

Universe Estimates Year 2024 - 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	5,384.2	100.0%	5,511.4	100.0%	3,634.3	100.0%	1,547.1	100.0%	2,250.6	100.0%	18,327.6	100.0%
People 2+	5,280.7	98.1%	5,409.3	98.1%	3,567.0	98.2%	1,523.1	98.4%	2,203.6	97.9%	17,983.8	98.1%
Children 0-4	325.7	6.0%	329.0	6.0%	213.8	5.9%	83.9	5.4%	139.7	6.2%	1,092.1	6.0%
Children 2-9	559.5	10.4%	570.4	10.3%	379.9	10.5%	150.3	9.7%	238.0	10.6%	1,898.1	10.4%
Children 5-12	535.8	10.0%	541.4	9.8%	377.1	10.4%	145.4	9.4%	231.8	10.3%	1,831.5	10.0%
Children 10-17	515.3	9.6%	517.2	9.4%	374.1	10.3%	144.2	9.3%	223.3	9.9%	1,774.1	9.7%
Children 13-17	316.8	5.9%	319.2	5.8%	230.3	6.3%	89.3	5.8%	136.8	6.1%	1,092.4	6.0%
Children 0-17	1,178.2	21.9%	1,189.7	21.6%	821.2	22.6%	318.5	20.6%	508.4	22.6%	4,016.0	21.9%
Total Males	2,677.1	49.7%	2,724.2	49.4%	1,790.8	49.3%	759.6	49.1%	1,120.3	49.8%	9,072.1	49.5%
Male 0-4	167.6	3.1%	168.7	3.1%	110.1	3.0%	42.9	2.8%	72.0	3.2%	561.2	3.1%
Male 5-9	173.3	3.2%	176.4	3.2%	119.9	3.3%	46.3	3.0%	74.6	3.3%	590.7	3.2%
Male 10-12	102.1	1.9%	101.5	1.8%	74.0	2.0%	28.0	1.8%	44.6	2.0%	350.2	1.9%
Male 13-15	99.9	1.9%	99.6	1.8%	72.3	2.0%	27.7	1.8%	43.3	1.9%	342.7	1.9%
Male 16-17	63.7	1.2%	64.1	1.2%	45.9	1.3%	17.9	1.2%	27.1	1.2%	218.7	1.2%
Male 18-24	254.5	4.7%	260.8	4.7%	170.0	4.7%	69.7	4.5%	100.9	4.5%	855.8	4.7%
Male 25-29	211.5	3.9%	222.3	4.0%	130.2	3.6%	53.6	3.5%	78.5	3.5%	696.1	3.8%
Male 30-34	217.0	4.0%	223.7	4.1%	131.1	3.6%	52.7	3.4%	85.3	3.8%	709.7	3.9%
Male 35-39	212.6	3.9%	217.3	3.9%	130.1	3.6%	52.4	3.4%	87.0	3.9%	699.4	3.8%
Male 40-44	184.7	3.4%	184.8	3.4%	117.8	3.2%	46.4	3.0%	75.4	3.3%	609.0	3.3%
Male 45-49	174.8	3.2%	174.6	3.2%	119.6	3.3%	47.5	3.1%	73.4	3.3%	589.9	3.2%
Male 50-54	161.0	3.0%	165.7	3.0%	112.3	3.1%	48.1	3.1%	71.7	3.2%	558.8	3.0%
Male 55-59	152.7	2.8%	151.4	2.7%	102.7	2.8%	47.1	3.0%	66.0	2.9%	519.8	2.8%
Male 60-64	135.2	2.5%	135.9	2.5%	92.4	2.5%	44.9	2.9%	58.8	2.6%	467.2	2.5%
Male 65+	366.7	6.8%	377.3	6.8%	262.7	7.2%	134.5	8.7%	161.8	7.2%	1,303.0	7.1%

