Trading Demographics vs. Analysis Demographics



When working with Submarket or Regional WA data, it is important to note the difference between trading demographics and <u>analysis</u> 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 Shoppers (TGS and TGS 13+)
10	Men 40+	23	Grocery Shopper 18+
11	Women 40+	24*	Men 55+
12	People 40+	24*	Women 55+
13	Men 16-39	26*	People 55+

Please remember:

*Denotes 55+ demographics only available in Regional WA

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

41*	People 50-64			
42	People 55+			
43*	People 55-64			
44*	People 65+			
45*	Men 0-15			
46*	Men 13-24			
47	Men 16+			
48	Men 16-24			
49	Men 16-39			
50	Men 16-54			
51	Men 18+			
52*	Men 18-29			
53*	Men 18-34			
54	Men 18-39			
55	Men 18-49			
56	Men 18-54			
57	Men 25+			
58	Men 25-39			
59*	Men 25-44			
60	Men 25-54			
61*	Men 30-49			
62*	Men 35-54			
63	Men 40+			
64*	Men 40-54			
65*	Men 40-64			
66*	Men 50-64			
67	Men 55+			
68*	Women 0-15			
69*	Women 13-24			
70*	Women 13-29			
71	Women 16+			
72	Women 16-24			
73	Women 16-39			
74	Women 16-54			
75	Women 18+			
76*	Women 18-29			
77*	Women 18-34			
78	Women 18-39			
79	Women 18-49			
80	Women 18-54			

81	Women 25+			
82	Women 25-39			
83*	Women 25-44			
84	Women 25-54			
85*	Women 25-54 + Child 0-17			
86*	Women 30-49			
87*	Women 35-54			
88	Women 40+			
89	Women 40-54			
90*	Women 40-64			
91*	Women 50-64			
92	Women 55+			
93	Grocery Buyer			
94	GB 18-39			
95	GB 18-54			
96	GB 25-54			
97	GB 40+			
98*	GB 40-54			
99*	GB 55+			
100	GB 55-64			
101	GB Working			
102	GB Non Working			
103	GB + 0 Child			
104	GB + Child 0-17			
105*	GB + 1-2 Child 0-17			
106*	GB + Child 0-12			
107	GB + Child 5-12			
108	GB + Child 5-17			
109	GB Female			
110*	GB Female 25-49			
111	TGS 13+			
112	TGS 13-39			
113	TGS 13-54			
114	GS 18+			
115	GS 25-54			
116	GS 40+			
117*	GS 40-54			
118*	GS 55+			
119 GS 55-64				
* N/A in Tasmania				



Aggregate Market Trading Demographics



120	GS Working		
121	GS Not Working		
122	GS Female		
123*	GS Female 25-49		
124	GS with 0 Child		
125*	GS with 1-2 Child		
126*	GS with Child 0-12		
127	GS with Child 0-17		
128	GS with Child 5-12		
129	GS with Child 5-17		
130	Occupation Group 1		
131*	Occupation Group 1 25-54		
132*	Occupation Group 1 35+		
133*	Occupation Group 1 40+		
134	Occupation Groups 1 & 2		
135*	Occupation Group 2		
136*	Occupation Group 2 16-39		
137*	Occupation Group 3, 4 & 5		
138*	Occupation Group 3,4 & 5 16-39		
			* N/A in Tasmania

