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Roy Morgan Research produces a variety of reports which are available on our Online Store. These include Customer Profiles, Satisfaction Reports, Intention Reports, Currency Reports and Market Indicator and Overview Reports. The reports range from broad overviews consisting of basic tables and charts, to more detailed analysis of specific industries.

The industries covered by Roy Morgan Research include:

- Alcohol
- Automotive
- Banking and Finance
- FMCG
- Gambling
- Health and Wellbeing
- Media
- Retail
- Sport
- Telecommunications
- Tourism



If you are unable to locate particular information please contact the Online Store as it is likely the data is available.
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About this Report

This target profile report provides a broad understanding of your target audience in terms of demographics, attitudes, activities and media usage. The information included in each of these areas is outlined below.

- Demographics include: Gender, Age, States, Education, Work Status, Income, Occupation, Socio-Economic Status*, Discretionary Expenditure*, Life-cycles and Household Lifecycle*, Generations* and the Roy Morgan Values Segments** for the target profile.
- Attitudes include: Health and Fitness, Government and Society, Environment, Personal, Shopping and Products, Food, Advertising and Media, Family and Home, Finance and Holidays.
- Activities include: Eating Out/Fast Food, Leisure Activities, General Entertainment, TV Sport Watched, Sports and Activities Participated In.
- This profile also includes the segmentation of the Roy Morgan Values Segments**
- Media includes an Overview of Media usage, Usage of Newspapers, Magazines, Commercial TV, Radio, Internet, Cinema, Addressed Mail, Unaddressed Mail, Type of Newspapers Read, Type of Magazines Read, Time of Day Watched TV, Channel Watched, and Type of TV Show Watched.
- There is also extra information included in the additional insights section, which includes topline information on: Holiday, Finance, Gambling, Telecommunications and Retail behaviours.

Roy Morgan Single Source

Roy Morgan Single Source has been designed and engineered to represent the ideal single source model. It provides an integrated understanding of consumers; what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. In Australia, Roy Morgan Single Source incorporates approximately 50,000 face-to-face interviews in both city and country areas, each year with people aged 14+. Weekly interviewing is conducted continuously allowing for trending of data. Around 20,000 self-completion surveys provide enriched detail of consumption habits and attitudes. Of these around 16,000 are categorised as Main Grocery Buyers. The overriding benefit of Roy Morgan Single Source is the strategic insights it affords by the linkage of so many aspects. Not only can an organisation's (and its competitors') profitable customers be delineated by what they think, do and watch, but so can non-customers. Hence brand positioning, product differentiation, merchandising, efficient media planning, market expansion and line extension opportunities can be understood in the context of the current marketplace.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with major offices in Melbourne & Sydney, and a presence in all other states. Roy Morgan Research also has a presence in Indonesia, New Zealand, United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 70 years' experience in collecting objective, independent information on consumers. In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intention and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

*Please refer to glossary for detailed explanations of Segments.

**Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network. Please refer to glossary for detailed explanation of Roy Morgan Values Segments.

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LEGEND

Sample size = number of people interviewed in the target profile group.

Population (000's) = projected population of Australians 14+ in 000's in the target profile group.

Vertical % = the percentage of the target group belonging to the demographic or other group.

Index = comparison of target profile group to total population (If index = 95, a person from the target profile group is 5% (100-95) **less** likely than the total population to belong to that particular row group. If index = 108 a person would be 8% **more** likely to belong to the row group).

Company XYZ		
TOTAL Sample Size		18117
Population (000's)		7151
AGE		
Under 25	wc	593
	v%	8%
	ix	45
25-34	wc	1099
	v%	15%
	ix	92
35-49	wc	2128
	v%	30%
	ix	112
50-64	wc	1995
	v%	28%
	ix	128
65 and Over	wc	1335
	v%	19%
	ix	113

18,117 Company XYZ Customers were interviewed by Roy Morgan Single Source Survey.

Company XYZ Customers population is estimated to be 7,151,000 across Australia.

Company XYZ Customers comprise an estimated 2,128,000 35-49 year olds.

30% of Company XYZ Customers are 35-49 year olds.

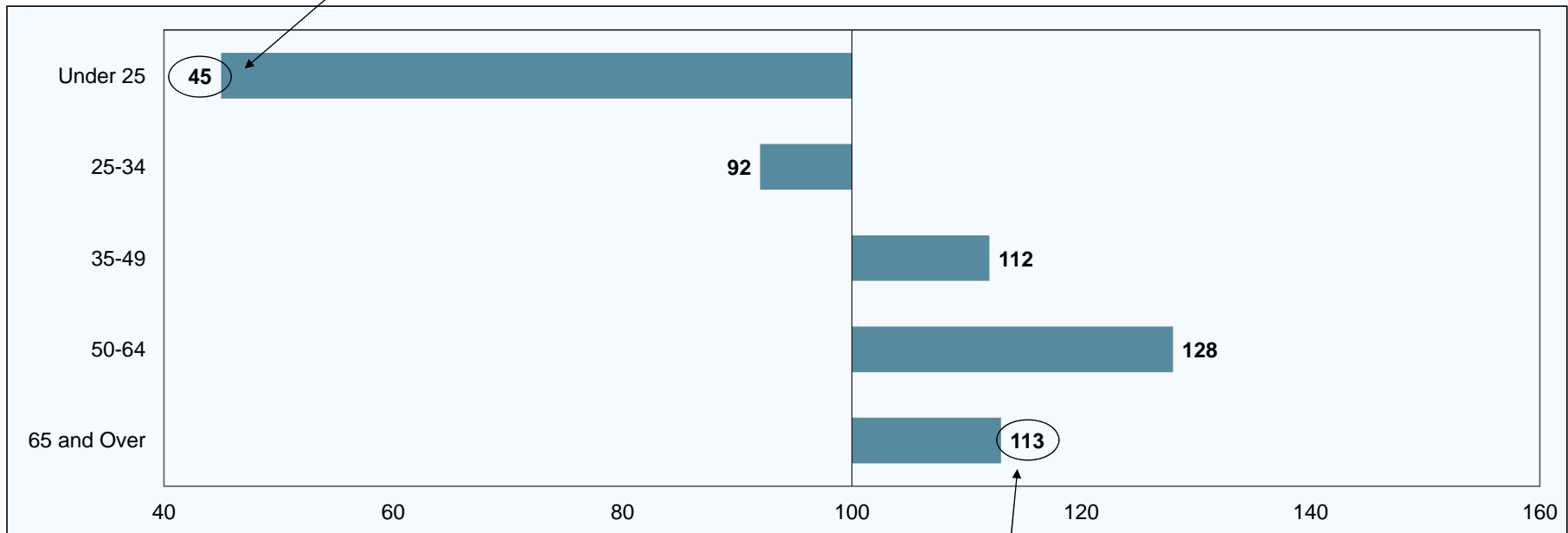
Company XYZ Customers are 12% more likely than the average Australian to be aged 35-49.

All charts are designed to represent a comparison of the target group with the Australian population aged 14+. This is presented using an **Index**. All characteristics on the right of the chart are displayed **more** by the target group than the population. Characteristics on the left of the chart are displayed **less** by the target group than the population.

Index = comparison of target profile group to total population (If index = 95, a person from the target profile group is 5% (100-95) **less** likely than the total population to belong to that particular row group. If index = 108 a person would be 8% **more** likely to belong to the row group)

People in the target profile are 55% (100-45) less likely than the general population to be in the under 25 year old age group.

NOTE: The size of the target profile group should be taken into consideration when interpreting the results.



People in the target profile group are 13% more likely than the general population to be aged 65 and over.

The world's best research at your fingertips.

With increasingly fierce competition in tough economic times, he or she who understands how his or her customers are thinking, behaving and how their expectations are changing wins.

Nothing is likely to boost your marketing ROI like an intimate appreciation of your customers' needs: how they go about choosing your brand or a competitors' - and how to reach them most cost-effectively.

There may never have been a time when it was more important to base your business decisions on well-conceived, scrupulously conducted research from a reliable, trustworthy company with a proven track record.

As Australia's longest-established and largest independent research organisation, Roy Morgan Research conducts over 1,000 interviews every week and provides quantitative profiles and reports, many of which are based on hundreds of thousands of personal interviews.

Next time you're about to commission some research, it's worth checking to see if we've already conducted the study with the results available now.

Often, for less than the cost of one focus group you could have an in-depth profile of your customers or key competitors' customers - based on thousands of interviews – backed by the credibility of Australia's leading independent research company. And it can be on your desk within the hour. If you can't find the research you're looking for, there's still a good chance it's available but hasn't made it into our catalogue, so please email us or give us a call on the one-eight-hundred number.

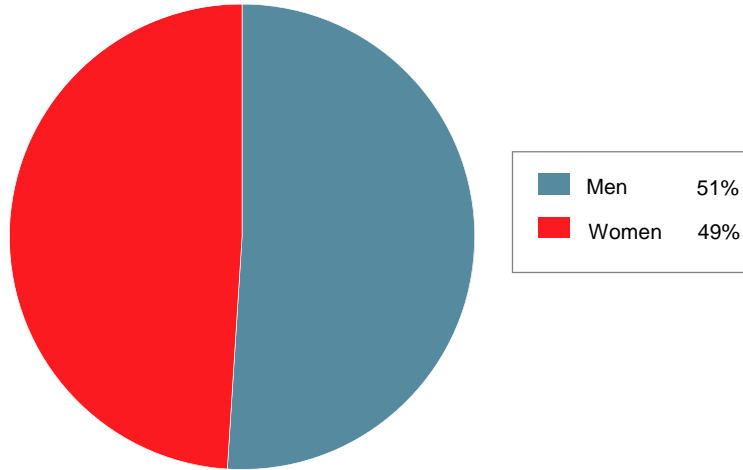
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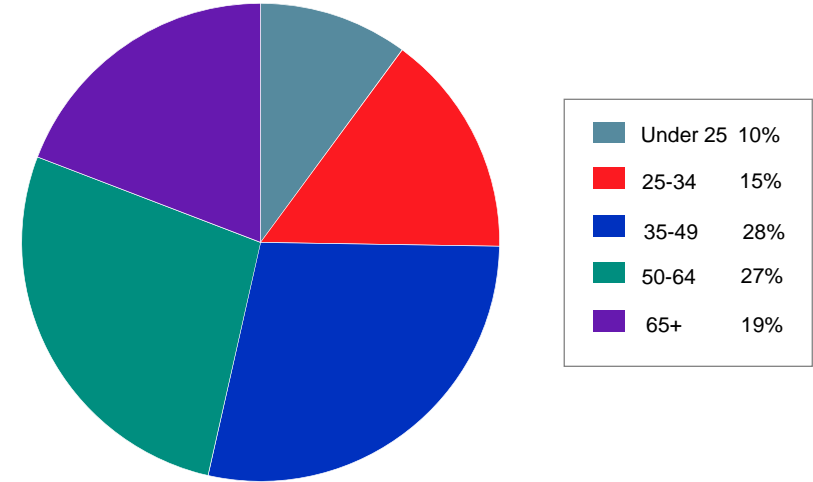
XYZ Customers Profile Gender, Age and States

These charts show the profile of the target profile group by Gender, Age and State.
There are approximately 11,116,000 people in the target profile group, in Australia.

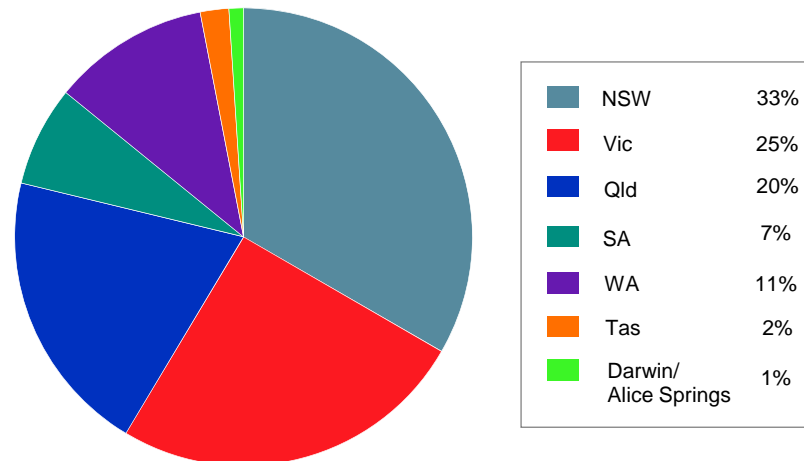
Gender



Age



States



XYZ Customers Profile Gender and Age

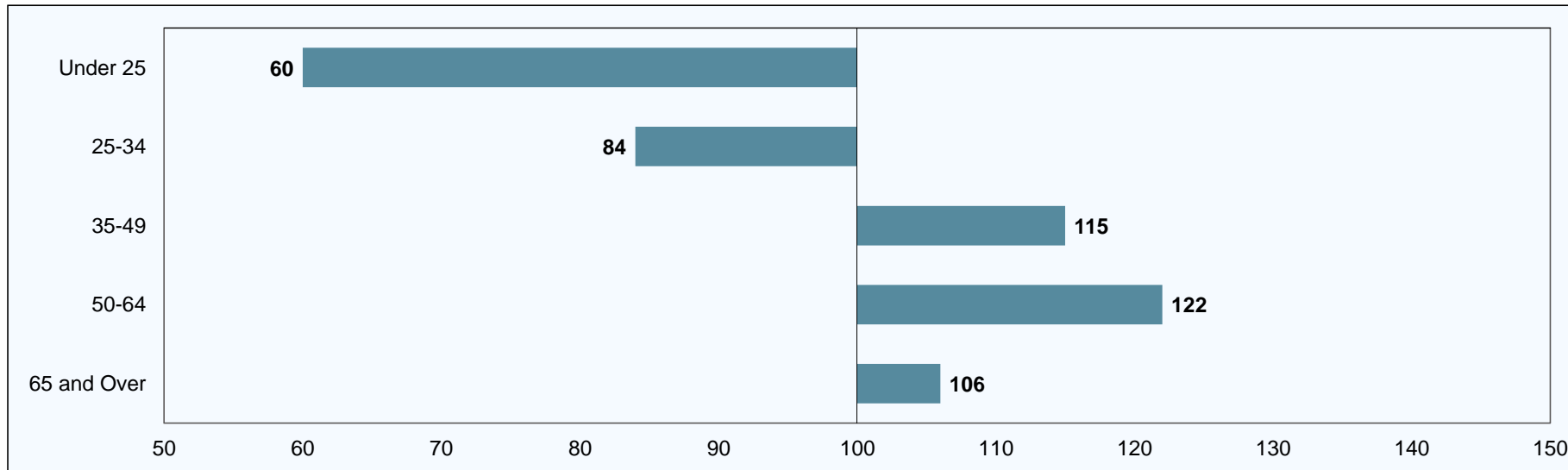
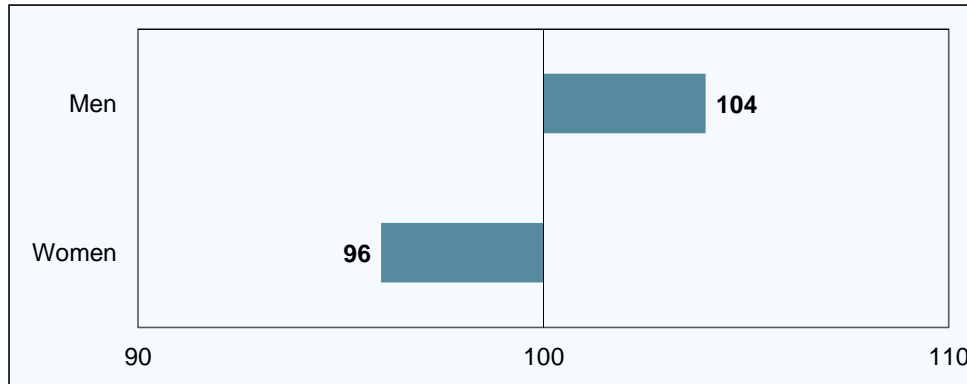
These tables show the Gender and Age of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
GENDER		
Men	WC	5703
	V%	51%
	IX	104
Women	WC	5413
	V%	49%
	IX	96

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
AGE		
Under 25	WC	1142
	V%	10%
	IX	60
25-34	WC	1668
	V%	15%
	IX	84
35-49	WC	3139
	V%	28%
	IX	115
50-64	WC	3022
	V%	27%
	IX	122
65 and Over	WC	2145
	V%	19%
	IX	106

XYZ Customers Profile Gender and Age

These charts show the index of the target profile group compared to the average Australian in terms of Gender and Age.



XYZ Customers Profile States

This table shows the States of the target profile group.

XYZ Customers		
	Total Sample Size	9448
	Population (000's)	11116
STATES		
N.S.W.	WC	3714
	V%	33%
	IX	99
Victoria	WC	2762
	V%	25%
	IX	99
Queensland	WC	2211
	V%	20%
	IX	99
South Australia	WC	822
	V%	7%
	IX	102
Western Australia	WC	1265
	V%	11%
	IX	103
Tasmania	WC	259
	V%	2%
	IX	106
Darwin - Alice Springs	WC	83
	V%	1%
	IX	109

Please interpret with caution as Darwin - Alice Springs is below 1% of the total population.

Note: A.C.T. included in New South Wales. Please see Glossary for details.

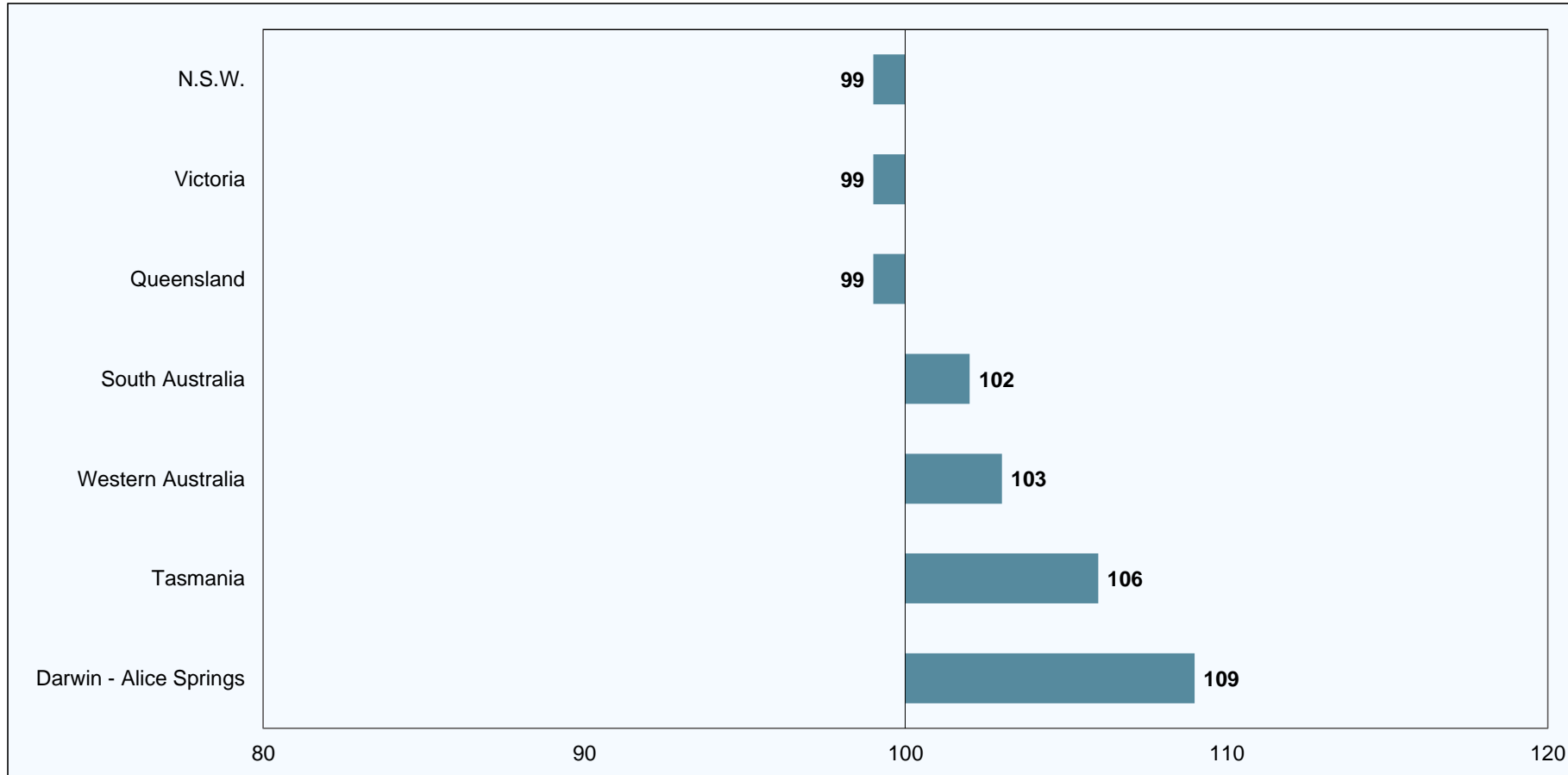
Please note: Some Target Profile Groups are State specific so please take this into consideration when interpreting these results.

Source: Roy Morgan Research April 2014 - March 2015

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XYZ Customers Profile States

This chart shows the index of the target profile group compared to the average Australian in terms of the State they live in.



Please interpret with caution as Darwin - Alice Springs is below 1% of the total population.

Note: A.C.T. included in New South Wales. Please see Glossary for details.

Please note: Some Target Profile Groups are State specific so please take this into consideration when interpreting these results.

Source: Roy Morgan Research April 2014 - March 2015

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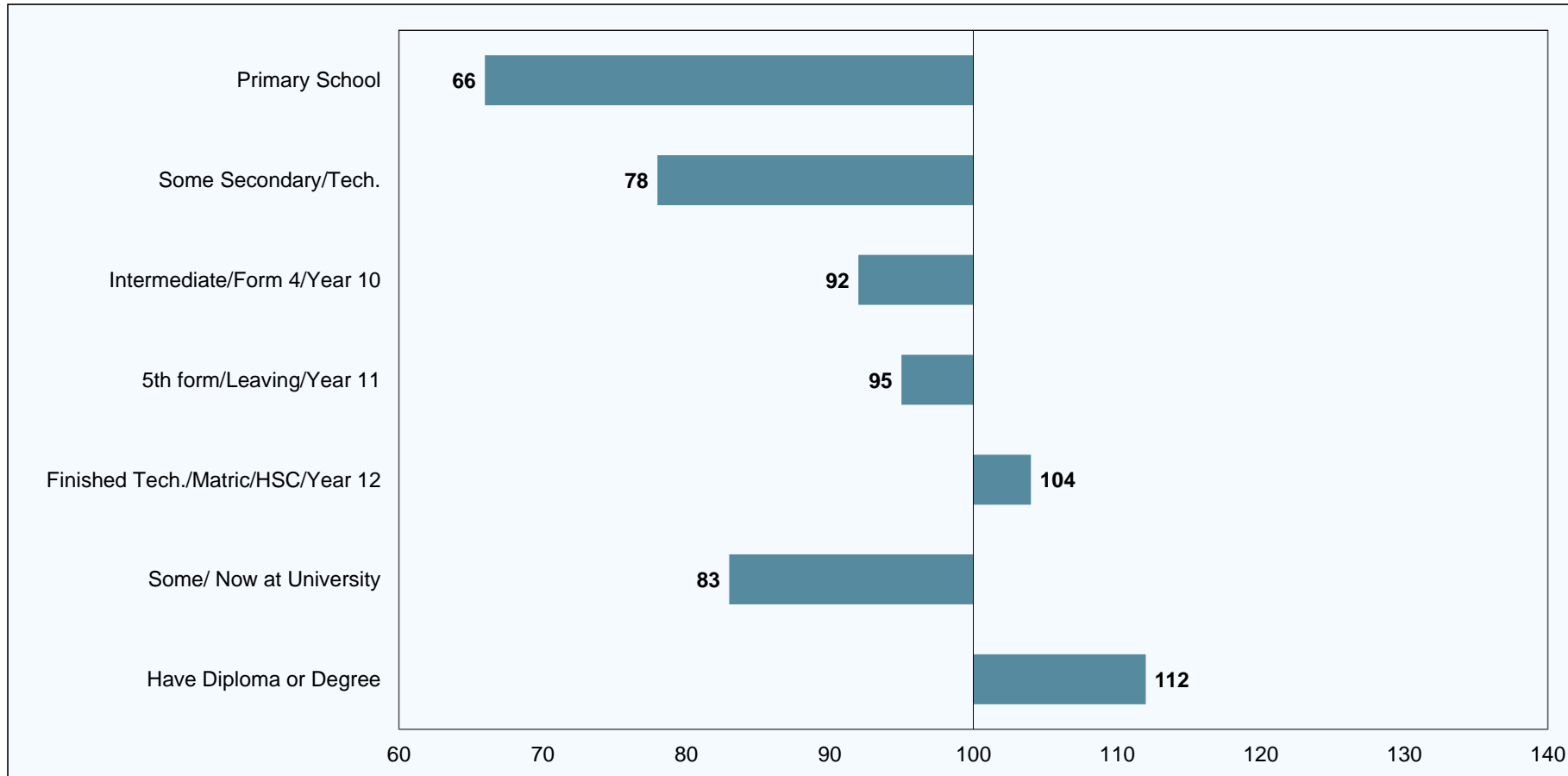
XYZ Customers Profile Education

This table shows the Education Level of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
EDUCATION		
Primary School	WC	92
	V%	1%
	IX	66
Some Secondary/Tech.	WC	1143
	V%	10%
	IX	78
Intermediate/Form 4/Year 10	WC	914
	V%	8%
	IX	92
5th form/Leaving/Year 11	WC	511
	V%	5%
	IX	95
Finished Tech./Matric/HSC/Year 12	WC	2221
	V%	20%
	IX	104
Some/ Now at University	WC	861
	V%	8%
	IX	83
Have Diploma or Degree	WC	5375
	V%	48%
	IX	112

XYZ Customers Profile Education

This chart shows the index of the target profile group compared to the average Australian in terms of their Education Level.



