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Universe Estimates Year 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Individuals	5,300.8	100.0%	5,394.4	100.0%	3,550.5	100.0%	1,518.1	100.0%	2,181.0	100.0%	17,944.7	100.0%
People 2+	5,200.2	98.1%	5,284.3	98.0%	3,484.1	98.1%	1,491.9	98.3%	2,133.8	97.8%	17,594.3	98.0%
Children 0-4	325.5	6.1%	328.7	6.1%	212.8	6.0%	83.5	5.5%	138.5	6.3%	1,089.1	6.1%
Children 2-9	560.0	10.6%	555.8	10.3%	377.5	10.6%	147.1	9.7%	232.6	10.7%	1,873.0	10.4%
Children 5-12	528.2	10.0%	529.0	9.8%	370.9	10.4%	143.3	9.4%	224.6	10.3%	1,795.9	10.0%
Children 10-17	502.7	9.5%	504.0	9.3%	364.3	10.3%	141.4	9.3%	215.2	9.9%	1,727.6	9.6%
Children 13-17	309.6	5.8%	312.1	5.8%	224.5	6.3%	87.8	5.8%	132.0	6.1%	1,066.1	5.9%
Children 0-17	1,163.4	21.9%	1,169.9	21.7%	808.2	22.8%	314.6	20.7%	495.0	22.7%	3,951.1	22.0%
Total Males	2,635.5	49.7%	2,665.9	49.4%	1,749.4	49.3%	745.7	49.1%	1,085.6	49.8%	8,882.1	49.5%
Male 0-4	167.5	3.2%	168.8	3.1%	109.3	3.1%	42.8	2.8%	71.4	3.3%	559.8	3.1%
Male 5-9	172.3	3.2%	173.1	3.2%	118.6	3.3%	46.0	3.0%	72.4	3.3%	582.3	3.2%
Male 10-12	99.4	1.9%	98.4	1.8%	72.1	2.0%	27.3	1.8%	43.0	2.0%	340.2	1.9%
Male 13-15	97.4	1.8%	97.1	1.8%	70.4	2.0%	27.1	1.8%	41.7	1.9%	333.7	1.9%
Male 16-17	62.4	1.2%	63.0	1.2%	44.7	1.3%	17.8	1.2%	26.2	1.2%	214.0	1.2%
Male 18-24	253.8	4.8%	262.4	4.9%	168.1	4.7%	69.7	4.6%	99.3	4.6%	853.4	4.8%
Male 25-29	212.6	4.0%	220.4	4.1%	129.4	3.6%	52.7	3.5%	77.7	3.6%	692.7	3.9%
Male 30-34	214.9	4.1%	220.3	4.1%	128.4	3.6%	51.8	3.4%	84.3	3.9%	699.6	3.9%
Male 35-39	208.2	3.9%	209.5	3.9%	126.1	3.6%	50.8	3.3%	83.3	3.8%	677.9	3.8%
Male 40-44	179.3	3.4%	177.5	3.3%	113.9	3.2%	45.3	3.0%	72.0	3.3%	588.0	3.3%
Male 45-49	174.3	3.3%	173.6	3.2%	119.2	3.4%	47.8	3.1%	72.8	3.3%	587.6	3.3%
Male 50-54	156.3	2.9%	159.4	3.0%	107.4	3.0%	46.8	3.1%	68.3	3.1%	538.2	3.0%
Male 55-59	151.9	2.9%	149.1	2.8%	101.3	2.9%	47.0	3.1%	64.2	2.9%	513.5	2.9%
Male 60-64	131.3	2.5%	131.5	2.4%	89.1	2.5%	43.5	2.9%	56.2	2.6%	451.6	2.5%
Male 65+	354.0	6.7%	362.1	6.7%	251.5	7.1%	129.4	8.5%	152.7	7.0%	1,249.6	7.0%

