

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	54.7%	2,953.4	55.1%	1,962.2	56.4%	856.2	56.8%	1,209.9	56.0%	9,871.9	55.5%
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	SYDNEY Sth West & Sth	MELBOURNE Central & West	BRISBANE North	ADELAIDE North & Yorke	PERTH North
Region 2	West	North	City North	West	East
Region 3	North	East	City South	East	South East
Region 4	North Shore	South	South	South	South West
Region 5	City	South East	Gold Coast		City

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)