

Generation Categories

Beginning week 1 of 2009 (w/c 28th December 2008), OzTAM introduced a new Generation variable to assist the media and advertising industry in better analysing TV viewing patterns.

The Generation variable is available to the market for analysis in both the Metropolitan TV Elemental Database and National Subscription TV Elemental Database, via industry software applications that meet OzTAM's Gold Standard.

In consultation with the OzTAM Technical Advisory Committee, six mutually exclusive Generation categories have been constructed.

These categories form part of the standard demographic list and can be analysed in isolation or even used in conjunction with other OzTAM analysis variables.

Detailed below is a complete list of standard categories available as part of the Generation variable.

GENERATION CATEGORIES	
Category Description	Category Definition
Pioneers	born prior to 1946
Baby Boomers	born 1946 to 1960
Generation X	born 1961 to 1975
Generation Y	born 1976 to 1990
Generation Z	born 1991 to 2005
Generation Next	born 2006 to present