

## Universe Estimates Year 2018 - 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	5,115.6	100.0%	5,136.8	100.0%	3,347.0	100.0%	1,497.2	100.0%	2,140.5	100.0%	17,237.1	100.0%
People 2+	5,005.1	97.8%	5,024.5	97.8%	3,279.3	98.0%	1,467.6	98.0%	2,094.8	97.9%	16,871.3	97.9%
Children 0-4	339.0	6.6%	341.5	6.6%	215.0	6.4%	89.9	6.0%	142.1	6.6%	1,127.5	6.5%
Children 2-9	558.2	10.9%	551.3	10.7%	372.2	11.1%	150.7	10.1%	236.3	11.0%	1,868.7	10.8%
Children 5-12	504.6	9.9%	494.0	9.6%	349.1	10.4%	140.5	9.4%	215.8	10.1%	1,704.0	9.9%
Children 10-17	473.1	9.2%	469.4	9.1%	334.3	10.0%	137.4	9.2%	204.1	9.5%	1,618.3	9.4%
Children 13-17	298.2	5.8%	297.5	5.8%	210.1	6.3%	87.3	5.8%	128.2	6.0%	1,021.3	5.9%
Children 0-17	1,141.8	22.3%	1,133.0	22.1%	774.2	23.1%	317.7	21.2%	486.1	22.7%	3,852.8	22.4%
Total Males	2,540.4	49.7%	2,537.6	49.4%	1,647.2	49.2%	738.1	49.3%	1,068.8	49.9%	8,532.1	49.5%
Male 0-4	173.9	3.4%	175.9	3.4%	109.9	3.3%	46.0	3.1%	73.2	3.4%	578.9	3.4%
Male 5-9	169.4	3.3%	165.2	3.2%	115.0	3.4%	46.2	3.1%	71.8	3.4%	567.6	3.3%
Male 10-12	90.3	1.8%	88.5	1.7%	63.9	1.9%	25.8	1.7%	39.0	1.8%	307.5	1.8%
Male 13-15	91.2	1.8%	90.0	1.8%	63.9	1.9%	26.3	1.8%	39.3	1.8%	310.7	1.8%
Male 16-17	62.0	1.2%	62.2	1.2%	43.0	1.3%	18.4	1.2%	26.4	1.2%	212.0	1.2%
Male 18-24	254.8	5.0%	262.5	5.1%	166.9	5.0%	72.0	4.8%	103.7	4.8%	859.9	5.0%
Male 25-29	214.6	4.2%	214.5	4.2%	124.5	3.7%	51.3	3.4%	84.9	4.0%	689.8	4.0%
Male 30-34	212.1	4.1%	210.4	4.1%	122.0	3.6%	51.3	3.4%	88.8	4.1%	684.6	4.0%
Male 35-39	190.2	3.7%	184.5	3.6%	111.0	3.3%	46.7	3.1%	76.4	3.6%	608.8	3.5%
Male 40-44	174.7	3.4%	170.6	3.3%	112.1	3.3%	46.5	3.1%	71.9	3.4%	575.8	3.3%
Male 45-49	163.7	3.2%	166.7	3.2%	112.1	3.3%	49.2	3.3%	72.8	3.4%	564.5	3.3%
Male 50-54	154.5	3.0%	152.4	3.0%	100.6	3.0%	47.4	3.2%	67.1	3.1%	522.0	3.0%
Male 55-59	144.3	2.8%	141.4	2.8%	95.0	2.8%	47.6	3.2%	61.0	2.8%	489.3	2.8%
Male 60-64	121.5	2.4%	121.5	2.4%	82.1	2.5%	41.5	2.8%	53.1	2.5%	419.7	2.4%
Male 65+	323.2	6.3%	331.3	6.4%	225.2	6.7%	121.9	8.1%	139.4	6.5%	1,141.0	6.6%

