

# VOZ NATIONAL TOTAL TV UNIVERSE ESTIMATES 2024

- including people in zero TV homes

	NATIONAL	5 CITY METRO	SYD	MEL	BRIS	ADE	PER	TOTAL REGIONAL	QLD	NNSW	SNSW	VIC	TAS	RWA	ROA
<b>Total People</b>	<b>26,974.0</b>	<b>18,916.0</b>	5,550.0	5,714.0	3,749.0	1,594.0	2,309.0	<b>9,294.0</b>	2,020.0	2,378.0	1,634.0	1,300.0	576.0	579.0	807.0
Children 0-17	5,916.0	4,145.0	1,214.0	1,233.0	847.0	328.0	522.0	2,035.0	452.0	507.0	359.0	276.0	116.0	135.0	189.0
Children 0-4	1,588.0	1,127.0	336.0	341.0	221.0	86.0	143.0	528.0	112.0	130.0	97.0	71.0	30.0	36.0	52.0
Children 5-12	2,708.0	1,890.0	552.0	561.0	389.0	150.0	238.0	939.0	211.0	233.0	164.0	127.0	53.0	63.0	87.0
Children 13-17	1,620.0	1,128.0	327.0	331.0	238.0	92.0	140.0	567.0	129.0	144.0	99.0	77.0	33.0	35.0	50.0
People 0-39	14,161.0	10,221.0	3,041.0	3,134.0	2,012.0	796.0	1,238.0	4,546.0	980.0	1,141.0	830.0	597.0	277.0	292.0	430.0
People 13-24	3,980.0	2,845.0	832.0	855.0	584.0	232.0	342.0	1,312.0	289.0	337.0	240.0	174.0	78.0	77.0	117.0
People 16-39	8,874.0	6,516.0	1,953.0	2,031.0	1,257.0	503.0	771.0	2,730.0	577.0	689.0	509.0	350.0	173.0	170.0	261.0
People 18+	21,058.0	14,772.0	4,335.0	4,481.0	2,902.0	1,266.0	1,788.0	7,259.0	1,568.0	1,871.0	1,274.0	1,024.0	459.0	444.0	618.0
People 18-24	2,360.0	1,718.0	506.0	524.0	347.0	140.0	201.0	745.0	160.0	193.0	141.0	97.0	45.0	42.0	67.0
People 18-39	8,245.0	6,076.0	1,826.0	1,901.0	1,165.0	468.0	717.0	2,512.0	528.0	634.0	470.0	321.0	160.0	157.0	241.0
People 18-49	11,719.0	8,585.0	2,574.0	2,659.0	1,666.0	664.0	1,024.0	3,635.0	777.0	921.0	669.0	469.0	227.0	233.0	339.0
People 18-54	13,397.0	9,753.0	2,909.0	3,007.0	1,902.0	764.0	1,170.0	4,226.0	910.0	1,069.0	768.0	552.0	264.0	272.0	391.0
People 25+	18,698.0	13,054.0	3,830.0	3,956.0	2,555.0	1,126.0	1,586.0	6,514.0	1,408.0	1,677.0	1,133.0	928.0	414.0	403.0	551.0
People 25-39	5,885.0	4,358.0	1,321.0	1,377.0	818.0	328.0	515.0	1,767.0	368.0	440.0	330.0	224.0	115.0	116.0	174.0
People 25-54	11,037.0	8,035.0	2,404.0	2,483.0	1,555.0	625.0	969.0	3,481.0	750.0	876.0	627.0	455.0	219.0	231.0	324.0
People 40+	12,813.0	8,696.0	2,509.0	2,580.0	1,737.0	799.0	1,071.0	4,747.0	1,040.0	1,237.0	804.0	704.0	299.0	287.0	377.0
People 40-54	5,152.0	3,677.0	1,083.0	1,106.0	737.0	297.0	453.0	1,714.0	381.0	435.0	298.0	231.0	104.0	115.0	150.0
People 55+	7,661.0	5,019.0	1,426.0	1,473.0	1,000.0	502.0	618.0	3,033.0	658.0	802.0	506.0	472.0	196.0	172.0	227.0
People 55-64	3,154.0	2,096.0	606.0	615.0	417.0	197.0	261.0	1,210.0	269.0	306.0	200.0	181.0	78.0	76.0	101.0
People 65+	4,507.0	2,923.0	820.0	858.0	583.0	305.0	357.0	1,823.0	389.0	496.0	306.0	292.0	118.0	96.0	126.0
<b>Total Women</b>	<b>13,586.0</b>	<b>9,553.0</b>	2,790.0	2,890.0	1,902.0	811.0	1,160.0	<b>4,668.0</b>	1,015.0	1,208.0	820.0	656.0	290.0	282.0	396.0
Women 16-39	4,398.0	3,234.0	965.0	1,006.0	631.0	250.0	382.0	1,354.0	288.0	345.0	251.0	174.0	85.0	82.0	128.0
Women 18+	10,713.0	7,538.0	2,201.0	2,289.0	1,490.0	651.0	907.0	3,682.0	795.0	962.0	646.0	523.0	234.0	217.0	305.0
Women 18-24	1,144.0	834.0	243.0	254.0	171.0	68.0	98.0	360.0	78.0	94.0	68.0	46.0	22.0	20.0	32.0
Women 18-39	4,093.0	3,020.0	903.0	943.0	585.0	232.0	356.0	1,248.0	264.0	318.0	233.0	160.0	79.0	76.0	118.0
Women 18-49	5,849.0	4,288.0	1,279.0	1,326.0	841.0	331.0	510.0	1,819.0	392.0	466.0	333.0	236.0	113.0	113.0	167.0
Women 18-54	6,702.0	4,882.0	1,450.0	1,505.0	962.0	383.0	583.0	2,118.0	459.0	541.0	383.0	278.0	132.0	132.0	193.0
Women 25+	9,570.0	6,704.0	1,958.0	2,035.0	1,319.0	583.0	809.0	3,322.0	717.0	868.0	578.0	476.0	212.0	197.0	273.0
Women 25-39	2,950.0	2,185.0	660.0	689.0	414.0	164.0	258.0	888.0	186.0	223.0	164.0	113.0	57.0	56.0	87.0
Women 25-54	5,558.0	4,048.0	1,206.0	1,251.0	791.0	315.0	485.0	1,758.0	381.0	447.0	315.0	232.0	110.0	112.0	161.0
Women 40+	6,620.0	4,518.0	1,298.0	1,346.0	904.0	419.0	551.0	2,434.0	531.0	644.0	414.0	363.0	155.0	141.0	186.0
Women 40-54	2,608.0	1,863.0	547.0	562.0	376.0	151.0	227.0	870.0	195.0	224.0	150.0	119.0	53.0	56.0	74.0
Women 55+	4,011.0	2,656.0	752.0	784.0	528.0	268.0	323.0	1,564.0	336.0	421.0	263.0	244.0	102.0	85.0	112.0
Women 55-64	1,614.0	1,078.0	310.0	318.0	216.0	102.0	133.0	615.0	137.0	158.0	102.0	93.0	40.0	37.0	49.0
Women 65+	2,398.0	1,578.0	442.0	467.0	312.0	166.0	190.0	949.0	200.0	263.0	161.0	152.0	62.0	48.0	63.0

