

VOZ Demographics

This document details the demographics available in the VOZ database and accessible in VOZ Gold Standard software tools (TPSS), the VOZ R&F Portal and VOZ Quarter Hour Data files.

Background

As part of the construction of VOZ, OzTAM's VPM census level data is enhanced via BVOD demographic modelling to deliver person-based estimates of viewing to live and video on-demand streaming broadcaster content. The demographics available in VOZ largely reflect the demographics currently in the BVOD demographic model and will evolve over time. Additional demographics (35-54, 35-64 and Grocery Shoppers with Children) are included for broadcast TV results only in the Quarter Hour Files, VOZ R&F Portal and the VOZ Total TV database (accessible via TPSS) but are not available for BVOD results.

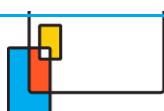
VOZ Gold Standard accredited software

	Children	People	Females	Males	Grocery Shoppers
00+					
00-17					
00-04					
05-12					
13-17					
00-39					
13+					
13-24					
13-39					
13-54					
16-39					
18+					
18-24					
18-39					
18-49					
18-54					
25+					
25-39					
25-54					
35-54					
35-64					
40+					
40-54					
55+					
55-64					
65+					
Plus Children					

*Note: the possibility exists for the aggregation of individual demographics in the Quarter Hour file to create broader groups e.g., People/Men/Women 25-64 (aggregation of 25-39 and 40-64) as indicated.

VOZ Quarter Hour data and VOZ R&F Portal OzTAM Metropolitan Markets (88*)

TOTAL PEOPLE	PEOPLE 40-64	WOMEN 16+
PEOPLE 0-4	PEOPLE 55+	WOMEN 16-39
PEOPLE 0-12	PEOPLE 55-64	WOMEN 16-54
PEOPLE 0-17	PEOPLE 65+	WOMEN 18+
PEOPLE 0-24	MEN 5-12	WOMEN 18-24
PEOPLE 0-39	MEN 13-17	WOMEN 18-39
PEOPLE 0-54	MEN 13-24	WOMEN 18-49
PEOPLE 5+	MEN 16+	WOMEN 18-54
PEOPLE 5-12	MEN 16-39	WOMEN 25+
PEOPLE 5-17	MEN 16-54	WOMEN 25-39
PEOPLE 13+	MEN 18+	WOMEN 25-54
PEOPLE 13-17	MEN 18-24	WOMEN 25-64
PEOPLE 13-24	MEN 18-39	WOMEN 35-54
PEOPLE 16+	MEN 18-49	WOMEN 40+
PEOPLE 16-39	MEN 18-54	WOMEN 40-54
PEOPLE 16-54	MEN 25+	WOMEN 40-64
PEOPLE 18+	MEN 25-39	WOMEN 55+
PEOPLE 18-24	MEN 25-54	WOMEN 55-64
PEOPLE 18-39	MEN 25-64	WOMEN 65+
PEOPLE 18-49	MEN 35-54	TGS 13+
PEOPLE 18-54	MEN 40+	TGS 13-39
PEOPLE 25+	MEN 40-54	TGS 13-54
PEOPLE 25-39	MEN 40-64	GS 18+
PEOPLE 25-54	MEN 55+	GS 25-54
PEOPLE 25-64	MEN 55-64	GS 40+
PEOPLE 35-54	MEN 65+	GS 40-54
PEOPLE 35-64	WOMEN 5-12	GS 55+
PEOPLE 40+	WOMEN 13-17	GS 55-64
PEOPLE 40-54	WOMEN 13-24	GS WITH CH
		GS FEMALE



VOZ Quarter Hour Demographics (Regional TAM)

Aggregate Markets* (74)

