

Occupation Classifications

Beginning Week 1 of the 2005 Ratings Survey Year (w/c 26/12/04) OzTAM introduced revised Occupation category names within the Metropolitan and National Subscription TV Elemental Databases, to reflect consistency with other forms of socio economic analysis.

In consultation with the OzTAM Technical Advisory Committee, as part of a broader, ongoing Socio-Economic Project, the respondent Occupation category labels are now a more consistent and meaningful reflection of occupational group names.

These renamed categories replace the previous occupation group labels and form part of the standard demographic list available within industry software packages that use elemental data and meet OzTAM's Gold Standard.

Within software that uses 1/4 hour data, the category names within Occupation will be as they currently stand, however, we will be encouraging those software suppliers to re-name their tags for display over the course of scheduled software updates, to assist in the whole industry using the new terminology.

Detailed on the following page is a complete list of the Occupation category labels and how they relate to the previous group names.

Occupation Classifications

Occupation Group 1 (OG1)

Managers, Administrators and Professionals

Legislators and Government Appointed Officials; General Managers; Specialist Managers; Farmers and Farm Managers; Managing Supervisors (Sales and Service and Other Business); Natural Scientists; Building Professionals and Engineers; Health Diagnosis and Treatment Practitioners; Tertiary Teachers; Social Professionals; Business Professionals; Artists and Related Professionals

Occupation Group 2 (OG2)

Para-Professionals, Clerks, Teachers, Salespeople and Professional Service Workers

Medical and Science Technical Officers and Technicians; Engineering and Building Associates and Technicians; Air and Sea Transport Technical Workers; Registered Nurses; Stenographers and Typists; Data Processing and Business Machine Operators; Numerical Clerks; Filing, Sorting and Copying Clerks; Material Recording and Despatching Clerks; Receptionists; Telephonists and Messengers; School Teachers; Investment, Insurance and Real Estate Salespersons; Sales Representatives; Sales Assistants; Tellers; Cashiers and Ticket Salespersons; Personal Service Workers

Occupation Group 3 (OG3)

Tradespersons

Metal and Machinery Tradespersons; Electrical and Electronics Tradespersons; Building Tradespersons; Printing Tradespersons; Vehicle Tradespersons; Food Tradespersons; Amenity Horticultural Tradespersons

Occupation Group 4 (OG4)

Plant and Machine Operators, Drivers and Police

Road and Rail Transport Drivers; Mobile Plant Operators; Stationary Plant Operators;

Machine Operators; Police

Occupation Group 5 (OG5)

Labourers and Related Workers

Trade Assistants and Factory Hands; Agricultural Labourers and Related Workers; Cleaners;

Construction and Mining Labourers

Note: OG1 – previously AB; OG2 – previously C1; OG3 – previously C2; OG4 – previously D; OG5 – previously E