Universe Estimates Year 2024 - 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	2,707.0	50.3%	2,787.2	50.6%	1,843.4	50.7%	787.5	50.9%	1,130.4	50.2%	9,255.5	50.5%
Female 0-4	158.1	2.9%	160.3	2.9%	103.8	2.9%	41.0	2.6%	67.8	3.0%	530.9	2.9%
Female 5-9	163.9	3.0%	167.0	3.0%	113.4	3.1%	44.1	2.9%	70.7	3.1%	559.1	3.1%
Female 10-12	96.5	1.8%	96.5	1.8%	69.8	1.9%	26.9	1.7%	41.9	1.9%	331.6	1.8%
Female 13-15	93.9	1.7%	94.7	1.7%	68.4	1.9%	26.5	1.7%	40.8	1.8%	324.3	1.8%
Female 16-17	59.3	1.1%	60.8	1.1%	43.8	1.2%	17.2	1.1%	25.7	1.1%	206.8	1.1%
Female 18-24	236.1	4.4%	244.9	4.4%	166.1	4.6%	65.8	4.3%	95.4	4.2%	808.3	4.4%
Female 25-29	207.5	3.9%	215.7	3.9%	131.5	3.6%	52.3	3.4%	77.9	3.5%	684.8	3.7%
Female 30-34	220.1	4.1%	230.0	4.2%	135.4	3.7%	53.7	3.5%	87.1	3.9%	726.2	4.0%
Female 35-39	212.5	3.9%	218.8	4.0%	134.7	3.7%	53.6	3.5%	86.7	3.9%	706.2	3.9%
Female 40-44	186.3	3.5%	187.5	3.4%	123.7	3.4%	48.2	3.1%	76.2	3.4%	621.7	3.4%
Female 45-49	177.6	3.3%	180.5	3.3%	123.9	3.4%	48.3	3.1%	73.5	3.3%	603.9	3.3%
Female 50-54	166.2	3.1%	173.9	3.2%	117.4	3.2%	49.7	3.2%	71.7	3.2%	578.9	3.2%
Female 55-59	156.5	2.9%	159.0	2.9%	108.5	3.0%	49.8	3.2%	67.3	3.0%	541.2	3.0%
Female 60-64	144.0	2.7%	147.3	2.7%	100.4	2.8%	49.1	3.2%	62.3	2.8%	503.0	2.7%
Female 65+	428.6	8.0%	450.3	8.2%	302.8	8.3%	161.3	10.4%	185.6	8.2%	1,528.7	8.3%
Working 16+	2,748.1	51.0%	2,810.8	51.0%	1,828.5	50.3%	729.1	47.1%	1,154.0	51.3%	9,270.5	50.6%
Not Working 16+	1,580.9	29.4%	1,635.8	29.7%	1,074.2	29.6%	534.6	34.6%	641.1	28.5%	5,466.5	29.8%

Universe Estimates Year 2024 - 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	1,512.4	28.1%	1,507.0	27.3%	879.7	24.2%	343.7	22.2%	543.0	24.1%	4,785.8	26.1%
Occupation Group 1 16-39	690.1	12.8%	687.5	12.5%	378.1	10.4%	139.8	9.0%	233.6	10.4%	2,129.1	11.6%
Occupation Group 1 40-54	534.2	9.9%	528.6	9.6%	330.7	9.1%	122.9	7.9%	188.9	8.4%	1,705.4	9.3%
Occupation Group 1 55+	288.1	5.4%	290.9	5.3%	170.9	4.7%	81.0	5.2%	120.5	5.4%	951.4	5.2%
Occupation Group 2	695.3	12.9%	726.8	13.2%	523.4	14.4%	217.9	14.1%	298.4	13.3%	2,461.9	13.4%
Occupation Group 2 16-39	376.0	7.0%	408.1	7.4%	297.3	8.2%	118.9	7.7%	160.0	7.1%	1,360.2	7.4%
Occupation Group 2 40-54	181.1	3.4%	191.6	3.5%	139.6	3.8%	59.8	3.9%	86.8	3.9%	659.0	3.6%
Occupation Group 2 55+	138.2	2.6%	127.1	2.3%	86.6	2.4%	39.2	2.5%	51.7	2.3%	442.8	2.4%
Occupation Group 3	308.8	5.7%	323.0	5.9%	233.3	6.4%	92.2	6.0%	176.7	7.9%	1,134.1	6.2%
Occupation Group 3 16-39	179.4	3.3%	187.2	3.4%	131.8	3.6%	46.2	3.0%	97.5	4.3%	642.1	3.5%
Occupation Group 3 40-54	78.2	1.5%	82.3	1.5%	68.9	1.9%	29.2	1.9%	50.8	2.3%	309.4	1.7%
Occupation Group 3 55+	51.2	1.0%	53.6	1.0%	32.6	0.9%	16.8	1.1%	28.5	1.3%	182.6	1.0%
Occupation Group 4	102.6	1.9%	103.2	1.9%	76.3	2.1%	28.1	1.8%	72.1	3.2%	382.2	2.1%
Occupation Group 4 16-39	48.0	0.9%	46.5	0.8%	31.3	0.9%	12.7	0.8%	35.3	1.6%	173.9	0.9%
Occupation Group 4 40-54	30.2	0.6%	30.7	0.6%	21.8	0.6%	8.0	0.5%	21.2	0.9%	111.8	0.6%
Occupation Group 4 55+	24.4	0.5%	26.1	0.5%	23.2	0.6%	7.4	0.5%	15.6	0.7%	96.6	0.5%
Occupation Group 5	128.9	2.4%	150.8	2.7%	115.8	3.2%	47.2	3.1%	63.7	2.8%	506.4	2.8%
Occupation Group 5 16-39	70.8	1.3%	84.6	1.5%	62.5	1.7%	23.9	1.5%	34.9	1.5%	276.7	1.5%
Occupation Group 5 40-54	36.0	0.7%	35.6	0.6%	31.1	0.9%	15.7	1.0%	17.5	0.8%	135.9	0.7%
Occupation Group 5 55+	22.1	0.4%	30.6	0.6%	22.3	0.6%	7.6	0.5%	11.4	0.5%	93.9	0.5%

