

# Regional Toolkit

## 2024

# Contents

2024 Survey Calendar Summary	<a href="#"><u>3</u></a>
Easter Periods 2011 - 2024	<a href="#"><u>4</u></a>
2024 Universe Estimates	<a href="#"><u>5</u></a>
Coverage Maps and Coverage Areas	<a href="#"><u>25</u></a>
TPSS Reporting Demographics	<a href="#"><u>37</u></a>
Regional FTA TV Channels Breakout	<a href="#"><u>41</u></a>
Terms & Definitions	<a href="#"><u>43</u></a>
Household Income	<a href="#"><u>49</u></a>
The Ratings Process	<a href="#"><u>50</u></a>
Contact Details	<a href="#"><u>51</u></a>

# 2024 Survey Calendar Summary

Survey	Weeks Surveyed	Survey Commences (Sun)	Survey Concludes (Sat)
<b>Summer</b>	Weeks 1 – 6	31 December 2023	10 February 2024
<b>Survey 1</b>	Weeks 7 – 10	11 February 2024	9 March 2024
<b>Survey 2</b>	Weeks 11 – 12	10 March 2024	23 March 2024
<b>Easter</b>	Weeks 13 – 14	24 March 2024	6 April 2024
<b>Survey 2 (cont.)</b>	Weeks 15 – 16	7 April 2024	20 April 2024
<b>Survey 3</b>	Week 17 – 20	21 April 2024	18 May 2024
<b>Survey 4</b>	Weeks 21 – 24	19 May 2024	15 June 2024
<b>Survey 5</b>	Weeks 25 – 28	16 June 2024	13 July 2024
<b>Survey 6</b>	Weeks 29 – 32	14 July 2024	10 August 2024
<b>Survey 7</b>	Weeks 33 – 36	11 August 2024	7 September 2024
<b>Survey 8</b>	Weeks 37 – 40	8 September 2024	5 October 2024
<b>Survey 9</b>	Weeks 41 – 44	6 October 2024	2 November 2024
<b>Survey 10</b>	Weeks 45 – 48	3 November 2024	30 November 2024
<b>Summer</b>	Weeks 49 – 52	1 December 2024	28 December 2024

The full Survey Calendar can be  
downloaded at:

[www.regionaltam.com.au](http://www.regionaltam.com.au)

# Easter Periods 2011 - 2024

Year	Week No.	Sunday to Saturday		Within Survey
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	
2023	14	2-Apr	08-Apr	2
	15	09-Apr	15-Apr	
2024	13	24-Mar	30-Mar	2
	14	31-Mar	06-Apr	

# 2024 Universe Estimates

	Total Households (000's)	Total Individuals (000's)	Minimum Number of Homes Installed
<b>Total QUEENSLAND</b>	<b>842.4</b>	<b>1,967.6</b>	<b>812</b>
Cairns	119.3	271.0	120
Townsville	101.2	245.8	105
Mackay	80.4	195.0	105
Rockhampton	99.3	239.9	105
Maryborough	308.8	694.5	257
Toowoomba	133.5	321.4	120
<b>Total NORTHERN NSW</b>	<b>958.2</b>	<b>2,312.7</b>	<b>700</b>
Northern Rivers	463.5	1,083.9	339
Tamworth/Taree	150.7	365.1	120
Newcastle	344.0	863.8	241
<b>Total SOUTHERN NSW</b>	<b>648.1</b>	<b>1,589.2</b>	<b>570</b>
Canberra	235.7	595.5	185
Orange Dubbo Wagga	182.6	435.4	177
Wollongong	229.8	558.3	208
<b>Total VICTORIA</b>	<b>557.7</b>	<b>1,265.0</b>	<b>651</b>
Albury	91.8	203.6	102
Shepparton	81.0	181.2	104
Bendigo	113.4	251.5	132
Ballarat	162.4	377.0	190
Gippsland	109.1	251.7	123
<b>Total TASMANIA</b>	<b>236.7</b>	<b>556.6</b>	<b>285</b>
Launceston	112.2	266.6	142
Hobart	124.5	290.1	143
<b>REGIONAL WA</b>	<b>236.1</b>	<b>565.1</b>	<b>180</b>

# 2024 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Total Individuals	1,967.6	2,312.7	1,589.2	1,265.0	556.6	7,691.0	565.1	8,256.2
Total Households	842.4	958.2	648.1	557.7	236.7	3,243.0	236.1	3,479.1
Children 0-4	108.6	127.5	94.0	69.5	29.0	428.6	35.4	463.9
Children 5-12	205.1	227.6	159.5	123.6	51.7	767.6	61.8	829.3
Children 13-17	125.7	139.6	96.0	75.4	31.8	468.4	34.5	502.9
People 16+	1,575.9	1,872.1	1,277.0	1,025.4	456.4	6,206.8	446.2	6,653.0
People 16-39	562.6	670.4	494.9	341.2	167.1	2,236.1	166.1	2,402.2
People 16-54	934.0	1,094.3	784.3	566.1	267.3	3,646.0	278.4	3,924.4
People 25+	1,372.0	1,630.1	1,102.7	902.3	400.5	5,407.7	392.8	5,800.6
People 25-54	730.1	852.4	610.0	443.1	211.4	2,847.0	225.0	3,072.0
People 40+	1,013.3	1,201.7	782.1	684.3	289.3	3,970.7	280.1	4,250.8
Men 16+	777.4	911.2	630.1	503.5	224.2	3,046.4	228.5	3,274.9
Men 16-24	104.9	123.7	89.9	63.9	28.9	411.3	28.0	439.3
Men 16-39	281.8	334.7	250.4	171.8	84.7	1,123.5	85.7	1,209.2
Men 16-54	463.6	541.4	393.7	281.5	133.5	1,813.8	143.6	1,957.4
Men 18+	752.8	883.4	610.8	488.5	217.8	2,953.3	221.9	3,175.1
Men 18-24	80.3	95.9	70.5	48.9	22.5	318.2	21.4	339.6
Men 25+	672.5	787.5	540.3	439.6	195.3	2,635.1	200.4	2,835.5
Men 25-39	176.8	211.0	160.6	107.9	55.9	712.2	57.7	769.8
Men 25-54	358.7	417.7	303.9	217.6	104.6	1,402.4	115.6	1,518.1
Men 40+	495.6	576.5	379.7	331.7	139.4	1,922.9	142.8	2,065.7
Men 40-54	181.9	206.7	143.3	109.7	48.8	690.3	57.9	748.2
Men 55+	313.8	369.9	236.4	222.0	90.7	1,232.7	84.8	1,317.5

# 2024 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Women 16+	798.5	960.8	646.9	522.0	232.2	3,160.4	217.8	3,378.2
Women 16-24	99.0	118.2	84.4	59.2	27.0	387.8	25.4	413.1
Women 16-39	280.9	335.6	244.4	169.3	82.4	1,112.6	80.4	1,193.1
Women 16-54	470.4	553.0	390.6	284.6	133.7	1,832.3	134.8	1,967.1
Women 18+	775.4	934.6	628.9	508.0	226.3	3,073.2	211.7	3,284.9
Women 18-24	75.8	92.0	66.5	45.2	21.1	300.6	19.3	319.9
Women 25+	699.5	842.6	562.4	462.8	205.3	2,772.6	192.4	2,965.0
Women 25-39	181.9	217.4	160.0	110.1	55.4	724.8	55.1	779.9
Women 25-54	371.4	434.8	306.1	225.4	106.8	1,444.5	109.4	1,553.9
Women 40+	517.7	625.2	402.4	352.6	149.9	2,047.8	137.3	2,185.1
Women 40-54	189.6	217.3	146.1	115.3	51.4	719.7	54.3	774.0
Women 55+	328.1	407.9	256.3	237.3	98.5	1,328.1	83.0	1,411.1
Grocery Buyers (18+)	842.4	958.2	648.1	557.7	236.7	3,243.0	236.1	3,479.1
Grocery Buyers Working	492.4	539.8	394.2	327.0	129.6	1,883.0	150.9	2,033.9
Grocery Buyers Not Working	349.9	418.4	253.9	230.8	107.1	1,360.0	85.1	1,445.2
Grocery Buyers Under 40	227.6	249.0	194.2	141.5	63.9	876.1	72.9	949.1
Grocery Buyers 40+	614.8	709.2	453.9	416.2	172.8	2,366.9	163.1	2,530.0
Grocery Buyer No Kids	630.1	715.0	471.0	425.9	179.4	2,421.4	171.5	2,592.9
Grocery Buyer Kids	212.3	243.2	177.0	131.8	57.3	821.6	64.6	886.2
Grocery Buyers Children 0-12	165.0	182.1	136.3	96.2	44.4	624.0	52.5	676.5
Grocery Buyers Children 0-17	212.3	243.2	177.0	131.8	57.3	821.6	64.6	886.2
Grocery Buyers Children 5-12	120.7	144.6	104.0	67.3	33.2	469.9	41.0	510.9
Grocery Buyers Children 5-17	170.5	209.3	146.3	104.2	46.9	677.0	53.4	730.4

