

REGIONAL TOOLKIT

2021

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SURVEY CALENDAR SUMMARY - 2021

Survey	Weeks Surveyed	Survey Commences (Sun)	Survey Concludes (Sat)
Summer	Weeks 1 – 6	27 December	6 February
Survey 1	Weeks 7 – 10	7 February	6 March
Survey 2	Weeks 11 – 13	7 March	27 March
Easter	Weeks 14 – 15	28 March	10 April
Survey 2 (cont.)	Week 16	11 April	17 April
Survey 3	Weeks 17 – 20	18 April	15 May
Survey 4	Weeks 21 – 24	16 May	12 June
Survey 5	Weeks 25 – 28	13 June	10 July
Survey 6	Weeks 29 – 32	11 July	7 August
Survey 7	Weeks 33 – 36	8 August	4 September
Survey 8	Weeks 37 – 40	5 September	2 October
Survey 9	Weeks 41 – 44	3 October	30 October
Survey 10	Weeks 45 – 48	31 October	27 November
Summer	Weeks 49 – 52	28 November	25 December

The full Survey Calendar can be downloaded at:

www.regionaltam.com.au

** Note: Survey 5 contains data from the affiliation changeover on 1st July 2021*

EASTER PERIODS 2008 - 2021

Year	Week No.	Sunday to Saturday		Within Survey
2008	12	16-Mar	22-Mar	2
	13	23-Mar	29-Mar	
2009	15	05-Apr	11-Apr	2&3
	16	12-Apr	18-Apr	
2010	14	28-Mar	03-Apr	2
	15	04-Apr	10-Apr	
2011	17	17-Apr	23-Apr	3
	18	24-Apr	30-Apr	
2012	14	01-Apr	07-Apr	2
	15	08-Apr	14-Apr	
2013	13	24-Mar	30-Mar	2
	14	31-Mar	06-Apr	
2014	16	13-Apr	19-Apr	3
	17	20-Apr	26-Apr	
2015	14	29-Mar	04-Apr	2
	15	05-Apr	11-Apr	
2016	13	20-Mar	26-Mar	2
	14	27-Mar	02-Apr	
2017	15	09-Apr	15-Apr	
	16	16-Apr	22-Apr	
2018	13	25-Mar	31-Mar	2
	14	01-Apr	07-Apr	
2019	16	14-Apr	20-Apr	3
	17	21-Apr	27-Apr	
2020	15	5-Apr	11-Apr	
	16	12-Apr	18-Apr	
2021	14	28-Mar	3-Apr	2
	15	4-Apr	10-Apr	

UNIVERSE ESTIMATES – 2021

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND (AM-A)	810.4	1,892.2	812
CAIRNS	116.4	264.2	120
TOWNSVILLE	99.2	240.7	105
MACKAY	79.4	192.3	105
ROCKHAMPTON	99.1	239.1	105
MARYBOROUGH	292.4	658.2	257
TOOWOOMBA	123.9	297.8	120
Total NNSW (AM-B)	924.7	2,229.3	700
NORTHERN RIVERS	447.3	1046.0	339
TAMWORTH/TAREE	148.0	357.8	120
NEWCASTLE	329.3	825.5	241
Total SNSW (AM-C)	627.5	1,531.8	570
CANBERRA	224.6	565.0	185
ORANGE DUBBO WAGGA	177.1	420.4	177
WOLLONGONG	225.8	546.4	208
Total VICTORIA (AM-D)	537.7	1,217.2	651
ALBURY	89.3	197.4	102
SHEPPARTON	78.8	176.1	104
BENDIGO	109.1	241.2	132
BALLARAT	155.7	360.6	190
GIPPSLAND	104.9	241.9	123
Total TASMANIA	227.0	533.6	285
LAUNCESTON	107.4	255.0	142
HOBART	119.6	278.6	143
REGIONAL WA	233.5	559.7	180

UNIVERSE ESTIMATES - 2021

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS (AM-E)	Regional East Coast	Regional WA	Total REG
Total Individuals	1,892.2	2,229.3	1,531.8	1,217.2	533.6	7,404.2	559.7	7,963.9
Total Households	810.4	924.7	627.5	537.7	227.0	3,127.3	233.5	3,360.8
Children 0-4	110.9	126.5	92.9	68.9	28.8	428.0	37.2	465.2
Children 5-12	200.7	223.9	156.9	121.4	51.2	754.2	62.5	816.6
Children 13-17	125.0	135.7	93.1	74.4	31.6	460.0	35.6	495.6
People 16+	1,503.9	1,795.8	1,224.9	981.3	434.1	5,940.0	437.7	6,377.7
People 16-39	546.7	644.2	473.6	330.1	153.8	2,148.5	161.6	2,310.2
People 16-54	901.7	1,051.9	753.8	547.6	250.3	3,505.3	273.6	3,778.9
People 25+	1,302.0	1,556.3	1,050.9	855.0	377.8	5,141.9	385.5	5,527.4
People 25-54	699.8	812.4	579.8	421.2	194.0	2,707.2	221.4	2,928.6
People 40+	957.2	1,151.6	751.3	651.2	280.3	3,791.5	276.1	4,067.6
Men 16+	740.5	871.1	602.7	483.6	212.7	2,910.6	222.9	3,133.4
Men 16-24	103.7	122.3	89.7	66.5	29.3	411.6	27.1	438.6
Men 16-39	273.3	320.3	238.8	167.1	77.6	1,077.1	82.9	1,160.0
Men 16-54	446.3	517.5	377.0	273.3	124.4	1,738.5	140.5	1,879.0
Men 18+	715.6	844.1	584.1	468.7	206.4	2,818.8	216.2	3,034.9
Men 18-24	78.8	95.3	71.1	51.6	23.0	319.8	20.4	340.2
Men 25+	636.7	748.8	513.0	417.1	183.4	2,499.0	195.8	2,694.8
Men 25-39	169.5	198.0	149.1	100.6	48.3	665.6	55.8	721.4
Men 25-54	342.6	395.2	287.3	206.8	95.1	1,327.0	113.5	1,440.4
Men 40+	467.2	550.8	363.9	316.5	135.1	1,833.4	140.0	1,973.4
Men 40-54	173.1	197.2	138.2	106.2	46.8	661.4	57.7	719.1
Men 55+	294.1	353.6	225.7	210.4	88.2	1,172.0	82.3	1,254.4

UNIVERSE ESTIMATES - 2021

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS (AM-E)	Regional East Coast	Regional WA	Total REG
Women 16+	763.5	924.7	622.2	497.7	221.4	3,029.5	214.8	3,244.3
Women 16-24	98.2	117.2	84.3	59.9	27.0	386.5	25.2	411.7
Women 16-39	273.4	323.9	234.8	163.0	76.2	1,071.4	78.8	1,150.2
Women 16-54	455.4	534.4	376.8	274.3	125.9	1,766.8	133.1	1,899.9
Women 18+	739.9	899.2	604.9	483.7	215.6	2,943.3	208.3	3,151.6
Women 18-24	74.7	91.6	67.0	45.9	21.2	300.3	18.6	319.0
Women 25+	665.3	807.6	537.9	437.8	194.4	2,642.9	189.7	2,832.6
Women 25-39	175.3	206.8	150.5	103.2	49.2	684.9	53.6	738.5
Women 25-54	357.2	417.2	292.5	214.5	98.9	1,380.3	107.9	1,488.2
Women 40+	490.0	600.8	387.4	334.6	145.2	1,958.1	136.1	2,094.1
Women 40-54	181.9	210.5	142.0	111.3	49.7	695.4	54.3	749.7
Women 55+	308.1	390.3	245.4	223.4	95.5	1,262.7	81.8	1,344.4
Grocery Buyers (18+)	810.4	924.7	627.5	537.7	227.0	3,127.3	233.5	3,360.8
Grocery Buyers Working	426.7	479.6	352.8	287.3	112.0	1,658.3	137.8	1,796.1
Grocery Buyers Not Working	383.8	445.1	274.7	250.4	115.0	1,468.9	95.8	1,564.7
Grocery Buyers Under 40	223.2	223.1	175.6	131.6	55.7	809.1	70.0	879.1
Grocery Buyers 40+	587.2	701.6	451.9	406.1	171.3	2,318.2	163.5	2,481.7
Grocery Buyer No Kids	597.0	690.5	461.3	414.1	172.4	2,335.3	166.5	2,501.7
Grocery Buyer Kids	213.4	234.2	166.2	123.7	54.6	792.0	67.1	859.1
Grocery Buyers Children 0-12	164.4	177.6	130.7	93.8	41.7	608.1	54.1	662.2
Grocery Buyers Children 0-17	213.4	234.2	166.2	123.7	54.6	792.0	67.1	859.1
Grocery Buyers Children 5-12	118.9	145.4	98.8	68.5	31.9	463.4	41.1	504.5
Grocery Buyers Children 5-17	170.7	203.5	136.8	99.4	44.8	655.0	54.8	709.7

UNIVERSE ESTIMATES - 2021

000's	QLD (AM-A)	NNSW (AM-B)	SNSW (AM-C)	VIC (AM-D)	TAS (AM-E)	Regional East Coast	Regional WA	Total REG
Total Shoppers Age < 40	333.5	378.3	287.3	200.0	90.5	1,289.4	99.5	1,389.0
Total Shoppers Age 25-54	512.2	595.3	425.8	313.4	146.5	1,993.2	161.2	2,154.3
Total Shoppers Age 40-54	271.6	309.9	212.8	165.3	76.8	1,036.3	84.0	1,120.3
Total Shoppers Age 55-64	184.1	225.8	140.5	131.2	56.9	738.6	53.8	792.3
Total Shoppers Age 65+	279.7	357.1	223.0	203.7	84.9	1,148.3	67.3	1,215.6
Total Shoppers < 55	605.0	688.2	500.0	365.3	167.2	2,325.7	183.6	2,509.3
Total Shoppers Age 25-49 Female	253.5	289.3	208.1	150.4	69.3	970.5	78.2	1,048.7
Total Shoppers Male	439.4	530.4	370.6	289.8	127.3	1,757.6	126.6	1,884.2
Total Shoppers Female	629.4	740.6	492.9	410.4	181.7	2,455.0	178.0	2,633.0
Total Shoppers 0 Children	791.1	959.7	635.2	539.1	233.3	3,158.4	233.8	3,392.1
Total Shoppers 1-2 Children	225.7	243.4	184.9	127.6	59.8	841.5	56.6	898.1
Total Shoppers 3+ Children	52.0	67.9	43.5	33.4	15.9	212.7	14.3	227.0
1 Person Households	228.5	239.3	163.4	146.7	66.2	844.0	51.4	895.5
2 Person Households	307.5	368.1	232.0	225.0	86.9	1,219.5	107.6	1,327.1
3 Person Households	123.8	125.0	97.5	79.9	30.7	456.7	28.0	484.8
4 Person Households	93.4	111.4	83.2	55.3	26.3	369.5	30.4	399.9
5+ Person Households	57.2	80.9	51.6	30.8	17.0	237.5	16.0	253.6
FTA Only Households	646.8	695.2	484.0	425.4	185.4	2,436.8	187.3	2,624.0
STV Subscription Households*	163.6	229.4	143.5	112.3	41.6	690.5	46.3	736.8
People in FTA Only Households	1,463.1	1,617.3	1,154.8	931.0	424.0	5,590.1	428.5	6,018.5
People in STV Households*	429.1	612.1	377.0	286.2	109.7	1,814.1	131.3	1,945.4
1 TV Households	368.5	370.8	259.9	208.3	97.2	1,304.6	107.3	1,411.9
2 TVs Households	268.8	324.2	214.3	194.9	73.5	1,075.7	78.9	1,154.5
3+ TVs Households	173.0	229.7	153.4	134.5	56.3	747.0	47.3	794.4

