2026 Universe Estimates

TOTAL PEOPLE			
Based on 1+ TV	Total Ppl (000s)	Universe Estimate %	* Target No. of Homes Installed *
QUEENSLAND	**2,042.7**	**100%**	**790**
Cairns	280.1	13.7%	120
Townsville	252.5	12.4%	105
Mackay	198.4	9.7%	85
Rockhampton	242.6	11.9%	100
Maryborough	727.8	35.6%	252
Toowoomba	341.4	16.7%	128
NORTHERN NSW	**2,379.0**	**100%**	**780**
Northern Rivers	1,123.7	47.2%	359
Newcastle	885.5	37.2%	291
Tamworth/Taree	369.8	15.5%	130
SOUTHERN NSW	**1,622.5**	**100%**	**610**
Canberra	617.7	38.1%	215
Orange Dubbo Wagga	438.3	27.0%	177
Wollongong	566.5	34.9%	218
VICTORIA	**1,293.8**	**100%**	**578**
Albury/Wodonga	209.8	16.2%	97
Shepparton	184.4	14.3%	86
Bendigo	256.3	19.8%	118
Ballarat	384.8	29.7%	168
Gippsland	258.5	20.0%	109
TASMANIA	**562.9**	**100%**	**260**
Launceston	268.7	47.7%	127
Hobart	294.2	52.3%	133
REGIONAL WA	**575.7**	**100%**	**180**

** To align with market populations, Regional TAM is reallocating select panel homes in H1 2026 (excluding Regional WA). The listed numbers are the final targets.*

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2026 Universe Estimates

AGGREGATE MARKETS							
Based on 1+ TV UE 000s	Regional TAM Total	QLD	NNSW	SNSW	VIC	TAS	RWA
Total Ppl	8,477	2,043	2,379	1,622	1,294	563	576
Ppl 0-12	1,293	316	357	253	193	79	96
Ppl 0-17	1,818	449	502	352	272	112	132
Ppl 0-24	2,493	610	697	493	367	154	173
Ppl 0-39	4,081	980	1,139	821	587	268	287
Ppl 0-54	5,637	1,362	1,575	1,116	815	369	400
Ppl 5+	8,011	1,932	2,250	1,529	1,224	534	542
Ppl 5-12	827	205	227	159	123	51	62
Ppl 5-17	1,352	338	373	258	202	83	98
Ppl 13+	7,183	1,727	2,022	1,370	1,101	484	480
Ppl 13-17	525	133	145	99	79	32	36
Ppl 13-24	1,200	295	340	240	174	75	77
Ppl 16+	6,865	1,646	1,934	1,310	1,053	464	458
Ppl 16-39	2,470	583	695	508	346	169	169
Ppl 16-54	4,025	965	1,130	803	574	270	282
Ppl 18+	6,659	1,594	1,877	1,271	1,022	451	444
Ppl 18-24	675	162	195	141	95	43	41
Ppl 18-39	2,264	531	637	469	315	156	155
Ppl 18-49	3,273	778	922	663	460	221	229
Ppl 18-54	3,819	913	1,073	764	543	257	268
Ppl 25+	5,983	1,433	1,682	1,130	927	409	403
Ppl 25-39	1,588	369	443	328	220	114	114
Ppl 25-54	3,144	752	879	623	448	214	227
Ppl 35-54	2,090	508	585	403	304	137	154
Ppl 35-64	3,175	777	882	597	480	211	228

** Non trading demographics (Tasmania & Regional WA)

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2026 Universe Estimates

AGGREGATE MARKETS							
Based on 1+ TV UE 000s	Regional TAM Total	QLD	NNSW	SNSW	VIC	TAS	RWA
Ppl 40+	4,395	1,063	1,240	802	707	295	289
Ppl 40-54	1,556	382	436	295	228	101	113
Ppl 40-64	2,640	651	733	489	405	175	188
Ppl 55+	2,840	681	804	506	479	194	176
Ppl 55-64**	1,085	269	297	194	176	74	75
Ppl 65+**	1,755	412	507	313	302	120	101
M 13-24**	621	152	175	124	90	39	40
M 16+	3,378	811	942	646	517	228	234
M 16-39	1,245	292	348	257	174	86	87
M 16-54	2,009	479	560	404	286	135	146
M 18+	3,272	784	912	626	501	221	227
M 18-39	1,138	265	318	237	158	79	80
M 18-49	1,634	385	457	334	229	111	118
M 18-54	1,903	452	531	383	270	128	139
M 25+	2,922	700	813	553	451	199	206
M 25-39	789	182	218	164	109	57	58
M 25-54	1,553	368	431	310	220	106	117
M 35-54**	1,028	248	286	200	148	67	79
M 40+	2,133	518	594	389	343	142	147
M 40-54**	764	187	213	146	111	49	58
M 40-64**	1,294	318	356	241	197	85	97
M 55+	1,369	332	382	243	231	93	89
W 13-24**	579	142	165	116	83	36	37
W 16+	3,487	836	992	663	536	236	223
W 16-39	1,225	291	347	251	171	83	82

