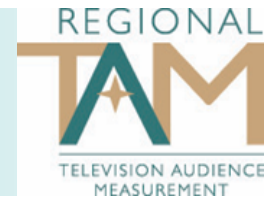


Total Grocery Shopper



'Total Grocery Shopper: TGS' Demographic launched 2017

Sunday 1st January 2017 Regional TAM ratings data subscribers gained access to a new 'Total Grocery Shopper : TGS' demographic.

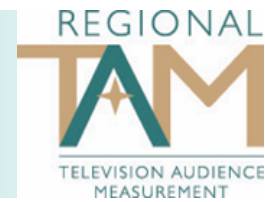
This attribute joined the long-standing Main Grocery Buyer demographic, and recognises that the traditional 'weekly shop' by a main grocery buyer only is increasingly less typical.

This 'Total Grocery Shopper' demographic sits alongside the Main Grocery Buyer demographic and with its broader definition accounts for all of the grocery shoppers within the home.

A note about naming practices: Main Grocery Buyers are also commonly referred to as Grocery Buyers, MGBs and GBs. The new 'Total Grocery Shopper' variable may be referred to as 'Total Grocery Shoppers/TGS' for the 13+ age groups or 'Grocery Shopper/GS' for the 18+ age groups.

The Total Grocery Shopper attribute will have a floating universe estimate.

Total Grocery Shopper



Total Grocery Shopper New Trading Demographics

The following 18 demographics are available for trading at the [Aggregate market](#) level from 2017:

TGS 13+
GS 18+
GS FEMALE 25-49*
GS WITH CH 0-17
GS WITH 0 CH
GS WITH 1-2 CH*
GS WITH CH 5-12
GS NOT WORKING
GS WORKING
TGS 13-39
GS 40+
GS WITH CH 5-17
GS 40-54*
GS 55+*
TGS 13-54
GS FEMALE
GS 25-54
GS WITH CH 0-12*

* N/A in Tasmania

[Sub Markets and in Regional WA](#) 2 demographics are available:

TGS 13+ and GS 18+

If you have any questions, please contact Regional TAM on:



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