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	264.2	240.7	192.3	239.1	658.2	297.8	1,892.2
Total Households	116.4	99.2	79.4	99.1	292.4	123.9	810.4
Children 0-4	16.2	15.0	12.9	16.2	32.5	18.2	110.9
Children 5-12	27.6	25.3	22.0	28.7	64.6	32.7	200.7
Children 13-17	17.5	16.2	12.5	16.8	41.7	20.4	125.0
People 16+	209.7	190.7	149.6	183.9	535.5	234.6	1,503.9
People 16-39	78.2	82.3	60.2	73.8	165.6	86.7	546.7
People 16-54	130.7	126.3	98.2	119.3	288.1	139.1	901.7
People 25+	182.4	159.0	130.5	157.6	471.1	201.4	1,302.0
People 25-54	103.4	94.6	79.1	93.1	223.7	106.0	699.8
People 40+	131.5	108.4	89.4	110.2	369.9	147.9	957.2
Men 16+	103.3	95.1	76.5	92.2	258.7	114.7	740.5
Men 16-24	14.1	16.7	9.9	13.5	32.8	16.8	103.7
Men 16-39	38.5	42.1	30.5	36.9	81.8	43.6	273.3
Men 16-54	63.8	63.5	50.0	59.9	140.2	68.9	446.3
Men 18+	99.8	91.8	74.1	88.8	250.5	110.6	715.6
Men 18-24	10.6	13.3	7.5	10.1	24.6	12.7	78.8
Men 25+	89.2	78.4	66.6	78.8	225.9	97.9	636.7
Men 25-39	24.4	25.4	20.6	23.4	49.0	26.8	169.5
Men 25-54	49.7	46.8	40.1	46.4	107.4	52.1	342.6
Men 40+	64.8	53.0	46.1	55.4	176.9	71.0	467.2
Men 40-54	25.3	21.4	19.6	23.0	58.5	25.3	173.1
Men 55+	39.5	31.6	26.5	32.4	118.4	45.8	294.1

UNIVERSE ESTIMATES - 2021

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	106.4	95.6	73.1	91.7	276.8	119.9	763.5
Women 16-24	13.3	15.0	9.2	12.8	31.6	16.4	98.2
Women 16-39	39.7	40.2	29.8	36.9	83.8	43.1	273.4
Women 16-54	66.9	62.7	48.2	59.5	147.8	70.3	455.4
Women 18+	103.1	92.5	70.8	88.6	268.9	116.0	739.9
Women 18-24	10.0	11.9	7.0	9.7	23.7	12.5	74.7
Women 25+	93.1	80.6	63.8	78.9	245.3	103.6	665.3
Women 25-39	26.5	25.2	20.5	24.1	52.2	26.8	175.3
Women 25-54	53.7	47.8	39.0	46.6	116.3	53.9	357.2
Women 40+	66.7	55.4	43.3	54.8	193.1	76.8	490.0
Women 40-54	27.2	22.6	18.5	22.6	64.1	27.1	181.9
Women 55+	39.5	32.8	24.9	32.2	129.0	49.7	308.1
Grocery Buyers (18+)	116.4	99.2	79.4	99.1	292.4	123.9	810.4
Grocery Buyers Working	64.5	54.1	49.1	56.7	137.9	64.5	426.7
Grocery Buyers Not Working	51.9	45.1	30.3	42.5	154.5	59.4	383.8
Grocery Buyers Under 40	33.0	34.7	24.7	33.5	63.9	33.5	223.2
Grocery Buyers 40+	83.5	64.5	54.6	65.6	228.6	90.4	587.2
Grocery Buyer No Kids	86.4	70.0	57.2	69.6	223.3	90.5	597.0
Grocery Buyer Kids	30.1	29.2	22.1	29.5	69.1	33.4	213.4
Grocery Buyers Children 0-12	23.3	23.7	17.1	24.0	51.2	25.1	164.4
Grocery Buyers Children 0-17	30.1	29.2	22.1	29.5	69.1	33.4	213.4
Grocery Buyers Children 5-12	14.4	15.9	12.2	16.9	39.5	20.0	118.9
Grocery Buyers Children 5-17	21.2	21.9	18.2	22.9	57.9	28.5	170.7

UNIVERSE ESTIMATES - 2021

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Shoppers Age < 40	47.3	52.0	38.2	45.4	99.3	51.3	333.5
Total Shoppers Age 25-54	75.8	67.7	59.4	67.2	165.6	76.5	512.2
Total Shoppers Age 40-54	41.9	32.8	29.3	34.6	94.4	38.5	271.6
Total Shoppers Age 55-64	25.3	20.8	18.8	21.5	71.4	26.3	184.1
Total Shoppers Age 65+	35.6	28.3	21.7	27.2	122.2	44.7	279.7
Total Shoppers < 55	89.3	84.9	67.4	80.0	193.7	89.8	605.0
Total Shoppers Age 25-49 Female	36.7	32.9	31.2	33.8	80.3	38.6	253.5
Total Shoppers Male	63.9	56.5	45.6	53.2	155.5	64.8	439.4
Total Shoppers Female	86.2	77.4	62.4	75.6	231.7	96.1	629.4
Total Shoppers 0 Children	113.2	95.6	78.1	92.7	294.8	116.6	791.1
Total Shoppers 1-2 Children	31.2	29.2	24.6	28.2	80.2	32.5	225.7
Total Shoppers 3+ Children	5.8	9.1	5.3	7.9	12.2	11.7	52.0
1 Person Households	35.9	27.5	20.8	27.0	80.7	36.8	228.5
2 Person Households	43.2	35.1	28.9	35.3	121.7	43.4	307.5
3 Person Households	17.4	15.4	12.5	15.3	43.7	19.5	123.8
4 Person Households	13.3	12.0	11.1	13.1	32.4	11.5	93.4
5+ Person Households	6.7	9.2	6.1	8.5	13.9	12.8	57.2
FTA Only Households	92.0	80.6	62.7	76.9	233.3	101.4	646.8
STV Subscription Households*	24.5	18.6	16.7	22.2	59.1	22.5	163.6
People in FTA Only Households	205.0	183.7	148.6	176.8	516.7	232.3	1,463.1
People in STV Households*	59.2	57.0	43.7	62.3	141.5	65.5	429.1
1 TV Households	58.6	42.9	33.2	41.5	130.0	62.3	368.5
2 TVs Households	40.1	29.3	25.9	34.6	99.2	39.7	268.8
3+ TVs Households	17.8	26.9	20.3	23.0	63.2	21.9	173.0

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	1,046.0	357.8	825.5	2,229.3
Total Households	447.3	148.0	329.3	924.7
Children 0-4	57.0	19.8	49.7	126.5
Children 5-12	102.5	35.8	85.6	223.9
Children 13-17	62.8	22.3	50.6	135.7
People 16+	848.2	288.6	659.1	1,795.8
People 16-39	303.6	89.9	250.8	644.2
People 16-54	501.2	150.2	400.5	1,051.9
People 25+	736.1	253.0	567.3	1,556.3
People 25-54	389.1	114.6	308.7	812.4
People 40+	544.6	198.7	408.3	1,151.6
Men 16+	408.6	140.1	322.4	871.1
Men 16-24	56.7	18.1	47.4	122.3
Men 16-39	149.2	44.6	126.5	320.3
Men 16-54	243.9	73.7	199.9	517.5
Men 18+	396.0	135.7	312.3	844.1
Men 18-24	44.2	13.8	37.3	95.3
Men 25+	351.8	122.0	275.0	748.8
Men 25-39	92.5	26.5	79.1	198.0
Men 25-54	187.1	55.6	152.5	395.2
Men 40+	259.3	95.5	195.9	550.8
Men 40-54	94.6	29.2	73.4	197.2
Men 55+	164.7	66.4	122.5	353.6

UNIVERSE ESTIMATES - 2021

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	439.6	148.5	336.7	924.7
Women 16-24	55.4	17.4	44.4	117.2
Women 16-39	154.4	45.3	124.3	323.9
Women 16-54	257.4	76.4	200.6	534.4
Women 18+	427.7	144.2	327.3	899.2
Women 18-24	43.5	13.1	35.0	91.6
Women 25+	384.2	131.0	292.3	807.6
Women 25-39	99.0	27.9	79.9	206.8
Women 25-54	202.0	59.0	156.3	417.2
Women 40+	285.2	103.2	212.4	600.8
Women 40-54	103.0	31.2	76.3	210.5
Women 55+	182.2	72.0	136.1	390.3
Grocery Buyers	447.3	148.0	329.3	924.7
Grocery Buyers Working	229.3	69.8	180.5	479.6
Grocery Buyers Not Working	218.1	78.3	148.8	445.1
Grocery Buyers Under 40	109.6	28.1	85.4	223.1
Grocery Buyers 40+	337.7	120.0	243.9	701.6
Grocery Buyer No Kids	341.9	111.2	237.4	690.5
Grocery Buyer Kids	105.4	36.8	91.9	234.2
Grocery Buyers Children 0-12	79.4	28.8	69.5	177.6
Grocery Buyers Children 0-17	105.4	36.8	91.9	234.2
Grocery Buyers Children 5-12	64.5	25.5	55.4	145.4
Grocery Buyers Children 5-17	91.2	33.8	78.5	203.5

UNIVERSE ESTIMATES - 2021

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Shoppers Age < 40	190.0	49.2	139.1	378.3
Total Shoppers Age 25-54	295.6	82.4	217.4	595.3
Total Shoppers Age 40-54	154.8	45.1	110.0	309.9
Total Shoppers Age 55-64	109.7	37.3	78.8	225.8
Total Shoppers Age 65+	167.2	70.9	119.0	357.1
Total Shoppers < 55	344.7	94.3	249.2	688.2
Total Shoppers Age 25-49 Female	140.1	43.1	106.2	289.3
Total Shoppers Male	266.5	78.4	185.5	530.4
Total Shoppers Female	355.1	124.1	261.4	740.6
Total Shoppers 0 Children	479.3	155.0	325.4	959.7
Total Shoppers 1-2 Children	120.8	30.7	92.0	243.4
Total Shoppers 3+ Children	21.6	16.7	29.6	67.9
1 Person Households	119.9	38.6	80.8	239.3
2 Person Households	180.2	63.5	124.4	368.1
3 Person Households	61.2	16.6	47.2	125.0
4 Person Households	57.3	12.0	42.0	111.4
5+ Person Households	28.6	17.4	34.9	80.9
FTA Only Households	343.2	108.2	243.9	695.2
STV Subscription Households*	104.2	39.8	85.5	229.4
People in FTA Only Households	772.5	253.1	591.7	1,617.3
People in STV Households*	273.5	104.8	233.8	612.1
1 TV Households	188.9	60.3	121.6	370.8
2 TVs Households	151.9	53.7	118.7	324.2
3+ TVs Households	106.6	34.1	89.1	229.7

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	565.0	420.4	546.4	1,531.8
Total Households	224.6	177.1	225.8	627.5
Children 0-4	36.0	27.1	29.7	92.9
Children 5-12	58.3	46.3	52.4	156.9
Children 13-17	32.9	27.5	32.8	93.1
People 16+	450.4	329.9	444.6	1,224.9
People 16-39	197.6	121.4	154.6	473.6
People 16-54	308.9	194.3	250.6	753.8
People 25+	383.3	284.0	383.5	1,050.9
People 25-54	241.8	148.3	189.6	579.8
People 40+	252.8	208.6	289.9	751.3
Men 16+	221.7	163.5	217.6	602.7
Men 16-24	34.2	23.8	31.8	89.7
Men 16-39	98.4	61.5	78.8	238.8
Men 16-54	154.0	97.6	125.5	377.0
Men 18+	215.2	158.1	210.8	584.1
Men 18-24	27.7	18.4	25.0	71.1
Men 25+	187.5	139.7	185.8	513.0
Men 25-39	64.3	37.8	47.1	149.1
Men 25-54	119.8	73.8	93.7	287.3
Men 40+	123.2	102.0	138.7	363.9
Men 40-54	55.6	36.0	46.7	138.2
Men 55+	67.7	66.0	92.1	225.7

UNIVERSE ESTIMATES - 2021

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	228.8	166.4	227.0	622.2
Women 16-24	32.9	22.1	29.3	84.3
Women 16-39	99.2	59.8	75.8	234.8
Women 16-54	155.0	96.7	125.2	376.8
Women 18+	222.7	161.4	220.7	604.9
Women 18-24	26.9	17.1	23.0	67.0
Women 25+	195.9	144.3	197.7	537.9
Women 25-39	66.3	37.7	46.5	150.5
Women 25-54	122.0	74.6	95.9	292.5
Women 40+	129.6	106.6	151.2	387.4
Women 40-54	55.8	36.9	49.4	142.0
Women 55+	73.8	69.7	101.8	245.4
Grocery Buyers	224.6	177.1	225.8	627.5
Grocery Buyers Working	140.5	103.1	109.1	352.8
Grocery Buyers Not Working	84.0	74.0	116.7	274.7
Grocery Buyers Under 40	75.1	47.2	53.3	175.6
Grocery Buyers 40+	149.5	129.9	172.5	451.9
Grocery Buyer No Kids	159.7	130.7	170.9	461.3
Grocery Buyer Kids	64.9	46.5	54.9	166.2
Grocery Buyers Children 0-12	51.2	35.9	43.6	130.7
Grocery Buyers Children 0-17	64.9	46.5	54.9	166.2
Grocery Buyers Children 5-12	39.4	25.8	33.6	98.8
Grocery Buyers Children 5-17	53.7	37.5	45.6	136.8

UNIVERSE ESTIMATES - 2021

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Shoppers Age < 40	128.8	71.3	87.1	287.3
Total Shoppers Age 25-54	179.9	107.9	138.0	425.8
Total Shoppers Age 40-54	83.7	55.6	73.5	212.8
Total Shoppers Age 55-64	45.4	37.7	57.5	140.5
Total Shoppers Age 65+	63.6	65.1	94.3	223.0
Total Shoppers < 55	212.5	126.9	160.6	500.0
Total Shoppers Age 25-49 Female	85.8	54.4	68.0	208.1
Total Shoppers Male	146.2	90.7	133.8	370.6
Total Shoppers Female	175.4	139.0	178.6	492.9
Total Shoppers 0 Children	229.1	169.0	237.0	635.2
Total Shoppers 1-2 Children	75.6	47.8	61.6	184.9
Total Shoppers 3+ Children	16.8	12.9	13.8	43.5
1 Person Households	56.7	49.7	57.0	163.4
2 Person Households	78.3	68.2	85.4	232.0
3 Person Households	35.8	23.5	38.2	97.5
4 Person Households	34.9	19.7	28.6	83.2
5+ Person Households	18.8	16.0	16.7	51.6
FTA Only Households	179.3	131.9	172.8	484.0
STV Subscription Households*	45.3	45.2	53.0	143.5
People in FTA Only Households	438.2	306.0	410.6	1,154.8
People in STV Households*	126.8	114.4	135.9	377.0
1 TV Households	99.6	73.4	86.8	259.9
2 TVs Households	75.1	58.8	80.4	214.3
3+ TVs Households	49.8	44.9	58.7	153.4

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	197.4	176.1	241.2	360.6	241.9	1,217.2
Total Households	89.3	78.8	109.1	155.7	104.9	537.7
Children 0-4	11.8	9.9	13.2	20.4	13.7	68.9
Children 5-12	20.2	17.4	24.2	36.1	23.5	121.4
Children 13-17	12.5	10.8	14.7	22.1	14.4	74.4
People 16+	157.8	142.2	195.0	290.5	195.8	981.3
People 16-39	53.4	46.0	66.8	99.2	64.7	330.1
People 16-54	89.1	76.4	110.0	165.4	106.7	547.6
People 25+	137.1	124.6	168.8	252.4	172.0	855.0
People 25-54	68.5	58.7	83.8	127.3	82.9	421.2
People 40+	104.4	96.2	128.2	191.3	131.1	651.2
Men 16+	77.3	70.8	95.9	143.0	96.6	483.6
Men 16-24	10.7	9.4	13.8	20.1	12.5	66.5
Men 16-39	26.9	23.4	33.8	50.4	32.7	167.1
Men 16-54	44.1	38.4	54.9	82.9	53.0	273.3
Men 18+	74.8	68.6	92.9	138.7	93.8	468.7
Men 18-24	8.2	7.2	10.8	15.7	9.7	51.6
Men 25+	66.6	61.4	82.1	123.0	84.1	417.1
Men 25-39	16.2	14.0	19.9	30.3	20.2	100.6
Men 25-54	33.5	29.0	41.0	62.8	40.5	206.8
Men 40+	50.4	47.4	62.2	92.7	64.0	316.5
Men 40-54	17.2	15.0	21.1	32.5	20.4	106.2
Men 55+	33.1	32.4	41.1	60.2	43.6	210.4

UNIVERSE ESTIMATES - 2021

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	80.5	71.4	99.1	147.4	99.2	497.7
Women 16-24	10.0	8.3	12.3	18.0	11.3	59.9
Women 16-39	26.5	22.6	33.1	48.9	32.0	163.0
Women 16-54	45.0	38.0	55.1	82.5	53.7	274.3
Women 18+	78.2	69.4	96.3	143.3	96.5	483.7
Women 18-24	7.6	6.3	9.6	13.9	8.6	45.9
Women 25+	70.6	63.1	86.8	129.5	87.9	437.8
Women 25-39	16.5	14.3	20.7	30.9	20.7	103.2
Women 25-54	35.0	29.7	42.8	64.5	42.4	214.5
Women 40+	54.0	48.8	66.0	98.6	67.2	334.6
Women 40-54	18.5	15.4	22.0	33.7	21.7	111.3
Women 55+	35.5	33.4	44.0	64.9	45.5	223.4
Grocery Buyers	89.3	78.8	109.1	155.7	104.9	537.7
Grocery Buyers Working	51.3	42.7	56.4	86.8	50.3	287.3
Grocery Buyers Not Working	38.0	36.2	52.7	69.0	54.6	250.4
Grocery Buyers Under 40	25.5	16.9	24.9	37.6	26.8	131.6
Grocery Buyers 40+	63.8	62.0	84.2	118.2	78.1	406.1
Grocery Buyer No Kids	69.0	60.1	84.8	119.9	80.4	414.1
Grocery Buyer Kids	20.3	18.8	24.3	35.8	24.5	123.7
Grocery Buyers Children 0-12	14.9	12.9	18.5	27.8	19.7	93.8
Grocery Buyers Children 0-17	20.3	18.8	24.3	35.8	24.5	123.7
Grocery Buyers Children 5-12	11.9	9.3	13.1	20.7	13.4	68.5
Grocery Buyers Children 5-17	17.6	15.4	19.2	28.9	18.3	99.4

UNIVERSE ESTIMATES - 2021

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Shoppers Age < 40	34.4	25.9	42.5	60.0	37.3	200.0
Total Shoppers Age 25-54	52.7	44.9	65.0	93.6	57.3	313.4
Total Shoppers Age 40-54	27.8	23.6	34.0	49.6	30.3	165.3
Total Shoppers Age 55-64	20.5	19.9	24.9	39.6	26.4	131.2
Total Shoppers Age 65+	31.8	30.9	42.0	55.7	43.4	203.7
Total Shoppers < 55	62.2	49.5	76.5	109.6	67.6	365.3
Total Shoppers Age 25-49 Female	25.6	21.5	31.7	45.2	26.4	150.4
Total Shoppers Male	46.5	41.7	59.8	84.6	57.2	289.8
Total Shoppers Female	68.0	58.5	83.6	120.2	80.1	410.4
Total Shoppers 0 Children	88.6	77.3	111.9	156.0	105.3	539.1
Total Shoppers 1-2 Children	21.0	18.9	25.9	37.9	24.0	127.6
Total Shoppers 3+ Children	4.8	4.1	5.5	11.0	8.1	33.4
1 Person Households	25.5	23.1	31.4	39.0	27.7	146.7
2 Person Households	38.1	31.9	45.7	66.1	43.3	225.0
3 Person Households	11.9	11.9	15.9	24.8	15.3	79.9
4 Person Households	9.2	7.7	10.3	16.0	12.1	55.3
5+ Person Households	4.5	4.2	5.8	9.8	6.5	30.8
FTA Only Households	70.2	57.3	87.4	122.6	88.0	425.4
STV Subscription Households*	19.1	21.6	21.7	33.1	16.9	112.3
People in FTA Only Households	153.8	119.0	185.6	280.0	192.7	931.0
People in STV Households*	43.6	57.1	55.7	80.6	49.2	286.2
1 TV Households	36.6	33.9	41.5	62.7	33.6	208.3
2 TVs Households	30.4	26.4	42.3	53.5	42.4	194.9
3+ TVs Households	22.3	18.6	25.3	39.6	28.8	134.5