XYZ Customers Profile Work Status

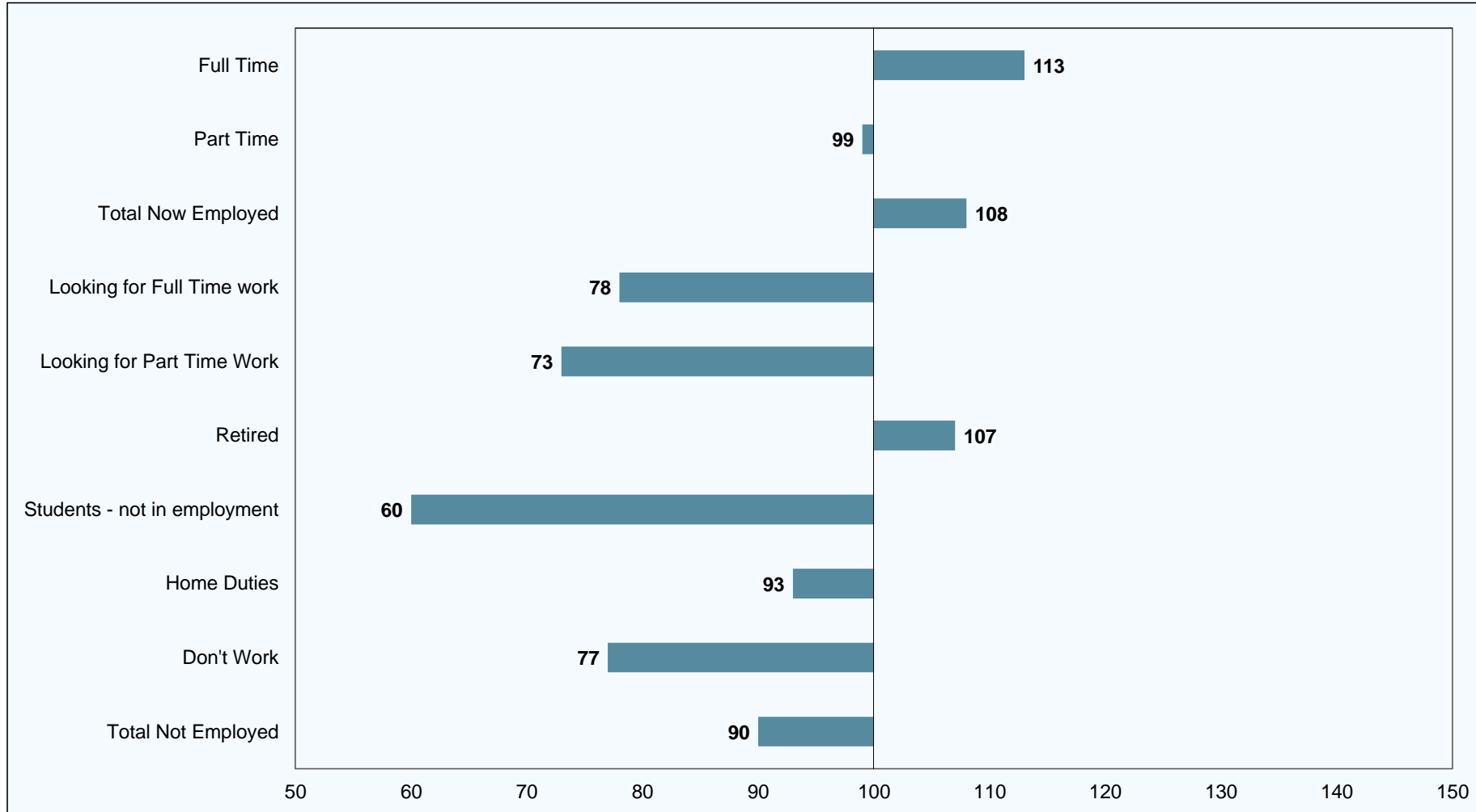
This table shows the Work Status of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
WORK STATUS OF RESPONDENT		
Full Time	WC	4508
	V%	41%
	IX	113
Part Time	WC	2309
	V%	21%
	IX	99
Total Now Employed	WC	6817
	V%	61%
	IX	108

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
WORK STATUS OF RESPONDENT		
Looking for Full Time work	WC	329
	V%	3%
	IX	78
Looking for Part Time Work	WC	332
	V%	3%
	IX	73
Retired	WC	2394
	V%	22%
	IX	107
Students - not in employment	WC	471
	V%	4%
	IX	60
Home Duties	WC	528
	V%	5%
	IX	93
Don't Work	WC	245
	V%	2%
	IX	77
Total Not Employed	WC	4299
	V%	39%
	IX	90

XYZ Customers Profile Work Status

This chart shows the index of the target profile group compared to the average Australian in terms of their Work Status.



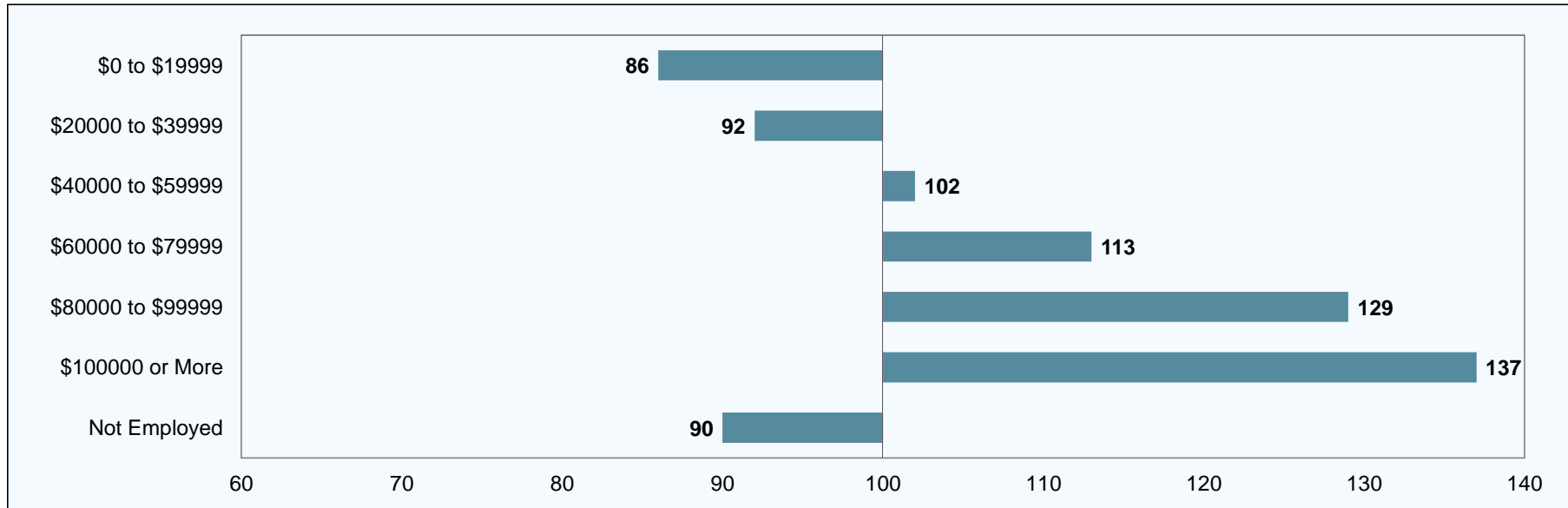
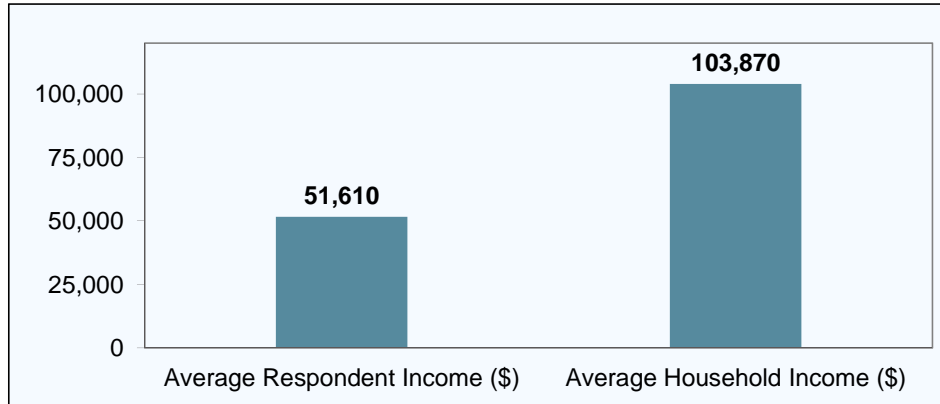
XYZ Customers Profile Respondent Income

This table shows the Respondent Income, Average Respondent Income and Average Household Income of the target profile group.

XYZ Customers		
	Total Sample Size	9448
	Population (000's)	11116
RESPONDENT INCOME (All Workers)		
\$0 to \$19999	WC	779
	V%	7%
	IX	86
\$20000 to \$39999	WC	1301
	V%	12%
	IX	92
\$40000 to \$59999	WC	1423
	V%	13%
	IX	102
\$60000 to \$79999	WC	1051
	V%	9%
	IX	113
\$80000 to \$99999	WC	898
	V%	8%
	IX	129
\$100000 or More	WC	1365
	V%	12%
	IX	137
Not Employed	WC	4299
	V%	39%
	IX	90
Average Respondent Income (\$)	mn	51,610
Average Household Income (\$)	mn	103,870

XYZ Customers Profile Respondent Income

The first chart shows the average incomes of the target profile group and the second chart shows the index of the target profile group compared to the average Australian in terms of Respondent Income.



