

Universe Estimates Year 2016 - 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	4,998.8	100.0%	4,974.9	100.0%	3,218.5	100.0%	1,478.5	100.0%	2,125.3	100.0%	16,796.0	100.0%
People 2+	4,889.6	97.8%	4,865.9	97.8%	3,143.7	97.7%	1,450.9	98.1%	2,081.3	97.9%	16,431.4	97.8%
Children 0-4	331.2	6.6%	322.9	6.5%	209.7	6.5%	88.0	6.0%	141.0	6.6%	1,092.8	6.5%
Children 2-9	536.2	10.7%	517.5	10.4%	347.1	10.8%	147.2	10.0%	231.4	10.9%	1,779.4	10.6%
Children 5-12	485.8	9.7%	470.4	9.5%	330.4	10.3%	136.6	9.2%	208.8	9.8%	1,632.0	9.7%
Children 10-17	465.7	9.3%	455.4	9.2%	322.9	10.0%	137.6	9.3%	203.9	9.6%	1,585.5	9.4%
Children 13-17	294.1	5.9%	288.6	5.8%	204.7	6.4%	87.8	5.9%	129.5	6.1%	1,004.7	6.0%
Children 0-17	1,111.1	22.2%	1,081.9	21.7%	744.8	23.1%	312.4	21.1%	479.3	22.6%	3,729.5	22.2%
Total Males	2,478.2	49.6%	2,459.0	49.4%	1,591.9	49.5%	730.1	49.4%	1,062.9	50.0%	8,322.1	49.5%
Male 0-4	170.5	3.4%	165.8	3.3%	107.7	3.3%	45.5	3.1%	71.8	3.4%	561.3	3.3%
Male 5-9	161.3	3.2%	155.4	3.1%	109.6	3.4%	44.2	3.0%	68.9	3.2%	539.4	3.2%
Male 10-12	88.5	1.8%	85.5	1.7%	60.6	1.9%	25.5	1.7%	37.8	1.8%	297.9	1.8%
Male 13-15	89.4	1.8%	87.2	1.8%	61.7	1.9%	26.5	1.8%	38.7	1.8%	303.5	1.8%
Male 16-17	61.8	1.2%	60.4	1.2%	42.6	1.3%	18.6	1.3%	27.6	1.3%	211.0	1.3%
Male 18-24	246.1	4.9%	251.5	5.1%	164.7	5.1%	70.6	4.8%	108.3	5.1%	841.2	5.0%
Male 25-29	200.3	4.0%	204.6	4.1%	120.7	3.8%	52.5	3.6%	94.2	4.4%	672.3	4.0%
Male 30-34	205.1	4.1%	203.1	4.1%	118.5	3.7%	51.1	3.5%	89.2	4.2%	667.0	4.0%
Male 35-39	178.7	3.6%	173.7	3.5%	105.4	3.3%	45.4	3.1%	74.4	3.5%	577.6	3.4%
Male 40-44	179.2	3.6%	176.8	3.6%	115.7	3.6%	49.2	3.3%	75.2	3.5%	596.1	3.5%
Male 45-49	158.0	3.2%	162.4	3.3%	103.2	3.2%	48.5	3.3%	69.2	3.3%	541.3	3.2%
Male 50-54	159.2	3.2%	154.3	3.1%	101.7	3.2%	49.1	3.3%	67.3	3.2%	531.6	3.2%
Male 55-59	142.3	2.8%	139.8	2.8%	90.1	2.8%	46.3	3.1%	59.0	2.8%	477.5	2.8%
Male 60-64	121.4	2.4%	118.5	2.4%	80.5	2.5%	41.3	2.8%	52.1	2.5%	413.8	2.5%
Male 65+	316.4	6.3%	320.0	6.4%	209.2	6.5%	115.8	7.8%	129.2	6.1%	1,090.6	6.5%