	NATIONAL	5 CITY METRO	SYD	MEL	BRIS	ADE	PER	TOTAL REGIONAL	QLD	NNSW	SNSW	VIC	TAS	RWA	ROA
<b>Total Men</b>	<b>13,389.0</b>	<b>9363.0</b>	2759.0	2824.0	1847.0	783.0	1149.0	<b>4626.0</b>	1005.0	1171.0	813.0	644.0	285.0	297.0	411.0
<b>Men 16-39</b>	<b>4,476.0</b>	<b>3,282.0</b>	988.0	1,025.0	626.0	254.0	389.0	<b>1,376.0</b>	289.0	345.0	258.0	176.0	88.0	88.0	133.0
<b>Men 18+</b>	<b>10,345.0</b>	<b>7,234.0</b>	2,134.0	2,192.0	1,412.0	615.0	881.0	<b>3,577.0</b>	773.0	908.0	628.0	502.0	225.0	227.0	313.0
<b>Men 18-24</b>	<b>1,217.0</b>	<b>883.0</b>	262.0	270.0	175.0	72.0	103.0	<b>385.0</b>	82.0	99.0	73.0	50.0	23.0	22.0	36.0
<b>Men 18-39</b>	<b>4,152.0</b>	<b>3,056.0</b>	923.0	958.0	579.0	235.0	361.0	<b>1,263.0</b>	264.0	316.0	238.0	161.0	81.0	81.0	123.0
<b>Men 18-49</b>	<b>5,870.0</b>	<b>4,298.0</b>	1,295.0	1,333.0	824.0	332.0	514.0	<b>1,817.0</b>	386.0	456.0	336.0	233.0	114.0	120.0	172.0
<b>Men 18-54</b>	<b>6,695.0</b>	<b>4,871.0</b>	1,460.0	1,503.0	940.0	382.0	587.0	<b>2,107.0</b>	451.0	528.0	385.0	274.0	132.0	140.0	199.0
<b>Men 25+</b>	<b>9,129.0</b>	<b>6,350.0</b>	1,872.0	1,921.0	1,237.0	543.0	778.0	<b>3,192.0</b>	690.0	810.0	555.0	452.0	202.0	205.0	278.0
<b>Men 25-39</b>	<b>2,935.0</b>	<b>2,173.0</b>	661.0	688.0	404.0	163.0	257.0	<b>879.0</b>	182.0	217.0	165.0	111.0	58.0	59.0	87.0
<b>Men 25-54</b>	<b>5,479.0</b>	<b>3,987.0</b>	1,197.0	1,232.0	764.0	310.0	483.0	<b>1,723.0</b>	368.0	429.0	312.0	224.0	108.0	118.0	163.0
<b>Men 40+</b>	<b>6,193.0</b>	<b>4,177.0</b>	1,211.0	1,233.0	833.0	380.0	520.0	<b>2,313.0</b>	509.0	593.0	390.0	341.0	144.0	146.0	191.0
<b>Men 40-54</b>	<b>2,543.0</b>	<b>1,814.0</b>	536.0	544.0	361.0	146.0	226.0	<b>844.0</b>	187.0	212.0	147.0	113.0	50.0	59.0	76.0
<b>Men 55+</b>	<b>3,650.0</b>	<b>2,363.0</b>	675.0	689.0	472.0	233.0	294.0	<b>1,469.0</b>	322.0	381.0	243.0	228.0	94.0	87.0	115.0
<b>Men 55-64</b>	<b>1,541.0</b>	<b>1,019.0</b>	297.0	298.0	201.0	95.0	128.0	<b>595.0</b>	132.0	148.0	98.0	88.0	38.0	39.0	52.0
<b>Men 65+</b>	<b>2,109.0</b>	<b>1,345.0</b>	378.0	391.0	271.0	139.0	166.0	<b>875.0</b>	190.0	233.0	145.0	140.0	56.0	48.0	63.0
<b>Total Grocery Shoppers 13+</b>	<b>16,207.0</b>	<b>11,298.0</b>	3,300.0	3,404.0	2,235.0	982.0	1,375.0	<b>5,662.0</b>	1,243.0	1,455.0	1,007.0	790.0	358.0	362.0	448.0
