

Subscriber Notification

Household Panel Reallocation

August 2026

Following the changes made to Sub Market methodology in 2025, Regional TAM proactively moved to a more proportionate geographic sample alignment in 2026. This involved 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 commenced in Quarter 1, 2026 and was completed as anticipated in July 2026. As this is a reallocation only, the Regional TAM panel size remains unchanged at the current level of 3,198 homes.

Please note, a change in sample does not equate to a change in audience, as all viewing is weighted. 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 or 1800 555 026.

Regards,
Regional TAM