Universe Estimates Year 2016 - 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	2,520.6	50.4%	2,515.9	50.6%	1,626.6	50.5%	748.4	50.6%	1,062.4	50.0%	8,473.9	50.5%
Female 0-4	160.7	3.2%	157.1	3.2%	102.0	3.2%	42.5	2.9%	69.2	3.3%	531.5	3.2%
Female 5-9	152.9	3.1%	148.2	3.0%	102.6	3.2%	42.6	2.9%	65.5	3.1%	511.8	3.0%
Female 10-12	83.1	1.7%	81.3	1.6%	57.6	1.8%	24.3	1.6%	36.6	1.7%	282.9	1.7%
Female 13-15	84.7	1.7%	83.2	1.7%	59.2	1.8%	24.7	1.7%	36.8	1.7%	288.6	1.7%
Female 16-17	58.2	1.2%	57.8	1.2%	41.2	1.3%	18.0	1.2%	26.4	1.2%	201.6	1.2%
Female 18-24	236.3	4.7%	240.3	4.8%	160.2	5.0%	68.0	4.6%	102.6	4.8%	807.4	4.8%
Female 25-29	202.1	4.0%	206.2	4.1%	122.3	3.8%	50.5	3.4%	88.6	4.2%	669.7	4.0%
Female 30-34	206.2	4.1%	203.4	4.1%	120.1	3.7%	50.3	3.4%	84.4	4.0%	664.4	4.0%
Female 35-39	179.4	3.6%	174.0	3.5%	108.8	3.4%	45.2	3.1%	72.7	3.4%	580.1	3.5%
Female 40-44	182.9	3.7%	181.7	3.7%	118.8	3.7%	49.7	3.4%	74.8	3.5%	607.9	3.6%
Female 45-49	162.7	3.3%	167.2	3.4%	107.1	3.3%	49.3	3.3%	70.2	3.3%	556.5	3.3%
Female 50-54	164.1	3.3%	160.9	3.2%	106.5	3.3%	50.8	3.4%	69.1	3.3%	551.4	3.3%
Female 55-59	148.4	3.0%	146.6	2.9%	95.8	3.0%	48.7	3.3%	62.0	2.9%	501.5	3.0%
Female 60-64	128.3	2.6%	127.6	2.6%	85.2	2.6%	44.9	3.0%	54.4	2.6%	440.4	2.6%
Female 65+	370.6	7.4%	380.4	7.6%	239.2	7.4%	138.9	9.4%	149.1	7.0%	1,278.2	7.6%
Working 16+	2,261.5	45.2%	2,232.1	44.9%	1,459.0	45.3%	638.9	43.2%	998.0	47.0%	7,589.5	45.2%
Not Working 16+	1,746.2	34.9%	1,779.1	35.8%	1,098.5	34.1%	563.8	38.1%	702.0	33.0%	5,889.6	35.1%

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	1,027.8	20.6%	990.7	19.9%	554.2	17.2%	237.7	16.1%	383.0	18.0%	3,193.4	19.0%
Occupation Group 1 16-39	414.7	8.3%	404.0	8.1%	215.4	6.7%	84.7	5.7%	162.4	7.6%	1,281.2	7.6%
Occupation Group 1 40-54	375.2	7.5%	350.4	7.0%	203.7	6.3%	89.5	6.1%	134.9	6.3%	1,153.7	6.9%
Occupation Group 1 55+	237.9	4.8%	236.3	4.7%	135.1	4.2%	63.5	4.3%	85.7	4.0%	758.5	4.5%
Occupation Group 2	684.7	13.7%	668.3	13.4%	493.4	15.3%	229.1	15.5%	318.4	15.0%	2,393.9	14.3%
Occupation Group 2 16-39	325.5	6.5%	321.2	6.5%	242.1	7.5%	96.7	6.5%	156.0	7.3%	1,141.5	6.8%
Occupation Group 2 40-54	231.0	4.6%	229.2	4.6%	164.3	5.1%	79.0	5.3%	110.3	5.2%	813.8	4.8%
Occupation Group 2 55+	128.2	2.6%	117.9	2.4%	87.0	2.7%	53.4	3.6%	52.1	2.5%	438.6	2.6%
Occupation Group 3	281.6	5.6%	296.8	6.0%	203.5	6.3%	83.2	5.6%	149.8	7.0%	1,014.9	6.0%
Occupation Group 3 16-39	145.2	2.9%	148.7	3.0%	104.1	3.2%	37.4	2.5%	73.7	3.5%	509.1	3.0%
Occupation Group 3 40-54	82.6	1.7%	103.1	2.1%	58.6	1.8%	28.8	1.9%	47.9	2.3%	321.0	1.9%
Occupation Group 3 55+	53.8	1.1%	45.0	0.9%	40.8	1.3%	17.0	1.1%	28.2	1.3%	184.8	1.1%
Occupation Group 4	129.9	2.6%	127.0	2.6%	96.0	3.0%	33.1	2.2%	88.9	4.2%	474.9	2.8%
Occupation Group 4 16-39	59.3	1.2%	45.5	0.9%	42.8	1.3%	10.0	0.7%	38.8	1.8%	196.4	1.2%
Occupation Group 4 40-54	47.8	1.0%	55.7	1.1%	37.6	1.2%	14.8	1.0%	32.6	1.5%	188.5	1.1%
Occupation Group 4 55+	22.8	0.5%	25.8	0.5%	15.6	0.5%	8.3	0.6%	17.5	0.8%	90.0	0.5%
Occupation Group 5	137.5	2.8%	149.3	3.0%	111.9	3.5%	55.8	3.8%	57.9	2.7%	512.4	3.1%
Occupation Group 5 16-39	67.6	1.4%	69.3	1.4%	55.0	1.7%	26.5	1.8%	28.7	1.4%	247.1	1.5%
Occupation Group 5 40-54	43.7	0.9%	51.0	1.0%	35.5	1.1%	19.1	1.3%	19.7	0.9%	169.0	1.0%
Occupation Group 5 55+	26.2	0.5%	29.0	0.6%	21.4	0.7%	10.2	0.7%	9.5	0.4%	96.3	0.6%
Persons in 1 Person Household	402.6	8.1%	413.2	8.3%	311.2	9.7%	165.8	11.2%	215.1	10.1%	1,507.9	9.0%
Persons in 2 Person Households	1,238.6	24.8%	1,253.8	25.2%	949.2	29.5%	461.2	31.2%	607.8	28.6%	4,510.6	26.9%
Persons in 3 Person Households	840.0	16.8%	955.5	19.2%	548.1	17.0%	251.7	17.0%	361.5	17.0%	2,956.8	17.6%
Persons in 4 Person Households	1,253.2	25.1%	1,191.6	24.0%	739.2	23.0%	332.8	22.5%	551.6	26.0%	4,068.4	24.2%
Persons in 5+ Person Households	1,264.4	25.3%	1,160.8	23.3%	670.8	20.8%	267.0	18.1%	389.3	18.3%	3,752.3	22.3%

