

2012 TELEVISION POPULATION POTENTIALS SUMMARY (000's)

Demographic	SYD	MEL	BRI	ADE	PER	Metro Total	QLD	NNSW	SNSW	VIC	TAS	Agg Reg. Total	Regional WA	Darwin	Port Pirie/ Broken Hill	Loxton/ Mt Gambier	Satellite	Mildura	Griffith	Regional Total	
Households	1,706	1,689	1,160	572	737	5,864	732	858	570	483	210	2,853	228	48	60	53	156	26	27	3,450	
Total People	4,715	4,626	3,033	1,430	1,890	15,694	1,792	2,109	1,429	1,183	515	7,028	585	130	139	127	439	66	69	8,581	
																					0
Children 0-4	319	300	214	86	126	1,045	126	128	90	71	35	450	43	10	9	8	35	5	5	564	
Children 5-12	445	425	297	128	181	1,476	189	203	141	116	50	700	66	14	15	13	54	7	8	877	
Teens 13-17	289	282	201	89	125	985	122	137	95	81	35	470	40	9	10	9	30	5	5	577	
																					0
Men 16-24	313	318	205	92	132	1,060	110	129	94	72	31	436	34	10	8	7	27	4	4	529	
Men 18+	1,793	1,779	1,140	549	731	5,992	679	804	547	452	193	2,675	228	52	53	49	166	24	25	3,271	
Men 18-24	252	258	163	73	106	851	84	101	73	55	24	337	25	8	6	5	21	3	3	408	
Men 25-39	563	539	335	144	215	1,796	178	198	141	102	44	662	65	17	12	12	47	6	6	827	
Men 40-54	468	466	301	146	196	1,577	185	208	142	120	53	708	66	15	15	14	48	7	7	880	
Men 55+	510	516	341	186	214	1,767	232	298	191	175	72	967	72	12	21	18	50	8	9	1,156	
																					0
Women 16-24	302	298	200	88	122	1,010	103	123	86	68	29	409	30	8	7	6	25	4	4	492	
Women 18+	1,869	1,839	1,181	579	728	6,196	675	837	557	464	202	2,735	208	45	53	48	154	25	25	3,292	
Women 18-24	243	241	159	70	97	809	79	95	67	51	22	315	23	6	5	5	19	3	3	378	
Women 25-39	568	535	336	142	203	1,784	174	197	138	103	46	658	58	16	12	11	46	6	6	813	
Women 40-54	480	478	311	150	195	1,613	186	217	146	123	55	726	60	14	14	13	44	7	7	884	
Women 55+	578	586	376	217	234	1,990	236	328	206	187	79	1,036	68	10	22	19	46	9	10	1,219	
																					0
Grocery Buyers	1,706	1,689	1,160	572	737	5,864	732	858	570	483	210	2,853	228	48	60	53	156	26	27	3,450	
GB + Children	577	546	371	159	224	1,877	239	262	187	158	64	910	75	19	15	17	49	8	10	1,102	
GB + Ch (5-12)	324	296	197	84	123	1,024	130	149	106	79	37	501									501
GB + Ch (5-17)	458	424	288	125	179	1,473	191	215	148	125	53	732									732
People 16-39	1,746	1,690	1,076	466	672	5,651	565	647	458	344	151	2,165	186	50	38	36	145	20	20	2,660	
People 25-54	2,079	2,018	1,282	582	809	6,771	723	819	567	447	199	2,754	248	61	53	50	184	26	26	3,403	
People 40+	2,036	2,046	1,328	698	838	6,946	838	1,050	685	605	259	3,437	265	50	72	64	187	30	33	4,138	
2 TV H/Holds	582	602	408	214	260	2,065	263	307	206	182	71	1,028									1,028
3+ TV H/Holds	463	504	336	173	206	1,682	159	236	146	111	62	713									713

Source: Oztam & AGB Nielsen Media Research 2012, Nielsen Media Research 2010
Note: Numbers are subject to rounding.