

2010 RURAL MARKETS TELEVISION POPULATION POTENTIALS

DEMOGRAPHIC	Regional WA	Darwin	Port Pirie/ Broken Hill	Loxton	Mt Gambier	Satellite	Mildura	Griffith	Total
Households	228,100	47,900	59,700	15,600	37,400	155,800	25,600	26,800	596,900
Total People	584,600	129,600	138,700	37,600	89,700	438,600	65,500	68,800	1,553,100
Men 16-39	98,100	26,600	19,400	5,400	13,300	74,400	10,200	10,200	257,600
Men 18+	227,700	51,600	53,100	14,500	34,200	166,200	24,100	25,400	596,800
Men 18-24	25,300	7,700	5,700	1,500	3,800	20,900	2,900	3,000	70,800
Men 25-39	64,500	17,100	11,800	3,300	8,200	47,300	6,300	6,200	164,700
Men 40-54	66,400	14,700	15,100	4,100	10,200	48,000	6,700	7,100	172,300
Men 55+	71,500	12,100	20,500	5,600	12,000	50,000	8,200	9,100	189,000
Men 18-39	89,800	24,800	17,500	4,800	12,000	68,200	9,200	9,200	235,500
Men 25-54	130,900	31,800	26,900	7,400	18,400	95,300	13,000	13,300	337,000
Men 16-24	33,600	9,500	7,600	2,100	5,100	27,100	3,900	4,000	92,900
Women 16-39	88,100	23,600	18,500	4,800	12,600	70,300	10,100	9,700	237,700
Women 18+	208,200	45,200	52,700	14,000	34,000	153,900	24,600	25,000	557,600
Women 18-24	22,900	5,900	4,900	1,200	3,400	19,200	2,800	2,600	62,900
Women 25-39	57,800	16,000	11,800	3,100	8,000	45,500	6,300	6,000	154,500
Women 40-54	59,500	13,500	14,100	4,000	9,400	43,500	6,700	6,900	157,600
Women 55+	68,000	9,800	21,900	5,700	13,200	45,700	8,800	9,500	182,600
Women 18-39	80,700	21,900	16,700	4,300	11,400	64,700	9,100	8,600	217,400
Women 25-54	117,300	29,500	25,900	7,100	17,400	89,000	13,000	12,900	312,100
Women 16-24	30,300	7,600	6,700	1,700	4,600	24,800	3,800	3,700	83,200
Teens 13-17	39,800	8,900	9,500	2,800	6,400	29,700	4,900	5,300	107,300
Children 5-12	66,100	14,000	14,600	3,900	9,500	53,500	7,400	8,200	177,200
Children 0-4	42,800	9,900	8,800	2,400	5,600	35,300	4,500	4,900	114,200
Grocery Buyers	228,100	47,900	59,700	15,600	37,400	155,800	25,600	26,800	596,900
GB without Children	153,100	29,000	45,200	11,100	25,100	107,300	17,700	16,800	405,300
GB with 1+ Children	75,000	18,900	14,500	4,500	12,300	48,500	7,900	10,000	191,600
Total Occupied Dwellings	232,800	48,900	60,900	15,900	38,200	159,000	26,000	27,300	609,000
Total Population	590,500	130,900	140,100	38,000	90,600	443,000	66,200	69,500	1,568,800

Source: Nielsen Media Research 2010



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