Universe Estimates Year 2016 - 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	1,971.2	39.4%	1,770.4	35.6%	1,137.7	35.3%	484.4	32.8%	703.3	33.1%	6,067.0	36.1%
Persons in 2 TV Households	1,596.0	31.9%	1,659.4	33.4%	1,081.6	33.6%	495.4	33.5%	750.6	35.3%	5,583.0	33.2%
Persons in 3+ TV Households	1,431.6	28.6%	1,545.1	31.1%	999.2	31.0%	498.7	33.7%	671.4	31.6%	5,146.0	30.6%

Region 1 Individuals	1,133.0	22.7%	1,360.6	27.3%	764.3	23.7%	428.5	29.0%	616.7	29.0%
Region 2 Individuals	1,359.3	27.2%	1,093.2	22.0%	536.4	16.7%	337.8	22.8%	340.5	16.0%
Region 3 Individuals	770.5	15.4%	785.8	15.8%	639.7	19.9%	332.2	22.5%	443.4	20.9%
Region 4 Individuals	747.2	14.9%	654.0	13.1%	507.6	15.8%	380.0	25.7%	521.0	24.5%
Region 5 Individuals	988.8	19.8%	1,081.3	21.7%	770.5	23.9%			203.7	9.6%

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 2016 - 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	1,820.5	100.0%	1,822.0	100.0%	1,270.0	100.0%	605.6	100.0%	842.2	100.0%	6,360.3	100.0%
1 Person Households	402.6	22.1%	413.2	22.7%	311.2	24.5%	165.8	27.4%	215.1	25.5%	1,507.9	23.7%
2 Person Households	619.3	34.0%	626.9	34.4%	474.6	37.4%	230.6	38.1%	303.9	36.1%	2,255.3	35.5%
3 Person Households	280.0	15.4%	318.5	17.5%	182.7	14.4%	83.9	13.9%	120.5	14.3%	985.6	15.5%
4 Person Households	313.3	17.2%	297.9	16.4%	184.8	14.6%	83.2	13.7%	137.9	16.4%	1,017.1	16.0%
5+ Person Households	205.3	11.3%	165.5	9.1%	116.7	9.2%	42.1	7.0%	64.8	7.7%	594.4	9.3%
1 TV Households	841.0	46.2%	774.6	42.5%	538.6	42.4%	238.5	39.4%	340.5	40.4%	2,733.2	43.0%
2 TVs Households	570.1	31.3%	605.2	33.2%	417.0	32.8%	214.6	35.4%	293.4	34.8%	2,100.3	33.0%
3+ TVs Households	409.4	22.5%	442.2	24.3%	314.4	24.8%	152.5	25.2%	208.3	24.7%	1,526.8	24.0%
Grocery Buyers	1,820.5	100.0%	1,822.0	100.0%	1,270.0	100.0%	605.6	100.0%	842.2	100.0%	6,360.3	100.0%
Grocery Buyers Working	1,014.6	55.7%	996.1	54.7%	706.5	55.6%	309.2	51.1%	478.3	56.8%	3,504.7	55.1%
Grocery Buyers Not Working	805.9	44.3%	825.9	45.3%	563.5	44.4%	296.4	48.9%	363.9	43.2%	2,855.6	44.9%
Grocery Buyers Age 18-39	584.5	32.1%	578.1	31.7%	395.5	31.1%	166.2	27.4%	286.0	34.0%	2,010.3	31.6%
