

## Universe Estimates Year 2021 - 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	5,279.7	100.0%	5,356.1	100.0%	3,479.8	100.0%	1,507.8	100.0%	2,162.1	100.0%	17,785.5	100.0%
People 2+	5,173.7	98.0%	5,252.6	98.1%	3,416.0	98.2%	1,484.1	98.4%	2,118.2	98.0%	17,444.5	98.1%
Children 0-4	329.3	6.2%	324.3	6.1%	210.3	6.0%	84.2	5.6%	139.6	6.5%	1,087.6	6.1%
Children 2-9	555.3	10.5%	554.9	10.4%	374.1	10.7%	150.8	10.0%	236.4	10.9%	1,871.4	10.5%
Children 5-12	518.8	9.8%	520.4	9.7%	363.6	10.4%	143.8	9.5%	222.1	10.3%	1,768.7	9.9%
Children 10-17	494.6	9.4%	494.7	9.2%	354.9	10.2%	141.1	9.4%	211.2	9.8%	1,696.5	9.5%
Children 13-17	307.8	5.8%	308.4	5.8%	218.9	6.3%	87.7	5.8%	129.9	6.0%	1,052.6	5.9%
Children 0-17	1,155.9	21.9%	1,153.1	21.5%	792.7	22.8%	315.6	20.9%	491.5	22.7%	3,908.8	22.0%
Total Males	2,626.7	49.8%	2,652.7	49.5%	1,709.2	49.1%	742.3	49.2%	1,073.1	49.6%	8,804.1	49.5%
Male 0-4	169.3	3.2%	167.2	3.1%	108.0	3.1%	43.6	2.9%	72.4	3.3%	560.5	3.2%
Male 5-9	170.5	3.2%	171.4	3.2%	116.4	3.3%	46.5	3.1%	71.7	3.3%	576.5	3.2%
Male 10-12	96.1	1.8%	95.6	1.8%	69.9	2.0%	27.2	1.8%	42.0	1.9%	330.8	1.9%
Male 13-15	95.8	1.8%	95.2	1.8%	68.4	2.0%	27.0	1.8%	41.0	1.9%	327.5	1.8%
Male 16-17	63.3	1.2%	63.0	1.2%	43.6	1.3%	17.8	1.2%	25.9	1.2%	213.6	1.2%
Male 18-24	267.8	5.1%	277.1	5.2%	167.7	4.8%	70.8	4.7%	100.9	4.7%	884.3	5.0%
Male 25-29	226.8	4.3%	234.0	4.4%	132.1	3.8%	51.8	3.4%	78.6	3.6%	723.2	4.1%
Male 30-34	218.1	4.1%	222.7	4.2%	123.9	3.6%	50.5	3.3%	82.7	3.8%	697.8	3.9%
Male 35-39	208.7	4.0%	206.8	3.9%	121.3	3.5%	50.2	3.3%	81.5	3.8%	668.5	3.8%
Male 40-44	173.5	3.3%	171.0	3.2%	108.3	3.1%	44.7	3.0%	69.7	3.2%	567.3	3.2%
Male 45-49	170.5	3.2%	170.1	3.2%	117.0	3.4%	47.8	3.2%	71.2	3.3%	576.6	3.2%
Male 50-54	147.1	2.8%	151.9	2.8%	101.4	2.9%	45.4	3.0%	65.9	3.0%	511.7	2.9%
Male 55-59	147.4	2.8%	144.6	2.7%	99.5	2.9%	47.1	3.1%	63.3	2.9%	501.9	2.8%
Male 60-64	126.6	2.4%	128.5	2.4%	86.2	2.5%	43.3	2.9%	55.1	2.5%	439.5	2.5%
Male 65+	345.2	6.5%	353.9	6.6%	245.5	7.1%	128.6	8.5%	151.3	7.0%	1,224.5	6.9%

