

Household Panel Reallocation

January 2026

Following the changes made to Sub Market methodology in 2025, Regional TAM is moving to a more proportionate geographic sample alignment in 2026. This involves a partial reallocation of panel homes to better align with the geographic distribution of population in the Regional East Coast non-overlap areas.

The reallocation of approximately 120 Regional non-overlap panel homes will commence in Quarter 1, 2026 and is anticipated to be completed within six months. Noting that as this is a reallocation only, the Regional TAM panel size remains unchanged at the current level of 3,198 homes.

Based on simulation data analysis conducted, Regional TAM anticipates that the panel home reallocation will have a negligible impact on viewing levels.

Details of the **Household Sample Size** changes by Sub Market are below:

	Current	Targets 2026 (Q2)	Difference
QUEENSLAND (ex)	712	690	-22
CAIRNS	120	120	0
TOWNSVILLE	105	105	0
MACKAY	105	85	-20
ROCKHAMPTON	105	100	-5
MARYBOROUGH (ex)	157	152	-5
TOOWOOMBA	120	128	+8
NORTHERN NSW (ex)	480	560	+80
NORTHERN RIVERS (ex)	172	192	+20
TAMWORTH	60	65	+5
TAREE	60	65	+5
NEWCASTLE (ex)	188	238	+50
SOUTHERN NSW	570	610	+40
CANBERRA	185	215	+30
ORANGE DUBBO WAGGA	177	177	0
WOLLONGONG	208	218	+10
VICTORIA (ex)	638	565	-73
ALBURY	102	97	-5
SHEPPARTON	104	86	-18
BENDIGO	132	118	-14
BALLARAT	190	168	-22
GIPPSLAND (ex)	110	96	-14
TASMANIA	285	260	-25
LAUNCESTON	142	127	-15
HOBART	143	133	-10

Note: No change to Regional WA HH panel size / ex = non-overlap

If you have any questions, please contact Regional TAM Info regionalinfo.tam.au@nielsen.com