

Universe Estimates Year 2020 - 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	5,243.4	100.0%	5,332.2	100.0%	3,464.1	100.0%	1,502.6	100.0%	2,153.5	100.0%	17,695.7	100.0%
People 2+	5,136.9	98.0%	5,224.1	98.0%	3,391.5	97.9%	1,479.0	98.4%	2,112.1	98.1%	17,343.6	98.0%
Children 0-4	340.6	6.5%	333.6	6.3%	214.8	6.2%	85.0	5.7%	141.3	6.6%	1,115.4	6.3%
Children 2-9	563.7	10.8%	559.1	10.5%	371.7	10.7%	151.6	10.1%	240.2	11.2%	1,886.2	10.7%
Children 5-12	513.3	9.8%	518.2	9.7%	363.6	10.5%	142.8	9.5%	220.8	10.3%	1,758.7	9.9%
Children 10-17	489.2	9.3%	490.9	9.2%	351.0	10.1%	140.1	9.3%	210.1	9.8%	1,681.3	9.5%
Children 13-17	305.3	5.8%	306.4	5.7%	216.9	6.3%	87.5	5.8%	129.5	6.0%	1,045.6	5.9%
Children 0-17	1,159.3	22.1%	1,158.1	21.7%	795.3	23.0%	315.3	21.0%	491.7	22.8%	3,919.7	22.2%
Total Males	2,609.3	49.8%	2,638.1	49.5%	1,703.0	49.2%	739.5	49.2%	1,069.3	49.7%	8,759.1	49.5%
Male 0-4	175.2	3.3%	171.6	3.2%	110.2	3.2%	44.0	2.9%	72.9	3.4%	573.9	3.2%
Male 5-9	169.5	3.2%	171.1	3.2%	116.9	3.4%	46.4	3.1%	71.8	3.3%	575.8	3.3%
Male 10-12	94.9	1.8%	94.8	1.8%	69.1	2.0%	26.8	1.8%	41.6	1.9%	327.3	1.8%
Male 13-15	94.9	1.8%	94.4	1.8%	67.8	2.0%	26.9	1.8%	40.6	1.9%	324.6	1.8%
Male 16-17	63.3	1.2%	62.4	1.2%	43.5	1.3%	17.9	1.2%	25.7	1.2%	212.9	1.2%
Male 18-24	264.5	5.0%	278.2	5.2%	168.3	4.9%	70.8	4.7%	100.3	4.7%	882.0	5.0%
Male 25-29	224.5	4.3%	226.7	4.3%	131.7	3.8%	51.3	3.4%	79.4	3.7%	713.6	4.0%
Male 30-34	216.4	4.1%	220.8	4.1%	123.2	3.6%	50.7	3.4%	84.1	3.9%	695.1	3.9%
Male 35-39	203.9	3.9%	202.7	3.8%	120.1	3.5%	49.1	3.3%	80.1	3.7%	655.9	3.7%
Male 40-44	173.4	3.3%	171.3	3.2%	109.3	3.2%	44.8	3.0%	69.7	3.2%	568.5	3.2%
Male 45-49	170.3	3.2%	171.4	3.2%	117.3	3.4%	48.6	3.2%	73.1	3.4%	580.5	3.3%
Male 50-54	147.6	2.8%	151.1	2.8%	101.5	2.9%	46.0	3.1%	65.1	3.0%	511.3	2.9%
Male 55-59	147.2	2.8%	146.0	2.7%	99.1	2.9%	47.4	3.2%	63.0	2.9%	502.7	2.8%
Male 60-64	125.4	2.4%	126.5	2.4%	84.7	2.4%	42.6	2.8%	54.1	2.5%	433.2	2.4%
Male 65+	338.5	6.5%	349.0	6.5%	240.4	6.9%	126.2	8.4%	147.7	6.9%	1,201.8	6.8%

