



OzTAM Quarter Hour Audience Data Files

Each day, OzTAM delivers Quarter Hour audience data files for the five metropolitan city markets and the national STV market for the trading databases.

The Quarter Hour data files provide the average fifteen-minute Overnight and Consolidated 7 audience estimates by channel for each quarter hour in a research day (24 hours between 2am to 2am).

The Overnight Quarter Hour audience data files containing the Overnight audience estimates are released each day for the previous research day.

After seven days, when the Time Shift to 7 audience data is available, the Consolidated 7 Quarter Hour audience data files for that research day are released.

The OzTAM quarter hour files deliver over 150 demographic groups for use within planning and trading systems for each of the five metropolitan total television markets and the national subscription television market.

Following a review of the available quarter hour demographic groups by industry representatives with OzTAM, almost two thirds were identified as being typically used or considered for use.

While the sample sizes for almost all the identified demographics are over 100 within each market, OzTAM recommends caution when using smaller demographic groups since the sampling variability for the audience estimates will be larger. OzTAM encourages users of the quarter hour data to consider using larger demographic groups and averaging estimates across broader day parts and over a longer time period.

The Quarter Hour files include a specific set of trading demographic groups as listed below.

HOMES & PEOPLE		
HOUSEHOLDS	PEOPLE 16+	PEOPLE 35-49
TOTAL PEOPLE	PEOPLE 16-24	PEOPLE 35-54
PEOPLE 2-9	PEOPLE 16-39	PEOPLE 35-64
PEOPLE 5-9	PEOPLE 16-54	PEOPLE 40+
PEOPLE 5-12	PEOPLE 18+	PEOPLE 40-54
PEOPLE 5-15	PEOPLE 18-24	PEOPLE 40-64
PEOPLE 5-17	PEOPLE 18-29	PEOPLE 5+
PEOPLE 10-17	PEOPLE 18-39	PEOPLE 50-64
PEOPLE 13-17	PEOPLE 18-49	PEOPLE 55+
PEOPLE 0-12	PEOPLE 18-54	PEOPLE 55-64
PEOPLE 0-17	PEOPLE 25+	PEOPLE 55-69
PEOPLE 0-24	PEOPLE 25-34	PEOPLE 65+
PEOPLE 0-39	PEOPLE 25-39	REGION 1 PEOPLE (metro only)
PEOPLE 0-4	PEOPLE 25-44	REGION 2 PEOPLE (metro only)
PEOPLE 0-54	PEOPLE 25-49	REGION 3 PEOPLE (metro only)
PEOPLE 10-15	PEOPLE 25-54	REGION 4 PEOPLE (metro only)
PEOPLE 13+	PEOPLE 30+	REGION 5 PEOPLE (metro only)
PEOPLE 13-29	PEOPLE 30-39	
PEOPLE 13-24	PEOPLE 30-49	



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MEN		
MEN 0-15	MEN 16-54	MEN 25-54
MEN 5-9	MEN 18+	MEN 25-54 WITH CH
MEN 5-12	MEN 18-24	MEN 30-49
MEN 5-15	MEN 18-29	MEN 35-54
MEN 10-15	MEN 18-34	MEN 40+
MEN 13-17	MEN 18-39	MEN 40-54
MEN 13-24	MEN 18-49	MEN 40-64
MEN 13-29	MEN 18-54	MEN 50-64
MEN 16+	MEN 25+	MEN 55+
MEN 16-24	MEN 25-39	MEN 55-64
MEN 16-39	MEN 25-44	MEN 65+

WOMEN		
WOMEN 0-15	WOMEN 16-54	WOMEN 25-54
WOMEN 5-9	WOMEN 18+	WOMEN 25-54 WITH CH
WOMEN 5-12	WOMEN 18-24	WOMEN 30-49
WOMEN 5-15	WOMEN 18-29	WOMEN 35-54
WOMEN 10-15	WOMEN 18-34	WOMEN 40+
WOMEN 13-17	WOMEN 18-39	WOMEN 40-54
WOMEN 13-24	WOMEN 18-49	WOMEN 40-64
WOMEN 13-29	WOMEN 18-54	WOMEN 50-64
WOMEN 16+	WOMEN 25+	WOMEN 55+
WOMEN 16-24	WOMEN 25-39	WOMEN 55-64
WOMEN 16-39	WOMEN 25-44	WOMEN 65+