## Universe Estimates Year 2021 - 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	2,653.0	50.2%	2,703.4	50.5%	1,770.6	50.9%	765.4	50.8%	1,089.0	50.4%	8,981.5	50.5%
Female 0-4	160.0	3.0%	157.2	2.9%	102.2	2.9%	40.6	2.7%	67.2	3.1%	527.1	3.0%
Female 5-9	161.5	3.1%	162.6	3.0%	111.2	3.2%	43.8	2.9%	69.1	3.2%	548.2	3.1%
Female 10-12	90.8	1.7%	90.8	1.7%	66.1	1.9%	26.2	1.7%	39.3	1.8%	313.1	1.8%
Female 13-15	89.9	1.7%	90.4	1.7%	65.0	1.9%	25.9	1.7%	38.5	1.8%	309.7	1.7%
Female 16-17	58.7	1.1%	59.8	1.1%	41.8	1.2%	16.9	1.1%	24.6	1.1%	201.8	1.1%
Female 18-24	249.4	4.7%	259.5	4.8%	167.6	4.8%	66.8	4.4%	95.6	4.4%	838.9	4.7%
Female 25-29	222.9	4.2%	227.5	4.2%	134.9	3.9%	51.3	3.4%	78.1	3.6%	714.6	4.0%
Female 30-34	222.5	4.2%	229.4	4.3%	130.2	3.7%	52.1	3.5%	86.4	4.0%	720.6	4.1%
Female 35-39	207.0	3.9%	208.0	3.9%	127.1	3.7%	51.4	3.4%	81.9	3.8%	675.5	3.8%
Female 40-44	172.3	3.3%	171.5	3.2%	113.6	3.3%	45.2	3.0%	70.4	3.3%	573.0	3.2%
Female 45-49	173.8	3.3%	177.7	3.3%	122.1	3.5%	48.7	3.2%	72.5	3.4%	594.8	3.3%
Female 50-54	154.3	2.9%	161.5	3.0%	108.5	3.1%	47.9	3.2%	68.0	3.1%	540.1	3.0%
Female 55-59	153.3	2.9%	153.0	2.9%	105.4	3.0%	49.1	3.3%	65.7	3.0%	526.4	3.0%
Female 60-64	134.5	2.5%	135.8	2.5%	93.5	2.7%	46.6	3.1%	58.4	2.7%	468.9	2.6%
Female 65+	402.3	7.6%	418.8	7.8%	281.3	8.1%	153.0	10.1%	173.4	8.0%	1,428.8	8.0%
Working 16+	2,532.4	48.0%	2,511.5	46.9%	1,613.7	46.4%	669.6	44.4%	1,050.0	48.6%	8,377.2	47.1%
Not Working 16+	1,713.4	32.5%	1,814.3	33.9%	1,158.8	33.3%	557.3	37.0%	671.0	31.0%	5,914.8	33.3%

## Universe Estimates Year 2021 - 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	1,352.8	25.6%	1,275.4	23.8%	745.0	21.4%	308.5	20.5%	478.2	22.1%	4,159.8	23.4%
Occupation Group 1 16-39	634.7	12.0%	584.3	10.9%	318.8	9.2%	122.2	8.1%	206.5	9.6%	1,866.6	10.5%
Occupation Group 1 40-54	462.0	8.8%	453.4	8.5%	281.4	8.1%	112.7	7.5%	173.1	8.0%	1,482.6	8.3%
Occupation Group 1 55+	256.0	4.8%	237.7	4.4%	144.8	4.2%	73.6	4.9%	98.6	4.6%	810.7	4.6%
Occupation Group 2	692.4	13.1%	720.8	13.5%	504.8	14.5%	202.1	13.4%	316.6	14.6%	2,436.7	13.7%
Occupation Group 2 16-39	370.3	7.0%	387.3	7.2%	274.6	7.9%	100.0	6.6%	168.7	7.8%	1,300.9	7.3%
Occupation Group 2 40-54	199.0	3.8%	204.3	3.8%	155.3	4.5%	63.0	4.2%	91.3	4.2%	713.0	4.0%
Occupation Group 2 55+	123.1	2.3%	129.2	2.4%	74.9	2.2%	39.0	2.6%	56.6	2.6%	422.9	2.4%
Occupation Group 3	260.0	4.9%	270.9	5.1%	185.7	5.3%	83.6	5.5%	121.2	5.6%	921.3	5.2%
Occupation Group 3 16-39	146.9	2.8%	146.4	2.7%	103.6	3.0%	43.3	2.9%	71.7	3.3%	511.9	2.9%
Occupation Group 3 40-54	68.9	1.3%	81.4	1.5%	51.1	1.5%	26.6	1.8%	32.3	1.5%	260.2	1.5%
Occupation Group 3 55+	44.2	0.8%	43.1	0.8%	31.1	0.9%	13.6	0.9%	17.3	0.8%	149.3	0.8%
Occupation Group 4	96.1	1.8%	112.0	2.1%	88.2	2.5%	30.8	2.0%	78.9	3.7%	406.0	2.3%
Occupation Group 4 16-39	42.6	0.8%	46.6	0.9%	39.1	1.1%	13.1	0.9%	34.4	1.6%	175.8	1.0%
Occupation Group 4 40-54	34.1	0.6%	36.4	0.7%	26.9	0.8%	11.0	0.7%	25.5	1.2%	133.8	0.8%
Occupation Group 4 55+	19.5	0.4%	29.0	0.5%	22.2	0.6%	6.7	0.4%	19.0	0.9%	96.3	0.5%
Occupation Group 5	131.2	2.5%	132.5	2.5%	90.0	2.6%	44.7	3.0%	55.0	2.5%	453.4	2.5%
Occupation Group 5 16-39	63.7	1.2%	70.0	1.3%	50.0	1.4%	21.1	1.4%	28.1	1.3%	233.0	1.3%
Occupation Group 5 40-54	39.2	0.7%	38.2	0.7%	24.5	0.7%	14.6	1.0%	17.9	0.8%	134.4	0.8%
Occupation Group 5 55+	28.2	0.5%	24.2	0.5%	15.5	0.4%	9.1	0.6%	9.0	0.4%	86.0	0.5%