Universe Estimates Year 2024 - 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	3,114.4	57.8%	3,248.0	58.9%	2,184.3	60.1%	931.4	60.2%	1,349.9	60.0%	10,827.9	59.1%
Total Grocery Shoppers Age < 40	1,246.5	23.2%	1,315.9	23.9%	839.9	23.1%	309.7	20.0%	511.9	22.7%	4,223.9	23.0%
Total Grocery Shoppers Age 25-54	1,786.6	33.2%	1,863.0	33.8%	1,185.0	32.6%	474.0	30.6%	746.2	33.2%	6,054.9	33.0%
Total Grocery Shoppers Age 40-54	802.5	14.9%	827.6	15.0%	567.2	15.6%	231.1	14.9%	351.6	15.6%	2,780.0	15.2%
Total Grocery Shoppers Age 55-64	456.7	8.5%	462.1	8.4%	320.3	8.8%	154.8	10.0%	204.2	9.1%	1,598.1	8.7%
Total Grocery Shoppers Age 65+	608.7	11.3%	642.5	11.7%	456.9	12.6%	235.8	15.2%	282.2	12.5%	2,226.0	12.1%
Total Grocery Shoppers < 55	2,049.0	38.1%	2,143.5	38.9%	1,407.1	38.7%	540.8	35.0%	863.5	38.4%	7,003.9	38.2%
Total Grocery Shoppers Age 25-49 Female	833.4	15.5%	864.6	15.7%	556.4	15.3%	214.8	13.9%	350.2	15.6%	2,819.5	15.4%
Total Grocery Shoppers Male	1,401.3	26.0%	1,458.6	26.5%	968.0	26.6%	414.1	26.8%	600.0	26.7%	4,842.0	26.4%
Total Grocery Shoppers Female	1,713.1	31.8%	1,789.4	32.5%	1,216.3	33.5%	517.3	33.4%	749.9	33.3%	5,986.0	32.7%
Total Grocery Shoppers 0 Children	2,150.8	39.9%	2,274.9	41.3%	1,579.7	43.5%	691.7	44.7%	988.8	43.9%	7,685.9	41.9%
Total Grocery Shoppers 1-2 Children	788.5	14.6%	788.8	14.3%	495.3	13.6%	193.9	12.5%	306.4	13.6%	2,573.0	14.0%
Total Grocery Shoppers 3+ Children	175.0	3.3%	184.3	3.3%	109.3	3.0%	45.8	3.0%	54.6	2.4%	569.1	3.1%

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)

Universe Estimates Year 2024 - 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 Person Household	459.8	8.5%	499.5	9.1%	378.0	10.4%	179.4	11.6%	251.0	11.2%	1,767.7	9.6%
Persons in 2 Person Households	1,339.1	24.9%	1,449.7	26.3%	1,093.2	30.1%	479.1	31.0%	653.7	29.0%	5,014.8	27.4%
Persons in 3 Person Households	905.6	16.8%	1,066.9	19.4%	610.2	16.8%	251.4	16.2%	419.6	18.6%	3,253.8	17.8%
Persons in 4 Person Households	1,345.2	25.0%	1,233.4	22.4%	860.1	23.7%	334.0	21.6%	558.1	24.8%	4,330.7	23.6%
Persons in 5+ Person Households	1,334.5	24.8%	1,261.9	22.9%	692.8	19.1%	303.2	19.6%	368.2	16.4%	3,960.6	21.6%
Persons in 1 TV Households	2,342.1	43.5%	2,088.5	37.9%	1,340.3	36.9%	532.5	34.4%	855.5	38.0%	7,158.9	39.1%
Persons in 2 TV Households	1,644.9	30.5%	1,781.8	32.3%	1,241.1	34.2%	526.6	34.0%	736.1	32.7%	5,930.5	32.4%
Persons in 3+ TV Households	1,397.2	26.0%	1,641.1	29.8%	1,052.9	29.0%	488.0	31.5%	659.0	29.3%	5,238.2	28.6%
Region 1 Individuals	1,229.8	22.8%	1,545.7	28.0%	886.1	24.4%	448.0	29.0%	638.8	28.4%		
Region 2 Individuals	1,475.6	27.4%	1,243.2	22.6%	584.1	16.1%	350.0	22.6%	359.2	16.0%		
Region 3 Individuals	831.1	15.4%	805.4	14.6%	694.8	19.1%	350.9	22.7%	480.5	21.4%		
Region 4 Individuals	787.6	14.6%	692.9	12.6%	578.0	15.9%	398.1	25.7%	561.4	24.9%		
Region 5 Individuals	1,060.0	19.7%	1,224.2	22.2%	891.3	24.5%			210.7	9.4%		