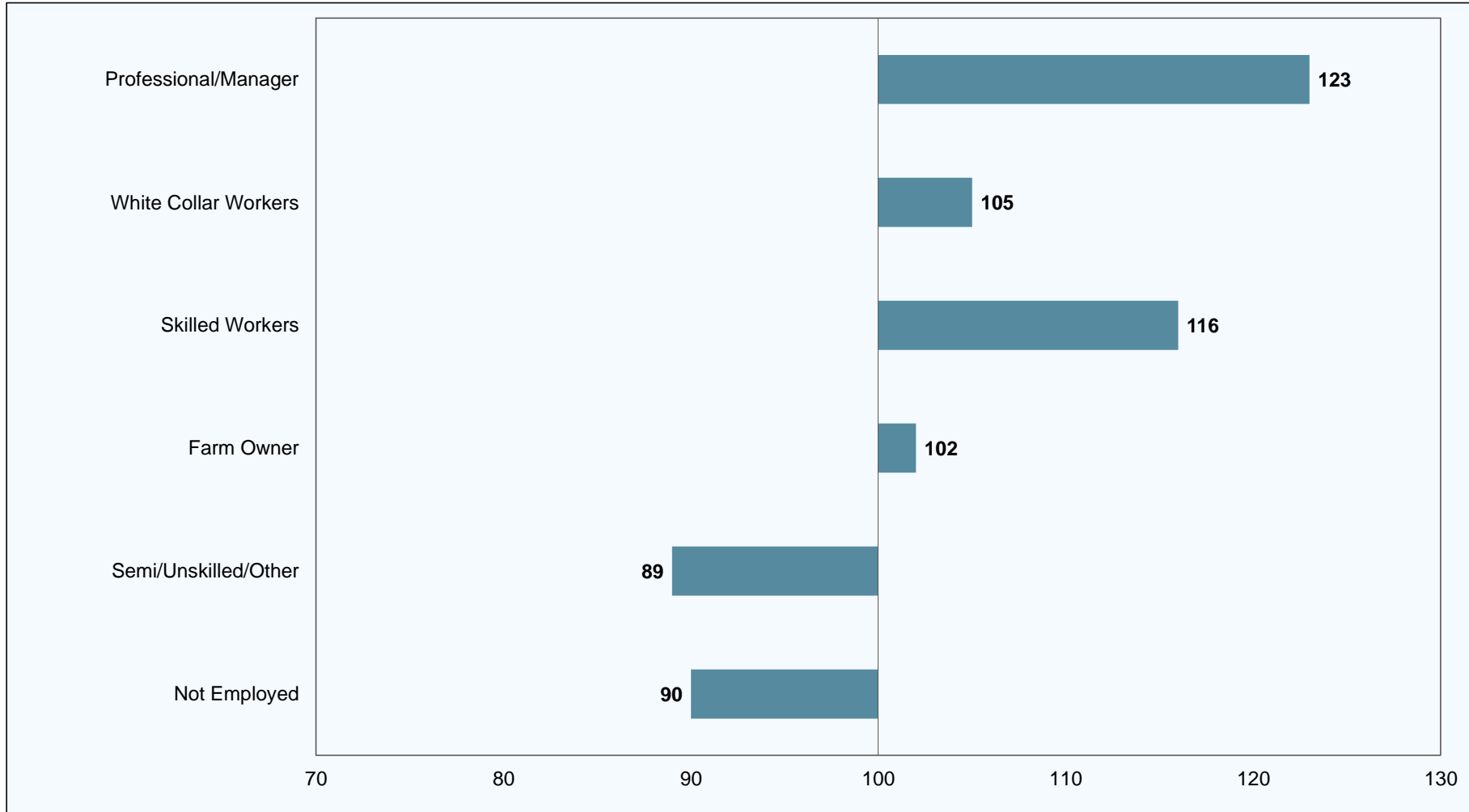
XYZ Customers Profile Occupation

This table shows the Occupation of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
OCCUPATION OF RESPONDENT		
Professional/Manager	WC	2209
	V%	20%
	IX	123
White Collar Workers	WC	2447
	V%	22%
	IX	105
Skilled Workers	WC	802
	V%	7%
	IX	116
Farm Owner	WC	57
	V%	1%
	IX	102
Semi/Unskilled/Other	WC	1302
	V%	12%
	IX	89
Not Employed	WC	4299
	V%	39%
	IX	90

XYZ Customers Profile Occupation

This chart shows the index of the target profile group compared to the average Australian in terms of Occupation.



XYZ Customers Profile Socio-Economic Status*

This table shows the Socio-Economic Status* of the target profile group.

XYZ Customers		
	Total Sample Size	9448
	Population (000's)	11116
SOCIO-ECONOMIC STATUS*		
AB Quintile	WC	2783
	V%	25%
	IX	125
C Quintile	WC	2502
	V%	23%
	IX	113
D Quintile	WC	2160
	V%	19%
	IX	97
E Quintile	WC	2018
	V%	18%
	IX	91
FG Quintile	WC	1654
	V%	15%
	IX	74

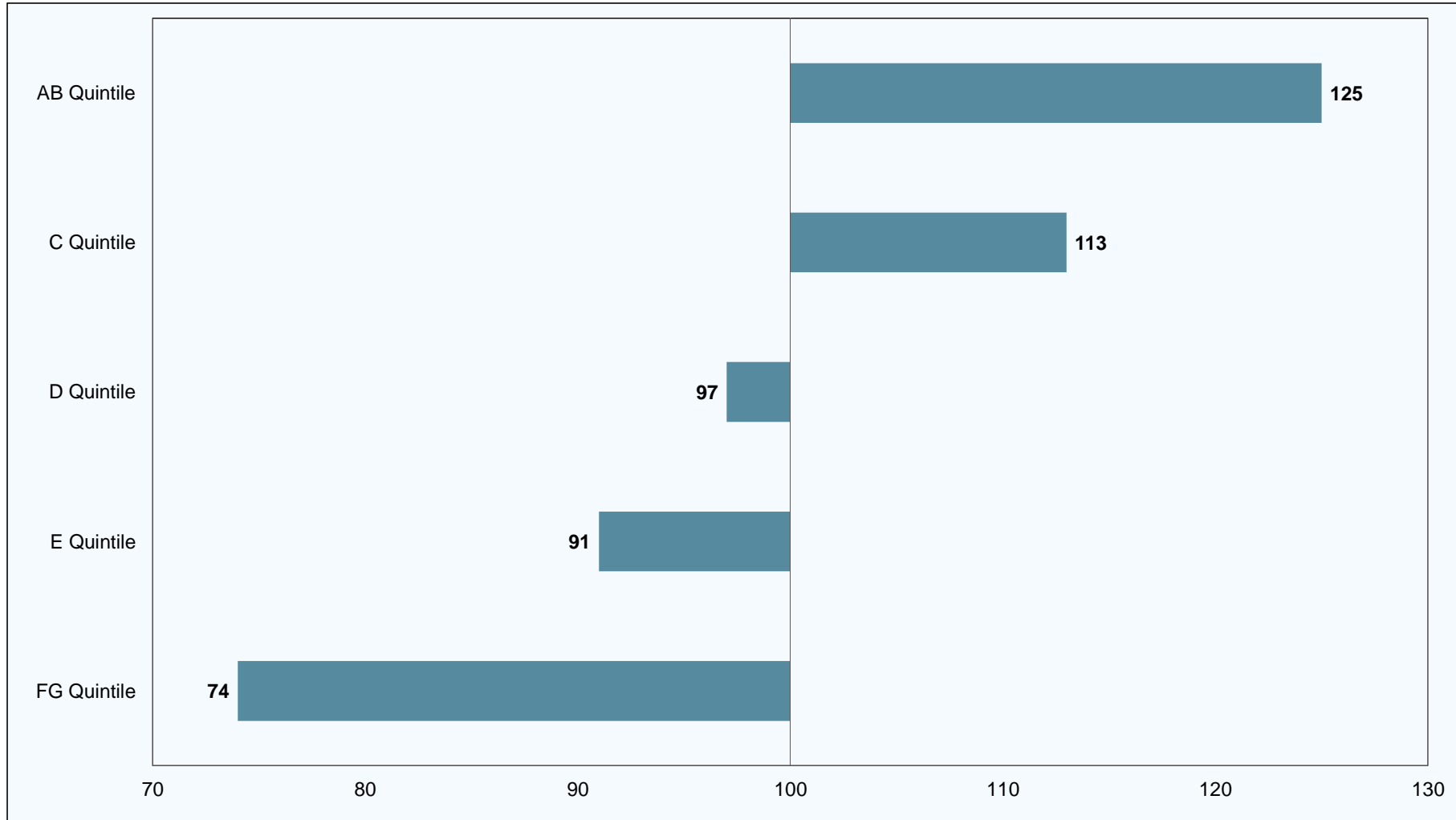
*Please refer to glossary for detailed explanation of Socio-Economic Status.

Source: Roy Morgan Research April 2014 - March 2015

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XYZ Customers Profile Socio-Economic Status*

This chart shows the index of the target profile group compared to the average Australian in terms of Socio-Economic Status*.



*Please refer to glossary for detailed explanation of Socio-Economic Status.

Source: Roy Morgan Research April 2014 - March 2015

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XYZ Customers Profile Discretionary Expenditure*

This table shows the Discretionary Expenditure* of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
DISCRETIONARY EXPENDITURE*		
Big spenders	WC	5035
	V%	45%
	IX	136
Medium spenders	WC	3856
	V%	35%
	IX	102
Light spenders	WC	2226
	V%	20%
	IX	61