Universe Estimates Year 2020 - 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	2,634.1	50.2%	2,694.1	50.5%	1,761.1	50.8%	763.1	50.8%	1,084.3	50.3%	8,936.6	50.5%
Female 0-4	165.4	3.2%	162.0	3.0%	104.6	3.0%	41.1	2.7%	68.4	3.2%	541.4	3.1%
Female 5-9	160.0	3.1%	162.5	3.0%	112.5	3.2%	43.7	2.9%	68.4	3.2%	547.2	3.1%
Female 10-12	88.9	1.7%	89.8	1.7%	65.0	1.9%	25.8	1.7%	38.9	1.8%	308.4	1.7%
Female 13-15	88.6	1.7%	89.8	1.7%	64.1	1.8%	25.7	1.7%	38.4	1.8%	306.6	1.7%
Female 16-17	58.6	1.1%	59.8	1.1%	41.5	1.2%	17.0	1.1%	24.8	1.2%	201.6	1.1%
Female 18-24	250.4	4.8%	261.9	4.9%	168.7	4.9%	67.6	4.5%	95.7	4.4%	844.3	4.8%
Female 25-29	221.2	4.2%	225.5	4.2%	133.8	3.9%	50.8	3.4%	79.8	3.7%	711.1	4.0%
Female 30-34	218.9	4.2%	226.2	4.2%	129.2	3.7%	52.3	3.5%	86.9	4.0%	713.5	4.0%
Female 35-39	201.6	3.8%	202.7	3.8%	124.3	3.6%	49.9	3.3%	80.1	3.7%	658.7	3.6%
Female 40-44	170.8	3.3%	171.5	3.2%	113.8	3.3%	44.8	3.0%	69.7	3.2%	570.7	3.3%
Female 45-49	175.3	3.3%	181.0	3.4%	123.5	3.6%	50.3	3.3%	74.2	3.4%	604.3	3.5%
Female 50-54	154.1	2.9%	160.1	3.0%	107.6	3.1%	48.1	3.2%	67.1	3.1%	537.1	3.1%
Female 55-59	151.3	2.9%	152.7	2.9%	105.6	3.0%	49.7	3.3%	65.2	3.0%	524.5	3.0%
Female 60-64	135.1	2.6%	136.2	2.6%	92.1	2.7%	46.0	3.1%	57.8	2.7%	467.1	2.6%
Female 65+	393.7	7.5%	412.5	7.7%	274.6	7.9%	150.3	10.0%	168.8	7.8%	1,400.0	7.8%
Working 16+	2,556.0	48.7%	2,539.7	47.6%	1,629.2	47.0%	681.9	45.4%	1,060.0	49.2%	8,466.8	47.3%
Not Working 16+	1,650.0	31.5%	1,756.6	32.9%	1,124.6	32.5%	540.2	36.0%	652.4	30.3%	5,723.7	32.8%

Universe Estimates Year 2020 - 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	1,328.9	25.3%	1,277.9	24.0%	744.7	21.5%	301.0	20.0%	454.8	21.1%	4,107.2	23.2%
Occupation Group 1 16-39	605.7	11.6%	587.4	11.0%	319.4	9.2%	119.1	7.9%	191.7	8.9%	1,823.3	10.3%
Occupation Group 1 40-54	469.5	9.0%	445.5	8.4%	276.9	8.0%	112.3	7.5%	168.4	7.8%	1,472.6	8.3%
Occupation Group 1 55+	253.7	4.8%	244.9	4.6%	148.5	4.3%	69.7	4.6%	94.6	4.4%	811.4	4.6%
Occupation Group 2	708.2	13.5%	723.6	13.6%	505.4	14.6%	209.0	13.9%	317.3	14.7%	2,463.5	13.9%
Occupation Group 2 16-39	377.8	7.2%	377.6	7.1%	265.1	7.7%	101.1	6.7%	172.0	8.0%	1,293.5	7.3%
Occupation Group 2 40-54	209.2	4.0%	226.0	4.2%	156.6	4.5%	68.3	4.5%	95.0	4.4%	755.0	4.3%
Occupation Group 2 55+	121.2	2.3%	120.1	2.3%	83.6	2.4%	39.7	2.6%	50.4	2.3%	414.9	2.3%
Occupation Group 3	291.7	5.6%	287.0	5.4%	197.7	5.7%	97.2	6.5%	139.9	6.5%	1,013.5	5.7%
Occupation Group 3 16-39	170.4	3.2%	168.0	3.2%	105.1	3.0%	53.2	3.5%	82.0	3.8%	578.6	3.3%
Occupation Group 3 40-54	80.0	1.5%	71.4	1.3%	61.0	1.8%	29.9	2.0%	39.4	1.8%	281.6	1.6%
Occupation Group 3 55+	41.3	0.8%	47.7	0.9%	31.7	0.9%	14.1	0.9%	18.6	0.9%	153.3	0.9%
Occupation Group 4	106.6	2.0%	112.6	2.1%	73.3	2.1%	32.4	2.2%	89.3	4.1%	414.2	2.3%
Occupation Group 4 16-39	42.2	0.8%	47.9	0.9%	31.1	0.9%	13.1	0.9%	40.3	1.9%	174.6	1.0%
Occupation Group 4 40-54	37.1	0.7%	38.8	0.7%	25.9	0.7%	10.0	0.7%	32.1	1.5%	143.9	0.8%
Occupation Group 4 55+	27.3	0.5%	26.0	0.5%	16.2	0.5%	9.4	0.6%	16.9	0.8%	95.8	0.5%
Occupation Group 5	120.6	2.3%	138.6	2.6%	108.1	3.1%	42.3	2.8%	58.7	2.7%	468.4	2.6%
Occupation Group 5 16-39	62.4	1.2%	74.1	1.4%	57.7	1.7%	22.5	1.5%	32.9	1.5%	249.7	1.4%
Occupation Group 5 40-54	37.4	0.7%	39.8	0.7%	30.9	0.9%	10.4	0.7%	18.3	0.8%	136.9	0.8%
Occupation Group 5 55+	20.8	0.4%	24.6	0.5%	19.5	0.6%	9.4	0.6%	7.5	0.3%	81.8	0.5%
Persons in 1 Person Household	433.7	8.3%	457.5	8.6%	353.4	10.2%	173.8	11.6%	242.6	11.3%	1,661.0	9.4%
Persons in 2 Person Households	1,290.9	24.6%	1,337.4	25.1%	1,070.4	30.9%	465.8	31.0%	640.7	29.8%	4,805.2	27.2%
Persons in 3 Person Households	871.0	16.6%	1,025.9	19.2%	587.9	17.0%	237.1	15.8%	391.6	18.2%	3,113.5	17.6%
Persons in 4 Person Households	1,308.0	24.9%	1,224.6	23.0%	793.8	22.9%	336.6	22.4%	531.1	24.7%	4,194.2	23.7%
Persons in 5+ Person Households	1,339.8	25.6%	1,286.8	24.1%	658.5	19.0%	289.3	19.3%	347.4	16.1%	3,921.8	22.2%

Universe Estimates Year 2020 - 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	2,307.8	44.0%	2,108.3	39.5%	1,295.7	37.4%	517.2	34.4%	767.2	35.6%	6,996.2	39.5%
Persons in 2 TV Households	1,622.2	30.9%	1,685.5	31.6%	1,214.3	35.1%	507.3	33.8%	755.8	35.1%	5,785.1	32.7%
Persons in 3+ TV Households	1,313.3	25.0%	1,538.4	28.9%	954.1	27.5%	478.1	31.8%	630.5	29.3%	4,914.5	27.8%

Region 1 Individuals	1,199.8	22.9%	1,490.3	27.9%	844.4	24.4%	435.7	29.0%	617.9	28.7%
Region 2 Individuals	1,419.0	27.1%	1,184.2	22.2%	563.3	16.3%	340.9	22.7%	341.6	15.9%
Region 3 Individuals	794.9	15.2%	791.7	14.8%	666.5	19.2%	339.5	22.6%	456.8	21.2%
Region 4 Individuals	779.7	14.9%	686.1	12.9%	546.6	15.8%	386.5	25.7%	531.8	24.7%
Region 5 Individuals	1,050.1	20.0%	1,179.9	22.1%	843.2	24.3%			205.4	9.5%