## Universe Estimates Year 2021 - 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	2,890.2	100.0%	2,953.4	100.0%	1,962.2	100.0%	856.2	100.0%	1,209.9	100.0%	9,871.9	100.0%
Total Grocery Shoppers Age < 40	1,173.8	22.2%	1,198.0	22.4%	743.8	21.4%	275.3	18.3%	455.2	21.1%	3,846.1	21.6%
Total Grocery Shoppers Age 25-54	1,650.5	31.3%	1,676.1	31.3%	1,070.1	30.8%	424.4	28.1%	669.3	31.0%	5,490.3	30.9%
Total Grocery Shoppers Age 40-54	725.3	13.7%	738.4	13.8%	506.2	14.5%	214.0	14.2%	311.9	14.4%	2,495.8	14.0%
Total Grocery Shoppers Age 55-64	424.7	8.0%	421.8	7.9%	297.5	8.6%	140.8	9.3%	185.9	8.6%	1,470.7	8.3%
Total Grocery Shoppers Age 65+	566.3	10.7%	595.3	11.1%	414.7	11.9%	226.1	15.0%	257.0	11.9%	2,059.3	11.6%
Total Grocery Shoppers < 55	1,899.1	36.0%	1,936.4	36.2%	1,250.0	35.9%	489.3	32.5%	767.1	35.5%	6,341.9	35.7%
Total Grocery Shoppers Age 25-49 Female	789.1	14.9%	804.4	15.0%	516.3	14.8%	202.2	13.4%	327.8	15.2%	2,639.8	14.8%
Total Grocery Shoppers Male	1,269.5	24.0%	1,276.5	23.8%	837.9	24.1%	362.8	24.1%	513.8	23.8%	4,260.5	24.0%
Total Grocery Shoppers Female	1,620.7	30.7%	1,677.0	31.3%	1,124.3	32.3%	493.4	32.7%	696.2	32.2%	5,611.5	31.6%
Total Grocery Shoppers 0 Children	2,059.8	39.0%	2,155.8	40.2%	1,452.1	41.7%	627.4	41.6%	884.7	40.9%	7,179.7	40.4%
Total Grocery Shoppers 1-2 Children	673.3	12.8%	639.6	11.9%	415.2	11.9%	186.1	12.3%	271.6	12.6%	2,185.8	12.3%
Total Grocery Shoppers 3+ Children	157.0	3.0%	158.1	3.0%	95.0	2.7%	42.7	2.8%	53.6	2.5%	506.4	2.8%

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)

