



VOZ TOTAL TV UNIVERSE ESTIMATES 2022

	NATIONAL	5 CITY METRO	SYD	MEL	BRIS	ADE	PER	TOTAL REGIONAL	QLD	NNSW	SNSW	VIC	TAS	RWA	ROA
Total People	25,991.0	18,251.0	5,412.0	5,537.0	3,572.0	1,536.0	2,193.0	8,908.0	1,922.0	2,276.0	1,569.0	1,236.0	549.0	562.0	793.0
Children 0-17	5,782.0	4,027.0	1,189.0	1,200.0	818.0	322.0	499.0	2,011.0	447.0	498.0	352.0	271.0	116.0	136.0	191.0
Children 0-4	1,607.0	1,137.0	342.0	345.0	220.0	87.0	143.0	536.0	115.0	131.0	96.0	71.0	30.0	38.0	54.0
Children 5-12	2,617.0	1,813.0	533.0	538.0	373.0	146.0	224.0	922.0	206.0	229.0	160.0	124.0	53.0	63.0	87.0
Children 13-17	1,558.0	1,077.0	314.0	317.0	224.0	89.0	132.0	554.0	126.0	138.0	96.0	75.0	33.0	35.0	50.0
People 0-39	13,878.0	10,058.0	3,037.0	3,101.0	1,947.0	774.0	1,199.0	4,402.0	954.0	1,100.0	798.0	575.0	261.0	288.0	427.0
People 13-24	3,947.0	2,830.0	836.0	865.0	568.0	230.0	332.0	1,291.0	283.0	328.0	236.0	174.0	78.0	75.0	116.0
People 16-39	8,709.0	6,457.0	1,972.0	2,029.0	1,217.0	488.0	751.0	2,607.0	556.0	655.0	484.0	334.0	158.0	165.0	255.0
People 18+	20,208.0	14,224.0	4,223.0	4,338.0	2,755.0	1,214.0	1,694.0	6,897.0	1,475.0	1,778.0	1,217.0	965.0	433.0	426.0	602.0
People 18-24	2,389.0	1,753.0	521.0	547.0	344.0	141.0	200.0	737.0	157.0	190.0	140.0	99.0	46.0	40.0	66.0
People 18-39	8,096.0	6,031.0	1,848.0	1,902.0	1,129.0	452.0	700.0	2,391.0	507.0	601.0	446.0	305.0	145.0	152.0	236.0
People 18-49	11,464.0	8,441.0	2,565.0	2,630.0	1,610.0	644.0	991.0	3,503.0	751.0	884.0	642.0	451.0	212.0	228.0	334.0
People 18-54	13,041.0	9,532.0	2,881.0	2,955.0	1,827.0	741.0	1,127.0	4,063.0	874.0	1,025.0	738.0	530.0	247.0	265.0	385.0
People 25+	17,819.0	12,471.0	3,702.0	3,790.0	2,411.0	1,073.0	1,495.0	6,159.0	1,319.0	1,588.0	1,076.0	866.0	388.0	387.0	536.0
People 25-39	5,707.0	4,277.0	1,327.0	1,354.0	785.0	311.0	500.0	1,654.0	350.0	412.0	305.0	206.0	99.0	112.0	170.0
People 25-54	10,652.0	7,778.0	2,359.0	2,408.0	1,483.0	601.0	928.0	3,326.0	718.0	835.0	597.0	431.0	201.0	226.0	319.0
People 40+	12,112.0	8,193.0	2,375.0	2,436.0	1,625.0	762.0	995.0	4,505.0	969.0	1,176.0	771.0	661.0	288.0	275.0	366.0