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GROCERY BUYERS		
GB	GB WITH CH	GB WITH CH 5-12
GB 18-39	GB WITH 0 CH	GB WITH CH 13-17
GB 18-54	GB WITH 1-2 CH	GB WITH CH 5-17
GB 25-54	GB WITH 3+ CH	GB FEMALE
GB 40+	GB WITH CH 0-2	GB FEMALE 25-49
GB 40-54	GB WITH CH 0-4	GB NOT WORKING
GB 55+	GB WITH CH 0-12	GB WORKING

SHOPPERS		
SH	SH WITH CH	SH WITH CH 5-12
SH 13-39	SH WITH 0 CH	SH WITH CH 13-17
SH 13-54	SH WITH 1-2 CH	SH WITH CH 5-17
SH 25-54	SH WITH 3+ CH	SH FEMALE
SH 40+	SH WITH CH 0-2	SH FEMALE 25-49
SH 40-54	SH WITH CH 0-4	SH NOT WORKING
SH 55+	SH WITH CH 0-12	SH WORKING

OCCUPATION GROUPS		
OG1	OG1-2 M25-54	OG3 P16-39
OG1 P16-39	OG1-3 P35-49	OG3 P40+
OG1 P25-54	OG2	OG3-5
OG1 P35+	OG2 P16-39	OG3-5 P16-39
OG1 P40+	OG2 P40+	OG3-5 P40+
OG1-2	OG3	

Note: Demographic groups for Grocery Buyers, Shoppers and Occupation Groups exclude guests.



OzTAM Quarter Hour Audience Data Files

Each day, OzTAM delivers Overnight and Consolidated 7 Quarter Hour processed audience data files for the five metropolitan city markets as well as for the national STV market.

The Quarter Hour audience data files supply fifteen-minute average audience estimates for a specific set of trading demographic groups for use within planning and trading systems.

As is the case for all sample-based research, audience estimates for demographic groups with smaller sample sizes will have larger sampling variability.

When analysing audience estimates for a particular demographic group, it is important to allow for the influence of sampling variation as well as other key factors influencing people's viewing behaviour, such as the weather, channel programming changes, promotional activity, major world events and increasing media channel options.

As such, OzTAM advises users of OzTAM data to account for the sample sizes for the selected demographic group, and to apply caution for demographic groups with small sample sizes, particularly when sample sizes are near or below 100.

To assist, the Approximate Sample Sizes (ASS) for demographic groups across each market are listed below. (2016 Metropolitan, 2016 Q1 National STV).

When planning and developing audience forecasts, the effect of sampling variability can be reduced for audience estimates by selecting a demographic group with a larger sample size, extending the date range or broadening the day part.

When comparing a rating for an individual spot or zone in a delivered campaign to a forecast, a wider tolerance should be allowed for when the sample size of the chosen demographic group is smaller, as the sampling variance will be greater.

