

# Trading Demographics vs. Analysis Demographics

When working with Submarket or Regional WA data, it is important to note the difference between trading demographics and analysis demographics.

**Trading demographics – for external purposes** are defined by Regional TAM and are the only demographics which should be used when creating proposals or releasing data to clients or to market. The reason for these restricted demographics for trading relates to sample size.

**Analysis demographics – for internal analysis and reporting purposes** are unrestricted; i.e. you are able to produce reports on any demographic available to you in your relevant software product.

**Sample size note:** We do encourage you to be aware of sample size when dissecting any audience figures. This becomes particularly important when analysing a submarket or Regional WA.

## SUB MARKET/REGIONAL WESTERN AUSTRALIA TRADING DEMOGRAPHICS

1	Total Individuals	14	Women 16-39
2	Total Households	15	People 16-39
3	Grocery Buyers	16	Men 25-54
4	Men 16+	17	Women 25-54
5	Women 16+	18	People 25-54
6	People 16+	19	Men 16-54
7	Men 25+	20	Women 16-54
8	Women 25+	21	People 16-54
9	People 25+	22	Total Grocery Shopper
10	Men 40+	23*	Men 55+
11	Women 40+	24*	Women 55+
12	People 40+	25*	People 55+
13	Men 16-39		

*\*Denotes 55+ demographics only available in Regional WA*

### Please remember:

- Regional TAM data supply guidelines advise against releasing daily Submarket or Regional WA data to clients or to market.
- Instead, Regional TAM advises analysing on longer time periods or more episodes (e.g. using a 4-weekly average) in order to minimise the standard error and bounce often experienced when analysing on a small sample size.
- All Regional ratings data to be sourced Regional TAM

# Aggregate Market Trading Demographics

1	Households	<b>41*</b>	<b>Children 2-9</b>	81	Women 18-49
2	Total Individuals	42	Children 5-12	82	Women 18-54
3	People 5+	<b>43*</b>	<b>Teens 10-17</b>	83	Women 25-39
4	People 13+	44	Teens 13-17	<b>84*</b>	<b>Women 25-44</b>
5	People 5-17	<b>45*</b>	<b>Men 0-15</b>	85	Women 25-54
6	People 0-17	46	Men 18+	<b>86*</b>	<b>Women 30-49</b>
7	People 0-24	47	Men 25+	<b>87*</b>	<b>Women 25-54 + Child 0-17</b>
8	People 0-39	48	Men 40+	<b>88*</b>	<b>Women 35-54</b>
9	People 0-54	<b>49*</b>	<b>Men 13-24</b>	89	Women 40-54
<b>10*</b>	<b>People 10-15</b>	50	Men 16-24	<b>90*</b>	<b>Women 40-64</b>
11	People 16+	51	Men 16-39	91	Women 50-64
12	People 18+	52	Men 16-54	92	Women 55+
13	People 18-39	53	Men 16+	93	Grocery Buyer
14	People 25+	<b>54*</b>	<b>Men 18-29</b>	94	GB 18+
15	People 13-24	<b>55*</b>	<b>Men 18-34</b>	95	GB 40+
16	People 16-24	56	Men 18-39	96	GB 18-54
17	People 16-39	57	Men 18-49	97	GB 25-54
18	People 16-54	58	Men 18-54	<b>98*</b>	<b>GB 40-54</b>
19	People 18-24	59	Men 25-39	<b>99</b>	<b>GB 55+</b>
20	People 18-29	<b>60*</b>	<b>Men 25-44</b>	100	GB 18-39
21	People 18-49	61	Men 25-54	101	GB Working
22	People 18-54	<b>62*</b>	<b>Men 30-49</b>	102	GB Non Working
<b>23*</b>	<b>People 25-34</b>	<b>63*</b>	<b>Men 35-54</b>	103	GB + 0 Child 0-17
24	People 25-39	<b>64*</b>	<b>Men 40-54</b>	104	GB + Child 0-17
25	People 25-44	<b>65*</b>	<b>Men 40-64</b>	<b>105*</b>	<b>GB + 1-2 Child 0-17</b>
26	People 25-54	<b>66*</b>	<b>Men 50-64</b>	<b>106*</b>	<b>GB + Child 0-12</b>
<b>27*</b>	<b>People 30-39</b>	67	Men 55+	107	GB + Child 5-12
28	People 30-49	68	Women 16+	108	GB + Child 5-17
29	People 35-54	69	Women 18+	109	Female GB
30	People 25-49	70	Women 25+	<b>110*</b>	<b>Female GB 25-49</b>
31	People 35-64	71	Women 40+	111	Total Grocery Shopper
32	People 40-54	<b>72*</b>	<b>Women 0-15</b>	<b>112*</b>	<b>TGS Female 25-49</b>
33	People 40-64	<b>73*</b>	<b>Women 13-24</b>	113	TGS + Child 0-17
<b>34*</b>	<b>People 50-64</b>	<b>74*</b>	<b>Women 13-29</b>	114	TGS + 0 Child
<b>35*</b>	<b>People 55-64</b>	75	Women 16-24	<b>115*</b>	<b>TGS + 1-2 Child</b>
36	People 30+	76	Women 16-39	116	TGS + Child 5-12
37	People 40+	77	Women 16-54	117	TGS Non Working
38	People 55+	<b>78*</b>	<b>Women 18-29</b>		
<b>39*</b>	<b>People 65+</b>	<b>79*</b>	<b>Women 18-34</b>		
40	Children 0-12	80	Women 18-39	118	TGS Working

\* N/A in Tasmania