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 2024 - 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	2,005.9	100.0%	2,120.4	100.0%	1,470.2	100.0%	642.1	100.0%	925.5	100.0%	7,164.1	100.0%
1 Person Households	459.8	22.9%	499.5	23.6%	378.0	25.7%	179.4	27.9%	251.0	27.1%	1,767.7	24.7%
2 Person Households	669.6	33.4%	724.9	34.2%	546.6	37.2%	239.6	37.3%	326.8	35.3%	2,507.4	35.0%
3 Person Households	301.9	15.0%	355.6	16.8%	203.4	13.8%	83.8	13.0%	139.9	15.1%	1,084.6	15.1%
4 Person Households	336.3	16.8%	308.3	14.5%	215.0	14.6%	83.5	13.0%	139.5	15.1%	1,082.7	15.1%
5+ Person Households	238.4	11.9%	232.0	10.9%	127.2	8.7%	55.8	8.7%	68.2	7.4%	721.7	10.1%
1 TV Households	1,000.2	49.9%	918.0	43.3%	636.2	43.3%	259.8	40.5%	412.7	44.6%	3,226.9	45.0%
2 TVs Households	587.9	29.3%	680.1	32.1%	490.8	33.4%	220.1	34.3%	289.5	31.3%	2,268.4	31.7%
3+ TVs Households	417.9	20.8%	522.2	24.6%	343.2	23.3%	162.2	25.3%	223.2	24.1%	1,668.7	23.3%
Grocery Buyers	2,005.9	100.0%	2,120.4	100.0%	1,470.2	100.0%	642.1	100.0%	925.5	100.0%	7,164.1	100.0%
Grocery Buyers Working	1,275.0	63.6%	1,343.7	63.4%	919.7	62.6%	360.8	56.2%	586.1	63.3%	4,485.3	62.6%
Grocery Buyers Not Working	731.0	36.4%	776.7	36.6%	550.5	37.4%	281.2	43.8%	339.4	36.7%	2,678.8	37.4%
Grocery Buyers Age 18-39	682.2	34.0%	726.6	34.3%	482.6	32.8%	178.9	27.9%	306.8	33.2%	2,377.0	33.2%
Grocery Buyers Age 25-54	1,135.8	56.6%	1,191.3	56.2%	793.7	54.0%	320.0	49.8%	508.8	55.0%	3,949.5	55.1%
Grocery Buyers Age 40-54	554.3	27.6%	577.3	27.2%	410.7	27.9%	165.8	25.8%	255.0	27.5%	1,963.0	27.4%
Grocery Buyers Age 55-64	324.0	16.2%	330.7	15.6%	231.0	15.7%	117.8	18.3%	148.8	16.1%	1,152.3	16.1%
Grocery Buyers Age 65+	445.5	22.2%	485.9	22.9%	346.0	23.5%	179.5	28.0%	215.0	23.2%	1,671.8	23.3%
Grocery Buyers Male	826.5	41.2%	882.8	41.6%	578.1	39.3%	263.8	41.1%	366.4	39.6%	2,917.5	40.7%
Grocery Buyers Female	1,179.5	58.8%	1,237.6	58.4%	892.1	60.7%	378.3	58.9%	559.1	60.4%	4,246.6	59.3%

