

## Household Lifecycle Categories

Beginning Week 1 of the 2005 Ratings Survey Year (w/c 26/12/04), OzTAM introduced a new Lifecycle Variable to assist the media and advertising industry in better analysing TV viewing patterns.

The Lifecycle Variable is available to the market for analysis in both the Metropolitan and National Subscription TV Elemental Databases, 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, eight mutually exclusive, household life-stage categories have been constructed.

These categories form part of the standard demographic list and as they have been created from existing variables, the building blocks exist to enable users to create these categories themselves. Users can even create their own Lifecycle categories, tailored to their specific needs.

Detailed on the following page is a complete list of standard categories available as part of the OzTAM Lifecycle Variable.

## Household Lifecycle Categories

Category Description	Expanded Category Definition
<b>Sgl/Cpl w GB &lt;40</b>	<b>Singles/Couples with GB &lt;40</b> one to two-person households where all persons are aged 18+ years and the Grocery Buyer is aged under 40 years.
<b>Sgl/Cpl w GB 40-64</b>	<b>Singles/Couples with GB 40-64</b> one to two-person households where all persons are aged 18+ years and the Grocery Buyer is aged between 40 and 64 years.
<b>Sgl/Cpl w GB 65+</b>	<b>Singles/Couples with GB 65+</b> one to two-person households where all persons are aged 18+ years and the Grocery Buyer is aged 65 years or over.
<b>Grp Hlds w GB &lt; 55</b>	<b>Group Households with GB Under 55</b> three+ person households where each person is aged 18+ years and the Grocery Buyer is aged under 55 years of age.
<b>Grp Hlds w GB 55+</b>	<b>Group Households with GB 55+</b> three+ person households where each person is aged 18+ years and the Grocery Buyer is aged 55 years or over.
<b>Fam w Infants (&lt;5)</b>	<b>Families - With Infants</b> two+ person households where there is at least one adult person aged 18+ years and at least one person under 5 years (older children may also be present).
<b>Fam w Teens Only (13-17)</b>	<b>Families - Teen Only</b> two+ person households where there is at least one adult person aged 18+ years and at least one person between 13 and 17 years, but no persons are aged under 12 years.
<b>Fam Other (5-12)</b>	<b>Families - Other</b> two+ person households where there is at least one adult person aged 18+ years and at least one person aged between 5 and 12 years, but no persons are aged under 5 years (older children may also be present).