

REGIONAL TOOLKIT

2022

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SURVEY CALENDAR SUMMARY - 2022

Survey	Weeks Surveyed	Survey Commences (Sun)	Survey Concludes (Sat)
Summer	Weeks 1 – 6	26 December	5 February
Survey 1	Weeks 7 – 10	6 February	5 March
Survey 2	Weeks 11 – 14	6 March	2 April
Survey 3	Week 15	3 April	9 April
Easter	Weeks 16 – 17	10 April	23 April
Survey 3 (cont.)	Week 18-20	24 April	14 May
Survey 4	Weeks 21 – 24	15 May	11 June
Survey 5	Weeks 25 – 28	12 June	9 July
Survey 6	Weeks 29 – 32	10 July	6 August
Survey 7	Weeks 33 – 36	7 August	3 September
Survey 8	Weeks 37 – 40	4 September	1 October
Survey 9	Weeks 41 – 44	2 October	29 October
Survey 10	Weeks 45 – 48	30 October	26 November
Summer	Weeks 49 – 53	27 November	31 December

The full Survey Calendar can be downloaded at:

www.regionaltam.com.au

EASTER PERIODS 2009 - 2022

Year	Week No.	Sunday to Saturday		Within Survey
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	
2022	16	10-Apr	16-Apr	3
	17	17-Apr	23-Apr	

UNIVERSE ESTIMATES – 2022

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
Total QUEENSLAND (AM-A)	813.9	1,893.4	812
CAIRNS	116.9	264.3	120
TOWNSVILLE	99.5	240.7	105
MACKAY	79.7	192.4	105
ROCKHAMPTON	99.5	239.3	105
MARYBOROUGH	294.1	658.8	257
TOOWOOMBA	124.3	297.8	120
Total NNSW (AM-B)	929.2	2,236.0	700
NORTHERN RIVERS	450.1	1,048.6	339
TAMWORTH/TAREE	148.8	359.8	120
NEWCASTLE	330.4	827.6	241
Total SNSW (AM-C)	629.8	1,534.6	570
CANBERRA	225.4	566.2	185
ORANGE DUBBO WAGGA	177.7	421.3	177
WOLLONGONG	226.6	547.1	208
Total VICTORIA (AM-D)	538.1	1,217.3	651
ALBURY	89.3	197.4	102
SHEPPARTON	78.9	176.0	104
BENDIGO	109.2	241.3	132
BALLARAT	155.7	360.3	190
GIPPSLAND	105.1	242.3	123
Total TASMANIA	226.8	534.2	285
LAUNCESTON	107.4	255.5	142
HOBART	119.4	278.7	143
REGIONAL WA	232.9	558.3	180

UNIVERSE ESTIMATES - 2022

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	1,893.4	2,236.0	1,534.6	1,217.3	534.2	7,415.6	558.3	7,973.9
Total Households	813.9	929.2	629.8	538.1	226.8	3,137.8	232.9	3,370.7
Children 0-4	113.4	128.7	94.2	70.2	29.3	435.9	37.6	473.5
Children 5-12	202.4	224.8	156.9	121.6	51.5	757.2	62.3	819.6
Children 13-17	123.9	136.2	93.5	74.8	31.8	460.2	35.1	495.3
People 16+	1,501.8	1,799.6	1,226.7	980.8	434.0	5,942.8	436.5	6,379.3
People 16-39	547.7	644.5	472.9	330.1	153.5	2,148.6	163.6	2,312.2
People 16-54	909.7	1,060.0	758.3	551.7	252.4	3,532.1	276.7	3,808.8
People 25+	1,299.0	1,559.4	1,052.7	853.5	377.2	5,141.6	383.7	5,525.3
People 25-54	706.9	819.8	584.2	424.4	195.6	2,731.0	223.9	2,954.8
People 40+	954.0	1,155.1	753.8	650.7	280.5	3,794.2	272.9	4,067.0
Men 16+	740.0	872.5	603.2	482.9	212.6	2,911.1	222.2	3,133.3
Men 16-24	104.3	122.2	89.2	66.6	29.6	411.9	27.3	439.2
Men 16-39	274.1	320.1	238.1	166.8	77.5	1,076.6	83.9	1,160.5
Men 16-54	450.7	521.3	378.9	274.9	125.5	1,751.2	142.1	1,893.3
Men 18+	715.3	845.1	584.4	467.3	206.1	2,818.1	215.5	3,033.6
Men 18-24	79.6	94.9	70.4	51.0	23.1	318.9	20.6	339.6
Men 25+	635.7	750.3	514.0	416.3	183.0	2,499.2	194.9	2,694.1
Men 25-39	169.8	197.9	148.9	100.2	47.9	664.7	56.5	721.2
Men 25-54	346.4	399.1	289.6	208.4	95.9	1,339.3	114.7	1,454.0
Men 40+	465.9	552.3	365.1	316.1	135.1	1,834.5	138.3	1,972.8
Men 40-54	176.6	201.1	140.7	108.2	48.0	674.6	58.2	732.8
Men 55+	289.3	351.2	224.3	207.9	87.1	1,159.9	80.2	1,240.0

UNIVERSE ESTIMATES - 2022

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+	761.8	927.1	623.5	497.9	221.4	3,031.7	214.3	3,246.0
Women 16-24	98.5	118.0	84.8	60.7	27.2	389.2	25.5	414.7
Women 16-39	273.7	324.3	234.7	163.3	76.0	1,072.0	79.8	1,151.8
Women 16-54	459.0	538.8	379.4	276.8	127.0	1,780.9	134.6	1,915.5
Women 18+	738.5	901.2	605.7	483.5	215.4	2,944.2	207.8	3,152.0
Women 18-24	75.2	92.1	67.0	46.3	21.2	301.8	19.0	320.8
Women 25+	663.3	809.1	538.7	437.2	194.2	2,642.5	188.8	2,831.3
Women 25-39	175.2	206.3	149.9	102.6	48.8	682.8	54.3	737.1
Women 25-54	360.6	420.8	294.6	216.1	99.7	1,391.7	109.1	1,500.8
Women 40+	488.1	602.8	388.8	334.6	145.4	1,959.7	134.5	2,094.2
Women 40-54	185.4	214.4	144.7	113.5	51.0	708.9	54.9	763.8
Women 55+	302.7	388.3	244.1	221.2	94.5	1,250.8	79.7	1,330.4
Grocery Buyers (18+)	813.9	929.2	629.8	538.1	226.8	3,137.8	232.9	3,370.7
Grocery Buyers Working	447.6	486.3	359.4	288.2	112.5	1,693.9	139.1	1,833.0
Grocery Buyers Not Working	366.3	442.9	270.4	250.0	114.3	1,443.8	93.8	1,537.7
Grocery Buyers Under 40	217.7	234.8	179.8	131.7	54.3	818.3	71.1	889.4
Grocery Buyers 40+	596.2	694.3	450.1	406.4	172.4	2,319.4	161.9	2,481.3
Grocery Buyer No Kids	605.0	685.2	457.4	411.6	171.6	2,330.7	171.5	2,502.2
Grocery Buyer Kids	208.9	244.0	172.5	126.6	55.2	807.1	61.4	868.5
Grocery Buyers Children 0-12	159.8	183.8	130.2	94.3	40.9	609.0	48.7	657.6
Grocery Buyers Children 0-17	208.9	244.0	172.5	126.6	55.2	807.1	61.4	868.5
Grocery Buyers Children 5-12	118.3	149.9	95.3	71.9	32.6	468.0	37.6	505.6
Grocery Buyers Children 5-17	170.3	212.4	139.6	104.6	47.8	674.6	50.9	725.5