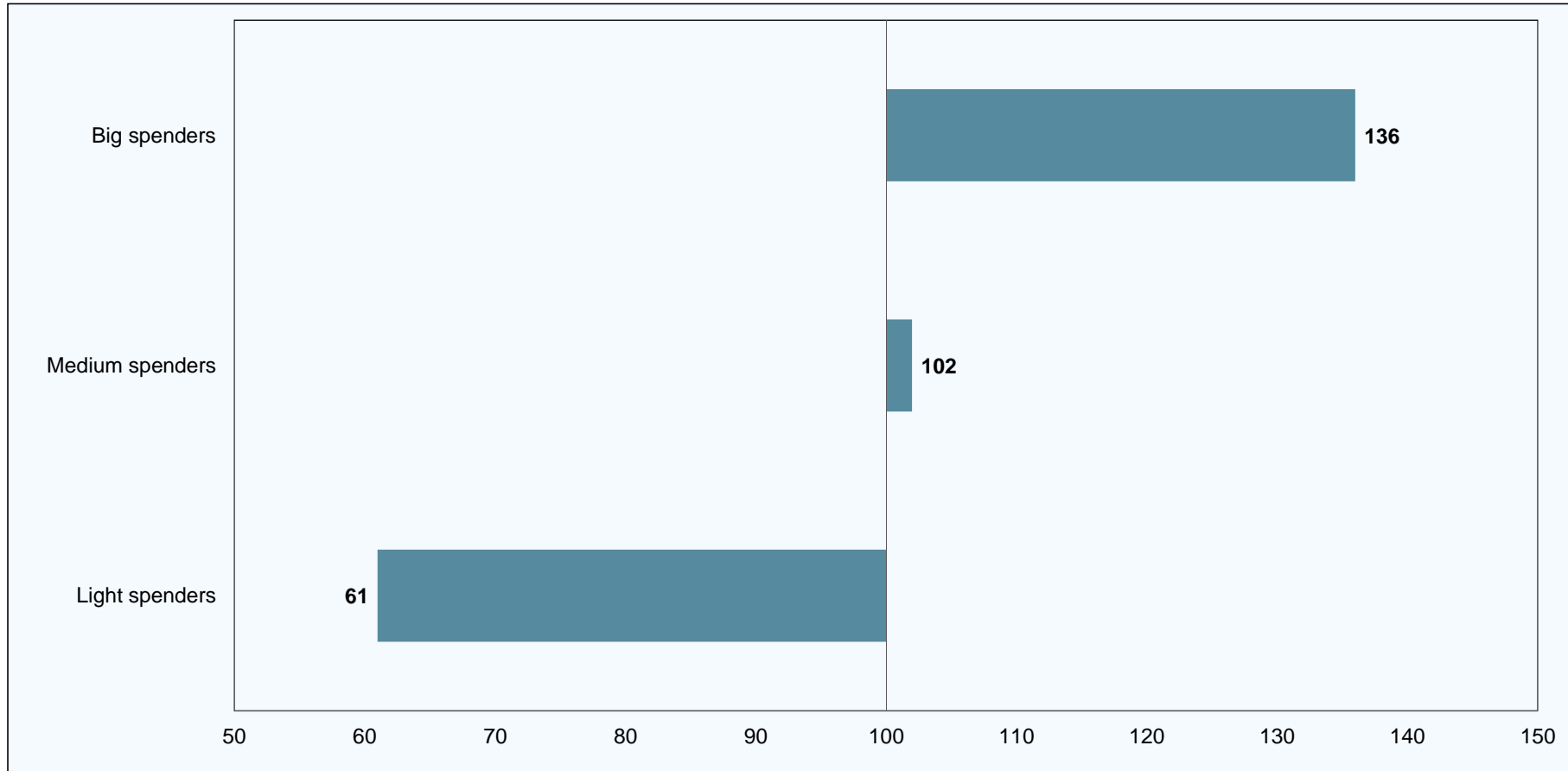
*Please refer to glossary for detailed explanation of Discretionary Expenditure Segments.

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XYZ Customers Profile Discretionary Expenditure*

This chart shows the index of the target profile group compared to the average Australian in terms of Discretionary Expenditure*.



*Please refer to glossary for detailed explanation of Discretionary Expenditure Segments.

Source: Roy Morgan Research April 2014 - March 2015

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XYZ Customers Profile

Life-Cycle Segments and Number of Children

These tables show the Life-Cycle Segments and Number of Children of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
LIFE-CYCLE OF RESPONDENT		
	WC	1409
Single 14-34 no Children	V%	13%
	IX	61
	WC	129
Single 14-34 Children	V%	1%
	IX	74
	WC	580
Married 14-34 no Children	V%	5%
	IX	86
	WC	693
Married 14-34 Children	V%	6%
	IX	95
	WC	2069
Married 35+ Children	V%	19%
	IX	123
	WC	4383
Married 35+ no Children	V%	39%
	IX	123
	WC	272
Single 35+ Children	V%	2%
	IX	100
	WC	1582
Single 35+ no Children	V%	14%
	IX	92

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
CHILDREN IN HOUSEHOLD		
	WC	7273
No Children	V%	65%
	IX	99
	WC	1643
Have child aged 0-5	V%	15%
	IX	102
	WC	1868
Have child aged 6-11	V%	17%
	IX	105
	WC	1655
Have child aged 12-15	V%	15%
	IX	94
	WC	3843
Total with Children	V%	35%
	IX	101

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
HOUSEHOLD LIFE-CYCLE*		
	WC	701
Young Singles	V%	6%
	IX	68
	WC	744
Young Couples	V%	7%
	IX	90
	WC	2114
Young Parents	V%	19%
	IX	98
	WC	1655
Mid-Life Families	V%	15%
	IX	105
	WC	3580
Mid-Life Households	V%	32%
	IX	107
	WC	2322
Older Households	V%	21%
	IX	106

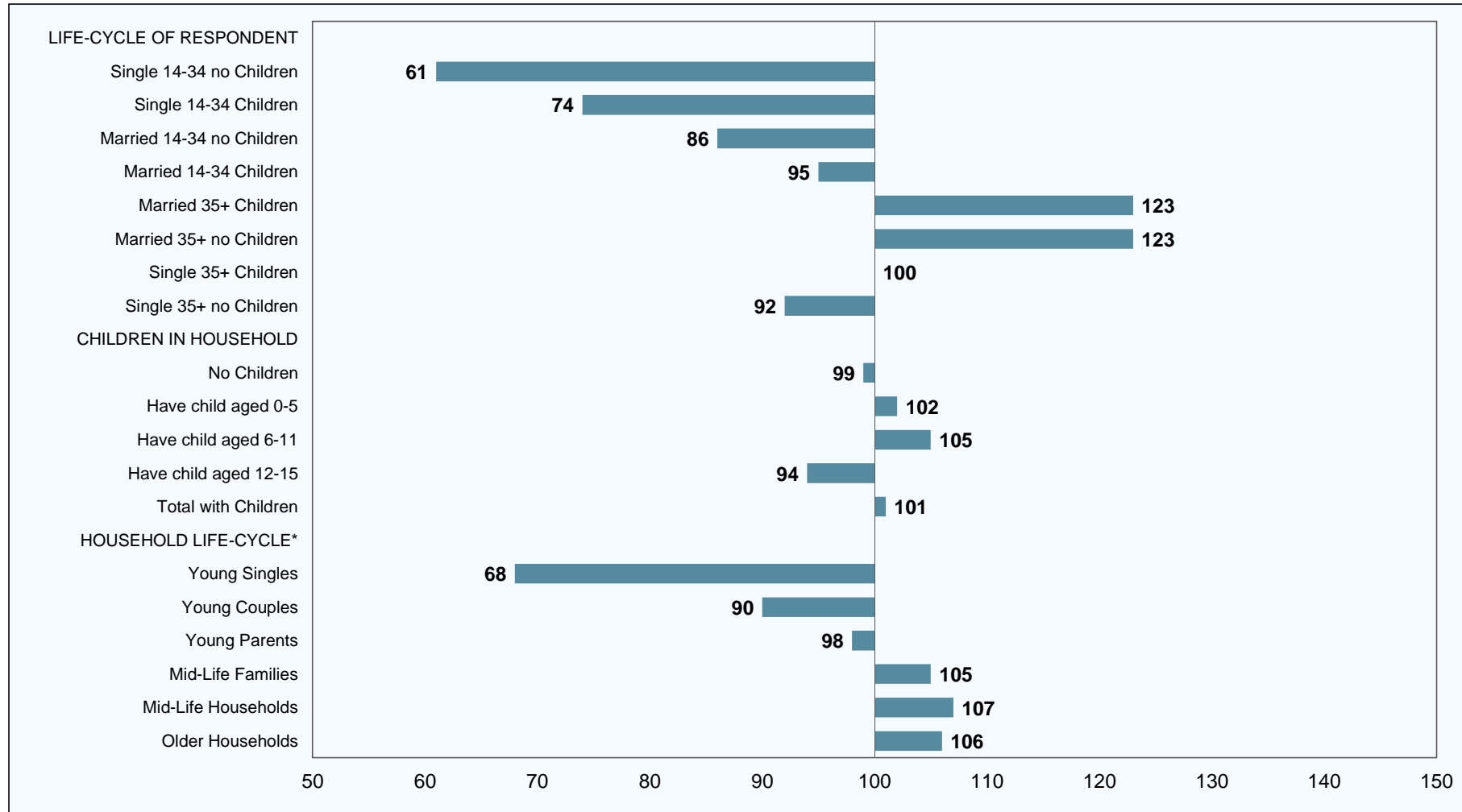
*Please refer to glossary for detailed explanation of Household Life-Cycle Segments.

Source: Roy Morgan Research April 2014 - March 2015

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XYZ Customers Profile Life-Cycle Segments and Number of Children

This chart shows the index of the target profile group compared to the average Australian in terms of Life-Cycle Segments and Number of Children.



*Please refer to glossary for detailed explanation of Household Life-Cycle Segments.