OzTAM Quarter Hour Audience Data Files

	5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth	Nat STV
Total Individuals	8,598	2,390	2,189	1,604	1,173	1,242	4,186
Total Households	3,382	903	862	634	491	492	1,512
Ppl 2-9	799	222	191	156	101	129	391
Ppl 5-9	525	149	126	101	69	80	264
Ppl 5-12	820	236	201	153	106	124	420
Ppl 5-15	1,121	325	275	216	137	168	593
Ppl 5-17	1,325	388	322	255	162	198	699
Ppl 10-17	800	239	196	154	93	118	435
Ppl 13-17	505	152	121	102	56	74	279
Ppl 0-12	1,267	361	309	237	168	192	621
Ppl 0-17	1,772	513	430	339	224	266	900
Ppl 0-24	2,472	703	606	471	323	369	1,273
Ppl 0-39	4,337	1,245	1,097	808	545	642	2,033
Ppl 0-4	447	125	108	84	62	68	201
Ppl 0-54	6,214	1,744	1,583	1,177	798	912	2,966
Ppl 10-15	596	176	149	115	68	88	329
Ppl 13+	7,331	2,029	1,880	1,367	1,005	1,050	3,565
Ppl 13-29	1,841	533	469	346	230	263	915
Ppl 13-24	1,205	342	297	234	155	177	652
Ppl 16+	7,030	1,940	1,806	1,304	974	1,006	3,392
Ppl 16-24	904	253	223	171	124	133	479
Ppl 16-39	2,769	795	714	508	346	406	1,239
Ppl 16-54	4,646	1,294	1,200	877	599	676	2,172
Ppl 18+	6,826	1,877	1,759	1,265	949	976	3,286
Ppl 18-24	700	190	176	132	99	103	373
Ppl 18-29	1,336	381	348	244	174	189	636
Ppl 18-39	2,565	732	667	469	321	376	1,133
Ppl 18-49	3,721	1,042	964	698	465	552	1,703
Ppl 18-54	4,442	1,231	1,153	838	574	646	2,066
Ppl 25+	6,126	1,687	1,583	1,133	850	873	2,913
Ppl 25-34	1,281	362	346	233	155	185	530
Ppl 25-39	1,865	542	491	337	222	273	760
Ppl 25-44	2,451	712	636	442	302	359	1,030
Ppl 25-49	3,021	852	788	566	366	449	1,330
Ppl 25-54	3,742	1,041	977	706	475	543	1,693
Ppl 30+	5,490	1,496	1,411	1,021	775	787	2,650
Ppl 30-39	1,229	351	319	225	147	187	497
Ppl 30-49	2,385	661	616	454	291	363	1,067
Ppl 35-49	1,740	490	442	333	211	264	800
Ppl 35-54	2,461	679	631	473	320	358	1,163
Ppl 35-64	3,579	979	910	681	487	522	1,746
Ppl 40+	4,261	1,145	1,092	796	628	600	2,153
Ppl 40-54	1,877	499	486	369	253	270	933
Ppl 40-64	2,995	799	765	577	420	434	1,516
Ppl 5+	8,151	2,265	2,081	1,520	1,111	1,174	3,985
Ppl 50-64	1,839	489	468	348	276	258	946
Ppl 55+	2,384	646	606	427	375	330	1,220
Ppl 55-64	1,118	300	279	208	167	164	583
Ppl 55-69	1,613	463	403	282	243	222	881
Ppl 65+	1,266	346	327	219	208	166	637

OzTAM Quarter Hour Audience Data Files

	5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth	Nat STV
Men 0-15	797	223	204	155	91	124	407
Men 5-9	261	80	62	51	28	40	142
Men 5-12	415	122	106	81	45	61	219
Men 5-15	567	162	144	116	63	82	310
Men 10-15	306	82	82	65	35	42	168
Men 13-17	260	68	63	59	32	38	145
Men 13-24	581	155	137	126	80	83	347
Men 13-29	895	243	227	187	114	124	478
Men 16+	3,434	947	870	657	480	480	1,706
Men 16-54	2,249	620	577	437	288	327	1,078
Men 18+	3,326	919	845	633	466	463	1,652
Men 18-24	321	87	74	67	48	45	202
Men 18-29	635	175	164	128	82	86	333
Men 18-34	951	254	250	188	118	141	470
Men 18-39	1,242	351	318	243	152	178	573
Men 18-49	1,824	507	465	358	227	267	857
Men 18-54	2,141	592	552	413	274	310	1,024
Men 25+	3,005	832	771	566	418	418	1,450
Men 25-54	1,820	505	478	346	226	265	822
Men 25-54 + Ch	803	230	204	156	99	114	407
Men 30-49	1,189	332	301	230	145	181	524
Men 35-54	1,190	338	302	225	156	169	554
Men 40+	2,084	568	527	390	314	285	1,079
Men 40-54	899	241	234	170	122	132	451
Men 40-64	1,473	401	376	274	214	208	743
Men 50-64	891	245	229	159	139	119	459
Men 55+	1,185	327	293	220	192	153	628
Men 16-24	429	115	99	91	62	62	256
Men 16-39	1,350	379	343	267	166	195	627
Men 25-39	921	264	244	176	104	133	371
Men 25-44	1,208	354	310	224	148	172	502
Men 55-64	574	160	142	104	92	76	292
Men 65+	611	167	151	116	100	77	336

