

## Universe Estimates Year 2015 - 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	4,905.0	100.0%	4,863.4	100.0%	3,174.6	100.0%	1,464.5	100.0%	2,077.0	100.0%	16,484.5	100.0%
People 2+	4,790.1	97.7%	4,749.3	97.7%	3,107.9	97.9%	1,434.2	97.9%	2,031.3	97.8%	16,112.8	97.7%
Children 0-4	335.5	6.8%	317.8	6.5%	210.5	6.6%	87.8	6.0%	138.6	6.7%	1,090.2	6.6%
Children 2-9	526.8	10.7%	499.5	10.3%	351.2	11.1%	142.8	9.8%	223.9	10.8%	1,744.2	10.6%
Children 5-12	475.4	9.7%	458.7	9.4%	323.8	10.2%	134.8	9.2%	203.3	9.8%	1,596.0	9.7%
Children 10-17	460.3	9.4%	446.3	9.2%	317.0	10.0%	136.8	9.3%	200.6	9.7%	1,561.0	9.5%
Children 13-17	291.1	5.9%	283.4	5.8%	200.6	6.3%	87.3	6.0%	128.3	6.2%	990.7	6.0%
Children 0-17	1,102.0	22.5%	1,059.9	21.8%	734.9	23.1%	309.9	21.2%	470.2	22.6%	3,676.9	22.3%
Total Males	2,433.8	49.6%	2,404.1	49.4%	1,572.2	49.5%	723.5	49.4%	1,039.8	50.1%	8,173.4	49.6%
Male 0-4	172.4	3.5%	163.4	3.4%	107.8	3.4%	45.2	3.1%	70.8	3.4%	559.6	3.4%
Male 5-9	157.5	3.2%	151.4	3.1%	107.2	3.4%	43.7	3.0%	67.3	3.2%	527.1	3.2%
Male 10-12	87.0	1.8%	83.1	1.7%	59.7	1.9%	25.5	1.7%	36.9	1.8%	292.2	1.8%
Male 13-15	88.7	1.8%	85.6	1.8%	60.6	1.9%	26.0	1.8%	38.2	1.8%	299.1	1.8%
Male 16-17	61.0	1.2%	60.0	1.2%	42.2	1.3%	18.6	1.3%	27.2	1.3%	209.0	1.3%
Male 18-24	242.4	4.9%	247.7	5.1%	163.0	5.1%	70.9	4.8%	108.1	5.2%	832.1	5.0%
Male 25-29	196.2	4.0%	200.9	4.1%	121.6	3.8%	52.3	3.6%	93.6	4.5%	664.6	4.0%
Male 30-34	199.8	4.1%	193.5	4.0%	116.8	3.7%	49.8	3.4%	85.5	4.1%	645.4	3.9%
Male 35-39	174.8	3.6%	170.1	3.5%	105.6	3.3%	44.7	3.1%	71.2	3.4%	566.4	3.4%
Male 40-44	178.2	3.6%	177.1	3.6%	116.8	3.7%	50.2	3.4%	76.0	3.7%	598.3	3.6%
Male 45-49	156.6	3.2%	157.2	3.2%	101.6	3.2%	48.4	3.3%	67.4	3.2%	531.2	3.2%
Male 50-54	158.3	3.2%	153.8	3.2%	100.8	3.2%	49.1	3.4%	65.8	3.2%	527.8	3.2%
Male 55-59	138.6	2.8%	135.0	2.8%	87.6	2.8%	45.3	3.1%	57.4	2.8%	463.9	2.8%
Male 60-64	117.7	2.4%	115.6	2.4%	79.1	2.5%	41.0	2.8%	50.6	2.4%	404.0	2.5%
Male 65+	304.6	6.2%	309.7	6.4%	201.8	6.4%	112.8	7.7%	123.8	6.0%	1,052.7	6.4%

