

2009 RURAL MARKETS TELEVISION POPULATION POTENTIALS

DEMOGRAPHIC	Regional WA	Darwin	Port Pirie/ Broken Hill	Loxton	Mt Gambier	Satellite	Mildura	Griffith	Total
Households	192,000	46,400	58,500	15,500	36,600	151,200	25,000	26,300	577,700
Total People	482,400	127,000	137,500	37,900	88,300	430,300	64,500	68,000	1,519,400
Men 16-39	82,800	26,800	19,500	5,500	13,300	73,500	9,900	10,200	252,100
Men 18+	188,000	50,800	52,000	14,300	33,300	161,700	23,400	25,000	577,800
Men 18-24	21,600	8,100	5,500	1,500	3,700	20,700	2,800	2,800	69,300
Men 25-39	54,500	16,900	12,000	3,400	8,200	46,500	6,100	6,200	160,100
Men 40-54	56,200	14,700	15,000	4,100	9,900	47,300	6,700	7,300	170,200
Men 55+	55,700	11,100	19,500	5,300	11,500	47,200	7,800	8,700	178,200
Men 18-39	76,100	25,000	17,500	4,900	11,900	67,200	8,900	9,000	229,400
Men 25-54	110,700	31,600	27,000	7,500	18,100	93,800	12,800	13,500	330,300
Men 16-24	28,300	9,900	7,500	2,100	5,100	27,000	3,800	4,000	92,000
Women 16-39	74,300	23,400	18,600	5,000	12,500	69,400	9,800	9,600	234,100
Women 18+	170,100	43,800	52,300	14,100	33,100	150,100	24,000	24,400	543,000
Women 18-24	19,800	6,000	4,900	1,300	3,300	19,000	2,600	2,500	61,700
Women 25-39	48,500	15,700	11,900	3,200	7,900	44,700	6,200	6,000	151,700
Women 40-54	49,700	13,300	14,200	4,000	9,300	43,200	6,700	6,700	155,900
Women 55+	52,100	8,800	21,300	5,600	12,600	43,200	8,500	9,200	173,700
Women 18-39	68,300	21,700	16,800	4,500	11,200	63,700	8,800	8,500	213,400
Women 25-54	98,200	29,000	26,100	7,200	17,200	87,900	12,900	12,700	307,600
Women 16-24	25,800	7,700	6,700	1,800	4,600	24,700	3,600	3,600	82,400
Teens 13-17	32,900	8,800	9,700	2,900	6,700	30,500	5,000	5,500	109,600
Children 5-12	55,600	14,200	15,000	4,200	9,800	54,400	7,800	8,300	180,500
Children 0-4	35,800	9,400	8,500	2,400	5,400	33,600	4,300	4,800	108,500
Grocery Buyers	192,000	46,400	58,500	15,500	36,600	151,200	25,000	26,300	577,700
GB without Children	125,000	28,100	44,200	11,100	24,600	106,500	14,900	16,500	392,300
GB with Children	67,000	18,300	14,300	4,400	12,000	44,700	10,100	9,800	185,400
Total Occupied Dwellings		47,300	59,700	15,800	37,300	154,300	25,500	26,800	589,400
Total Population		128,300	138,900	38,300	89,200	434,600	65,200	68,700	1,534,800

Source: Nielsen Media Research



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