OzTAM Quarter Hour Audience Data Files

	5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth	Nat STV
Women 0-15	771	227	179	145	108	112	387
Women 5-9	264	69	64	50	41	40	122
Women 5-12	405	114	95	72	61	63	201
Women 5-15	554	163	131	100	74	86	283
Women 10-15	290	94	67	50	33	46	161
Women 13-17	245	84	58	43	24	36	134
Women 13-24	624	187	160	108	75	94	305
Women 13-29	946	290	242	159	116	139	437
Women 16+	3,596	993	936	647	494	526	1,686
Women 16-24	475	138	124	80	62	71	223
Women 16-39	1,419	416	371	241	180	211	612
Women 16-54	2,397	674	623	440	311	349	1,094
Women 18+	3,500	958	914	632	483	513	1,634
Women 18-24	379	103	102	65	51	58	171
Women 18-29	701	206	184	116	92	103	303
Women 18-34	1,030	298	272	177	136	147	433
Women 18-39	1,323	381	349	226	169	198	560
Women 18-49	1,897	535	499	340	238	285	846
Women 18-54	2,301	639	601	425	300	336	1,042
Women 25+	3,121	855	812	567	432	455	1,463
Women 25-39	944	278	247	161	118	140	389
Women 25-44	1,243	358	326	218	154	187	528
Women 25-54	1,922	536	499	360	249	278	871
Women 25-54 + Ch	882	259	218	168	112	125	447
Women 30-49	1,196	329	315	224	146	182	543
Women 35-54	1,271	341	329	248	164	189	609
Women 40+	2,177	577	565	406	314	315	1,074
Women 40-54	978	258	252	199	131	138	482
Women 40-64	1,522	398	389	303	206	226	773
Women 50-64	948	244	239	189	137	139	487
Women 55+	1,199	319	313	207	183	177	592
Women 55-64	544	140	137	104	75	88	291
Women 65+	655	179	176	103	108	89	301

OzTAM Quarter Hour Audience Data Files

	5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth	Nat STV
GB	3,382	903	862	634	491	492	1,512
GB 18-39	912	249	228	175	116	144	346
GB 18-54	1,992	531	504	389	269	299	862
GB 25-54	1,944	528	491	377	260	288	842
GB 40+	2,470	654	634	459	375	348	1,166
GB 40-54	1,080	282	276	214	153	155	516
GB 55+	1,390	372	358	245	222	193	650
GB + Child	952	275	233	183	122	139	478
GB No Children	2,430	628	629	451	369	353	1,034
GB 1-2 Children	770	222	191	146	102	109	380
GB 3+ Children	182	53	42	37	20	30	98
GB Child 0-2	239	65	61	45	36	32	100
GB Child 0-4	354	94	87	70	49	54	159
GB Child 0-12	744	205	185	138	100	116	360
GB Child 5-12	537	152	130	97	71	87	274
GB Child 13-17	375	110	93	77	42	53	209
GB Child 5-17	755	223	181	145	93	113	396
GB Female	2,387	621	618	442	346	360	1,095
GB Female 25-49	1,077	300	270	206	141	160	467
GB Not Working	1,255	301	330	231	218	175	558
GB Working	2,127	602	532	403	273	317	954

OzTAM Quarter Hour Audience Data Files

	5 City Metro	Sydney	Melbourne	Brisbane	Adelaide	Perth	Nat STV
Ppl OG1	1,753	525	485	301	211	231	780
Ppl OG1 16-39	723	229	193	115	81	105	273
Ppl OG1 25-54	1,326	393	361	237	155	180	527
Ppl OG1 35+	1,264	369	360	220	155	160	584
Ppl OG1 40+	1,030	296	292	186	130	126	507
Ppl OG1-2	3,577	1,040	930	649	451	507	1,681
OG1-2 Men 25-54	1,143	341	311	208	123	160	478
OG1-3 35-49	1,326	383	352	244	162	185	592
Ppl OG2	1,824	515	445	348	240	276	901
Ppl OG2 16-39	771	220	185	149	104	113	359
Ppl OG2 40+	1,053	295	260	199	136	163	542
Ppl OG3	398	96	98	79	55	70	200
Ppl OG3 16-39	207	54	54	38	22	39	100
Ppl OG3 40+	191	42	44	41	33	31	100
Ppl OG3-4-5	879	216	210	184	122	147	493
Ppl OG3-4-5 16-39	378	97	97	79	44	61	200
Ppl OG3-4-5 40+	501	119	113	105	78	86	293

White shading indicates Approximate Sample Size is under 100