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 2020 - 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	1,933.3	100.0%	2,007.3	100.0%	1,403.2	100.0%	623.1	100.0%	891.3	100.0%	6,858.2	100.0%
1 Person Households	433.7	22.4%	457.5	22.8%	353.4	25.2%	173.8	27.9%	242.6	27.2%	1,661.0	24.2%
2 Person Households	645.5	33.4%	668.7	33.3%	535.2	38.1%	232.9	37.4%	320.4	35.9%	2,402.6	35.0%
3 Person Households	290.3	15.0%	342.0	17.0%	196.0	14.0%	79.0	12.7%	130.5	14.6%	1,037.8	15.1%
4 Person Households	327.0	16.9%	306.2	15.3%	198.5	14.1%	84.2	13.5%	132.8	14.9%	1,048.6	15.3%
5+ Person Households	236.8	12.2%	233.1	11.6%	120.1	8.6%	53.3	8.5%	65.0	7.3%	708.2	10.3%
1 TV Households	963.6	49.8%	902.9	45.0%	613.3	43.7%	254.5	40.8%	372.8	41.8%	3,107.0	45.3%
2 TVs Households	582.4	30.1%	629.2	31.3%	476.2	33.9%	211.9	34.0%	307.0	34.4%	2,206.6	32.2%
3+ TVs Households	387.3	20.0%	475.3	23.7%	313.7	22.4%	156.8	25.2%	211.5	23.7%	1,544.6	22.5%
Grocery Buyers	1,933.3	100.0%	2,007.3	100.0%	1,403.2	100.0%	623.1	100.0%	891.3	100.0%	6,858.2	100.0%
Grocery Buyers Working	1,099.5	56.9%	1,124.0	56.0%	799.8	57.0%	313.9	50.4%	492.9	55.3%	3,830.1	55.8%
Grocery Buyers Not Working	833.7	43.1%	883.3	44.0%	603.4	43.0%	309.2	49.6%	398.4	44.7%	3,028.1	44.2%
Grocery Buyers Age 18-39	641.4	33.2%	664.6	33.1%	453.8	32.3%	167.8	26.9%	293.2	32.9%	2,220.7	32.4%
Grocery Buyers Age 25-54	1,073.8	55.5%	1,103.5	55.0%	745.6	53.1%	301.7	48.4%	487.6	54.7%	3,712.1	54.1%
Grocery Buyers Age 40-54	532.9	27.6%	551.7	27.5%	386.3	27.5%	165.2	26.5%	244.3	27.4%	1,880.4	27.4%
Grocery Buyers Age 55-64	313.0	16.2%	315.1	15.7%	228.9	16.3%	110.3	17.7%	142.5	16.0%	1,109.8	16.2%
Grocery Buyers Age 65+	446.0	23.1%	476.0	23.7%	334.2	23.8%	179.8	28.9%	211.4	23.7%	1,647.3	24.0%
Grocery Buyers Male	778.3	40.3%	784.3	39.1%	557.3	39.7%	231.4	37.1%	336.5	37.8%	2,687.8	39.2%
Grocery Buyers Female	1,155.0	59.7%	1,223.0	60.9%	845.9	60.3%	391.8	62.9%	554.8	62.2%	4,170.4	60.8%