Grocery Buyers Age 25-54	1,038.4	57.0%	1,025.7	56.3%	697.6	54.9%	312.0	51.5%	477.9	56.7%	3,551.6	55.8%
Grocery Buyers Age 40-54	543.1	29.8%	535.8	29.4%	376.1	29.6%	175.9	29.0%	241.7	28.7%	1,872.6	29.4%
Grocery Buyers Age 55-64	293.5	16.1%	288.3	15.8%	211.5	16.7%	105.0	17.3%	130.7	15.5%	1,029.0	16.2%
Grocery Buyers Age 65+	399.4	21.9%	419.8	23.0%	286.9	22.6%	158.5	26.2%	183.8	21.8%	1,448.4	22.8%
Grocery Buyers Male	683.0	37.5%	648.5	35.6%	465.3	36.6%	223.8	37.0%	314.3	37.3%	2,334.9	36.7%
Grocery Buyers Female	1,137.5	62.5%	1,173.5	64.4%	804.7	63.4%	381.8	63.0%	527.9	62.7%	4,025.4	63.3%

Universe Estimates Year 2016 - 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	1,277.9	70.2%	1,312.5	72.0%	908.8	71.6%	455.2	75.2%	605.8	71.9%	4,560.2	71.7%
Grocery Buyers 1-2 Children	443.0	24.3%	428.3	23.5%	293.4	23.1%	126.3	20.9%	196.2	23.3%	1,487.2	23.4%
Grocery Buyers 3+ Children	99.6	5.5%	81.2	4.5%	67.8	5.3%	24.1	4.0%	40.2	4.8%	312.9	4.9%

Grocery Buyers Children 0-2	133.1	7.3%	122.6	6.7%	89.8	7.1%	39.2	6.5%	61.5	7.3%	446.2	7.0%
Grocery Buyers Children 0-4	204.7	11.2%	195.9	10.8%	131.8	10.4%	60.6	10.0%	91.8	10.9%	684.8	10.8%
Grocery Buyers Children 0-12	420.7	23.1%	404.2	22.2%	276.4	21.8%	118.5	19.6%	185.7	22.0%	1,405.5	22.1%
Grocery Buyers Children 0-15	491.9	27.0%	466.4	25.6%	327.1	25.8%	139.6	23.1%	212.4	25.2%	1,637.4	25.7%
Grocery Buyers Children 0-17	542.6	29.8%	509.5	28.0%	361.2	28.4%	150.4	24.8%	236.4	28.1%	1,800.1	28.3%
Grocery Buyers Children 5-12	307.3	16.9%	288.7	15.8%	202.2	15.9%	81.3	13.4%	128.6	15.3%	1,008.1	15.8%
Grocery Buyers Children 5-17	435.1	23.9%	397.3	21.8%	290.2	22.9%	115.1	19.0%	183.1	21.7%	1,420.8	22.3%
Grocery Buyers Children 13-17	211.4	11.6%	185.7	10.2%	154.6	12.2%	56.0	9.2%	88.0	10.4%	695.7	10.9%

Region 1 Households	399.5	21.9%	522.9	28.7%	298.5	23.5%	165.1	27.3%	239.2	28.4%		
Region 2 Households	441.6	24.3%	370.6	20.3%	218.6	17.2%	148.8	24.6%	128.2	15.2%		
Region 3 Households	283.3	15.6%	281.3	15.4%	257.0	20.2%	135.4	22.4%	178.9	21.2%		
Region 4 Households	291.0	16.0%	255.4	14.0%	182.5	14.4%	156.3	25.8%	206.7	24.5%		
Region 5 Households	405.1	22.3%	391.8	21.5%	313.4	24.7%			89.2	10.6%		

