

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	4,797.5	100.0%	4,732.4	100.0%	3,113.1	100.0%	1,449.5	100.0%	1,981.2	100.0%	16,073.7	100.0%

People 2+	4,696.9	97.9%	4,635.5	98.0%	3,049.3	98.0%	1,422.4	98.1%	1,939.5	97.9%	15,743.6	97.9%
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Children 0-4	319.8	6.7%	306.1	6.5%	206.3	6.6%	87.0	6.0%	131.7	6.6%	1,050.9	6.5%
Children 2-9	518.1	10.8%	495.0	10.5%	343.2	11.0%	143.4	9.9%	213.4	10.8%	1,713.1	10.7%
Children 5-12	464.5	9.7%	446.0	9.4%	317.1	10.2%	133.0	9.2%	194.5	9.8%	1,555.1	9.7%
Children 10-17	453.1	9.4%	440.4	9.3%	316.0	10.2%	137.3	9.5%	194.1	9.8%	1,540.9	9.6%
Children 13-17	287.5	6.0%	280.2	5.9%	199.6	6.4%	87.8	6.1%	123.0	6.2%	978.1	6.1%
Children 0-17	1,071.8	22.3%	1,032.3	21.8%	723.0	23.2%	307.8	21.2%	449.2	22.7%	3,584.1	22.3%

Total Males	2,378.1	49.6%	2,337.0	49.4%	1,543.1	49.6%	715.3	49.3%	992.0	50.1%	7,965.5	49.6%
Male 0-4	164.0	3.4%	156.8	3.3%	105.6	3.4%	44.7	3.1%	67.2	3.4%	538.3	3.3%
Male 5-9	154.0	3.2%	146.7	3.1%	103.7	3.3%	42.6	2.9%	63.3	3.2%	510.3	3.2%
Male 10-12	85.2	1.8%	81.9	1.7%	59.7	1.9%	25.5	1.8%	36.3	1.8%	288.6	1.8%
Male 13-15	87.2	1.8%	84.1	1.8%	60.1	1.9%	26.1	1.8%	36.6	1.8%	294.1	1.8%
Male 16-17	60.6	1.3%	59.0	1.2%	41.8	1.3%	18.6	1.3%	26.2	1.3%	206.2	1.3%
Male 18-24	243.1	5.1%	248.3	5.2%	161.0	5.2%	71.9	5.0%	105.3	5.3%	829.6	5.2%
Male 25-29	191.5	4.0%	196.2	4.1%	119.8	3.8%	52.4	3.6%	87.7	4.4%	647.6	4.0%
Male 30-34	189.3	3.9%	181.7	3.8%	109.6	3.5%	46.6	3.2%	73.9	3.7%	601.1	3.7%
Male 35-39	173.2	3.6%	166.2	3.5%	106.2	3.4%	45.0	3.1%	67.4	3.4%	558.0	3.5%
Male 40-44	174.8	3.6%	174.6	3.7%	113.5	3.6%	51.0	3.5%	73.4	3.7%	587.3	3.7%
Male 45-49	158.3	3.3%	154.5	3.3%	101.5	3.3%	48.7	3.4%	66.4	3.4%	529.4	3.3%
Male 50-54	156.0	3.3%	150.5	3.2%	99.2	3.2%	49.0	3.4%	63.3	3.2%	518.0	3.2%
Male 55-59	136.1	2.8%	131.8	2.8%	86.3	2.8%	44.4	3.1%	55.7	2.8%	454.3	2.8%
Male 60-64	117.1	2.4%	113.9	2.4%	80.2	2.6%	41.0	2.8%	50.4	2.5%	402.6	2.5%
Male 65+	287.7	6.0%	290.8	6.1%	194.9	6.3%	107.8	7.4%	118.9	6.0%	1,000.1	6.2%