# 2024 Universe Estimates

000's	QLD	NNSW	SNSW	VIC	TAS	Regional East Coast	Regional WA	Total REG
Total Shoppers Age 18+	1,180.5	1,403.4	953.0	777.0	345.2	4,659.0	333.1	4,992.1
Total Shoppers Age < 40	380.3	447.0	338.6	233.6	113.5	1,512.9	112.5	1,625.4
Total Shoppers Age 25-54	573.4	656.3	481.1	353.6	168.8	2,233.2	176.2	2,409.4
Total Shoppers Age 40-54	295.3	330.1	231.7	184.4	80.6	1,122.1	91.0	1,213.1
Total Shoppers Age 55-64	208.4	249.1	157.4	139.4	63.0	817.3	59.2	876.5
Total Shoppers Age 65+	311.3	389.8	234.3	227.8	91.2	1,254.5	73.4	1,327.8
Total Shoppers < 55	675.6	777.1	570.3	417.9	194.1	2,635.0	203.5	2,838.5
Total Shoppers Age 25-49 Female	272.4	309.5	224.2	159.2	76.7	1,041.9	80.4	1,122.3
Total Shoppers Male	518.0	613.0	427.8	342.4	153.8	2,055.0	147.1	2,202.1
Total Shoppers Female	677.2	803.0	534.2	442.8	194.5	2,651.7	188.9	2,840.7
Total Shoppers 0 Children	887.4	1,047.9	695.3	597.9	257.8	3,486.3	242.0	3,728.4
Total Shoppers 1-2 Children	258.1	287.9	208.9	156.8	73.0	984.7	76.8	1,061.5
Total Shoppers 3+ Children	49.8	80.2	57.8	30.5	17.6	235.8	17.2	253.0
1 Person Households	237.2	249.2	165.8	152.3	70.3	874.7	51.8	926.5
2 Person Households	320.2	377.7	239.7	231.5	90.1	1,259.1	109.0	1,368.0
3 Person Households	127.0	128.9	101.2	83.4	31.1	471.5	28.7	500.2
4 Person Households	99.8	118.4	87.0	58.0	27.4	390.6	31.1	421.7
5+ Person Households	58.2	84.0	54.4	32.6	17.8	247.1	15.6	262.7
FTA Only Households	739.1	807.8	558.1	475.4	211.6	2,792.0	209.8	3,001.8
STV Subscription Households*	103.2	150.4	89.9	82.4	25.1	451.0	26.3	477.3
People in FTA Only Households	1,712.2	1,942.1	1,364.3	1,071.6	494.3	6,584.4	498.1	7,082.5
People in STV Households*	255.4	370.6	224.9	193.4	62.4	1,106.6	67.0	1,173.6
1 TV Households	391.2	385.6	271.3	216.7	101.4	1,366.2	102.8	1,468.9
2 TVs Households	267.6	321.9	220.9	191.8	76.0	1,078.2	85.0	1,163.3
3+ TVs Households	183.5	250.7	155.9	149.2	59.4	798.6	48.3	846.9

\* STV estimates as at start of Q1

# 2024 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Total Individuals	271.0	245.8	195.0	239.9	694.5	321.4	1,967.6
Total Households	119.3	101.2	80.4	99.3	308.8	133.5	842.4
Children 0-4	14.8	14.4	12.3	15.3	33.0	18.9	108.6
Children 5-12	28.4	26.1	21.3	28.0	66.4	34.8	205.1
Children 13-17	17.2	16.6	12.2	16.4	41.7	21.6	125.7
People 16+	217.1	195.2	153.8	186.2	569.3	254.4	1,575.9
People 16-39	78.8	81.8	62.3	73.6	173.8	92.4	562.6
People 16-54	133.3	127.5	101.1	119.2	303.7	149.3	934.0
People 25+	190.1	163.8	133.3	160.4	505.1	219.5	1,372.0
People 25-54	106.3	96.1	80.5	93.3	239.5	114.4	730.1
People 40+	138.3	113.4	91.5	112.7	395.5	161.9	1,013.3
Men 16+	108.2	97.4	79.1	94.2	274.6	123.9	777.4
Men 16-24	14.0	16.4	10.6	13.4	32.7	17.8	104.9
Men 16-39	39.5	41.7	31.7	37.3	85.6	45.9	281.8
Men 16-54	66.1	64.2	51.9	60.3	147.8	73.3	463.6
Men 18+	104.8	94.1	76.8	91.0	266.4	119.7	752.8
Men 18-24	10.7	13.1	8.3	10.2	24.5	13.6	80.3
Men 25+	94.2	81.0	68.5	80.7	242.0	106.1	672.5
Men 25-39	25.5	25.4	21.1	23.9	52.9	28.1	176.8
Men 25-54	52.0	47.8	41.3	46.9	115.2	55.5	358.7
Men 40+	68.7	55.7	47.4	56.8	189.0	78.0	495.6
Men 40-54	26.6	22.5	20.2	23.0	62.2	27.4	181.9
Men 55+	42.1	33.2	27.2	33.8	126.8	50.6	313.8

# 2024 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Women 16+	108.9	97.8	74.7	92.1	294.7	130.4	798.5
Women 16-24	12.9	15.1	9.9	12.4	31.6	17.0	99.0
Women 16-39	39.3	40.0	30.5	36.3	88.3	46.5	280.9
Women 16-54	67.3	63.3	49.1	58.9	155.9	76.0	470.4
Women 18+	105.8	94.6	72.5	89.2	287.0	126.4	775.4
Women 18-24	9.8	11.8	7.8	9.5	23.8	13.0	75.8
Women 25+	95.9	82.7	64.7	79.6	263.1	113.4	699.5
Women 25-39	26.3	25.0	20.6	23.8	56.7	29.5	181.9
Women 25-54	54.3	48.3	39.2	46.4	124.3	58.9	371.4
Women 40+	69.6	57.8	44.1	55.8	206.4	83.9	517.7
Women 40-54	28.0	23.3	18.6	22.6	67.6	29.4	189.6
Women 55+	41.6	34.5	25.5	33.2	138.8	54.5	328.1
Grocery Buyers (18+)	119.3	101.2	80.4	99.3	308.8	133.5	842.4
Grocery Buyers Working	73.5	62.9	50.8	61.2	166.6	77.4	492.4
Grocery Buyers Not Working	45.8	38.3	29.6	38.1	142.2	56.1	349.9
Grocery Buyers Under 40	30.5	35.1	26.9	32.3	68.0	34.8	227.6
Grocery Buyers 40+	88.8	66.0	53.5	67.0	240.8	98.7	614.8
Grocery Buyer No Kids	89.9	72.1	57.6	71.0	239.1	100.4	630.1
Grocery Buyer Kids	29.4	29.1	22.8	28.3	69.6	33.1	212.3
Grocery Buyers Children 0-12	24.2	19.9	19.0	23.7	51.2	26.9	165.0
Grocery Buyers Children 0-17	29.4	29.1	22.8	28.3	69.6	33.1	212.3
Grocery Buyers Children 5-12	18.7	13.5	14.3	16.1	36.2	21.9	120.7
Grocery Buyers Children 5-17	23.9	23.0	18.4	21.3	55.7	28.3	170.5

# 2024 Universe Estimates

QUEENSLAND							
000'S	Cairns	Townsville	Mackay	Rockhampton	Maryborough	Toowoomba	Total QLD
Total Shoppers Age 18+	164.8	146.4	112.9	134.9	440.4	181.1	1,180.5
Total Shoppers Age < 40	52.2	60.4	42.2	46.0	123.9	55.6	380.3
Total Shoppers Age 25-54	86.2	75.4	60.0	74.7	191.7	85.5	573.4
Total Shoppers Age 40-54	45.3	34.9	27.8	38.5	105.4	43.4	295.3
Total Shoppers Age 55-64	29.2	24.2	20.9	20.1	81.6	32.4	208.4
Total Shoppers Age 65+	38.5	30.3	22.4	30.8	137.4	51.8	311.3
Total Shoppers < 55	97.5	95.3	70.0	84.5	229.3	99.0	675.6
Total Shoppers Age 25-49 Female	40.1	36.7	30.6	35.7	88.1	41.3	272.4
Total Shoppers Male	72.7	65.7	49.9	58.9	193.2	77.5	518.0
Total Shoppers Female	92.4	84.1	63.5	76.6	255.1	105.6	677.2
Total Shoppers 0 Children	125.2	105.2	82.9	93.8	345.0	135.4	887.4
Total Shoppers 1-2 Children	32.8	38.0	25.2	34.0	92.1	36.0	258.1
Total Shoppers 3+ Children	7.1	6.7	5.3	7.7	11.2	11.8	49.8
1 Person Households	36.6	27.9	20.9	26.9	85.5	39.4	237.2
2 Person Households	44.4	36.0	29.5	35.5	128.0	46.9	320.2
3 Person Households	17.5	15.4	12.4	15.1	46.0	20.6	127.0
4 Person Households	14.0	12.6	11.5	13.5	35.2	13.0	99.8
5+ Person Households	6.7	9.2	6.0	8.4	14.3	13.6	58.2
FTA Only Households	103.7	87.4	69.7	90.6	269.4	118.4	739.1
STV Subscription Households*	15.6	13.8	10.6	8.7	39.4	15.1	103.2
People in FTA Only Households	232.9	208.6	165.5	215.5	606.3	283.4	1,712.2
People in STV Households*	38.2	37.2	29.6	24.3	88.2	37.9	255.4
1 TV Households	57.4	43.8	37.5	45.0	143.3	64.3	391.2
2 TVs Households	36.3	32.3	26.0	28.5	101.3	43.3	267.6
3+ TVs Households	25.6	25.1	16.9	25.9	64.1	25.9	183.5