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	447.7	8.5%	459.0	8.6%	356.6	10.2%	175.9	11.7%	251.1	11.6%	1,690.3	9.5%
Persons in 2 Person Households	1,326.4	25.1%	1,370.2	25.6%	1,057.8	30.4%	473.6	31.4%	637.4	29.5%	4,865.4	27.4%
Persons in 3 Person Households	890.6	16.9%	1,040.9	19.4%	578.7	16.6%	244.4	16.2%	403.4	18.7%	3,157.9	17.8%
Persons in 4 Person Households	1,299.3	24.6%	1,230.9	23.0%	809.5	23.3%	330.3	21.9%	522.4	24.2%	4,192.4	23.6%
Persons in 5+ Person Households	1,315.7	24.9%	1,255.1	23.4%	677.3	19.5%	283.6	18.8%	347.8	16.1%	3,879.5	21.8%
Persons in 1 TV Households	2,306.2	43.7%	2,050.8	38.3%	1,297.1	37.3%	510.6	33.9%	800.0	37.0%	6,964.7	39.2%
Persons in 2 TV Households	1,654.5	31.3%	1,711.2	31.9%	1,177.2	33.8%	502.0	33.3%	726.0	33.6%	5,770.8	32.4%
Persons in 3+ TV Households	1,319.0	25.0%	1,594.1	29.8%	1,005.5	28.9%	495.2	32.8%	636.2	29.4%	5,050.0	28.4%
Region 1 Individuals	1,207.9	22.9%	1,496.1	27.9%	849.4	24.4%	437.3	29.0%	619.8	28.7%		
Region 2 Individuals	1,426.9	27.0%	1,189.7	22.2%	565.1	16.2%	342.1	22.7%	343.1	15.9%		
Region 3 Individuals	801.8	15.2%	793.3	14.8%	668.5	19.2%	340.6	22.6%	458.7	21.2%		
Region 4 Individuals	785.2	14.9%	688.7	12.9%	548.3	15.8%	387.8	25.7%	534.1	24.7%		
Region 5 Individuals	1,058.0	20.0%	1,188.3	22.2%	848.7	24.4%			206.4	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 2021 - 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	1,965.3	100.0%	2,026.7	100.0%	1,403.8	100.0%	628.9	100.0%	899.5	100.0%	6,924.2	100.0%
1 Person Households	447.7	22.8%	459.0	22.7%	356.6	25.4%	175.9	28.0%	251.1	27.9%	1,690.3	24.4%
2 Person Households	663.2	33.7%	685.1	33.8%	528.9	37.7%	236.8	37.7%	318.7	35.4%	2,432.7	35.1%
3 Person Households	296.9	15.1%	347.0	17.1%	192.9	13.7%	81.5	13.0%	134.5	14.9%	1,052.6	15.2%
4 Person Households	324.8	16.5%	307.7	15.2%	202.4	14.4%	82.6	13.1%	130.6	14.5%	1,048.1	15.1%
5+ Person Households	232.7	11.8%	227.8	11.2%	123.1	8.8%	52.2	8.3%	64.7	7.2%	700.5	10.1%
1 TV Households	974.9	49.6%	895.5	44.2%	614.4	43.8%	252.3	40.1%	381.8	42.4%	3,118.9	45.0%
2 TVs Households	600.1	30.5%	642.6	31.7%	465.0	33.1%	213.9	34.0%	303.9	33.8%	2,225.5	32.1%
3+ TVs Households	390.3	19.9%	488.6	24.1%	324.4	23.1%	162.8	25.9%	213.9	23.8%	1,579.8	22.8%
Grocery Buyers	1,965.3	100.0%	2,026.7	100.0%	1,403.8	100.0%	628.9	100.0%	899.5	100.0%	6,924.2	100.0%
Grocery Buyers Working	1,133.5	57.7%	1,143.7	56.4%	785.3	55.9%	320.2	50.9%	505.6	56.2%	3,888.3	56.2%
Grocery Buyers Not Working	831.8	42.3%	882.9	43.6%	618.5	44.1%	308.7	49.1%	393.9	43.8%	3,035.9	43.8%
Grocery Buyers Age 18-39	659.9	33.6%	667.5	32.9%	449.8	32.0%	169.9	27.0%	294.2	32.7%	2,241.3	32.4%
Grocery Buyers Age 25-54	1,087.6	55.3%	1,113.8	55.0%	753.1	53.6%	298.0	47.4%	489.7	54.4%	3,742.1	54.0%
Grocery Buyers Age 40-54	535.2	27.2%	557.9	27.5%	388.1	27.6%	160.9	25.6%	243.5	27.1%	1,885.6	27.2%
Grocery Buyers Age 55-64	314.6	16.0%	317.0	15.6%	229.3	16.3%	111.2	17.7%	147.3	16.4%	1,119.4	16.2%
Grocery Buyers Age 65+	455.6	23.2%	484.2	23.9%	336.6	24.0%	187.0	29.7%	214.6	23.9%	1,677.9	24.2%
Grocery Buyers Male	807.2	41.1%	812.3	40.1%	569.3	40.6%	247.5	39.4%	358.2	39.8%	2,794.5	40.4%
Grocery Buyers Female	1,158.1	58.9%	1,214.4	59.9%	834.5	59.4%	381.4	60.6%	541.4	60.2%	4,129.7	59.6%