## Universe Estimates Year 2018 - 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	2,575.2	50.3%	2,599.2	50.6%	1,699.8	50.8%	759.1	50.7%	1,071.7	50.1%	8,705.0	50.5%
Female 0-4	165.1	3.2%	165.6	3.2%	105.1	3.1%	43.9	2.9%	68.9	3.2%	548.6	3.2%
Female 5-9	160.3	3.1%	156.9	3.1%	109.9	3.3%	44.2	3.0%	68.1	3.2%	539.4	3.1%
Female 10-12	84.6	1.7%	83.4	1.6%	60.3	1.8%	24.3	1.6%	36.9	1.7%	289.5	1.7%
Female 13-15	86.2	1.7%	85.5	1.7%	61.2	1.8%	25.0	1.7%	37.1	1.7%	295.0	1.7%
Female 16-17	58.8	1.1%	59.8	1.2%	42.0	1.3%	17.6	1.2%	25.4	1.2%	203.6	1.2%
Female 18-24	244.4	4.8%	254.4	5.0%	165.0	4.9%	68.7	4.6%	97.9	4.6%	830.4	4.8%
Female 25-29	214.5	4.2%	215.6	4.2%	126.6	3.8%	51.0	3.4%	85.1	4.0%	692.8	4.0%
Female 30-34	214.7	4.2%	215.0	4.2%	125.9	3.8%	52.3	3.5%	87.4	4.1%	695.3	4.0%
Female 35-39	187.3	3.7%	182.4	3.6%	114.6	3.4%	46.9	3.1%	75.0	3.5%	606.2	3.5%
Female 40-44	173.5	3.4%	171.3	3.3%	115.6	3.5%	45.9	3.1%	71.2	3.3%	577.5	3.4%
Female 45-49	173.2	3.4%	178.6	3.5%	119.0	3.6%	50.6	3.4%	73.9	3.5%	595.3	3.5%
Female 50-54	157.7	3.1%	159.4	3.1%	106.8	3.2%	49.5	3.3%	67.5	3.2%	540.9	3.1%
Female 55-59	150.5	2.9%	149.6	2.9%	101.4	3.0%	49.8	3.3%	63.5	3.0%	514.8	3.0%
Female 60-64	130.0	2.5%	130.7	2.5%	88.3	2.6%	44.9	3.0%	56.5	2.6%	450.4	2.6%
Female 65+	374.4	7.3%	391.0	7.6%	258.1	7.7%	144.5	9.7%	157.3	7.3%	1,325.3	7.7%
Working 16+	2,301.1	45.0%	2,318.2	45.1%	1,524.4	45.5%	652.4	43.6%	1,006.5	47.0%	7,802.6	45.3%
Not Working 16+	1,793.5	35.1%	1,807.6	35.2%	1,133.4	33.9%	563.1	37.6%	699.7	32.7%	5,997.3	34.8%