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	2,419.4	50.4%	2,395.4	50.6%	1,570.0	50.4%	734.2	50.7%	989.2	49.9%	8,108.2	50.4%
Female 0-4	155.8	3.2%	149.3	3.2%	100.7	3.2%	42.3	2.9%	64.5	3.3%	512.6	3.2%
Female 5-9	144.9	3.0%	139.1	2.9%	97.0	3.1%	40.9	2.8%	60.1	3.0%	482.0	3.0%
Female 10-12	80.4	1.7%	78.3	1.7%	56.7	1.8%	24.0	1.7%	34.8	1.8%	274.2	1.7%
Female 13-15	82.7	1.7%	80.5	1.7%	57.5	1.8%	25.3	1.7%	35.4	1.8%	281.4	1.8%
Female 16-17	57.0	1.2%	56.6	1.2%	40.2	1.3%	17.8	1.2%	24.8	1.3%	196.4	1.2%
Female 18-24	235.5	4.9%	236.7	5.0%	158.3	5.1%	69.0	4.8%	99.8	5.0%	799.3	5.0%
Female 25-29	194.7	4.1%	194.1	4.1%	118.8	3.8%	50.3	3.5%	80.8	4.1%	638.7	4.0%
Female 30-34	190.2	4.0%	181.7	3.8%	110.0	3.5%	46.2	3.2%	71.9	3.6%	600.0	3.7%
Female 35-39	176.0	3.7%	168.9	3.6%	109.4	3.5%	45.2	3.1%	66.7	3.4%	566.2	3.5%
Female 40-44	178.6	3.7%	179.7	3.8%	116.6	3.7%	51.0	3.5%	72.4	3.7%	598.3	3.7%
Female 45-49	160.8	3.4%	159.4	3.4%	104.5	3.4%	49.4	3.4%	66.4	3.4%	540.5	3.4%
Female 50-54	157.8	3.3%	154.5	3.3%	102.8	3.3%	50.8	3.5%	64.7	3.3%	530.6	3.3%
Female 55-59	139.7	2.9%	137.2	2.9%	90.5	2.9%	47.1	3.2%	57.9	2.9%	472.4	2.9%
Female 60-64	122.2	2.5%	123.5	2.6%	84.1	2.7%	44.7	3.1%	52.3	2.6%	426.8	2.7%
Female 65+	343.1	7.2%	355.9	7.5%	222.9	7.2%	130.2	9.0%	136.7	6.9%	1,188.8	7.4%
Working 16+	2,129.5	44.4%	2,127.1	44.9%	1,402.2	45.0%	644.7	44.5%	906.5	45.8%	7,210.0	44.9%
Not Working 16+	1,713.8	35.7%	1,688.6	35.7%	1,069.9	34.4%	533.4	36.8%	676.5	34.1%	5,682.2	35.4%

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	1,070.1	22.3%	1,027.9	21.7%	613.6	19.7%	270.6	18.7%	416.3	21.0%	3,398.5	21.1%
Occupation Group 1 16-39	498.1	10.4%	488.1	10.3%	279.4	9.0%	115.2	7.9%	187.9	9.5%	1,568.7	9.8%
Occupation Group 1 40-54	402.5	8.4%	382.8	8.1%	232.6	7.5%	104.9	7.2%	160.5	8.1%	1,283.3	8.0%
Occupation Group 1 55+	169.5	3.5%	157.0	3.3%	101.6	3.3%	50.5	3.5%	67.9	3.4%	546.5	3.4%
Occupation Group 2	669.0	13.9%	656.0	13.9%	468.8	15.1%	217.9	15.0%	276.4	14.0%	2,288.1	14.2%
Occupation Group 2 16-39	391.2	8.2%	390.0	8.2%	261.8	8.4%	114.2	7.9%	158.0	8.0%	1,315.2	8.2%
Occupation Group 2 40-54	198.5	4.1%	190.4	4.0%	150.5	4.8%	70.3	4.8%	79.5	4.0%	689.2	4.3%
Occupation Group 2 55+	79.3	1.7%	75.6	1.6%	56.5	1.8%	33.4	2.3%	38.9	2.0%	283.7	1.8%
Occupation Group 3	180.3	3.8%	196.5	4.2%	141.6	4.5%	72.8	5.0%	97.8	4.9%	689.0	4.3%
Occupation Group 3 16-39	95.7	2.0%	103.9	2.2%	80.2	2.6%	35.3	2.4%	53.7	2.7%	368.8	2.3%
Occupation Group 3 40-54	56.9	1.2%	68.1	1.4%	44.6	1.4%	28.6	2.0%	30.6	1.5%	228.8	1.4%
Occupation Group 3 55+	27.7	0.6%	24.5	0.5%	16.8	0.5%	8.9	0.6%	13.5	0.7%	91.4	0.6%
Occupation Group 4	80.6	1.7%	79.9	1.7%	68.8	2.2%	26.9	1.9%	53.5	2.7%	309.7	1.9%
Occupation Group 4 16-39	26.7	0.6%	25.2	0.5%	25.7	0.8%	7.6	0.5%	19.6	1.0%	104.8	0.7%
Occupation Group 4 40-54	35.5	0.7%	34.6	0.7%	26.3	0.8%	14.5	1.0%	24.6	1.2%	135.5	0.8%
Occupation Group 4 55+	18.4	0.4%	20.1	0.4%	16.8	0.5%	4.8	0.3%	9.3	0.5%	69.4	0.4%
Occupation Group 5	129.5	2.7%	166.8	3.5%	109.4	3.5%	56.5	3.9%	62.5	3.2%	524.7	3.3%
Occupation Group 5 16-39	57.1	1.2%	76.5	1.6%	51.6	1.7%	23.9	1.6%	28.9	1.5%	238.0	1.5%
Occupation Group 5 40-54	48.8	1.0%	60.1	1.3%	39.4	1.3%	23.7	1.6%	23.6	1.2%	195.6	1.2%
Occupation Group 5 55+	23.6	0.5%	30.2	0.6%	18.4	0.6%	8.9	0.6%	10.0	0.5%	91.1	0.6%