Universe Estimates Year 2015 - 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	2,471.2	50.4%	2,459.3	50.6%	1,602.4	50.5%	741.0	50.6%	1,037.2	49.9%	8,311.1	50.4%
Female 0-4	163.1	3.3%	154.4	3.2%	102.7	3.2%	42.6	2.9%	67.8	3.3%	530.6	3.2%
Female 5-9	148.7	3.0%	144.4	3.0%	100.2	3.2%	41.6	2.8%	63.7	3.1%	498.6	3.0%
Female 10-12	82.2	1.7%	79.8	1.6%	56.7	1.8%	24.0	1.6%	35.4	1.7%	278.1	1.7%
Female 13-15	83.6	1.7%	81.4	1.7%	57.6	1.8%	25.1	1.7%	37.1	1.8%	284.8	1.7%
Female 16-17	57.8	1.2%	56.4	1.2%	40.2	1.3%	17.6	1.2%	25.8	1.2%	197.8	1.2%
Female 18-24	234.6	4.8%	237.4	4.9%	161.4	5.1%	68.3	4.7%	103.6	5.0%	805.3	4.9%
Female 25-29	197.9	4.0%	200.6	4.1%	121.4	3.8%	50.5	3.4%	87.4	4.2%	657.8	4.0%
Female 30-34	198.7	4.1%	195.4	4.0%	117.5	3.7%	48.6	3.3%	80.9	3.9%	641.1	3.9%
Female 35-39	175.2	3.6%	170.8	3.5%	107.8	3.4%	44.4	3.0%	69.7	3.4%	567.9	3.4%
Female 40-44	183.0	3.7%	181.9	3.7%	119.9	3.8%	51.0	3.5%	74.7	3.6%	610.5	3.7%
Female 45-49	159.3	3.2%	162.2	3.3%	104.5	3.3%	49.1	3.4%	68.1	3.3%	543.2	3.3%
Female 50-54	161.6	3.3%	158.6	3.3%	106.2	3.3%	51.2	3.5%	68.3	3.3%	545.9	3.3%
Female 55-59	144.9	3.0%	142.2	2.9%	92.9	2.9%	47.9	3.3%	59.7	2.9%	487.6	3.0%
Female 60-64	123.4	2.5%	123.9	2.5%	83.2	2.6%	43.8	3.0%	52.8	2.5%	427.1	2.6%
Female 65+	357.2	7.3%	369.9	7.6%	230.2	7.3%	135.3	9.2%	142.2	6.8%	1,234.8	7.5%
Working 16+	2,285.6	46.6%	2,254.5	46.4%	1,490.4	46.9%	652.1	44.5%	1,015.3	48.9%	7,697.9	46.7%
Not Working 16+	1,636.2	33.4%	1,665.4	34.2%	1,031.7	32.5%	538.7	36.8%	644.5	31.0%	5,516.5	33.5%

## Universe Estimates Year 2015 - 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	1,047.4	21.4%	994.8	20.5%	561.5	17.7%	241.5	16.5%	383.1	18.4%	3,228.3	19.6%
Occupation Group 1 16-39	493.6	10.1%	486.1	10.0%	245.8	7.7%	103.7	7.1%	175.6	8.5%	1,504.8	9.1%
Occupation Group 1 40-54	383.1	7.8%	361.1	7.4%	215.9	6.8%	85.4	5.8%	135.4	6.5%	1,180.9	7.2%
Occupation Group 1 55+	170.7	3.5%	147.6	3.0%	99.8	3.1%	52.4	3.6%	72.1	3.5%	542.6	3.3%
