

## Household Lifecycle Categories

Beginning Week 1 of the 2005 Ratings Survey Year (w/c 26/12/04) OzTAM introduced a new Lifecycle Variable to assist the media and advertising industry in better analysing TV viewing patterns.

The Lifecycle Variable is available to the market in both the Metropolitan TV Elemental Database and National Subscription TV Elemental Database via industry software applications that meet OzTAM's Gold Standard.

In consultation with the OzTAM Technical Advisory Committee as part of a broader, ongoing Socio-Economic Project, eight mutually exclusive, household life-stage categories have been constructed.

These categories form part of the standard demographic list and as they have been created from existing variables, the building blocks exist to enable users to create these categories themselves. Users can even create their own Lifecycle categories, tailored to the specific needs.

Detailed below is a complete list of standard categories available as part of the OzTAM Lifecycle Variable:

Category Description	Category Definition
Sgl/Cpl w GB <40	Singles/Couples with GB <40 one to two-person households where all persons are aged 18+ years and the Grocery Buyer is aged under 40 years
Sgl/Cpl w GB 40-64	Singles/Couples with GB 40-64 one to two-person households where all persons are aged 18+ years and the Grocery Buyer is aged between 40 and 64 years
Sgl/Cpl w GB 65+	Singles/Couples with GB 65+ one to two-person households where all persons are aged 18+ years and the Grocery Buyer is aged 65 years or over
Grp Hlds w GB <55	Group Households with GB Under 55 three+ person households where each person is aged 18+ years and the Grocery Buyer is aged under 55 years of age
Grp Hlds w GB 55+	Group Households with GB 55+ three+ person households where each person is aged 18+ years and the Grocery Buyer is aged 55 years or over

Category Description	Category Definition
Fam w Infants (<5)	Families – With Infants two+ person households where there is at least one adult person aged 18+ years and at least one person under 5 years (older children may also be present)
Fam w Teens Only (13-17)	Families – Teens Only two+ person households where there is at least one adult person aged 18+ years and at least one person between 13 and 17 years, but no persons are aged under 12 years
Fam Other (5-12)	Families – Other two+ person households where there is at least one adult person aged 18+ years and at least one person aged between 5 and 12 years, but no persons are aged under 5 years (older children may also be present)