

TAMS HOUSEHOLD INCOME UPDATE – 4/01/2016

BACKGROUND

- Household Income is a target market that is available in the TAM software analysis tools.
- Currently the maximum limit on TAMS household income is R 16 000 + per month.
- As of the 4th January 2016, the maximum limit threshold will be increased to R 60 000 + per month, under an *Extended Household Income* Label.
- The *Old Household Income* categories will still be available for trending purposes.

RECOMMENDATIONS FOR THE USING TARGET MARKETS

Use of target markets that have constant Universes

- It is preferable to use TAMS target markets that have constant Universes. This means that the target market's Universe size is anchored in the weighting system, and will remain the same for each day, until the next Universe Update.
- The Household Income target market is not anchored, and therefore the Universe sizes for the different Household Income ranges will fluctuate slightly from day to day.

Use of target markets that have adequate sample sizes

- It is also recommended that target markets have a large enough respondent base to be statistically viable. This increases the stability of the selected target market.
- A target market that has a minimum sample size of 100 respondents, is therefore, recommended.

Household Income categories (Extended)

- Below are the Household Income categories that are now available (Highest to lowest).
- Where sample sizes are small, combining two or more household income categories is advised.

Extended Household Income
HH Income (R60000+)
HH Income (R50000-R59999)
HH Income (R40000-R49999)
HH Income (R30000-R39999)
HH Income (R25000-R29999)
HH Income (R20000-R24999)
HH Income (R16000-R19999)
HH Income(R14000-R15999)
HH Income(R12000-R13999)
HH Income(R11000-R11999)
HH Income(R10000-R10999)
HH Income(R9000-R9999)
HH Income(R8000-R8999)
HH Income(R7000-R7999)
HH Income(R6000-R6999)
HH Income(R5000-R5999)

Extended Household Income
HH Income(R4000-R4999)
HH Income(R3000-R3999)
HH Income(R2500-R2999)
HH Income(R2000-R2499)
HH Income(R1600-R1999)
HH Income(R1400-R1599)
HH Income(R1200-R1399)
HH Income(R1100-R1199)
HH Income(R1000-R1099)
HH Income(R900-R999)
HH Income(R800-R899)
HH Income(R700-R799)
HH Income(R600-R699)
HH Income(R500-R599)
HH Income(R1-R499)