

TERMS AND DEFINITIONS

- **Universe Estimate**

The estimated population against which media audiences are calculated.

- **Minimum Sample Size**

Minimum expected panel size of the reporting panel for a defined demographic within a defined geographic area based on Universe Estimates. The reporting panel is 90% of the full panel.

- **Households Using Television (HUT)**

The number of Households with at least one television set switched on.

- **Rating**

The number of homes (or people) tuned to a particular station at a particular time. Usually expressed as a percentage.

- **Target Audience Rating Point (TARP)**

The average viewing audience for a demographic, usually expressed as a percentage.

- **Share**

The average viewing audience for a specific program or station, expressed as a percentage of the total TV viewing audience.

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- **Reach**

The number or percentage of different people who have seen 'x' minute(s) of a program or timeband. Industry standard bases Program Reach on 5 consecutive minutes viewed.

- **Effective Frequency**

The number of exposures (1+, 2+, 3+ etc) deemed necessary for an advertising message to produce an effect.

(i.e. For the target market to take the desired action, or for the ad to cause the desired response)

- **Effective Reach**

The number or percentage of the target audience who are reached at, or above, the Effective Frequency level.

Eg. If the Effective Frequency is set at 3 and 55% of the target have seen the advertising campaign 3 or more times then the Effective Reach is 55%.

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- **Live**
Viewing of television programming at the time of broadcast.
- **As Live**
Viewing of recorded television programming on the same research day, at least 60 seconds after the time of the original broadcast (a research day is 2am to 2am).
- **Overnight**
The aggregate of Live and As Live viewing. Overnight files are released on the morning of the day after broadcast.
- **Time Shift to 7**
Viewing of recorded television programming up to seven days after broadcast.
- **Playback to 7**
Viewing to a television program at a time later than the original time of broadcast, up to seven days after broadcast. This is measured as the addition of 'As Live' and 'Time shift to 7'.
- **Consolidated 7**
The aggregate of Live, As Live and Time Shift viewing, up to seven days after broadcast. Consolidated files are released seven days after the overnight files.

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- **Time Shift 8-28**

Viewing of recorded television programming between 8 – 28 days after the original time of broadcast

- **Time Shift to 28**

Viewing of recorded television programming up to 28 days after broadcast.

- **Playback to 28**

Viewing to a television program at a time later than the original time of broadcast, up to 28 days after broadcast. This is measured as the addition of 'As Live' and 'Time shift to 28'.

- **Consolidated 28**

The aggregate of Live, As Live and Time Shift to 28 viewing, up to 28 days after broadcast. Consolidated files are released 21 days after Consolidated 7 files and 28 days after the overnight files.

- **Total Grocery Shopper**

As of 1st January 2017, the new 'Total Grocery Shopper' demographic will sit alongside the Main Grocery Buyer demographic and with its broader definition will account for all of the grocery shoppers within the home.

Main Grocery Buyers are also commonly referred to as Grocery Buyers, MGBs and GBs. The new 'Total Grocery Shopper' variable may be referred to as Total Shoppers, Shoppers or SH.

The Total Grocery Shopper attribute will have a floating universe estimate.



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- **Occupational Group 1 (OG1)**

(previously referred to as AB)

Managers, Administrators & Professionals:

Legislators & Government Appointed Officials; General Managers; Specialist managers; Farmers and Farm managers; managing Supervisors (Sales and Service and Other Business); Natural Scientists; Building Professionals and Engineers; Health Diagnosis and Treatment Practitioners; Tertiary Teachers; Social Professionals; Business Professionals; Artists and Related Professionals

- **Occupational Group 2 (OG2)**

(previously referred to as C1)

Para Professionals; Clerks; Teachers; Sales People and Professional Service Workers:

Medical and Science Technical Officers and Technicians; Engineering and Building Associates and Technicians; Air and Sea Transport Technical Workers; Registered Nurses; Stenographers and Typists; Data Processing and Business machine Operators; Numerical Clerks; Filing; Sorting and Copying Clerks; Material Recording and Despatching Clerks; Receptionists; Telephonists and Messengers; School Teachers; Investment; Insurance and Real Estate Salespersons; Sales Representatives, Sales Assistants; Tellers; Cashiers and Ticket Salespersons; Personal Service Workers

- **Occupational Group 3 (OG3)**

(previously referred to as C2)

Tradespeople:

Metal and Machinery Tradespeople; Electrical and Electronics Tradespersons; Printing Tradespeople; Vehicle Tradespeople; Food Tradespersons; Amenity Horticultural Tradespeople



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- **Occupational Group 4 (OG4)**

(previously referred to as D)

Plant and Machine Operators, Drivers and Police:

Road and Rail Transport Drivers; Mobile Plant Operators; Stationary Plant Operators; Machine Operators; Police

- **Occupational Group 5 (OG5)**

(previously referred to as E)

Labourers & Related Workers:

Trade Assistants and Factory Hands; Agricultural Labourers and Related Workers; Cleaners; Construction and Mining Labourers



HOUSEHOLD INCOME

Household Income Classifications

From the start of the 2016 ratings year (week 1, commencing Sunday 27 December, 2015) Regional TAM introduces a new household characteristic, **Household Income (HHI)**, within its Regional FTA and Regional STV Elemental databases.

This household characteristic draws on national analysis of household incomes and identifies five bands. HHI is part of the standard demographic list and can be analysed in isolation or in conjunction with other Regional TAM analysis variables within approved software packages.

HHI is also available in the OzTAM Metropolitan and National STV Elemental databases.

The household income band labels and ranges:

Income Band	2016 Household Income Thresholds*
Income Band 1	\$130,000+
Income Band 2	\$90,000 - \$129,999
Income Band 3	\$55,000 - \$89,999
Income Band 4	\$30,000 - \$54,999
Income Band 5	Less than \$30,000
Unknown	Non Disclosed

To accommodate changing dynamics within individual markets, HHI band ranges will be reviewed annually and revised as needed.

The HHI characteristic will only be available within the Elemental databases. The Quarter Hour files remain unchanged.

**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.*