OzTAM is pleased to let you know that the bands for the annual Household Income (HHI) characteristic in the Metropolitan and National Subscription TV databases has been reviewed based on recent data and updated accordingly. The updated HHI Bands will be used from the start of the 2024 ratings year (Week 1, commencing Sunday 31 December 2023).

HHI is also available to Regional TAM Elemental Data subscribers.

HHI is part of the standard demographic list and can be analysed in isolation or in conjunction with other OzTAM analysis variables within approved software packages.

The HHI characteristic is collected from panel homes directly. Some unknown values will therefore exist if the household is unsure or unwilling to provide income details. To ensure quality, collected information is compared against other sources, such as ABS data. As is the case with other panel characteristics, the HHI band valued for a home will be updated as and if it changes.

The HHI bands are constructed at a national level. As such, the distribution of homes within these five bands will vary by market, reflecting differing local characteristics.

To accommodate changing dynamics within individual markets, HHI band ranges will be reviewed and revised as needed.

The **updated HHI** bands plus an 'Unknown' category are as follows:
Band 1: Highest income band ($180,000+)
Band 2: ($130,000 - $179,999)
Band 3: ($90,000 - $129,999)
Band 4: ($45,000 - $89,999)
Band 5: Lowest income band (Less than $45,000)
Unknown

The HHI bands **prior to this change** were as follows:
Band 1: Highest income band ($130,000+)
Band 2: ($90,000 - $129,999)
Band 3: ($55,000 - $89,999)
Band 4: ($30,000 - $54,999)
Band 5: Lowest income band (Less than $30,000)
Unknown

Please note the HHI characteristic will only be available within the Elemental databases.