Universe Estimates Year 2024 - 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	1,398.7	69.7%	1,499.1	70.7%	1,067.8	72.6%	481.8	75.0%	679.0	73.4%	5,126.4	71.6%
Grocery Buyers 1-2 Children	493.9	24.6%	505.8	23.9%	326.8	22.2%	129.5	20.2%	207.0	22.4%	1,662.9	23.2%
Grocery Buyers 3+ Children	113.4	5.7%	115.5	5.4%	75.7	5.1%	30.8	4.8%	39.5	4.3%	374.8	5.2%
Grocery Buyers Children 0-2	134.5	6.7%	134.7	6.4%	76.0	5.2%	32.4	5.1%	50.7	5.5%	428.4	6.0%
Grocery Buyers Children 0-4	210.3	10.5%	215.3	10.2%	121.1	8.2%	51.5	8.0%	78.9	8.5%	677.1	9.5%
Grocery Buyers Children 0-12	457.1	22.8%	475.8	22.4%	291.4	19.8%	119.3	18.6%	186.2	20.1%	1,529.8	21.4%
Grocery Buyers Children 0-15	548.6	27.4%	566.6	26.7%	363.1	24.7%	145.0	22.6%	222.4	24.0%	1,845.7	25.8%
Grocery Buyers Children 0-17	607.2	30.3%	621.3	29.3%	402.5	27.4%	160.3	25.0%	246.5	26.6%	2,037.7	28.4%
Grocery Buyers Children 5-12	346.0	17.2%	347.3	16.4%	228.2	15.5%	91.5	14.2%	138.4	15.0%	1,151.3	16.1%
Grocery Buyers Children 5-17	500.4	24.9%	499.0	23.5%	342.9	23.3%	134.8	21.0%	201.1	21.7%	1,678.3	23.4%
Grocery Buyers Children 13-17	245.6	12.2%	249.7	11.8%	178.8	12.2%	68.2	10.6%	101.0	10.9%	843.3	11.8%
Region 1 Households	446.5	22.3%	619.6	29.2%	357.2	24.3%	176.6	27.5%	258.8	28.0%		
Region 2 Households	492.2	24.5%	449.3	21.2%	244.2	16.6%	154.3	24.0%	141.5	15.3%		
Region 3 Households	310.7	15.5%	301.5	14.2%	286.5	19.5%	145.5	22.7%	198.7	21.5%		
Region 4 Households	312.7	15.6%	282.4	13.3%	212.7	14.5%	165.6	25.8%	231.2	25.0%		
Region 5 Households	443.8	22.1%	467.5	22.0%	369.6	25.1%			95.3	10.3%		

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 2024 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	3,565	100.0%	3,452	100.0%	2,225	100.0%	1,410	100.0%	1,423	100.0%	12,075	100.0%
People 2+	3,497	98.1%	3,388	98.1%	2,184	98.2%	1,388	98.4%	1,393	97.9%	11,850	98.1%
Children 0-4	216	6.1%	206	6.0%	131	5.9%	76	5.4%	88	6.2%	717	5.9%
Children 2-9	370	10.4%	357	10.3%	233	10.5%	137	9.7%	150	10.5%	1,247	10.3%
Children 5-12	355	10.0%	339	9.8%	231	10.4%	132	9.4%	147	10.3%	1,204	10.0%
Children 10-17	341	9.6%	324	9.4%	229	10.3%	131	9.3%	141	9.9%	1,166	9.7%
Children 13-17	210	5.9%	200	5.8%	141	6.3%	81	5.7%	87	6.1%	719	6.0%
Children 0-17	780	21.9%	745	21.6%	503	22.6%	290	20.6%	321	22.6%	2,639	21.9%
Total Males	1,773	49.7%	1,706	49.4%	1,096	49.3%	692	49.1%	708	49.8%	5,975	49.5%
Male 0-4	111	3.1%	106	3.1%	67	3.0%	39	2.8%	45	3.2%	368	3.0%
Male 5-9	115	3.2%	110	3.2%	73	3.3%	42	3.0%	47	3.3%	387	3.2%
Male 10-12	68	1.9%	64	1.9%	45	2.0%	26	1.8%	28	2.0%	231	1.9%
Male 13-15	66	1.9%	62	1.8%	44	2.0%	25	1.8%	27	1.9%	224	1.9%
Male 16-17	42	1.2%	40	1.2%	28	1.3%	16	1.1%	17	1.2%	143	1.2%
Male 18-24	169	4.7%	163	4.7%	104	4.7%	63	4.5%	64	4.5%	563	4.7%
Male 25-29	140	3.9%	139	4.0%	80	3.6%	49	3.5%	50	3.5%	458	3.8%
Male 30-34	144	4.0%	140	4.1%	80	3.6%	48	3.4%	54	3.8%	466	3.9%
Male 35-39	141	4.0%	136	3.9%	80	3.6%	48	3.4%	55	3.9%	460	3.8%
Male 40-44	122	3.4%	116	3.4%	72	3.2%	42	3.0%	48	3.4%	400	3.3%
Male 45-49	116	3.3%	109	3.2%	73	3.3%	43	3.0%	46	3.2%	387	3.2%
Male 50-54	107	3.0%	104	3.0%	69	3.1%	44	3.1%	45	3.2%	369	3.1%
Male 55-59	101	2.8%	95	2.8%	63	2.8%	43	3.0%	42	3.0%	344	2.8%
Male 60-64	89	2.5%	85	2.5%	57	2.6%	41	2.9%	37	2.6%	309	2.6%
Male 65+	243	6.8%	236	6.8%	161	7.2%	123	8.7%	102	7.2%	865	7.2%