Universe Estimates Year 2020 - 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	1,364.7	70.6%	1,421.1	70.8%	1,014.8	72.3%	469.5	75.4%	648.8	72.8%	4,918.9	71.7%
Grocery Buyers 1-2 Children	459.1	23.7%	470.5	23.4%	321.1	22.9%	122.5	19.7%	201.7	22.6%	1,574.9	23.0%
Grocery Buyers 3+ Children	109.5	5.7%	115.7	5.8%	67.2	4.8%	31.1	5.0%	40.8	4.6%	364.3	5.3%
Grocery Buyers Children 0-2	123.3	6.4%	138.2	6.9%	84.8	6.0%	33.0	5.3%	60.3	6.8%	439.5	6.4%
Grocery Buyers Children 0-4	200.1	10.3%	219.3	10.9%	132.2	9.4%	51.9	8.3%	93.5	10.5%	697.0	10.2%
Grocery Buyers Children 0-12	441.6	22.8%	457.2	22.8%	299.1	21.3%	116.7	18.7%	194.3	21.8%	1,508.9	22.0%
Grocery Buyers Children 0-15	520.7	26.9%	534.0	26.6%	353.1	25.2%	140.2	22.5%	226.3	25.4%	1,774.3	25.9%
Grocery Buyers Children 0-17	568.6	29.4%	586.2	29.2%	388.3	27.7%	153.6	24.6%	242.5	27.2%	1,939.3	28.3%
Grocery Buyers Children 5-12	335.3	17.3%	335.0	16.7%	228.6	16.3%	95.9	15.4%	143.4	16.1%	1,138.1	16.6%
Grocery Buyers Children 5-17	466.7	24.1%	468.8	23.4%	321.4	22.9%	133.8	21.5%	192.8	21.6%	1,583.4	23.1%
Grocery Buyers Children 13-17	233.6	12.1%	225.0	11.2%	155.3	11.1%	63.6	10.2%	87.4	9.8%	764.8	11.2%
Region 1 Households	430.6	22.3%	584.6	29.1%	340.2	24.2%	171.6	27.5%	252.0	28.3%		
Region 2 Households	467.2	24.2%	418.2	20.8%	235.9	16.8%	150.2	24.1%	135.5	15.2%		
Region 3 Households	293.9	15.2%	290.0	14.4%	275.3	19.6%	140.7	22.6%	190.0	21.3%		
Region 4 Households	306.4	15.9%	274.0	13.7%	201.9	14.4%	160.6	25.8%	220.5	24.7%		
Region 5 Households	435.1	22.5%	440.5	21.9%	349.9	24.9%			93.4	10.5%		

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 2020 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,602	100.0%	3,528	100.0%	2,222	100.0%	1,411	100.0%	1,413	100.0%	12,180	100.0%
People 2+	3,529	98.0%	3,457	98.0%	2,175	97.9%	1,389	98.4%	1,386	98.1%	11,940	98.0%
Children 0-4	234	6.5%	221	6.3%	138	6.2%	80	5.7%	93	6.6%	766	6.3%
Children 2-9	387	10.7%	370	10.5%	238	10.7%	142	10.1%	158	11.2%	1,295	10.6%
Children 5-12	353	9.8%	343	9.7%	233	10.5%	134	9.5%	145	10.3%	1,208	9.9%
Children 10-17	336	9.3%	325	9.2%	225	10.1%	132	9.4%	138	9.8%	1,156	9.5%
Children 13-17	210	5.8%	203	5.8%	139	6.3%	82	5.8%	85	6.0%	719	5.9%
Children 0-17	796	22.1%	766	21.7%	510	23.0%	296	21.0%	323	22.9%	2,692	22.1%
Total Males	1,792	49.8%	1,745	49.5%	1,092	49.1%	694	49.2%	702	49.7%	6,027	49.5%
Male 0-4	120	3.3%	114	3.2%	71	3.2%	41	2.9%	48	3.4%	394	3.2%
Male 5-9	116	3.2%	113	3.2%	75	3.4%	44	3.1%	47	3.3%	395	3.2%
Male 10-12	65	1.8%	63	1.8%	44	2.0%	25	1.8%	27	1.9%	224	1.8%
Male 13-15	65	1.8%	62	1.8%	43	1.9%	25	1.8%	27	1.9%	222	1.8%
Male 16-17	43	1.2%	41	1.2%	28	1.3%	17	1.2%	17	1.2%	146	1.2%
Male 18-24	182	5.1%	184	5.2%	108	4.9%	66	4.7%	66	4.7%	606	5.0%
Male 25-29	154	4.3%	150	4.3%	84	3.8%	48	3.4%	52	3.7%	488	4.0%
Male 30-34	149	4.1%	146	4.1%	79	3.6%	48	3.4%	55	3.9%	477	3.9%
Male 35-39	140	3.9%	134	3.8%	77	3.5%	46	3.3%	53	3.8%	450	3.7%
Male 40-44	119	3.3%	113	3.2%	70	3.2%	42	3.0%	46	3.3%	390	3.2%
Male 45-49	117	3.2%	113	3.2%	75	3.4%	46	3.3%	48	3.4%	399	3.3%
Male 50-54	101	2.8%	100	2.8%	65	2.9%	43	3.0%	43	3.0%	352	2.9%
Male 55-59	101	2.8%	97	2.7%	64	2.9%	44	3.1%	41	2.9%	347	2.8%
Male 60-64	86	2.4%	84	2.4%	54	2.4%	40	2.8%	35	2.5%	299	2.5%
Male 65+	233	6.5%	231	6.5%	154	6.9%	119	8.4%	97	6.9%	834	6.8%