Persons in 1 Person Household	387.1	8.1%	405.1	8.6%	290.0	9.3%	167.3	11.5%	200.1	10.1%	1,449.6	9.0%
Persons in 2 Person Households	1,203.4	25.1%	1,230.8	26.0%	909.4	29.2%	446.4	30.8%	546.6	27.6%	4,336.6	27.0%
Persons in 3 Person Households	790.5	16.5%	871.5	18.4%	567.0	18.2%	244.5	16.9%	351.6	17.7%	2,825.1	17.6%
Persons in 4 Person Households	1,155.2	24.1%	1,155.2	24.4%	719.2	23.1%	351.2	24.2%	516.8	26.1%	3,897.6	24.2%
Persons in 5+ Person Households	1,261.3	26.3%	1,069.8	22.6%	627.5	20.2%	240.1	16.6%	366.1	18.5%	3,564.8	22.2%

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 TV Households	1,635.5	34.1%	1,372.7	29.0%	969.2	31.1%	413.0	28.5%	593.0	29.9%	4,983.4	31.0%
Persons in 2 TV Households	1,649.4	34.4%	1,658.4	35.0%	1,106.6	35.5%	517.4	35.7%	707.4	35.7%	5,639.2	35.1%
Persons in 3+ TV Households	1,512.6	31.5%	1,701.3	36.0%	1,037.3	33.3%	519.1	35.8%	680.8	34.4%	5,451.1	33.9%

Region 1 Individuals	1,093.7	22.8%	1,262.2	26.7%	733.9	23.6%	421.0	29.0%	575.8	29.1%
Region 2 Individuals	1,294.5	27.0%	1,037.8	21.9%	516.8	16.6%	328.3	22.6%	318.9	16.1%
Region 3 Individuals	750.5	15.6%	771.2	16.3%	620.9	19.9%	326.4	22.5%	409.3	20.7%
Region 4 Individuals	718.2	15.0%	624.4	13.2%	484.7	15.6%	373.8	25.8%	483.8	24.4%
Region 5 Individuals	940.6	19.6%	1,036.8	21.9%	756.8	24.3%			193.4	9.8%