People 40-54	4,945.0	3,501.0	1,033.0	1,053.0	698.0	290.0	428.0	1,672.0	367.0	423.0	292.0	225.0	102.0	114.0	149.0
People 55+	7,167.0	4,692.0	1,343.0	1,383.0	928.0	472.0	567.0	2,833.0	601.0	753.0	479.0	436.0	187.0	161.0	217.0
People 55-64	3,016.0	1,995.0	580.0	586.0	395.0	190.0	245.0	1,163.0	250.0	296.0	195.0	173.0	76.0	74.0	99.0
People 65+	4,151.0	2,697.0	763.0	796.0	533.0	283.0	322.0	1,670.0	351.0	457.0	284.0	263.0	110.0	87.0	118.0
Total Women	13,103.0	9,221.0	2,722.0	2,799.0	1,816.0	780.0	1,104.0	4,483.0	966.0	1,161.0	790.0	622.0	278.0	276.0	389.0
Women 16-39	4,329.0	3,213.0	976.0	1,007.0	614.0	243.0	374.0	1,296.0	278.0	330.0	240.0	165.0	78.0	80.0	125.0
Women 18+	10,291.0	7,263.0	2,145.0	2,215.0	1,417.0	624.0	862.0	3,504.0	749.0	918.0	619.0	491.0	222.0	209.0	296.0
Women 18-24	1,163.0	856.0	253.0	266.0	172.0	69.0	98.0	357.0	76.0	94.0	68.0	47.0	22.0	19.0	31.0
Women 18-39	4,031.0	3,006.0	916.0	945.0	571.0	225.0	349.0	1,192.0	254.0	304.0	222.0	151.0	72.0	74.0	115.0
Women 18-49	5,734.0	4,224.0	1,276.0	1,314.0	816.0	322.0	495.0	1,756.0	379.0	449.0	321.0	226.0	106.0	111.0	164.0
Women 18-54	6,540.0	4,783.0	1,437.0	1,481.0	929.0	372.0	564.0	2,042.0	442.0	522.0	370.0	266.0	124.0	129.0	189.0
Women 25+	9,128.0	6,406.0	1,892.0	1,949.0	1,245.0	555.0	764.0	3,147.0	673.0	824.0	551.0	444.0	200.0	190.0	265.0
Women 25-39	2,868.0	2,149.0	663.0	679.0	399.0	157.0	251.0	834.0	178.0	210.0	153.0	104.0	50.0	55.0	84.0
Women 25-54	5,377.0	3,926.0	1,184.0	1,215.0	757.0	303.0	467.0	1,685.0	366.0	429.0	301.0	219.0	103.0	110.0	158.0
Women 40+	6,260.0	4,257.0	1,229.0	1,270.0	846.0	398.0	513.0	2,312.0	495.0	614.0	397.0	340.0	150.0	135.0	181.0
Women 40-54	2,509.0	1,777.0	521.0	536.0	358.0	147.0	216.0	851.0	188.0	218.0	148.0	115.0	52.0	55.0	74.0
Women 55+	3,751.0	2,480.0	708.0	734.0	489.0	252.0	298.0	1,462.0	307.0	396.0	250.0	225.0	97.0	80.0	107.0
Women 55-64	1,544.0	1,028.0	298.0	302.0	204.0	98.0	125.0	592.0	127.0	154.0	100.0	88.0	39.0	36.0	48.0
Women 65+	2,207.0	1,452.0	410.0	432.0	284.0	154.0	172.0	870.0	180.0	242.0	150.0	136.0	58.0	44.0	59.0