** Non trading demographics (Tasmania & Regional WA)

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2026 Universe Estimates

AGGREGATE MARKETS							
Based on 1+ TV UE 000s	Regional TAM Total	QLD	NNSW	SNSW	VIC	TAS	RWA
W 16-54	**2,016**	487	570	400	289	135	136
W 18+	**3,387**	810	965	645	521	230	216
W 18-39	**1,125**	266	319	232	156	77	75
W 18-49	**1,639**	392	465	330	231	110	111
W 18-54	**1,916**	461	542	381	274	129	130
W 25+	**3,061**	732	870	577	476	209	197
W 25-39	**800**	188	224	164	111	57	56
W 25-54	**1,591**	383	448	313	228	108	110
W 35-54**	**1,063**	260	299	203	156	70	74
W 40+	**2,262**	545	645	413	365	153	141
W 40-54	**791**	196	223	149	117	52	55
W 40-64**	**1,346**	333	377	248	208	90	91
W 55+	**1,471**	349	422	264	248	101	87
TGS 13+	**5,282**	1,253	1,491	1,011	822	351	355
TGS 13-39	**1,564**	372	444	314	217	103	112
TGS 13-54	**2,903**	695	818	569	419	189	212
GS 18+	**5,267**	1,249	1,488	1,008	818	351	353
GS 25-54	**2,682**	638	749	530	389	177	199
GS 40+	**3,719**	880	1,047	696	605	248	242
GS 40-54**	**1,339**	323	374	255	202	85	100
GS 55+**	**2,380**	558	673	441	403	162	142
GS 55-64	**931**	227	256	171	156	63	59
GS 18+ with CH	**1,435**	347	417	283	195	97	96
GS 18+ Female	**2,918**	697	830	555	451	196	189

