## Go to emma database geographies map
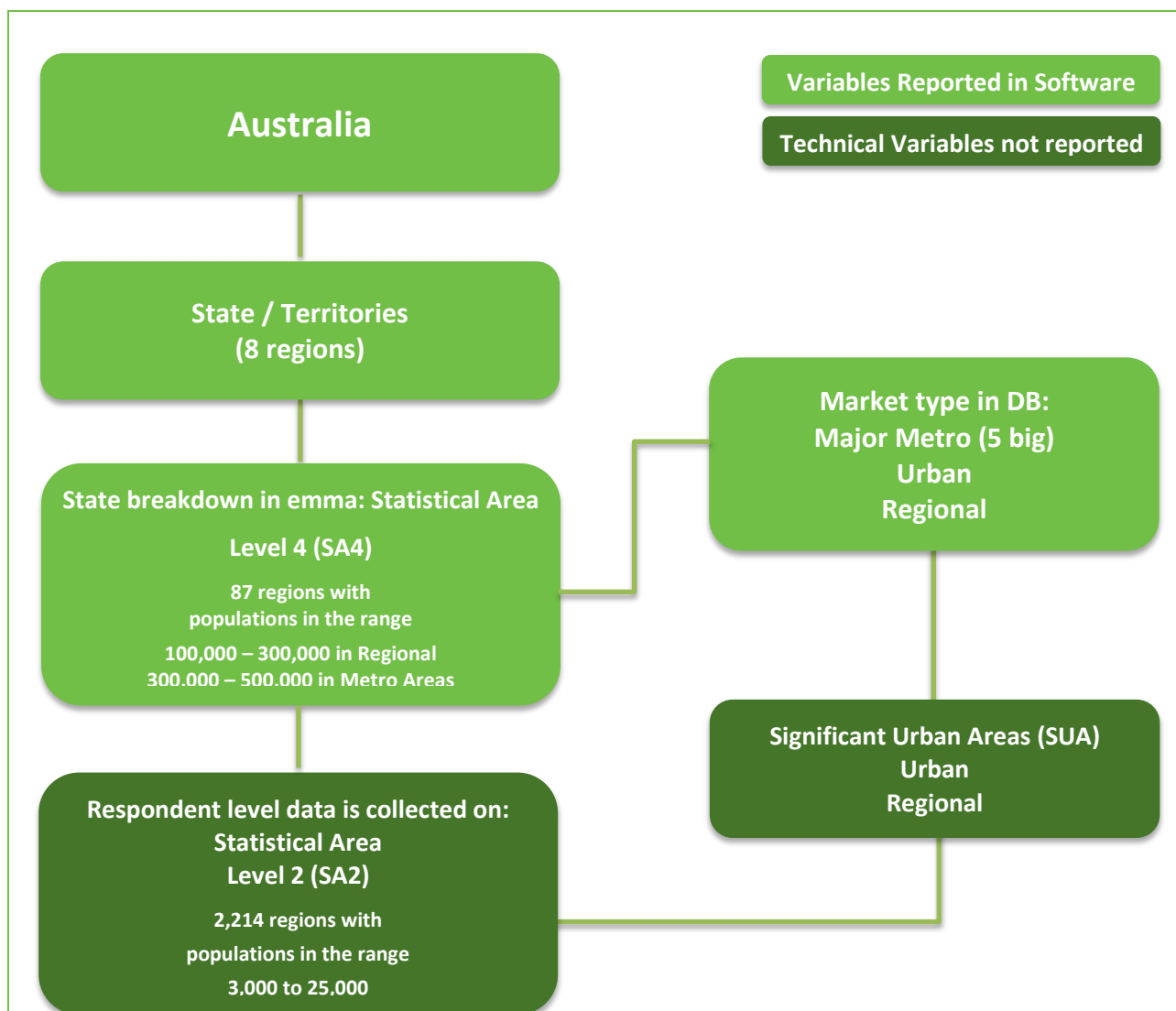
**How are the geography groups defined?**

emma™ is aligned to the Australian Statistical Geography Standard (ASGS) 2011, which is developed by the Australian Bureau of Statistics (ABS). The ABS is responsible for developing statistical geography standards that are used for the dissemination of statistics.

**How are the geography groups coded and reported in the database?**

**Australia**

**Variables Reported in Software**

**Technical Variables not reported**

**State / Territories
(8 regions)**

**Market type in DB:
Major Metro (5 big)
Urban
Regional**

**State breakdown in emma: Statistical Area
Level 4 (SA4)**

**87 regions with
populations in the range
100,000 – 300,000 in Regional
300.000 – 500.000 in Metro Areas**

**Significant Urban Areas (SUA)
Urban
Regional**

**Respondent level data is collected on:
Statistical Area
Level 2 (SA2)**

**2,214 regions with
populations in the range
3.000 to 25.000**

**Further information**

If you would like further information please refer to the following links:

- **ASGS**
- **SA4 fact sheet**
- **SA2 fact sheet**
- **SUA fact sheet**

**emma**
ENHANCED MEDIA METRICS AUSTRALIA