Source: Roy Morgan Research April 2014 - March 2015

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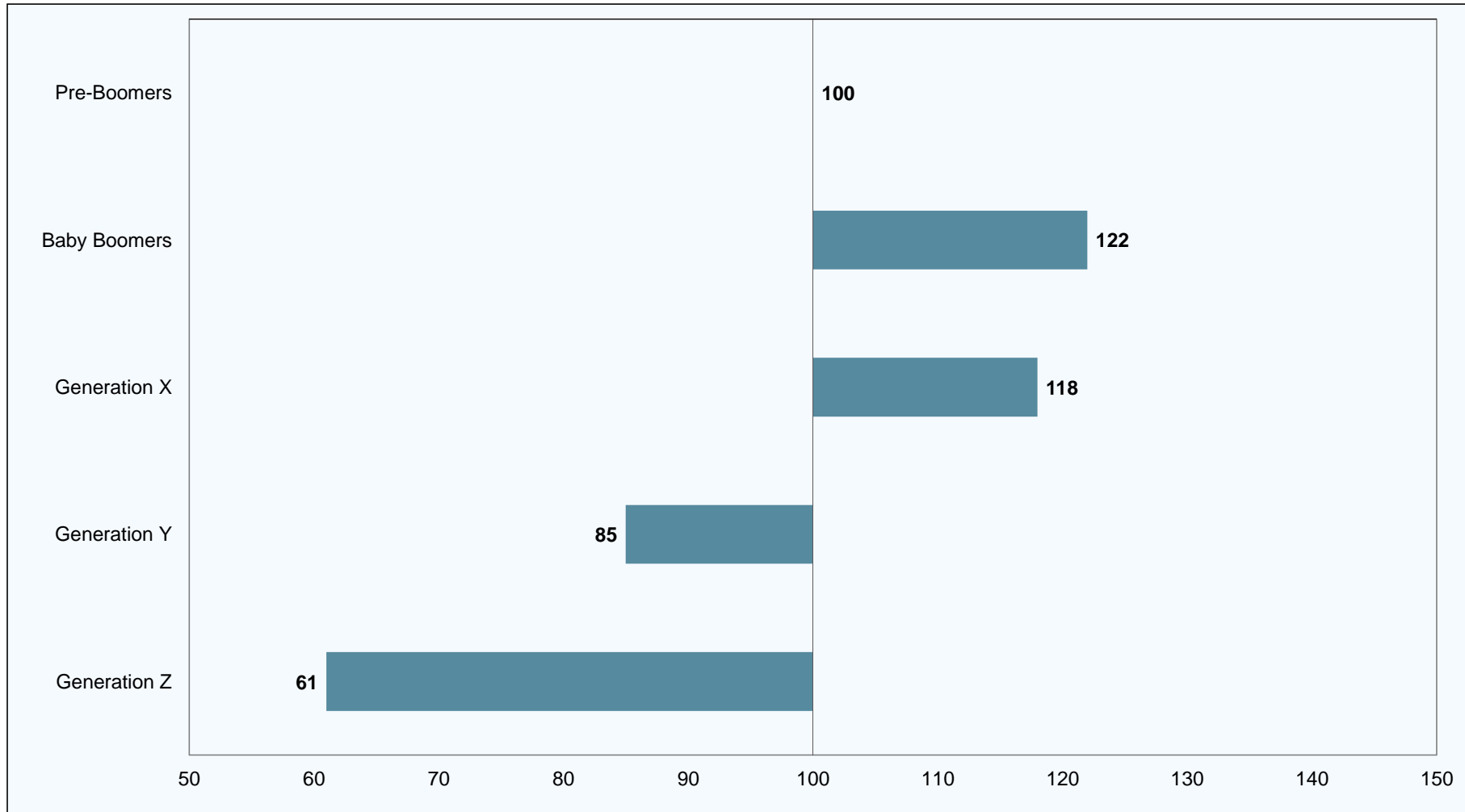
XYZ Customers Profile Generations*

This table shows the Generations* of the target profile group.

XYZ Customers		
	Total Sample Size	9448
	Population (000's)	11116
GENERATIONS*		
Pre-Boomers	WC	1409
	V%	13%
	IX	100
Baby Boomers	WC	3122
	V%	28%
	IX	122
Generation X	WC	3273
	V%	29%
	IX	118
Generation Y	WC	2289
	V%	21%
	IX	85
Generation Z	WC	1023
	V%	9%
	IX	61

XYZ Customers Profile Generations*

This chart shows the index of the target profile group compared to the average Australian in terms of Generations*.



XYZ Customers Profile Roy Morgan Values Segments*

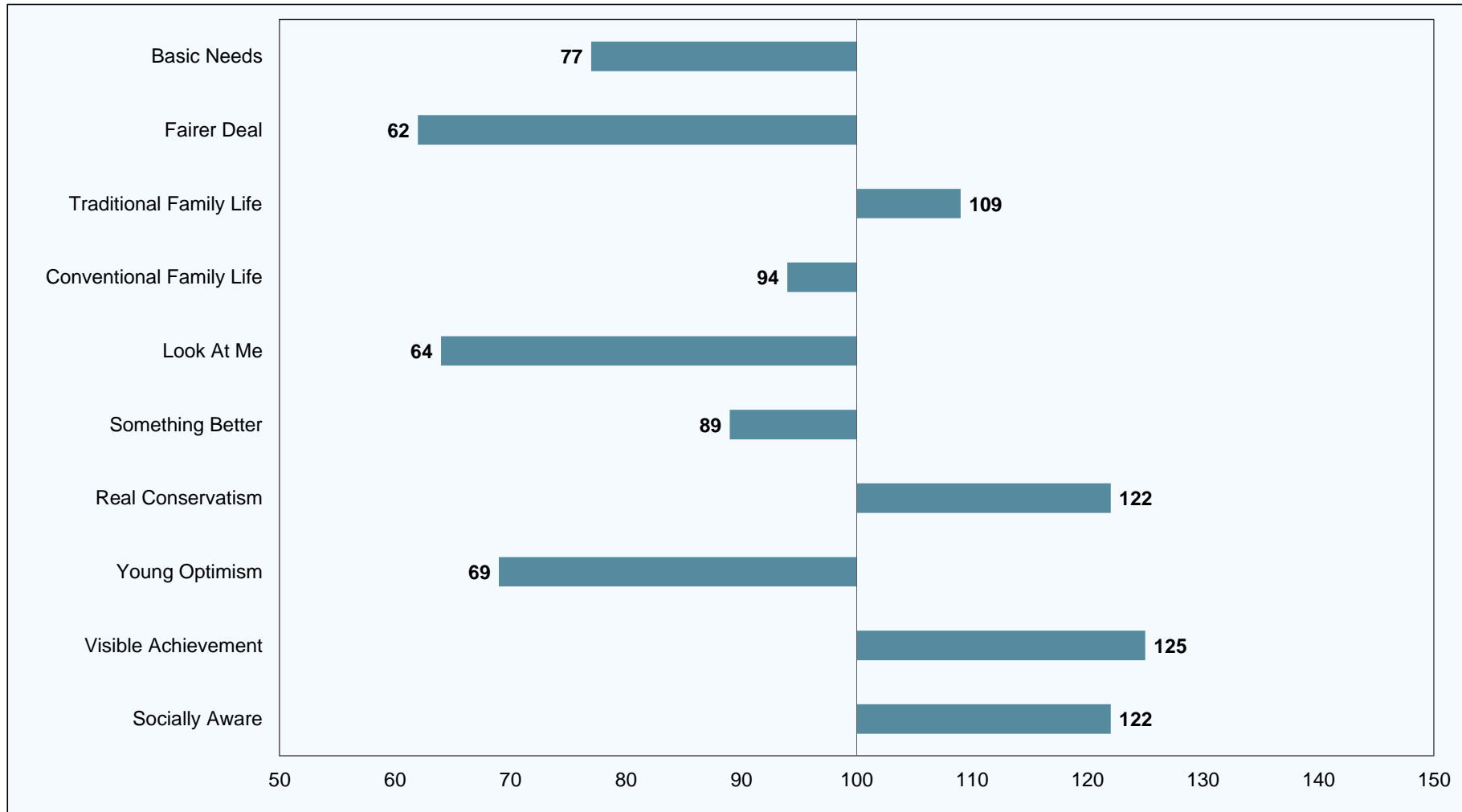
This table shows the Roy Morgan Values Segments* of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
ROY MORGAN VALUES SEGMENTS*		
Basic Needs	WC	295
	V%	3%
	IX	77
Fairer Deal	WC	413
	V%	4%
	IX	62
Traditional Family Life	WC	2478
	V%	22%
	IX	109
Conventional Family Life	WC	989
	V%	9%
	IX	94
Look At Me	WC	679
	V%	6%
	IX	64

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
ROY MORGAN VALUES SEGMENTS*		
Something Better	WC	577
	V%	5%
	IX	89
Real Conservatism	WC	336
	V%	3%
	IX	122
Young Optimism	WC	660
	V%	6%
	IX	69
Visible Achievement	WC	2410
	V%	22%
	IX	125
Socially Aware	WC	2279
	V%	21%
	IX	122

XYZ Customers Profile Roy Morgan Values Segments*

This chart shows the index of the target profile group compared to the average Australian in terms of Roy Morgan Values Segments*.