## Universe Estimates Year 2021 - 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	1,391.6	70.8%	1,454.9	71.8%	1,031.5	73.5%	471.0	74.9%	655.5	72.9%	5,004.4	72.3%
Grocery Buyers 1-2 Children	462.3	23.5%	456.4	22.5%	299.8	21.4%	126.6	20.1%	203.8	22.7%	1,548.8	22.4%
Grocery Buyers 3+ Children	111.4	5.7%	115.3	5.7%	72.5	5.2%	31.4	5.0%	40.3	4.5%	370.9	5.4%
Grocery Buyers Children 0-2	133.6	6.8%	129.6	6.4%	73.2	5.2%	28.8	4.6%	57.2	6.4%	422.3	6.1%
Grocery Buyers Children 0-4	211.8	10.8%	202.1	10.0%	120.9	8.6%	51.8	8.2%	88.1	9.8%	674.7	9.7%
Grocery Buyers Children 0-12	443.2	22.6%	450.6	22.2%	286.2	20.4%	116.1	18.5%	188.2	20.9%	1,484.4	21.4%
Grocery Buyers Children 0-15	522.9	26.6%	526.3	26.0%	341.2	24.3%	142.3	22.6%	219.0	24.4%	1,751.7	25.3%
Grocery Buyers Children 0-17	573.7	29.2%	571.7	28.2%	372.3	26.5%	157.9	25.1%	244.1	27.1%	1,919.8	27.7%
Grocery Buyers Children 5-12	330.9	16.8%	337.0	16.6%	226.7	16.1%	89.4	14.2%	138.3	15.4%	1,122.3	16.2%
Grocery Buyers Children 5-17	465.8	23.7%	463.0	22.8%	317.1	22.6%	132.9	21.1%	196.9	21.9%	1,575.6	22.8%
Grocery Buyers Children 13-17	226.3	11.5%	225.5	11.1%	159.2	11.3%	70.2	11.2%	97.7	10.9%	778.9	11.2%
Region 1 Households	437.8	22.3%	589.8	29.1%	340.8	24.3%	173.3	27.6%	254.1	28.2%		
Region 2 Households	475.0	24.2%	422.4	20.8%	235.7	16.8%	151.6	24.1%	136.8	15.2%		
Region 3 Households	299.3	15.2%	292.2	14.4%	274.9	19.6%	142.0	22.6%	191.8	21.3%		
Region 4 Households	311.2	15.8%	276.3	13.6%	201.6	14.4%	162.0	25.8%	222.6	24.7%		
Region 5 Households	442.1	22.5%	446.0	22.0%	350.9	25.0%			94.3	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

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)

## Approximate Sample Size 2021 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,568	100.0%	3,510	100.0%	2,231	100.0%	1,403	100.0%	1,406	100.0%	12,118	100.0%
People 2+	3,496	98.0%	3,442	98.1%	2,190	98.2%	1,381	98.4%	1,377	97.9%	11,886	98.1%
Children 0-4	223	6.3%	213	6.1%	135	6.1%	78	5.6%	91	6.5%	740	6.1%
Children 2-9	375	10.5%	364	10.4%	240	10.8%	140	10.0%	154	11.0%	1,273	10.5%
Children 5-12	351	9.8%	341	9.7%	233	10.4%	134	9.6%	144	10.2%	1,203	9.9%
Children 10-17	334	9.4%	324	9.2%	228	10.2%	131	9.3%	137	9.7%	1,154	9.5%
Children 13-17	208	5.8%	202	5.8%	140	6.3%	82	5.8%	84	6.0%	716	5.9%
Children 0-17	781	21.9%	756	21.5%	508	22.8%	294	21.0%	320	22.8%	2,659	21.9%
Total Males	1,775	49.7%	1,738	49.5%	1,096	49.1%	691	49.3%	698	49.6%	5,998	49.5%
Male 0-4	114	3.2%	110	3.1%	69	3.1%	41	2.9%	47	3.3%	381	3.1%
Male 5-9	115	3.2%	112	3.2%	75	3.4%	43	3.1%	47	3.3%	392	3.2%
Male 10-12	65	1.8%	63	1.8%	45	2.0%	25	1.8%	27	1.9%	225	1.9%
Male 13-15	65	1.8%	62	1.8%	44	2.0%	25	1.8%	27	1.9%	223	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	181	5.1%	182	5.2%	108	4.8%	66	4.7%	66	4.7%	603	5.0%
Male 25-29	153	4.3%	153	4.4%	85	3.8%	48	3.4%	51	3.6%	490	4.0%
Male 30-34	147	4.1%	146	4.2%	79	3.5%	47	3.3%	54	3.8%	473	3.9%
Male 35-39	141	4.0%	136	3.9%	78	3.5%	47	3.3%	53	3.8%	455	3.8%
Male 40-44	117	3.3%	112	3.2%	69	3.1%	42	3.0%	45	3.2%	385	3.2%
Male 45-49	115	3.2%	111	3.2%	75	3.4%	44	3.1%	46	3.3%	391	3.2%
Male 50-54	99	2.8%	100	2.8%	65	2.9%	42	3.0%	43	3.1%	349	2.9%
Male 55-59	100	2.8%	95	2.7%	64	2.9%	44	3.1%	41	2.9%	344	2.8%
Male 60-64	86	2.4%	84	2.4%	55	2.5%	40	2.9%	36	2.6%	301	2.5%
Male 65+	233	6.5%	232	6.6%	157	7.0%	120	8.6%	98	7.0%	840	6.9%

