



# 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	



## OzTAM Quarter Hour Audience Data Files

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+



## OzTAM Quarter Hour Audience Data Files

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
GB 55-64		

TOTAL GROCERY SHOPPERS		
TGS 13+	GS 55-64	GS WITH CH 5-12
GS 18+	GS WITH CH	GS WITH CH 13-17
TGS 13-39	GS WITH 0 CH	GS WITH CH 5-17
TGS 13-54	GS WITH 1-2 CH	GS FEMALE
GS 25-54	GS WITH 3+ CH	GS FEMALE 25-49
GS 40+	GS WITH CH 0-2	GS NOT WORKING
GS 40-54	GS WITH CH 0-4	GS WORKING
GS 55+	GS WITH CH 0-12	



# OzTAM Quarter Hour Audience Data Files

Note: unless otherwise specified, total grocery shopper demographic is total grocery shopper 18+.

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.