



# Build your brand in Boomtown.

Pop. 8.8 million.

## Boomtown Fact Sheet

Despite perceptions, nearly half of Boomtown residents aged 25-54 are employed in white collar jobs. Bet you weren't expecting that!

### 1. POPULATION

#### 8.8 million Aussies call Boomtown home.

A whopping 8.8 million live in Regional Australia and outside the capital cities, making Boomtown one of Australia's largest and fastest growing markets.

*(Source: ABS: 3218.0 — Regional Population Growth, Australia, 2016-17)*

### 2. UNCLUTTERED MARKET

#### Maximise your share of voice.

Boomtown's growing population presents a tremendous opportunity for brands looking to cut through and achieve results in Boomtown's uncrowded marketplace.

*(Source: ABS: 3218.0 — Regional Population Growth, Australia, 2016-17. SMI CY18)*

### 3. REGIONAL INVESTMENT OPPORTUNITY

#### Stretch your media dollar further.

Despite 36% of the country living outside metro markets, only 10% of national media budgets are spent regionally. Meaning most brands could be reaching an extra 8.8 million Aussies by advertising in Boomtown.

*(Source: ABS: 3218.0 — Regional Population Growth, Australia, 2016-17. SMI CY18)*

### 4. AVERAGE INCOME

#### Boomtown residents splash the cash.

The average household income of Boomtown residents aged 25-54 is \$93K. Combined with a lower cost of living, that gives Boomtown residents more cash to splash.

*(Source: CMV national survey 10, 2018)*

### 5. DISCRETIONARY INCOME

#### Business is booming.

Due to lower housing costs, Boomtown residents have higher discretionary incomes. So, it's little wonder why business is Booming in regional Australia.

### 6. WEEKLY SHOP

#### Build your brand in Boomtown.

Boomtown residents spend more on their weekly grocery shop than their metro counterparts.

*(Source: CMV national survey 10, 2018)*

### 7. ONLINE SHOPPING

#### Boomtown means business.

5 of the 10 biggest online shopping postcodes in Australia are in Boomtown.

*Source: Australia Post - Inside Australian Online Shopping 2018*

### 8. TRAVEL

#### Advertise in Boomtown to go places.

Boomtown residents travel as often as metro dwellers, with 79% of 25-54-year olds planning to take a holiday this year.

*(Source: Nielsen CMV national survey 10 2018)*

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