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Approximate Sample Size 2020 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,810	50.2%	1,783	50.5%	1,130	50.9%	717	50.8%	711	50.3%	6,153	50.5%
Female 0-4	114	3.2%	107	3.0%	67	3.0%	39	2.8%	45	3.2%	372	3.1%
Female 5-9	110	3.1%	108	3.1%	72	3.2%	41	2.9%	45	3.2%	376	3.1%
Female 10-12	61	1.7%	59	1.7%	42	1.9%	24	1.7%	26	1.8%	212	1.7%
Female 13-15	61	1.7%	59	1.7%	41	1.8%	24	1.7%	25	1.8%	210	1.7%
Female 16-17	40	1.1%	40	1.1%	27	1.2%	16	1.1%	16	1.1%	139	1.1%
Female 18-24	172	4.8%	173	4.9%	108	4.9%	63	4.5%	63	4.5%	579	4.8%
Female 25-29	152	4.2%	149	4.2%	86	3.9%	48	3.4%	52	3.7%	487	4.0%
Female 30-34	150	4.2%	150	4.3%	83	3.7%	49	3.5%	57	4.0%	489	4.0%
Female 35-39	138	3.8%	134	3.8%	80	3.6%	47	3.3%	53	3.8%	452	3.7%
Female 40-44	117	3.2%	113	3.2%	73	3.3%	42	3.0%	46	3.3%	391	3.2%
Female 45-49	120	3.3%	120	3.4%	79	3.6%	47	3.3%	49	3.5%	415	3.4%
Female 50-54	106	2.9%	106	3.0%	69	3.1%	45	3.2%	44	3.1%	370	3.0%
Female 55-59	104	2.9%	101	2.9%	68	3.1%	47	3.3%	43	3.0%	363	3.0%
Female 60-64	93	2.6%	90	2.6%	59	2.7%	43	3.0%	38	2.7%	323	2.7%
Female 65+	270	7.5%	273	7.7%	176	7.9%	141	10.0%	111	7.9%	971	8.0%
Working 16+	1,756	48.8%	1,680	47.6%	1,045	47.0%	640	45.4%	695	49.2%	5,818	47.8%
Not Working 16+	1,133	31.5%	1,162	32.9%	721	32.4%	507	35.9%	428	30.3%	3,952	32.4%