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 2016 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Individuals	2,348.0	100.0%	2,212.0	100.0%	1,483.0	100.0%	1,099.0	100.0%	1,136.0	100.0%	8,278.0	100.0%
People 2+	2,297.0	97.8%	2,164.0	97.8%	1,449.0	97.7%	1,078.0	98.1%	1,112.0	97.9%	8,100.0	97.8%
Children 0-4	156.0	6.6%	144.0	6.5%	97.0	6.5%	65.0	5.9%	75.0	6.6%	537.0	6.5%
Children 2-9	252.0	10.7%	230.0	10.4%	160.0	10.8%	109.0	9.9%	124.0	10.9%	875.0	10.6%
Children 5-12	228.0	9.7%	209.0	9.4%	152.0	10.2%	102.0	9.3%	112.0	9.9%	803.0	9.7%
Children 10-17	219.0	9.3%	202.0	9.1%	149.0	10.0%	102.0	9.3%	109.0	9.6%	781.0	9.4%
Children 13-17	138.0	5.9%	128.0	5.8%	94.0	6.3%	65.0	5.9%	69.0	6.1%	494.0	6.0%
Children 0-17	522.0	22.2%	481.0	21.7%	343.0	23.1%	232.0	21.1%	256.0	22.5%	1,834.0	22.2%
Total Males	1,164.0	49.6%	1,093.0	49.4%	734.0	49.5%	543.0	49.4%	568.0	50.0%	4,102.0	49.6%
Male 0-4	80.0	3.4%	74.0	3.3%	50.0	3.4%	34.0	3.1%	38.0	3.3%	276.0	3.3%
Male 5-9	76.0	3.2%	69.0	3.1%	51.0	3.4%	33.0	3.0%	37.0	3.3%	266.0	3.2%
Male 10-12	42.0	1.8%	38.0	1.7%	28.0	1.9%	19.0	1.7%	20.0	1.8%	147.0	1.8%
Male 13-15	42.0	1.8%	39.0	1.8%	28.0	1.9%	20.0	1.8%	21.0	1.8%	150.0	1.8%
Male 16-17	29.0	1.2%	27.0	1.2%	20.0	1.3%	14.0	1.3%	15.0	1.3%	105.0	1.3%
Male 18-24	116.0	4.9%	112.0	5.1%	76.0	5.1%	52.0	4.7%	58.0	5.1%	414.0	5.0%
Male 25-29	94.0	4.0%	91.0	4.1%	56.0	3.8%	39.0	3.5%	50.0	4.4%	330.0	4.0%
Male 30-34	96.0	4.1%	90.0	4.1%	55.0	3.7%	38.0	3.5%	48.0	4.2%	327.0	4.0%
Male 35-39	84.0	3.6%	77.0	3.5%	49.0	3.3%	34.0	3.1%	40.0	3.5%	284.0	3.4%
Male 40-44	84.0	3.6%	79.0	3.6%	53.0	3.6%	37.0	3.4%	40.0	3.5%	293.0	3.5%
Male 45-49	74.0	3.2%	72.0	3.3%	48.0	3.2%	36.0	3.3%	37.0	3.3%	267.0	3.2%
Male 50-54	75.0	3.2%	69.0	3.1%	47.0	3.2%	36.0	3.3%	36.0	3.2%	263.0	3.2%
Male 55-59	67.0	2.9%	62.0	2.8%	42.0	2.8%	34.0	3.1%	32.0	2.8%	237.0	2.9%
Male 60-64	57.0	2.4%	53.0	2.4%	37.0	2.5%	31.0	2.8%	28.0	2.5%	206.0	2.5%
Male 65+	149.0	6.3%	142.0	6.4%	96.0	6.5%	86.0	7.8%	69.0	6.1%	542.0	6.5%