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	255.0	278.6	533.6
Total Households	107.4	119.6	227.0
Children 0-4	13.6	15.3	28.8
Children 5-12	24.2	27.0	51.2
Children 13-17	15.2	16.4	31.6
People 16+	207.9	226.2	434.1
People 16-39	69.3	84.5	153.8
People 16-54	115.3	135.1	250.3
People 25+	181.5	196.3	377.8
People 25-54	88.9	105.1	194.0
People 40+	138.5	141.8	280.3
Men 16+	100.6	112.1	212.7
Men 16-24	13.5	15.8	29.3
Men 16-39	34.6	43.1	77.6
Men 16-54	56.4	68.0	124.4
Men 18+	97.7	108.7	206.4
Men 18-24	10.6	12.4	23.0
Men 25+	87.1	96.3	183.4
Men 25-39	21.1	27.2	48.3
Men 25-54	42.9	52.2	95.1
Men 40+	66.0	69.0	135.1
Men 40-54	21.8	25.0	46.8
Men 55+	44.2	44.1	88.2

UNIVERSE ESTIMATES - 2021

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	107.3	114.2	221.4
Women 16-24	12.9	14.1	27.0
Women 16-39	34.8	41.4	76.2
Women 16-54	58.9	67.0	125.9
Women 18+	104.4	111.2	215.6
Women 18-24	10.0	11.2	21.2
Women 25+	94.4	100.0	194.4
Women 25-39	21.9	27.3	49.2
Women 25-54	46.0	52.9	98.9
Women 40+	72.5	72.7	145.2
Women 40-54	24.1	25.6	49.7
Women 55+	48.4	47.1	95.5
Grocery Buyers	107.4	119.6	227.0
Grocery Buyers Working	49.9	62.1	112.0
Grocery Buyers Not Working	57.5	57.5	115.0
Grocery Buyers Under 40	24.8	30.9	55.7
Grocery Buyers 40+	82.6	88.7	171.3
Grocery Buyer No Kids	81.3	91.1	172.4
Grocery Buyer Kids	26.0	28.5	54.6
Grocery Buyers Children 0-12	19.8	21.9	41.7
Grocery Buyers Children 0-17	26.0	28.5	54.6
Grocery Buyers Children 5-12	15.0	16.8	31.9
Grocery Buyers Children 5-17	21.3	23.5	44.8

UNIVERSE ESTIMATES - 2021

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Shoppers Age < 40	37.2	53.2	90.5
Total Shoppers Age 25-54	65.0	81.5	146.5
Total Shoppers Age 40-54	36.0	40.8	76.8
Total Shoppers Age 55-64	27.4	29.6	56.9
Total Shoppers Age 65+	43.4	41.5	84.9
Total Shoppers < 55	73.2	94.0	167.2
Total Shoppers Age 25-49 Female	32.6	36.7	69.3
Total Shoppers Male	55.7	71.7	127.3
Total Shoppers Female	88.4	93.3	181.7
Total Shoppers 0 Children	109.6	123.7	233.3
Total Shoppers 1-2 Children	24.8	35.0	59.8
Total Shoppers 3+ Children	9.6	6.3	15.9
1 Person Households	29.7	36.5	66.2
2 Person Households	42.9	44.0	86.9
3 Person Households	14.5	16.2	30.7
4 Person Households	11.5	14.8	26.3
5+ Person Households	8.8	8.2	17.0
FTA Only Households	85.1	100.3	185.4
STV Subscription Households*	22.3	19.3	41.6
People in FTA Only Households	194.1	229.9	424.0
People in STV Households*	60.9	48.7	109.7
1 TV Households	44.0	53.2	97.2
2 TVs Households	34.5	38.9	73.5
3+ TVs Households	28.9	27.5	56.3

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2021

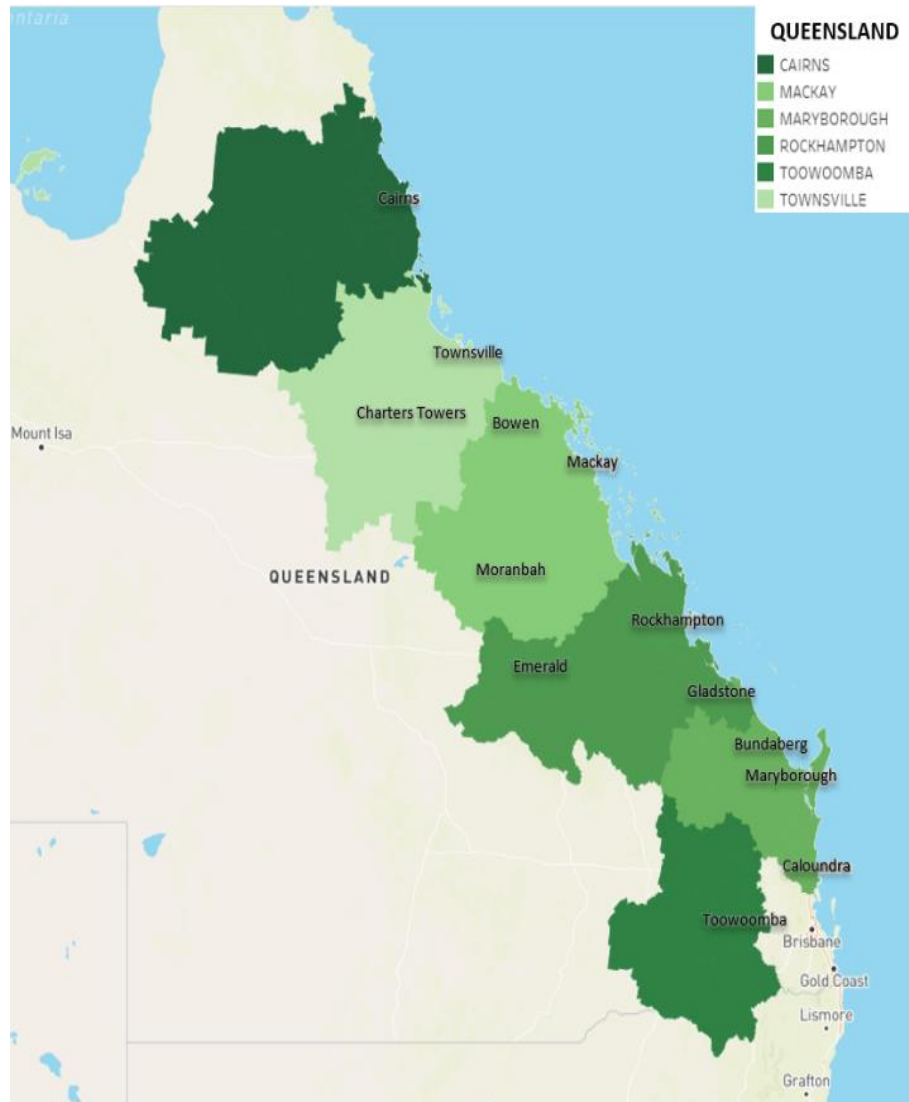
REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	559.7
Total Households	233.5
Children 0-4	37.2
Children 5-12	62.5
Children 13-17	35.6
People 16+	437.7
People 16-39	161.6
People 16-54	273.6
People 25+	385.5
People 25-54	221.4
People 40+	276.1
Men 16+	222.9
Men 16-24	27.1
Men 16-39	82.9
Men 16-54	140.5
Men 18+	216.2
Men 18-24	20.4
Men 25+	195.8
Men 25-39	55.8
Men 25-54	113.5
Men 40+	140.0
Men 40-54	57.7
Men 55+	82.3

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	214.8
Women 16-24	25.2
Women 16-39	78.8
Women 16-54	133.1
Women 18+	208.3
Women 18-24	18.6
Women 25+	189.7
Women 25-39	53.6
Women 25-54	107.9
Women 40+	136.1
Women 40-54	54.3
Women 55+	81.8
Grocery Buyers	233.5
Grocery Buyers Working	137.8
Grocery Buyers Not Working	95.8
Grocery Buyers Under 40	70.0
Grocery Buyers 40+	163.5
Grocery Buyer No Kids	166.5
Grocery Buyer Kids	67.1
Grocery Buyers Children 0-12	54.1
Grocery Buyers Children 0-17	67.1
Grocery Buyers Children 5-12	41.1
Grocery Buyers Children 5-17	54.8

REGIONAL WA	
000'S	Total REG WA
Total Shoppers Age < 40	99.5
Total Shoppers Age 25-54	161.2
Total Shoppers Age 40-54	84.0
Total Shoppers Age 55-64	53.8
Total Shoppers Age 65+	67.3
Total Shoppers < 55	183.6
Total Shoppers Age 25-49 Female	78.2
Total Shoppers Male	126.6
Total Shoppers Female	178.0
Total Shoppers 0 Children	233.8
Total Shoppers 1-2 Children	56.6
Total Shoppers 3+ Children	14.3
1 Person Households	51.4
2 Person Households	107.6
3 Person Households	28.0
4 Person Households	30.4
5+ Person Households	16.0
FTA Only Households	187.3
STV Subscription Households*	46.3
People in FTA Only Households	428.5
People in STV Households*	131.3
1 TV Households	107.3
2 TVs Households	78.9
3+ TVs Households	47.3

* STV estimates as at start of Q1

COVERAGE MAP : (AM-A)



QUEENSLAND

FTA Network	Affiliation
7QLD, 7TWO, 7mate, 7flix	7
Nine, 9GO!, 9Gem, 9Life	9
SCA 10, Bold, Peach, Shake, Sky News Regional	10
ABC TV, ABC Kids/ABC TV Plus, ABC ME, ABC NEWS	ABC
SBS, SBS VICELAND, SBS Food, NITV, SBS WORLD MOVIES	SBS

