

Regional Reach

Finding the right lifestyle balance in the right location

Relocation and consolidation of consumers from geographically sparse country areas to super-regional towns near Australia's major cities provide the employment security and desired lifestyles that many are looking for.

People seek balanced lifestyles, a place to raise families and more affordable housing. Despite the plethora of inducements and considerable discussions about what we really 'want' out of life, it turns out that satisfying core needs come before access to good coffee and smashed avo.

Regional living has gotten easier. Previously, city dwellers had an advantage over regional households with access to information, television channels and communication in general.

Getting a satisfying job, putting a roof over our head and spending time with the ones we love are influencing many to choose a well-resourced regional town over the big city as their destination of choice.

Maintaining an attachment to the country lifestyle and a community environment whilst seeking affordability sees the super-regional town being the preferred place to settle in and prosper. Super-regionals such as Geelong, Ballarat, Newcastle, Wollongong and Toowoomba are attractive destinations for many rural residents seeking new opportunities.

Unfortunately, some small rural towns may not be able to sustain themselves in the face of population decreases, but it would be a mistake to blame this solely on the attraction of the capital cities. It is a mistake to apportion blame at all. The offer of secure employment, access to medical services and good schools often trump the affection for small towns and any historical ties. But rather than discard the country life entirely, Australians are choosing the super-regional town that offers a balance of employment opportunities, quality education and health services but still maintains a connection with the country life.

Reset Regionals

Who: Blue-collar families, often single parents, living in rural towns with low income and dependent children

Why we matter: Reset Regionals do not watch large amounts of TV. This Type like to browse catalogues to research products and prices. They like to keep up with family and friends by viewing and commenting on friends and family social media posts. They do browse online using their NBN connection, and this type typically view classified ads as well as playing online games and visiting online dating sites.



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Township Solo

Who: Younger blue-collar singles in regional towns, with low income but have financial stability

Why we matter: Township Solos often seek out advice from others as they don't feel overly confident in their own purchasing decisions. Social media presents an effective way to influence this Type through targeted advertising. This Type are not heavy consumers of magazines, metro newspapers or commercial television; however, they do watch a lot of subscription television and streaming options such as Netflix and Stan. Local newspapers are another great way to reach this Type as they like staying engaged and up-to-date with their local community.



Realistic Horizons

Who: Gen X couples and sharers with low income and small properties

Why we matter: Realistic Horizons have heavy consumption across magazines and commercial radio, with the value placed on being entertained by the media instead of using them to stay informed about news and the world around them. This Type are medium commercial television users. Internet is rarely used for more than accessing blogs, celebrity information, gossip sites, and job hunting websites.



Over 30% of Australia's population lives outside of the metropolitan areas. This is a significant and sizable population that shouldn't be ignored. For advertisers, the continued growth and consolidation of the super-regional town means that the historically disparate and distant country populations are now easier to find and communicate with. Through Experian this often-forgotten segment of the population can not only be identified but accurately located meaning your business can profitably communicate with them.

Access and availability to services have historically represented barriers to those choosing a regional location. But internet access, improved investment in transportation links means that rural residents searching for new opportunities are not forced to exclusively consider the big cities. The large regional centres, often in close proximity to capital cities, such as Geelong, Ballarat, Bendigo, Wollongong, Newcastle, Toowoomba and Mandurah represent the perfect mix of opportunity and lifestyle for many. These centres are soaking up new residents from nearby towns that historically sought a new life in the biggest cities.