## Universe Estimates Year 2018 - 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	1,132.4	22.1%	1,109.0	21.6%	636.7	19.0%	271.4	18.1%	417.0	19.5%	3,566.5	20.7%
Occupation Group 1 16-39	472.8	9.2%	468.2	9.1%	263.4	7.9%	97.7	6.5%	173.4	8.1%	1,475.5	8.6%
Occupation Group 1 40-54	403.3	7.9%	408.4	8.0%	238.1	7.1%	99.7	6.7%	153.3	7.2%	1,302.8	7.6%
Occupation Group 1 55+	256.3	5.0%	232.4	4.5%	135.2	4.0%	74.0	4.9%	90.3	4.2%	788.2	4.6%
Occupation Group 2	660.2	12.9%	672.7	13.1%	503.3	15.0%	220.7	14.7%	306.1	14.3%	2,363.0	13.7%
Occupation Group 2 16-39	310.8	6.1%	325.9	6.3%	240.9	7.2%	96.1	6.4%	146.3	6.8%	1,120.0	6.5%
Occupation Group 2 40-54	220.5	4.3%	212.4	4.1%	162.5	4.9%	78.4	5.2%	97.1	4.5%	770.9	4.5%
Occupation Group 2 55+	128.9	2.5%	134.4	2.6%	99.9	3.0%	46.2	3.1%	62.7	2.9%	472.1	2.7%
Occupation Group 3	291.7	5.7%	282.3	5.5%	196.3	5.9%	80.8	5.4%	153.1	7.2%	1,004.2	5.8%
Occupation Group 3 16-39	147.1	2.9%	149.7	2.9%	108.2	3.2%	40.6	2.7%	79.6	3.7%	525.2	3.0%
Occupation Group 3 40-54	89.8	1.8%	86.2	1.7%	56.6	1.7%	27.2	1.8%	47.5	2.2%	307.3	1.8%
Occupation Group 3 55+	54.8	1.1%	46.4	0.9%	31.5	0.9%	13.0	0.9%	26.0	1.2%	171.7	1.0%
Occupation Group 4	80.7	1.6%	100.1	1.9%	72.2	2.2%	28.3	1.9%	68.6	3.2%	349.9	2.0%
Occupation Group 4 16-39	30.8	0.6%	42.2	0.8%	28.2	0.8%	12.5	0.8%	30.8	1.4%	144.5	0.8%
Occupation Group 4 40-54	28.4	0.6%	34.7	0.7%	23.4	0.7%	9.0	0.6%	23.8	1.1%	119.3	0.7%
Occupation Group 4 55+	21.5	0.4%	23.2	0.5%	20.6	0.6%	6.8	0.5%	14.0	0.7%	86.1	0.5%
Occupation Group 5	136.1	2.7%	154.1	3.0%	115.9	3.5%	51.2	3.4%	61.7	2.9%	519.0	3.0%
Occupation Group 5 16-39	69.1	1.4%	75.7	1.5%	57.8	1.7%	22.2	1.5%	29.7	1.4%	254.5	1.5%
Occupation Group 5 40-54	40.9	0.8%	46.9	0.9%	36.4	1.1%	15.3	1.0%	19.3	0.9%	158.8	0.9%
Occupation Group 5 55+	26.1	0.5%	31.5	0.6%	21.7	0.6%	13.7	0.9%	12.7	0.6%	105.7	0.6%
Persons in 1 Person Household	416.9	8.1%	429.4	8.4%	329.1	9.8%	176.4	11.8%	229.6	10.7%	1,581.4	9.2%
Persons in 2 Person Households	1,263.0	24.7%	1,297.8	25.3%	1,020.8	30.5%	470.8	31.4%	633.0	29.6%	4,685.4	27.2%
Persons in 3 Person Households	865.5	16.9%	976.8	19.0%	586.2	17.5%	240.9	16.1%	391.5	18.3%	3,060.9	17.8%
Persons in 4 Person Households	1,275.6	24.9%	1,246.8	24.3%	770.4	23.0%	344.8	23.0%	544.8	25.5%	4,182.4	24.3%
Persons in 5+ Person Households	1,294.6	25.3%	1,186.0	23.1%	640.5	19.1%	264.3	17.7%	341.6	16.0%	3,727.0	21.6%

## Universe Estimates Year 2018 - 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	2,171.3	42.4%	2,010.1	39.1%	1,208.0	36.1%	500.0	33.4%	783.4	36.6%	6,672.8	38.7%
Persons in 2 TV Households	1,651.9	32.3%	1,609.8	31.3%	1,135.9	33.9%	512.8	34.3%	746.9	34.9%	5,657.3	32.8%
Persons in 3+ TV Households	1,292.4	25.3%	1,516.9	29.5%	1,003.1	30.0%	484.4	32.4%	610.2	28.5%	4,907.0	28.5%

Region 1 Individuals	1,162.9	22.7%	1,404.4	27.3%	813.8	24.3%	435.5	29.1%	617.2	28.8%
Region 2 Individuals	1,381.2	27.0%	1,134.9	22.1%	543.7	16.2%	341.6	22.8%	340.7	15.9%
Region 3 Individuals	778.3	15.2%	793.6	15.4%	649.3	19.4%	335.7	22.4%	454.1	21.2%
Region 4 Individuals	768.5	15.0%	669.0	13.0%	527.4	15.8%	384.4	25.7%	523.3	24.4%
Region 5 Individuals	1,024.7	20.0%	1,134.9	22.1%	812.8	24.3%			205.2	9.6%

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

## Universe Estimates Year 2018 - 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	1,871.9	100.0%	1,910.7	100.0%	1,337.2	100.0%	620.0	100.0%	874.3	100.0%	6,614.1	100.0%
1 Person Households	416.9	22.3%	429.4	22.5%	329.1	24.6%	176.4	28.5%	229.6	26.3%	1,581.4	23.9%
2 Person Households	631.5	33.7%	648.9	34.0%	510.4	38.2%	235.4	38.0%	316.5	36.2%	2,342.7	35.4%
3 Person Households	288.5	15.4%	325.6	17.0%	195.4	14.6%	80.3	13.0%	130.5	14.9%	1,020.3	15.4%
4 Person Households	318.9	17.0%	311.7	16.3%	192.6	14.4%	86.2	13.9%	136.2	15.6%	1,045.6	15.8%
5+ Person Households	216.1	11.5%	195.1	10.2%	109.7	8.2%	41.7	6.7%	61.5	7.0%	624.1	9.4%
1 TV Households	903.1	48.2%	856.0	44.8%	578.7	43.3%	240.0	38.7%	381.7	43.7%	2,959.5	44.7%
2 TVs Households	587.8	31.4%	606.7	31.8%	440.7	33.0%	218.4	35.2%	292.6	33.5%	2,146.2	32.4%
3+ TVs Households	381.0	20.4%	448.0	23.4%	317.8	23.8%	161.6	26.1%	200.0	22.9%	1,508.4	22.8%
Grocery Buyers	1,871.9	100.0%	1,910.7	100.0%	1,337.2	100.0%	620.0	100.0%	874.3	100.0%	6,614.1	100.0%
Grocery Buyers Working	1,008.9	53.9%	1,005.9	52.6%	730.2	54.6%	303.5	49.0%	482.0	55.1%	3,530.5	53.4%
Grocery Buyers Not Working	863.0	46.1%	904.8	47.4%	607.0	45.4%	316.5	51.0%	392.3	44.9%	3,083.6	46.6%
Grocery Buyers Age 18-39	601.1	32.1%	593.6	31.1%	424.8	31.8%	164.2	26.5%	281.0	32.1%	2,064.7	31.2%
Grocery Buyers Age 25-54	1,044.3	55.8%	1,044.4	54.7%	726.2	54.3%	307.1	49.5%	490.3	56.1%	3,612.3	54.6%
Grocery Buyers Age 40-54	538.5	28.8%	549.4	28.8%	379.5	28.4%	172.1	27.8%	251.4	28.8%	1,890.9	28.6%
Grocery Buyers Age 55-64	301.9	16.1%	306.4	16.0%	213.7	16.0%	110.6	17.8%	144.3	16.5%	1,076.9	16.3%
Grocery Buyers Age 65+	430.4	23.0%	461.3	24.1%	319.2	23.9%	173.1	27.9%	197.6	22.6%	1,581.6	23.9%
Grocery Buyers Male	697.0	37.2%	691.4	36.2%	494.8	37.0%	224.9	36.3%	329.3	37.7%	2,437.4	36.9%
Grocery Buyers Female	1,174.9	62.8%	1,219.3	63.8%	842.4	63.0%	395.1	63.7%	545.0	62.3%	4,176.7	63.1%

## Universe Estimates Year 2018 - 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	1,324.0	70.7%	1,354.6	70.9%	977.6	73.1%	468.1	75.5%	636.0	72.7%	4,760.3	72.0%
Grocery Buyers 1-2 Children	441.9	23.6%	457.8	24.0%	293.7	22.0%	126.8	20.5%	201.1	23.0%	1,521.3	23.0%
Grocery Buyers 3+ Children	106.0	5.7%	98.3	5.1%	65.9	4.9%	25.1	4.0%	37.2	4.3%	332.5	5.0%
Grocery Buyers Children 0-2	130.0	6.9%	140.1	7.3%	72.7	5.4%	32.1	5.2%	57.9	6.6%	432.8	6.5%
Grocery Buyers Children 0-4	209.3	11.2%	214.5	11.2%	117.7	8.8%	48.9	7.9%	91.6	10.5%	682.0	10.3%
Grocery Buyers Children 0-12	430.4	23.0%	433.8	22.7%	274.0	20.5%	113.9	18.4%	186.2	21.3%	1,438.3	21.7%
Grocery Buyers Children 0-15	501.2	26.8%	502.7	26.3%	321.7	24.1%	137.1	22.1%	216.2	24.7%	1,678.9	25.4%
Grocery Buyers Children 0-17	547.9	29.3%	556.1	29.1%	359.6	26.9%	151.9	24.5%	238.3	27.3%	1,853.8	28.0%
Grocery Buyers Children 5-12	316.6	16.9%	308.4	16.1%	208.6	15.6%	86.4	13.9%	134.2	15.3%	1,054.2	15.9%
Grocery Buyers Children 5-17	441.3	23.6%	437.1	22.9%	296.7	22.2%	125.8	20.3%	189.5	21.7%	1,490.4	22.5%
Grocery Buyers Children 13-17	211.6	11.3%	201.8	10.6%	147.3	11.0%	60.8	9.8%	86.8	9.9%	708.3	10.7%
Region 1 Households	413.4	22.1%	547.8	28.7%	321.6	24.1%	170.9	27.6%	247.1	28.3%		
Region 2 Households	450.5	24.1%	390.6	20.4%	224.7	16.8%	151.7	24.5%	132.4	15.1%		
Region 3 Households	286.6	15.3%	288.4	15.1%	264.6	19.8%	138.0	22.3%	187.7	21.5%		
Region 4 Households	299.8	16.0%	265.1	13.9%	192.3	14.4%	159.4	25.7%	214.3	24.5%		
Region 5 Households	421.6	22.5%	418.8	21.9%	334.0	25.0%			92.8	10.6%		

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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

## Approximate Sample Size 2018 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,629	100.0%	3,570	100.0%	2,253	100.0%	1,413	100.0%	1,432	100.0%	12,297	100.0%
People 2+	3,551	97.9%	3,492	97.8%	2,207	98.0%	1,385	98.0%	1,401	97.8%	12,036	97.9%
Children 0-4	240	6.6%	237	6.6%	145	6.4%	85	6.0%	95	6.6%	802	6.5%
Children 2-9	396	10.9%	383	10.7%	251	11.1%	142	10.0%	158	11.0%	1,330	10.8%
Children 5-12	358	9.9%	343	9.6%	235	10.4%	133	9.4%	144	10.1%	1,213	9.9%
Children 10-17	336	9.3%	326	9.1%	225	10.0%	130	9.2%	137	9.6%	1,154	9.4%
Children 13-17	212	5.8%	207	5.8%	141	6.3%	82	5.8%	86	6.0%	728	5.9%
Children 0-17	810	22.3%	787	22.0%	521	23.1%	300	21.2%	325	22.7%	2,743	22.3%
Total Males	1,802	49.7%	1,764	49.4%	1,109	49.2%	697	49.3%	715	49.9%	6,087	49.5%
Male 0-4	123	3.4%	122	3.4%	74	3.3%	43	3.0%	49	3.4%	411	3.3%
Male 5-9	120	3.3%	115	3.2%	77	3.4%	44	3.1%	48	3.4%	404	3.3%
Male 10-12	64	1.8%	62	1.7%	43	1.9%	24	1.7%	26	1.8%	219	1.8%
Male 13-15	65	1.8%	63	1.8%	43	1.9%	25	1.8%	26	1.8%	222	1.8%
Male 16-17	44	1.2%	43	1.2%	29	1.3%	17	1.2%	18	1.3%	151	1.2%
Male 18-24	181	5.0%	182	5.1%	112	5.0%	68	4.8%	69	4.8%	612	5.0%
Male 25-29	152	4.2%	149	4.2%	84	3.7%	48	3.4%	57	4.0%	490	4.0%
Male 30-34	150	4.1%	146	4.1%	82	3.6%	48	3.4%	59	4.1%	485	3.9%
Male 35-39	135	3.7%	128	3.6%	75	3.3%	44	3.1%	51	3.6%	433	3.5%
Male 40-44	124	3.4%	119	3.3%	75	3.3%	44	3.1%	48	3.4%	410	3.3%
Male 45-49	116	3.2%	116	3.2%	75	3.3%	46	3.3%	49	3.4%	402	3.3%
Male 50-54	110	3.0%	106	3.0%	68	3.0%	45	3.2%	45	3.1%	374	3.0%
Male 55-59	102	2.8%	98	2.7%	64	2.8%	45	3.2%	41	2.9%	350	2.8%
Male 60-64	86	2.4%	84	2.4%	55	2.4%	39	2.8%	36	2.5%	300	2.4%
Male 65+	229	6.3%	230	6.4%	152	6.7%	115	8.1%	93	6.5%	819	6.7%

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## Approximate Sample Size 2018 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,827	50.3%	1,806	50.6%	1,144	50.8%	716	50.7%	717	50.1%	6,210	50.5%
Female 0-4	117	3.2%	115	3.2%	71	3.2%	41	2.9%	46	3.2%	390	3.2%
Female 5-9	114	3.1%	109	3.1%	74	3.3%	42	3.0%	46	3.2%	385	3.1%
Female 10-12	60	1.7%	58	1.6%	41	1.8%	23	1.6%	25	1.7%	207	1.7%
Female 13-15	61	1.7%	59	1.7%	41	1.8%	24	1.7%	25	1.7%	210	1.7%
Female 16-17	42	1.2%	42	1.2%	28	1.2%	17	1.2%	17	1.2%	146	1.2%
Female 18-24	173	4.8%	177	5.0%	111	4.9%	65	4.6%	65	4.5%	591	4.8%
Female 25-29	152	4.2%	150	4.2%	85	3.8%	48	3.4%	57	4.0%	492	4.0%
Female 30-34	152	4.2%	149	4.2%	85	3.8%	49	3.5%	58	4.1%	493	4.0%
Female 35-39	133	3.7%	127	3.6%	77	3.4%	44	3.1%	50	3.5%	431	3.5%
Female 40-44	123	3.4%	119	3.3%	78	3.5%	43	3.0%	48	3.4%	411	3.3%
Female 45-49	123	3.4%	124	3.5%	80	3.6%	48	3.4%	49	3.4%	424	3.4%
Female 50-54	112	3.1%	111	3.1%	72	3.2%	47	3.3%	45	3.1%	387	3.1%
Female 55-59	107	2.9%	104	2.9%	68	3.0%	47	3.3%	42	2.9%	368	3.0%
Female 60-64	92	2.5%	91	2.5%	59	2.6%	42	3.0%	38	2.7%	322	2.6%
Female 65+	266	7.3%	272	7.6%	174	7.7%	136	9.6%	105	7.3%	953	7.7%
Working 16+	1,632	45.0%	1,611	45.1%	1,026	45.5%	616	43.6%	673	47.0%	5,558	45.2%
Not Working 16+	1,272	35.1%	1,256	35.2%	763	33.9%	531	37.6%	468	32.7%	4,290	34.9%