Universe Estimates Year 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Females	2,665.3	50.3%	2,728.4	50.6%	1,801.1	50.7%	772.4	50.9%	1,095.4	50.2%	9,062.6	50.5%
Female 0-4	158.1	3.0%	159.9	3.0%	103.5	2.9%	40.7	2.7%	67.1	3.1%	529.2	2.9%
Female 5-9	162.9	3.1%	164.1	3.0%	112.5	3.2%	43.7	2.9%	68.9	3.2%	552.2	3.1%
Female 10-12	93.8	1.8%	93.4	1.7%	67.7	1.9%	26.3	1.7%	40.3	1.8%	321.3	1.8%
Female 13-15	91.6	1.7%	92.2	1.7%	66.5	1.9%	26.0	1.7%	39.3	1.8%	315.6	1.8%
Female 16-17	58.2	1.1%	59.9	1.1%	42.8	1.2%	17.0	1.1%	24.8	1.1%	202.7	1.1%
Female 18-24	236.8	4.5%	246.4	4.6%	165.0	4.6%	66.1	4.4%	94.2	4.3%	808.5	4.5%
Female 25-29	209.4	4.0%	216.6	4.0%	131.3	3.7%	51.8	3.4%	77.8	3.6%	686.9	3.8%
Female 30-34	218.0	4.1%	226.2	4.2%	132.5	3.7%	52.9	3.5%	85.8	3.9%	715.3	4.0%
Female 35-39	207.6	3.9%	210.9	3.9%	130.3	3.7%	51.8	3.4%	82.8	3.8%	683.4	3.8%
Female 40-44	180.6	3.4%	180.1	3.3%	119.5	3.4%	46.5	3.1%	72.6	3.3%	599.3	3.3%
Female 45-49	177.7	3.4%	180.7	3.3%	123.4	3.5%	48.7	3.2%	72.7	3.3%	603.1	3.4%
Female 50-54	160.9	3.0%	167.2	3.1%	112.4	3.2%	48.5	3.2%	68.8	3.2%	557.8	3.1%
Female 55-59	156.1	2.9%	156.9	2.9%	107.3	3.0%	49.6	3.3%	65.7	3.0%	535.6	3.0%
Female 60-64	140.5	2.7%	142.5	2.6%	96.8	2.7%	47.7	3.1%	59.7	2.7%	487.2	2.7%
Female 65+	413.3	7.8%	431.6	8.0%	289.5	8.2%	155.1	10.2%	175.0	8.0%	1,464.5	8.2%
Working 16+	2,593.2	48.9%	2,621.3	48.6%	1,713.4	48.3%	699.3	46.1%	1,082.0	49.6%	8,709.3	48.5%
Not Working 16+	1,664.8	31.4%	1,726.0	32.0%	1,116.4	31.4%	538.8	35.5%	655.0	30.0%	5,701.1	31.8%

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Universe Estimates Year 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Occupation Group 1	1,395.4	26.3%	1,371.4	25.4%	834.7	23.5%	327.0	21.5%	509.9	23.4%	4,438.3	24.7%
Occupation Group 1 16-39	650.7	12.3%	632.1	11.7%	368.5	10.4%	131.9	8.7%	225.0	10.3%	2,008.0	11.2%
Occupation Group 1 40-54	483.6	9.1%	474.1	8.8%	309.2	8.7%	123.0	8.1%	188.0	8.6%	1,577.9	8.8%
Occupation Group 1 55+	261.1	4.9%	265.3	4.9%	157.0	4.4%	72.1	4.8%	96.9	4.4%	852.4	4.8%
Occupation Group 2	655.8	12.4%	706.6	13.1%	485.9	13.7%	208.8	13.8%	283.8	13.0%	2,340.9	13.0%
Occupation Group 2 16-39	364.8	6.9%	393.7	7.3%	267.9	7.5%	109.1	7.2%	159.2	7.3%	1,294.6	7.2%
Occupation Group 2 40-54	178.6	3.4%	198.9	3.7%	135.7	3.8%	58.5	3.9%	77.5	3.6%	649.1	3.6%
Occupation Group 2 55+	112.5	2.1%	114.0	2.1%	82.3	2.3%	41.2	2.7%	47.2	2.2%	397.1	2.2%
Occupation Group 3	307.3	5.8%	309.2	5.7%	225.1	6.3%	89.0	5.9%	154.8	7.1%	1,085.3	6.0%
Occupation Group 3 16-39	179.3	3.4%	177.7	3.3%	130.8	3.7%	47.9	3.2%	88.5	4.1%	624.3	3.5%
Occupation Group 3 40-54	83.5	1.6%	86.6	1.6%	61.4	1.7%	23.6	1.6%	41.1	1.9%	296.1	1.7%
Occupation Group 3 55+	44.5	0.8%	45.0	0.8%	32.8	0.9%	17.5	1.2%	25.2	1.2%	164.9	0.9%
Occupation Group 4	99.2	1.9%	96.4	1.8%	77.9	2.2%	27.5	1.8%	68.8	3.2%	369.8	2.1%
Occupation Group 4 16-39	46.7	0.9%	49.7	0.9%	35.4	1.0%	10.9	0.7%	33.7	1.5%	176.4	1.0%
Occupation Group 4 40-54	30.2	0.6%	24.6	0.5%	25.8	0.7%	7.7	0.5%	20.6	0.9%	108.9	0.6%
Occupation Group 4 55+	22.3	0.4%	22.1	0.4%	16.7	0.5%	9.0	0.6%	14.4	0.7%	84.5	0.5%
Occupation Group 5	135.5	2.6%	137.8	2.6%	89.9	2.5%	47.1	3.1%	64.7	3.0%	475.1	2.6%
Occupation Group 5 16-39	72.0	1.4%	77.8	1.4%	49.8	1.4%	27.5	1.8%	35.8	1.6%	262.8	1.5%
Occupation Group 5 40-54	36.6	0.7%	34.7	0.6%	23.0	0.6%	13.2	0.9%	15.7	0.7%	123.1	0.7%
Occupation Group 5 55+	27.0	0.5%	25.3	0.5%	17.1	0.5%	6.5	0.4%	13.3	0.6%	89.2	0.5%