\* STV estimates as at start of Q1

# 2024 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Total Individuals	1,083.9	365.1	863.8	2,312.7
Total Households	463.5	150.7	344.0	958.2
Children 0-4	57.0	19.4	51.2	127.5
Children 5-12	104.0	36.2	87.5	227.6
Children 13-17	64.0	22.5	53.1	139.6
People 16+	883.6	295.7	692.7	1,872.1
People 16-39	314.7	92.1	263.5	670.4
People 16-54	521.8	153.2	419.4	1,094.3
People 25+	773.2	260.4	596.6	1,630.1
People 25-54	411.3	117.9	323.2	852.4
People 40+	568.9	203.6	429.2	1,201.7
Men 16+	427.4	144.0	339.8	911.2
Men 16-24	55.8	18.1	49.8	123.7
Men 16-39	155.4	45.8	133.5	334.7
Men 16-54	255.3	75.6	210.6	541.4
Men 18+	414.8	139.6	329.1	883.4
Men 18-24	43.2	13.7	39.0	95.9
Men 25+	371.6	125.9	290.0	787.5
Men 25-39	99.5	27.8	83.7	211.0
Men 25-54	199.4	57.5	160.8	417.7
Men 40+	272.0	98.2	206.3	576.5
Men 40-54	99.9	29.7	77.1	206.7
Men 55+	172.2	68.4	129.3	369.9

# 2024 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Women 16+	456.2	151.7	352.9	960.8
Women 16-24	54.6	17.2	46.4	118.2
Women 16-39	159.4	46.2	130.0	335.6
Women 16-54	266.5	77.7	208.8	553.0
Women 18+	444.2	147.5	342.9	934.6
Women 18-24	42.6	13.0	36.4	92.0
Women 25+	401.6	134.5	306.6	842.6
Women 25-39	104.7	29.0	83.7	217.4
Women 25-54	211.9	60.5	162.4	434.8
Women 40+	296.9	105.5	222.9	625.2
Women 40-54	107.2	31.4	78.8	217.3
Women 55+	189.7	74.1	144.1	407.9
Grocery Buyers	463.5	150.7	344.0	958.2
Grocery Buyers Working	266.2	81.5	192.1	539.8
Grocery Buyers Not Working	197.3	69.2	151.9	418.4
Grocery Buyers Under 40	122.5	32.7	93.8	249.0
Grocery Buyers 40+	340.9	118.1	250.2	709.2
Grocery Buyer No Kids	352.2	113.3	249.6	715.0
Grocery Buyer Kids	111.3	37.5	94.4	243.2
Grocery Buyers Children 0-12	80.4	28.0	73.7	182.1
Grocery Buyers Children 0-17	111.3	37.5	94.4	243.2
Grocery Buyers Children 5-12	64.3	23.2	57.1	144.6
Grocery Buyers Children 5-17	96.7	33.4	79.2	209.3

# 2024 Universe Estimates

NORTHERN NSW				
000'S	Northern Rivers	Tamworth/Taree	Newcastle	Total NNSW
Total Shoppers Age 18+	674.8	220.8	507.8	1,403.4
Total Shoppers Age < 40	222.3	58.1	166.6	447.0
Total Shoppers Age 25-54	324.5	87.0	244.8	656.3
Total Shoppers Age 40-54	162.7	46.0	121.5	330.1
Total Shoppers Age 55-64	118.2	42.7	88.3	249.1
Total Shoppers Age 65+	177.7	76.3	135.8	389.8
Total Shoppers < 55	384.9	104.1	288.1	777.1
Total Shoppers Age 25-49 Female	153.3	39.5	116.7	309.5
Total Shoppers Male	296.2	96.1	220.7	613.0
Total Shoppers Female	384.7	126.9	291.4	803.0
Total Shoppers 0 Children	516.8	163.4	367.8	1,047.9
Total Shoppers 1-2 Children	137.4	39.7	110.8	287.9
Total Shoppers 3+ Children	26.7	19.9	33.5	80.2
1 Person Households	125.1	39.4	84.8	249.2
2 Person Households	184.6	64.2	128.9	377.7
3 Person Households	63.5	16.6	48.8	128.9
4 Person Households	60.8	12.7	45.0	118.4
5+ Person Households	29.5	17.9	36.6	84.0
FTA Only Households	395.9	127.4	284.5	807.8
STV Subscription Households*	67.5	23.3	59.6	150.4
People in FTA Only Households	926.2	305.3	710.5	1,942.1
People in STV Households*	157.6	59.7	153.2	370.6
1 TV Households	188.4	66.2	131.0	385.6
2 TVs Households	164.6	47.6	109.7	321.9
3+ TVs Households	110.4	36.9	103.4	250.7

\* STV estimates as at start of Q1

# 2024 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Total Individuals	595.5	435.4	558.3	1,589.2
Total Households	235.7	182.6	229.8	648.1
Children 0-4	36.0	27.7	30.3	94.0
Children 5-12	60.0	47.2	52.3	159.5
Children 13-17	35.1	28.1	32.8	96.0
People 16+	478.1	343.2	455.7	1,277.0
People 16-39	214.0	126.5	154.4	494.9
People 16-54	330.0	201.5	252.8	784.3
People 25+	408.2	296.9	397.6	1,102.7
People 25-54	260.0	155.3	194.7	610.0
People 40+	264.1	216.7	301.4	782.1
Men 16+	235.7	170.7	223.7	630.1
Men 16-24	35.6	24.1	30.2	89.9
Men 16-39	107.6	64.3	78.5	250.4
Men 16-54	165.2	101.7	126.8	393.7
Men 18+	228.7	165.1	217.0	610.8
Men 18-24	28.6	18.4	23.5	70.5
Men 25+	200.1	146.7	193.5	540.3
Men 25-39	72.0	40.3	48.3	160.6
Men 25-54	129.6	77.6	96.7	303.9
Men 40+	128.1	106.4	145.2	379.7
Men 40-54	57.6	37.3	48.3	143.3
Men 55+	70.5	69.1	96.8	236.4

# 2024 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Women 16+	242.4	172.4	232.1	646.9
Women 16-24	34.3	22.2	27.9	84.4
Women 16-39	106.4	62.2	75.9	244.4
Women 16-54	164.8	99.9	126.0	390.6
Women 18+	235.8	167.3	225.9	628.9
Women 18-24	27.7	17.1	21.8	66.5
Women 25+	208.1	150.3	204.1	562.4
Women 25-39	72.1	40.0	47.9	160.0
Women 25-54	130.4	77.7	98.0	306.1
Women 40+	136.0	110.3	156.2	402.4
Women 40-54	58.3	37.7	50.1	146.1
Women 55+	77.6	72.6	106.1	256.3
Grocery Buyers	235.7	182.6	229.8	648.1
Grocery Buyers Working	156.9	112.9	124.4	394.2
Grocery Buyers Not Working	78.8	69.8	105.4	253.9
Grocery Buyers Under 40	82.4	52.9	58.9	194.2
Grocery Buyers 40+	153.3	129.7	170.9	453.9
Grocery Buyer No Kids	166.2	134.0	170.8	471.0
Grocery Buyer Kids	69.5	48.6	59.0	177.0
Grocery Buyers Children 0-12	55.0	37.2	44.1	136.3
Grocery Buyers Children 0-17	69.5	48.6	59.0	177.0
Grocery Buyers Children 5-12	40.1	28.6	35.3	104.0
Grocery Buyers Children 5-17	55.4	40.6	50.3	146.3

# 2024 Universe Estimates

SOUTHERN NSW				
000'S	Canberra	Orange Dubbo Wagga	Wollongong	Total SNSW
Total Shoppers Age 18+	361.0	256.3	335.7	953.0
Total Shoppers Age < 40	152.6	84.9	101.1	338.6
Total Shoppers Age 25-54	205.4	122.9	152.8	481.1
Total Shoppers Age 40-54	91.0	61.7	78.9	231.7
Total Shoppers Age 55-64	54.0	42.8	60.6	157.4
Total Shoppers Age 65+	68.3	68.9	97.1	234.3
Total Shoppers < 55	243.6	146.7	180.0	570.3
Total Shoppers Age 25-49 Female	94.6	58.9	70.7	224.2
Total Shoppers Male	166.7	111.3	149.8	427.8
Total Shoppers Female	199.2	147.1	187.9	534.2
Total Shoppers 0 Children	256.3	190.4	248.6	695.3
Total Shoppers 1-2 Children	88.8	49.0	71.0	208.9
Total Shoppers 3+ Children	20.8	19.0	18.1	57.8
1 Person Households	58.4	50.4	57.0	165.8
2 Person Households	82.3	70.4	87.0	239.7
3 Person Households	37.8	24.4	39.0	101.2
4 Person Households	37.0	20.6	29.4	87.0
5+ Person Households	20.2	16.9	17.4	54.4
FTA Only Households	208.7	153.1	196.3	558.1
STV Subscription Households*	27.0	29.6	33.4	89.9
People in FTA Only Households	527.0	364.5	472.8	1,364.3
People in STV Households*	68.5	70.9	85.4	224.9
1 TV Households	106.3	75.9	89.1	271.3
2 TVs Households	76.8	59.2	84.9	220.9
3+ TVs Households	52.5	47.5	55.8	155.9

