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Nielsen REGIONAL TAM TELEVISION AUDIENCE MEASUREMENT

TPSS Trading Demographics

VOZ Regional Aggregate Markets – 74 Demographics

Queensland, Northern NSW, Southern NSW, Victoria, Tasmania*

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

**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.

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TPSS Trading Demographics

VOZ Regional Sub Markets & Regional WA – 24 Demographics

TOTAL PEOPLE	TGS 13+	GS 18+
PEOPLE 16+	MEN 16+	WOMEN 16+
PEOPLE 16-39	MEN 16-39	WOMEN 16-39
PEOPLE 16-54	MEN 16-54	WOMEN 16-54
PEOPLE 25+	MEN 25+	WOMEN 25+
PEOPLE 25-54	MEN 25-54	WOMEN 25-54
PEOPLE 40+	MEN 40+	WOMEN 40+
PEOPLE 55+	MEN 55+	WOMEN 55+

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.