UE - Universe Estimate

REGION KEY

Region 1
Region 2
Region 3
Region 4
Region 5

SYDNEY

Sth West & Sth
West
North
North Shore
City

MELBOURNE

Central & West
North
East
South
South East

BRISBANE

North
City North
City South
South
Gold Coast

ADELAIDE

North & Yorke
West
East
South

PERTH

North
East
South East
South West
City

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	1,742.9	100.0%	1,756.8	100.0%	1,220.0	100.0%	598.4	100.0%	776.4	100.0%	6,094.5	100.0%
1 Person Households	387.1	22.2%	405.1	23.1%	290.0	23.8%	167.3	28.0%	200.1	25.8%	1,449.6	23.8%
2 Person Households	601.7	34.5%	615.4	35.0%	454.7	37.3%	223.2	37.3%	273.3	35.2%	2,168.3	35.6%
3 Person Households	263.5	15.1%	290.5	16.5%	189.0	15.5%	81.5	13.6%	117.2	15.1%	941.7	15.5%
4 Person Households	288.8	16.6%	288.8	16.4%	179.8	14.7%	87.8	14.7%	129.2	16.6%	974.4	16.0%
5+ Person Households	201.8	11.6%	157.0	8.9%	106.5	8.7%	38.6	6.5%	56.6	7.3%	560.5	9.2%
1 TV Households	725.0	41.6%	644.5	36.7%	476.8	39.1%	213.6	35.7%	298.9	38.5%	2,358.8	38.7%
2 TV Households	602.0	34.5%	625.9	35.6%	430.6	35.3%	221.9	37.1%	277.3	35.7%	2,157.7	35.4%
3+ TVs Households	415.9	23.9%	486.4	27.7%	312.6	25.6%	162.9	27.2%	200.2	25.8%	1,578.0	25.9%
Grocery Buyers	1,742.9	100.0%	1,756.8	100.0%	1,220.0	100.0%	598.4	100.0%	776.4	100.0%	6,094.5	100.0%
Grocery Buyers Working	921.1	52.8%	916.2	52.2%	644.8	52.9%	301.4	50.4%	399.3	51.4%	3,182.8	52.2%
Grocery Buyers Not Working	821.8	47.2%	840.6	47.8%	575.2	47.1%	297.0	49.6%	377.1	48.6%	2,911.7	47.8%
Grocery Buyers Age 18-39	570.6	32.7%	559.6	31.9%	402.6	33.0%	166.3	27.8%	255.9	33.0%	1,955.0	32.1%
Grocery Buyers Age 25-54	1,023.4	58.7%	999.5	56.9%	693.6	56.9%	311.9	52.1%	440.2	56.7%	3,468.6	56.9%
Grocery Buyers Age 40-54	524.7	30.1%	522.6	29.7%	363.0	29.8%	171.4	28.6%	225.6	29.1%	1,807.3	29.7%
Grocery Buyers Age 55-64	283.3	16.3%	275.7	15.7%	194.8	16.0%	106.7	17.8%	131.3	16.9%	991.8	16.3%
Grocery Buyers Age 65+	364.3	20.9%	398.9	22.7%	259.6	21.3%	154.0	25.7%	163.6	21.1%	1,340.4	22.0%
Grocery Buyers Male	592.3	34.0%	587.8	33.5%	410.8	33.7%	201.5	33.7%	257.5	33.2%	2,049.9	33.6%
Grocery Buyers Female	1,150.6	66.0%	1,169.0	66.5%	809.2	66.3%	396.9	66.3%	518.9	66.8%	4,044.6	66.4%

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	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	1,200.0	68.9%	1,241.9	70.7%	853.0	69.9%	437.1	73.0%	551.6	71.0%	4,283.6	70.3%
Grocery Buyers 1-2 Children	432.6	24.8%	422.7	24.1%	298.0	24.4%	133.7	22.3%	190.0	24.5%	1,477.0	24.2%
Grocery Buyers 3+ Children	110.3	6.3%	92.2	5.2%	69.0	5.7%	27.6	4.6%	34.8	4.5%	333.9	5.5%

Grocery Buyers Children 0-2	135.4	7.8%	124.6	7.1%	85.4	7.0%	38.0	6.4%	54.8	7.1%	438.2	7.2%
Grocery Buyers Children 0-4	211.5	12.1%	198.0	11.3%	136.4	11.2%	62.8	10.5%	86.6	11.2%	695.3	11.4%
Grocery Buyers Children 0-12	421.9	24.2%	401.5	22.9%	286.3	23.5%	125.5	21.0%	171.8	22.1%	1,407.0	23.1%
Grocery Buyers Children 0-15	493.6	28.3%	472.3	26.9%	331.4	27.2%	147.4	24.6%	203.2	26.2%	1,647.9	27.0%
Grocery Buyers Children 0-17	542.9	31.1%	514.9	29.3%	367.0	30.1%	161.3	27.0%	224.8	29.0%	1,810.9	29.7%
Grocery Buyers Children 5-12	311.6	17.9%	290.3	16.5%	209.9	17.2%	89.8	15.0%	123.1	15.9%	1,024.7	16.8%
Grocery Buyers Children 5-17	438.0	25.1%	408.6	23.3%	294.8	24.2%	127.7	21.3%	178.4	23.0%	1,447.5	23.8%
Grocery Buyers Children 13-17	219.8	12.6%	196.7	11.2%	142.3	11.7%	60.3	10.1%	84.5	10.9%	703.6	11.5%

Region 1 Households	384.3	22.0%	491.1	28.0%	285.7	23.4%	163.2	27.3%	221.6	28.5%		
Region 2 Households	419.3	24.1%	356.1	20.3%	209.8	17.2%	145.9	24.4%	118.2	15.2%		
Region 3 Households	275.7	15.8%	278.4	15.8%	246.5	20.2%	134.2	22.4%	162.5	20.9%		
Region 4 Households	279.1	16.0%	247.8	14.1%	173.0	14.2%	155.1	25.9%	190.5	24.5%		
Region 5 Households	384.5	22.1%	383.4	21.8%	305.0	25.0%			83.6	10.8%		