FTA network affiliations are as of 1 July 2021

MARKET	PEOPLE	HOUSEHOLDS
CAIRNS	264 200	116 400
TOWNSVILLE	240 700	99 200
MACKAY	192 300	79 400
ROCKHAMPTON	239 100	99 100
MARYBOROUGH	658 200	292 400
TOOWOOMBA	297 800	123 900
TOTAL	1 892 200	810 400

Based on 2011 ASGS SA1 Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

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TV COVERAGE AREA BY POSTCODE : (AM-A)

QUEENSLAND

Cairns

4849, 4852, 4854-4861, 4865, 4868-4873, 4877-4888

Mackay

4707, 4709, 4721, 4723, 4737-4746, 4750-4751,
4753-4754, 4756-4757, 4798-4800, 4802-4805

Maryborough

4517-4519, 4550-4575, 4580-4581, 4600-4601, 4620-
4621, 4625-4627, 4630, 4650, 4655, 4659-4660,
4662, 4670, 4671, 4673

Rockhampton

4674, 4676-4678, 4680, 4694-4695, 4697, 4699-
4706, 4710-4720, 4722

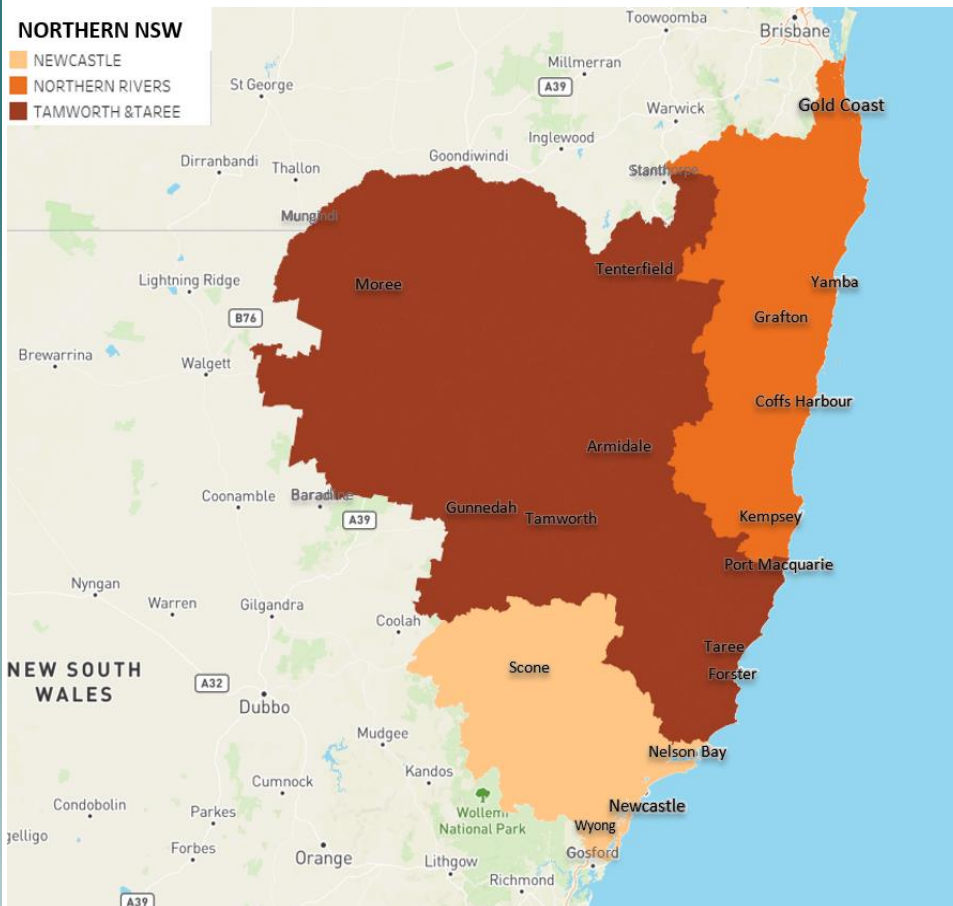
Toowoomba

4314, 4341-4344, 4347, 4350, 4352-4365, 4370-
4378, 4380-4385, 4387-4388, 4390, 4400-4408,
4410-4413, 4421-4423, 4605-4606, 4608, 4610-
4615

Townsville

4806-4820, 4850

COVERAGE MAP : (AM-B)



NORTHERN NSW

FTA Network	Affiliation
Prime7, 7TWO, 7mate, 7flix	7
Nine NBN, 9GO!, 9Gem, 9Life	9
WIN 10, Bold, Peach, Sky News Regional	10
ABC TV, ABC Kids/ABC TV Plus, ABC ME, ABC NEWS	ABC
SBS, SBS VICELAND, SBS Food, NITV, SBS WORLD MOVIES	SBS

FTA network affiliations are as of 1 July 2021

MARKET	PEOPLE	HOUSEHOLDS
NORTHERN RIVERS	1 046 000	447 300
TAMWORTH TAREE	357 800	148 000
NEWCASTLE	825 500	329 300
TOTAL	2 229 300	924 700

Based on 2011 ASGS SA1 Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

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TV COVERAGE AREA BY POSTCODE : (AM-B)

NORTHERN NSW

Newcastle

2258-2259, 2261-2265, 2267, 2278, 2280-2287,
2289-2300, 2302-2308, 2311, 2315-2330, 2333-2339,
2420-2421

Northern Rivers

2431, 2440-2441, 2447-2450, 2452-2456, 2460,
2462-2466, 2469-2490, 4209-4228, 4230

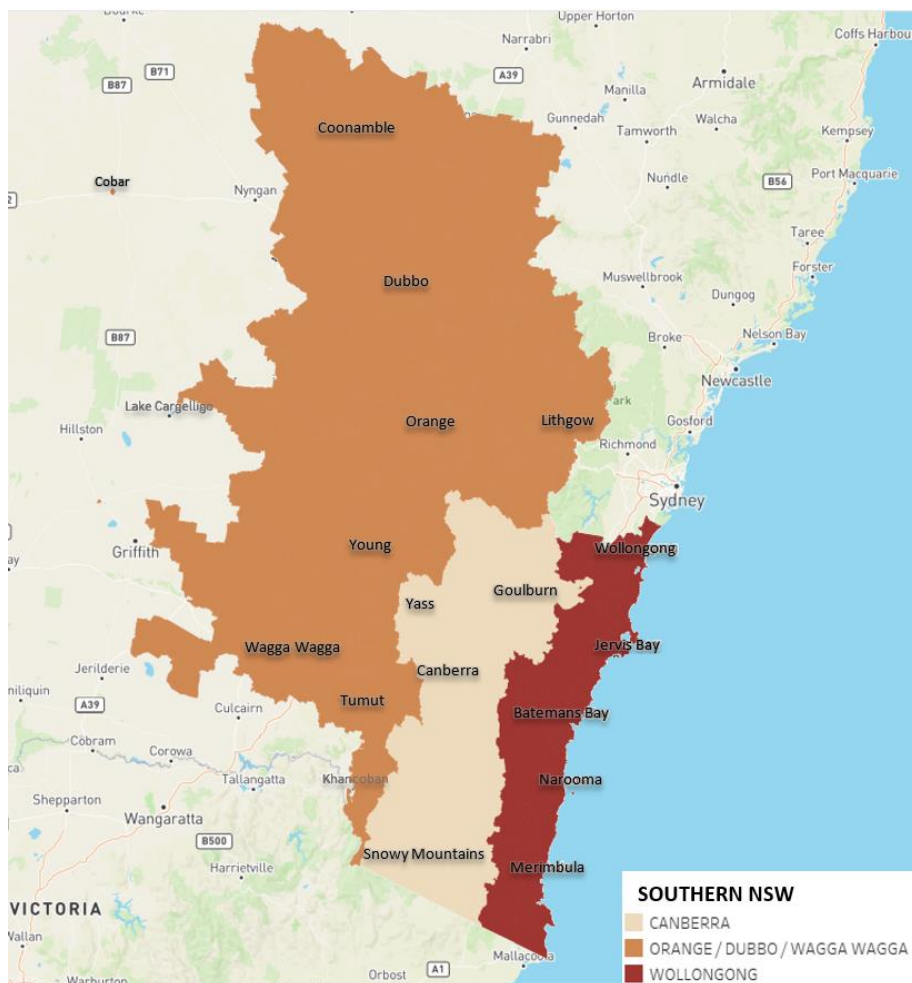
Tamworth

2340-2347, 2350, 2352-2356, 2358-2361, 2365,
2369-2372, 2380-2382, 2386-2388, 2390, 2397-
2406, 2408-2411

Taree

2312, 2415, 2422-2430, 2439, 2443-2446

COVERAGE MAP : (AM-C)



SOUTHERN NSW

FTA Network	Affiliation
Prime7, 7TWO, 7mate, 7flix	7
Nine, 9GO!, 9Gem, 9Life	9
SCA 10, Bold, Peach, Shake, Sky News Regional	10
ABC TV, ABC Kids/ABC TV Plus, ABC ME, ABC NEWS	ABC
SBS, SBS VICELAND, SBS Food, NITV, SBS WORLD MOVIES	SBS

FTA network affiliations are as of 1 July 2021

MARKET	PEOPLE	HOUSEHOLDS
CANBERRA	565 000	224 600
ORANGE DUBBO WAGGA WAGGA	420 400	177 100
WOLLONGONG	546 400	225 800
TOTAL	1 531 800	627 500

Based on 2011 ASGS SA1 Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

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TV COVERAGE AREA BY POSTCODE : (AM-C)

SOUTHERN NSW

Canberra

2579-2584, 2600-2607, 2609, 2611-2612, 2614-2615,
2617-2621, 2623-2633, 2900, 2902-2906, 2911-2914

