



From the start of the 2016 ratings year (Week 1, commencing Sunday 27 December, 2015) OzTAM introduces a new household characteristic, Household Income (HHI), within its Metropolitan and National Subscription TV Elemental Databases^[1].

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.

This household characteristic draws on national analysis of household incomes and identifies five bands 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*)

Please note that the household income dollar amounts are listed here for reference but are not available within the analytical software, the bands only are listed.

The original household characteristic, 'Incomes', remains available and is being renamed 'Number of Incomes' to better reflect its values and to avoid confusion with the new characteristic.

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 value for a home will be updated as and if it changes.

The collection and maintenance of panel household income detail has been under development over the last few years. This includes determination of band definitions, which 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 annually and revised as needed.

^[1] Please note: the HHI characteristic will only be available within the Elemental databases. The Quarter Hour files remain unchanged.