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Approximate Sample Size 2020 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	913	25.3%	845	24.0%	478	21.5%	283	20.1%	298	21.1%	2,818	23.1%
Occupation Group 1 16-39	416	11.5%	389	11.0%	205	9.2%	112	7.9%	126	8.9%	1,248	10.2%
Occupation Group 1 40-54	323	9.0%	295	8.4%	178	8.0%	105	7.4%	111	7.9%	1,012	8.3%
Occupation Group 1 55+	174	4.8%	162	4.6%	95	4.3%	65	4.6%	62	4.4%	558	4.6%
Occupation Group 2	486	13.5%	479	13.6%	324	14.6%	196	13.9%	208	14.7%	1,694	13.9%
Occupation Group 2 16-39	260	7.2%	250	7.1%	170	7.7%	95	6.7%	113	8.0%	888	7.3%
Occupation Group 2 40-54	144	4.0%	150	4.3%	100	4.5%	64	4.5%	62	4.4%	520	4.3%
Occupation Group 2 55+	83	2.3%	79	2.2%	54	2.4%	37	2.6%	33	2.3%	286	2.3%
Occupation Group 3	200	5.6%	190	5.4%	127	5.7%	91	6.4%	92	6.5%	700	5.7%
Occupation Group 3 16-39	117	3.2%	111	3.1%	67	3.0%	50	3.5%	54	3.8%	399	3.3%
Occupation Group 3 40-54	55	1.5%	47	1.3%	39	1.8%	28	2.0%	26	1.8%	195	1.6%
Occupation Group 3 55+	28	0.8%	32	0.9%	20	0.9%	13	0.9%	12	0.8%	105	0.9%
Occupation Group 4	73	2.0%	75	2.1%	47	2.1%	30	2.1%	59	4.2%	284	2.3%
Occupation Group 4 16-39	29	0.8%	32	0.9%	20	0.9%	12	0.9%	26	1.8%	119	1.0%
Occupation Group 4 40-54	25	0.7%	26	0.7%	17	0.8%	9	0.6%	21	1.5%	98	0.8%
Occupation Group 4 55+	19	0.5%	17	0.5%	10	0.5%	9	0.6%	11	0.8%	66	0.5%
Occupation Group 5	83	2.3%	92	2.6%	69	3.1%	40	2.8%	39	2.8%	323	2.7%
Occupation Group 5 16-39	43	1.2%	49	1.4%	37	1.7%	21	1.5%	22	1.6%	172	1.4%
Occupation Group 5 40-54	26	0.7%	26	0.7%	20	0.9%	10	0.7%	12	0.8%	94	0.8%
Occupation Group 5 55+	14	0.4%	16	0.5%	13	0.6%	9	0.6%	5	0.4%	57	0.5%

Persons in 1 Person Household	298	8.3%	303	8.6%	227	10.2%	163	11.6%	159	11.3%	1,150	9.4%
Persons in 2 Person Households	887	24.6%	885	25.1%	687	30.9%	437	31.0%	420	29.7%	3,317	27.2%
Persons in 3 Person Households	598	16.6%	679	19.2%	377	17.0%	223	15.8%	257	18.2%	2,135	17.5%
Persons in 4 Person Households	899	25.0%	810	23.0%	509	22.9%	316	22.4%	348	24.6%	2,883	23.7%
Persons in 5+ Person Households	920	25.5%	851	24.1%	422	19.0%	272	19.3%	228	16.1%	2,694	22.1%

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Approximate Sample Size 2020 - 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	1,585	44.0%	1,395	39.5%	831	37.4%	486	34.4%	503	35.6%	4,802	39.4%
Persons in 2 TV Households	1,114	30.9%	1,115	31.6%	779	35.1%	476	33.7%	496	35.1%	3,981	32.7%
Persons in 3+ TV Households	902	25.0%	1,018	28.9%	612	27.5%	449	31.8%	414	29.3%	3,396	27.9%