UNIVERSE ESTIMATES - 2022

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	315.9	366.2	269.1	187.3	87.7	1,226.3	94.7	1,321.0
Total Shoppers Age 25-54	497.1	570.8	412.8	305.9	140.7	1,927.2	158.0	2,085.2
Total Shoppers Age 40-54	259.3	291.8	206.2	164.2	72.0	993.6	83.5	1,077.0
Total Shoppers Age 55-64	186.4	211.7	139.1	126.4	52.2	715.8	51.6	767.4
Total Shoppers Age 65+	276.3	349.1	217.6	206.8	87.8	1,137.5	69.1	1,206.6
Total Shoppers < 55	575.3	658.1	475.4	351.5	159.7	2,219.9	178.2	2,398.0
Total Shoppers Age 25-49 Female	239.3	285.4	200.4	146.5	66.7	938.2	74.5	1,012.8
Total Shoppers Male	437.0	486.9	351.9	279.9	124.9	1,680.5	126.2	1,806.8
Total Shoppers Female	601.0	732.0	480.1	404.7	174.9	2,392.6	172.6	2,565.3
Total Shoppers 0 Children	774.2	892.1	607.8	529.1	226.5	3,029.6	225.5	3,255.1
Total Shoppers 1-2 Children	213.3	262.0	182.7	128.2	60.4	846.6	59.7	906.2
Total Shoppers 3+ Children	50.5	64.7	41.6	27.3	12.9	197.0	13.7	210.7
1 Person Households	230.7	241.9	163.8	147.3	66.1	849.9	50.9	900.8
2 Person Households	308.7	368.8	234.2	224.3	86.7	1,222.6	107.9	1,330.5
3 Person Households	124.9	125.1	96.8	79.8	30.8	457.4	27.7	485.2
4 Person Households	93.0	111.8	83.2	55.9	26.0	369.8	30.5	400.2
5+ Person Households	56.6	81.7	51.8	30.9	17.2	238.1	16.0	254.1
FTA Only Households	669.5	729.7	502.5	434.5	190.4	2,526.5	191.4	2,717.9
STV Subscription Households*	144.4	199.5	127.3	103.7	36.4	611.3	41.5	652.8
People in FTA Only Households	1,531.9	1,717.7	1,201.7	966.9	439.2	5,857.3	448.4	6,305.7
People in STV Households*	361.5	518.4	333.0	250.5	95.0	1,558.3	109.9	1,668.3
1 TV Households	373.7	380.6	265.4	213.4	95.9	1,329.0	108.2	1,437.2
2 TVs Households	264.4	319.9	216.5	187.9	75.0	1,063.8	76.7	1,140.4
3+ TVs Households	175.8	228.8	147.9	136.8	55.8	745.0	48.1	793.1

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Individuals	264.3	240.7	192.4	239.3	658.8	297.8	1,893.4
Total Households	116.9	99.5	79.7	99.5	294.1	124.3	813.9
Children 0-4	16.4	15.3	13.2	16.6	33.2	18.7	113.4
Children 5-12	28.1	25.6	21.9	28.4	65.4	33.0	202.4
Children 13-17	17.2	16.2	12.2	16.6	41.4	20.3	123.9
People 16+	209.1	190.2	149.7	184.0	534.9	233.8	1,501.8
People 16-39	78.1	82.3	60.6	74.2	166.0	86.6	547.7
People 16-54	131.5	127.2	99.4	120.7	290.9	140.0	909.7
People 25+	182.0	158.1	130.2	157.5	470.6	200.6	1,299.0
People 25-54	104.4	95.1	79.8	94.1	226.6	106.8	706.9
People 40+	131.0	108.0	89.1	109.8	368.9	147.2	954.0
Men 16+	103.4	94.8	76.6	92.7	258.3	114.2	740.0
Men 16-24	13.9	16.9	10.0	13.7	32.8	17.0	104.3
Men 16-39	38.5	42.1	30.6	37.4	82.1	43.4	274.1
Men 16-54	64.4	64.0	50.6	60.9	141.6	69.2	450.7
Men 18+	100.0	91.4	74.3	89.4	250.1	110.1	715.3
Men 18-24	10.5	13.5	7.6	10.4	24.6	12.9	79.6
Men 25+	89.4	77.9	66.7	79.0	225.5	97.2	635.7
Men 25-39	24.6	25.1	20.6	23.7	49.3	26.4	169.8
Men 25-54	50.5	47.1	40.7	47.2	108.8	52.3	346.4
Men 40+	64.8	52.8	46.0	55.3	176.2	70.8	465.9
Men 40-54	25.8	22.0	20.0	23.5	59.5	25.8	176.6
Men 55+	39.0	30.8	26.0	31.9	116.7	44.9	289.3

UNIVERSE ESTIMATES - 2022

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Women 16+	105.8	95.4	73.1	91.3	276.6	119.6	761.8
Women 16-24	13.2	15.2	9.6	12.8	31.5	16.2	98.5
Women 16-39	39.6	40.2	30.0	36.9	83.9	43.2	273.7
Women 16-54	67.2	63.2	48.7	59.8	149.4	70.8	459.0
Women 18+	102.6	92.3	70.8	88.2	268.8	115.8	738.5
Women 18-24	10.1	12.1	7.3	9.8	23.6	12.3	75.2
Women 25+	92.6	80.2	63.5	78.5	245.2	103.4	663.3
Women 25-39	26.3	25.0	20.4	24.0	52.4	27.0	175.2
Women 25-54	53.9	48.0	39.2	46.9	117.9	54.6	360.6
Women 40+	66.2	55.2	43.1	54.5	192.7	76.5	488.1
Women 40-54	27.6	23.0	18.8	22.9	65.5	27.6	185.4
Women 55+	38.6	32.2	24.3	31.5	127.3	48.9	302.7
Grocery Buyers (18+)	116.9	99.5	79.7	99.5	294.1	124.3	813.9
Grocery Buyers Working	68.4	60.5	51.3	56.0	147.5	63.9	447.6
Grocery Buyers Not Working	48.5	39.0	28.4	43.5	146.6	60.4	366.3
Grocery Buyers Under 40	34.6	32.1	22.4	33.4	63.5	31.7	217.7
Grocery Buyers 40+	82.3	67.5	57.2	66.1	230.5	92.5	596.2
Grocery Buyer No Kids	86.9	73.3	57.8	68.6	228.6	89.8	605.0
Grocery Buyer Kids	29.9	26.3	21.9	30.9	65.5	34.5	208.9
Grocery Buyers Children 0-12	21.1	21.3	17.1	24.4	50.9	24.9	159.8
Grocery Buyers Children 0-17	29.9	26.3	21.9	30.9	65.5	34.5	208.9
Grocery Buyers Children 5-12	14.7	16.4	12.6	18.5	38.5	17.6	118.3
Grocery Buyers Children 5-17	23.7	22.4	17.4	25.6	53.4	27.8	170.3

UNIVERSE ESTIMATES - 2022

Queensland							
000'S	CAIRNS	TOWNSVILLE	MACKAY	ROCKHAMPTON	MARYBOROUGH	TOOWOOMBA	Total QLD
Total Shoppers Age < 40	49.1	47.3	31.5	48.4	93.2	46.6	315.9
Total Shoppers Age 25-54	79.9	65.2	51.2	67.8	165.0	68.0	497.1
Total Shoppers Age 40-54	40.6	31.6	26.2	31.8	93.6	35.6	259.3
Total Shoppers Age 55-64	25.7	21.7	20.3	22.5	68.8	27.5	186.4
Total Shoppers Age 65+	33.8	28.2	20.6	27.6	120.4	45.7	276.3
Total Shoppers < 55	89.7	78.8	57.6	80.2	186.7	82.3	575.3
Total Shoppers Age 25-49 Female	37.6	31.5	23.7	33.0	77.3	36.1	239.3
Total Shoppers Male	63.1	55.3	44.0	55.7	157.0	62.0	437.0
Total Shoppers Female	86.1	73.4	54.5	74.6	218.9	93.5	601.0
Total Shoppers 0 Children	114.5	94.6	71.9	89.3	292.3	111.5	774.2
Total Shoppers 1-2 Children	28.4	27.1	22.0	32.3	71.8	31.7	213.3
Total Shoppers 3+ Children	6.3	7.0	4.7	8.7	11.7	12.2	50.5
1 Person Households	36.1	27.7	21.0	27.2	81.6	37.1	230.7
2 Person Households	43.3	35.2	29.1	35.4	122.3	43.4	308.7
3 Person Households	17.6	15.6	12.6	15.5	44.0	19.7	124.9
4 Person Households	13.2	11.9	11.0	13.0	32.5	11.4	93.0
5+ Person Households	6.7	9.1	6.0	8.5	13.6	12.7	56.6
FTA Only Households	99.1	77.8	62.7	81.8	245.4	102.6	669.5
STV Subscription Households*	17.7	21.7	17.0	17.7	48.7	21.6	144.4
People in FTA Only Households	224.9	189.2	144.0	197.2	537.2	239.6	1,531.9
People in STV Households*	39.4	51.6	48.5	42.2	121.7	58.2	361.5
1 TV Households	64.6	46.1	34.4	45.4	126.2	57.0	373.7
2 TVs Households	29.5	33.9	24.1	35.0	100.2	41.8	264.4
3+ TVs Households	22.8	19.5	21.2	19.2	67.7	25.5	175.8