Occupation Group 2	693.2	14.1%	681.5	14.0%	515.2	16.2%	232.4	15.9%	329.9	15.9%	2,452.2	14.9%
Occupation Group 2 16-39	308.8	6.3%	296.6	6.1%	235.4	7.4%	103.1	7.0%	154.0	7.4%	1,097.9	6.7%
Occupation Group 2 40-54	270.9	5.5%	272.0	5.6%	201.1	6.3%	89.8	6.1%	124.3	6.0%	958.1	5.8%
Occupation Group 2 55+	113.5	2.3%	112.9	2.3%	78.7	2.5%	39.5	2.7%	51.6	2.5%	396.2	2.4%
Occupation Group 3	286.1	5.8%	298.1	6.1%	208.1	6.6%	86.1	5.9%	157.4	7.6%	1,035.8	6.3%
Occupation Group 3 16-39	192.1	3.9%	194.9	4.0%	134.4	4.2%	52.4	3.6%	96.7	4.7%	670.5	4.1%
Occupation Group 3 40-54	69.1	1.4%	74.5	1.5%	55.3	1.7%	24.4	1.7%	50.4	2.4%	273.7	1.7%
Occupation Group 3 55+	24.9	0.5%	28.7	0.6%	18.4	0.6%	9.3	0.6%	10.3	0.5%	91.6	0.6%
Occupation Group 4	125.5	2.6%	130.0	2.7%	99.9	3.1%	33.6	2.3%	92.2	4.4%	481.2	2.9%
Occupation Group 4 16-39	45.2	0.9%	39.4	0.8%	34.9	1.1%	12.8	0.9%	30.9	1.5%	163.2	1.0%
Occupation Group 4 40-54	53.5	1.1%	57.8	1.2%	42.1	1.3%	14.1	1.0%	39.7	1.9%	207.2	1.3%
Occupation Group 4 55+	26.8	0.5%	32.8	0.7%	22.9	0.7%	6.7	0.5%	21.6	1.0%	110.8	0.7%
Occupation Group 5	133.4	2.7%	150.1	3.1%	105.7	3.3%	58.5	4.0%	52.7	2.5%	500.4	3.0%
Occupation Group 5 16-39	61.0	1.2%	71.5	1.5%	49.1	1.5%	23.1	1.6%	26.6	1.3%	231.3	1.4%
Occupation Group 5 40-54	51.2	1.0%	53.2	1.1%	36.5	1.1%	24.9	1.7%	16.2	0.8%	182.0	1.1%
Occupation Group 5 55+	21.2	0.4%	25.4	0.5%	20.1	0.6%	10.5	0.7%	9.9	0.5%	87.1	0.5%
Persons in 1 Person Household	390.2	8.0%	411.7	8.5%	291.7	9.2%	167.7	11.5%	200.8	9.7%	1,462.1	8.9%
Persons in 2 Person Households	1,208.6	24.6%	1,248.2	25.7%	928.2	29.2%	462.4	31.6%	572.6	27.6%	4,420.0	26.8%
Persons in 3 Person Households	794.7	16.2%	947.7	19.5%	549.6	17.3%	240.6	16.4%	372.3	17.9%	2,904.9	17.6%
Persons in 4 Person Households	1,250.8	25.5%	1,148.4	23.6%	742.4	23.4%	353.6	24.1%	542.0	26.1%	4,037.2	24.5%
Persons in 5+ Person Households	1,260.7	25.7%	1,107.4	22.8%	662.7	20.9%	240.2	16.4%	389.3	18.7%	3,660.3	22.2%



## Universe Estimates Year 2015 - 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 TV Households	1,856.7	37.9%	1,635.3	33.6%	1,056.6	33.3%	445.2	30.4%	701.2	33.8%	5,695.0	34.5%
Persons in 2 TV Households	1,625.0	33.1%	1,648.1	33.9%	1,111.6	35.0%	513.8	35.1%	710.3	34.2%	5,608.8	34.0%
Persons in 3+ TV Households	1,423.3	29.0%	1,580.0	32.5%	1,006.4	31.7%	505.5	34.5%	665.5	32.0%	5,180.7	31.4%

Region 1 Individuals	1,115.4	22.7%	1,319.1	27.1%	743.8	23.4%	425.0	29.0%	602.0	29.0%
Region 2 Individuals	1,332.7	27.2%	1,066.9	21.9%	529.6	16.7%	333.1	22.7%	333.1	16.0%
Region 3 Individuals	759.6	15.5%	777.7	16.0%	634.7	20.0%	329.2	22.5%	431.4	20.8%
Region 4 Individuals	731.4	14.9%	640.1	13.2%	499.1	15.7%	377.2	25.8%	509.8	24.5%
Region 5 Individuals	965.9	19.7%	1,059.6	21.8%	767.4	24.2%			200.7	9.7%

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

## Universe Estimates Year 2015 - 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	1,779.2	100.0%	1,802.6	100.0%	1,240.9	100.0%	605.6	100.0%	810.3	100.0%	6,238.6	100.0%
1 Person Households	390.2	21.9%	411.7	22.8%	291.7	23.5%	167.7	27.7%	200.8	24.8%	1,462.1	23.4%
2 Person Households	604.3	34.0%	624.1	34.6%	464.1	37.4%	231.2	38.2%	286.3	35.3%	2,210.0	35.4%
3 Person Households	264.9	14.9%	315.9	17.5%	183.2	14.8%	80.2	13.2%	124.1	15.3%	968.3	15.5%
4 Person Households	312.7	17.6%	287.1	15.9%	185.6	15.0%	88.4	14.6%	135.5	16.7%	1,009.3	16.2%
5+ Person Households	207.1	11.6%	163.8	9.1%	116.3	9.4%	38.1	6.3%	63.6	7.8%	588.9	9.4%
1 TV Households	784.1	44.1%	713.6	39.6%	503.9	40.6%	224.3	37.0%	327.8	40.5%	2,553.7	40.9%
2 TVs Households	585.2	32.9%	625.5	34.7%	427.8	34.5%	220.1	36.3%	278.1	34.3%	2,136.7	34.2%
3+ TVs Households	409.9	23.0%	463.5	25.7%	309.2	24.9%	161.2	26.6%	204.4	25.2%	1,548.2	24.8%
Grocery Buyers	1,779.2	100.0%	1,802.6	100.0%	1,240.9	100.0%	605.6	100.0%	810.3	100.0%	6,238.6	100.0%
Grocery Buyers Working	1,029.7	57.9%	1,020.4	56.6%	710.7	57.3%	323.3	53.4%	478.5	59.1%	3,562.6	57.1%
Grocery Buyers Not Working	749.5	42.1%	782.2	43.4%	530.2	42.7%	282.3	46.6%	331.8	40.9%	2,676.0	42.9%
Grocery Buyers Age 18-39	551.8	31.0%	567.9	31.5%	397.3	32.0%	165.5	27.3%	269.5	33.3%	1,952.0	31.3%
Grocery Buyers Age 25-54	1,010.8	56.8%	1,002.8	55.6%	690.9	55.7%	312.7	51.6%	456.7	56.4%	3,473.9	55.7%
Grocery Buyers Age 40-54	537.6	30.2%	522.2	29.0%	368.2	29.7%	174.3	28.8%	232.2	28.7%	1,834.5	29.4%
Grocery Buyers Age 55-64	295.7	16.6%	288.3	16.0%	200.5	16.2%	111.8	18.5%	136.1	16.8%	1,032.4	16.5%
Grocery Buyers Age 65+	394.1	22.2%	424.2	23.5%	274.9	22.2%	154.0	25.4%	172.5	21.3%	1,419.7	22.8%
Grocery Buyers Male	644.6	36.2%	630.1	35.0%	454.7	36.6%	215.8	35.6%	294.2	36.3%	2,239.4	35.9%
Grocery Buyers Female	1,134.6	63.8%	1,172.5	65.0%	786.2	63.4%	389.8	64.4%	516.1	63.7%	3,999.2	64.1%

## Universe Estimates Year 2015 - 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	1,253.4	70.4%	1,292.3	71.7%	885.3	71.3%	450.3	74.4%	581.5	71.8%	4,462.8	71.5%
Grocery Buyers 1-2 Children	423.4	23.8%	420.9	23.3%	286.9	23.1%	131.4	21.7%	190.2	23.5%	1,452.8	23.3%
Grocery Buyers 3+ Children	102.4	5.8%	89.4	5.0%	68.7	5.5%	23.9	3.9%	38.6	4.8%	323.0	5.2%

Grocery Buyers Children 0-2	132.9	7.5%	130.3	7.2%	79.7	6.4%	34.6	5.7%	57.2	7.1%	434.7	7.0%
Grocery Buyers Children 0-4	202.2	11.4%	194.6	10.8%	128.0	10.3%	53.0	8.8%	87.6	10.8%	665.4	10.7%
Grocery Buyers Children 0-12	403.3	22.7%	392.2	21.8%	268.8	21.7%	113.4	18.7%	175.1	21.6%	1,352.8	21.7%
Grocery Buyers Children 0-15	477.0	26.8%	461.1	25.6%	317.7	25.6%	139.4	23.0%	206.2	25.4%	1,601.4	25.7%
Grocery Buyers Children 0-17	525.8	29.6%	510.3	28.3%	355.6	28.7%	155.3	25.6%	228.8	28.2%	1,775.8	28.5%
Grocery Buyers Children 5-12	293.7	16.5%	272.7	15.1%	200.4	16.1%	83.4	13.8%	122.8	15.2%	973.0	15.6%
Grocery Buyers Children 5-17	420.9	23.7%	395.1	21.9%	291.7	23.5%	126.5	20.9%	179.6	22.2%	1,413.8	22.7%
Grocery Buyers Children 13-17	207.1	11.6%	200.0	11.1%	147.1	11.9%	66.2	10.9%	94.4	11.7%	714.8	11.5%

Region 1 Households	391.8	22.0%	512.5	28.4%	287.9	23.2%	165.0	27.2%	230.7	28.5%
Region 2 Households	431.3	24.2%	366.0	20.3%	214.4	17.3%	148.2	24.5%	122.9	15.2%
Region 3 Households	278.2	15.6%	279.7	15.5%	252.3	20.3%	135.6	22.4%	170.6	21.1%
Region 4 Households	283.7	15.9%	253.2	14.0%	177.5	14.3%	156.8	25.9%	199.9	24.7%
Region 5 Households	394.2	22.2%	391.2	21.7%	308.8	24.9%			86.2	10.6%

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

## Approximate Sample Size 2015 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	2,357.0	100.0%	2,185.0	100.0%	1,497.0	100.0%	1,088.0	100.0%	1,153.0	100.0%	8,280.0	100.0%
People 2+	2,302.0	97.7%	2,134.0	97.7%	1,466.0	97.9%	1,065.0	97.9%	1,128.0	97.8%	8,095.0	97.8%
Children 0-4	161.0	6.8%	143.0	6.5%	99.0	6.6%	65.0	6.0%	77.0	6.7%	545.0	6.6%
Children 2-9	253.0	10.7%	224.0	10.3%	166.0	11.1%	106.0	9.7%	124.0	10.8%	873.0	10.5%
Children 5-12	228.0	9.7%	206.0	9.4%	153.0	10.2%	100.0	9.2%	113.0	9.8%	800.0	9.7%
Children 10-17	221.0	9.4%	201.0	9.2%	149.0	10.0%	102.0	9.4%	111.0	9.6%	784.0	9.5%
Children 13-17	140.0	5.9%	127.0	5.8%	95.0	6.3%	65.0	6.0%	71.0	6.2%	498.0	6.0%
Children 0-17	530.0	22.5%	476.0	21.8%	347.0	23.2%	230.0	21.1%	261.0	22.6%	1,844.0	22.3%
Total Males	1,170.0	49.6%	1,080.0	49.4%	741.0	49.5%	537.0	49.4%	577.0	50.0%	4,105.0	49.6%
Male 0-4	83.0	3.5%	73.0	3.3%	51.0	3.4%	34.0	3.1%	39.0	3.4%	280.0	3.4%
Male 5-9	76.0	3.2%	68.0	3.1%	51.0	3.4%	32.0	2.9%	37.0	3.2%	264.0	3.2%
Male 10-12	42.0	1.8%	37.0	1.7%	28.0	1.9%	19.0	1.7%	20.0	1.7%	146.0	1.8%
Male 13-15	43.0	1.8%	38.0	1.7%	29.0	1.9%	19.0	1.7%	21.0	1.8%	150.0	1.8%
Male 16-17	29.0	1.2%	27.0	1.2%	20.0	1.3%	14.0	1.3%	15.0	1.3%	105.0	1.3%
Male 18-24	116.0	4.9%	111.0	5.1%	77.0	5.1%	53.0	4.9%	60.0	5.2%	417.0	5.0%
Male 25-29	94.0	4.0%	90.0	4.1%	57.0	3.8%	39.0	3.6%	52.0	4.5%	332.0	4.0%
Male 30-34	96.0	4.1%	87.0	4.0%	55.0	3.7%	37.0	3.4%	47.0	4.1%	322.0	3.9%
Male 35-39	84.0	3.6%	76.0	3.5%	50.0	3.3%	33.0	3.0%	40.0	3.5%	283.0	3.4%
Male 40-44	86.0	3.6%	80.0	3.7%	55.0	3.7%	37.0	3.4%	42.0	3.6%	300.0	3.6%
Male 45-49	75.0	3.2%	71.0	3.2%	48.0	3.2%	36.0	3.3%	37.0	3.2%	267.0	3.2%
Male 50-54	76.0	3.2%	69.0	3.2%	48.0	3.2%	36.0	3.3%	37.0	3.2%	266.0	3.2%
Male 55-59	67.0	2.8%	61.0	2.8%	41.0	2.7%	34.0	3.1%	32.0	2.8%	235.0	2.8%
Male 60-64	57.0	2.4%	52.0	2.4%	37.0	2.5%	30.0	2.8%	28.0	2.4%	204.0	2.5%
Male 65+	146.0	6.2%	139.0	6.4%	95.0	6.3%	84.0	7.7%	69.0	6.0%	533.0	6.4%

Approximate Sample Size 2015 - 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%	1,105.0	50.6%	756.0	50.5%	551.0	50.6%	576.0	50.0%	4,175.0	50.4%
Female 0-4	78.0	3.3%	69.0	3.2%	48.0	3.2%	32.0	2.9%	38.0	3.3%	265.0	3.2%
Female 5-9	71.0	3.0%	65.0	3.0%	47.0	3.1%	31.0	2.8%	35.0	3.0%	249.0	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	40.0	1.7%	37.0	1.7%	27.0	1.8%	19.0	1.7%	21.0	1.8%	144.0	1.7%
Female 16-17	28.0	1.2%	25.0	1.1%	19.0	1.3%	13.0	1.2%	14.0	1.2%	99.0	1.2%
Female 18-24	113.0	4.8%	107.0	4.9%	76.0	5.1%	51.0	4.7%	58.0	5.0%	405.0	4.9%
Female 25-29	95.0	4.0%	90.0	4.1%	57.0	3.8%	38.0	3.5%	49.0	4.2%	329.0	4.0%
Female 30-34	95.0	4.0%	88.0	4.0%	55.0	3.7%	36.0	3.3%	45.0	3.9%	319.0	3.9%
Female 35-39	84.0	3.6%	77.0	3.5%	51.0	3.4%	33.0	3.0%	39.0	3.4%	284.0	3.4%
Female 40-44	88.0	3.7%	82.0	3.8%	57.0	3.8%	38.0	3.5%	41.0	3.6%	306.0	3.7%
Female 45-49	77.0	3.3%	73.0	3.3%	49.0	3.3%	36.0	3.3%	38.0	3.3%	273.0	3.3%
Female 50-54	78.0	3.3%	71.0	3.2%	50.0	3.3%	38.0	3.5%	38.0	3.3%	275.0	3.3%
Female 55-59	70.0	3.0%	64.0	2.9%	44.0	2.9%	36.0	3.3%	33.0	2.9%	247.0	3.0%
Female 60-64	59.0	2.5%	56.0	2.6%	39.0	2.6%	33.0	3.0%	29.0	2.5%	216.0	2.6%
Female 65+	172.0	7.3%	166.0	7.6%	109.0	7.3%	101.0	9.3%	79.0	6.9%	627.0	7.6%
Working 16+	1,098.0	46.6%	1,013.0	46.4%	703.0	47.0%	484.0	44.5%	564.0	48.9%	3,862.0	46.6%
Not Working 16+	786.0	33.3%	748.0	34.2%	487.0	32.5%	400.0	36.8%	358.0	31.0%	2,779.0	33.6%



