



# Build your brand in Boomtown.

Pop. 9.1 million

## Booking Media? Rethink Regional

Learn why advertising in Boomtown means business.



### Population

A whopping 9.1 million live in Regional Australia and outside the capital cities, making Boomtown one of Australia's largest and fastest growing markets.

Source: ABS Regional Population ERP 2019 to 2020 | Released March 2021



### Retail

The Boomtown audience spends big in retail! Annually they spend \$7.8 billion on clothing and footwear, \$9.1 billion on household furnishings and equipment and \$2.5 billion on hardware supplies.

(Source: Nielsen CMV National S05 2020)



### Investment Opportunity

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 9.1 million Aussies by advertising in Boomtown.

Source: ABS Regional Population ERP 2019 to 2020 | Released March 2021



### Average Income

The average household income of Boomtown residents aged 25-54 is \$104K. Combined with a lower cost of living, that gives Boomtown residents more cash to splash.

(Source: Nielsen CMV National S05 2020)



### Uncluttered Market

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 CY19)



### Grocery Shop

Annually the Boomtown audience spends, on average, over \$364 more per year on groceries vs. their metro counterparts.

(Source: Nielsen CMV National S05 2020)



### Discretionary Income

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

(Source: Nielsen CMV National S05 2020)



### Travel

Boomtown residents travel as often as metro dwellers, with 62% of 25-54 year olds planning to take a holiday within Australia in the next year - vs. 54% metro.

(Source: Nielsen CMV National S05 2020)



### Employment

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

(Source: Nielsen CMV National S05 2020)

Boomtown is powered by:

