

Highest Education Qualifications Categories

Beginning Week 1 of 2006 (w/c 01/01/06), OzTAM introduced a new Highest Education Qualification variable to assist the media and advertising industry in better analysing TV viewing patterns.

The Highest Education Qualification 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, as part of a broader, ongoing Socio-Economic Project, six mutually exclusive highest education qualification 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 OzTAM Highest Education Qualification variable.

HIGHEST EDUCATION QUALIFICATION CATEGORIES	
Category Description	Category Definition
Not Yet / Never Attended School	Pre-schoolers / never attended school
At School	Primary schoolers and those in Years 7 to 11, excluding those who left school without HSQ
Left School without HSQ	Primary schoolers and those in Years 7 to 11, who are aged over 15 with work status NOT full-time student
Completing / Achieved HSQ	Those in Year 12
Completing / Achieved Technical / Trade Qualification	Those completing or have achieved a Technical Certificate, Trade Certificate or TAFE Qualification
Completing / Achieved University Degree	Those completing or have achieved an Undergraduate/ Part Degree, Bachelor Degree, Masters Degree, Phd or Doctorate

HSQ = Highest Secondary Qualification