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Individuals	1,048.6	359.8	827.6	2,236.0
Total Households	450.1	148.8	330.4	929.2
Children 0-4	58.1	19.9	50.7	128.7
Children 5-12	102.5	36.5	85.9	224.8
Children 13-17	62.9	22.5	50.9	136.2
People 16+	849.9	289.7	659.9	1,799.6
People 16-39	304.1	90.1	250.3	644.5
People 16-54	505.2	152.0	402.8	1,060.0
People 25+	737.8	254.1	567.4	1,559.4
People 25-54	393.2	116.4	310.3	819.8
People 40+	545.8	199.6	409.6	1,155.1
Men 16+	409.7	140.3	322.5	872.5
Men 16-24	56.5	18.1	47.6	122.2
Men 16-39	149.5	44.5	126.1	320.1
Men 16-54	245.9	74.4	200.9	521.3
Men 18+	397.0	135.9	312.3	845.1
Men 18-24	43.8	13.7	37.4	94.9
Men 25+	353.2	122.2	274.9	750.3
Men 25-39	93.0	26.4	78.6	197.9
Men 25-54	189.4	56.3	153.3	399.1
Men 40+	260.2	95.8	196.4	552.3
Men 40-54	96.4	29.9	74.8	201.1
Men 55+	163.8	65.8	121.6	351.2

UNIVERSE ESTIMATES - 2022

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Women 16+	440.2	149.5	337.5	927.1
Women 16-24	55.5	17.5	45.0	118.0
Women 16-39	154.6	45.6	124.2	324.3
Women 16-54	259.3	77.6	201.9	538.8
Women 18+	428.2	145.1	327.9	901.2
Women 18-24	43.5	13.2	35.4	92.1
Women 25+	384.7	131.9	292.5	809.1
Women 25-39	99.1	28.1	79.2	206.3
Women 25-54	203.8	60.0	156.9	420.8
Women 40+	285.6	103.9	213.3	602.8
Women 40-54	104.7	32.0	77.7	214.4
Women 55+	180.9	71.9	135.6	388.3
Grocery Buyers	450.1	148.8	330.4	929.2
Grocery Buyers Working	239.6	68.9	177.8	486.3
Grocery Buyers Not Working	210.5	79.9	152.6	442.9
Grocery Buyers Under 40	115.9	33.1	85.9	234.8
Grocery Buyers 40+	334.2	115.7	244.5	694.3
Grocery Buyer No Kids	337.6	112.6	235.0	685.2
Grocery Buyer Kids	112.5	36.2	95.3	244.0
Grocery Buyers Children 0-12	84.0	27.9	72.0	183.8
Grocery Buyers Children 0-17	112.5	36.2	95.3	244.0
Grocery Buyers Children 5-12	68.7	23.7	57.5	149.9
Grocery Buyers Children 5-17	97.5	32.8	82.1	212.4

UNIVERSE ESTIMATES - 2022

NNSW				
000'S	NORTHERN RIVERS	TAMWORTH/TAREE	NEWCASTLE	Total NNSW
Total Shoppers Age < 40	176.4	53.0	136.8	366.2
Total Shoppers Age 25-54	275.8	78.8	216.2	570.8
Total Shoppers Age 40-54	142.8	41.9	107.2	291.8
Total Shoppers Age 55-64	99.8	36.4	75.5	211.7
Total Shoppers Age 65+	166.4	64.5	118.3	349.1
Total Shoppers < 55	319.2	94.9	244.0	658.1
Total Shoppers Age 25-49 Female	136.1	41.2	108.1	285.4
Total Shoppers Male	239.6	74.2	173.1	486.9
Total Shoppers Female	345.8	121.6	264.6	732.0
Total Shoppers 0 Children	437.7	145.6	308.8	892.1
Total Shoppers 1-2 Children	128.7	37.8	95.6	262.0
Total Shoppers 3+ Children	19.0	12.4	33.3	64.7
1 Person Households	121.5	38.9	81.5	241.9
2 Person Households	181.1	63.5	124.2	368.8
3 Person Households	61.2	16.6	47.3	125.1
4 Person Households	57.8	12.0	42.0	111.8
5+ Person Households	28.6	17.8	35.3	81.7
FTA Only Households	353.9	119.3	256.5	729.7
STV Subscription Households*	96.2	29.5	73.9	199.5
People in FTA Only Households	805.1	287.2	625.4	1,717.7
People in STV Households*	243.5	72.6	202.2	518.4
1 TV Households	191.5	61.7	127.4	380.6
2 TVs Households	150.7	53.7	115.5	319.9
3+ TVs Households	107.8	33.4	87.5	228.8

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Individuals	566.2	421.3	547.1	1,534.6
Total Households	225.4	177.7	226.6	629.8
Children 0-4	36.6	27.6	30.1	94.2
Children 5-12	57.9	46.2	52.7	156.9
Children 13-17	33.3	27.4	32.8	93.5
People 16+	451.4	330.7	444.6	1,226.7
People 16-39	198.4	121.4	153.1	472.9
People 16-54	310.7	196.1	251.5	758.3
People 25+	383.9	284.5	384.2	1,052.7
People 25-54	243.2	149.9	191.1	584.2
People 40+	253.1	209.3	291.5	753.8
Men 16+	222.2	163.5	217.5	603.2
Men 16-24	34.3	23.7	31.2	89.2
Men 16-39	99.0	61.3	77.8	238.1
Men 16-54	154.9	98.3	125.7	378.9
Men 18+	215.5	158.1	210.8	584.4
Men 18-24	27.6	18.3	24.6	70.4
Men 25+	187.9	139.8	186.3	514.0
Men 25-39	64.7	37.6	46.6	148.9
Men 25-54	120.6	74.6	94.4	289.6
Men 40+	123.2	102.2	139.7	365.1
Men 40-54	55.9	37.0	47.8	140.7
Men 55+	67.3	65.2	91.8	224.3

UNIVERSE ESTIMATES - 2022

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Women 16+	229.3	167.1	227.1	623.5
Women 16-24	33.2	22.5	29.1	84.8
Women 16-39	99.4	60.1	75.3	234.7
Women 16-54	155.8	97.8	125.8	379.4
Women 18+	222.9	162.0	220.8	605.7
Women 18-24	26.9	17.3	22.8	67.0
Women 25+	196.1	144.7	198.0	538.7
Women 25-39	66.1	37.6	46.2	149.9
Women 25-54	122.5	75.4	96.7	294.6
Women 40+	129.9	107.0	151.8	388.8
Women 40-54	56.4	37.7	50.5	144.7
Women 55+	73.5	69.3	101.3	244.1
Grocery Buyers	225.4	177.7	226.6	629.8
Grocery Buyers Working	146.0	99.6	113.8	359.4
Grocery Buyers Not Working	79.4	78.2	112.8	270.4
Grocery Buyers Under 40	79.1	49.3	51.4	179.8
Grocery Buyers 40+	146.4	128.5	175.2	450.1
Grocery Buyer No Kids	157.9	129.1	170.4	457.4
Grocery Buyer Kids	67.6	48.6	56.3	172.5
Grocery Buyers Children 0-12	50.2	37.6	42.4	130.2
Grocery Buyers Children 0-17	67.6	48.6	56.3	172.5
Grocery Buyers Children 5-12	38.0	28.0	29.4	95.3
Grocery Buyers Children 5-17	56.3	39.5	43.8	139.6