## Approximate Sample Size 2015 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	503.0	21.3%	447.0	20.5%	265.0	17.7%	179.0	16.5%	213.0	18.5%	1,607.0	19.4%
Occupation Group 1 16-39	237.0	10.1%	218.0	10.0%	116.0	7.7%	77.0	7.1%	97.0	8.4%	745.0	9.0%
Occupation Group 1 40-54	184.0	7.8%	162.0	7.4%	102.0	6.8%	63.0	5.8%	75.0	6.5%	586.0	7.1%
Occupation Group 1 55+	82.0	3.5%	66.0	3.0%	47.0	3.1%	39.0	3.6%	40.0	3.5%	274.0	3.3%
Occupation Group 2	333.0	14.1%	306.0	14.0%	243.0	16.2%	173.0	15.9%	183.0	15.9%	1,238.0	15.0%
Occupation Group 2 16-39	148.0	6.3%	133.0	6.1%	111.0	7.4%	77.0	7.1%	85.0	7.4%	554.0	6.7%
Occupation Group 2 40-54	130.0	5.5%	122.0	5.6%	95.0	6.3%	67.0	6.2%	69.0	6.0%	483.0	5.8%
Occupation Group 2 55+	55.0	2.3%	51.0	2.3%	37.0	2.5%	29.0	2.7%	29.0	2.5%	201.0	2.4%
Occupation Group 3	137.0	5.8%	134.0	6.1%	98.0	6.5%	64.0	5.9%	87.0	7.5%	520.0	6.3%
Occupation Group 3 16-39	92.0	3.9%	88.0	4.0%	63.0	4.2%	39.0	3.6%	54.0	4.7%	336.0	4.1%
Occupation Group 3 40-54	33.0	1.4%	33.0	1.5%	26.0	1.7%	18.0	1.7%	28.0	2.4%	138.0	1.7%
Occupation Group 3 55+	12.0	0.5%	13.0	0.6%	9.0	0.6%	7.0	0.6%	6.0	0.5%	47.0	0.6%
Occupation Group 4	60.0	2.5%	58.0	2.7%	47.0	3.1%	25.0	2.3%	51.0	4.4%	241.0	2.9%
Occupation Group 4 16-39	22.0	0.9%	18.0	0.8%	16.0	1.1%	10.0	0.9%	17.0	1.5%	83.0	1.0%
Occupation Group 4 40-54	26.0	1.1%	26.0	1.2%	20.0	1.3%	10.0	0.9%	22.0	1.9%	104.0	1.3%
Occupation Group 4 55+	13.0	0.6%	15.0	0.7%	11.0	0.7%	5.0	0.5%	12.0	1.0%	56.0	0.7%
Occupation Group 5	64.0	2.7%	67.0	3.1%	50.0	3.3%	43.0	4.0%	29.0	2.5%	253.0	3.1%
Occupation Group 5 16-39	29.0	1.2%	32.0	1.5%	23.0	1.5%	17.0	1.6%	15.0	1.3%	116.0	1.4%
Occupation Group 5 40-54	25.0	1.1%	24.0	1.1%	17.0	1.1%	18.0	1.7%	9.0	0.8%	93.0	1.1%
Occupation Group 5 55+	10.0	0.4%	11.0	0.5%	9.0	0.6%	8.0	0.7%	5.0	0.4%	43.0	0.5%
Persons in 1 Person Household	188.0	8.0%	185.0	8.5%	138.0	9.2%	125.0	11.5%	111.0	9.6%	747.0	9.0%
Persons in 2 Person Households	581.0	24.6%	561.0	25.7%	438.0	29.3%	344.0	31.6%	318.0	27.6%	2,242.0	27.1%
Persons in 3 Person Households	382.0	16.2%	426.0	19.5%	259.0	17.3%	179.0	16.5%	207.0	18.0%	1,453.0	17.5%
Persons in 4 Person Households	601.0	25.5%	516.0	23.6%	350.0	23.4%	263.0	24.2%	301.0	26.1%	2,031.0	24.5%
Persons in 5+ Person Households	606.0	25.7%	498.0	22.8%	312.0	20.8%	178.0	16.4%	216.0	18.7%	1,810.0	21.9%

## Approximate Sample Size 2015 - 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	892.0	37.8%	735.0	33.6%	498.0	33.3%	331.0	30.4%	389.0	33.7%	2,845.0	34.4%
Persons in 2 TV Households	781.0	33.1%	740.0	33.9%	524.0	35.0%	382.0	35.1%	394.0	34.2%	2,821.0	34.1%
Persons in 3+ TV Households	684.0	29.0%	710.0	32.5%	475.0	31.7%	376.0	34.6%	369.0	32.0%	2,614.0	31.6%

Region 1 Individuals	536.0	22.7%	593.0	27.1%	351.0	23.4%	316.0	29.0%	334.0	29.0%
Region 2 Individuals	640.0	27.2%	479.0	21.9%	250.0	16.7%	247.0	22.7%	185.0	16.0%
Region 3 Individuals	365.0	15.5%	349.0	16.0%	299.0	20.0%	245.0	22.5%	239.0	20.7%
Region 4 Individuals	351.0	14.9%	288.0	13.2%	235.0	15.7%	280.0	25.7%	283.0	24.5%
Region 5 Individuals	464.0	19.7%	476.0	21.8%	362.0	24.2%			111.0	9.6%

