

ANNUAL POPULATION CHANGE BY MARKET

PERIOD	SYD	MEL	BRIS	ADEL	PERTH	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central*	Mildura	Griffith	RURAL
2001	4,174	3,862	2,318	1,268	1,489	13,111	1,367	1,742	1,261	1,046	469	5,885	503	113	668	60	69	1,413
2002	4,219	3,922	2,366	1,273	1,505	13,285	1,385	1,757	1,263	1,046	469	5,920	508	115	682	61	72	1,438
2003	4,290	3,969	2,434	1,304	1,533	13,530	1,440	1,849	1,329	1,078	477	6,173	514	113	683	63	72	1,445
2004	4,310	4,009	2,482	1,309	1,546	13,656	1,457	1,870	1,333	1,084	477	6,221	517	113	677	63	71	1,442
2005	4,320	4,050	2,566	1,312	1,571	13,819	1,489	1,893	1,333	1,086	486	6,287	517	113	677	63	71	1,442
2006	4,335	4,078	2,617	1,318	1,612	13,960	1,532	1,907	1,333	1,094	491	6,357	522	114	676	63	71	1,446
2007	4,344	4,102	2,656	1,326	1,628	14,056	1,556	1,935	1,342	1,106	492	6,431	528	115	678	64	71	1,456
2008	4,357	4,149	2,736	1,336	1,654	14,232	1,600	1,950	1,342	1,129	495	6,516	545	123	691	64	69	1,492
2009	4,423	4,262	2,797	1,363	1,711	14,556	1,654	1,993	1,366	1,139	500	6,652	566	127	694	65	68	1,520
2010	4,486	4,361	2,870	1,383	1,768	14,868	1,696	2,021	1,378	1,151	503	6,749	585	130	705	66	69	1,554
2011	4,635	4,528	2,982	1,408	1,856	15,409	1,764	2,079	1,410	1,171	510	6,934	585	130	705	66	69	1,554
2012	4,715	4,626	3,033	1,430	1,890	15,694	1,792	2,109	1,429	1,183	515	7,028	585	130	705	66	69	1,554

	SYD	MEL	BRIS	ADEL	PERTH	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central*	Mildura	Griffith	RURAL
01-02 % Increase	1.1%	1.6%	2.1%	0.4%	1.1%	1.3%	1.3%	0.9%	0.2%	0.0%	0.0%	0.6%	1.0%	1.8%	2.1%	1.7%	4.3%	1.8%
02-03 % Increase	1.7%	1.2%	2.9%	2.4%	1.9%	1.8%	4.0%	5.2%	5.2%	3.1%	1.7%	4.3%	1.2%	-1.7%	0.1%	3.3%	0.0%	0.5%
03-04 % Increase	0.5%	1.0%	2.0%	0.4%	0.8%	0.9%	1.2%	1.1%	0.3%	0.6%	0.0%	0.8%	0.6%	-0.3%	-0.8%	0.2%	-1.0%	-0.2%
04-05 % Increase	0.2%	1.0%	3.4%	0.2%	1.6%	1.2%	2.2%	1.2%	0.0%	0.2%	1.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
05-06 % Increase	0.3%	0.7%	2.0%	0.5%	2.6%	1.0%	2.9%	0.7%	0.0%	0.7%	1.0%	1.1%	0.9%	1.2%	-0.2%	0.0%	0.0%	0.3%
06-07 % Increase	0.2%	0.6%	1.5%	0.6%	1.0%	0.7%	1.6%	1.5%	0.7%	1.1%	0.2%	1.2%	1.1%	0.9%	0.3%	1.4%	-0.4%	0.7%
07-08 % Increase	0.3%	1.1%	3.0%	0.8%	1.6%	1.3%	2.8%	0.8%	0.0%	2.1%	0.6%	1.3%	3.2%	7.0%	1.9%	0.0%	-2.8%	2.5%
08-09 % Increase	1.5%	2.7%	2.2%	2.0%	3.4%	2.3%	3.4%	2.2%	1.8%	0.9%	1.0%	2.1%	3.9%	3.3%	0.4%	1.6%	-1.4%	1.9%
09-10 % Increase	1.4%	2.3%	2.6%	1.5%	3.3%	2.1%	2.5%	1.4%	0.9%	1.1%	0.6%	1.5%	3.3%	2.0%	1.6%	0.8%	1.2%	2.2%
10-11 % Increase	3.3%	3.8%	3.9%	1.8%	5.0%	3.6%	4.0%	2.9%	2.3%	1.7%	1.4%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11-12 % Increase	1.7%	2.2%	1.7%	1.6%	1.8%	1.8%	1.6%	1.4%	1.3%	1.0%	1.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01-12 % Increase	13.0%	19.8%	30.8%	12.8%	26.9%	19.7%	31.1%	21.1%	13.3%	13.1%	9.8%	19.4%	16.2%	14.7%	5.5%	9.2%	-0.3%	9.9%

Average Growth 01-12	1.1%	1.7%	2.5%	1.1%	2.2%	1.7%	2.5%	1.8%	1.2%	1.1%	0.9%	1.6%	1.4%	1.3%	0.5%	0.8%	0.0%	0.9%
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Source: Oztam, Regional TAM 2012 & Nielsen Media Research 2010
Note: Numbers are subject to rounding.

*Central market consists of Satellite, Port Pirie, Broken Hill, Loxton and Mt Gambier.
As of June 2009 the Central market no longer exists to purchase as a single market

ANNUAL POPULATION CHANGE BY MARKET P25-54

PERIOD	SYD	MEL	BRIS	ADEL	PERTH	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central	Mildura	Griffith	RURAL
2001	1,915	1,743	1,028	549	665	5,900	585	721	533	427	195	2,461	222	57	285	24	28	616
2002	1930	1771	1042	549	672	5,964	584	716	530	426	193	2,449	220	58	287	25	29	619
2003	1942	1769	1052	559	671	5,994	601	743	554	432	197	2527	223	56	288	26	29	622
2004	1,922	1,757	1,061	547	664	5,950	601	743	545	427	191	2,507	224	55	284	26	29	617
2005	1,913	1,766	1,098	544	671	5,992	611	751	544	428	195	2,529	224	55	284	26	29	617
2006	1,911	1,775	1,113	542	686	6,026	622	752	540	428	197	2,539	224	56	280	26	29	615
2007	1,902	1,777	1,123	542	690	6,034	633	757	540	429	194	2,554	226	55	278	26	28	614
2008	1,909	1,805	1,161	545	703	6,122	652	765	540	437	194	2,589	231	59	284	26	27	627
2009	1946	1852	1186	555	726	6,265	671	778	546	435	196	2,626	241	61	285	26	26	639
2010	1,979	1,894	1,218	563	752	6,405	688	786	548	434	196	2,652	248	61	287	26	26	649
2011	2,046	1,969	1,265	573	794	6,647	715	810	562	442	198	2,727	248	61	287	26	26	649
2012	2079	2018	1282	582	809	6,771	723	819	567	447	199	2,754	248	61	287	26	26	649

