

Overview

MOVE measures all Out of Home (OOH) formats across Australia, providing one of the most comprehensive understandings of how people move and interact with signs across the year, adjusting for public and school holiday patterns to reflect seasonal variation.

For the first time, the coverage extends to 21 regional reporting areas, where over one-third of all OOH signs are located. This delivers standardised audience metrics across all of Australia, not just metro markets. The markets measured in MOVE are aligned with [OzTAM](#) and [Regional TAM TV](#) coverage areas.

Why Regional Measurement Matters

This ensures consistent market definitions, easier cross-media comparisons and a familiar geographic framework for planning.

While MOVE reporting enables campaign analysis across the set regional markets and demographics, the underlying movement data reveals rich, real-world insights into audience behaviour across regional Australia.



Regional Coverage

Regional areas aligned with Regional TAM coverage that include:

- | | |
|--------------|--------------------------|
| Albury | Mt Gambier/Riverland |
| Ballarat | Newcastle |
| Bendigo | Northern Rivers |
| Cairns | Orange/Dubbo/Wagga |
| Canberra | Regional WA |
| Central East | Rockhampton |
| Gippsland | Shepperton |
| Griffith | Spencer Gulf/Broken Hill |
| Hobart | Tamworth/Taree |
| Launceston | Toowoomba |
| Mackay | Townsville |
| Maryborough | Wollongong |
| Mildura | |



Refer to the [OMA Industry Standards](#) for detailed information and maps.

Regional Insights

36% (8.1M)
of Australians aged 14 and above live across **21 regional reporting areas**

Older Australians in regional areas, **people aged 65+**, are going to:

- Bank 2.3x**
 - Beach 2.7x**
 - Post Office 2.6x**
- more** often than the average person.

We also see that **social visits** are the **top trip purpose** for students, retirees and the unemployed – showing how we're out and about even when not working full time.

For those males 65+, it seems the retiree dream is the golf course, with **golfing trips 3.3x more** frequent than the average person.

Full-time employed individuals make up **40.3%**. Among these, trips to the workplace are similar – **15%** of their trips regionally, compared to **16%** in metro.

Retirees make up **30%** of the regional population.

70% fewer tertiary students compared to metro.

Learn More

Visit [MOVE website](#) to learn more.