Universe Estimates Year 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Grocery Shoppers	2,877.0	54.3%	2,996.5	55.5%	2,003.5	56.4%	891.7	58.7%	1,247.7	57.2%	10,016.4	55.8%
Total Grocery Shoppers Age < 40	1,143.1	21.6%	1,211.7	22.5%	760.7	21.4%	301.6	19.9%	472.5	21.7%	3,889.6	21.7%
Total Grocery Shoppers Age 25-54	1,654.8	31.2%	1,713.6	31.8%	1,095.9	30.9%	441.6	29.1%	691.3	31.7%	5,597.2	31.2%
Total Grocery Shoppers Age 40-54	740.9	14.0%	763.2	14.1%	517.9	14.6%	214.5	14.1%	321.5	14.7%	2,557.9	14.3%
Total Grocery Shoppers Age 55-64	420.3	7.9%	429.2	8.0%	298.7	8.4%	146.3	9.6%	192.3	8.8%	1,486.9	8.3%
Total Grocery Shoppers Age 65+	572.6	10.8%	592.4	11.0%	426.2	12.0%	229.3	15.1%	261.6	12.0%	2,082.1	11.6%
Total Grocery Shoppers < 55	1,884.0	35.5%	1,974.9	36.6%	1,278.6	36.0%	516.1	34.0%	793.9	36.4%	6,447.5	35.9%
Total Grocery Shoppers Age 25-49 Female	787.3	14.9%	810.3	15.0%	533.7	15.0%	207.8	13.7%	324.0	14.9%	2,663.0	14.8%
Total Grocery Shoppers Male	1,263.2	23.8%	1,310.2	24.3%	854.9	24.1%	383.2	25.2%	544.1	24.9%	4,355.7	24.3%
Total Grocery Shoppers Female	1,613.8	30.4%	1,686.3	31.3%	1,148.6	32.3%	508.5	33.5%	703.6	32.3%	5,660.8	31.5%
Total Grocery Shoppers 0 Children	2,013.2	38.0%	2,126.2	39.4%	1,461.2	41.2%	656.5	43.2%	913.9	41.9%	7,170.9	40.0%
Total Grocery Shoppers 1-2 Children	693.1	13.1%	700.7	13.0%	444.5	12.5%	190.2	12.5%	287.9	13.2%	2,316.4	12.9%
Total Grocery Shoppers 3+ Children	170.7	3.2%	169.7	3.1%	97.8	2.8%	45.0	3.0%	46.0	2.1%	529.2	2.9%

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)

Total Grocery Shopper includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping

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Universe Estimates Year 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Persons in 1 Person Household	457.0	8.6%	484.7	9.0%	369.0	10.4%	177.3	11.7%	249.0	11.4%	1,736.9	9.7%
Persons in 2 Person Households	1,341.7	25.3%	1,419.2	26.3%	1,070.8	30.2%	475.6	31.3%	639.0	29.3%	4,946.4	27.6%
Persons in 3 Person Households	901.6	17.0%	1,038.0	19.2%	596.2	16.8%	245.7	16.2%	404.7	18.6%	3,186.1	17.8%
Persons in 4 Person Households	1,327.6	25.0%	1,228.9	22.8%	826.1	23.3%	330.8	21.8%	543.6	24.9%	4,257.0	23.7%
Persons in 5+ Person Households	1,272.9	24.0%	1,223.6	22.7%	688.4	19.4%	288.6	19.0%	344.8	15.8%	3,818.2	21.3%
Persons in 1 TV Households	2,306.9	43.5%	2,065.5	38.3%	1,333.7	37.6%	515.1	33.9%	816.3	37.4%	7,037.6	39.2%
Persons in 2 TV Households	1,612.3	30.4%	1,715.0	31.8%	1,218.5	34.3%	507.2	33.4%	727.2	33.3%	5,780.2	32.2%
Persons in 3+ TV Households	1,381.5	26.1%	1,614.0	29.9%	998.3	28.1%	495.7	32.7%	637.5	29.2%	5,127.0	28.6%
Region 1 Individuals	1,209.3	22.8%	1,503.1	27.9%	864.9	24.4%	439.8	29.0%	619.4	28.4%		
Region 2 Individuals	1,433.2	27.0%	1,205.6	22.3%	572.8	16.1%	343.8	22.6%	347.3	15.9%		
Region 3 Individuals	813.8	15.4%	798.0	14.8%	681.3	19.2%	343.6	22.6%	465.9	21.4%		
Region 4 Individuals	785.9	14.8%	692.0	12.8%	558.7	15.7%	391.0	25.8%	542.6	24.9%		
Region 5 Individuals	1,058.6	20.0%	1,195.8	22.2%	872.9	24.6%			205.7	9.4%		