UE - Universe Estimate

REGION KEY

Region 1	SW&S	C&W	North	N&Y	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

Approximate Sample Size 2014 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	2,353.0	100.0%	2,182.0	100.0%	1,493.0	100.0%	1,090.0	100.0%	1,148.0	100.0%	8,266.0	100.0%
People 2+	2,304.0	97.9%	2,137.0	97.9%	1,462.0	97.9%	1,070.0	98.2%	1,124.0	97.9%	8,097.0	98.0%
Children 0-4	157.0	6.7%	141.0	6.5%	99.0	6.6%	65.0	6.0%	76.0	6.6%	538.0	6.5%
Children 2-9	254.0	10.8%	228.0	10.4%	165.0	11.1%	108.0	9.9%	124.0	10.8%	879.0	10.6%
Children 5-12	228.0	9.7%	206.0	9.4%	152.0	10.2%	100.0	9.2%	113.0	9.8%	799.0	9.7%
Children 10-17	222.0	9.4%	203.0	9.3%	152.0	10.2%	103.0	9.4%	112.0	9.8%	792.0	9.6%
Children 13-17	141.0	6.0%	129.0	5.9%	96.0	6.4%	66.0	6.1%	71.0	6.2%	503.0	6.1%
Children 0-17	526.0	22.4%	476.0	21.8%	347.0	23.2%	231.0	21.2%	260.0	22.6%	1,840.0	22.3%
Total Males	1,166.0	49.6%	1,078.0	49.4%	740.0	49.6%	538.0	49.4%	575.0	50.1%	4,097.0	49.6%
Male 0-4	80.0	3.4%	72.0	3.3%	51.0	3.4%	34.0	3.1%	39.0	3.4%	276.0	3.3%
Male 5-9	76.0	3.2%	68.0	3.1%	50.0	3.3%	32.0	2.9%	37.0	3.2%	263.0	3.2%
Male 10-12	42.0	1.8%	38.0	1.7%	29.0	1.9%	19.0	1.7%	21.0	1.8%	149.0	1.8%
Male 13-15	43.0	1.8%	39.0	1.8%	29.0	1.9%	20.0	1.8%	21.0	1.8%	152.0	1.8%
Male 16-17	30.0	1.3%	27.0	1.2%	20.0	1.3%	14.0	1.3%	15.0	1.3%	106.0	1.3%
Male 18-24	119.0	5.1%	114.0	5.2%	77.0	5.2%	54.0	5.0%	61.0	5.3%	425.0	5.1%
Male 25-29	94.0	4.0%	90.0	4.1%	57.0	3.8%	39.0	3.6%	51.0	4.4%	331.0	4.0%
Male 30-34	93.0	4.0%	84.0	3.8%	53.0	3.5%	35.0	3.2%	43.0	3.7%	308.0	3.7%
Male 35-39	85.0	3.6%	77.0	3.5%	51.0	3.4%	34.0	3.1%	39.0	3.4%	286.0	3.5%
Male 40-44	86.0	3.7%	81.0	3.7%	54.0	3.6%	38.0	3.5%	43.0	3.7%	302.0	3.7%
Male 45-49	78.0	3.3%	71.0	3.3%	49.0	3.3%	37.0	3.4%	38.0	3.3%	273.0	3.3%
Male 50-54	77.0	3.3%	69.0	3.2%	48.0	3.2%	37.0	3.4%	37.0	3.2%	268.0	3.2%
Male 55-59	67.0	2.8%	61.0	2.8%	41.0	2.7%	33.0	3.0%	32.0	2.8%	234.0	2.8%
Male 60-64	57.0	2.4%	53.0	2.4%	38.0	2.5%	31.0	2.8%	29.0	2.5%	208.0	2.5%
Male 65+	141.0	6.0%	134.0	6.1%	93.0	6.2%	81.0	7.4%	69.0	6.0%	518.0	6.3%

