	13.8%	214.2	38.8%	552.5
Men 25+	380.9	47.4%	127.5	15.9%	295.5	36.8%	803.9
Men 25-54	204.6	48.0%	57.9	13.6%	163.7	38.4%	426.2
Men 40+	278.8	47.4%	99.6	16.9%	210.3	35.7%	588.7
Men 55+	176.3	46.7%	69.6	18.4%	131.9	34.9%	377.8
Women 16+	467.4	47.7%	153.4	15.7%	359.1	36.6%	979.9
Women 16-39	163.1	47.8%	46.4	13.6%	132.0	38.6%	341.5
Women 16-54	272.7	48.5%	78.1	13.9%	212.0	37.7%	562.8
Women 25+	411.7	47.9%	136.1	15.8%	312.3	36.3%	860.1
Women 25-54	217.0	49.0%	60.9	13.7%	165.2	37.3%	443.1
Women 40+	304.3	47.7%	107.0	16.8%	227.2	35.6%	638.5
Women 55+	194.7	46.7%	75.3	18.0%	147.1	35.3%	417.1
Total Grocery Shopper 13+	689.4	47.6%	227.2	15.7%	532.3	36.7%	1,448.9
Grocery Shopper 18+	687.8	47.6%	226.3	15.7%	530.7	36.7%	1,444.8

2025 Universe Estimates

SOUTHERN NSW							
Based on 1+ TV UE 000'S/UE %	Canberra		Orange Dubbo Wagga		Wollongong		Total SNSW
Total People	611.8	38.0%	436.9	27.1%	560.9	34.8%	1,609.6
People 16+	492.7	38.0%	344.5	26.6%	458.6	35.4%	1,295.8
People 16-39	220.5	44.0%	126.1	25.1%	154.9	30.9%	501.5
People 16-54	340.0	42.8%	201.3	25.3%	253.7	31.9%	795.0
People 25+	420.8	37.6%	298.6	26.7%	400.0	35.7%	1,119.4
People 25-54	268.1	43.3%	155.4	25.1%	195.2	31.5%	618.7
People 40+	272.2	34.3%	218.4	27.5%	303.6	38.2%	794.2
People 55+	152.7	30.5%	143.2	28.6%	204.8	40.9%	500.7
Men 16+	242.9	38.0%	171.5	26.8%	225.1	35.2%	639.5
Men 16-39	110.9	43.7%	64.2	25.3%	78.8	31.0%	253.9
Men 16-54	170.3	42.6%	101.6	25.5%	127.4	31.9%	399.3
Men 25+	206.3	37.6%	147.4	26.9%	194.6	35.5%	548.3
Men 25-54	133.7	43.4%	77.6	25.2%	96.9	31.4%	308.2
Men 40+	132.0	34.2%	107.2	27.8%	146.3	37.9%	385.5
Men 55+	72.6	30.2%	69.8	29.1%	97.7	40.7%	240.1
Women 16+	249.8	38.1%	173.0	26.4%	233.5	35.6%	656.3
Women 16-39	109.6	44.3%	61.9	25.0%	76.1	30.7%	247.6
Women 16-54	169.7	42.9%	99.7	25.2%	126.4	31.9%	395.8
Women 25+	214.5	37.6%	151.2	26.5%	205.4	36.0%	571.1
Women 25-54	134.4	43.3%	77.8	25.1%	98.2	31.6%	310.4
Women 40+	140.2	34.3%	111.1	27.2%	157.3	38.5%	408.6
Women 55+	80.1	30.7%	73.3	28.1%	107.1	41.1%	260.5
Total Grocery Shopper 13+	385.8	38.4%	267.3	26.6%	352.5	35.1%	1,005.6
Grocery Shopper 18+	385.3	38.4%	266.8	26.6%	352.1	35.1%	1,004.2