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 2021 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,793	50.3%	1,772	50.5%	1,135	50.9%	712	50.7%	708	50.4%	6,120	50.5%
Female 0-4	108	3.0%	103	2.9%	66	3.0%	38	2.7%	44	3.1%	359	3.0%
Female 5-9	109	3.1%	107	3.0%	71	3.2%	41	2.9%	45	3.2%	373	3.1%
Female 10-12	61	1.7%	60	1.7%	42	1.9%	24	1.7%	26	1.8%	213	1.8%
Female 13-15	61	1.7%	59	1.7%	42	1.9%	24	1.7%	25	1.8%	211	1.7%
Female 16-17	40	1.1%	39	1.1%	27	1.2%	16	1.1%	16	1.1%	138	1.1%
Female 18-24	169	4.7%	170	4.8%	107	4.8%	62	4.4%	62	4.4%	570	4.7%
Female 25-29	151	4.2%	149	4.2%	87	3.9%	48	3.4%	51	3.6%	486	4.0%
Female 30-34	150	4.2%	150	4.3%	83	3.7%	48	3.4%	56	4.0%	487	4.0%
Female 35-39	140	3.9%	136	3.9%	82	3.7%	48	3.4%	53	3.8%	459	3.8%
Female 40-44	116	3.3%	112	3.2%	73	3.3%	42	3.0%	46	3.3%	389	3.2%
Female 45-49	117	3.3%	116	3.3%	78	3.5%	45	3.2%	47	3.3%	403	3.3%
Female 50-54	104	2.9%	106	3.0%	70	3.1%	45	3.2%	44	3.1%	369	3.0%
Female 55-59	104	2.9%	100	2.8%	68	3.0%	46	3.3%	43	3.1%	361	3.0%
Female 60-64	91	2.6%	89	2.5%	60	2.7%	43	3.1%	38	2.7%	321	2.6%
Female 65+	272	7.6%	274	7.8%	180	8.1%	142	10.1%	113	8.0%	981	8.1%
Working 16+	1,711	48.0%	1,646	46.9%	1,035	46.4%	623	44.4%	683	48.6%	5,698	47.0%
Not Working 16+	1,158	32.5%	1,189	33.9%	743	33.3%	519	37.0%	436	31.0%	4,045	33.4%

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 2021 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	914	25.6%	836	23.8%	478	21.4%	287	20.5%	311	22.1%	2,826	23.3%
Occupation Group 1 16-39	429	12.0%	383	10.9%	204	9.1%	114	8.1%	134	9.5%	1,264	10.4%
Occupation Group 1 40-54	312	8.7%	297	8.5%	180	8.1%	105	7.5%	113	8.0%	1,007	8.3%
Occupation Group 1 55+	173	4.8%	156	4.4%	93	4.2%	68	4.8%	64	4.6%	554	4.6%
Occupation Group 2	468	13.1%	472	13.4%	324	14.5%	188	13.4%	206	14.7%	1,658	13.7%
Occupation Group 2 16-39	250	7.0%	254	7.2%	176	7.9%	93	6.6%	110	7.8%	883	7.3%
Occupation Group 2 40-54	134	3.8%	134	3.8%	100	4.5%	59	4.2%	59	4.2%	486	4.0%
Occupation Group 2 55+	83	2.3%	85	2.4%	48	2.2%	36	2.6%	37	2.6%	289	2.4%
Occupation Group 3	176	4.9%	178	5.1%	119	5.3%	78	5.6%	79	5.6%	630	5.2%
Occupation Group 3 16-39	99	2.8%	96	2.7%	66	3.0%	40	2.9%	47	3.3%	348	2.9%
Occupation Group 3 40-54	47	1.3%	53	1.5%	33	1.5%	25	1.8%	21	1.5%	179	1.5%
Occupation Group 3 55+	30	0.8%	28	0.8%	20	0.9%	13	0.9%	11	0.8%	102	0.8%
Occupation Group 4	65	1.8%	73	2.1%	57	2.6%	29	2.1%	51	3.6%	275	2.3%
Occupation Group 4 16-39	29	0.8%	31	0.9%	25	1.1%	12	0.9%	22	1.6%	119	1.0%
Occupation Group 4 40-54	23	0.6%	24	0.7%	17	0.8%	10	0.7%	17	1.2%	91	0.8%
Occupation Group 4 55+	13	0.4%	19	0.5%	14	0.6%	6	0.4%	12	0.9%	64	0.5%
Occupation Group 5	89	2.5%	87	2.5%	58	2.6%	42	3.0%	36	2.6%	312	2.6%
Occupation Group 5 16-39	43	1.2%	46	1.3%	32	1.4%	20	1.4%	18	1.3%	159	1.3%
Occupation Group 5 40-54	26	0.7%	25	0.7%	16	0.7%	14	1.0%	12	0.9%	93	0.8%
Occupation Group 5 55+	19	0.5%	16	0.5%	10	0.4%	8	0.6%	6	0.4%	59	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).