Approximate Sample Size 2014 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,187.0	50.4%	1,104.0	50.6%	753.0	50.4%	552.0	50.6%	573.0	49.9%	4,169.0	50.4%
Female 0-4	76.0	3.2%	69.0	3.2%	48.0	3.2%	32.0	2.9%	37.0	3.2%	262.0	3.2%
Female 5-9	71.0	3.0%	64.0	2.9%	47.0	3.1%	31.0	2.8%	35.0	3.0%	248.0	3.0%
Female 10-12	39.0	1.7%	36.0	1.6%	27.0	1.8%	18.0	1.7%	20.0	1.7%	140.0	1.7%
Female 13-15	41.0	1.7%	37.0	1.7%	28.0	1.9%	19.0	1.7%	21.0	1.8%	146.0	1.8%
Female 16-17	28.0	1.2%	26.0	1.2%	19.0	1.3%	13.0	1.2%	14.0	1.2%	100.0	1.2%
Female 18-24	116.0	4.9%	109.0	5.0%	76.0	5.1%	52.0	4.8%	58.0	5.1%	411.0	5.0%
Female 25-29	95.0	4.0%	89.0	4.1%	57.0	3.8%	38.0	3.5%	47.0	4.1%	326.0	3.9%
Female 30-34	93.0	4.0%	84.0	3.8%	53.0	3.5%	35.0	3.2%	42.0	3.7%	307.0	3.7%
Female 35-39	86.0	3.7%	78.0	3.6%	52.0	3.5%	34.0	3.1%	39.0	3.4%	289.0	3.5%
Female 40-44	88.0	3.7%	83.0	3.8%	56.0	3.8%	38.0	3.5%	42.0	3.7%	307.0	3.7%
Female 45-49	79.0	3.4%	73.0	3.3%	50.0	3.3%	37.0	3.4%	38.0	3.3%	277.0	3.4%
Female 50-54	77.0	3.3%	71.0	3.3%	49.0	3.3%	38.0	3.5%	37.0	3.2%	272.0	3.3%
Female 55-59	69.0	2.9%	63.0	2.9%	43.0	2.9%	35.0	3.2%	34.0	3.0%	244.0	3.0%
Female 60-64	60.0	2.5%	57.0	2.6%	40.0	2.7%	34.0	3.1%	30.0	2.6%	221.0	2.7%
Female 65+	168.0	7.1%	164.0	7.5%	107.0	7.2%	98.0	9.0%	79.0	6.9%	616.0	7.5%
Working 16+	1,044.0	44.4%	981.0	45.0%	672.0	45.0%	485.0	44.5%	525.0	45.7%	3,707.0	44.8%
Not Working 16+	841.0	35.7%	779.0	35.7%	513.0	34.4%	401.0	36.8%	392.0	34.1%	2,926.0	35.4%

Approximate Sample Size 2014 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	525.0	22.3%	474.0	21.7%	294.0	19.7%	203.0	18.6%	241.0	21.0%	1,737.0	21.0%
Occupation Group 1 16-39	244.0	10.4%	225.0	10.3%	134.0	9.0%	87.0	8.0%	109.0	9.5%	799.0	9.7%
Occupation Group 1 40-54	197.0	8.4%	177.0	8.1%	112.0	7.5%	79.0	7.2%	93.0	8.1%	658.0	8.0%
Occupation Group 1 55+	83.0	3.5%	72.0	3.3%	49.0	3.3%	38.0	3.5%	39.0	3.4%	281.0	3.4%
Occupation Group 2	328.0	13.9%	302.0	13.8%	225.0	15.1%	164.0	15.0%	160.0	13.9%	1,179.0	14.3%
Occupation Group 2 16-39	192.0	8.2%	180.0	8.2%	126.0	8.4%	86.0	7.9%	92.0	8.0%	676.0	8.2%
Occupation Group 2 40-54	97.0	4.1%	88.0	4.0%	72.0	4.8%	53.0	4.9%	46.0	4.0%	356.0	4.3%
Occupation Group 2 55+	39.0	1.7%	35.0	1.6%	27.0	1.8%	25.0	2.3%	23.0	2.0%	149.0	1.8%
Occupation Group 3	88.0	3.7%	91.0	4.2%	68.0	4.6%	55.0	5.0%	57.0	5.0%	359.0	4.3%
Occupation Group 3 16-39	47.0	2.0%	48.0	2.2%	38.0	2.5%	27.0	2.5%	31.0	2.7%	191.0	2.3%
Occupation Group 3 40-54	28.0	1.2%	31.0	1.4%	21.0	1.4%	22.0	2.0%	18.0	1.6%	120.0	1.5%
Occupation Group 3 55+	14.0	0.6%	11.0	0.5%	8.0	0.5%	7.0	0.6%	8.0	0.7%	48.0	0.6%
Occupation Group 4	40.0	1.7%	37.0	1.7%	33.0	2.2%	20.0	1.8%	31.0	2.7%	161.0	1.9%
Occupation Group 4 16-39	13.0	0.6%	12.0	0.5%	12.0	0.8%	6.0	0.6%	11.0	1.0%	54.0	0.7%
Occupation Group 4 40-54	17.0	0.7%	16.0	0.7%	13.0	0.9%	11.0	1.0%	14.0	1.2%	71.0	0.9%
Occupation Group 4 55+	9.0	0.4%	9.0	0.4%	8.0	0.5%	4.0	0.4%	5.0	0.4%	35.0	0.4%
Occupation Group 5	64.0	2.7%	77.0	3.5%	52.0	3.5%	42.0	3.9%	36.0	3.1%	271.0	3.3%
Occupation Group 5 16-39	28.0	1.2%	35.0	1.6%	25.0	1.7%	18.0	1.7%	17.0	1.5%	123.0	1.5%
Occupation Group 5 40-54	24.0	1.0%	28.0	1.3%	19.0	1.3%	18.0	1.7%	14.0	1.2%	103.0	1.2%
Occupation Group 5 55+	12.0	0.5%	14.0	0.6%	9.0	0.6%	7.0	0.6%	6.0	0.5%	48.0	0.6%
Persons in 1 Person Household	190.0	8.1%	187.0	8.6%	139.0	9.3%	126.0	11.6%	116.0	10.1%	758.0	9.2%
Persons in 2 Person Households	590.0	25.1%	567.0	26.0%	436.0	29.2%	336.0	30.8%	317.0	27.6%	2,246.0	27.2%
Persons in 3 Person Households	388.0	16.5%	402.0	18.4%	272.0	18.2%	184.0	16.9%	204.0	17.8%	1,450.0	17.5%
Persons in 4 Person Households	567.0	24.1%	533.0	24.4%	345.0	23.1%	264.0	24.2%	299.0	26.0%	2,008.0	24.3%
Persons in 5+ Person Households	619.0	26.3%	493.0	22.6%	301.0	20.2%	181.0	16.6%	212.0	18.5%	1,806.0	21.8%