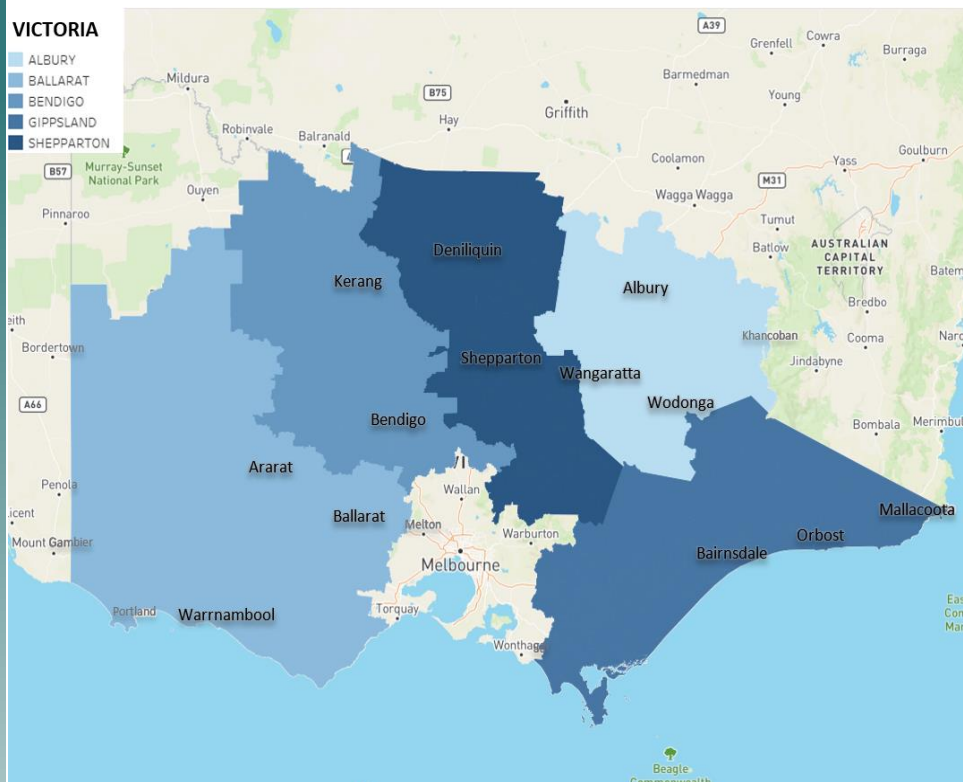
Wollongong

2500, 2502, 2505-2506, 2508, 2515-2519,
2525-2530, 2533-2541, 2545-2546, 2548-2551,
2575-2578, 2622

Orange, Dubbo, Wagga

2357, 2379, 2395-2396, 2585-2588, 2590, 2594, 2649-
2653, 2655-2656, 2661, 2663, 2665-2666, 2668, 2671,
2678, 2701-2702, 2720-2722, 2725-2727, 2729-2730,
2787, 2790-2795, 2797-2800, 2803-2810, 2817-2818,
2820-2824, 2826-2831, 2835, 2842-2850, 2852, 2864-
2871, 2874-2877

COVERAGE MAP : (AM-D)



VICTORIA

FTA Network	Affiliation
Prime7, 7TWO, 7mate, 7flix	7
Nine, 9GO!, 9Gem, 9Life	9
SCA 10, Bold, Peach, Shake, Sky News Regional	10
ABC TV, ABC Kids/ABC TV Plus, ABC ME, ABC NEWS	ABC
SBS, SBS VICELAND, SBS Food, NITV, SBS WORLD MOVIES	SBS

FTA network affiliations are as of 1 July 2021

MARKET	PEOPLE	HOUSEHOLDS
ALBURY	197 400	89 300
SHEPPARTON	176 100	78 800
BENDIGO	241 200	109 100
BALLARAT	360 600	155 700
GIPPSLAND	241 900	104 900
TOTAL	1 217 200	537 700

Based on 2011 ASGS SA1 Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

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TV COVERAGE AREA BY POSTCODE : (AM-D)

VICTORIA

Ballarat

3230-3234, 3235-3239, 3241-3243, 3249-3251, 3254, 3260, 3264-3287, 3289, 3292-3294, 3300-3305, 3309-3312, 3314-3315, 3317-3319, 3321-3325, 3328-3334, 3341-3342, 3345, 3350-3352, 3355-3358, 3360-3361, 3363-3364, 3370, 3373-3375, 3377-3381, 3384-3385, 3387-3388, 3390-3393, 3395-3396, 3400-3401, 3407, 3409, 3412-3415, 3418-3420, 3423-3424, 3458, 3460-3461, 3467-3469, 3480, 3485, 3487-3489

Bendigo

2732-2736, 3371, 3444, 3446-3448, 3450-3451, 3453, 3462-3465, 3472, 3475, 3477-3478, 3482-3483, 3515-3518, 3520-3523, 3525, 3527, 3529-3531, 3533, 3537, 3540, 3542, 3544, 3546, 3550-3551, 3555-3558, 3561-3568, 3570-3573, 3575-3576, 3579-3581, 3583-3586, 3588-3591, 3594-3597, 3599, 3659-3660, 3662

Albury

2640-2647, 2658-2660, 3675, 3677-3678, 3682-3683, 3685, 3687-3688, 3690-3691, 3695, 3697-3701, 3704-3705, 3707-3709, 3727-3728, 3730, 3732-3733, 3735, 3737-3741, 3744, 3746-3747, 3749

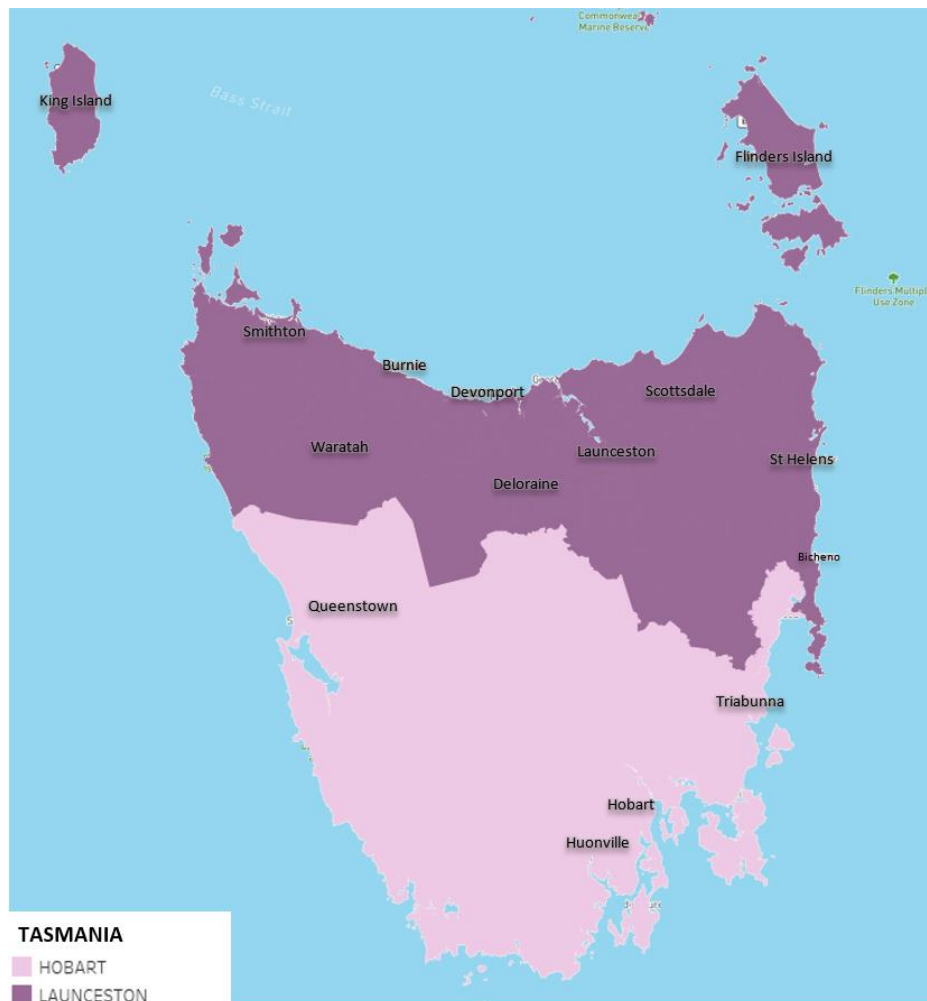
Gippsland

3816, 3818, 3820-3825, 3831-3833, 3835, 3840, 3842, 3844, 3847, 3850-3852, 3854, 3856-3860, 3862, 3864-3865, 3869-3871, 3873-3875, 3878, 3880, 3882, 3885-3893, 3895-3896, 3898, 3900, 3902-3904, 3909, 3953-3954, 3956-3960, 3962, 3964-3967, 3971

Shepparton

2710, 2712-2714, 2716, 2731, 3559, 3607-3608, 3610, 3612, 3614, 3616-3618, 3620-3624, 3629-3631, 3633-3641, 3644, 3646-3647, 3649, 3663-3666, 3669-3670, 3672-3673, 3711-3715, 3717-3720, 3722-3723, 3725-3726, 3763, 3778-3779

COVERAGE MAP : (AM-E)



TASMANIA

FTA Network	Affiliation
Southern Cross Tas, 7TWO, 7mate	7
Nine, 9GO!, 9Gem, 9Life	9
TDT 10, Bold, Peach, Shake	10
ABC TV, ABC Kids/ABC TV Plus, ABC ME, ABC NEWS	ABC
SBS, SBS VICELAND, SBS Food, NITV, SBS WORLD MOVIES	SBS

FTA network affiliations are as of 1 July 2021

MARKET	PEOPLE	HOUSEHOLDS
LAUNCESTON	255 000	107 400
HOBERT	278 600	119 600
TOTAL	533 600	227 000

Based on 2011 ASGS SA1 Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

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TV COVERAGE AREA BY POSTCODE : (AM-E)

TASMANIA

Hobart

7000, 7004-7005, 7007-7012, 7015-7027, 7030, 7050,
7052-7055, 7109, 7112-7113, 7116-7117, 7119-7120,
7139-7140, 7150, 7155, 7162-7163, 7170-7180, 7182-
7187, 7190, 7466-7470

Launceston

7209-7216, 7248-7250, 7252-7265, 7267-7268,
7270, 7275-7277, 7290-7292, 7300-7307, 7310,
7315-7316, 7320-7322, 7325, 7330-7331

COVERAGE MAP : REGWA



REGIONAL WA

FTA Network	Affiliation
GWN7, 7TWO, 7mate	7
Nine, 9GO!, 9GEM, 9Life	9
WDT 10, Bold, Peach	10
ABC TV, ABC Kids/ABC TV Plus, ABC ME, ABC NEWS	ABC
SBS, SBS VICELAND, SBS Food, NITV, SBS WORLD MOVIES	SBS

FTA network affiliations are as of 1 July 2021

MARKET	PEOPLE	HOUSEHOLDS
TOTAL	559 700	233 500

Based on 2011 ASGS SA1 Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

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TV COVERAGE AREA BY POSTCODE