UE - Universe Estimate

REGION KEY

REGION KEY	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1	Sth West & Sth	Central & West	North	North & Yorke	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

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Universe Estimates Year 2023 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Total Households	1,988.6	100.0%	2,072.0	100.0%	1,435.7	100.0%	632.9	100.0%	903.9	100.0%	7,033.1	100.0%
1 Person Households	457.0	23.0%	484.7	23.4%	369.0	25.7%	177.3	28.0%	249.0	27.5%	1,736.9	24.7%
2 Person Households	670.8	33.7%	709.6	34.2%	535.4	37.3%	237.8	37.6%	319.5	35.3%	2,473.2	35.2%
3 Person Households	300.5	15.1%	346.0	16.7%	198.7	13.8%	81.9	12.9%	134.9	14.9%	1,062.0	15.1%
4 Person Households	331.9	16.7%	307.2	14.8%	206.5	14.4%	82.7	13.1%	135.9	15.0%	1,064.3	15.1%
5+ Person Households	228.3	11.5%	224.5	10.8%	126.0	8.8%	53.2	8.4%	64.6	7.1%	696.7	9.9%
1 TV Households	993.1	49.9%	936.3	45.2%	637.6	44.4%	258.7	40.9%	395.4	43.7%	3,221.0	45.8%
2 TVs Households	586.7	29.5%	649.9	31.4%	478.1	33.3%	213.8	33.8%	294.2	32.5%	2,222.7	31.6%
3+ TVs Households	408.8	20.6%	485.9	23.4%	320.1	22.3%	160.4	25.3%	214.3	23.7%	1,589.4	22.6%
Grocery Buyers	1,988.6	100.0%	2,072.0	100.0%	1,435.7	100.0%	632.9	100.0%	903.9	100.0%	7,033.1	100.0%
Grocery Buyers Working	1,199.1	60.3%	1,260.4	60.8%	857.8	59.7%	343.8	54.3%	545.3	60.3%	4,206.5	59.8%
Grocery Buyers Not Working	789.4	39.7%	811.6	39.2%	577.9	40.3%	289.1	45.7%	358.6	39.7%	2,826.6	40.2%
Grocery Buyers Age 18-39	666.6	33.5%	697.9	33.7%	466.3	32.5%	175.1	27.7%	298.0	33.0%	2,303.9	32.8%
Grocery Buyers Age 25-54	1,117.4	56.2%	1,154.5	55.7%	771.7	53.8%	302.7	47.8%	484.8	53.6%	3,831.1	54.5%
Grocery Buyers Age 40-54	548.6	27.6%	569.6	27.5%	394.2	27.5%	159.2	25.2%	240.7	26.6%	1,912.2	27.2%
Grocery Buyers Age 55-64	312.7	15.7%	326.6	15.8%	229.1	16.0%	110.8	17.5%	147.4	16.3%	1,126.5	16.0%
Grocery Buyers Age 65+	460.7	23.2%	478.0	23.1%	346.2	24.1%	187.8	29.7%	217.8	24.1%	1,690.5	24.0%
Grocery Buyers Male	804.6	40.5%	831.0	40.1%	564.9	39.3%	251.4	39.7%	367.5	40.7%	2,819.4	40.1%
Grocery Buyers Female	1,184.0	59.5%	1,241.0	59.9%	870.8	60.7%	381.6	60.3%	536.4	59.3%	4,213.7	59.9%