UNIVERSE ESTIMATES - 2022

SNSW				
000'S	CANBERRA	ORANGE DUBBO WAGGA	WOLLONGONG	Total SNSW
Total Shoppers Age < 40	121.4	65.1	82.7	269.1
Total Shoppers Age 25-54	176.4	102.4	133.9	412.8
Total Shoppers Age 40-54	80.8	52.2	73.3	206.2
Total Shoppers Age 55-64	45.8	39.3	54.0	139.1
Total Shoppers Age 65+	63.7	61.4	92.5	217.6
Total Shoppers < 55	202.1	117.3	156.0	475.4
Total Shoppers Age 25-49 Female	82.1	52.2	66.1	200.4
Total Shoppers Male	139.3	90.2	122.5	351.9
Total Shoppers Female	172.4	127.7	180.0	480.1
Total Shoppers 0 Children	219.8	159.4	228.6	607.8
Total Shoppers 1-2 Children	77.6	43.5	61.6	182.7
Total Shoppers 3+ Children	14.3	15.0	12.3	41.6
1 Person Households	56.8	49.8	57.2	163.8
2 Person Households	79.1	68.8	86.2	234.2
3 Person Households	35.6	23.3	37.9	96.8
4 Person Households	34.9	19.7	28.6	83.2
5+ Person Households	18.9	16.1	16.8	51.8
FTA Only Households	185.7	138.1	178.7	502.5
STV Subscription Households*	39.8	39.6	47.9	127.3
People in FTA Only Households	459.4	321.1	421.2	1,201.7
People in STV Households*	106.8	100.2	126.0	333.0
1 TV Households	101.4	76.1	87.9	265.4
2 TVs Households	72.9	60.6	83.1	216.5
3+ TVs Households	51.2	41.0	55.7	147.9

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Individuals	197.4	176.0	241.3	360.3	242.3	1,217.3
Total Households	89.3	78.9	109.2	155.7	105.1	538.1
Children 0-4	11.8	10.1	13.8	20.7	13.9	70.2
Children 5-12	20.4	17.5	24.0	36.3	23.3	121.6
Children 13-17	12.4	10.7	14.7	22.2	14.8	74.8
People 16+	157.6	141.9	194.7	289.8	196.8	980.8
People 16-39	53.4	45.7	66.6	98.8	65.6	330.1
People 16-54	89.7	76.8	110.5	166.2	108.5	551.7
People 25+	137.0	124.4	168.6	251.6	171.9	853.5
People 25-54	69.1	59.3	84.4	128.0	83.6	424.4
People 40+	104.2	96.2	128.1	191.0	131.2	650.7
Men 16+	77.0	70.6	95.8	142.5	97.0	482.9
Men 16-24	10.6	9.2	13.6	20.0	13.1	66.6
Men 16-39	26.8	23.2	33.6	50.1	33.2	166.8
Men 16-54	44.3	38.5	55.1	83.1	54.0	274.9
Men 18+	74.6	68.4	92.7	138.0	93.6	467.3
Men 18-24	8.1	7.0	10.6	15.6	9.7	51.0
Men 25+	66.5	61.4	82.1	122.5	83.9	416.3
Men 25-39	16.2	13.9	20.0	30.1	20.0	100.2
Men 25-54	33.8	29.3	41.4	63.1	40.8	208.4
Men 40+	50.3	47.5	62.1	92.4	63.8	316.1
Men 40-54	17.6	15.4	21.5	33.0	20.8	108.2
Men 55+	32.7	32.1	40.7	59.4	43.1	207.9

UNIVERSE ESTIMATES - 2022

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Women 16+	80.6	71.3	99.0	147.3	99.8	497.9
Women 16-24	10.0	8.3	12.4	18.2	11.8	60.7
Women 16-39	26.7	22.5	33.0	48.7	32.5	163.3
Women 16-54	45.3	38.3	55.4	83.1	54.5	276.8
Women 18+	78.2	69.3	96.2	143.1	96.7	483.5
Women 18-24	7.6	6.3	9.7	14.0	8.7	46.3
Women 25+	70.6	63.0	86.5	129.1	88.0	437.2
Women 25-39	16.7	14.2	20.6	30.5	20.7	102.6
Women 25-54	35.3	30.1	43.0	64.9	42.7	216.1
Women 40+	53.9	48.8	66.0	98.6	67.3	334.6
Women 40-54	18.7	15.8	22.4	34.4	22.1	113.5
Women 55+	35.2	33.0	43.5	64.2	45.3	221.2
Grocery Buyers	89.3	78.9	109.2	155.7	105.1	538.1
Grocery Buyers Working	52.1	42.6	57.7	85.0	50.8	288.2
Grocery Buyers Not Working	37.2	36.3	51.4	70.8	54.3	250.0
Grocery Buyers Under 40	23.7	19.4	27.1	35.9	25.7	131.7
Grocery Buyers 40+	65.6	59.5	82.1	119.8	79.4	406.4
Grocery Buyer No Kids	68.7	61.7	84.6	117.6	79.0	411.6
Grocery Buyer Kids	20.6	17.2	24.6	38.1	26.1	126.6
Grocery Buyers Children 0-12	15.5	10.5	19.6	30.1	18.6	94.3
Grocery Buyers Children 0-17	20.6	17.2	24.6	38.1	26.1	126.6
Grocery Buyers Children 5-12	11.3	6.5	15.5	24.4	14.3	71.9
Grocery Buyers Children 5-17	16.5	13.2	20.6	32.4	21.9	104.6

UNIVERSE ESTIMATES - 2022

VICTORIA						
000'S	ALBURY	SHEPPARTON	BENDIGO	BALLARAT	GIPPSLAND	Total VICTORIA
Total Shoppers Age < 40	32.1	25.6	40.9	52.9	35.9	187.3
Total Shoppers Age 25-54	49.7	41.7	64.1	92.0	58.5	305.9
Total Shoppers Age 40-54	27.3	22.0	33.9	49.7	31.3	164.2
Total Shoppers Age 55-64	21.4	18.0	24.1	38.0	25.0	126.4
Total Shoppers Age 65+	32.9	31.2	40.1	58.1	44.5	206.8
Total Shoppers < 55	59.3	47.6	74.7	102.6	67.2	351.5
Total Shoppers Age 25-49 Female	24.4	19.6	30.3	44.2	28.1	146.5
Total Shoppers Male	45.5	40.6	58.2	80.2	55.5	279.9
Total Shoppers Female	68.1	56.2	80.7	118.5	81.2	404.7
Total Shoppers 0 Children	87.2	76.2	108.2	152.0	105.4	529.1
Total Shoppers 1-2 Children	21.2	18.3	25.8	38.8	24.0	128.2
Total Shoppers 3+ Children	5.2	2.2	4.9	7.8	7.3	27.3
1 Person Households	25.6	23.2	31.5	39.1	27.9	147.3
2 Person Households	38.0	31.8	45.5	65.8	43.2	224.3
3 Person Households	11.9	11.9	15.9	24.8	15.3	79.8
4 Person Households	9.3	7.8	10.4	16.2	12.2	55.9
5+ Person Households	4.5	4.2	5.8	9.8	6.5	30.9
FTA Only Households	71.6	66.0	90.4	120.6	85.9	434.5
STV Subscription Households*	17.7	12.9	18.8	35.2	19.2	103.7
People in FTA Only Households	156.7	143.0	197.3	275.3	194.6	966.9
People in STV Households*	40.7	33.0	44.0	85.1	47.7	250.5
1 TV Households	34.3	30.5	45.2	60.0	43.5	213.4
2 TVs Households	31.7	31.4	36.1	56.5	32.1	187.9
3+ TVs Households	23.2	16.9	27.9	39.2	29.5	136.8

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Individuals	255.5	278.7	534.2
Total Households	107.4	119.4	226.8
Children 0-4	13.8	15.6	29.3
Children 5-12	24.4	27.1	51.5
Children 13-17	15.4	16.5	31.8
People 16+	208.1	225.9	434.0
People 16-39	69.8	83.7	153.5
People 16-54	116.9	135.6	252.4
People 25+	181.3	195.8	377.2
People 25-54	90.1	105.5	195.6
People 40+	138.3	142.2	280.5
Men 16+	100.7	111.9	212.6
Men 16-24	13.8	15.8	29.6
Men 16-39	34.8	42.6	77.5
Men 16-54	57.3	68.2	125.5
Men 18+	97.6	108.5	206.1
Men 18-24	10.7	12.4	23.1
Men 25+	86.9	96.1	183.0
Men 25-39	21.0	26.8	47.9
Men 25-54	43.5	52.4	95.9
Men 40+	65.9	69.2	135.1
Men 40-54	22.5	25.6	48.0
Men 55+	43.5	43.7	87.1

