

Regional TAM Communication | Sub Market Data Changes in VOZ



June 2024 #1

Following the notification of the changes to future Regional TAM Sub Market data sets when VOZ becomes industry currency, we would like to provide details of the VOZ Quarter Hour trading demographics that will be available for use.

There will be **24** x VOZ Sub Market trading demographics, with the inclusion of 3 additional demographics: People 55+, Men 55+ and Women 55+. (Total Households and Grocery Buyers will be removed).

There will be **no change** to the delivery of the files: Sub market Qtr Hr average file is supplied as a 4 weekly file by Survey Period. Sub market Qtr Hr files are not supplied for Weeks 1 and 2 of the year, as well as the Easter period.

The below table details the existing TAM demographics and the new VOZ demographics for Regional TAM Quarter Hour trading data files:

Sub Market Qtr Hr Trading TAM Currency: 23 Demographics		 Removal of 2 demos. Total Households Grocery Buyers  Addition of 3 demos. People 55+ Men 55+ Women 55+	Sub Market Qtr Hr Trading VOZ Currency : 24 Demographics	
Total Individuals	People 16-39		Total Individuals	People 16-39
Total Households	Men 16-39		Total Grocery Shopper 13+	Men 16-39
Grocery Buyers	Women 16-39		Grocery Shopper 18+	Women 16-39
Total Grocery Shopper 13+	People 25-54		People 16+	People 25-54
Grocery Shopper 18+	Men 25-54		Men 16+	Men 25-54
People 16+	Women 25-54		Women 16+	Women 25-54
Men 16+	People 16-54		People 25+	People 16-54
Women 16+	Men 16-54		Men 25+	Men 16-54
People 25+	Women 16-54		Women 25+	Women 16-54
Men 25+	People 40+		People 55+	People 40+
Women 25+	Men 40+		Men 55+	Men 40+
	Women 40+		Women+	Women 40+

There will be **no change** to existing **Quarter Hour data file formats** ingested into Third party software systems.

Regional TAM VOZ sub market quarter hour **Back Data** files will be supplied from **Week 29 (Survey 6), 2022**, ensuring a comprehensive historical perspective for stakeholders.

For further information on VOZ Demographics - www.virtualoz.com.au/resource/voz-demographics

Please contact Regional TAM Info regionalinfo.tam.au@nielsen.com with any questions or feedback.