

**2012**  
**NORTHERN NSW - AM-B**  
**TELEVISION POPULATION POTENTIALS**

<b>DEMOGRAPHIC</b>	<b>AM-B</b>	<b>NORTHERN RIVERS</b>	<b>TAMWORTH/TAREE</b>	<b>NEWCASTLE</b>
Total Individuals	<b>2,109</b>	978	352	779
Total HH's	<b>858</b>	407	144	307
Grocery Buyers	<b>858</b>	407	144	307
Male 16+	<b>833</b>	389	139	305
Female 16+	<b>865</b>	403	144	317
PPL 16+	<b>1,697</b>	792	283	622
Male 16-39	<b>327</b>	154	47	126
Female 16-39	<b>320</b>	151	47	122
PPL 16-39	<b>647</b>	305	95	247
Male 25+	<b>703</b>	328	119	256
Female 25+	<b>742</b>	346	125	270
PPL25+	<b>1,445</b>	675	244	526
Male 16-54	<b>535</b>	252	81	202
Female 16-54	<b>537</b>	255	83	200
PPL 16-54	<b>1,072</b>	506	164	402
Male 25-54	<b>405</b>	191	61	153
Female 25-54	<b>414</b>	197	64	153
PPL 25-54	<b>819</b>	389	125	306
Male 40+	<b>506</b>	235	92	179
Female 40+	<b>545</b>	252	97	195
PPL 40+	<b>1,050</b>	487	189	375

Source: Regional TAM 2012

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**2012**  
**SOUTHERN NSW - AM-C**  
**TELEVISION POPULATION POTENTIALS**

<b>DEMOGRAPHIC</b>	<b>AM-C</b>	<b>CANBERRA</b>	<b>ORANGE / DUBBO / WAGGA</b>	<b>WOLLONGONG</b>
Total Individuals	<b>1,429</b>	498	409	522
Total HH's	<b>570</b>	196	164	210
Grocery Buyers	<b>570</b>	196	164	210
Male 16+	<b>567</b>	199	160	208
Female 16+	<b>576</b>	200	161	215
PPL 16+	<b>1,143</b>	399	322	422
Male 16-39	<b>234</b>	93	64	77
Female 16-39	<b>224</b>	89	61	74
PPL 16-39	<b>458</b>	182	125	152
Male 25+	<b>473</b>	164	133	176
Female 25+	<b>490</b>	168	137	185
PPL25+	<b>963</b>	333	270	361
Male 16-54	<b>376</b>	145	104	128
Female 16-54	<b>370</b>	141	101	128
PPL 16-54	<b>746</b>	285	205	256
Male 25-54	<b>283</b>	110	77	96
Female 25-54	<b>284</b>	109	77	98
PPL 25-54	<b>567</b>	219	153	194
Male 40+	<b>333</b>	106	96	131
Female 40+	<b>352</b>	111	100	140
PPL 40+	<b>685</b>	217	197	271

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**2012**  
**VICTORIA - AM-D**  
**TELEVISION POPULATION POTENTIALS**

<b>DEMOGRAPHIC</b>	<b>AM-D</b>	<b>ALBURY</b>	<b>SHEPPARTON</b>	<b>BENDIGO</b>	<b>BALLARAT</b>	<b>GIPPSLAND</b>
Total Individuals	<b>1,183</b>	189	175	235	352	232
Total HH's	<b>483</b>	79	72	98	141	93
Grocery Buyers	<b>483</b>	79	72	98	141	93
Male 16+	<b>469</b>	75	71	92	139	92
Female 16+	<b>480</b>	76	70	96	143	95
PPL 16+	<b>948</b>	151	140	188	282	187
Male 16-39	<b>174</b>	29	25	34	53	34
Female 16-39	<b>170</b>	27	24	34	52	33
PPL 16-39	<b>344</b>	56	48	68	105	67
Male 25+	<b>397</b>	63	60	79	117	78
Female 25+	<b>412</b>	65	61	82	123	82
PPL25+	<b>809</b>	129	121	160	240	160
Male 16-54	<b>293</b>	48	43	58	89	56
Female 16-54	<b>293</b>	47	41	58	88	58
PPL 16-54	<b>586</b>	95	84	116	177	114
Male 25-54	<b>222</b>	36	32	44	67	43
Female 25-54	<b>225</b>	36	32	45	68	44
PPL 25-54	<b>447</b>	72	64	88	135	87
Male 40+	<b>295</b>	46	46	59	86	58
Female 40+	<b>310</b>	49	46	61	91	62
PPL 40+	<b>605</b>	95	92	120	178	120

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**2012**  
**QUEENSLAND - AM-A**  
**TELEVISION POPULATION POTENTIALS - ATR AUSTRALIA**

<b>DEMOGRAPHIC</b>	<b>AM-A</b>	<b>CAIRNS</b>	<b>TOWNSVILLE</b>	<b>MACKAY</b>	<b>ROCKHAMPTON</b>	<b>MARYBOROUGH</b>	<b>TOOWOOMBA</b>
Total Individuals	<b>1,792</b>	256	235	186	225	615	275
Total HH's	<b>732</b>	108	93	73	89	259	110
Grocery Buyers	<b>732</b>	108	93	73	89	259	110
Male 16+	<b>705</b>	101	92	78	89	240	105
Female 16+	<b>699</b>	99	91	68	83	251	108
PPL 16+	<b>1,404</b>	200	183	145	172	490	213
Male 16-39	<b>288</b>	42	44	36	39	85	43
Female 16-39	<b>277</b>	41	42	31	37	85	42
PPL 16-39	<b>565</b>	83	85	66	76	170	84
Male 25+	<b>595</b>	86	75	66	74	206	88
Female 25+	<b>596</b>	85	74	57	70	219	92
PPL25+	<b>1,191</b>	171	149	123	144	425	179
Male 16-54	<b>473</b>	70	67	58	64	146	69
Female 16-54	<b>463</b>	69	65	50	59	152	69
PPL 16-54	<b>936</b>	139	132	107	123	297	138
Male 25-54	<b>363</b>	55	50	46	49	112	51
Female 25-54	<b>360</b>	55	48	39	46	120	52
PPL 25-54	<b>723</b>	110	98	85	94	232	104
Male 40+	<b>417</b>	59	49	42	50	155	62
Female 40+	<b>422</b>	58	49	37	46	165	67
PPL 40+	<b>838</b>	117	98	79	96	320	129

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**2012**  
**TASMANIA - AM-E**  
**TELEVISION POPULATION POTENTIALS - ATR AUSTRALIA**

<b>DEMOGRAPHIC</b>	<b>AM-E</b>	<b>LAUNCESTON</b>	<b>HOBART</b>
Total Individuals	515	252	263
Total HH's	210	103	107
Grocery Buyers	210	103	107
Male 16+	200	98	103
Female 16+	209	102	107
PPL 16+	410	200	210
Male 16-39	75	36	39
Female 16-39	75	36	40
PPL 16-39	151	72	79
Male 25+	169	83	86
Female 25+	180	88	92
PPL25+	349	171	179
Male 16-54	129	62	67
Female 16-54	131	62	68
PPL 16-54	259	124	135
Male 25-54	97	47	51
Female 25-54	101	48	53
PPL 25-54	199	95	104
Male 40+	125	62	63
Female 40+	134	66	68
PPL 40+	259	128	131

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