Approximate Sample Size 2016 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Females	1,184.0	50.4%	1,119.0	50.6%	749.0	50.5%	556.0	50.6%	568.0	50.0%	4,176.0	50.4%
Female 0-4	75.0	3.2%	70.0	3.2%	47.0	3.2%	32.0	2.9%	37.0	3.3%	261.0	3.2%
Female 5-9	72.0	3.1%	66.0	3.0%	47.0	3.2%	32.0	2.9%	35.0	3.1%	252.0	3.0%
Female 10-12	39.0	1.7%	36.0	1.6%	27.0	1.8%	18.0	1.6%	20.0	1.8%	140.0	1.7%
Female 13-15	40.0	1.7%	37.0	1.7%	27.0	1.8%	18.0	1.6%	20.0	1.8%	142.0	1.7%
Female 16-17	27.0	1.1%	26.0	1.2%	19.0	1.3%	13.0	1.2%	14.0	1.2%	99.0	1.2%
Female 18-24	111.0	4.7%	107.0	4.8%	74.0	5.0%	51.0	4.6%	55.0	4.8%	398.0	4.8%
Female 25-29	95.0	4.0%	92.0	4.2%	56.0	3.8%	38.0	3.5%	47.0	4.1%	328.0	4.0%
Female 30-34	97.0	4.1%	90.0	4.1%	55.0	3.7%	37.0	3.4%	45.0	4.0%	324.0	3.9%
Female 35-39	84.0	3.6%	77.0	3.5%	50.0	3.4%	34.0	3.1%	39.0	3.4%	284.0	3.4%
Female 40-44	86.0	3.7%	81.0	3.7%	55.0	3.7%	37.0	3.4%	40.0	3.5%	299.0	3.6%
Female 45-49	76.0	3.2%	74.0	3.3%	49.0	3.3%	37.0	3.4%	38.0	3.3%	274.0	3.3%
Female 50-54	77.0	3.3%	72.0	3.3%	49.0	3.3%	38.0	3.5%	37.0	3.3%	273.0	3.3%
Female 55-59	70.0	3.0%	65.0	2.9%	44.0	3.0%	36.0	3.3%	33.0	2.9%	248.0	3.0%
Female 60-64	60.0	2.6%	57.0	2.6%	39.0	2.6%	33.0	3.0%	29.0	2.6%	218.0	2.6%
Female 65+	174.0	7.4%	169.0	7.6%	110.0	7.4%	103.0	9.4%	80.0	7.0%	636.0	7.7%
Working 16+	1,062.0	45.2%	992.0	44.8%	672.0	45.3%	475.0	43.2%	533.0	46.9%	3,734.0	45.1%
Not Working 16+	820.0	34.9%	791.0	35.8%	506.0	34.1%	419.0	38.1%	375.0	33.0%	2,911.0	35.2%

Approximate Sample Size 2016 - Individuals

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Occupation Group 1	483.0	20.6%	440.0	19.9%	255.0	17.2%	177.0	16.1%	205.0	18.0%	1,560.0	18.8%
Occupation Group 1 16-39	195.0	8.3%	180.0	8.1%	99.0	6.7%	63.0	5.7%	87.0	7.7%	624.0	7.5%
Occupation Group 1 40-54	176.0	7.5%	156.0	7.1%	94.0	6.3%	67.0	6.1%	72.0	6.3%	565.0	6.8%
Occupation Group 1 55+	112.0	4.8%	105.0	4.7%	62.0	4.2%	47.0	4.3%	46.0	4.0%	372.0	4.5%
Occupation Group 2	322.0	13.7%	297.0	13.4%	227.0	15.3%	170.0	15.5%	170.0	15.0%	1,186.0	14.3%
Occupation Group 2 16-39	153.0	6.5%	143.0	6.5%	112.0	7.6%	72.0	6.6%	83.0	7.3%	563.0	6.8%
Occupation Group 2 40-54	109.0	4.6%	102.0	4.6%	76.0	5.1%	59.0	5.4%	59.0	5.2%	405.0	4.9%
Occupation Group 2 55+	60.0	2.6%	52.0	2.4%	40.0	2.7%	40.0	3.6%	28.0	2.5%	220.0	2.7%
Occupation Group 3	132.0	5.6%	132.0	6.0%	94.0	6.3%	62.0	5.6%	80.0	7.0%	500.0	6.0%
Occupation Group 3 16-39	68.0	2.9%	66.0	3.0%	48.0	3.2%	28.0	2.5%	39.0	3.4%	249.0	3.0%
Occupation Group 3 40-54	39.0	1.7%	46.0	2.1%	27.0	1.8%	21.0	1.9%	26.0	2.3%	159.0	1.9%
Occupation Group 3 55+	25.0	1.1%	20.0	0.9%	19.0	1.3%	13.0	1.2%	15.0	1.3%	92.0	1.1%
Occupation Group 4	61.0	2.6%	56.0	2.5%	44.0	3.0%	25.0	2.3%	48.0	4.2%	234.0	2.8%
Occupation Group 4 16-39	28.0	1.2%	20.0	0.9%	20.0	1.3%	7.0	0.6%	21.0	1.8%	96.0	1.2%
Occupation Group 4 40-54	22.0	0.9%	25.0	1.1%	17.0	1.1%	11.0	1.0%	17.0	1.5%	92.0	1.1%
Occupation Group 4 55+	11.0	0.5%	11.0	0.5%	7.0	0.5%	6.0	0.5%	9.0	0.8%	44.0	0.5%
Occupation Group 5	65.0	2.8%	66.0	3.0%	52.0	3.5%	41.0	3.7%	31.0	2.7%	255.0	3.1%
Occupation Group 5 16-39	32.0	1.4%	31.0	1.4%	25.0	1.7%	20.0	1.8%	15.0	1.3%	123.0	1.5%
Occupation Group 5 40-54	21.0	0.9%	23.0	1.0%	16.0	1.1%	14.0	1.3%	11.0	1.0%	85.0	1.0%
Occupation Group 5 55+	12.0	0.5%	13.0	0.6%	10.0	0.7%	8.0	0.7%	5.0	0.4%	48.0	0.6%