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 2024 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,792	50.3%	1,746	50.6%	1,129	50.7%	718	50.9%	715	50.2%	6,100	50.5%
Female 0-4	105	2.9%	100	2.9%	64	2.9%	37	2.6%	43	3.0%	349	2.9%
Female 5-9	109	3.1%	105	3.0%	69	3.1%	40	2.8%	45	3.2%	368	3.0%
Female 10-12	64	1.8%	60	1.7%	43	1.9%	25	1.8%	26	1.8%	218	1.8%
Female 13-15	62	1.7%	59	1.7%	42	1.9%	24	1.7%	26	1.8%	213	1.8%
Female 16-17	39	1.1%	38	1.1%	27	1.2%	16	1.1%	16	1.1%	136	1.1%
Female 18-24	156	4.4%	153	4.4%	102	4.6%	60	4.3%	60	4.2%	531	4.4%
Female 25-29	137	3.8%	135	3.9%	81	3.6%	48	3.4%	49	3.4%	450	3.7%
Female 30-34	146	4.1%	144	4.2%	83	3.7%	49	3.5%	55	3.9%	477	4.0%
Female 35-39	141	4.0%	137	4.0%	82	3.7%	49	3.5%	55	3.9%	464	3.8%
Female 40-44	123	3.5%	117	3.4%	76	3.4%	44	3.1%	48	3.4%	408	3.4%
Female 45-49	118	3.3%	113	3.3%	76	3.4%	44	3.1%	46	3.2%	397	3.3%
Female 50-54	110	3.1%	109	3.2%	72	3.2%	45	3.2%	45	3.2%	381	3.2%
Female 55-59	104	2.9%	100	2.9%	66	3.0%	45	3.2%	43	3.0%	358	3.0%
Female 60-64	95	2.7%	92	2.7%	61	2.7%	45	3.2%	39	2.7%	332	2.7%
Female 65+	284	8.0%	282	8.2%	185	8.3%	147	10.4%	117	8.2%	1,015	8.4%
Working 16+	1,820	51.1%	1,761	51.0%	1,119	50.3%	664	47.1%	730	51.3%	6,094	50.5%
Not Working 16+	1,047	29.4%	1,025	29.7%	658	29.6%	487	34.5%	405	28.5%	3,622	30.0%