\* STV estimates as at start of Q1

# 2024 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Total Individuals	203.6	181.2	251.5	377.0	251.7	1,265.0
Total Households	91.8	81.0	113.4	162.4	109.1	557.7
Children 0-4	11.7	9.8	13.6	20.7	13.8	69.5
Children 5-12	20.5	17.5	24.5	37.1	24.2	123.6
Children 13-17	12.6	10.8	14.7	22.8	14.5	75.4
People 16+	163.6	147.3	204.4	305.3	204.8	1,025.4
People 16-39	55.4	46.7	68.6	103.8	66.8	341.2
People 16-54	92.0	78.3	113.3	172.6	110.0	566.1
People 25+	143.2	130.4	179.5	268.0	181.3	902.3
People 25-54	71.6	61.4	88.4	135.3	86.4	443.1
People 40+	108.2	100.6	135.8	201.6	138.1	684.3
Men 16+	79.9	73.0	100.1	150.1	100.4	503.5
Men 16-24	10.5	8.9	12.9	19.5	12.1	63.9
Men 16-39	27.8	23.5	34.4	52.7	33.4	171.8
Men 16-54	45.5	39.1	56.3	86.4	54.3	281.5
Men 18+	77.3	70.9	97.2	145.5	97.5	488.5
Men 18-24	8.0	6.7	10.0	14.9	9.3	48.9
Men 25+	69.4	64.1	87.2	130.6	88.2	439.6
Men 25-39	17.3	14.6	21.5	33.2	21.3	107.9
Men 25-54	35.0	30.2	43.4	66.9	42.2	217.6
Men 40+	52.1	49.5	65.7	97.5	67.0	331.7
Men 40-54	17.7	15.6	21.8	33.7	20.9	109.7
Men 55+	34.4	33.9	43.9	63.8	46.0	222.0

# 2024 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Women 16+	83.8	74.3	104.3	155.2	104.5	522.0
Women 16-24	9.9	8.0	12.0	17.9	11.4	59.2
Women 16-39	27.6	23.2	34.1	51.1	33.4	169.3
Women 16-54	46.5	39.2	57.0	86.3	55.6	284.6
Women 18+	81.4	72.3	101.6	151.0	101.8	508.0
Women 18-24	7.5	6.1	9.3	13.7	8.7	45.2
Women 25+	73.9	66.3	92.3	137.3	93.1	462.8
Women 25-39	17.7	15.1	22.2	33.2	22.0	110.1
Women 25-54	36.6	31.2	45.0	68.4	44.2	225.4
Women 40+	56.2	51.1	70.1	104.1	71.1	352.6
Women 40-54	18.9	16.0	22.9	35.2	22.3	115.3
Women 55+	37.3	35.1	47.3	68.9	48.8	237.3
Grocery Buyers	91.8	81.0	113.4	162.4	109.1	557.7
Grocery Buyers Working	53.1	47.3	63.6	98.3	64.6	327.0
Grocery Buyers Not Working	38.7	33.7	49.8	64.1	44.4	230.8
Grocery Buyers Under 40	24.7	18.1	31.1	41.1	26.6	141.5
Grocery Buyers 40+	67.1	63.0	82.4	121.4	82.4	416.2
Grocery Buyer No Kids	71.1	61.6	86.4	123.1	83.8	425.9
Grocery Buyer Kids	20.7	19.4	27.1	39.4	25.3	131.8
Grocery Buyers Children 0-12	15.1	13.3	19.6	29.1	19.2	96.2
Grocery Buyers Children 0-17	20.7	19.4	27.1	39.4	25.3	131.8
Grocery Buyers Children 5-12	10.7	9.0	13.1	21.7	12.9	67.3
Grocery Buyers Children 5-17	16.2	15.2	21.1	32.4	19.3	104.2

# 2024 Universe Estimates

VICTORIA						
000'S	Albury	Shepparton	Bendigo	Ballarat	Gippsland	Total VIC
Total Shoppers Age 18+	125.4	111.3	160.2	224.9	155.2	777.0
Total Shoppers Age < 40	40.1	29.5	50.3	67.7	46.0	233.6
Total Shoppers Age 25-54	59.0	47.4	74.0	104.5	68.7	353.6
Total Shoppers Age 40-54	30.7	25.9	38.7	54.8	34.2	184.4
Total Shoppers Age 55-64	20.2	21.8	28.6	41.9	26.9	139.4
Total Shoppers Age 65+	35.9	34.4	45.2	64.0	48.4	227.8
Total Shoppers < 55	70.8	55.4	89.0	122.5	80.2	417.9
Total Shoppers Age 25-49 Female	26.9	22.5	32.0	47.4	30.4	159.2
Total Shoppers Male	55.3	49.1	73.9	97.5	66.7	342.4
Total Shoppers Female	71.6	62.5	88.9	130.9	88.8	442.8
Total Shoppers 0 Children	98.4	86.0	122.8	172.6	118.1	597.9
Total Shoppers 1-2 Children	23.8	20.8	35.4	46.0	30.9	156.8
Total Shoppers 3+ Children	4.8	4.8	4.5	9.8	6.6	30.5
1 Person Households	26.2	23.8	32.7	40.6	29.0	152.3
2 Person Households	38.9	32.5	47.1	68.4	44.7	231.5
3 Person Households	12.4	12.4	16.6	26.1	16.0	83.4
4 Person Households	9.6	8.0	10.8	16.9	12.6	58.0
5+ Person Households	4.8	4.4	6.2	10.5	6.8	32.6
FTA Only Households	78.1	65.9	98.6	136.0	96.7	475.4
STV Subscription Households*	13.7	15.1	14.8	26.5	12.4	82.4
People in FTA Only Households	174.4	146.9	217.9	312.0	220.4	1,071.6
People in STV Households*	29.2	34.2	33.6	65.0	31.4	193.4
1 TV Households	34.4	32.0	44.6	60.2	45.5	216.7
2 TVs Households	30.0	30.8	43.3	52.6	35.3	191.8
3+ TVs Households	27.4	18.3	25.6	49.6	28.3	149.2

\* STV estimates as at start of Q1

# 2024 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TAS
Total Individuals	266.6	290.1	556.6
Total Households	112.2	124.5	236.7
Children 0-4	13.7	15.3	29.0
Children 5-12	24.9	26.9	51.7
Children 13-17	15.4	16.4	31.8
People 16+	218.5	237.9	456.4
People 16-39	74.3	92.9	167.1
People 16-54	122.2	145.1	267.3
People 25+	192.2	208.3	400.5
People 25-54	95.9	115.5	211.4
People 40+	144.3	145.0	289.3
Men 16+	107.8	116.3	224.2
Men 16-24	13.7	15.2	28.9
Men 16-39	37.9	46.9	84.7
Men 16-54	61.2	72.3	133.5
Men 18+	104.8	113.1	217.8
Men 18-24	10.6	12.0	22.5
Men 25+	94.2	101.1	195.3
Men 25-39	24.2	31.7	55.9
Men 25-54	47.5	57.1	104.6
Men 40+	70.0	69.4	139.4
Men 40-54	23.3	25.4	48.8
Men 55+	46.7	44.0	90.7

# 2024 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TAS
Women 16+	110.7	121.6	232.2
Women 16-24	12.6	14.3	27.0
Women 16-39	36.4	46.0	82.4
Women 16-54	61.0	72.8	133.7
Women 18+	107.8	118.5	226.3
Women 18-24	9.8	11.3	21.1
Women 25+	98.1	107.2	205.3
Women 25-39	23.8	31.6	55.4
Women 25-54	48.4	58.4	106.8
Women 40+	74.3	75.6	149.9
Women 40-54	24.6	26.8	51.4
Women 55+	49.7	48.8	98.5
Grocery Buyers	112.2	124.5	236.7
Grocery Buyers Working	59.2	70.5	129.6
Grocery Buyers Not Working	53.0	54.0	107.1
Grocery Buyers Under 40	28.2	35.6	63.9
Grocery Buyers 40+	84.0	88.9	172.8
Grocery Buyer No Kids	86.3	93.1	179.4
Grocery Buyer Kids	26.0	31.4	57.3
Grocery Buyers Children 0-12	20.0	24.4	44.4
Grocery Buyers Children 0-17	26.0	31.4	57.3
Grocery Buyers Children 5-12	16.4	16.9	33.2
Grocery Buyers Children 5-17	22.4	24.5	46.9