REGIONAL WA

6215, 6218-6220, 6221, 6223, 6224, 6225, 6226, 6227, 6228, 6229, 6230, 6232, 6233, 6236, 6237, 6239, 6240, 6243, 6244, 6251, 6252, 6253, 6254, 6255, 6256, 6258, 6260, 6262, 6271, 6275, 6280, 6281, 6282, 6284, 6285, 6286, 6288, 6290, 6390, 6398, 6316, 6317, 6318, 6320, 6321, 6322, 6323, 6324, 6326, 6327, 6328, 6330, 6333, 6335, 6336, 6337, 6338, 6341, 6343, 6394, 6395, 6396, 6397, 6306, 6308, 6309, 6311, 6312, 6313, 6315, 6350, 6351, 6352, 6353, 6355, 6356, 6357, 6358, 6359, 6361, 6363, 6365, 6367, 6370, 6372, 6373, 6375, 6391, 6392, 6393, 6302, 6304, 6368, 6369, 6383, 6384, 6385, 6386, 6401, 6403, 6405, 6407, 6409, 6410, 6411, 6412, 6413, 6414, 6415, 6418, 6419, 6420, 6421, 6422, 6423, 6424, 6425, 6426, 6427, 6428, 6460, 6461, 6462, 6463, 6465, 6466, 6467, 6468, 6470, 6472, 6473, 6475, 6476, 6477, 6479, 6480, 6484, 6485, 6487, 6488, 6489, 6490, 6506, 6507, 6509, 6510, 6511, 6512, 6513, 6516, 6521, 6562, 6568, 6569, 6571, 6572, 6574, 6575, 6603, 6605, 6606, 6608, 6609, 6613, 6346, 6348, 6429, 6430, 6431, 6432, 6434, 6436, 6437, 6438, 6440, 6442, 6443, 6445, 6446, 6447, 6448, 6450, 6452, 6514, 6515, 6517, 6518, 6519, 6522, 6525, 6528, 6530, 6532, 6535, 6536, 6537, 6612, 6614, 6616, 6620, 6623, 6625, 6627, 6628, 6630, 6631, 6632, 6635, 6638, 6639, 6640, 6642, 6646, 6701, 6705, 6707, 6710, 6713, 6714, 6716, 6718, 6720, 6721, 6722, 6751, 6753, 6754, 6758, 6760, 6762, 6725, 6726, 6728, 6740, 6743, 6765, 6770

Based on 2021 Postcodes

Source: Australia Post

Produced by: Nielsen Television Audience Measurement

TPSS REPORTING

AGGREGATE MARKETS – 144 DEMOGRAPHICS

1	Households	16	People 16-24	31	People 35-64
2	Total Individuals	17	People 16-39	32	People 40-54
3	People 5+	18	People 16-54	33	People 40-64
4	People 13+	19	People 18-24	34*	People 50-64
5	People 5-17	20	People 18-29	35*	People 55-64
6	People 0-17	21	People 18-49	36	People 30+
7	People 0-24	22	People 18-54	37	People 40+
8	People 0-39	23*	People 25-34	38	People 55+
9	People 0-54	24	People 25-39	39*	People 65+
10*	People 10-15	25	People 25-44	40	Children 0-12
11	People 16+	26	People 25-54	41*	Children 2-9
12	People 18+	27*	People 30-39	42	Children 5-12
13	People 18-39	28	People 30-49	43*	Teens 10-17
14	People 25+	29	People 35-54	44	Teens 13-17
15	People 13-24	30	People 25-49		

*N/A in Tasmania

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

TPSS REPORTING

AGGREGATE MARKETS – 144 DEMOGRAPHICS

45*	Men 0-15	61	Men 25-54	77	Women 16-54
46	Men 18+	62*	Men 30-49	78*	Women 18-29
47	Men 25+	63*	Men 35-54	79*	Women 18-34
48	Men 40+	64*	Men 40-54	80	Women 18-39
49*	Men 13-24	65*	Men 40-64	81	Women 18-49
50	Men 16-24	66*	Men 50-64	82	Women 18-54
51	Men 16-39	67	Men 55+	83	Women 25-39
52	Men 16-54	68	Women 16+	84*	Women 25-44
53	Men 16+	69	Women 18+	85	Women 25-54
54*	Men 18-29	70	Women 25+	86*	Women 30-49
55*	Men 18-34	71	Women 40+	87*	Women 25-54 + Child 0-17
56	Men 18-39	72*	Women 0-15	88*	Women 35-54
57	Men 18-49	73*	Women 13-24	89	Women 40-54
58	Men 18-54	74*	Women 13-29	90*	Women 40-64
59	Men 25-39	75	Women 16-24	91	Women 50-64
60*	Men 25-44	76	Women 16-39	92	Women 55+

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

TPSS REPORTING

AGGREGATE MARKETS – 144 DEMOGRAPHICS

93	Grocery Buyer	107	GB + Child 5-17
94	GB 40+	108*	<i>Female GB 25-49</i>
95	GB 18-54	109	GB Female
96	GB 25-54	110	TGS 13+
97*	<i>GB 40-54</i>	111	GS 18+
98*	<i>GB 55+</i>	112*	<i>GS Female 25-49</i>
99	GB 18-39	113	GS with Child 0-17
100	GB Working	114	GS with 0 Child
101	GB Non Working	115*	<i>GS with 1-2 Child</i>
102	GB + 0 Child	116	GS with Child 5-12
103	GB + Child 0-17	117	GS Not Working
104*	<i>GB + 1-2 Child 0-17</i>	118	GS Working
105*	<i>GB + Child 0-12</i>	119	TGS 13-39
106	GB + Child 5-12	120	GS 40+

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

Note: TGS = Total Grocery Shopper 13+ age groups / GS = Grocery Shopper 18+ age groups.

TPSS REPORTING

AGGREGATE MARKETS – 144 DEMOGRAPHICS

121	GS with Child 5-17	135*	Occupation Group 1 25-54
122*	GS 40-54	136*	Occupation Group 1 35+
123*	GS 55+	137*	Occupation Group 1 40+
124	TGS 13-54	138	Occupation Groups 1 & 2
125	GS Female	139*	Occupation Group 2
126	GS 25-54	140	Occupation Groups 1 & 2
127*	GS with Child 0-12	141*	Occupation Group 2
128	GS Age <40	142*	Occupation Group 2 16-39
129	GS Age 55-64	143*	Occupation Groups 2,3 & 4
130	GS Age 65+	144*	Occupation Groups 2,3 & 4 16-39
131	GS Age <55		
132	GS Male		
133	GS with 3+ Children		
134	Occupation Group 1		

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: This list excludes Regional WA. Regional WA demographics are available in the following pages.

Note: TGS = Total Grocery Shopper 13+ age groups / GS = Grocery Shopper 18+ age groups.

TPSS REPORTING

SUB MARKETS – 23 DEMOGRAPHICS

REGIONAL WA – 26 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 13+
10	Men 40+	23	Grocery Shopper 18+
11	Women 40+	24*	<i>Men 55+</i>
12	People 40+	25*	<i>Women 55+</i>
13	Men 16-39	26*	<i>People 55+</i>

**only in Regional WA*

Note: Sub market TPSS demographics data is supplied as a 4 weekly ¼ hour average file by Survey Period.
 Sub market ¼ hour TPSS data is not supplied for Weeks 1 and 2 of the year, as well as the Easter period.
 TPSS demographics marked with * are only available within the Regional WA market.

REGIONAL FREE-TO-AIR CHANNEL LAUNCH & BREAKOUT

Channel	Broadcast Launch	Channel Breakout	Notes
<i>TDT (SD)</i>	1 January 2004 Hobart / August 2004 Launceston	30 November 2008	
<i>ABC Kids/ABC TV Plus (SD)</i>	7 March 2005 / June 2008 (RegWA)	1 June 2008	* Renamed from ABC2 on 4 Dec 2017 (reported name change 4 Mar 2018 breakout) * Renamed from ABCKIDS/COMEDY Dec 2020 (reported name change 27 Dec 2020 breakout. ABC changed to ABC TV.
<i>Bold (SD)</i>	2 July 2009 / 30 July 2009 (Tasmania) / August 2011 (Reg WA)	27 December 2009 12 February 2012 (Reg WA)	* Renamed from ONE on 1 Nov 2018 (reported name change 25 Nov 2018 breakout) * Renamed from Boss to Bold on 10 th Dec 2018
<i>SBS VICELAND (SD)</i>	1 June 2009	28 June 2009	* Renamed from SBS2 on 15 Nov 2016 (reported name change 27 Nov 2016 breakout)
<i>GO! (SD)</i>	9 August 2009 / August 2011 (Reg WA)	29 November 2009 27 December 2009 (NNSW) 12 February 2012 (RegWA)	
<i>7TWO (SD)</i>	1 November 2009 (QLD) / 1 December 2009 (Tasmania) / 23 December 2009 (NNSW, SNSW, VIC) / August 2011 (Reg WA)	27 December 2009 12 February 2012 (Reg WA)	
<i>ABC ME (SD)</i>	4 December 2009, November 2009 (RegWA)	29 November 2009	* Renamed from ABC3 on 19 Sept 2016 (reported name change 2 Oct 2016 breakout)
<i>ABC NEWS (HD)</i>	22 July 2010, August 2010 (RegWA)	1 August 2010	* Renamed from ABC News 24 on 9 Apr 2017 (reported name change 28 May 2017 breakout)
<i>7mate (HD)</i>	25 September 2010, 24 October 2010 (Tasmania) August 2011 (RegWA)	26 September 2010 12 February 2012 (RegWA)	
<i>GEM (HD)</i>	26 September 2010 August 2011 (RegWA)	26 September 2010 12 February 2012 (RegWA)	
<i>Peach (SD)</i>	11 January 2011 August 2011 (RegWA)	9 January 2011 12 February 2012 (RegWA)	* Renamed from ELEVEN on 1 Nov 2018 (reported name change 25 Nov 2018 breakout)
<i>TEN West (WDT) (SD)</i>	June 2010 (RegWA), progressive launch	12 February 2012 (RegWA)	* Channel ceased as at 30 June, 2016 and became WDT.
<i>NITV (HD)</i>	12 December 2012	9 December 2012	
<i>SBS Food (SD)</i>	17 November 2015	29 November 2015	* Renamed from SBS Food Network on 17 Nov 2018 (reported name change 25 Nov 2018 breakout)
<i>7flix (SD)</i>	28 February 2016 (QLD only) 3 September 2017 (NNSW, SNSW, Vic)	28 February 2016 (QLD only) 27 August 2017 (NNSW, SNSW, Vic)	
<i>9Life (SD)</i>	1 March 2016 10 March 2016 RegWA 30 September 2018 Tasmania	28 February 2016 30 September 2018	Off air in QLD, SNSW, VIC, TAS, and Reg. WA as of 30 June 2016. Back on air in QLD, SNSW, and VIC as of 17 July 2016 – reported in the ratings as of 28 Aug 2016 breakout. 30 September 2018 in Tasmania. Off air from 1 to 31 July 2021 in QLD, SNSW, VIC, TAS, and Reg. WA
<i>Sky News on WIN (SD)</i>	2 September 2018	2 September 2018	* Free To Air Multi-channel ceased as at 31 July 2021 in all markets
<i>SBS World Movies (HD)</i>	1 July 2019	30 June 2019	• Free To Air Multi-channel.
<i>Shake</i>	1 July 2021 (QLD, SNSW, VIC & TAS)	27 June 2021 (QLD, SNSW, VIC) 29 Aug 2021 (TAS)	• Free to Air Multi-channel
<i>Sky News Regional</i>	1 August 2021 (QLD, NNSW, SNSW, VIC)	1 August 2021 (QLD, SNSW, VIC)	• Free To Air Multi-channel, rebrand in NNSW from Sky News on WIN

* Note:
Affiliation changes for Primary and Multi channels for WIN and SCA, TDT and WDT 1 Jul 2016 and again 1 Jul 2021. Ownership change for SCA TEN and WIN in NNSW occurred 1 Sept 2017.