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Universe Estimates Year 2023 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %	UE (000's)	UE %
Grocery Buyers 0 Children	1,398.3	70.3%	1,468.0	70.8%	1,046.0	72.9%	476.5	75.3%	662.0	73.2%	5,050.7	71.8%
Grocery Buyers 1-2 Children	472.9	23.8%	484.0	23.4%	318.3	22.2%	126.8	20.0%	207.1	22.9%	1,609.1	22.9%
Grocery Buyers 3+ Children	117.4	5.9%	120.1	5.8%	71.4	5.0%	29.6	4.7%	34.8	3.9%	373.4	5.3%
Grocery Buyers Children 0-2	127.1	6.4%	127.1	6.1%	76.0	5.3%	34.2	5.4%	52.4	5.8%	416.8	5.9%
Grocery Buyers Children 0-4	209.0	10.5%	201.5	9.7%	119.0	8.3%	53.0	8.4%	85.4	9.4%	667.9	9.5%
Grocery Buyers Children 0-12	457.2	23.0%	453.7	21.9%	290.4	20.2%	120.9	19.1%	183.4	20.3%	1,505.5	21.4%
Grocery Buyers Children 0-15	539.7	27.1%	552.3	26.7%	352.2	24.5%	142.6	22.5%	219.0	24.2%	1,805.7	25.7%
Grocery Buyers Children 0-17	590.3	29.7%	604.1	29.2%	389.7	27.1%	156.4	24.7%	241.9	26.8%	1,982.4	28.2%
Grocery Buyers Children 5-12	348.5	17.5%	342.0	16.5%	226.4	15.8%	91.0	14.4%	138.3	15.3%	1,146.2	16.3%
Grocery Buyers Children 5-17	487.5	24.5%	496.7	24.0%	328.6	22.9%	127.8	20.2%	198.7	22.0%	1,639.4	23.3%
Grocery Buyers Children 13-17	238.2	12.0%	238.5	11.5%	168.8	11.8%	62.9	9.9%	94.9	10.5%	803.2	11.4%
Region 1 Households	441.8	22.2%	601.6	29.0%	348.3	24.3%	174.3	27.5%	252.9	28.0%		
Region 2 Households	481.3	24.2%	434.9	21.0%	239.3	16.7%	152.2	24.1%	137.9	15.3%		
Region 3 Households	306.0	15.4%	298.2	14.4%	280.8	19.6%	143.2	22.6%	194.1	21.5%		
Region 4 Households	313.8	15.8%	281.5	13.6%	205.5	14.3%	163.3	25.8%	225.3	24.9%		
Region 5 Households	445.7	22.4%	455.8	22.0%	361.8	25.2%			93.7	10.4%		

UE - Universe Estimate

REGION KEY		SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1		Sth West & Sth	Central & West	North	North & Yorke	North
Region 2		West	North	City North	West	East
Region 3		North	East	City South	East	South East
Region 4		North Shore	South	South	South	South West
Region 5		City	South East	Gold Coast		City

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)

Total Grocery Shopper includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping

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Approximate Sample Size 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,540	100.0%	3,457	100.0%	2,226	100.0%	1,403	100.0%	1,412	100.0%	12,038	100.0%
People 2+	3,473	98.1%	3,386	97.9%	2,184	98.1%	1,379	98.3%	1,381	97.8%	11,803	98.0%
Children 0-4	217	6.1%	211	6.1%	133	6.0%	77	5.5%	90	6.4%	728	6.0%
Children 2-9	374	10.6%	356	10.3%	237	10.6%	136	9.7%	151	10.7%	1,254	10.4%
Children 5-12	353	10.0%	339	9.8%	233	10.5%	132	9.4%	145	10.3%	1,202	10.0%
Children 10-17	336	9.5%	323	9.3%	228	10.2%	131	9.3%	139	9.8%	1,157	9.6%
Children 13-17	207	5.8%	200	5.8%	141	6.3%	81	5.8%	85	6.0%	714	5.9%
Children 0-17	777	21.9%	750	21.7%	507	22.8%	291	20.7%	320	22.7%	2,645	22.0%
Total Males	1,760	49.7%	1,708	49.4%	1,097	49.3%	689	49.1%	703	49.8%	5,957	49.5%
Male 0-4	112	3.2%	108	3.1%	69	3.1%	40	2.9%	46	3.3%	375	3.1%
Male 5-9	115	3.2%	111	3.2%	74	3.3%	42	3.0%	47	3.3%	389	3.2%
Male 10-12	66	1.9%	63	1.8%	45	2.0%	25	1.8%	28	2.0%	227	1.9%
Male 13-15	65	1.8%	62	1.8%	44	2.0%	25	1.8%	27	1.9%	223	1.9%
Male 16-17	42	1.2%	40	1.2%	28	1.3%	16	1.1%	17	1.2%	143	1.2%
Male 18-24	170	4.8%	168	4.9%	105	4.7%	64	4.6%	64	4.5%	571	4.7%
Male 25-29	142	4.0%	141	4.1%	81	3.6%	49	3.5%	50	3.5%	463	3.8%
Male 30-34	144	4.1%	141	4.1%	80	3.6%	48	3.4%	55	3.9%	468	3.9%
Male 35-39	139	3.9%	134	3.9%	79	3.5%	47	3.3%	54	3.8%	453	3.8%
Male 40-44	120	3.4%	114	3.3%	71	3.2%	42	3.0%	47	3.3%	394	3.3%
Male 45-49	116	3.3%	111	3.2%	75	3.4%	44	3.1%	47	3.3%	393	3.3%
Male 50-54	104	2.9%	102	3.0%	67	3.0%	43	3.1%	44	3.1%	360	3.0%
Male 55-59	101	2.9%	96	2.8%	63	2.8%	43	3.1%	42	3.0%	345	2.9%
Male 60-64	88	2.5%	84	2.4%	56	2.5%	40	2.9%	36	2.5%	304	2.5%
Male 65+	236	6.7%	232	6.7%	158	7.1%	120	8.6%	99	7.0%	845	7.0%

ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

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Approximate Sample Size 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,780	50.3%	1,749	50.6%	1,129	50.7%	714	50.9%	709	50.2%	6,081	50.5%
Female 0-4	106	3.0%	102	3.0%	65	2.9%	38	2.7%	43	3.0%	354	2.9%
Female 5-9	109	3.1%	105	3.0%	71	3.2%	40	2.9%	45	3.2%	370	3.1%
Female 10-12	63	1.8%	60	1.7%	42	1.9%	24	1.7%	26	1.8%	215	1.8%
Female 13-15	61	1.7%	59	1.7%	42	1.9%	24	1.7%	25	1.8%	211	1.8%
Female 16-17	39	1.1%	38	1.1%	27	1.2%	16	1.1%	16	1.1%	136	1.1%
Female 18-24	158	4.5%	158	4.6%	103	4.6%	61	4.3%	61	4.3%	541	4.5%
Female 25-29	140	4.0%	139	4.0%	82	3.7%	48	3.4%	50	3.5%	459	3.8%
Female 30-34	146	4.1%	145	4.2%	83	3.7%	49	3.5%	56	4.0%	479	4.0%
Female 35-39	139	3.9%	135	3.9%	82	3.7%	48	3.4%	54	3.8%	458	3.8%
Female 40-44	121	3.4%	115	3.3%	75	3.4%	43	3.1%	47	3.3%	401	3.3%
Female 45-49	119	3.4%	116	3.4%	77	3.5%	45	3.2%	47	3.3%	404	3.4%
Female 50-54	107	3.0%	107	3.1%	70	3.1%	45	3.2%	45	3.2%	374	3.1%
Female 55-59	104	2.9%	101	2.9%	67	3.0%	46	3.3%	43	3.0%	361	3.0%
Female 60-64	94	2.7%	91	2.6%	61	2.7%	44	3.1%	39	2.8%	329	2.7%
Female 65+	276	7.8%	277	8.0%	182	8.2%	143	10.2%	113	8.0%	991	8.2%
Working 16+	1,732	48.9%	1,680	48.6%	1,074	48.2%	646	46.0%	700	49.6%	5,832	48.4%
Not Working 16+	1,112	31.4%	1,106	32.0%	700	31.4%	498	35.5%	424	30.0%	3,840	31.9%

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Approximate Sample Size 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	932	26.3%	879	25.4%	523	23.5%	302	21.5%	330	23.4%	2,966	24.6%
Occupation Group 1 16-39	435	12.3%	405	11.7%	231	10.4%	122	8.7%	146	10.3%	1,339	11.1%
Occupation Group 1 40-54	323	9.1%	304	8.8%	194	8.7%	114	8.1%	122	8.6%	1,057	8.8%
Occupation Group 1 55+	174	4.9%	170	4.9%	98	4.4%	67	4.8%	63	4.5%	572	4.8%
Occupation Group 2	438	12.4%	453	13.1%	305	13.7%	193	13.8%	184	13.0%	1,573	13.1%
Occupation Group 2 16-39	244	6.9%	252	7.3%	168	7.5%	101	7.2%	103	7.3%	868	7.2%
Occupation Group 2 40-54	119	3.4%	127	3.7%	85	3.8%	54	3.8%	50	3.5%	435	3.6%
Occupation Group 2 55+	75	2.1%	73	2.1%	52	2.3%	38	2.7%	31	2.2%	269	2.2%
Occupation Group 3	205	5.8%	198	5.7%	141	6.3%	82	5.8%	100	7.1%	726	6.0%
Occupation Group 3 16-39	120	3.4%	114	3.3%	82	3.7%	44	3.1%	57	4.0%	417	3.5%
Occupation Group 3 40-54	56	1.6%	55	1.6%	39	1.8%	22	1.6%	27	1.9%	199	1.7%
Occupation Group 3 55+	30	0.8%	29	0.8%	21	0.9%	16	1.1%	16	1.1%	112	0.9%
Occupation Group 4	66	1.9%	62	1.8%	49	2.2%	25	1.8%	45	3.2%	247	2.1%
Occupation Group 4 16-39	31	0.9%	32	0.9%	22	1.0%	10	0.7%	22	1.6%	117	1.0%
Occupation Group 4 40-54	20	0.6%	16	0.5%	16	0.7%	7	0.5%	13	0.9%	72	0.6%
Occupation Group 4 55+	15	0.4%	14	0.4%	10	0.4%	8	0.6%	9	0.6%	56	0.5%
Occupation Group 5	90	2.5%	88	2.5%	56	2.5%	44	3.1%	42	3.0%	320	2.7%
Occupation Group 5 16-39	48	1.4%	50	1.4%	31	1.4%	25	1.8%	23	1.6%	177	1.5%
Occupation Group 5 40-54	24	0.7%	22	0.6%	14	0.6%	12	0.9%	10	0.7%	82	0.7%
Occupation Group 5 55+	18	0.5%	16	0.5%	11	0.5%	6	0.4%	9	0.6%	60	0.5%

ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

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Approximate Sample Size 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Grocery Shoppers	1,922	54.3%	1,921	55.6%	1,256	56.4%	824	58.7%	808	57.2%	6,731	55.9%
Total Grocery Shoppers Age < 40	763	21.6%	777	22.5%	477	21.4%	279	19.9%	306	21.7%	2,602	21.6%
Total Grocery Shoppers Age 25-54	1,105	31.2%	1,098	31.8%	687	30.9%	408	29.1%	448	31.7%	3,746	31.1%
Total Grocery Shoppers Age 40-54	495	14.0%	489	14.1%	325	14.6%	198	14.1%	208	14.7%	1,715	14.2%
Total Grocery Shoppers Age 55-64	281	7.9%	275	8.0%	187	8.4%	135	9.6%	124	8.8%	1,002	8.3%
Total Grocery Shoppers Age 65+	382	10.8%	380	11.0%	267	12.0%	212	15.1%	169	12.0%	1,410	11.7%
Total Grocery Shoppers < 55	1,258	35.5%	1,266	36.6%	802	36.0%	477	34.0%	514	36.4%	4,317	35.9%
Total Grocery Shoppers Age 25-49 Female	526	14.9%	519	15.0%	335	15.0%	192	13.7%	210	14.9%	1,782	14.8%
Total Grocery Shoppers Male	844	23.8%	840	24.3%	536	24.1%	354	25.2%	352	24.9%	2,926	24.3%
Total Grocery Shoppers Female	1,078	30.5%	1,081	31.3%	720	32.3%	470	33.5%	456	32.3%	3,805	31.6%
Total Grocery Shoppers 0 Children	1,344	38.0%	1,363	39.4%	916	41.2%	607	43.3%	592	41.9%	4,822	40.1%
Total Grocery Shoppers 1-2 Children	463	13.1%	449	13.0%	279	12.5%	176	12.5%	186	13.2%	1,553	12.9%
Total Grocery Shoppers 3+ Children	114	3.2%	109	3.2%	61	2.7%	42	3.0%	30	2.1%	356	3.0%

ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)

Total Shopper = Includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping

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Approximate Sample Size 2023 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Persons in 1 Person Household	305	8.6%	311	9.0%	231	10.4%	164	11.7%	161	11.4%	1,172	9.7%
Persons in 2 Person Households	896	25.3%	910	26.3%	671	30.1%	440	31.4%	414	29.3%	3,331	27.7%
Persons in 3 Person Households	602	17.0%	665	19.2%	374	16.8%	227	16.2%	262	18.6%	2,130	17.7%
Persons in 4 Person Households	887	25.1%	788	22.8%	518	23.3%	306	21.8%	352	24.9%	2,851	23.7%
Persons in 5+ Person Households	850	24.0%	784	22.7%	432	19.4%	267	19.0%	223	15.8%	2,556	21.2%
Persons in 1 TV Households	1,541	43.5%	1,324	38.3%	836	37.6%	476	33.9%	528	37.4%	4,705	39.1%
Persons in 2 TV Households	1,077	30.4%	1,099	31.8%	764	34.3%	469	33.4%	471	33.4%	3,880	32.2%
Persons in 3+ TV Households	923	26.1%	1,034	29.9%	626	28.1%	458	32.6%	413	29.2%	3,454	28.7%
Region 1 Individuals	808	22.8%	963	27.9%	542	24.3%	406	28.9%	401	28.4%		
Region 2 Individuals	957	27.0%	773	22.4%	359	16.1%	318	22.7%	225	15.9%		
Region 3 Individuals	543	15.3%	511	14.8%	427	19.2%	318	22.7%	302	21.4%		
Region 4 Individuals	525	14.8%	443	12.8%	350	15.7%	361	25.7%	351	24.9%		
Region 5 Individuals	707	20.0%	766	22.2%	547	24.6%			133	9.4%		

REGION KEY	SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1	Sth West & Sth	Central & West	North	North & Yorke	North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