# 2024 Universe Estimates

TASMANIA			
000'S	Launceston	Hobart	Total TASMANIA
Total Shoppers Age 18+	160.6	184.6	345.2
Total Shoppers Age < 40	47.8	65.7	113.5
Total Shoppers Age 25-54	75.1	93.7	168.8
Total Shoppers Age 40-54	38.9	41.7	80.6
Total Shoppers Age 55-64	31.1	31.9	63.0
Total Shoppers Age 65+	44.3	46.9	91.2
Total Shoppers < 55	86.8	107.3	194.1
Total Shoppers Age 25-49 Female	33.1	43.6	76.7
Total Shoppers Male	72.0	81.8	153.8
Total Shoppers Female	90.2	104.3	194.5
Total Shoppers 0 Children	120.7	137.1	257.8
Total Shoppers 1-2 Children	33.0	40.0	73.0
Total Shoppers 3+ Children	8.5	9.1	17.6
1 Person Households	31.6	38.7	70.3
2 Person Households	44.6	45.5	90.1
3 Person Households	14.7	16.4	31.1
4 Person Households	12.1	15.4	27.4
5+ Person Households	9.3	8.6	17.8
FTA Only Households	100.2	111.4	211.6
STV Subscription Households*	12.0	13.1	25.1
People in FTA Only Households	234.7	259.6	494.3
People in STV Households*	31.9	30.5	62.4
1 TV Households	44.2	57.1	101.4
2 TVs Households	39.5	36.5	76.0
3+ TVs Households	28.5	30.9	59.4

\* STV estimates as at start of Q1

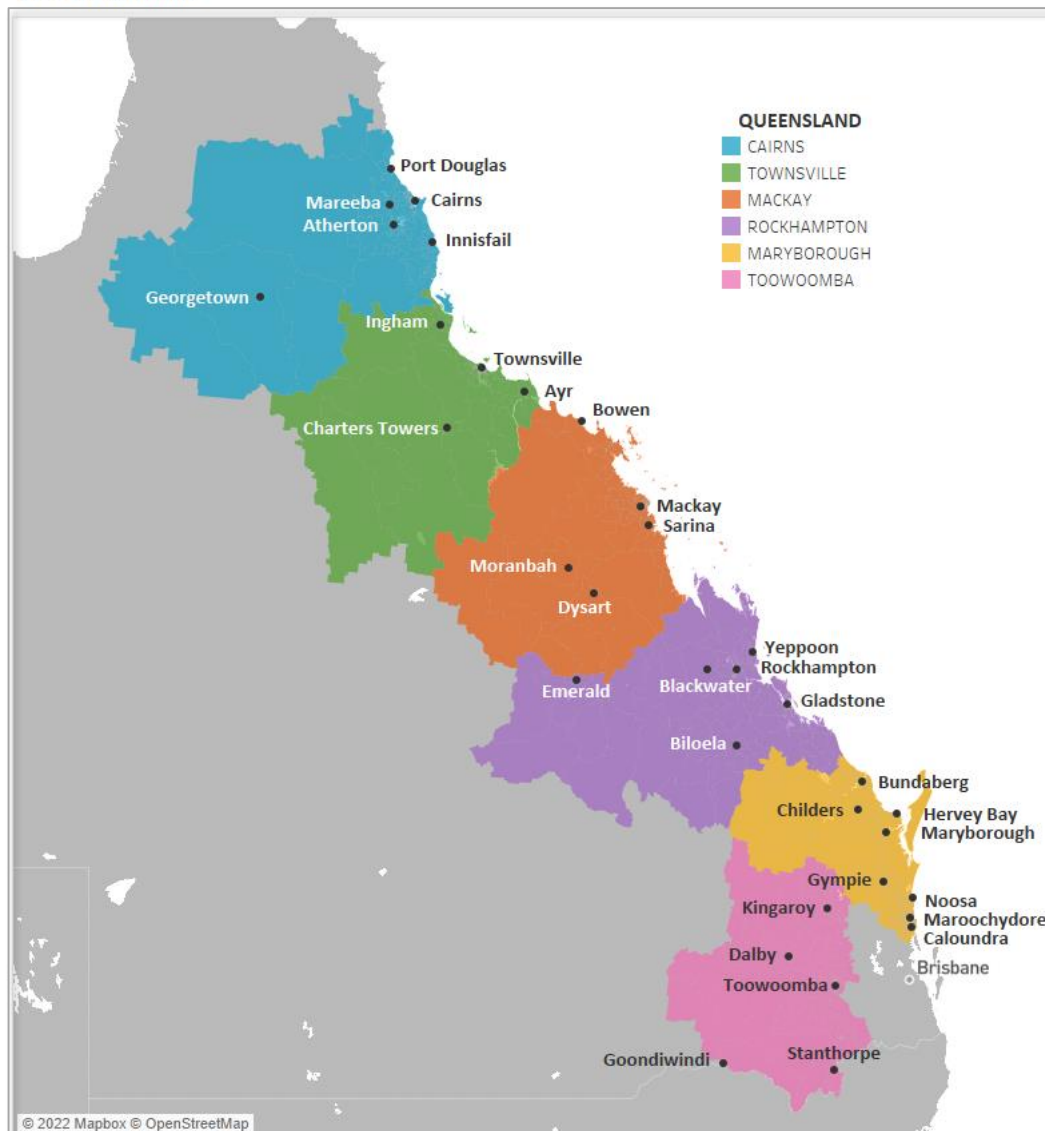
# 2024 Universe Estimates

REGIONAL WA		REGIONAL WA		REGIONAL WA	
000'S	Total REG WA	000'S	Total REG WA	000'S	Total REG WA
Total Individuals	565.1	Women 16+	217.8	Total Shoppers Age 18+	333.1
Total Households	236.1	Women 16-24	25.4	Total Shoppers Age < 40	112.5
Children 0-4	35.4	Women 16-39	80.4	Total Shoppers Age 25-54	176.2
Children 5-12	61.8	Women 16-54	134.8	Total Shoppers Age 40-54	91.0
Children 13-17	34.5	Women 18+	211.7	Total Shoppers Age 55-64	59.2
People 16+	446.2	Women 18-24	19.3	Total Shoppers Age 65+	73.4
People 16-39	166.1	Women 25+	192.4	Total Shoppers < 55	203.5
People 16-54	278.4	Women 25-39	55.1	Total Shoppers Age 25-49 Female	80.4
People 25+	392.8	Women 25-54	109.4	Total Shoppers Male	147.1
People 25-54	225.0	Women 40+	137.3	Total Shoppers Female	188.9
People 40+	280.1	Women 40-54	54.3	Total Shoppers 0 Children	242.0
Men 16+	228.5	Women 55+	83.0	Total Shoppers 1-2 Children	76.8
Men 16-24	28.0	Grocery Buyers	236.1	Total Shoppers 3+ Children	17.2
Men 16-39	85.7	Grocery Buyers Working	150.9	1 Person Households	51.8
Men 16-54	143.6	Grocery Buyers Not Working	85.1	2 Person Households	109.0
Men 18+	221.9	Grocery Buyers Under 40	72.9	3 Person Households	28.7
Men 18-24	21.4	Grocery Buyers 40+	163.1	4 Person Households	31.1
Men 25+	200.4	Grocery Buyer No Kids	171.5	5+ Person Households	15.6
Men 25-39	57.7	Grocery Buyer Kids	64.6	FTA Only Households	209.8
Men 25-54	115.6	Grocery Buyers Children 0-12	52.5	STV Subscription Households*	26.3
Men 40+	142.8	Grocery Buyers Children 0-17	64.6	People in FTA Only Households	498.1
Men 40-54	57.9	Grocery Buyers Children 5-12	41.0	People in STV Households*	67.0
Men 55+	84.8	Grocery Buyers Children 5-17	53.4	1 TV Households	102.8
				2 TVs Households	85.0
				3+ TVs Households	48.3

\* STV estimates as at start of Q1

# Queensland

## COVERAGE MAP



FTA Network	Affiliation
Seven, 7TWO, 7mate, 7flix, 7Bravo	7
Nine, 9GO!, 9Gem, 9Life	9
SCA 10, Bold, Peach, Nickelodeon, 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 Aug 2023

Market	People	Households
Cairns	271 000	119 300
Townsville	245 800	101 200
Mackay	195 000	80 400
Rockhampton	239 900	99 300
Maryborough	694 500	308 800
Toowoomba	321 400	133 500
<b>TOTAL</b>	<b>1 967 600</b>	<b>842 400</b>

