

Sub Market Data Changes in VOZ | Methodology

August 2024

Regional TAM will implement a refined methodological approach for producing Sub Market data when VOZ becomes currency on December 29, 2024. While the previous panel expansion in 2016 aimed to enhance sample robustness, rapidly changing viewing behaviours have led to an increase in zero-rating cells, impacting quarter-hour metrics.

Moving forward, Sub Market Quarter Hour data will be produced by first calculating the total Aggregate Market audience within VOZ and then factoring this figure according to the demographic profile of each individual Sub Market. There will be no change to Aggregate Market (Queensland, Northern NSW, Southern NSW, Victoria and Tasmania) and Regional WA data outputs.

The underlying Regional TAM panel will continue to be representative of the population, with minimum sample sizes to be maintained in all Sub Markets. Sub Market panel data will be integral for the production of VOZ outputs.

Below is an example of a Sub Market audience estimate calculated by factoring an Aggregate Market Audience of 50,000 people, based on the proportion of population in each Sub market.


Market	Universe Estimate	Factored %		Average Audience
Queensland	1,967,000	100%		50,000
Maryborough	694,600	35.3%	▶	17,650
Toowoomba	321,400	16.3%	▶	8,150
Cairns	271,000	13.8%	▶	6,900
Townsville	245,800	12.5%	▶	6,250
Rockhampton	239,900	12.2%	▶	6,100
Mackay	195,000	9.9%	▶	4,950
Northern NSW	2,312,700	100%		50,000
Northern Rivers	1,083,900	46.9%	▶	23,450
Newcastle	863,800	37.4%	▶	18,700
Tamworth Taree	365,100	15.8%	▶	7,900
Southern NSW	1,589,200	100%		50,000
Canberra	595,500	37.5%	▶	18,750
ODW	435,400	27.4%	▶	13,700
Wollongong	558,300	35.1%	▶	17,550

Market	Universe Estimate	Factored %		Average Audience
Victoria	1,265,000	100%		50,000
Ballarat	377,000	29.8%	▶	14,900
Gippsland	251,700	19.9%	▶	9,950
Bendigo	251,500	19.9%	▶	9,950
Albury Wodonga	203,600	16.1%	▶	8,050
Shepparton	181,200	14.3%	▶	7,150
Tasmania	556,600	100%		50,000
Hobart	290,100	52.1%	▶	26,050
Launceston	266,600	47.9%	▶	23,950
Regional WA	565,120	100%		50,000
No Sub Markets = No Factoring required.				

*Total People Universe Estimates based on 2024 TAM

Below is a summary of other important information regarding Sub Market data changes in VOZ:

- There will be **no change** to the delivery timeframe, with Sub Market Quarter Hour files supplied as a 4-weekly average file, by Survey Period. Sub Market Quarter Hour files are not supplied for Weeks 1 and 2 of the year, or for the designated Easter period.
- Regional TAM VOZ Sub Market quarter hour **Back Data** files (with new methodology) will be supplied from **Week 29 (Survey 6) 2022**, ensuring a comprehensive historical perspective for stakeholders. All data (from Survey 5, 2024 and Back Data) is **available now** to access.
- There will be no change to existing Quarter Hour data file formats ingested into Third Party Software systems.
- There will be a change to Sub Market trading demographics : **24** x VOZ Sub Market demographics will be available for trading, with the inclusion of 3 additional demographics: People 55+, Men 55+ and Women 55+. (Total Households and Grocery Buyers will be removed).

Sub Market Qtr Hr Trading TAM Currency: 23 Demographics		 Removal of 2 demos. Total Households Grocery Buyers	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 55+	Women 40+

- Sub Market Elemental (minute by minute) data will no longer be available. This will impact the ability to perform Reach and Frequency analyses at the Sub Market level. Sub Market post analysis (Audience estimates/TARPS) will be available at a Quarter Hour level using Third Party Software, and internal trading systems.

For additional information and resources head to the Regional TAM website
(www.regionaltam.com.au/ratingsresources)

For further information regarding OzTAM's VOZ - www.virtualoz.com.au

Should you have any questions, please contact Regional TAM Info regionalinfo.tam.au@nielsen.com