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 2024 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	1,001	28.1%	944	27.3%	539	24.2%	313	22.2%	343	24.1%	3,140	26.0%
Occupation Group 1 16-39	457	12.8%	431	12.5%	231	10.4%	127	9.0%	148	10.4%	1,394	11.5%
Occupation Group 1 40-54	354	9.9%	331	9.6%	202	9.1%	112	7.9%	119	8.4%	1,118	9.3%
Occupation Group 1 55+	191	5.4%	182	5.3%	105	4.7%	74	5.2%	76	5.3%	628	5.2%
Occupation Group 2	460	12.9%	455	13.2%	320	14.4%	199	14.1%	189	13.3%	1,623	13.4%
Occupation Group 2 16-39	249	7.0%	256	7.4%	182	8.2%	108	7.7%	101	7.1%	896	7.4%
Occupation Group 2 40-54	120	3.4%	120	3.5%	85	3.8%	54	3.8%	55	3.9%	434	3.6%
Occupation Group 2 55+	91	2.6%	80	2.3%	53	2.4%	36	2.6%	33	2.3%	293	2.4%
Occupation Group 3	204	5.7%	202	5.9%	143	6.4%	84	6.0%	112	7.9%	745	6.2%
Occupation Group 3 16-39	119	3.3%	117	3.4%	81	3.6%	42	3.0%	62	4.4%	421	3.5%
Occupation Group 3 40-54	52	1.5%	52	1.5%	42	1.9%	27	1.9%	32	2.2%	205	1.7%
Occupation Group 3 55+	34	1.0%	34	1.0%	20	0.9%	15	1.1%	18	1.3%	121	1.0%
Occupation Group 4	68	1.9%	65	1.9%	47	2.1%	26	1.8%	46	3.2%	252	2.1%
Occupation Group 4 16-39	32	0.9%	29	0.8%	19	0.9%	12	0.9%	22	1.5%	114	0.9%
Occupation Group 4 40-54	20	0.6%	19	0.6%	13	0.6%	7	0.5%	13	0.9%	72	0.6%
Occupation Group 4 55+	16	0.4%	16	0.5%	14	0.6%	7	0.5%	10	0.7%	63	0.5%
Occupation Group 5	85	2.4%	94	2.7%	71	3.2%	43	3.0%	40	2.8%	333	2.8%
Occupation Group 5 16-39	47	1.3%	53	1.5%	38	1.7%	22	1.6%	22	1.5%	182	1.5%
Occupation Group 5 40-54	24	0.7%	22	0.6%	19	0.9%	14	1.0%	11	0.8%	90	0.7%
Occupation Group 5 55+	15	0.4%	19	0.6%	14	0.6%	7	0.5%	7	0.5%	62	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 2024 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Grocery Shoppers	2,062	57.8%	2,035	59.0%	1,338	60.1%	848	60.1%	853	59.9%	7,136	59.1%
Total Grocery Shoppers Age < 40	825	23.1%	824	23.9%	514	23.1%	282	20.0%	324	22.8%	2,769	22.9%
Total Grocery Shoppers Age 25-54	1,183	33.2%	1,167	33.8%	726	32.6%	432	30.6%	472	33.2%	3,980	33.0%
Total Grocery Shoppers Age 40-54	531	14.9%	518	15.0%	347	15.6%	211	15.0%	222	15.6%	1,829	15.1%
Total Grocery Shoppers Age 55-64	302	8.5%	289	8.4%	196	8.8%	141	10.0%	129	9.1%	1,057	8.8%
Total Grocery Shoppers Age 65+	403	11.3%	402	11.6%	280	12.6%	215	15.2%	178	12.5%	1,478	12.2%
Total Grocery Shoppers < 55	1,357	38.1%	1,343	38.9%	861	38.7%	493	35.0%	546	38.4%	4,600	38.1%
Total Grocery Shoppers Age 25-49 Female	552	15.5%	542	15.7%	341	15.3%	196	13.9%	221	15.5%	1,852	15.3%
Total Grocery Shoppers Male	928	26.0%	914	26.5%	593	26.7%	377	26.7%	379	26.6%	3,191	26.4%
Total Grocery Shoppers Female	1,134	31.8%	1,121	32.5%	745	33.5%	471	33.4%	474	33.3%	3,945	32.7%
Total Grocery Shoppers 0 Children	1,424	39.9%	1,425	41.3%	967	43.5%	630	44.7%	625	43.9%	5,071	42.0%
Total Grocery Shoppers 1-2 Children	522	14.6%	494	14.3%	303	13.6%	177	12.6%	194	13.6%	1,690	14.0%
Total Grocery Shoppers 3+ Children	116	3.3%	115	3.3%	67	3.0%	42	3.0%	35	2.5%	375	3.1%

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 2024 - 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	304	8.5%	313	9.1%	231	10.4%	164	11.6%	159	11.2%	1,171	9.7%
Persons in 2 Person Households	887	24.9%	908	26.3%	669	30.1%	437	31.0%	413	29.0%	3,314	27.4%
Persons in 3 Person Households	600	16.8%	668	19.4%	374	16.8%	229	16.2%	265	18.6%	2,136	17.7%
Persons in 4 Person Households	891	25.0%	773	22.4%	527	23.7%	304	21.6%	353	24.8%	2,848	23.6%
Persons in 5+ Person Households	884	24.8%	790	22.9%	424	19.1%	276	19.6%	233	16.4%	2,607	21.6%

Persons in 1 TV Households	1,551	43.5%	1,308	37.9%	821	36.9%	485	34.4%	541	38.0%	4,706	39.0%
Persons in 2 TV Households	1,089	30.5%	1,116	32.3%	760	34.2%	480	34.0%	465	32.7%	3,910	32.4%
Persons in 3+ TV Households	925	25.9%	1,028	29.8%	645	29.0%	445	31.6%	417	29.3%	3,460	28.7%

Region 1 Individuals	814	22.8%	968	28.0%	542	24.4%	408	28.9%	404	28.4%
Region 2 Individuals	977	27.4%	779	22.6%	358	16.1%	319	22.6%	227	16.0%
Region 3 Individuals	550	15.4%	504	14.6%	425	19.1%	320	22.7%	304	21.4%
Region 4 Individuals	521	14.6%	434	12.6%	354	15.9%	363	25.7%	355	24.9%
Region 5 Individuals	702	19.7%	767	22.2%	546	24.5%			133	9.3%