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## Approximate Sample Size 2018 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	803	22.1%	771	21.6%	429	19.0%	256	18.1%	279	19.5%	2,538	20.6%
Occupation Group 1 16-39	335	9.2%	325	9.1%	177	7.9%	92	6.5%	116	8.1%	1,045	8.5%
Occupation Group 1 40-54	286	7.9%	284	8.0%	160	7.1%	94	6.7%	103	7.2%	927	7.5%
Occupation Group 1 55+	182	5.0%	162	4.5%	91	4.0%	70	5.0%	60	4.2%	565	4.6%
Occupation Group 2	468	12.9%	468	13.1%	339	15.0%	208	14.7%	205	14.3%	1,688	13.7%
Occupation Group 2 16-39	220	6.1%	226	6.3%	162	7.2%	91	6.4%	98	6.8%	797	6.5%
Occupation Group 2 40-54	156	4.3%	148	4.1%	109	4.8%	74	5.2%	65	4.5%	552	4.5%
Occupation Group 2 55+	91	2.5%	93	2.6%	67	3.0%	44	3.1%	42	2.9%	337	2.7%
Occupation Group 3	207	5.7%	196	5.5%	132	5.9%	76	5.4%	102	7.1%	713	5.8%
Occupation Group 3 16-39	104	2.9%	104	2.9%	73	3.2%	38	2.7%	53	3.7%	372	3.0%
Occupation Group 3 40-54	64	1.8%	60	1.7%	38	1.7%	26	1.8%	32	2.2%	220	1.8%
Occupation Group 3 55+	39	1.1%	32	0.9%	21	0.9%	12	0.8%	17	1.2%	121	1.0%
Occupation Group 4	57	1.6%	70	2.0%	49	2.2%	27	1.9%	46	3.2%	249	2.0%
Occupation Group 4 16-39	22	0.6%	29	0.8%	19	0.8%	12	0.8%	21	1.5%	103	0.8%
Occupation Group 4 40-54	20	0.6%	24	0.7%	16	0.7%	8	0.6%	16	1.1%	84	0.7%
Occupation Group 4 55+	15	0.4%	16	0.4%	14	0.6%	6	0.4%	9	0.6%	60	0.5%
Occupation Group 5	97	2.7%	107	3.0%	78	3.5%	48	3.4%	41	2.9%	371	3.0%
Occupation Group 5 16-39	49	1.4%	53	1.5%	39	1.7%	21	1.5%	20	1.4%	182	1.5%
Occupation Group 5 40-54	29	0.8%	33	0.9%	25	1.1%	14	1.0%	13	0.9%	114	0.9%
Occupation Group 5 55+	19	0.5%	22	0.6%	15	0.7%	13	0.9%	8	0.6%	77	0.6%
Persons in 1 Person Household	296	8.2%	298	8.3%	222	9.9%	166	11.7%	154	10.8%	1,136	9.2%
Persons in 2 Person Households	896	24.7%	902	25.3%	687	30.5%	444	31.4%	423	29.5%	3,352	27.3%
Persons in 3 Person Households	614	16.9%	679	19.0%	395	17.5%	227	16.1%	262	18.3%	2,177	17.7%
Persons in 4 Person Households	905	24.9%	867	24.3%	519	23.0%	325	23.0%	364	25.4%	2,980	24.2%
Persons in 5+ Person Households	918	25.3%	824	23.1%	431	19.1%	249	17.6%	229	16.0%	2,651	21.6%

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## Approximate Sample Size 2018 - 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	1,540	42.4%	1,397	39.1%	813	36.1%	472	33.4%	524	36.6%	4,746	38.6%
Persons in 2 TV Households	1,172	32.3%	1,119	31.3%	765	34.0%	484	34.3%	500	34.9%	4,040	32.9%
Persons in 3+ TV Households	917	25.3%	1,054	29.5%	675	30.0%	457	32.3%	408	28.5%	3,511	28.6%

Region 1 Individuals	825	22.7%	976	27.3%	548	24.3%	411	29.1%	413	28.8%
Region 2 Individuals	980	27.0%	789	22.1%	366	16.2%	322	22.8%	228	15.9%
Region 3 Individuals	552	15.2%	552	15.5%	437	19.4%	317	22.4%	304	21.2%
Region 4 Individuals	545	15.0%	465	13.0%	355	15.8%	363	25.7%	350	24.4%
Region 5 Individuals	727	20.0%	789	22.1%	547	24.3%			137	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