# 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, 4804-4805

### 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

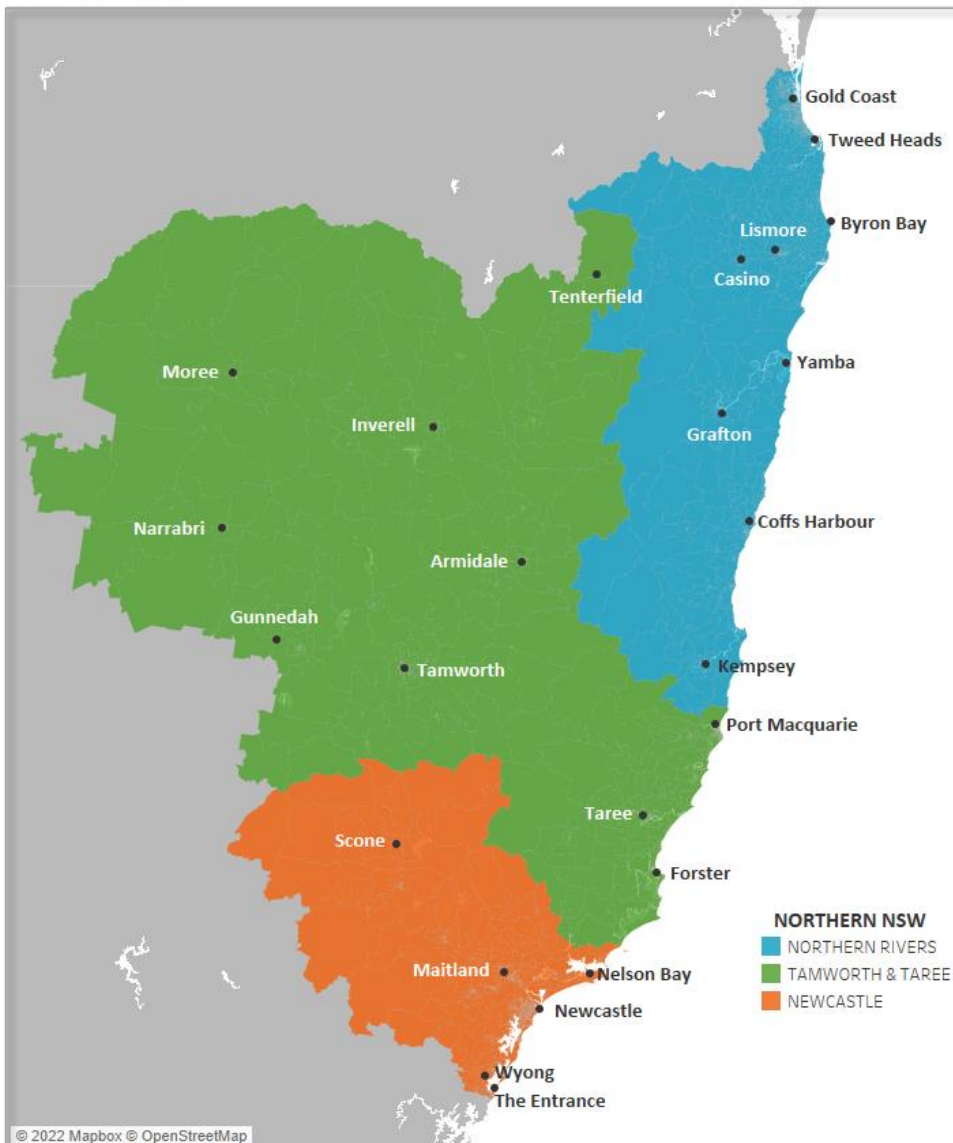
4314, 4341-4344, 4347, 4350, 4352-4365, 4370-4378, 4380-4385, 4387-4388, 4390, 4400-4408, 4410-4413, 4421-4423, 4605-4606, 4608, 4610-4615

### Townsville

4806-4812, 4814-4820, 4850

# Northern NSW

## COVERAGE MAP



FTA Network	Affiliation
Seven, 7TWO, 7mate, 7flix, 7Bravo	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	1 083 900	463 500
Tamworth Taree	365 100	150 700
Newcastle	863 800	344 000
<b>TOTAL</b>	<b>2 312 700</b>	<b>958 200</b>

© 2022 Mapbox © OpenStreetMap

Based on 2011 ASGS SA1 Boundaries

Source: ABS

Produced by: Nielsen Television Audience Measurement

© Commonwealth of Australia, 2011

# 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

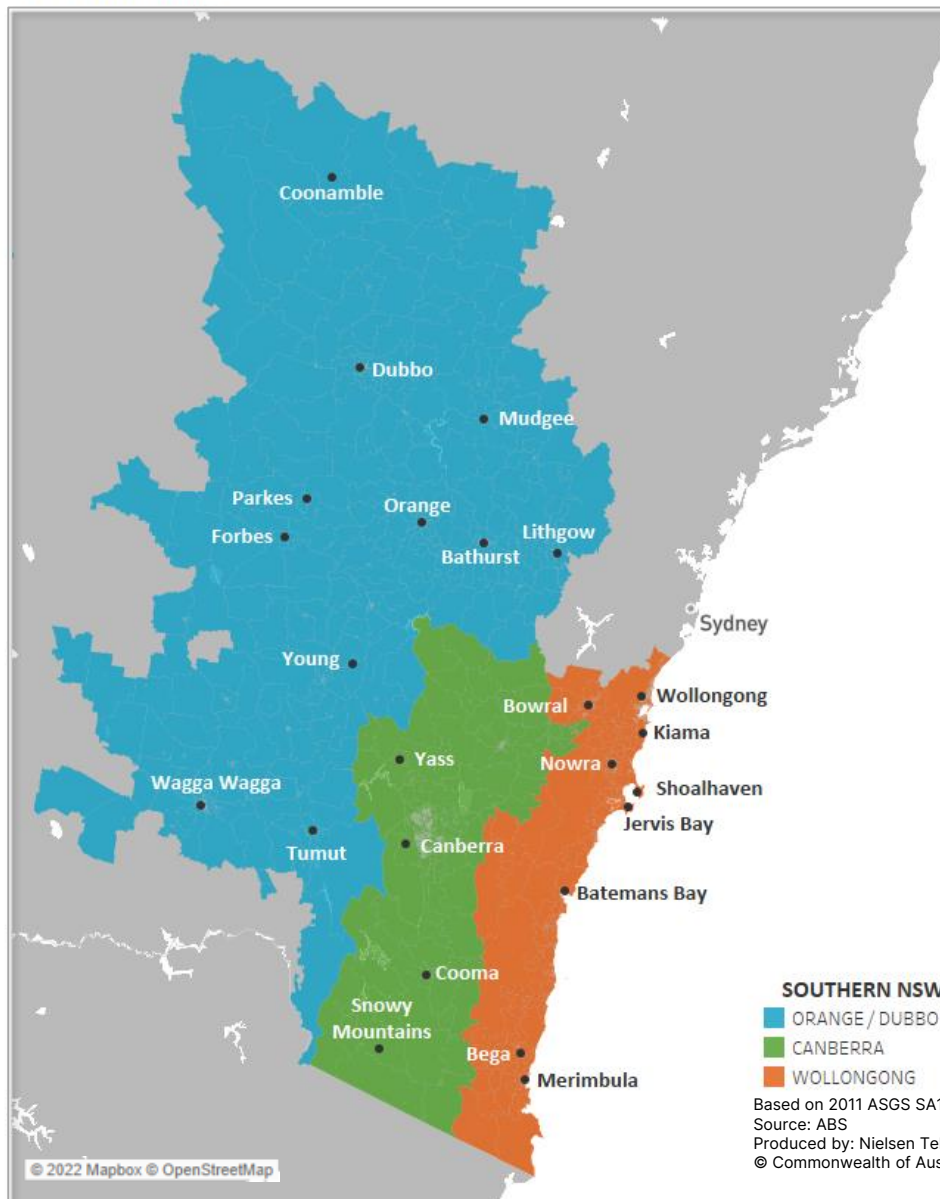
2340-2347, 2350, 2352-2356, 2358-2361,  
2365, 2369-2372, 2380-2382, 2386-2388,  
2390, 2397-2406, 2408-2411

### Taree

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

# Southern NSW

## COVERAGE MAP



FTA Network	Affiliation
Seven, 7TWO, 7mate, 7flix, 7Bravo	7
Nine, 9GO!, 9Gem, 9Life	9
SCA 10, Bold, Peach, Nickelodeon, 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 Aug 2023

Market	People	Households
Canberra	595 500	235 700
Orange Dubbo Wagga Wagga	435 400	182 600
Wollongong	558 300	229 800
<b>TOTAL</b>	<b>1 589 200</b>	<b>648 100</b>