Persons in 1 Person Household	189.0	8.0%	184.0	8.3%	143.0	9.6%	123.0	11.2%	115.0	10.1%	754.0	9.1%
Persons in 2 Person Households	582.0	24.8%	557.0	25.2%	437.0	29.5%	343.0	31.2%	325.0	28.6%	2,244.0	27.1%
Persons in 3 Person Households	395.0	16.8%	425.0	19.2%	253.0	17.1%	187.0	17.0%	193.0	17.0%	1,453.0	17.6%
Persons in 4 Person Households	589.0	25.1%	530.0	24.0%	341.0	23.0%	247.0	22.5%	295.0	26.0%	2,002.0	24.2%
Persons in 5+ Person Households	594.0	25.3%	516.0	23.3%	309.0	20.8%	198.0	18.0%	208.0	18.3%	1,825.0	22.0%

Approximate Sample Size 2016 - 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	926.0	39.4%	787.0	35.6%	524.0	35.3%	360.0	32.8%	376.0	33.1%	2,973.0	35.9%
Persons in 2 TV Households	750.0	31.9%	738.0	33.4%	498.0	33.6%	368.0	33.5%	401.0	35.3%	2,755.0	33.3%
Persons in 3+ TV Households	672.0	28.6%	687.0	31.1%	460.0	31.0%	371.0	33.8%	359.0	31.6%	2,549.0	30.8%

Region 1 Individuals	532.0	22.7%	605.0	27.4%	352.0	23.7%	319.0	29.0%	330.0	29.0%
Region 2 Individuals	638.0	27.2%	486.0	22.0%	247.0	16.7%	251.0	22.8%	182.0	16.0%
Region 3 Individuals	362.0	15.4%	349.0	15.8%	295.0	19.9%	247.0	22.5%	237.0	20.9%
Region 4 Individuals	351.0	14.9%	291.0	13.2%	234.0	15.8%	282.0	25.7%	278.0	24.5%
Region 5 Individuals	464.0	19.8%	481.0	21.7%	355.0	23.9%			109.0	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

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 2016 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Total Households	855.0	100.0%	810.0	100.0%	585.0	100.0%	450.0	100.0%	450.0	100.0%	3,150.0	100.0%
1 Person Households	189.0	22.1%	184.0	22.7%	143.0	24.4%	123.0	27.3%	115.0	25.6%	754.0	23.9%
2 Person Households	291.0	34.0%	279.0	34.4%	219.0	37.4%	171.0	38.0%	162.0	36.0%	1,122.0	35.6%
3 Person Households	132.0	15.4%	142.0	17.5%	84.0	14.4%	62.0	13.8%	64.0	14.2%	484.0	15.4%
4 Person Households	147.0	17.2%	132.0	16.3%	85.0	14.5%	62.0	13.8%	74.0	16.4%	500.0	15.9%
5+ Person Households	96.0	11.2%	74.0	9.1%	54.0	9.2%	31.0	6.9%	35.0	7.8%	290.0	9.2%
1 TV Households	395.0	46.2%	344.0	42.5%	248.0	42.4%	177.0	39.3%	182.0	40.4%	1,346.0	42.7%
2 TVs Households	268.0	31.3%	269.0	33.2%	192.0	32.8%	159.0	35.3%	157.0	34.9%	1,045.0	33.2%
3+ TVs Households	192.0	22.5%	197.0	24.3%	145.0	24.8%	113.0	25.1%	111.0	24.7%	758.0	24.1%
Grocery Buyers	855.0	100.0%	810.0	100.0%	585.0	100.0%	450.0	100.0%	450.0	100.0%	3,150.0	100.0%
Grocery Buyers Working	477.0	55.8%	443.0	54.7%	325.0	55.6%	230.0	51.1%	256.0	56.9%	1,731.0	55.0%
Grocery Buyers Not Working	378.0	44.2%	367.0	45.3%	260.0	44.4%	220.0	48.9%	194.0	43.1%	1,419.0	45.0%
Grocery Buyers Age 18-39	275.0	32.2%	257.0	31.7%	182.0	31.1%	123.0	27.3%	153.0	34.0%	990.0	31.4%
Grocery Buyers Age 25-54	488.0	57.1%	456.0	56.3%	321.0	54.9%	232.0	51.6%	255.0	56.7%	1,752.0	55.6%
Grocery Buyers Age 40-54	255.0	29.8%	238.0	29.4%	173.0	29.6%	131.0	29.1%	129.0	28.7%	926.0	29.4%
Grocery Buyers Age 55-64	138.0	16.1%	128.0	15.8%	97.0	16.6%	78.0	17.3%	70.0	15.6%	511.0	16.2%
Grocery Buyers Age 65+	188.0	22.0%	187.0	23.1%	132.0	22.6%	118.0	26.2%	98.0	21.8%	723.0	23.0%