UNIVERSE ESTIMATES - 2022

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Women 16+	107.3	114.1	221.4
Women 16-24	13.0	14.3	27.2
Women 16-39	34.9	41.1	76.0
Women 16-54	59.6	67.4	127.0
Women 18+	104.4	111.0	215.4
Women 18-24	10.0	11.3	21.2
Women 25+	94.4	99.8	194.2
Women 25-39	22.0	26.8	48.8
Women 25-54	46.7	53.1	99.7
Women 40+	72.4	73.0	145.4
Women 40-54	24.7	26.3	51.0
Women 55+	47.7	46.7	94.5
Grocery Buyers	107.4	119.4	226.8
Grocery Buyers Working	52.1	60.4	112.5
Grocery Buyers Not Working	55.3	59.0	114.3
Grocery Buyers Under 40	25.3	29.1	54.3
Grocery Buyers 40+	82.1	90.3	172.4
Grocery Buyer No Kids	81.9	89.7	171.6
Grocery Buyer Kids	25.5	29.7	55.2
Grocery Buyers Children 0-12	18.7	22.2	40.9
Grocery Buyers Children 0-17	25.5	29.7	55.2
Grocery Buyers Children 5-12	15.3	17.3	32.6
Grocery Buyers Children 5-17	22.4	25.3	47.8

UNIVERSE ESTIMATES - 2022

TASMANIA			
000'S	LAUNCESTON	HOBART	Total TASMANIA
Total Shoppers Age < 40	38.0	49.7	87.7
Total Shoppers Age 25-54	62.1	78.6	140.7
Total Shoppers Age 40-54	32.9	39.2	72.0
Total Shoppers Age 55-64	26.9	25.3	52.2
Total Shoppers Age 65+	43.3	44.4	87.8
Total Shoppers < 55	70.9	88.8	159.7
Total Shoppers Age 25-49 Female	29.8	36.9	66.7
Total Shoppers Male	56.3	68.5	124.9
Total Shoppers Female	84.8	90.0	174.9
Total Shoppers 0 Children	108.3	118.2	226.5
Total Shoppers 1-2 Children	25.5	34.9	60.4
Total Shoppers 3+ Children	7.4	5.4	12.9
1 Person Households	29.7	36.5	66.1
2 Person Households	42.9	43.8	86.7
3 Person Households	14.6	16.2	30.8
4 Person Households	11.4	14.6	26.0
5+ Person Households	8.9	8.3	17.2
FTA Only Households	87.1	103.3	190.4
STV Subscription Households*	20.3	16.1	36.4
People in FTA Only Households	201.7	237.4	439.2
People in STV Households*	53.8	41.2	95.0
1 TV Households	46.1	49.8	95.9
2 TVs Households	33.4	41.6	75.0
3+ TVs Households	27.8	28.0	55.8

* STV estimates as at start of Q1

UNIVERSE ESTIMATES - 2022

REGIONAL WA	
000'S	Total REGIONAL WA
Total Individuals	558.3
Total Households	232.9
Children 0-4	37.6
Children 5-12	62.3
Children 13-17	35.1
People 16+	436.5
People 16-39	163.6
People 16-54	276.7
People 25+	383.7
People 25-54	223.9
People 40+	272.9
Men 16+	222.2
Men 16-24	27.3
Men 16-39	83.9
Men 16-54	142.1
Men 18+	215.5
Men 18-24	20.6
Men 25+	194.9
Men 25-39	56.5
Men 25-54	114.7
Men 40+	138.3
Men 40-54	58.2
Men 55+	80.2

REGIONAL WA	
000'S	Total REGIONAL WA
Women 16+	214.3
Women 16-24	25.5
Women 16-39	79.8
Women 16-54	134.6
Women 18+	207.8
Women 18-24	19.0
Women 25+	188.8
Women 25-39	54.3
Women 25-54	109.1
Women 40+	134.5
Women 40-54	54.9
Women 55+	79.7
Grocery Buyers	232.9
Grocery Buyers Working	139.1
Grocery Buyers Not Working	93.8
Grocery Buyers Under 40	71.1
Grocery Buyers 40+	161.9
Grocery Buyer No Kids	171.5
Grocery Buyer Kids	61.4
Grocery Buyers Children 0-12	48.7
Grocery Buyers Children 0-17	61.4
Grocery Buyers Children 5-12	37.6
Grocery Buyers Children 5-17	50.9

REGIONAL WA	
000'S	Total REG WA
Total Shoppers Age < 40	94.7
Total Shoppers Age 25-54	158.0
Total Shoppers Age 40-54	83.5
Total Shoppers Age 55-64	51.6
Total Shoppers Age 65+	69.1
Total Shoppers < 55	178.2
Total Shoppers Age 25-49 Female	74.5
Total Shoppers Male	126.2
Total Shoppers Female	172.6
Total Shoppers 0 Children	225.5
Total Shoppers 1-2 Children	59.7
Total Shoppers 3+ Children	13.7
1 Person Households	50.9
2 Person Households	107.9
3 Person Households	27.7
4 Person Households	30.5
5+ Person Households	16.0
FTA Only Households	191.4
STV Subscription Households*	41.5
People in FTA Only Households	448.4
People in STV Households*	109.9
1 TV Households	108.2
2 TVs Households	76.7
3+ TVs Households	48.1

* STV estimates as at start of Q1

QUEENSLAND

COVERAGE MAP



FTA Network	Affiliation
Seven, 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, SBS WORLD MOVIES, SBS WorldWatch, NITV	SBS

FTA network affiliations are as of 1 July 2021

Market	People	Households
Cairns	264 300	116 900
Townsville	240 700	99 500
Mackay	192 400	79 700
Rockhampton	239 300	99 500
Maryborough	658 800	294 100
Toowoomba	297 800	124 300
TOTAL	1 893 400	813 900

TV COVERAGE AREA BY POSTCODE

Queensland

Cairns

4849, 4852, 4854-4856, 4858-4861, 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

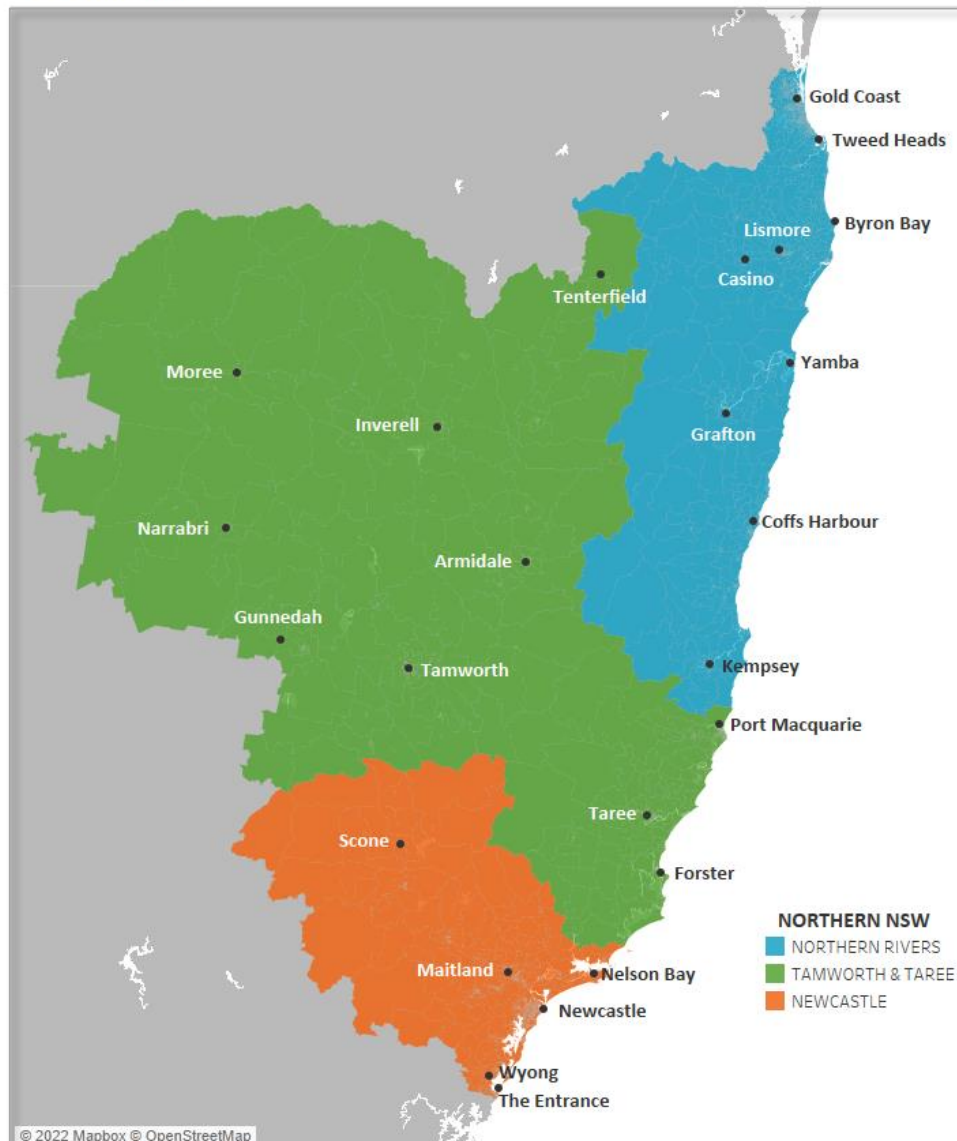
4314, 4341-4344, 4347, 4350, 4352-4365, 4370-4378, 4380-4385, 4387-4388, 4390, 4400-4408, 4410-4413, 4421-4423, 4605-4606, 4608, 4610-4615