Approximate Sample Size 2014 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Persons in 1 TV Households	802.0	34.1%	633.0	29.0%	465.0	31.1%	311.0	28.5%	344.0	30.0%	2,555.0	30.9%
Persons in 2 TV Households	809.0	34.4%	765.0	35.1%	531.0	35.6%	389.0	35.7%	410.0	35.7%	2,904.0	35.1%
Persons in 3+ TV Households	742.0	31.5%	784.0	35.9%	497.0	33.3%	390.0	35.8%	394.0	34.3%	2,807.0	34.0%

Region 1 Individuals	536.0	22.8%	582.0	26.7%	352.0	23.6%	317.0	29.1%	334.0	29.1%
Region 2 Individuals	635.0	27.0%	479.0	22.0%	248.0	16.6%	247.0	22.7%	185.0	16.1%
Region 3 Individuals	368.0	15.6%	356.0	16.3%	298.0	20.0%	245.0	22.5%	237.0	20.6%
Region 4 Individuals	352.0	15.0%	288.0	13.2%	232.0	15.5%	281.0	25.8%	280.0	24.4%
Region 5 Individuals	461.0	19.6%	478.0	21.9%	363.0	24.3%			112.0	9.8%

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).

Approximate Sample Size 2014 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	855.0	100.0%	810.0	100.0%	585.0	100.0%	450.0	100.0%	450.0	100.0%	3,150.0	100.0%
1 Person Households	190.0	22.2%	187.0	23.1%	139.0	23.8%	126.0	28.0%	116.0	25.8%	758.0	24.1%
2 Person Households	295.0	34.5%	284.0	35.1%	218.0	37.3%	168.0	37.3%	158.0	35.1%	1,123.0	35.7%
3 Person Households	129.0	15.1%	134.0	16.5%	91.0	15.6%	61.0	13.6%	68.0	15.1%	483.0	15.3%
4 Person Households	142.0	16.6%	133.0	16.4%	86.0	14.7%	66.0	14.7%	75.0	16.7%	502.0	15.9%
5+ Person Households	99.0	11.6%	72.0	8.9%	51.0	8.7%	29.0	6.4%	33.0	7.3%	284.0	9.0%
1 TV Households	356.0	41.6%	297.0	36.7%	229.0	39.1%	161.0	35.8%	173.0	38.4%	1,216.0	38.6%
2 TVs Households	295.0	34.5%	289.0	35.7%	206.0	35.2%	167.0	37.1%	161.0	35.8%	1,118.0	35.5%
3+ TVs Households	204.0	23.9%	224.0	27.7%	150.0	25.6%	123.0	27.3%	116.0	25.8%	817.0	25.9%
Grocery Buyers	855.0	100.0%	810.0	100.0%	585.0	100.0%	450.0	100.0%	450.0	100.0%	3,150.0	100.0%
Grocery Buyers Working	452.0	52.9%	422.0	52.1%	309.0	52.8%	227.0	50.4%	231.0	51.3%	1,641.0	52.1%
Grocery Buyers Not Working	403.0	47.1%	388.0	47.9%	276.0	47.2%	223.0	49.6%	219.0	48.7%	1,509.0	47.9%
Grocery Buyers Age 18-39	280.0	32.7%	258.0	31.9%	193.0	33.0%	125.0	27.8%	148.0	32.9%	1,004.0	31.9%
