

# VOZ DEMOGRAPHICS EXPLAINED

Your guide to understanding the demographics available in the VOZ database and within VOZ Gold Standard software tools (TPSS), the VOZ Reach & Frequency (R&F) Portal and VOZ Quarter Hour (QHF) Data files.

## Background

As part of the construction of VOZ, OzTAM's Video Player Measurement (VPM) census level data is enhanced via BVOD demographic modelling to deliver person-based measurement 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 continue to evolve over time.

## Topline demographic changes for VOZ

The demographic groups listed below are not available in the VOZ dataset.

- Total Households
- Age groups of 16-24, 18-29, 25-44, 30-49
- All Grocery Buyer (GB) related demographics
- All Occupational Group related demographics

In most cases, there will be demographics that closely align to any unavailable demographics in VOZ, and it is suggested that you speak with your planning team or relevant network to help guide alternative options.

## Grocery Buyer vs Grocery Shopper

The removal of the Grocery Buyer (GB) demographics aligns with the introduction of Grocery Shopper (GS) demographics that have been available since 2017.

This newer GS demographic was introduced to reflect the change in the grocery shopping role within the home, as it includes the main grocery buyers as well as alternate grocery shoppers within the home.

## TPSS demographics

Third Party Software Suppliers (TPSS), provide the flexibility to use the available VOZ standard demographics or combinations of demographics nationally and for any individual market.

The standard demographics shown in the table below are the building blocks to create any customised demographics.

In most cases, TPSS's will analyse data from the Respondent Level Data (RLD) dataset (RLD is also referred to as Minute x Minute (MxM) or Elemental datasets in some industry tools and systems.).

	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*					

\*Grocery Shoppers plus Children is only available for analysis of broadcast TV.

\*\*From research day Sunday 27th October 2024, and going forward, demographic groups People/Men/Women 35-54 and 35-64 will be available to analyse and report on Total TV and BVOD, as well as broadcast TV. Prior to this date analysis is only possible for broadcast TV.

More information on TPSS is available in [TPSS Explained](#).

VOZ Universe Estimates are available [here](#).

## QHF demographics (Mediaocean)

QHF's are delivered with a specific set of pre-defined trading demographics that align with the current TAM TV ratings service. Given VOZ caters for both broadcast TV and BVOD viewing, there have been some changes to the availability of demographics in the broadcast TV QHF (which are primarily used for trading and available via Mediaocean Spectra).

A reduction in available broadcast TV demographics as follows:

- Metropolitan: 88 VOZ demo's vs 183 TAM TV ratings demographics
- Regional AGG: 74 VOZ demo's vs 138 TAM TV ratings demographics

Individual demographics can be aggregated in the QHF to create broader groups. E.g. People/Men/Women 25-64 (aggregation of 25-39 and 40-64).

Metropolitan Markets (88)			
TOTAL PEOPLE	PEOPLE 40-64	MEN 40-54	WOMEN 13-17
PEOPLE 0-4	PEOPLE 55+	MEN 40-64	WOMEN 13-24
PEOPLE 0-12	PEOPLE 55-64	MEN 55+	TGS 13+
PEOPLE 0-17	PEOPLE 65+	MEN 55-64	TGS 13-39
PEOPLE 0-24	PEOPLE 35-54	MEN 65+	TGS 13-54
PEOPLE 0-39	PEOPLE 35-64	WOMEN 16+	GS 18+
PEOPLE 0-54	PEOPLE 40+	WOMEN 16-39	GS 25-54
PEOPLE 5+	PEOPLE 40-54	WOMEN 16-54	GS 40+
PEOPLE 5-12	MEN 5-12	WOMEN 18+	GS 40-54
PEOPLE 5-17	MEN 13-17	WOMEN 18-24	GS 55+
PEOPLE 13+	MEN 13-24	WOMEN 18-39	GS 55-64
PEOPLE 13-17	MEN 16+	WOMEN 18-49	GS WITH CH
PEOPLE 13-24	MEN 16-39	WOMEN 18-54	GS FEMALE
PEOPLE 16+	MEN 16-54	WOMEN 25+	
PEOPLE 16-39	MEN 18+	WOMEN 25-39	
PEOPLE 16-54	MEN 18-24	WOMEN 25-54	
PEOPLE 18+	MEN 18-39	WOMEN 25-64	
PEOPLE 18-24	MEN 18-49	WOMEN 35-54	
PEOPLE 18-39	MEN 18-54	WOMEN 40+	
PEOPLE 18-49	MEN 25+	WOMEN 40-54	
PEOPLE 18-54	MEN 25-39	WOMEN 40-64	
PEOPLE 25+	MEN 25-54	WOMEN 55+	
PEOPLE 25-39	MEN 25-64	WOMEN 55-64	
PEOPLE 25-54	MEN 35-54	WOMEN 65+	
PEOPLE 25-64	MEN 40+	WOMEN 5-12	