	SYD	MEL	BRIS	ADEL	PERTH	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central	Mildura	Griffith	RURAL
01-02 % Increase	0.8%	1.6%	1.4%	0.0%	1.1%	1.1%	-0.2%	-0.7%	-0.6%	-0.2%	-1.0%	-0.5%	-0.9%	1.8%	0.7%	4.2%	3.6%	0.5%
02-03 % Increase	0.6%	-0.1%	1.0%	1.8%	-0.1%	0.5%	2.9%	3.8%	4.5%	1.4%	2.1%	3.2%	1.4%	-3.6%	0.2%	4.4%	0.7%	0.4%
03-04 % Increase	-1.0%	-0.7%	0.9%	-2.2%	-1.1%	-0.7%	0.0%	0.0%	-1.6%	-1.2%	-3.0%	-0.8%	0.3%	-0.9%	-1.4%	-0.8%	-1.0%	-0.7%
04-05 % Increase	-0.5%	0.5%	3.5%	-0.5%	1.1%	0.7%	1.7%	1.1%	-0.2%	0.2%	2.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
05-06 % Increase	-0.1%	0.5%	1.3%	-0.3%	2.1%	0.6%	1.8%	0.2%	-0.8%	0.1%	0.9%	0.4%	0.1%	1.1%	-1.2%	0.0%	0.0%	-0.4%
06-07 % Increase	-0.4%	0.1%	0.9%	-0.1%	0.7%	0.1%	1.8%	0.6%	0.1%	0.1%	-1.3%	0.6%	0.8%	-1.1%	-0.6%	0.0%	-2.8%	-0.2%
07-08 % Increase	0.3%	1.6%	3.4%	0.5%	1.8%	1.5%	3.0%	1.0%	0.0%	1.9%	0.1%	1.4%	2.3%	6.5%	2.0%	0.4%	-3.9%	2.2%
08-09 % Increase	1.9%	2.6%	2.1%	2.0%	3.3%	2.3%	2.9%	1.7%	1.0%	-0.5%	0.9%	1.4%	4.3%	3.4%	0.4%	0.0%	-3.7%	1.9%
09-10% Increase	1.7%	2.3%	2.7%	1.3%	3.6%	2.2%	2.5%	1.1%	0.3%	-0.2%	-0.1%	1.0%	3.0%	0.5%	0.7%	0.0%	0.8%	1.5%
10-11% Increase	3.4%	4.0%	3.8%	1.9%	5.7%	3.8%	4.1%	3.1%	2.5%	1.9%	0.9%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11-12% Increase	1.6%	2.5%	1.4%	1.5%	1.9%	1.9%	1.0%	1.1%	0.9%	1.0%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01-12 % Increase	8.6%	15.8%	24.7%	6.0%	21.6%	14.8%	23.6%	13.6%	6.3%	4.6%	1.8%	11.9%	11.8%	7.5%	0.7%	8.3%	-6.4%	5.3%

Average Growth 01-12	0.8%	1.4%	2.0%	0.5%	1.8%	1.3%	2.0%	1.2%	0.6%	0.4%	0.2%	1.0%	1.0%	0.7%	0.1%	0.7%	-0.6%	0.5%
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Source: Oztam, Regional TAM 2012 & Nielsen Media Research 2010

Note: Numbers are subject to rounding.

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As of June 2009 the Central market no longer exists to purchase as a single market

ANNUAL POPULATION CHANGE BY MARKET GBs

PERIOD	SYD	MEL	BRI	ADE	PER	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central	Mildura	Griffith	RURAL
2001	1,423	1,345	854	498	539	4,659	523	676	468	389	180	2,236	190	40	255	23	25	533
2002	1,447	1,375	878	504	550	4,754	535	692	475	391	182	2,275	193	43	259	23	26	544
2003	1492	1415	904	516	562	4,889	559	733	495	407	186	2380	196	44	262	24	26	551
2004	1,504	1,435	928	520	570	4,957	568	743	498	412	186	2,407	200	45	263	24	26	558
2005	1,508	1,451	959	521	580	5,019	580	752	498	412	189	2,431	200	45	263	24	26	558
2006	1,541	1,478	1,001	524	602	5,146	619	768	504	421	193	2,505	204	46	265	24	26	565
2007	1,551	1,480	1,008	526	610	5,175	625	777	517	434	195	2,548	208	47	267	24	27	573
2008	1,580	1,517	1,037	535	626	5,295	637	779	523	449	199	2,587	207	45	257	25	26	560
2009	1600	1555	1070	544	654	5,423	659	797	539	453	201	2,649	218	46	262	25	26	577
2010	1,615	1,597	1,093	557	675	5,537	673	818	542	455	201	2,689	228	48	269	26	27	597
2011	1,662	1,637	1,127	565	711	5,702	703	833	554	465	205	2,760	228	48	269	26	27	597
2012	1706	1689	1160	572	737	5,864	732	858	570	483	210	2,853	228	48	269	26	27	597