Region 1 Individuals	824	22.9%	986	27.9%	542	24.4%	409	29.0%	405	28.7%
Region 2 Individuals	975	27.1%	784	22.2%	361	16.2%	320	22.7%	224	15.9%
Region 3 Individuals	546	15.2%	524	14.9%	428	19.3%	319	22.6%	300	21.2%
Region 4 Individuals	536	14.9%	454	12.9%	351	15.8%	363	25.7%	349	24.7%
Region 5 Individuals	721	20.0%	781	22.1%	541	24.3%			135	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 2020 - 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%	4,730	100.0%
1 Person Households	298	22.4%	303	22.8%	227	25.2%	163	27.9%	159	27.2%	1,151	24.3%
2 Person Households	443	33.4%	442	33.3%	343	38.1%	219	37.4%	210	35.9%	1,658	35.1%
3 Person Households	199	15.0%	226	17.0%	126	14.0%	74	12.6%	86	14.7%	712	15.0%
4 Person Households	225	16.9%	203	15.3%	127	14.1%	79	13.5%	87	14.9%	722	15.3%
5+ Person Households	163	12.3%	154	11.6%	77	8.6%	50	8.5%	43	7.4%	487	10.3%
1 TV Households	662	49.8%	597	45.0%	393	43.7%	239	40.9%	245	41.9%	2,138	45.2%
2 TVs Households	400	30.1%	416	31.3%	305	33.9%	199	34.0%	202	34.5%	1,523	32.2%
3+ TVs Households	266	20.0%	314	23.6%	201	22.3%	147	25.1%	139	23.8%	1,068	22.6%
Grocery Buyers	1,328	100.0%	1,328	100.0%	900	100.0%	585	100.0%	585	100.0%	4,730	100.0%
Grocery Buyers Working	755	56.9%	744	56.0%	513	57.0%	295	50.4%	323	55.2%	2,632	55.6%
Grocery Buyers Not Working	573	43.1%	584	44.0%	387	43.0%	290	49.6%	262	44.8%	2,098	44.4%
Grocery Buyers Age 18-39	441	33.2%	440	33.1%	291	32.3%	158	27.0%	192	32.8%	1,523	32.2%
Grocery Buyers Age 25-54	738	55.6%	730	55.0%	478	53.1%	283	48.4%	320	54.7%	2,551	53.9%
Grocery Buyers Age 40-54	366	27.6%	365	27.5%	248	27.6%	155	26.5%	160	27.4%	1,295	27.4%
Grocery Buyers Age 55-64	215	16.2%	208	15.7%	147	16.3%	104	17.8%	94	16.1%	769	16.3%
Grocery Buyers Age 65+	306	23.0%	315	23.7%	214	23.8%	169	28.9%	139	23.8%	1,144	24.2%

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Approximate Sample Size 2020 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	535	40.3%	519	39.1%	357	39.7%	217	37.1%	221	37.8%	1,851	39.1%
Grocery Buyers Female	793	59.7%	809	60.9%	543	60.3%	368	62.9%	364	62.2%	2,879	60.9%

Grocery Buyers 0 Children	937	70.6%	940	70.8%	651	72.3%	441	75.4%	426	72.8%	3,398	71.8%
Grocery Buyers 1-2 Children	315	23.7%	311	23.4%	206	22.9%	115	19.7%	132	22.6%	1,080	22.8%
Grocery Buyers 3+ Children	75	5.6%	77	5.8%	43	4.8%	29	5.0%	27	4.6%	251	5.3%

Grocery Buyers Children 0-2	85	6.4%	91	6.9%	54	6.0%	31	5.3%	40	6.8%	301	6.4%
Grocery Buyers Children 0-4	137	10.3%	145	10.9%	85	9.4%	49	8.4%	61	10.4%	477	10.1%
Grocery Buyers Children 0-12	303	22.8%	302	22.7%	192	21.3%	110	18.8%	128	21.9%	1,036	21.9%
Grocery Buyers Children 0-15	358	27.0%	353	26.6%	226	25.1%	132	22.6%	149	25.5%	1,219	25.8%
Grocery Buyers Children 0-17	391	29.4%	388	29.2%	249	27.7%	144	24.6%	159	27.2%	1,332	28.2%
Grocery Buyers Children 5-12	230	17.3%	222	16.7%	147	16.3%	90	15.4%	94	16.1%	784	16.6%
Grocery Buyers Children 5-17	321	24.2%	310	23.3%	206	22.9%	126	21.5%	127	21.7%	1,091	23.1%
Grocery Buyers Children 13-17	160	12.0%	149	11.2%	100	11.1%	60	10.3%	57	9.7%	526	11.1%

Region 1 Households	296	22.3%	387	29.1%	218	24.2%	161	27.5%	165	28.2%
Region 2 Households	321	24.2%	277	20.9%	151	16.8%	141	24.1%	89	15.2%
Region 3 Households	202	15.2%	192	14.5%	177	19.7%	132	22.6%	125	21.4%
Region 4 Households	210	15.8%	181	13.6%	130	14.4%	151	25.8%	145	24.8%
Region 5 Households	299	22.5%	291	21.9%	224	24.9%			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

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