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 2024 - 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	304	22.9%	313	23.6%	231	25.7%	163	27.9%	159	27.2%	1,170	24.8%
2 Person Households	443	33.4%	454	34.2%	335	37.2%	218	37.3%	207	35.4%	1,657	35.1%
3 Person Households	200	15.1%	223	16.8%	125	13.9%	76	13.0%	88	15.0%	712	15.1%
4 Person Households	223	16.8%	193	14.5%	132	14.7%	76	13.0%	88	15.0%	712	15.1%
5+ Person Households	158	11.9%	145	10.9%	78	8.7%	51	8.7%	43	7.4%	475	10.1%
1 TV Households	662	49.8%	575	43.3%	389	43.2%	237	40.5%	261	44.6%	2,124	44.9%
2 TVs Households	389	29.3%	426	32.1%	300	33.3%	201	34.4%	183	31.3%	1,499	31.7%
3+ TVs Households	277	20.9%	327	24.6%	210	23.3%	148	25.3%	141	24.1%	1,103	23.3%
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	844	63.6%	842	63.4%	563	62.6%	329	56.2%	370	63.2%	2,948	62.4%
Grocery Buyers Not Working	484	36.4%	486	36.6%	337	37.4%	256	43.8%	215	36.8%	1,778	37.6%
Grocery Buyers Age 18-39	452	34.0%	455	34.3%	295	32.8%	163	27.9%	194	33.2%	1,559	33.0%
Grocery Buyers Age 25-54	752	56.6%	746	56.2%	486	54.0%	292	49.9%	322	55.0%	2,598	55.0%
Grocery Buyers Age 40-54	367	27.6%	362	27.3%	251	27.9%	151	25.8%	161	27.5%	1,292	27.3%
Grocery Buyers Age 55-64	215	16.2%	207	15.6%	141	15.7%	107	18.3%	94	16.1%	764	16.2%
Grocery Buyers Age 65+	295	22.2%	304	22.9%	212	23.6%	164	28.0%	136	23.2%	1,111	23.5%

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 2024 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	547	41.2%	553	41.6%	354	39.3%	240	41.0%	232	39.7%	1,926	40.8%
Grocery Buyers Female	781	58.8%	775	58.4%	546	60.7%	345	59.0%	353	60.3%	2,800	59.2%

Grocery Buyers 0 Children	926	69.7%	939	70.7%	654	72.7%	439	75.0%	429	73.3%	3,387	71.7%
Grocery Buyers 1-2 Children	327	24.6%	317	23.9%	200	22.2%	118	20.2%	131	22.4%	1,093	23.1%
Grocery Buyers 3+ Children	75	5.6%	72	5.4%	46	5.1%	28	4.8%	25	4.3%	246	5.2%

Grocery Buyers Children 0-2	89	6.7%	84	6.3%	47	5.2%	30	5.1%	32	5.5%	282	6.0%
Grocery Buyers Children 0-4	139	10.5%	135	10.2%	74	8.2%	47	8.0%	50	8.5%	445	9.4%
Grocery Buyers Children 0-12	303	22.8%	298	22.4%	178	19.8%	109	18.6%	118	20.2%	1,006	21.3%
Grocery Buyers Children 0-15	363	27.3%	355	26.7%	222	24.7%	132	22.6%	141	24.1%	1,213	25.7%
Grocery Buyers Children 0-17	402	30.3%	389	29.3%	246	27.3%	146	25.0%	156	26.7%	1,339	28.3%
Grocery Buyers Children 5-12	229	17.2%	217	16.3%	140	15.6%	83	14.2%	87	14.9%	756	16.0%
Grocery Buyers Children 5-17	331	24.9%	313	23.6%	210	23.3%	123	21.0%	127	21.7%	1,104	23.4%
Grocery Buyers Children 13-17	163	12.3%	156	11.7%	109	12.1%	62	10.6%	64	10.9%	554	11.7%

Region 1 Households	296	22.3%	388	29.2%	219	24.3%	161	27.5%	164	28.0%
Region 2 Households	326	24.5%	281	21.2%	150	16.7%	141	24.1%	89	15.2%
Region 3 Households	206	15.5%	189	14.2%	175	19.4%	133	22.7%	126	21.5%
Region 4 Households	207	15.6%	177	13.3%	130	14.4%	151	25.8%	146	25.0%
Region 5 Households	294	22.1%	293	22.1%	226	25.1%			60	10.3%

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)