	SYD	MEL	BRIS	ADEL	PERTH	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central	Mildura	Griffith	RURAL
01-02 % Increase	1.7%	2.2%	2.8%	1.2%	2.0%	2.0%	2.3%	2.4%	1.5%	0.5%	1.1%	1.7%	1.6%	7.5%	1.6%	0.0%	4.0%	2.1%
02-03 % Increase	3.1%	2.9%	3.0%	2.4%	2.2%	2.8%	4.5%	5.9%	4.2%	4.1%	2.2%	4.6%	1.7%	2.1%	1.0%	2.2%	-0.4%	1.3%
03-04 % Increase	0.8%	1.4%	2.7%	0.8%	1.4%	1.4%	1.6%	1.4%	0.6%	1.2%	0.0%	1.1%	1.9%	2.3%	0.5%	0.9%	0.8%	1.2%
04-05 % Increase	0.3%	1.1%	3.3%	0.2%	1.8%	1.3%	2.1%	1.2%	0.0%	0.0%	1.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
05-06 % Increase	2.2%	1.9%	4.4%	0.6%	3.8%	2.5%	6.7%	2.1%	1.2%	2.2%	2.1%	3.0%	2.0%	2.4%	0.8%	0.0%	0.0%	1.3%
06-07 % Increase	0.6%	0.1%	0.7%	0.4%	1.3%	0.6%	1.0%	1.2%	2.6%	3.1%	1.0%	1.7%	2.0%	1.1%	0.8%	3.0%	1.5%	1.4%
07-08 % Increase	1.9%	2.5%	2.9%	1.7%	2.6%	2.3%	1.9%	0.3%	1.2%	3.5%	2.1%	1.5%	-0.5%	-3.2%	-3.8%	2.5%	-1.9%	-2.2%
08-09 % Increase	1.3%	2.5%	3.2%	1.7%	4.5%	2.4%	3.5%	2.3%	3.1%	0.9%	1.0%	2.4%	5.3%	2.2%	1.9%	0.0%	0.0%	3.0%
09-10% Increase	0.9%	2.7%	2.1%	2.4%	3.2%	2.1%	2.1%	2.6%	0.6%	0.4%	0.0%	1.5%	4.6%	4.1%	2.7%	2.4%	3.1%	3.5%
10-11% Increase	2.9%	2.5%	3.1%	1.4%	5.3%	3.0%	4.5%	1.8%	2.2%	2.2%	2.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11-12% Increase	2.6%	3.2%	2.9%	1.2%	3.7%	2.8%	4.1%	3.0%	2.9%	3.9%	2.4%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01-12 % Increase	19.9%	25.6%	35.8%	14.9%	36.7%	25.9%	40.0%	26.9%	21.8%	24.2%	16.7%	27.6%	20.1%	19.8%	5.5%	11.3%	7.2%	12.1%

Average Growth 01-12	1.7%	2.1%	2.8%	1.3%	2.9%	2.1%	3.1%	2.2%	1.8%	2.0%	1.4%	2.2%	1.7%	1.7%	0.5%	1.0%	0.6%	1.1%
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Source: Oztam, Regional TAM 2012 & Nielsen Media Research 2010

Note: Numbers are subject to rounding.

*Central market consists of Satellite, Port Pirie, Broken Hill, Loxton and Mt Gambier.
As of June 2009 the Central market no longer exists to purchase as a single market

ANNUAL POPULATION CHANGE BY MARKET P16-39

PERIOD	SYD	MEL	BRI	ADE	PER	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central	Mildura	Griffith	RURAL
2001	1,573	1,441	836	429	546	4,825	459	551	425	321	150	1,906	175	47	221	18	22	483
2002	1574	1454	843	424	543	4,838	459	546	422	319	149	1,895	168	46	219	18	22	473
2003	1568	1423	842	425	533	4,791	451	551	427	313	144	1886	167	44	215	19	22	467
2004	1575	1452	863	427	541	4,858	464	567	432	319	144	1926	166	43	211	20	22	461
2005	1,567	1,455	896	425	545	4,888	471	566	427	315	146	1,925	166	43	211	20	22	461
2006	1,567	1,456	912	424	557	4,916	481	567	420	316	148	1,932	165	44	207	19	22	457
2007	1,560	1,453	921	424	561	4,918	493	576	424	321	147	1,961	165	43	206	20	18	452
2008	1,556	1,455	947	425	567	4,951	507	578	420	324	147	1,976	172	47	215	19	20	473
2009	1592	1507	976	438	590	5,103	520	596	429	324	149	2,018	179	50	217	20	20	486
2010	1634	1560	1011	448	617	5,270	532	612	437	328	149	2,058	186	50	219	20	20	496
2011	1712	1644	1058	458	658	5,530	558	637	452	338	150	2,135	186	50	219	20	20	496
2012	1746	1690	1076	466	672	5,651	565	647	458	344	151	2,165	186	50	219	20	20	496