** Non trading demographics (Tasmania & Regional WA)

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2026 Universe Estimates

QUEENSLAND													
1+ TV 000s / UE %	Cairns		Townsville		Mackay		Rockhampton		Maryborough		Toowoomba		QLD Agg.
TTL PPL	280.1	13.7%	252.5	12.4%	198.4	9.7%	242.6	11.9%	727.8	35.6%	341.4	16.7%	2,042.8
Ppl 16+	226.1	13.7%	202.0	12.3%	157.3	9.6%	189.4	11.5%	599.3	36.4%	272.1	16.5%	1,646.2
Ppl 16-39	81.3	13.9%	84.1	14.4%	62.9	10.8%	73.3	12.6%	183.1	31.4%	98.5	16.9%	583.2
Ppl 16-54	137.0	14.2%	130.6	13.5%	102.1	10.6%	119.4	12.4%	318.2	33.0%	158.1	16.4%	965.4
Ppl 25+	197.8	13.8%	169.5	11.8%	136.6	9.5%	163.4	11.4%	530.3	37.0%	234.9	16.4%	1,432.5
Ppl 25-54	108.6	14.4%	98.1	13.1%	81.4	10.8%	93.4	12.4%	249.3	33.2%	120.9	16.1%	751.7
Ppl 40+	144.8	13.6%	117.9	11.1%	94.5	8.9%	116.1	10.9%	416.2	39.1%	173.7	16.3%	1,063.2
Ppl 55+	89.2	13.1%	71.4	10.5%	55.2	8.1%	70.0	10.3%	281.1	41.3%	114.0	16.7%	680.9
M 16+	112.5	13.9%	101.0	12.5%	80.8	10.0%	95.3	11.8%	288.7	35.6%	132.5	16.3%	810.8
M 16-39	40.9	14.0%	43.3	14.8%	32.0	10.9%	36.9	12.6%	90.3	30.9%	49.0	16.8%	292.4
M 16-54	67.9	14.2%	66.0	13.8%	52.3	10.9%	60.1	12.5%	155.0	32.4%	77.7	16.2%	479.0
M 25+	97.7	13.9%	83.9	12.0%	70.0	10.0%	81.8	11.7%	253.5	36.2%	113.3	16.2%	700.2
M 25-54	53.0	14.4%	48.9	13.3%	41.5	11.3%	46.5	12.6%	119.8	32.5%	58.6	15.9%	368.3
M 40+	71.6	13.8%	57.7	11.1%	48.8	9.4%	58.4	11.3%	198.5	38.3%	83.5	16.1%	518.5
M 55+	44.6	13.5%	34.9	10.5%	28.5	8.6%	35.3	10.6%	133.8	40.3%	54.8	16.5%	331.9
W 16+	113.6	13.6%	101.1	12.1%	76.6	9.2%	94.1	11.3%	310.6	37.2%	139.6	16.7%	835.6
W 16-39	40.4	13.9%	40.9	14.0%	30.9	10.6%	36.4	12.5%	92.8	31.9%	49.5	17.0%	290.9
W 16-54	69.1	14.2%	64.6	13.3%	49.9	10.2%	59.4	12.2%	163.3	33.6%	80.4	16.5%	486.7
W 25+	100.1	13.7%	85.7	11.7%	66.6	9.1%	81.7	11.1%	276.8	37.8%	121.6	16.6%	732.5
W 25-54	55.6	14.5%	49.2	12.8%	39.9	10.4%	46.9	12.2%	129.5	33.8%	62.4	16.3%	383.5
W 40+	73.2	13.4%	60.2	11.1%	45.7	8.4%	57.7	10.6%	217.7	40.0%	90.2	16.6%	544.7
W 55+	44.5	12.8%	36.5	10.5%	26.7	7.7%	34.8	10.0%	147.3	42.2%	59.2	17.0%	349.0
TGS 13+	174.7	13.9%	150.9	12.0%	119.1	9.5%	144.2	11.5%	460.3	36.7%	203.3	16.2%	1,252.5
GS 18+	174.4	14.0%	150.3	12.0%	118.6	9.5%	143.7	11.5%	459.5	36.8%	202.8	16.2%	1,249.3

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2026 Universe Estimates

NORTHERN NSW							
1+ TV 000s / UE %	Northern Rivers		Newcastle		Tamworth/Taree		NNSW Agg.
TTL PPL	1,123.7	47.2%	885.5	37.2%	369.8	15.5%	2,379.0
Ppl 16+	920.7	47.6%	712.9	36.9%	300.6	15.5%	1,934.2
Ppl 16-39	329.7	47.5%	271.8	39.1%	93.1	13.4%	694.6
Ppl 16-54	544.6	48.2%	431.3	38.2%	154.6	13.7%	1,130.5
Ppl 25+	804.3	47.8%	613.8	36.5%	264.4	15.7%	1,682.5
Ppl 25-54	428.1	48.7%	332.2	37.8%	118.5	13.5%	878.8
Ppl 40+	591.1	47.7%	441.1	35.6%	207.5	16.7%	1,239.7
Ppl 55+	376.2	46.8%	281.6	35.0%	146.0	18.2%	803.8
M 16+	445.8	47.3%	349.8	37.1%	146.4	15.5%	942.0
M 16-39	163.3	47.0%	137.9	39.7%	46.5	13.4%	347.7
M 16-54	267.2	47.7%	216.8	38.7%	76.4	13.6%	560.4
M 25+	386.4	47.6%	298.4	36.7%	127.8	15.7%	812.6
M 25-54	207.9	48.2%	165.4	38.4%	57.7	13.4%	431.0
M 40+	282.4	47.5%	211.9	35.7%	99.9	16.8%	594.2
M 55+	178.5	46.8%	133.0	34.8%	70.1	18.4%	381.6
W 16+	475.0	47.9%	363.1	36.6%	154.2	15.5%	992.3
W 16-39	166.3	48.0%	133.9	38.6%	46.6	13.4%	346.8
W 16-54	277.3	48.6%	214.5	37.6%	78.3	13.7%	570.1
W 25+	417.9	48.0%	315.4	36.3%	136.6	15.7%	869.9
W 25-54	220.2	49.2%	166.8	37.2%	60.8	13.6%	447.8
W 40+	308.6	47.8%	229.2	35.5%	107.6	16.7%	645.4
W 55+	197.6	46.8%	148.6	35.2%	75.9	18.0%	422.1
TGS 13+	701.4	47.0%	555.0	37.2%	235.1	15.8%	1,491.5
GS 18+	700.0	47.1%	553.5	37.2%	234.2	15.7%	1,487.7