Townsville

4806-4820, 4850

NORTHERN NSW

COVERAGE MAP



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

FTA network affiliations are as of 1 April 2022

Market	People	Households
Northern Rivers	1 048 600	450 100
Tamworth Taree	359 800	148 800
Newcastle	827 600	330 400
TOTAL	2 236 000	929 200

TV COVERAGE AREA BY POSTCODE :

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, 4209-4218, 4220-4221,
4223-4228

Tamworth

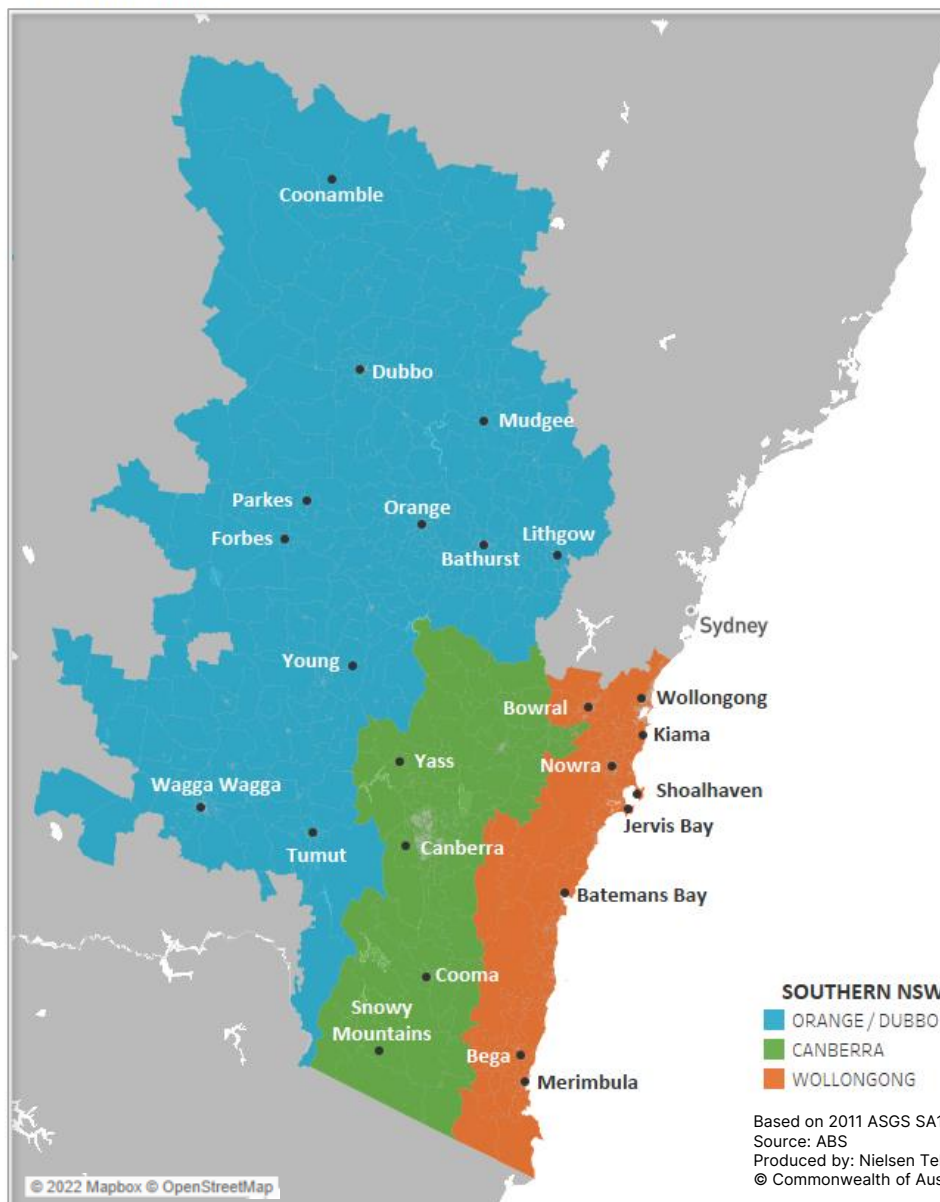
2340-2347, 2350, 2352-2356, 2358-2361,
2365, 2369-2372, 2380-2382, 2386-2388,
2390, 2397-2406, 2408-2411

Taree

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

SOUTHERN NSW

COVERAGE MAP



FTA Network	Affiliation
Seven, 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, SBS WORLD MOVIES, SBS WorldWatch, NITV	SBS

FTA network affiliations are as of 1 July 2021

Market	People	Households
Canberra	566 200	225 400
Orange Dubbo Wagga Wagga	421 300	177 700
Wollongong	547 100	226 600
TOTAL	1 534 600	629 800

TV COVERAGE AREA BY POSTCODE

Southern NSW

Canberra

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

Wollongong

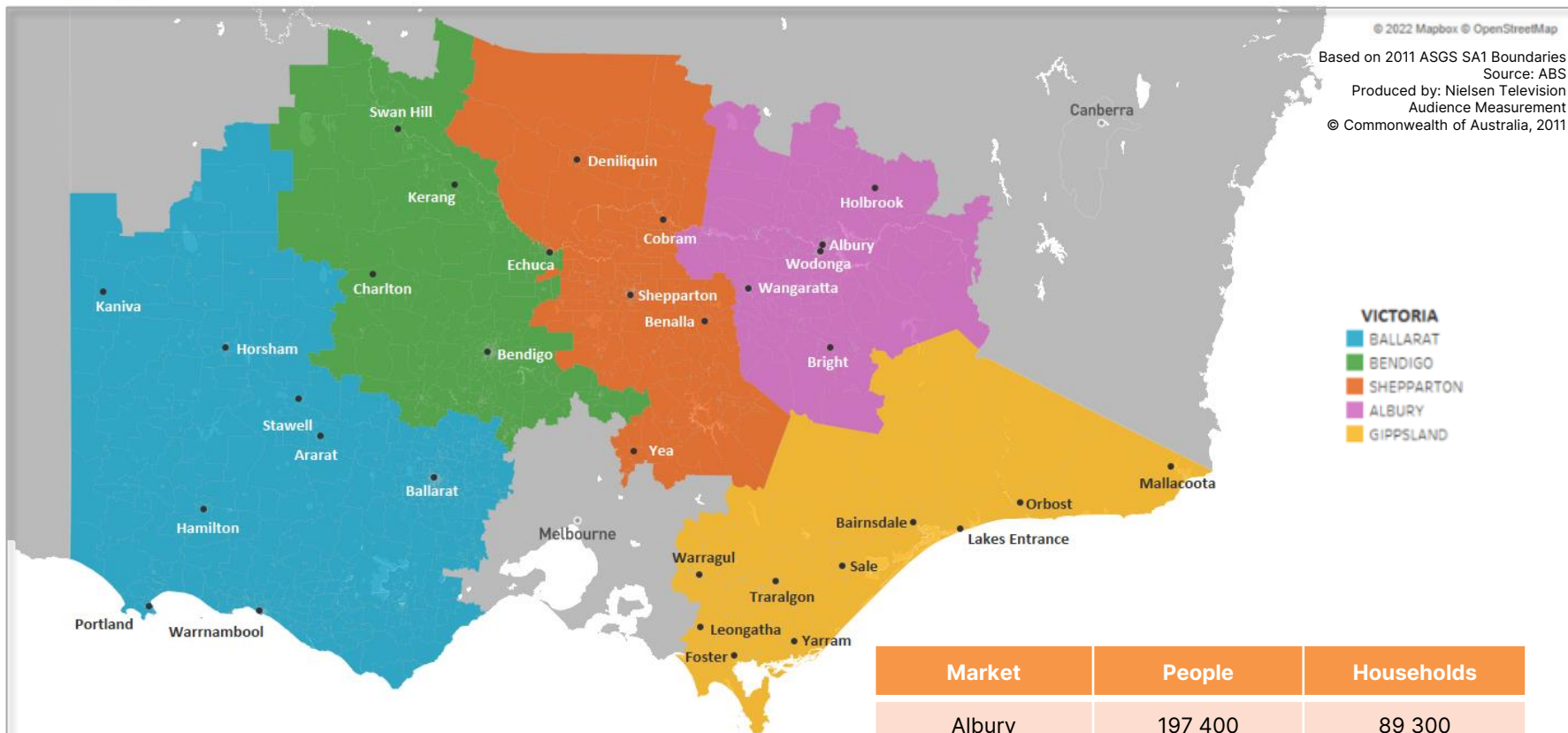
2500, 2502, 2505-2506, 2508, 2515-2519,
2525-2530, 2533-2541, 2545-2546, 2548-
2551, 2575-2578, 2622