# 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

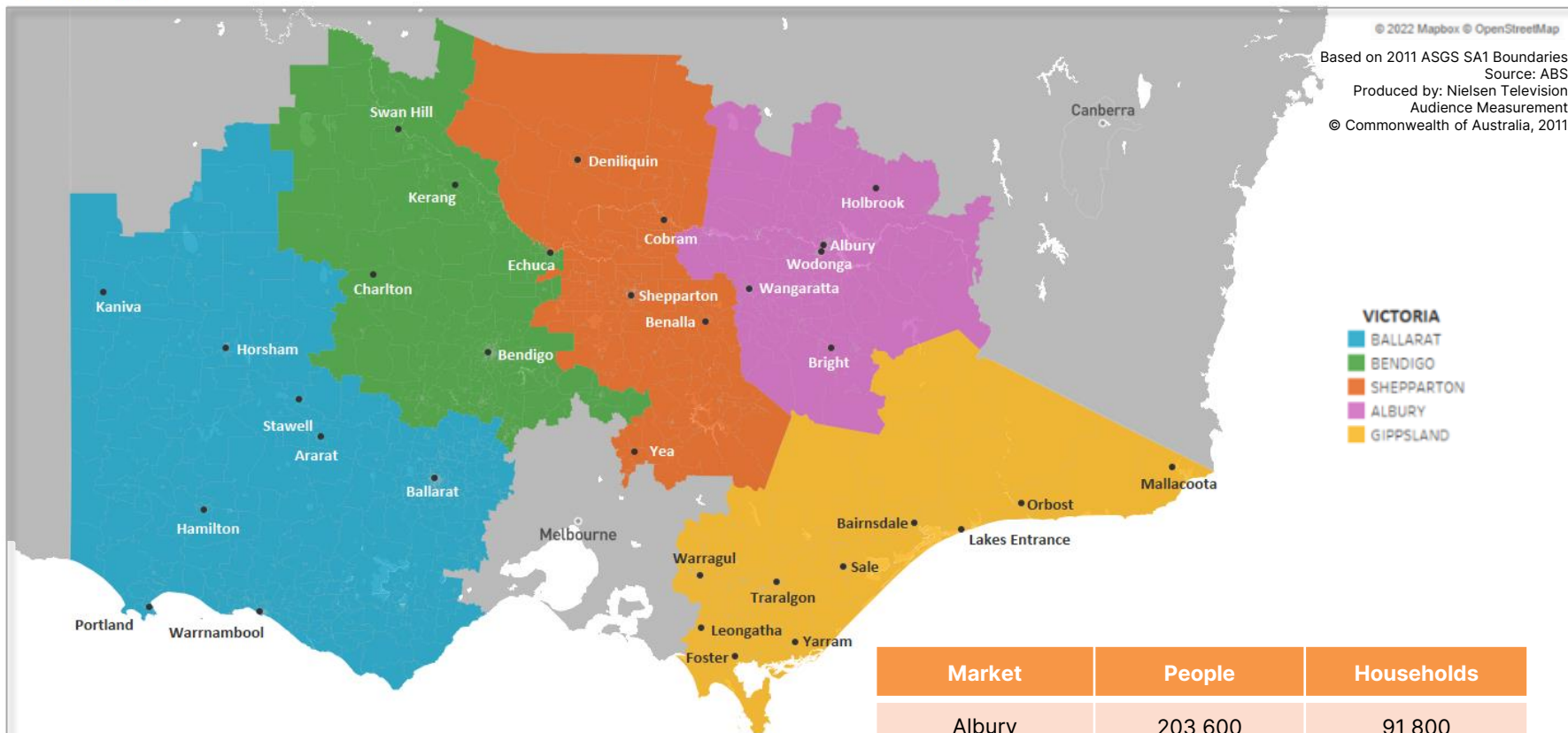
2500, 2502, 2505-2506, 2508, 2515-2519,  
2525-2530, 2533-2541, 2545-2546, 2548-  
2551, 2575-2578, 2622

### 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, 7Bravo	7
Nine, 9GO!, 9Gem, 9Life	9
SCA 10, Bold, Peach, Nickelodeon, 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 Aug 2023

Market	People	Households
Albury	203 600	91 800
Shepparton	181 200	81 000
Bendigo	251 500	113 400
Ballarat	377 000	162 400
Gippsland	251 700	109 100
<b>TOTAL</b>	<b>1 265 000</b>	<b>557 700</b>

# 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

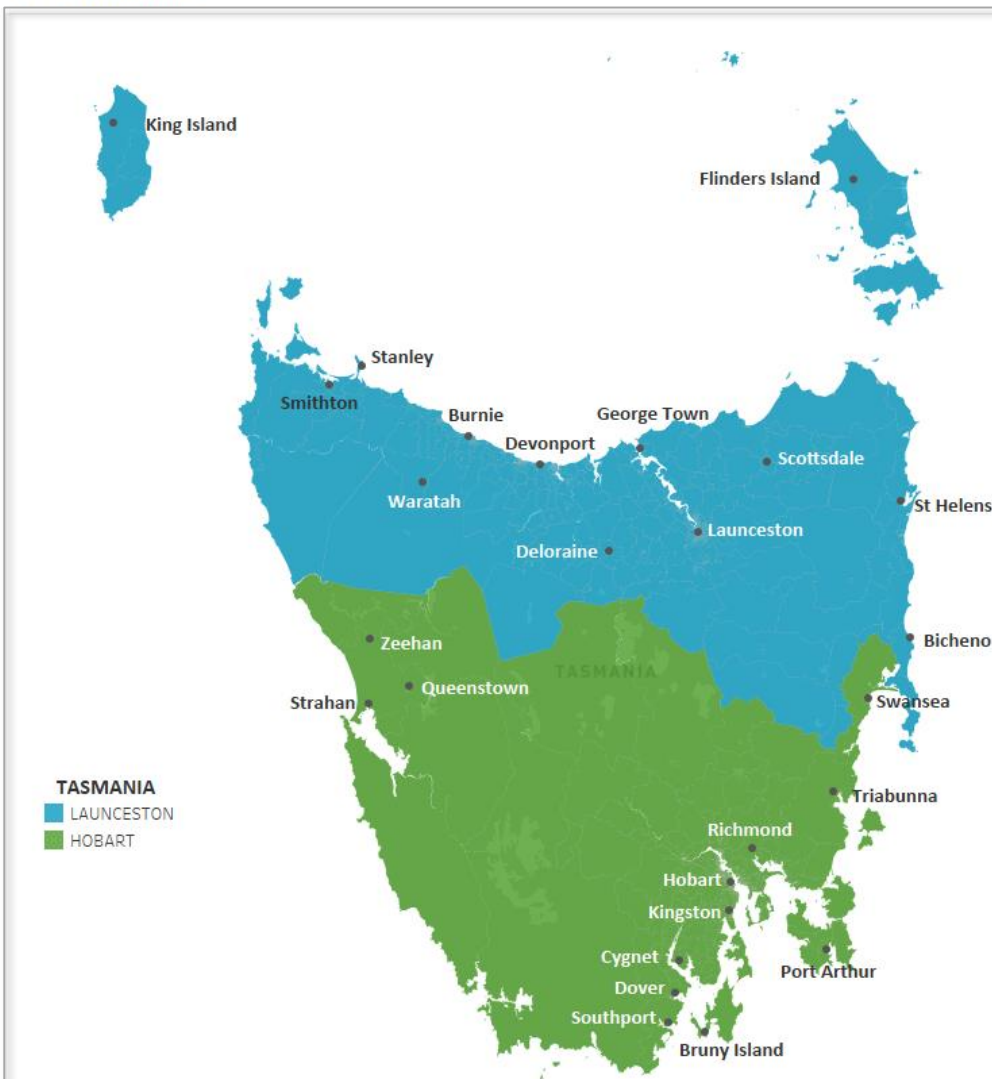
3816, 3818, 3820-3825, 3831-3833, 3835, 3840, 3842, 3844, 3847, 3850-3852, 3854, 3856-3860, 3862, 3864-3865, 3869-3871, 3873-3875, 3878, 3880, 3882, 3885-3893, 3895-3896, 3898, 3900, 3902-3904, 3909, 3953-3954, 3956-3960, 3962, 3964-3967, 3971

### 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



FTA Network	Affiliation
Southern Cross Tas, 7TWO, 7mate	7
Nine, 9GO!, 9Gem, 9Life	9
10, 10 Bold, 10 Peach, Nickelodeon	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 Aug 2023

Market	People	Households
Launceston	266 600	112 200
Hobart	290 100	124 500
<b>TOTAL</b>	<b>556 600</b>	<b>236 700</b>

© 2022 Mapbox © OpenStreetMap

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	565 100	236 100

# 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

# 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	<b>33*</b>	<b>People 30-39</b>
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
<b>8*</b>	<b>People 2-9</b>	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	<b>41*</b>	<b>People 50-64</b>
<b>12*</b>	<b>People 10-15</b>	27	People 25+	42	People 55+
<b>13*</b>	<b>People 10-17</b>	<b>28*</b>	<b>People 25-34</b>	<b>43*</b>	<b>People 55-64</b>
14	People 13+	29	People 25-39	<b>44*</b>	<b>People 65+</b>
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

