

Trading Demographics vs. Analysis Demographics



Trading & Analysis Demographics - Understanding the Difference

When working with Submarket or Regional WA data, it is important to note the difference between **trading** demographics and **analysis** demographics.

Trading demographics – for external purposes

These are defined by Regional TAM and are the only demographics which should be used when creating proposals or releasing data to clients or to market. The reason for these restricted demographics for trading relates to sample size.

Analysis demographics – for internal analysis and reporting purposes

These are unrestricted; i.e. you are able to produce reports on any demographic available to you in your relevant software product.

SUB MARKET/REGIONAL WESTERN AUSTRALIA TRADING DEMOGRAPHICS

1	Total Individuals	13	Men 16-54
2	TGS 13+	14	Men 25+
3	GS 18+	15	Men 25-54
4	People 16+	16	Men 40+
5	People 16-39	17	Men 55+
6	People 16-54	18	Women 16+
7	People 25+	19	Women 16-39
8	People 25-54	20	Women 16-54
9	People 40+	21	Women 25+
10	People 55+	22	Women 25-54
11	Men 16+	23	Women 40+
12	Men 16-39	24	Women 55+

Please remember:

Regional TAM data supply guidelines advise against releasing daily Submarket or Regional WA data to clients or to market.

All Regional Sub Market ratings data to be sourced Regional TAM.

Trading Demographics vs. Analysis Demographics



TPSS Trading Demographics – Regional Aggregate Markets

TOTAL PEOPLE	MEN 16-39
PEOPLE 0-12	MEN 16-54
PEOPLE 0-17	MEN 18+
PEOPLE 0-24	MEN 18-39
PEOPLE 0-39	MEN 18-49
PEOPLE 0-54	MEN 18-54
PEOPLE 5+	MEN 25+
PEOPLE 5-12	MEN 25-39
PEOPLE 5-17	MEN 25-54
PEOPLE 13+	MEN 35-54*
PEOPLE 13-17	MEN 40+
PEOPLE 13-24	MEN 40-54*
PEOPLE 16+	MEN 40-64*
PEOPLE 16-39	MEN 55+
PEOPLE 16-54	WOMEN 13-24*
PEOPLE 18+	WOMEN 16+
PEOPLE 18-24	WOMEN 16-39
PEOPLE 18-39	WOMEN 16-54
PEOPLE 18-49	WOMEN 18+
PEOPLE 18-54	WOMEN 18-39
PEOPLE 25+	WOMEN 18-49
PEOPLE 25-39	WOMEN 18-54
PEOPLE 25-54	WOMEN 25+
PEOPLE 35-54	WOMEN 25-39
PEOPLE 35-64	WOMEN 25-54
PEOPLE 40+	WOMEN 35-54*
PEOPLE 40-54	WOMEN 40+
PEOPLE 40-64	WOMEN 40-54
PEOPLE 55+	WOMEN 40-64*
PEOPLE 55-64*	WOMEN 55+
PEOPLE 65+*	
MEN 13-24*	
MEN 16+	

**N/A in Tasmania*

Note: Aggregate market TPSS demographics data is supplied as a daily ¼ hour average file.

Note: TGS: Total Grocery Shopper, GS: Grocery Shopper.

Trading Demographics vs. Analysis Demographics



TPSS Trading Demographics – Regional Sub Markets & Regional WA

TOTAL PEOPLE	MEN 25+
PEOPLE 16+	MEN 25-54
PEOPLE 16-39	MEN 40+
PEOPLE 16-54	MEN 55+
PEOPLE 25+	WOMEN 16+
PEOPLE 25-54	WOMEN 16-39
PEOPLE 40+	WOMEN 16-54
PEOPLE 55+	WOMEN 25+
TGS 13+	WOMEN 25-54
MEN 16+	WOMEN 40+
MEN 16-39	WOMEN 55+
MEN 16-54	

Note: Sub market TPSS demographics data is supplied as a 4 weekly ¼ hour average file by Survey Period.
Sub market ¼ hour TPSS data is not supplied for Weeks 1 and 2 of the year, as well as the Easter period.
Note: TGS: Total Grocery Shopper, GS: Grocery Shopper.