Regional Aggregate Markets* (74)		Tasmania (63)		Regional Sub Markets (24)	Regional WA (24)
TOTAL PEOPLE	MEN 18-49	TOTAL PEOPLE	MEN 25-39	TOTAL PEOPLE	TOTAL PEOPLE
PEOPLE 0-12	MEN 18-54	PEOPLE 0-12	MEN 25-54	PEOPLE 16+	PEOPLE 16+
PEOPLE 0-17	MEN 25+	PEOPLE 0-17	MEN 40+	PEOPLE 16-39	PEOPLE 16-39
PEOPLE 0-24	MEN 25-39	PEOPLE 0-24	MEN 55+	PEOPLE 16-54	PEOPLE 16-54
PEOPLE 0-39	MEN 25-54	PEOPLE 0-39	WOMEN 16+	PEOPLE 25+	PEOPLE 25+
PEOPLE 0-54	MEN 35-54	PEOPLE 0-54	WOMEN 16-39	PEOPLE 25-54	PEOPLE 25-54
PEOPLE 5+	MEN 40+	PEOPLE 5+	WOMEN 16-54	PEOPLE 40+	PEOPLE 40+
PEOPLE 5-12	MEN 40-54	PEOPLE 5-12	WOMEN 18+	PEOPLE 55+	PEOPLE 55+
PEOPLE 5-17	MEN 40-64	PEOPLE 5-17	WOMEN 18-39	MEN 16+	MEN 16+
PEOPLE 13+	MEN 55+	PEOPLE 13+	WOMEN 18-49	MEN 16-39	MEN 16-39
PEOPLE 13-17	WOMEN 13-24	PEOPLE 13-17	WOMEN 18-54	MEN 16-54	MEN 16-54
PEOPLE 13-24	WOMEN 16+	PEOPLE 13-24	WOMEN 25+	MEN 25+	MEN 25+
PEOPLE 16+	WOMEN 16-39	PEOPLE 16+	WOMEN 25-39	MEN 25-54	MEN 25-54
PEOPLE 16-39	WOMEN 16-54	PEOPLE 16-39	WOMEN 25-54	MEN 40+	MEN 40+
PEOPLE 16-54	WOMEN 18+	PEOPLE 16-54	WOMEN 40+	MEN 55+	MEN 55+
PEOPLE 18+	WOMEN 18-39	PEOPLE 18+	WOMEN 40-54	WOMEN 16+	WOMEN 16+
PEOPLE 18-24	WOMEN 18-49	PEOPLE 18-24	WOMEN 55+	WOMEN 16-39	WOMEN 16-39
PEOPLE 18-39	WOMEN 18-54	PEOPLE 18-39	TGS 13+	WOMEN 16-54	WOMEN 16-54
PEOPLE 18-49	WOMEN 25+	PEOPLE 18-49	TGS 13-39	WOMEN 25+	WOMEN 25+
PEOPLE 18-54	WOMEN 25-39	PEOPLE 18-54	TGS 13-54	WOMEN 25-54	WOMEN 25-54
PEOPLE 25+	WOMEN 25-54	PEOPLE 25+	GS 18+	WOMEN 40+	WOMEN 40+
PEOPLE 25-39	WOMEN 35-54	PEOPLE 25-39	GS 25-54	WOMEN 55+	WOMEN 55+
PEOPLE 25-54	WOMEN 40+	PEOPLE 25-54	GS 40+	TGS 13+	TGS 13+
PEOPLE 35-54	WOMEN 40-54	PEOPLE 35-54	GS 55-64	GS 18+	GS 18+
PEOPLE 35-64	WOMEN 40-64	PEOPLE 35-64	GS WITH CH		
PEOPLE 40+	WOMEN 55+	PEOPLE 40+	GS FEMALE		
PEOPLE 40-54	TGS 13+	PEOPLE 40-54			
PEOPLE 40-64	TGS 13-39	PEOPLE 40-64			
PEOPLE 55+	TGS 13-54	PEOPLE 55+			
PEOPLE 55-64	GS 18+	MEN 16+			
PEOPLE 65+	GS 25-54	MEN 16-39			
MEN 13-24	GS 40+	MEN 16-54			
MEN 16+	GS 40-54	MEN 18+			
MEN 16-39	GS 55+	MEN 18-39			
MEN 16-54	GS 55-64	MEN 18-49			
MEN 18+	GS WITH CH	MEN 18-54			
MEN 18-39	GS FEMALE	MEN 25+			

\*Queensland, Northern NSW, Southern NSW, Victoria

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

Quarter Hour trading file delivery:

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

Rest of Australia is a research area, not a trading territory and therefore not included as a market in the Quarter Hour Files.

TARPS are calculated against 1+ TV homes universe estimates for each available demographic.