<b>45*</b>	<b><i>Men 0-15</i></b>	<b>61*</b>	<b><i>Men 30-49</i></b>	<b>77*</b>	<b><i>Women 18-34</i></b>
<b>46*</b>	<b><i>Men 13-24</i></b>	<b>62*</b>	<b><i>Men 35-54</i></b>	78	Women 18-39
47	Men 16+	63	Men 40+	79	Women 18-49
48	Men 16-24	<b>64*</b>	<b><i>Men 40-54</i></b>	80	Women 18-54
49	Men 16-39	<b>65*</b>	<b><i>Men 40-64</i></b>	81	Women 25+
50	Men 16-54	<b>66*</b>	<b><i>Men 50-64</i></b>	82	Women 25-39
51	Men 18+	67	Men 55+	<b>83*</b>	<b><i>Women 25-44</i></b>
<b>52*</b>	<b><i>Men 18-29</i></b>	<b>68*</b>	<b><i>Women 0-15</i></b>	84	Women 25-54
<b>53*</b>	<b><i>Men 18-34</i></b>	<b>69*</b>	<b><i>Women 13-24</i></b>	<b>85*</b>	<b><i>Women 25-54 + Child 0-17</i></b>
54	Men 18-39	<b>70*</b>	<b><i>Women 13-29</i></b>	<b>86*</b>	<b><i>Women 30-49</i></b>
55	Men 18-49	71	Women 16+	<b>87*</b>	<b><i>Women 35-54</i></b>
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	<b>90*</b>	<b><i>Women 40-64</i></b>
<b>59*</b>	<b><i>Men 25-44</i></b>	75	Women 18+	<b>91*</b>	<b><i>Women 50-64</i></b>
60	Men 25-54	<b>76*</b>	<b><i>Women 18-29</i></b>	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	<b>110*</b>	<b><i>GB Female 25-49</i></b>
97	GB 40+	111	TGS 13+
<b>98*</b>	<b><i>GB 40-54</i></b>	112	TGS 13-39
<b>99*</b>	<b><i>GB 55+</i></b>	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	<b>117*</b>	<b><i>GS 40-54</i></b>
104	GB + Child 0-17	<b>118*</b>	<b><i>GS 55+</i></b>
<b>105*</b>	<b><i>GB + 1-2 Child 0-17</i></b>	119	GS 55-64
<b>106*</b>	<b><i>GB + Child 0-12</i></b>		

*\*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*	<b>Men 55+</b>
12	People 40+	25*	<b>Women 55+</b>
13	Men 16-39	26*	<b>People 55+</b>

*\*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
<b>7Bravo</b>	15 January 2023 (QLD, NNSW, SNSW, VIC)	15 January 2023 (QLD, NNSW, SNSW, VIC)	* Free To Air Multi-channel in QLD, NNSW, SNSW & VIC only.
<b>SBS WorldWatch</b>	23 May 2022	22 May 2022	* Free To Air Multi-channel
<b>Sky News Regional</b>	1 August 2021 (QLD, NNSW, SNSW, VIC)	1 August 2021 (QLD, SNSW, VIC)	* Free To Air Multi-channel
<b>Nickelodeon</b>	1 July 2021 (QLD, SNSW, VIC & TAS)	27 June 2021 (QLD, SNSW, VIC) 29 August 2021 (TAS)	* Free To Air Multi-channel * Renamed from "10 Shake" on 1 Aug 2023 (reported name change 6 Aug 2023 breakout)
<b>SBS World Movies (HD)</b>	1 July 2019	30 June 2019	* Free To Air Multi-channel
<b>Sky News on WIN (SD)</b>	2 September 2018	2 September 2018	* Free To Air Multi-channel ceased as at 31 July 2021 in all markets
<b>9Life (SD)</b>	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.
<b>7flix (SD)</b>	28 February 2016 (QLD only) 3 September 2017 (NNSW, SNSW, VIC)	28 February 2016 (QLD only) 27 August 2017 (NNSW, SNSW, VIC)	
<b>SBS Food (SD)</b>	17 November 2015	29 November 2015	* Renamed from SBS Food Network on 17 Nov 2018 (reported name change 25 Nov 2018 breakout)
<b>NITV (HD)</b>	12 December 2012	9 December 2012	
<b>TEN West / WDT / 10 (SD)</b>	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.
<b>Peach (SD)</b>	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
<b>GEM (HD)</b>	26 September 2010 August 2011 (RegWA)	26 September 2010 12 February 2012 (RegWA)	
<b>7mate (HD)</b>	25 September 2010, 24 October 2010 (TAS) August 2011 (RegWA)	26 September 2010 12 February 2012 (RegWA)	
<b>ABC NEWS (HD)</b>	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)
<b>ABC ME (SD)</b>	4 December 2009 November 2009 (RegWA)	29 November 2009	* Renamed from ABC3 on 19 Sept 2016 (reported name change 2 Oct 2016 breakout)
<b>7TWO (SD)</b>	1 November 2009 (QLD) 1 December 2009 (TAS) 23 December 2009 (NNSW, SNSW, VIC) August 2011 (RegWA)	27 December 2009 12 February 2012 (RegWA)	
<b>GO! (SD)</b>	9 August 2009 August 2011 (Reg WA)	29 November 2009 27 December 2009 (NNSW) 12 February 2012 (RegWA)	
<b>SBS VICELAND (SD)</b>	1 June 2009	28 June 2009	* Renamed from SBS2 on 15 Nov 2016 (reported name change 27 Nov 2016 breakout)
<b>Bold (SD)</b>	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 <sup>th</sup> Dec 2018
<b>ABC Kids/ABC TV Plus (SD)</b>	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.
<b>TDT (SD)</b>	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 & 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 & 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.

*e.g.* 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 & 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 & 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 1<sup>st</sup> 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 & 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 & 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 Classifications

From the start of the 2024 ratings year (Week 1, commencing Sunday 31 December, 2023), Regional TAM introduces revised **Household Income (HHI)** classifications within its Regional FTA and Regional STV Elemental databases.

This household characteristic draws on national analysis of household incomes and identifies five bands, plus an Unknown category. 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:

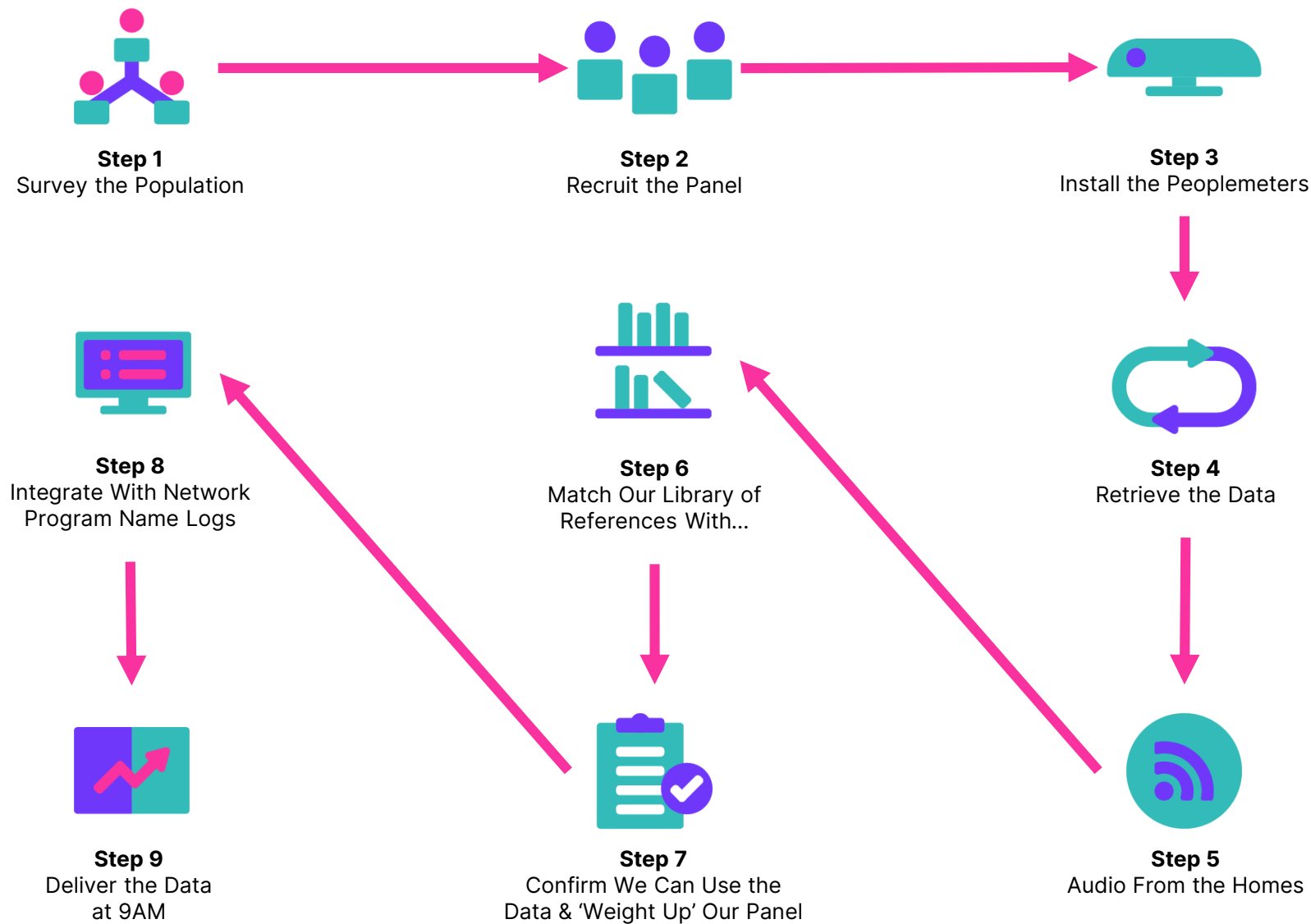
Income Band	2024 Household Income Thresholds*
Income Band 1	\$180,000+
Income Band 2	\$130,000 - \$179,999
Income Band 3	\$90,000 - \$129,999
Income Band 4	\$45,000 - \$89,999
Income Band 5	Less than \$45,000
Unknown	Non Disclosed

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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