## Approximate Sample Size 2021 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Grocery Shoppers	1,953	100.0%	1,936	100.0%	1,258	100.0%	797	100.0%	787	100.0%	6,731	100.0%
Total Grocery Shoppers Age < 40	793	22.2%	785	22.4%	477	21.4%	256	18.2%	296	21.1%	2,607	21.5%
Total Grocery Shoppers Age 25-54	1,115	31.3%	1,098	31.3%	686	30.7%	395	28.2%	435	30.9%	3,729	30.8%
Total Grocery Shoppers Age 40-54	490	13.7%	484	13.8%	325	14.6%	199	14.2%	203	14.4%	1,701	14.0%
Total Grocery Shoppers Age 55-64	287	8.0%	276	7.9%	191	8.6%	131	9.3%	121	8.6%	1,006	8.3%
Total Grocery Shoppers Age 65+	383	10.7%	390	11.1%	266	11.9%	210	15.0%	167	11.9%	1,416	11.7%
Total Grocery Shoppers < 55	1,283	36.0%	1,269	36.2%	801	35.9%	455	32.4%	499	35.5%	4,307	35.5%
Total Grocery Shoppers Age 25-49 Female	533	14.9%	527	15.0%	331	14.8%	188	13.4%	213	15.1%	1,792	14.8%
Total Grocery Shoppers Male	858	24.0%	837	23.8%	537	24.1%	338	24.1%	334	23.8%	2,904	24.0%
Total Grocery Shoppers Female	1,095	30.7%	1,099	31.3%	721	32.3%	459	32.7%	453	32.2%	3,827	31.6%
Total Grocery Shoppers 0 Children	1,392	39.0%	1,413	40.3%	931	41.7%	584	41.6%	575	40.9%	4,895	40.4%
Total Grocery Shoppers 1-2 Children	455	12.8%	419	11.9%	266	11.9%	173	12.3%	177	12.6%	1,490	12.3%
Total Grocery Shoppers 3+ Children	106	3.0%	104	3.0%	61	2.7%	40	2.9%	35	2.5%	346	2.9%

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

## Approximate Sample Size 2021 - 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	303	8.5%	301	8.6%	229	10.3%	164	11.7%	163	11.6%	1,160	9.6%
Persons in 2 Person Households	896	25.1%	898	25.6%	678	30.4%	441	31.4%	415	29.5%	3,328	27.5%
Persons in 3 Person Households	602	16.9%	682	19.4%	371	16.6%	227	16.2%	262	18.6%	2,144	17.7%
Persons in 4 Person Households	878	24.6%	807	23.0%	519	23.3%	307	21.9%	340	24.2%	2,851	23.5%
Persons in 5+ Person Households	889	24.9%	822	23.4%	434	19.5%	264	18.8%	226	16.1%	2,635	21.7%

Persons in 1 TV Households	1,559	43.7%	1,344	38.3%	832	37.3%	475	33.9%	520	37.0%	4,730	39.0%
Persons in 2 TV Households	1,118	31.3%	1,121	31.9%	755	33.8%	467	33.3%	472	33.6%	3,933	32.5%
Persons in 3+ TV Households	891	25.0%	1,045	29.8%	645	28.9%	461	32.9%	414	29.4%	3,456	28.5%