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## Approximate Sample Size 2017 - 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	296	22.3%	298	22.4%	222	24.7%	166	28.4%	154	26.3%	1,136	24.0%
2 Person Households	448	33.7%	451	34.0%	344	38.2%	222	37.9%	212	36.2%	1,677	35.5%
3 Person Households	205	15.4%	226	17.0%	132	14.7%	76	13.0%	87	14.9%	726	15.4%
4 Person Households	226	17.0%	217	16.3%	130	14.4%	81	13.8%	91	15.6%	745	15.8%
5+ Person Households	153	11.5%	136	10.2%	74	8.2%	39	6.7%	41	7.0%	443	9.4%
1 TV Households	641	48.3%	595	44.8%	389	43.2%	226	38.6%	255	43.6%	2,106	44.6%
2 TVs Households	417	31.4%	422	31.8%	297	33.0%	206	35.2%	196	33.5%	1,538	32.5%
3+ TVs Households	270	20.3%	311	23.4%	214	23.8%	152	26.0%	134	22.9%	1,081	22.9%
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	716	53.9%	699	52.6%	491	54.6%	286	48.9%	323	55.2%	2,515	53.2%
Grocery Buyers Not Working	612	46.1%	629	47.4%	409	45.4%	299	51.1%	262	44.8%	2,211	46.8%
Grocery Buyers Age 18-39	426	32.1%	413	31.1%	286	31.8%	155	26.5%	188	32.1%	1,468	31.1%
Grocery Buyers Age 25-54	741	55.8%	726	54.7%	489	54.3%	290	49.6%	328	56.1%	2,574	54.5%
Grocery Buyers Age 40-54	382	28.8%	382	28.8%	255	28.3%	162	27.7%	168	28.7%	1,349	28.5%
Grocery Buyers Age 55-64	214	16.1%	213	16.0%	144	16.0%	104	17.8%	97	16.6%	772	16.3%
Grocery Buyers Age 65+	305	23.0%	321	24.2%	215	23.9%	163	27.9%	132	22.6%	1,136	24.0%

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## Approximate Sample Size 2017 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	494	37.2%	481	36.2%	333	37.0%	212	36.2%	220	37.6%	1,740	36.8%
Grocery Buyers Female	834	62.8%	847	63.8%	567	63.0%	373	63.8%	365	62.4%	2,986	63.2%
Grocery Buyers 0 Children	939	70.7%	941	70.9%	658	73.1%	442	75.6%	426	72.8%	3,406	72.1%
Grocery Buyers 1-2 Children	314	23.6%	318	23.9%	198	22.0%	120	20.5%	135	23.1%	1,085	23.0%
Grocery Buyers 3+ Children	75	5.6%	68	5.1%	44	4.9%	24	4.1%	25	4.3%	236	5.0%
Grocery Buyers Children 0-2	92	6.9%	97	7.3%	49	5.4%	30	5.1%	39	6.7%	307	6.5%
Grocery Buyers Children 0-4	148	11.1%	149	11.2%	79	8.8%	46	7.9%	61	10.4%	483	10.2%
Grocery Buyers Children 0-12	305	23.0%	302	22.7%	184	20.4%	107	18.3%	125	21.4%	1,023	21.6%
Grocery Buyers Children 0-15	356	26.8%	349	26.3%	217	24.1%	129	22.1%	145	24.8%	1,196	25.3%
Grocery Buyers Children 0-17	389	29.3%	387	29.1%	242	26.9%	143	24.4%	159	27.2%	1,320	27.9%
Grocery Buyers Children 5-12	225	16.9%	214	16.1%	140	15.6%	82	14.0%	90	15.4%	751	15.9%
Grocery Buyers Children 5-17	313	23.6%	304	22.9%	200	22.2%	119	20.3%	127	21.7%	1,063	22.5%
Grocery Buyers Children 13-17	150	11.3%	140	10.5%	99	11.0%	57	9.7%	58	9.9%	504	10.7%
Region 1 Households	293	22.1%	381	28.7%	216	24.0%	161	27.5%	165	28.2%		
Region 2 Households	320	24.1%	271	20.4%	151	16.8%	143	24.4%	89	15.2%		
Region 3 Households	203	15.3%	200	15.1%	178	19.8%	130	22.2%	126	21.5%		
Region 4 Households	213	16.0%	184	13.9%	129	14.3%	150	25.6%	143	24.4%		
Region 5 Households	299	22.5%	291	21.9%	225	25.0%			62	10.6%		

### 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

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