### 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 2015 - 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	188.0	22.0%	185.0	22.8%	138.0	23.6%	125.0	27.8%	112.0	24.9%	748.0	23.7%
2 Person Households	290.0	33.9%	280.0	34.6%	219.0	37.4%	172.0	38.2%	159.0	35.3%	1,120.0	35.6%
3 Person Households	127.0	14.9%	142.0	17.5%	86.0	14.7%	60.0	13.3%	69.0	15.3%	484.0	15.4%
4 Person Households	150.0	17.5%	129.0	15.9%	87.0	14.9%	66.0	14.7%	75.0	16.7%	507.0	16.1%
5+ Person Households	100.0	11.7%	74.0	9.1%	55.0	9.4%	28.0	6.2%	35.0	7.8%	292.0	9.3%
1 TV Households	377.0	44.1%	321.0	39.6%	238.0	40.7%	167.0	37.1%	182.0	40.4%	1,285.0	40.8%
2 TVs Households	281.0	32.9%	281.0	34.7%	202.0	34.5%	164.0	36.4%	154.0	34.2%	1,082.0	34.3%
3+ TVs Households	197.0	23.0%	208.0	25.7%	146.0	25.0%	120.0	26.7%	114.0	25.3%	785.0	24.9%
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	495.0	57.9%	459.0	56.7%	335.0	57.3%	240.0	53.3%	266.0	59.1%	1,795.0	57.0%
Grocery Buyers Not Working	360.0	42.1%	351.0	43.3%	250.0	42.7%	210.0	46.7%	184.0	40.9%	1,355.0	43.0%
Grocery Buyers Age 18-39	265.0	31.0%	255.0	31.5%	187.0	32.0%	123.0	27.3%	150.0	33.3%	980.0	31.1%
Grocery Buyers Age 25-54	486.0	56.8%	451.0	55.7%	326.0	55.7%	232.0	51.6%	254.0	56.4%	1,749.0	55.5%
Grocery Buyers Age 40-54	258.0	30.2%	235.0	29.0%	174.0	29.7%	130.0	28.9%	129.0	28.7%	926.0	29.4%
Grocery Buyers Age 55-64	142.0	16.6%	130.0	16.0%	95.0	16.2%	83.0	18.4%	76.0	16.9%	526.0	16.7%
Grocery Buyers Age 65+	189.0	22.1%	191.0	23.6%	130.0	22.2%	114.0	25.3%	96.0	21.3%	720.0	22.9%

## Approximate Sample Size 2015 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	310.0	36.3%	283.0	34.9%	214.0	36.6%	160.0	35.6%	163.0	36.2%	1,130.0	35.9%
Grocery Buyers Female	545.0	63.7%	527.0	65.1%	371.0	63.4%	290.0	64.4%	287.0	63.8%	2,020.0	64.1%

Grocery Buyers 0 Children	602.0	70.4%	581.0	71.7%	417.0	71.3%	335.0	74.4%	323.0	71.8%	2,258.0	71.7%
Grocery Buyers 1-2 Children	203.0	23.7%	189.0	23.3%	135.0	23.1%	98.0	21.8%	106.0	23.6%	731.0	23.2%
Grocery Buyers 3+ Children	49.0	5.7%	40.0	4.9%	32.0	5.5%	18.0	4.0%	21.0	4.7%	160.0	5.1%

Grocery Buyers Children 0-2	64.0	7.5%	59.0	7.3%	38.0	6.5%	26.0	5.8%	32.0	7.1%	219.0	7.0%
Grocery Buyers Children 0-4	97.0	11.3%	87.0	10.7%	60.0	10.3%	39.0	8.7%	49.0	10.9%	332.0	10.5%
Grocery Buyers Children 0-12	194.0	22.7%	176.0	21.7%	127.0	21.7%	84.0	18.7%	97.0	21.6%	678.0	21.5%
Grocery Buyers Children 0-15	229.0	26.8%	207.0	25.6%	150.0	25.6%	104.0	23.1%	115.0	25.6%	805.0	25.6%
Grocery Buyers Children 0-17	253.0	29.6%	229.0	28.3%	168.0	28.7%	115.0	25.6%	127.0	28.2%	892.0	28.3%
Grocery Buyers Children 5-12	141.0	16.5%	123.0	15.2%	94.0	16.1%	62.0	13.8%	68.0	15.1%	488.0	15.5%
Grocery Buyers Children 5-17	202.0	23.6%	178.0	22.0%	138.0	23.6%	94.0	20.9%	100.0	22.2%	712.0	22.6%
Grocery Buyers Children 13-17	100.0	11.7%	90.0	11.1%	69.0	11.8%	49.0	10.9%	52.0	11.6%	360.0	11.4%

Region 1 Households	188.0	22.0%	230.0	28.4%	136.0	23.2%	123.0	27.3%	128.0	28.4%
Region 2 Households	207.0	24.2%	164.0	20.2%	101.0	17.3%	110.0	24.4%	68.0	15.1%
Region 3 Households	134.0	15.7%	126.0	15.6%	119.0	20.3%	101.0	22.4%	95.0	21.1%
Region 4 Households	136.0	15.9%	114.0	14.1%	84.0	14.4%	117.0	26.0%	111.0	24.7%
Region 5 Households	189.0	22.1%	176.0	21.7%	146.0	25.0%			48.0	10.7%

### REGION KEY

Region 1	SYDNEY Sth West & Sth	MELBOURNE Central & West	BRISBANE North	ADELAIDE North & Yorke	PERTH 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).