Region 1 Individuals	816	22.9%	980	27.9%	545	24.4%	407	29.0%	403	28.7%
Region 2 Individuals	964	27.0%	780	22.2%	362	16.2%	318	22.7%	223	15.9%
Region 3 Individuals	542	15.2%	520	14.8%	429	19.2%	317	22.6%	298	21.2%
Region 4 Individuals	531	14.9%	451	12.8%	352	15.8%	361	25.7%	347	24.7%
Region 5 Individuals	715	20.0%	779	22.2%	544	24.4%			134	9.5%

### 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 2021 - 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	302	22.7%	301	22.7%	229	25.4%	164	28.0%	163	27.9%	1,159	24.5%
2 Person Households	448	33.7%	449	33.8%	339	37.7%	220	37.6%	207	35.4%	1,663	35.2%
3 Person Households	201	15.1%	227	17.1%	124	13.8%	76	13.0%	87	14.9%	715	15.1%
4 Person Households	219	16.5%	202	15.2%	130	14.4%	77	13.2%	85	14.5%	713	15.1%
5+ Person Households	157	11.8%	149	11.2%	79	8.8%	49	8.4%	42	7.2%	476	10.1%
1 TV Households	659	49.6%	587	44.2%	394	43.8%	235	40.2%	248	42.4%	2,123	44.9%
2 TVs Households	405	30.5%	421	31.7%	298	33.1%	199	34.0%	198	33.8%	1,521	32.2%
3+ TVs Households	264	19.9%	320	24.1%	208	23.1%	151	25.8%	139	23.8%	1,082	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	766	57.7%	749	56.4%	503	55.9%	298	50.9%	329	56.2%	2,645	56.0%
Grocery Buyers Not Working	562	42.3%	579	43.6%	397	44.1%	287	49.1%	256	43.8%	2,081	44.0%
Grocery Buyers Age 18-39	446	33.6%	437	32.9%	288	32.0%	158	27.0%	191	32.6%	1,520	32.2%
Grocery Buyers Age 25-54	735	55.3%	730	55.0%	483	53.7%	277	47.4%	318	54.4%	2,543	53.8%
Grocery Buyers Age 40-54	362	27.3%	366	27.6%	249	27.7%	150	25.6%	158	27.0%	1,285	27.2%
Grocery Buyers Age 55-64	213	16.0%	208	15.7%	147	16.3%	103	17.6%	96	16.4%	767	16.2%
Grocery Buyers Age 65+	308	23.2%	317	23.9%	216	24.0%	174	29.7%	140	23.9%	1,155	24.4%

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 2021 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	545	41.0%	532	40.1%	365	40.6%	230	39.3%	233	39.8%	1,905	40.3%
Grocery Buyers Female	783	59.0%	796	59.9%	535	59.4%	355	60.7%	352	60.2%	2,821	59.7%

Grocery Buyers 0 Children	940	70.8%	953	71.8%	661	73.4%	438	74.9%	426	72.8%	3,418	72.3%
Grocery Buyers 1-2 Children	312	23.5%	299	22.5%	192	21.3%	118	20.2%	133	22.7%	1,054	22.3%
Grocery Buyers 3+ Children	75	5.6%	76	5.7%	47	5.2%	29	5.0%	26	4.4%	253	5.4%

Grocery Buyers Children 0-2	90	6.8%	85	6.4%	47	5.2%	27	4.6%	37	6.3%	286	6.1%
Grocery Buyers Children 0-4	143	10.8%	132	9.9%	78	8.7%	48	8.2%	57	9.7%	458	9.7%
Grocery Buyers Children 0-12	300	22.6%	295	22.2%	184	20.4%	108	18.5%	122	20.9%	1,009	21.3%
Grocery Buyers Children 0-15	353	26.6%	345	26.0%	219	24.3%	132	22.6%	142	24.3%	1,191	25.2%
Grocery Buyers Children 0-17	388	29.2%	375	28.2%	239	26.6%	147	25.1%	159	27.2%	1,308	27.7%
Grocery Buyers Children 5-12	224	16.9%	221	16.6%	145	16.1%	83	14.2%	90	15.4%	763	16.1%
Grocery Buyers Children 5-17	315	23.7%	303	22.8%	203	22.6%	124	21.2%	128	21.9%	1,073	22.7%
Grocery Buyers Children 13-17	153	11.5%	148	11.1%	102	11.3%	65	11.1%	64	10.9%	532	11.3%

Region 1 Households	296	22.3%	386	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%	191	14.4%	176	19.6%	132	22.6%	125	21.4%
Region 4 Households	210	15.8%	181	13.6%	129	14.3%	151	25.8%	145	24.8%
Region 5 Households	299	22.5%	292	22.0%	225	25.0%			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)