Grocery Buyers Age 25-54	502.0	58.7%	461.0	56.9%	333.0	56.9%	235.0	52.2%	255.0	56.7%	1,786.0	56.7%
Grocery Buyers Age 40-54	257.0	30.1%	241.0	29.8%	174.0	29.7%	129.0	28.7%	131.0	29.1%	932.0	29.6%
Grocery Buyers Age 55-64	139.0	16.3%	127.0	15.7%	93.0	15.9%	80.0	17.8%	76.0	16.9%	515.0	16.3%
Grocery Buyers Age 65+	179.0	20.9%	184.0	22.7%	124.0	21.2%	116.0	25.8%	95.0	21.1%	698.0	22.2%

Approximate Sample Size 2014 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	291.0	34.0%	271.0	33.5%	197.0	33.7%	152.0	33.8%	149.0	33.1%	1,060.0	33.7%
Grocery Buyers Female	564.0	66.0%	539.0	66.5%	388.0	66.3%	298.0	66.2%	301.0	66.9%	2,090.0	66.3%

Grocery Buyers 0 Children	589.0	68.9%	573.0	70.7%	409.0	69.9%	329.0	73.1%	320.0	71.1%	2,220.0	70.5%
Grocery Buyers 1-2 Children	212.0	24.8%	195.0	24.1%	143.0	24.4%	101.0	22.4%	110.0	24.4%	761.0	24.2%
Grocery Buyers 3+ Children	54.0	6.3%	43.0	5.3%	33.0	5.6%	21.0	4.7%	20.0	4.4%	171.0	5.4%

Grocery Buyers Children 0-2	66.0	7.7%	57.0	7.0%	41.0	7.0%	29.0	6.4%	32.0	7.1%	225.0	7.1%
Grocery Buyers Children 0-4	104.0	12.2%	91.0	11.2%	65.0	11.1%	47.0	10.4%	50.0	11.1%	357.0	11.3%
Grocery Buyers Children 0-12	207.0	24.2%	185.0	22.8%	137.0	23.4%	94.0	20.9%	100.0	22.2%	723.0	23.0%
Grocery Buyers Children 0-15	242.0	28.3%	218.0	26.9%	159.0	27.2%	111.0	24.7%	118.0	26.2%	848.0	26.9%
Grocery Buyers Children 0-17	266.0	31.1%	237.0	29.3%	176.0	30.1%	121.0	26.9%	130.0	28.9%	930.0	29.5%
Grocery Buyers Children 5-12	153.0	17.9%	134.0	16.5%	101.0	17.3%	68.0	15.1%	71.0	15.8%	527.0	16.7%
Grocery Buyers Children 5-17	215.0	25.1%	188.0	23.2%	141.0	24.1%	96.0	21.3%	103.0	22.9%	743.0	23.6%
Grocery Buyers Children 13-17	108.0	12.6%	91.0	11.2%	68.0	11.6%	45.0	10.0%	49.0	10.9%	361.0	11.5%

Region 1 Households	189.0	22.1%	226.0	27.9%	137.0	23.4%	123.0	27.3%	128.0	28.4%
Region 2 Households	206.0	24.1%	164.0	20.2%	101.0	17.3%	110.0	24.4%	69.0	15.3%
Region 3 Households	135.0	15.8%	128.0	15.8%	118.0	20.2%	101.0	22.4%	94.0	20.9%
Region 4 Households	137.0	16.0%	114.0	14.1%	83.0	14.2%	117.0	26.0%	110.0	24.4%
Region 5 Households	189.0	22.1%	177.0	21.9%	146.0	25.0%			48.0	10.7%

REGION KEY

Region 1	SW&S	C&W	North	N&Y	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).