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Approximate Sample Size 2022 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	1,328	100.0%	1,328	100.0%	900	100.0%	585	100.0%	585	100.0%	4,726	100.0%
1 Person Households	305	23.0%	311	23.4%	231	25.7%	164	28.0%	161	27.5%	1,172	24.8%
2 Person Households	448	33.7%	455	34.3%	336	37.3%	220	37.6%	207	35.4%	1,666	35.3%
3 Person Households	201	15.1%	222	16.7%	125	13.9%	76	13.0%	87	14.9%	711	15.0%
4 Person Households	222	16.7%	197	14.8%	129	14.3%	76	13.0%	88	15.0%	712	15.1%
5+ Person Households	152	11.4%	144	10.8%	79	8.8%	49	8.4%	42	7.2%	466	9.9%
1 TV Households	663	49.9%	600	45.2%	400	44.4%	239	40.9%	256	43.8%	2,158	45.7%
2 TVs Households	392	29.5%	417	31.4%	300	33.3%	198	33.8%	190	32.5%	1,497	31.7%
3+ TVs Households	273	20.6%	311	23.4%	201	22.3%	148	25.3%	139	23.8%	1,072	22.7%
Grocery Buyers	1,328	100.0%	1,328	100.0%	900	100.0%	585	100.0%	585	100.0%	4,726	100.0%
Grocery Buyers Working	801	60.3%	808	60.8%	538	59.8%	318	54.4%	353	60.3%	2,818	59.6%
Grocery Buyers Not Working	527	39.7%	520	39.2%	362	40.2%	267	45.6%	232	39.7%	1,908	40.4%
Grocery Buyers Age 18-39	445	33.5%	447	33.7%	292	32.4%	162	27.7%	193	33.0%	1,539	32.6%
Grocery Buyers Age 25-54	746	56.2%	740	55.7%	484	53.8%	280	47.9%	314	53.7%	2,564	54.3%
Grocery Buyers Age 40-54	366	27.6%	365	27.5%	247	27.4%	147	25.1%	156	26.7%	1,281	27.1%
Grocery Buyers Age 55-64	209	15.7%	209	15.7%	144	16.0%	102	17.4%	95	16.2%	759	16.1%
Grocery Buyers Age 65+	308	23.2%	306	23.0%	217	24.1%	174	29.7%	141	24.1%	1,146	24.2%

ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

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Approximate Sample Size 2022 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	537	40.4%	533	40.1%	354	39.3%	232	39.7%	238	40.7%	1,894	40.1%
Grocery Buyers Female	791	59.6%	795	59.9%	546	60.7%	353	60.3%	347	59.3%	2,832	59.9%
Grocery Buyers 0 Children	934	70.3%	941	70.9%	656	72.9%	440	75.2%	428	73.2%	3,399	71.9%
Grocery Buyers 1-2 Children	316	23.8%	310	23.3%	200	22.2%	117	20.0%	134	22.9%	1,077	22.8%
Grocery Buyers 3+ Children	78	5.9%	77	5.8%	45	5.0%	27	4.6%	23	3.9%	250	5.3%
Grocery Buyers Children 0-2	85	6.4%	81	6.1%	48	5.3%	32	5.5%	34	5.8%	280	5.9%
Grocery Buyers Children 0-4	140	10.5%	129	9.7%	75	8.3%	49	8.4%	55	9.4%	448	9.5%
Grocery Buyers Children 0-12	305	23.0%	291	21.9%	182	20.2%	112	19.1%	119	20.3%	1,009	21.3%
Grocery Buyers Children 0-15	360	27.1%	354	26.7%	221	24.6%	132	22.6%	142	24.3%	1,209	25.6%
Grocery Buyers Children 0-17	394	29.7%	387	29.1%	244	27.1%	145	24.8%	157	26.8%	1,327	28.1%
Grocery Buyers Children 5-12	233	17.5%	219	16.5%	142	15.8%	84	14.4%	90	15.4%	768	16.3%
Grocery Buyers Children 5-17	326	24.5%	318	23.9%	206	22.9%	118	20.2%	129	22.1%	1,097	23.2%
Grocery Buyers Children 13-17	159	12.0%	153	11.5%	106	11.8%	58	9.9%	61	10.4%	537	11.4%
Region 1 Households	295	22.2%	386	29.1%	218	24.2%	161	27.5%	164	28.0%		
Region 2 Households	321	24.2%	279	21.0%	150	16.7%	141	24.1%	89	15.2%		
Region 3 Households	204	15.4%	191	14.4%	176	19.6%	132	22.6%	126	21.5%		
Region 4 Households	210	15.8%	180	13.6%	129	14.3%	151	25.8%	146	25.0%		
Region 5 Households	298	22.4%	292	22.0%	227	25.2%			61	10.4%		

REGION KEY		SYDNEY	MELBOURNE	BRISBANE	ADELAIDE	PERTH
Region 1		Sth West & Sth	Central & West	North	North & Yorke	North
Region 2		West	North	City North	West	East
Region 3		North	East	City South	East	South East
Region 4		North Shore	South	South	South	South West
Region 5		City	South East	Gold Coast		City

ASS - Approximate Sample Size: This is the sample that you would typically expect for this demographic group, based on targeted installed numbers in the panel and assuming in-tab rates of 90% or more. However, the actual sample size will vary due to such factors as storms and power failures (more homes may fault) and holiday periods (when it is more difficult to contact homes to either restore faults or to recruit new homes).

Grocery Buyer = person aged 18 or older who has primary household shopping responsibility (one per household)
Total Shopper = Includes both Grocery Buyers and Alternate Shoppers (household members aged 13 and over who contribute to (but are not primarily responsible for) grocery shopping

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