

## OzTAM Quarter Hour Audience Data Files

Each day, OzTAM delivers Quarter Hour audience data files for the five metropolitan city markets and the national STV market, for the trading databases.

The Quarter Hour data files provide the average fifteen minute Overnight and Consolidated audience estimates by channel for each quarter hour in a research day (24 hours between 2am to 2am).

The Overnight Quarter Hour audience data files containing the Overnight audience estimates are released each day for the previous research day.

After seven days, when the Time Shift audience data is available, the Consolidated Quarter Hour audience data files for that research day are released.

The Quarter Hour files include a specific set of trading demographic groups as listed below.

HOMES & PEOPLE		
HOUSEHOLDS	PEOPLE 16+	PEOPLE 35-49
TOTAL PEOPLE	PEOPLE 16-24	PEOPLE 35-54
PEOPLE 2-9	PEOPLE 16-39	PEOPLE 35-64
PEOPLE 5-9	PEOPLE 16-54	PEOPLE 40+
PEOPLE 5-12	PEOPLE 18+	PEOPLE 40-54
PEOPLE 5-15	PEOPLE 18-24	PEOPLE 40-64
PEOPLE 5-17	PEOPLE 18-29	PEOPLE 5+
PEOPLE 10-17	PEOPLE 18-39	PEOPLE 50-64
PEOPLE 13-17	PEOPLE 18-49	PEOPLE 55+
PEOPLE 0-12	PEOPLE 18-54	PEOPLE 55-64
PEOPLE 0-17	PEOPLE 25+	PEOPLE 55-69
PEOPLE 0-24	PEOPLE 25-34	PEOPLE 65+
PEOPLE 0-39	PEOPLE 25-39	REGION 1 PEOPLE (metro only)
PEOPLE 0-4	PEOPLE 25-44	REGION 2 PEOPLE (metro only)
PEOPLE 0-54	PEOPLE 25-49	REGION 3 PEOPLE (metro only)
PEOPLE 10-15	PEOPLE 25-54	REGION 4 PEOPLE (metro only)
PEOPLE 13+	PEOPLE 30+	REGION 5 PEOPLE (metro only)
PEOPLE 13-29	PEOPLE 30-39	
PEOPLE 13-24	PEOPLE 30-49	

## OzTAM Quarter Hour Audience Data Files

MEN		
MEN 0-15	MEN 16-54	MEN 25-54
MEN 5-9	MEN 18+	MEN 25-54 WITH CH
MEN 5-12	MEN 18-24	MEN 30-49
MEN 5-15	MEN 18-29	MEN 35-54
MEN 10-15	MEN 18-34	MEN 40+
MEN 13-17	MEN 18-39	MEN 40-54
MEN 13-24	MEN 18-49	MEN 40-64
MEN 13-29	MEN 18-54	MEN 50-64
MEN 16+	MEN 25+	MEN 55+
MEN 16-24	MEN 25-39	MEN 55-64
MEN 16-39	MEN 25-44	MEN 65+

WOMEN		
WOMEN 0-15	WOMEN 16-54	WOMEN 25-54
WOMEN 5-9	WOMEN 18+	WOMEN 25-54 WITH CH
WOMEN 5-12	WOMEN 18-24	WOMEN 30-49
WOMEN 5-15	WOMEN 18-29	WOMEN 35-54
WOMEN 10-15	WOMEN 18-34	WOMEN 40+
WOMEN 13-17	WOMEN 18-39	WOMEN 40-54
WOMEN 13-24	WOMEN 18-49	WOMEN 40-64
WOMEN 13-29	WOMEN 18-54	WOMEN 50-64
WOMEN 16+	WOMEN 25+	WOMEN 55+
WOMEN 16-24	WOMEN 25-39	WOMEN 55-64
WOMEN 16-39	WOMEN 25-44	WOMEN 65+

## OzTAM Quarter Hour Audience Data Files

### GROCERY BUYERS

GB	GB WITH CH	GB WITH CH 5-12
GB 18-39	GB WITH 0 CH	GB WITH CH 13-17
GB 18-54	GB WITH 1-2 CH	GB WITH CH 5-17
GB 25-54	GB WITH 3+ CH	GB FEMALE
GB 40+	GB WITH CH 0-2	GB FEMALE 25-49
GB 40-54	GB WITH CH 0-4	GB NOT WORKING
GB 55+	GB WITH CH 0-12	GB WORKING

### OCCUPATION GROUPS

OG1	OG1-2 M25-54	OG3 P16-39
OG1 P16-39	OG1-3 P35-49	OG3 P40+
OG1 P25-54	OG2	OG3-5
OG1 P35+	OG2 P16-39	OG3-5 P16-39
OG1 P40+	OG2 P40+	OG3-5 P40+
OG1-2	OG3	