<b>Grocery Shoppers 13-39</b>	<b>5,629.0</b>	<b>4,110.0</b>	1,240.0	1,268.0	800.0	302.0	500.0	<b>1,749.0</b>	377.0	439.0	332.0	216.0	101.0	119.0	165.0
<b>Grocery Shoppers 13-54</b>	<b>9,916.0</b>	<b>7,161.0</b>	2,145.0	2,194.0	1,401.0	555.0	865.0	<b>3,180.0</b>	704.0	802.0	585.0	408.0	192.0	214.0	276.0
<b>Grocery Shoppers 16-39</b>	<b>5,608.0</b>	<b>4,097.0</b>	1,236.0	1,264.0	798.0	301.0	498.0	<b>1,741.0</b>	375.0	437.0	332.0	215.0	101.0	118.0	163.0
<b>Grocery Shoppers 18+</b>	<b>16,165.0</b>	<b>11,271.0</b>	3,291.0	3,398.0	2,231.0	980.0	1,371.0	<b>5,645.0</b>	1,239.0	1,452.0	1,005.0	788.0	358.0	360.0	444.0
<b>Grocery Shoppers 25-54</b>	<b>9,094.0</b>	<b>6,591.0</b>	1,988.0	2,024.0	1,272.0	512.0	795.0	<b>2,891.0</b>	644.0	728.0	534.0	373.0	179.0	198.0	235.0
<b>Grocery Shoppers 40+</b>	<b>10,578.0</b>	<b>7,187.0</b>	2,060.0	2,137.0	1,436.0	680.0	875.0	<b>3,913.0</b>	866.0	1,016.0	674.0	574.0	257.0	243.0	283.0
<b>Grocery Shoppers 40+-54</b>	<b>4,287.0</b>	<b>3,050.0</b>	905.0	926.0	601.0	253.0	365.0	<b>1,431.0</b>	328.0	363.0	253.0	191.0	91.0	95.0	110.0
<b>Grocery Shoppers 55+</b>	<b>6,291.0</b>	<b>4,137.0</b>	1,155.0	1,210.0	834.0	427.0	510.0	<b>2,482.0</b>	538.0	653.0	422.0	382.0	166.0	147.0	173.0
<b>Grocery Shoppers 55-64</b>	<b>2,629.0</b>	<b>1,748.0</b>	505.0	511.0	352.0	163.0	218.0	<b>1,010.0</b>	224.0	257.0	171.0	150.0	66.0	65.0	77.0
<b>Grocery Shoppers 18+ w CH*</b>	<b>4,695.0</b>	<b>3,374.0</b>	1,020.0	1,053.0	647.0	264.0	390.0	<b>1,533.0</b>	327.0	414.0	295.0	181.0	92.0	98.0	125.0
<b>Grocery Shoppers 18+ Female</b>	<b>8,917.0</b>	<b>6,196.0</b>	1,811.0	1,867.0	1,228.0	543.0	747.0	<b>3,144.0</b>	683.0	824.0	551.0	449.0	194.0	192.0	250.0

\*Grocery Shoppers 18+ w CH is only available for analysis of broadcast TV.

## Notes

- The VOZ service Total TV All People universe estimates (UEs) detail the estimated population by which VOZ Total TV audiences are calculated.
- 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.
- VOZ Total TV UEs reflect the total Australian population including people in zero TV homes which differs from the OzTAM and Regional TAM TV ratings service UEs which were based on 1+ TV households.
  - Broadcast TV Quarter Hour Files from VOZ continue to be based on 1+TV Households.