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

VICTORIA

COVERAGE MAP



FTA Network	Affiliation
Seven, 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, SBS WORLD MOVIES, SBS WorldWatch, NITV	SBS

FTA network affiliations are as of 1 July 2021

Market	People	Households
Albury	197 400	89 300
Shepparton	176 000	78 900
Bendigo	241 300	109 200
Ballarat	360 300	155 700
Gippsland	242 300	105 100
TOTAL	1 217 300	538 100

TV COVERAGE AREA BY POSTCODE

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

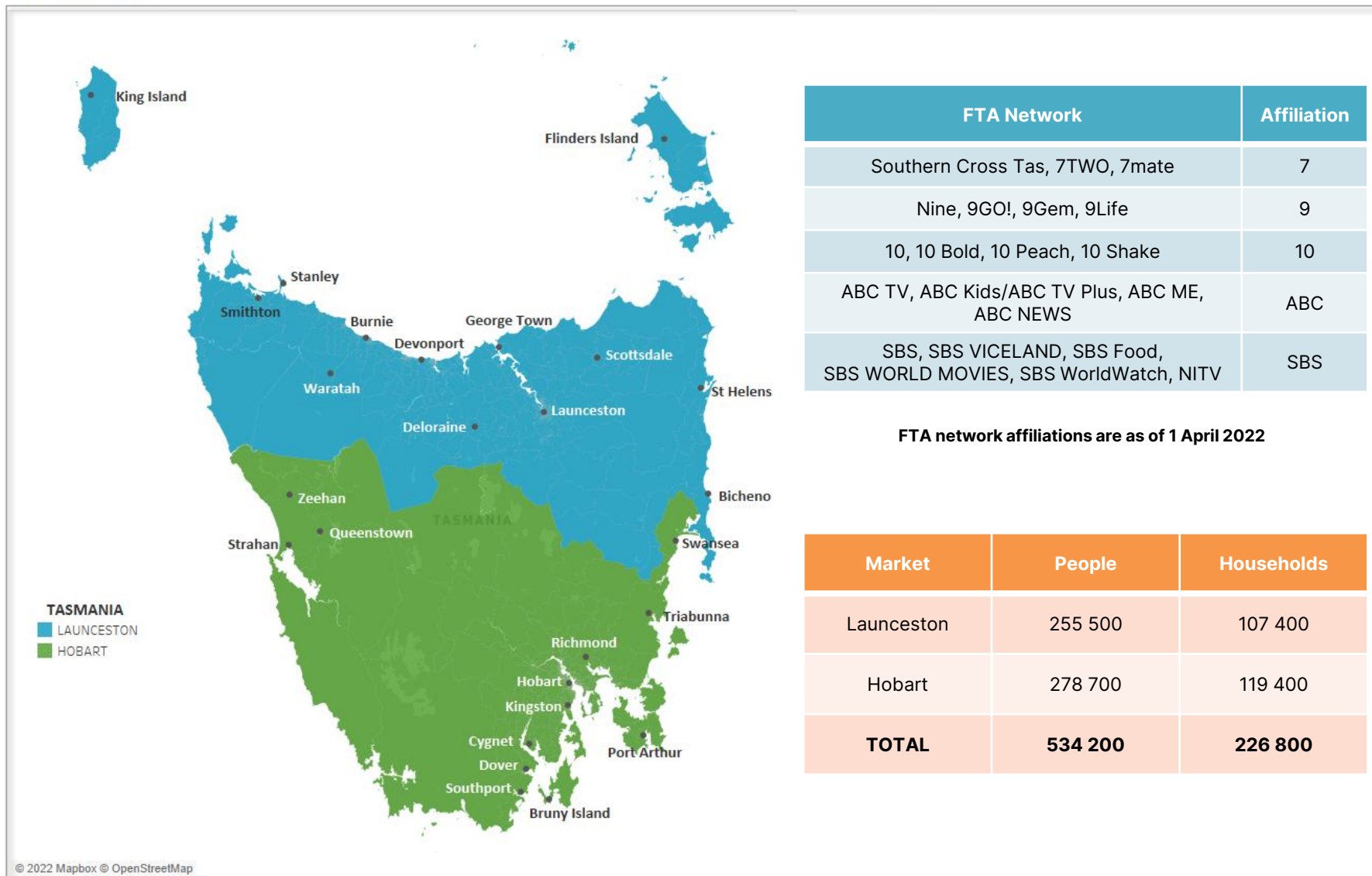
3816, 3818, 3820-3825, 3831-3833, 3835, 3840,
3842, 3844, 3847, 3850-3852, 3854, 3856-
3860, 3862, 3864-3865, 3869-3871, 3873-3875,
3878, 3880, 3882, 3885-3893, 3895-3896,
3898, 3900, 3902-3904, 3909, 3953-3954,
3956-3960, 3962, 3964-3967, 3971

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

TASMANIA

COVERAGE MAP



Based on 2011 ASGS SA1 Boundaries
Source: ABS
Produced by: Nielsen Television Audience Measurement
© Commonwealth of Australia, 2011

TV COVERAGE AREA BY POSTCODE

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

REGIONAL WA



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

FTA network affiliations are as of 1 July 2022

Market	People	Households
WA TOTAL	558 300	232 900

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 2022 Postcodes

Source: Australia Post

Produced by: Nielsen Television Audience Measurement

TPSS REPORTING

AGGREGATE MARKETS – 138 DEMOGRAPHICS

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

*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 – 138 DEMOGRAPHICS

45*	Men 0-15	61*	Men 30-49	77*	Women 18-34
46*	Men 13-24	62*	Men 35-54	78	Women 18-39
47	Men 16+	63	Men 40+	79	Women 18-49
48	Men 16-24	64*	Men 40-54	80	Women 18-54
49	Men 16-39	65*	Men 40-64	81	Women 25+
50	Men 16-54	66*	Men 50-64	82	Women 25-39
51	Men 18+	67	Men 55+	83*	Women 25-44
52*	Men 18-29	68*	Women 0-15	84	Women 25-54
53*	Men 18-34	69*	Women 13-24	85*	Women 25-54 + Child 0-17
54	Men 18-39	70*	Women 13-29	86*	Women 30-49
55	Men 18-49	71	Women 16+	87*	Women 35-54
56	Men 18-54	72	Women 16-24	88	Women 40+
57	Men 25+	73	Women 16-39	89	Women 40-54
58	Men 25-39	74	Women 16-54	90*	Women 40-64
59*	Men 25-44	75	Women 18+	91*	Women 50-64
60	Men 25-54	76*	Women 18-29	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 – 138 DEMOGRAPHICS