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2026 Universe Estimates

SOUTHERN NSW							
1+ TV 000s / UE %	Canberra		Orange Dubbo Wagga		Wollongong		SNSW Agg.
TTL PPL	617.7	38.1%	438.3	27.0%	566.5	34.9%	1,622.5
Ppl 16+	499.2	38.1%	346.2	26.4%	464.2	35.4%	1,309.6
Ppl 16-39	223.4	44.0%	126.7	24.9%	157.8	31.1%	507.9
Ppl 16-54	344.4	42.9%	201.7	25.1%	257.1	32.0%	803.2
Ppl 25+	426.4	37.7%	299.5	26.5%	403.9	35.7%	1,129.8
Ppl 25-54	271.6	43.6%	155.1	24.9%	196.8	31.6%	623.5
Ppl 40+	275.8	34.4%	219.5	27.4%	306.4	38.2%	801.7
Ppl 55+	154.8	30.6%	144.5	28.5%	207.1	40.9%	506.4
M 16+	246.0	38.1%	172.4	26.7%	227.9	35.3%	646.3
M 16-39	112.3	43.7%	64.6	25.1%	80.3	31.2%	257.2
M 16-54	172.5	42.7%	102.0	25.3%	129.2	32.0%	403.7
M 25+	208.8	37.8%	147.8	26.7%	196.4	35.5%	553.0
M 25-54	135.4	43.6%	77.4	24.9%	97.7	31.5%	310.5
M 40+	133.7	34.4%	107.7	27.7%	147.5	37.9%	388.9
M 55+	73.5	30.3%	70.4	29.0%	98.7	40.7%	242.6
W 16+	253.2	38.2%	173.9	26.2%	236.4	35.6%	663.5
W 16-39	111.1	44.3%	62.1	24.8%	77.5	30.9%	250.7
W 16-54	171.9	43.0%	99.8	25.0%	127.9	32.0%	399.6
W 25+	217.5	37.7%	151.8	26.3%	207.5	36.0%	576.8
W 25-54	136.2	43.5%	77.7	24.8%	99.0	31.6%	312.9
W 40+	142.2	34.4%	111.8	27.1%	158.9	38.5%	412.9
W 55+	81.3	30.8%	74.1	28.1%	108.5	41.1%	263.9
TGS 13+	387.0	38.3%	266.1	26.3%	357.6	35.4%	1,010.7
GS 18+	385.8	38.3%	265.2	26.3%	356.7	35.4%	1,007.7

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2026 Universe Estimates

VICTORIA											
1+ TV 000s / UE %	Albury/Wodonga		Shepparton		Bendigo		Ballarat		Gippsland		VIC Agg.
TTL PPL	209.8	16.2%	184.4	14.3%	256.3	19.8%	384.8	29.7%	258.5	20.0%	1,293.8
Ppl 16+	169.3	16.1%	150.6	14.3%	209.0	19.9%	313.0	29.7%	211.0	20.0%	1,052.9
Ppl 16-39	56.4	16.3%	47.1	13.6%	68.9	19.9%	105.5	30.5%	67.9	19.6%	345.8
Ppl 16-54	94.2	16.4%	78.8	13.7%	114.2	19.9%	175.1	30.5%	111.8	19.5%	574.1
Ppl 25+	148.3	16.0%	133.4	14.4%	183.8	19.8%	274.6	29.6%	186.8	20.2%	926.9
Ppl 25-54	73.2	16.3%	61.5	13.7%	89.0	19.9%	136.8	30.5%	87.6	19.6%	448.1
Ppl 40+	112.8	16.0%	103.5	14.6%	140.2	19.8%	207.5	29.3%	143.2	20.2%	707.2
Ppl 55+	75.1	15.7%	71.9	15.0%	94.8	19.8%	137.8	28.8%	99.2	20.7%	478.8
M 16+	82.6	16.0%	74.7	14.4%	102.4	19.8%	154.0	29.8%	103.2	20.0%	516.9
M 16-39	28.3	16.2%	23.7	13.6%	34.7	19.9%	53.7	30.8%	33.9	19.4%	174.3
M 16-54	46.6	16.3%	39.4	13.8%	56.8	19.9%	87.7	30.7%	55.2	19.3%	285.7
M 25+	71.8	15.9%	65.6	14.5%	89.2	19.8%	134.0	29.7%	90.7	20.1%	451.3
M 25-54	35.8	16.3%	30.2	13.7%	43.6	19.8%	67.7	30.8%	42.6	19.4%	219.9
M 40+	54.3	15.9%	50.9	14.9%	67.7	19.8%	100.3	29.3%	69.3	20.2%	342.5
M 55+	36.1	15.6%	35.3	15.3%	45.6	19.7%	66.3	28.7%	48.0	20.8%	231.3
W 16+	86.7	16.2%	76.0	14.2%	106.7	19.9%	159.0	29.7%	107.8	20.1%	536.2
W 16-39	28.2	16.4%	23.4	13.6%	34.2	20.0%	51.7	30.2%	34.0	19.8%	171.5
W 16-54	47.6	16.5%	39.4	13.7%	57.5	19.9%	87.4	30.3%	56.7	19.6%	288.6
W 25+	76.5	16.1%	67.8	14.3%	94.6	19.9%	140.7	29.6%	96.2	20.2%	475.8
W 25-54	37.4	16.4%	31.3	13.7%	45.4	19.9%	69.1	30.3%	45.0	19.7%	228.2
W 40+	58.5	16.0%	52.6	14.4%	72.5	19.9%	107.3	29.4%	73.9	20.3%	364.8
W 55+	39.1	15.8%	36.6	14.8%	49.2	19.9%	71.6	28.9%	51.2	20.7%	247.7
TGS 13+	133.9	16.3%	116.6	14.2%	166.6	20.3%	241.2	29.3%	164.0	19.9%	822.3
GS 18+	133.3	16.3%	116.2	14.2%	165.3	20.2%	240.1	29.3%	163.5	20.0%	818.4