TERMS AND DEFINITIONS

- **Universe Estimate**

The estimated population against which media audiences are calculated.

- **Minimum Sample Size**

Minimum expected panel size of the reporting panel for a defined demographic within a defined geographic area based on Universe Estimates. The reporting panel is 90% of the full panel.

- **Households Using Television (HUT)**

The number of Households with at least one television set switched on.

- **Rating**

The number of homes (or people) tuned to a particular station at a particular time. Usually expressed as a percentage.

- **Target Audience Rating Point (TARP)**

The average viewing audience for a demographic, usually expressed as a percentage.

- **Share**

The average viewing audience for a specific program or station, expressed as a percentage of the total TV viewing audience.

TERMS AND DEFINITIONS

- **Reach**

The number or percentage of different people who have seen 'x' minute(s) of a program or timeband.
Industry standard bases Program Reach on 5 consecutive minutes viewed.

- **Effective Frequency**

The number of exposures (1+, 2+, 3+ etc) deemed necessary for an advertising message to produce an effect.

(i.e. For the target market to take the desired action, or for the ad to cause the desired response)

- **Effective Reach**

The number or percentage of the target audience who are reached at, or above, the Effective Frequency level.

Eg. If the Effective Frequency is set at 3 and 55% of the target have seen the advertising campaign 3 or more times then the Effective Reach is 55%.

TERMS AND DEFINITIONS

- **Live**

Viewing of television programming at the time of broadcast.

- **As Live**

Viewing of recorded television programming on the same research day, at least 60 seconds after the time of the original broadcast (a research day is 2am to 2am).

- **Overnight**

The aggregate of Live and As Live viewing. Overnight files are released on the morning of the day after broadcast.

- **Time Shift to 7**

Viewing of recorded television programming up to seven days after broadcast.

- **Playback to 7**

Viewing to a television program at a time later than the original time of broadcast, up to seven days after broadcast. This is measured as the addition of 'As Live' and 'Time shift to 7'.

- **Consolidated 7**

The aggregate of Live, As Live and Time Shift viewing, up to seven days after broadcast. Consolidated files are released seven days after the overnight files.

TERMS AND DEFINITIONS

- **Time Shift 8-28**

Viewing of recorded television programming between 8 – 28 days after the original time of broadcast

- **Time Shift to 28**

Viewing of recorded television programming up to 28 days after broadcast.

- **Playback to 28**

Viewing to a television program at a time later than the original time of broadcast, up to 28 days after broadcast. This is measured as the addition of 'As Live' and 'Time shift to 28'.

- **Consolidated 28**

The aggregate of Live, As Live and Time Shift to 28 viewing, up to 28 days after broadcast. Consolidated files are released 21 days after Consolidated 7 files and 28 days after the overnight files.

- **Total Grocery Shopper**

As of 1st January 2017, the new 'Total Grocery Shopper' demographic will sit alongside the Main Grocery Buyer demographic and with its broader definition will account for all of the grocery shoppers within the home.

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 Shoppers, Shoppers or SH.

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

TERMS AND DEFINITIONS

- **Occupational Group 1 (OG1)**

(previously referred to as AB)

Managers, Administrators & Professionals:

Legislators & Government Appointed Officials; General Managers; Specialist managers; Farmers and Farm managers; managing Supervisors (Sales and Service and Other Business); Natural Scientists; Building Professionals and Engineers; Health Diagnosis and Treatment Practitioners; Tertiary Teachers; Social Professionals; Business Professionals; Artists and Related Professionals

- **Occupational Group 2 (OG2)**

(previously referred to as C1)

Para Professionals; Clerks; Teachers; Sales People and Professional Service Workers:

Medical and Science Technical Officers and Technicians; Engineering and Building Associates and Technicians; Air and Sea Transport Technical Workers; Registered Nurses; Stenographers and Typists; Data Processing and Business machine Operators; Numerical Clerks; Filing; Sorting and Copying Clerks; Material Recording and Despatching Clerks; Receptionists; Telephonists and Messengers; School Teachers; Investment; Insurance and Real Estate Salespersons; Sales Representatives, Sales Assistants; Tellers; Cashiers and Ticket Salespersons; Personal Service Workers

- **Occupational Group 3 (OG3)**

(previously referred to as C2)

Tradespeople:

Metal and Machinery Tradespeople; Electrical and Electronics Tradespersons; Printing Tradespeople; Vehicle Tradespeople; Food Tradespersons; Amenity Horticultural Tradespeople

TERMS AND DEFINITIONS

- **Occupational Group 4 (OG4)**

(previously referred to as D)

Plant and Machine Operators, Drivers and Police:

Road and Rail Transport Drivers; Mobile Plant Operators; Stationary Plant Operators; Machine Operators; Police

- **Occupational Group 5 (OG5)**

(previously referred to as E)

Labourers & Related Workers:

Trade Assistants and Factory Hands; Agricultural Labourers and Related Workers; Cleaners; Construction and Mining Labourers

HOUSEHOLD INCOME

Household Income Classifications

From the start of the 2016 ratings year (week 1, commencing Sunday 27 December, 2015) Regional TAM introduces a new household characteristic, **Household Income (HHI)**, within its Regional FTA and Regional STV Elemental databases.

This household characteristic draws on national analysis of household incomes and identifies five bands. HHI is part of the standard demographic list and can be analysed in isolation or in conjunction with other Regional TAM analysis variables within approved software packages.

HHI is also available in the OzTAM Metropolitan and National STV Elemental databases.

The household income band labels and ranges:

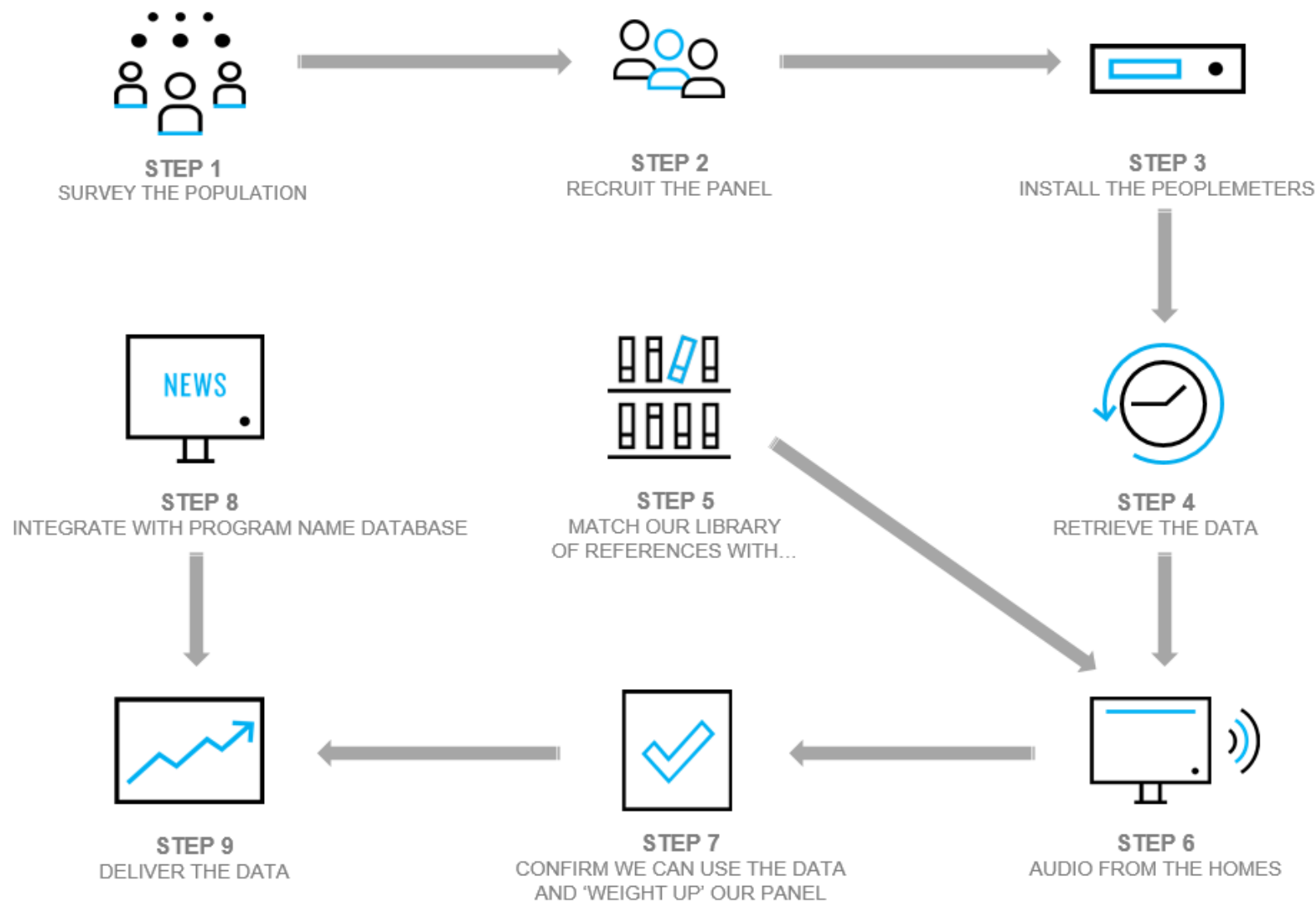
Income Band	2016 Household Income Thresholds*
Income Band 1	\$130,000+
Income Band 2	\$90,000 - \$129,999
Income Band 3	\$55,000 - \$89,999
Income Band 4	\$30,000 - \$54,999
Income Band 5	Less than \$30,000
Unknown	Non Disclosed

To accommodate changing dynamics within individual markets, HHI band ranges will be reviewed annually and revised as needed.

The HHI characteristic will only be available within the Elemental databases. The Quarter Hour files remain unchanged.

**Please note that the household income dollar amounts are listed here for reference but are not available within the analytical software, the bands only are listed.*

THE RATINGS PROCESS



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