	NATIONAL	5 CITY METRO	SYD	MEL	BRIS	ADE	PER	TOTAL REGIONAL	QLD	NNSW	SNSW	VIC	TAS	RWA	ROA
Total Men	12,888.0	9,031.0	2,691.0	2,739.0	1,757.0	756.0	1,089.0	4,424.0	956.0	1,115.0	779.0	614.0	272.0	286.0	404.0
Men 16-39	4,381.0	3,244.0	996.0	1,022.0	604.0	245.0	377.0	1,311.0	278.0	325.0	244.0	169.0	80.0	85.0	130.0
Men 18+	9,917.0	6,961.0	2,078.0	2,123.0	1,338.0	590.0	833.0	3,392.0	726.0	860.0	597.0	474.0	212.0	217.0	305.0
Men 18-24	1,227.0	897.0	269.0	282.0	173.0	72.0	102.0	380.0	81.0	96.0	72.0	52.0	24.0	21.0	35.0
Men 18-39	4,065.0	3,025.0	932.0	957.0	559.0	227.0	351.0	1,200.0	253.0	298.0	224.0	153.0	73.0	78.0	120.0
Men 18-49	5,730.0	4,217.0	1,289.0	1,316.0	793.0	322.0	496.0	1,747.0	372.0	435.0	321.0	225.0	106.0	117.0	170.0
Men 18-54	6,501.0	4,749.0	1,444.0	1,474.0	899.0	369.0	563.0	2,021.0	432.0	502.0	368.0	263.0	122.0	136.0	196.0
Men 25+	8,691.0	6,064.0	1,810.0	1,841.0	1,165.0	518.0	730.0	3,012.0	646.0	763.0	525.0	423.0	188.0	196.0	271.0
Men 25-39	2,839.0	2,128.0	663.0	675.0	386.0	155.0	249.0	820.0	172.0	201.0	152.0	102.0	49.0	57.0	86.0
Men 25-54	5,275.0	3,852.0	1,175.0	1,192.0	726.0	297.0	461.0	1,641.0	352.0	406.0	296.0	212.0	99.0	116.0	161.0
Men 40+	5,852.0	3,936.0	1,146.0	1,166.0	779.0	364.0	482.0	2,193.0	473.0	562.0	373.0	321.0	139.0	139.0	185.0
Men 40-54	2,436.0	1,724.0	512.0	517.0	340.0	143.0	212.0	821.0	179.0	205.0	144.0	110.0	49.0	59.0	76.0
Men 55+	3,416.0	2,212.0	635.0	649.0	439.0	221.0	269.0	1,372.0	294.0	357.0	229.0	211.0	90.0	81.0	110.0
Men 55-64	1,472.0	968.0	282.0	284.0	190.0	92.0	119.0	571.0	123.0	143.0	95.0	85.0	37.0	38.0	51.0
Men 65+	1,944.0	1,245.0	352.0	365.0	248.0	129.0	150.0	800.0	171.0	215.0	134.0	127.0	52.0	43.0	59.0
Total Grocery Shoppers 13+	16,061.0	11,239.0	3,296.0	3,381.0	2,198.0	989.0	1,375.0	5,552.0	1,221.0	1,440.0	978.0	783.0	344.0	350.0	436.0
Grocery Shoppers 13-39	5,580.0	4,127.0	1,250.0	1,257.0	798.0	321.0	501.0	1,678.0	377.0	422.0	306.0	208.0	92.0	112.0	161.0
Grocery Shoppers 13-54	9,843.0	7,160.0	2,139.0	2,179.0	1,400.0	571.0	871.0	3,104.0	697.0	782.0	555.0	404.0	183.0	209.0	274.0
Grocery Shoppers 16-39	5,546.0	4,103.0	1,240.0	1,250.0	793.0	319.0	500.0	1,666.0	373.0	420.0	303.0	208.0	91.0	111.0	159.0
Grocery Shoppers 18+	15,987.0	11,188.0	3,276.0	3,368.0	2,186.0	986.0	1,372.0	5,526.0	1,212.0	1,435.0	972.0	783.0	343.0	349.0	432.0
Grocery Shoppers 25-54	8,961.0	6,551.0	1,967.0	2,005.0	1,259.0	516.0	804.0	2,791.0	622.0	704.0	505.0	364.0	171.0	189.0	235.0
Grocery Shoppers 40+	10,481.0	7,112.0	2,046.0	2,125.0	1,400.0	668.0	874.0	3,874.0	844.0	1,018.0	672.0	575.0	252.0	239.0	276.0
Grocery Shoppers 40+-54	4,262.0	3,033.0	889.0	922.0	602.0	250.0	370.0	1,426.0	319.0	359.0	250.0	196.0	91.0	97.0	113.0
Grocery Shoppers 55+	6,218.0	4,079.0	1,157.0	1,202.0	798.0	418.0	503.0	2,449.0	524.0	658.0	422.0	379.0	161.0	142.0	163.0
Grocery Shoppers 55-64	2,591.0	1,718.0	511.0	505.0	329.0	159.0	214.0	994.0	220.0	256.0	166.0	153.0	64.0	62.0	73.0

Notes

- The Virtual Australia (VOZ) service Total TV universe estimates (UEs) detail the estimated population by which VOZ Total TV audiences are calculated.
- VOZ Total TV UEs reflect the total Australian population including people in zero TV homes.
- Broadcast TV Quarter Hour Files from VOZ are based on 1+TV Households
- The addition of the VOZ Metro universe and the Regional universe will be greater than the National universe due to the overlapping market areas that contribute both to Metro and Regional.