Approximate Sample Size 2016 - Households

DEMOGRAPHICS	SYDNEY		MELBOURNE		BRISBANE		ADELAIDE		PERTH		5 CITY	
	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %	ASS	ASS %
Grocery Buyers Male	321.0	37.5%	288.0	35.6%	214.0	36.6%	166.0	36.9%	168.0	37.3%	1,157.0	36.7%
Grocery Buyers Female	534.0	62.5%	522.0	64.4%	371.0	63.4%	284.0	63.1%	282.0	62.7%	1,993.0	63.3%

Grocery Buyers 0 Children	600.0	70.2%	583.0	72.0%	419.0	71.6%	338.0	75.1%	324.0	72.0%	2,264.0	71.9%
Grocery Buyers 1-2 Children	208.0	24.3%	190.0	23.5%	135.0	23.1%	94.0	20.9%	105.0	23.3%	732.0	23.2%
Grocery Buyers 3+ Children	47.0	5.5%	36.0	4.4%	31.0	5.3%	18.0	4.0%	21.0	4.7%	153.0	4.9%

Grocery Buyers Children 0-2	63.0	7.4%	55.0	6.8%	41.0	7.0%	29.0	6.4%	33.0	7.3%	221.0	7.0%
Grocery Buyers Children 0-4	96.0	11.2%	87.0	10.7%	61.0	10.4%	45.0	10.0%	49.0	10.9%	338.0	10.7%
Grocery Buyers Children 0-12	198.0	23.2%	180.0	22.2%	127.0	21.7%	88.0	19.6%	99.0	22.0%	692.0	22.0%
Grocery Buyers Children 0-15	231.0	27.0%	207.0	25.6%	151.0	25.8%	104.0	23.1%	113.0	25.1%	806.0	25.6%
Grocery Buyers Children 0-17	255.0	29.8%	227.0	28.0%	166.0	28.4%	112.0	24.9%	126.0	28.0%	886.0	28.1%
Grocery Buyers Children 5-12	144.0	16.8%	128.0	15.8%	93.0	15.9%	60.0	13.3%	69.0	15.3%	494.0	15.7%
Grocery Buyers Children 5-17	204.0	23.9%	177.0	21.9%	134.0	22.9%	86.0	19.1%	98.0	21.8%	699.0	22.2%
Grocery Buyers Children 13-17	99.0	11.6%	83.0	10.2%	71.0	12.1%	42.0	9.3%	47.0	10.4%	342.0	10.9%

Region 1 Households	188.0	22.0%	232.0	28.6%	137.0	23.4%	123.0	27.3%	128.0	28.4%
Region 2 Households	207.0	24.2%	165.0	20.4%	101.0	17.3%	111.0	24.7%	68.0	15.1%
Region 3 Households	133.0	15.6%	125.0	15.4%	118.0	20.2%	101.0	22.4%	96.0	21.3%
Region 4 Households	137.0	16.0%	114.0	14.1%	84.0	14.4%	116.0	25.8%	110.0	24.4%
Region 5 Households	190.0	22.2%	174.0	21.5%	144.0	24.6%			48.0	10.7%

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

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).