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2026 Universe Estimates

TASMANIA					
1+ TV 000s / UE %	Launceston		Hobart		TAS Agg.
TTL PPL	**268.7**	**47.7%**	**294.2**	**52.3%**	**562.9**
Ppl 16+	221.4	47.7%	242.8	52.3%	**464.2**
Ppl 16-39	74.7	44.1%	94.6	55.9%	**169.3**
Ppl 16-54	122.2	45.3%	147.7	54.7%	**269.9**
Ppl 25+	195.4	47.8%	213.3	52.2%	**408.7**
Ppl 25-54	96.1	44.9%	118.2	55.1%	**214.3**
Ppl 40+	146.7	49.7%	148.2	50.3%	**294.9**
Ppl 55+	99.2	51.1%	95.1	48.9%	**194.3**
M 16+	109.3	47.9%	118.8	52.1%	**228.1**
M 16-39	38.2	44.4%	47.8	55.6%	**86.0**
M 16-54	61.3	45.4%	73.8	54.6%	**135.1**
M 25+	95.7	48.0%	103.5	52.0%	**199.2**
M 25-54	47.7	44.9%	58.5	55.1%	**106.2**
M 40+	71.1	50.0%	71.0	50.0%	**142.1**
M 55+	48.0	51.6%	45.0	48.4%	**93.0**
W 16+	112.1	47.5%	124.1	52.5%	**236.2**
W 16-39	36.5	43.8%	46.8	56.2%	**83.3**
W 16-54	60.9	45.1%	74.0	54.9%	**134.9**
W 25+	99.7	47.6%	109.8	52.4%	**209.5**
W 25-54	48.4	44.8%	59.7	55.2%	**108.1**
W 40+	75.6	49.5%	77.3	50.5%	**152.9**
W 55+	51.2	50.6%	50.1	49.4%	**101.3**
TGS 13+	164.8	46.9%	186.2	53.1%	**351.0**
GS 18+	164.5	46.9%	186.0	53.1%	**350.5**

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2026 Universe Estimates

REGIONAL WA	
1+ TV 000s / UE %	REGIONAL WA
TTL PPL	575.7
Ppl 16+	457.5
Ppl 16-39	168.8
Ppl 16-54	281.9
Ppl 25+	402.9
Ppl 25-54	227.2
Ppl 40+	288.7
Ppl 55+	175.6
M 16+	234.5
M 16-39	87.2
M 16-54	145.6
M 25+	205.8
M 25-54	116.9
M 40+	147.3
M 55+	88.9
W 16+	223.1
W 16-39	81.6
W 16-54	136.3
W 25+	197.1
W 25-54	110.3
W 40+	141.4
W 55+	86.8
TGS 13+	354.6
GS 18+	353.4

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