93	Grocery Buyer	107	GB + Child 5-12
94	GB 18-39	108	GB + Child 5-17
95	GB 18-54	109	GB Female
96	GB 25-54	110*	GB Female 25-49
97	GB 40+	111	TGS 13+
98*	GB 40-54	112	TGS 13-39
99*	GB 55+	113	TGS 13-54
100	GB 55-64	114	GS 18+
101	GB Working	115	GS 25-54
102	GB Non Working	116	GS 40+
103	GB + 0 Child	117*	GS 40-54
104	GB + Child 0-17	118*	GS 55+
105*	GB + 1-2 Child 0-17	119	GS 55-64
106*	GB + Child 0-12		

**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 – 138 DEMOGRAPHICS

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

**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*	Men 55+
12	People 40+	25*	Women 55+
13	Men 16-39	26*	People 55+

**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
SBS WorldWatch	23 May 2022	22 May 2022	* Free To Air Multi-channel
Sky News Regional	1 August 2021 (QLD, NNSW, SNSW, VIC)	1 August 2021 (QLD, SNSW, VIC)	* Free To Air Multi-channel
Shake	1 July 2021 (QLD, SNSW, VIC & TAS)	27 June 2021 (QLD, SNSW, VIC) 29 August 2021 (TAS)	* Free To Air Multi-channel
SBS World Movies (HD)	1 July 2019	30 June 2019	* Free To Air Multi-channel
Sky News on WIN (SD)	2 September 2018	2 September 2018	* Free To Air Multi-channel ceased as at 31 July 2021 in all markets
9Life (SD)	1 March 2016 10 March 2016 RegWA 30 September 2018 TAS 1 August 2021 (QLD, SNSW, VIC, TAS & RegWA)	28 February 2016 30 September 2018 1 August 2021	* 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 RegWA.
7flix (SD)	28 February 2016 (QLD only) 3 September 2017 (NNSW, SNSW, VIC)	28 February 2016 (QLD only) 27 August 2017 (NNSW, SNSW, VIC)	
SBS Food (SD)	17 November 2015	29 November 2015	* Renamed from SBS Food Network on 17 Nov 2018 (reported name change 25 Nov 2018 breakout)
NITV (HD)	12 December 2012	9 December 2012	
TEN West / WDT / 10 (SD)	June 2010 (RegWA), progressive launch	12 February 2012 (RegWA)	* TEN West ceased as at 30 June 2016 and became WDT. * Subsequent name change to 10 as at 1 July 2022.
Peach (SD)	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)

* 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.

REGIONAL FREE-TO-AIR CHANNEL LAUNCH & BREAKOUT

Channel	Broadcast Launch	Channel Breakout	Notes
GEM (HD)	26 September 2010 August 2011 (RegWA)	26 September 2010 12 February 2012 (RegWA)	
7mate (HD)	25 September 2010, 24 October 2010 (TAS) August 2011 (RegWA)	26 September 2010 12 February 2012 (RegWA)	
ABC NEWS (HD)	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)
ABC ME (SD)	4 December 2009 November 2009 (RegWA)	29 November 2009	* Renamed from ABC3 on 19 Sept 2016 (reported name change 2 Oct 2016 breakout)
7TWO (SD)	1 November 2009 (QLD) 1 December 2009 (TAS) 23 December 2009 (NNSW, SNSW, VIC) August 2011 (RegWA)	27 December 2009 12 February 2012 (RegWA)	
GO! (SD)	9 August 2009 August 2011 (Reg WA)	29 November 2009 27 December 2009 (NNSW) 12 February 2012 (RegWA)	
SBS VICELAND (SD)	1 June 2009	28 June 2009	* Renamed from SBS2 on 15 Nov 2016 (reported name change 27 Nov 2016 breakout)
Bold (SD)	2 July 2009 30 July 2009 (TAS) 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
ABC Kids/ABC TV Plus (SD)	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.
TDT (SD)	1 January 2004 Hobart August 2004 Launceston	30 November 2008	

* 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:

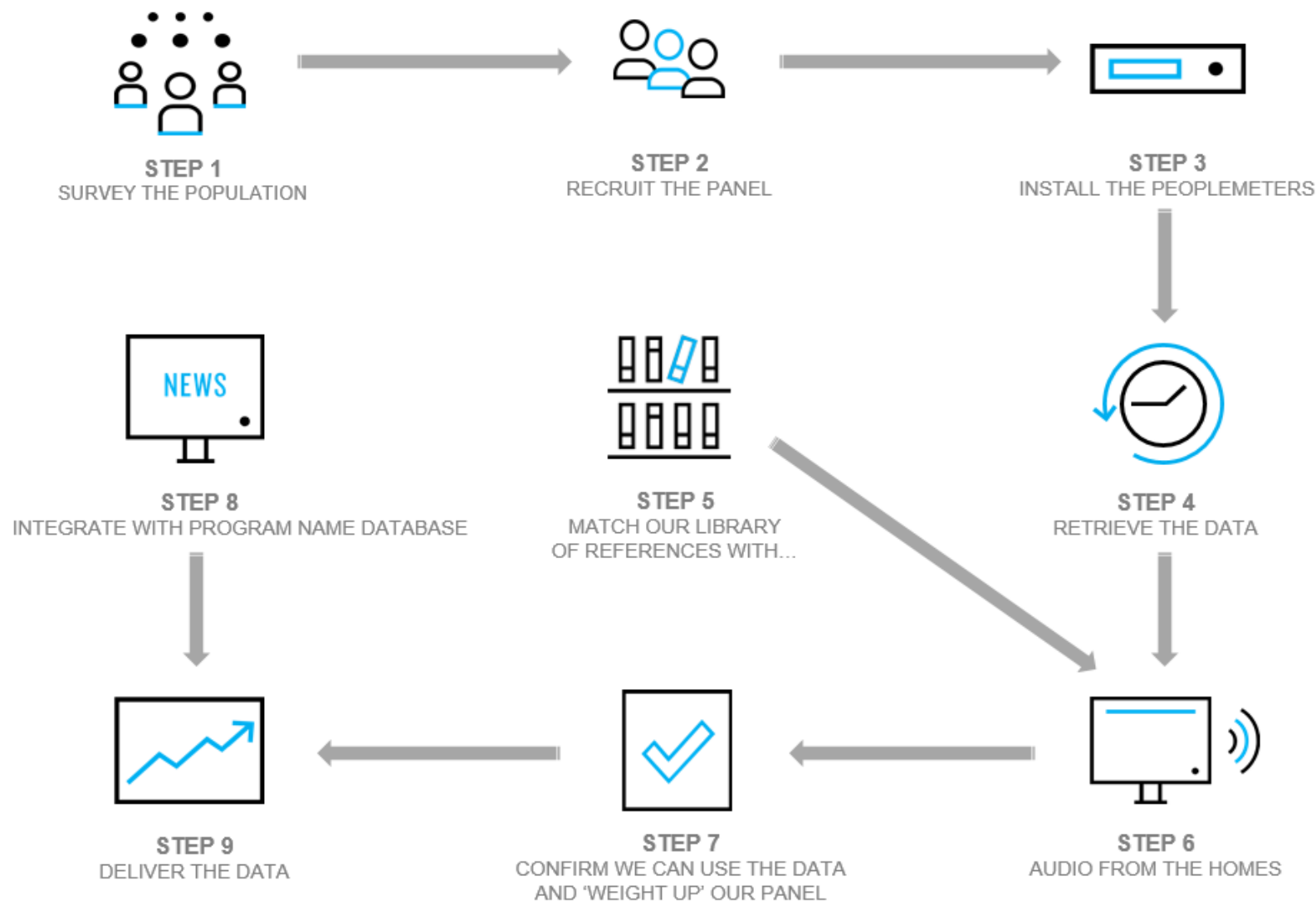
Income Band	2016 Household Income Thresholds*
Income Band 1	\$130,000+
Income Band 2	\$90,000 - \$129,999
Income Band 3	\$55,000 - \$89,999
Income Band 4	\$30,000 - \$54,999
Income Band 5	Less than \$30,000
Unknown	Non Disclosed

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



CONTACT DETAILS



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