	SYD	MEL	BRIS	ADEL	PERTH	METRO	QLD	NNSW	SNSW	VIC	TAS	REGIONAL AGG	Reg. WA	Darwin	Central	Mildura	Griffith	RURAL
01-02 % Increase	0.1%	0.9%	0.8%	-1.2%	-0.5%	0.3%	0.0%	-0.9%	-0.7%	-0.6%	-0.7%	-0.6%	-4.0%	-2.1%	-0.9%	0.0%	0.0%	-2.1%
02-03 % Increase	-0.4%	-2.1%	-0.1%	0.2%	-1.9%	-1.0%	-1.7%	0.9%	1.2%	-1.9%	-3.4%	-0.5%	-0.7%	-4.1%	-1.8%	7.8%	-0.5%	-1.2%
03-04 % Increase	0.5%	2.1%	2.5%	0.5%	1.5%	1.4%	2.9%	2.9%	1.2%	1.9%	0.0%	2.1%	-0.5%	-1.6%	-2.1%	0.5%	-1.8%	-1.4%
04-05 % Increase	-0.5%	0.2%	3.8%	-0.6%	0.7%	0.6%	1.5%	-0.2%	-1.2%	-1.3%	1.4%	-0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
05-06 % Increase	0.0%	0.1%	1.8%	-0.3%	2.3%	0.6%	2.1%	0.2%	-1.6%	0.4%	1.1%	0.4%	-0.6%	1.4%	-1.7%	-1.5%	0.0%	-0.9%
06-07 % Increase	-0.4%	-0.3%	0.9%	0.2%	0.6%	0.1%	2.5%	1.6%	0.8%	1.4%	-0.3%	1.5%	0.1%	-1.8%	-0.3%	1.6%	-18.1%	-1.1%
07-08 % Increase	-0.2%	0.2%	2.9%	0.1%	1.2%	0.7%	2.8%	0.3%	-0.8%	1.0%	-0.3%	0.8%	4.1%	8.8%	4.2%	-2.6%	13.6%	4.7%
08-09 % Increase	2.3%	3.6%	3.0%	3.1%	4.0%	3.1%	2.6%	3.1%	2.0%	0.0%	1.6%	2.1%	4.1%	6.4%	0.9%	5.3%	0.0%	2.7%
09-10% Increase	2.6%	3.5%	3.6%	2.3%	4.6%	3.3%	2.2%	2.7%	1.9%	1.3%	-0.1%	2.0%	4.0%	0.4%	0.9%	1.5%	-0.5%	2.0%
10-11% Increase	4.8%	5.4%	4.6%	2.2%	6.7%	4.9%	4.9%	4.1%	3.5%	2.9%	0.5%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11-12% Increase	2.0%	2.8%	1.7%	1.9%	2.1%	2.2%	1.3%	1.5%	1.3%	1.8%	0.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01-12 % Increase	11.0%	17.3%	28.7%	8.7%	23.1%	17.1%	23.1%	17.4%	7.8%	7.1%	0.4%	13.6%	6.4%	6.8%	-0.9%	12.8%	-9.5%	2.6%

Average Growth 01-12	1.0%	1.5%	2.3%	0.8%	1.9%	1.5%	1.9%	1.5%	0.7%	0.6%	0.0%	1.2%	0.6%	0.7%	-0.1%	1.1%	-0.7%	0.3%
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Source: Oztam, Regional TAM 2012 & Nielsen Media Research 2010

Note: Numbers are subject to rounding.

*Central market consists of Satellite, Port Pirie, Broken Hill, Loxton and Mt Gambier.
 As of June 2009 the Central market no longer exists to purchase as a single market