TOTAL PEOPLE	MEN 18-49
PEOPLE 0-12	MEN 18-54
PEOPLE 0-17	MEN 25+
PEOPLE 0-24	MEN 25-39
PEOPLE 0-39	MEN 25-54
PEOPLE 0-54	MEN 35-54
PEOPLE 5+	MEN 40+
PEOPLE 5-12	MEN 40-54
PEOPLE 5-17	MEN 40-64
PEOPLE 13+	MEN 55+
PEOPLE 13-17	WOMEN 13-24
PEOPLE 13-24	WOMEN 16+
PEOPLE 16+	WOMEN 16-39
PEOPLE 16-39	WOMEN 16-54
PEOPLE 16-54	WOMEN 18+
PEOPLE 18+	WOMEN 18-39
PEOPLE 18-24	WOMEN 18-49
PEOPLE 18-39	WOMEN 18-54
PEOPLE 18-49	WOMEN 25+
PEOPLE 18-54	WOMEN 25-39
PEOPLE 25+	WOMEN 25-54
PEOPLE 25-39	WOMEN 35-54
PEOPLE 25-54	WOMEN 40+
PEOPLE 35-54	WOMEN 40-54
PEOPLE 35-64	WOMEN 40-64
PEOPLE 40+	WOMEN 55+
PEOPLE 40-54	TGS 13+
PEOPLE 40-64	TGS 13-39
PEOPLE 55+	TGS 13-54
PEOPLE 55-64	GS 18+
PEOPLE 65+	GS 25-54
MEN 13-24	GS 40+
MEN 16+	GS 40-54
MEN 16-39	GS 55+
MEN 16-54	GS 55-64
MEN 18+	GS WITH CH
MEN 18-39	GS FEMALE

Tasmania (63)

TOTAL PEOPLE	MEN 25-39
PEOPLE 0-12	MEN 25-54
PEOPLE 0-17	MEN 40+
PEOPLE 0-24	MEN 55+
PEOPLE 0-39	WOMEN 16+
PEOPLE 0-54	WOMEN 16-39
PEOPLE 5+	WOMEN 16-54
PEOPLE 5-12	WOMEN 18+
PEOPLE 5-17	WOMEN 18-39
PEOPLE 13+	WOMEN 18-49
PEOPLE 13-17	WOMEN 18-54
PEOPLE 13-24	WOMEN 25+
PEOPLE 16+	WOMEN 25-39
PEOPLE 16-39	WOMEN 25-54
PEOPLE 16-54	WOMEN 40+
PEOPLE 18+	WOMEN 40-54
PEOPLE 18-24	WOMEN 55+
PEOPLE 18-39	TGS 13+
PEOPLE 18-49	TGS 13-39
PEOPLE 18-54	TGS 13-54
PEOPLE 25+	GS 18+
PEOPLE 25-39	GS 25-54
PEOPLE 25-54	GS 40+
PEOPLE 35-54	GS 55-64
PEOPLE 35-64	GS WITH CH
PEOPLE 40+	GS FEMALE
PEOPLE 40-54	
PEOPLE 40-64	
PEOPLE 55+	
MEN 16+	
MEN 16-39	
MEN 16-54	
MEN 18+	
MEN 18-39	
MEN 18-49	
MEN 18-54	
MEN 25+	

Sub Markets** (21)

TOTAL PEOPLE
PEOPLE 16+
PEOPLE 16-39
PEOPLE 16-54
PEOPLE 25+
PEOPLE 25-54
PEOPLE 40+
MEN 16+
MEN 16-39
MEN 16-54
MEN 25+
MEN 25-54
MEN 40+
WOMEN 16+
WOMEN 16-39
WOMEN 16-54
WOMEN 25+
WOMEN 25-54
WOMEN 40+
TGS 13+
GS 18+

Regional WA (24)

TOTAL PEOPLE
PEOPLE 16+
PEOPLE 16-39
PEOPLE 16-54
PEOPLE 25+
PEOPLE 25-54
PEOPLE 40+
PEOPLE 55+
MEN 16+
MEN 16-39
MEN 16-54
MEN 25+
MEN 25-54
MEN 40+
MEN 55+
WOMEN 16+
WOMEN 16-39
WOMEN 16-54
WOMEN 25+
WOMEN 25-54
WOMEN 40+
WOMEN 55+
TGS 13+
GS 18+

Quarter Hour Trading File delivery:

- Metropolitan and Aggregate markets including Tasmania delivered daily.
- Regional WA and Sub Markets delivered 4-weekly.

*Queensland, Northern NSW, Southern NSW, Victoria

** Sub Markets available in the Quarter Hour files but not in the VOZ Total TV database or VOZ R&F Portal.