2025 Universe Estimates

VICTORIA											
Based on 1+ TV UE 000'S/UE %	Albury		Shepparton		Bendigo		Ballarat		Gippsland		Total VIC
Total People	206.0	16.1%	182.4	14.3%	253.2	19.8%	380.6	29.8%	255.2	20.0%	1,277.4
People 16+	165.8	16.0%	148.6	14.3%	206.1	19.9%	308.8	29.8%	207.9	20.0%	1,037.2
People 16-39	55.4	16.3%	46.5	13.6%	68.2	20.0%	104.0	30.5%	67.0	19.6%	341.1
People 16-54	92.6	16.3%	78.2	13.8%	113.2	19.9%	173.4	30.5%	110.7	19.5%	568.1
People 25+	145.5	15.9%	131.8	14.4%	181.4	19.8%	271.5	29.7%	184.3	20.2%	914.5
People 25-54	72.2	16.2%	61.4	13.8%	88.5	19.9%	136.1	30.6%	87.1	19.6%	445.3
People 40+	110.4	15.9%	102.1	14.7%	137.9	19.8%	204.8	29.4%	140.9	20.2%	696.1
People 55+	73.3	15.6%	70.5	15.0%	92.9	19.8%	135.4	28.9%	97.2	20.7%	469.3
Men 16+	81.0	15.9%	73.7	14.5%	100.9	19.8%	151.8	29.8%	101.8	20.0%	509.2
Men 16-39	27.8	16.2%	23.4	13.6%	34.3	19.9%	52.8	30.8%	33.5	19.5%	171.8
Men 16-54	45.8	16.2%	39.0	13.8%	56.2	19.9%	86.7	30.7%	54.6	19.3%	282.3
Men 25+	70.5	15.8%	64.8	14.6%	88.1	19.8%	132.4	29.7%	89.6	20.1%	445.4
Men 25-54	35.3	16.2%	30.2	13.8%	43.4	19.8%	67.3	30.8%	42.5	19.4%	218.7
Men 40+	53.2	15.8%	50.2	14.9%	66.6	19.8%	99.0	29.3%	68.3	20.3%	337.3
Men 55+	35.2	15.5%	34.6	15.3%	44.7	19.7%	65.1	28.7%	47.2	20.8%	226.8
Women 16+	84.9	16.1%	75.0	14.2%	105.2	19.9%	157.0	29.7%	106.1	20.1%	528.2
Women 16-39	27.7	16.3%	23.1	13.6%	33.9	20.0%	51.1	30.2%	33.5	19.8%	169.3
Women 16-54	46.8	16.4%	39.1	13.7%	57.0	20.0%	86.6	30.3%	56.0	19.6%	285.5
Women 25+	75.0	16.0%	67.0	14.3%	93.3	19.9%	139.1	29.7%	94.7	20.2%	469.1
Women 25-54	36.9	16.3%	31.2	13.8%	45.2	19.9%	68.8	30.4%	44.6	19.7%	226.7
Women 40+	57.2	15.9%	51.9	14.5%	71.3	19.9%	105.8	29.5%	72.6	20.2%	358.8
Women 55+	38.1	15.7%	35.8	14.8%	48.2	19.9%	70.3	29.0%	50.1	20.6%	242.5
Total Grocery Shopper 13+	129.3	16.2%	113.0	14.2%	160.3	20.1%	235.7	29.6%	158.5	19.9%	796.8
Grocery Shopper 18+	129.1	16.2%	112.8	14.2%	159.7	20.1%	235.3	29.6%	158.3	19.9%	795.2

2025 Universe Estimates

TASMANIA					
Based on 1+ TV UE 000'S/UE %	Launceston		Hobart		Total TAS
Total People	268.7	47.8%	293.8	52.2%	562.5
People 16+	220.8	47.7%	241.8	52.3%	462.6
People 16-39	75.0	44.2%	94.6	55.8%	169.6
People 16-54	122.8	45.4%	147.5	54.6%	270.3
People 25+	194.7	47.8%	212.2	52.2%	406.9
People 25-54	96.7	45.1%	117.9	54.9%	214.6
People 40+	145.9	49.8%	147.3	50.2%	293.2
People 55+	98.0	51.0%	94.3	49.0%	192.3
Men 16+	109.0	47.9%	118.4	52.1%	227.4
Men 16-39	38.3	44.5%	47.9	55.5%	86.2
Men 16-54	61.6	45.5%	73.7	54.5%	135.3
Men 25+	95.4	48.1%	103.1	51.9%	198.5
Men 25-54	48.0	45.1%	58.4	54.9%	106.4
Men 40+	70.7	50.1%	70.5	49.9%	141.2
Men 55+	47.5	51.5%	44.7	48.5%	92.2
Women 16+	111.8	47.5%	123.5	52.5%	235.3
Women 16-39	36.7	44.0%	46.7	56.0%	83.4
Women 16-54	61.2	45.3%	73.8	54.7%	135.0
Women 25+	99.3	47.6%	109.1	52.4%	208.4
Women 25-54	48.7	45.0%	59.5	55.0%	108.2
Women 40+	75.2	49.5%	76.7	50.5%	151.9
Women 55+	50.6	50.5%	49.7	49.5%	100.3
Total Grocery Shopper 13+	163.4	47.3%	182.4	52.7%	345.8
Grocery Shopper 18+	162.9	47.3%	181.9	52.7%	344.8

2025 Universe Estimates

REGIONAL WA	
Based on 1+ TV UE 000'S	REGIONAL WA
Total People	568.7
People 16+	450.4
People 16-39	166.5
People 16-54	278.9
People 25+	396.8
People 25-54	225.2
People 40+	284.0
People 55+	171.6
Men 16+	230.8
Men 16-39	85.9
Men 16-54	144.0
Men 25+	202.6
Men 25-54	115.8
Men 40+	144.9
Men 55+	86.8
Women 16+	219.7
Women 16-39	80.6
Women 16-54	134.9
Women 25+	194.2
Women 25-54	109.4
Women 40+	139.1
Women 55+	84.8
Total Grocery Shopper 13+	353.3
Grocery Shopper 18+	352.2