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OzTAM adds 'Total Grocery Shoppers' demographic to TV ratings database

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OzTAM will introduce a 'Total Grocery Shoppers' demographic to its TV ratings database from week 1 of the 2017 ratings year (week commencing Sunday 1st January, 2017).

This new variable will be in addition to the long-standing 'Main Grocery Buyer' demographic, and recognises that Australian shopping patterns are changing: often more than one person in a household now does the shopping and/or influences supermarket purchases.

"The traditional 'weekly shop' by a main grocery buyer is increasingly less typical in Australian homes," OzTAM CEO Doug Peiffer said.

"People now shop multiple times during the week, with duties often shared between parents and other family members. There are also more shared households in which people do their own grocery buying.

"In light of these changes it makes sense for OzTAM to introduce a demographic with a broader definition of the target and reach of all grocery shoppers within a home. The new 'Total Grocery Shoppers' variable joins 'Main Grocery Buyer', and OzTAM data subscribers can use both for a more comprehensive picture of who shops and influences purchasing decisions in Australian homes."

The additional 'Total Grocery Shoppers' demographic reflects changing household characteristics and behaviours (and, therefore, patterns of grocery buying) including:

- Delaying marriage and having children;
- Households where both parents work and share responsibility for grocery shopping;
- Young adult children leaving home at a later stage, and contributing to household grocery shopping;
- Increasing incidence of shared households, where individuals do their own shopping;
- Busy schedules, where meals are often not planned in advance;
- Australians' increasing emphasis on fresh produce, and the quest for 'discovery' and finding something new in-store;
- Increasing trial of online shopping, which enables more household members to research products and influence purchase decisions.

OzTAM data subscribers will continue to be able to use the 'Main Grocery Buyer' demographic along with the new 'Total Grocery Shoppers' and dozens of other demographic variables within the OzTAM Metropolitan and National Subscription Television databases.

About OzTAM

OzTAM is Australia's official source of television audience measurement (TAM) covering the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and nationally for subscription television. OzTAM ratings are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs, networks and advertising campaigns. OzTAM's Video Player Measurement (VPM) reporting service provides Australia's first official figures for viewing of internet-delivered TV content. www.oztam.com.au