XYZ Customers Profile Health and Fitness

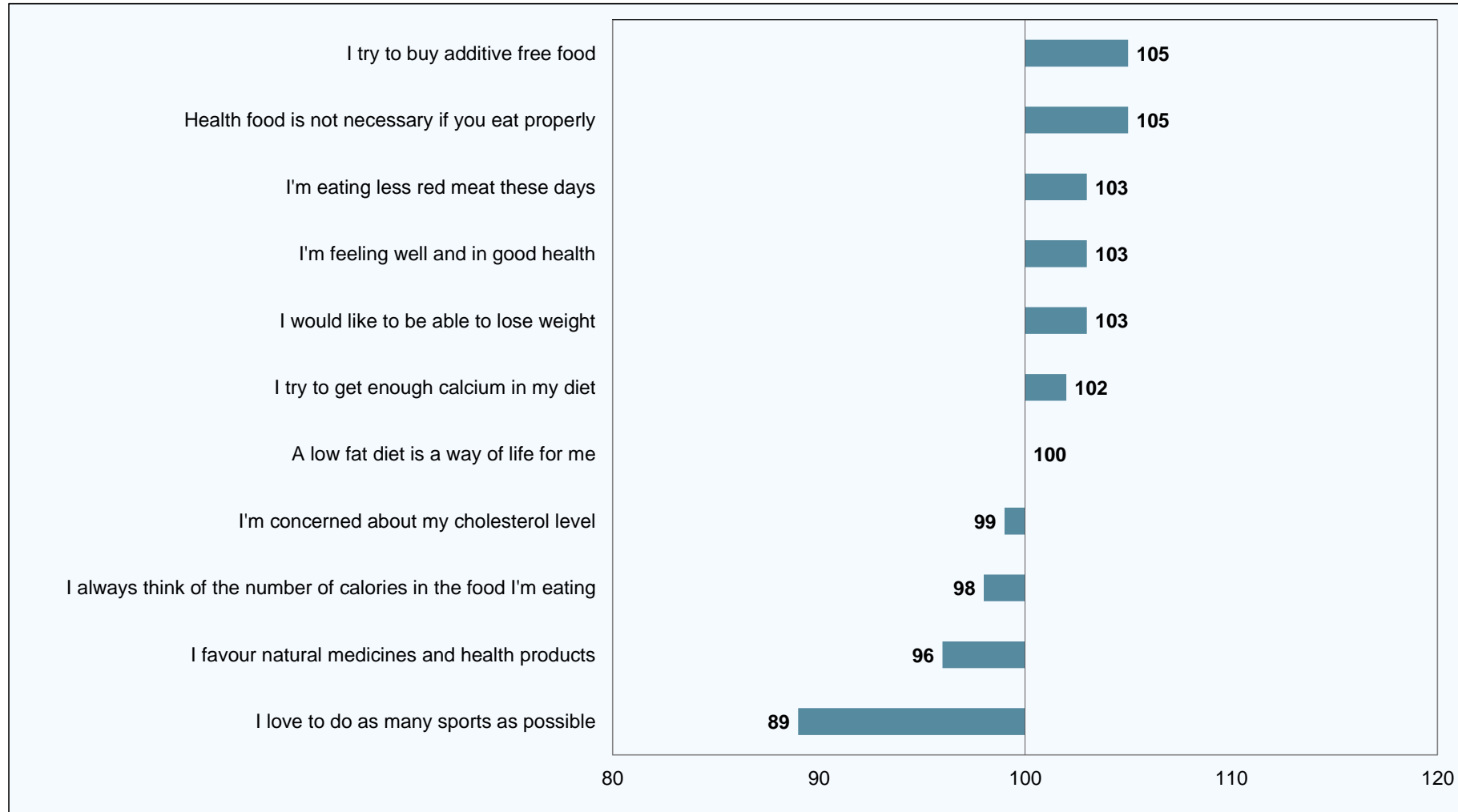
This table shows the target profile group's attitudes to a range of Health and Fitness Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
HEALTH AND FITNESS ATTITUDES - AGREE		
I try to buy additive free food	WC	5757
	V%	52%
	IX	105
Health food is not necessary if you eat properly	WC	8424
	V%	76%
	IX	105
I'm eating less red meat these days	WC	6092
	V%	55%
	IX	103
I'm feeling well and in good health	WC	9266
	V%	83%
	IX	103
I would like to be able to lose weight	WC	7231
	V%	65%
	IX	103
I try to get enough calcium in my diet	WC	8071
	V%	73%
	IX	102

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
HEALTH AND FITNESS ATTITUDES - AGREE		
A low fat diet is a way of life for me	WC	3607
	V%	32%
	IX	100
I'm concerned about my cholesterol level	WC	3554
	V%	32%
	IX	99
I always think of the number of calories in the food I'm eating	WC	2579
	V%	23%
	IX	98
I favour natural medicines and health products	WC	4366
	V%	39%
	IX	96
I love to do as many sports as possible	WC	2677
	V%	24%
	IX	89

XYZ Customers Profile Health and Fitness

This chart shows the index of the target profile group's attitudes compared to the average Australian.



XYZ Customers Profile Government and Societal

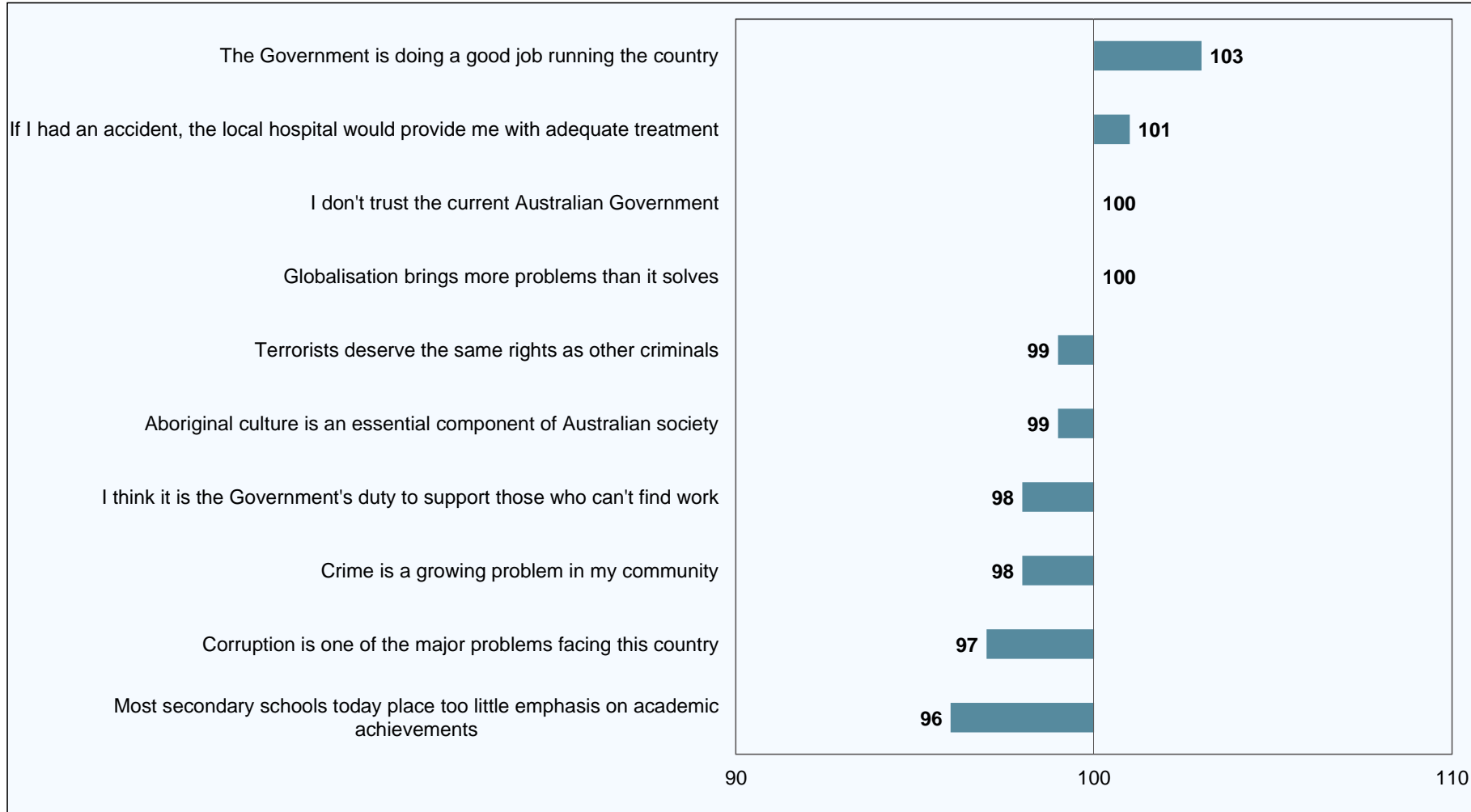
This table shows the target profile group's attitudes to a range of Government and Societal Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
The Government is doing a good job running the country	WC	3480
	V%	31%
	IX	103
If I had an accident, the local hospital would provide me with adequate treatment	WC	9080
	V%	82%
	IX	101
I don't trust the current Australian Government	WC	6641
	V%	60%
	IX	100
Globalisation brings more problems than it solves	WC	6136
	V%	55%
	IX	100
Terrorists deserve the same rights as other criminals	WC	3343
	V%	30%
	IX	99

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
Aboriginal culture is an essential component of Australian society	WC	7996
	V%	72%
	IX	99
I think it is the Government's duty to support those who can't find work	WC	6653
	V%	60%
	IX	98
Crime is a growing problem in my community	WC	5808
	V%	52%
	IX	98
Corruption is one of the major problems facing this country	WC	5998
	V%	54%
	IX	97
Most secondary schools today place too little emphasis on academic achievements	WC	4870
	V%	44%
	IX	96

XYZ Customers Profile Government and Societal

This chart shows the index of the target profile group's attitudes compared to the average Australian.



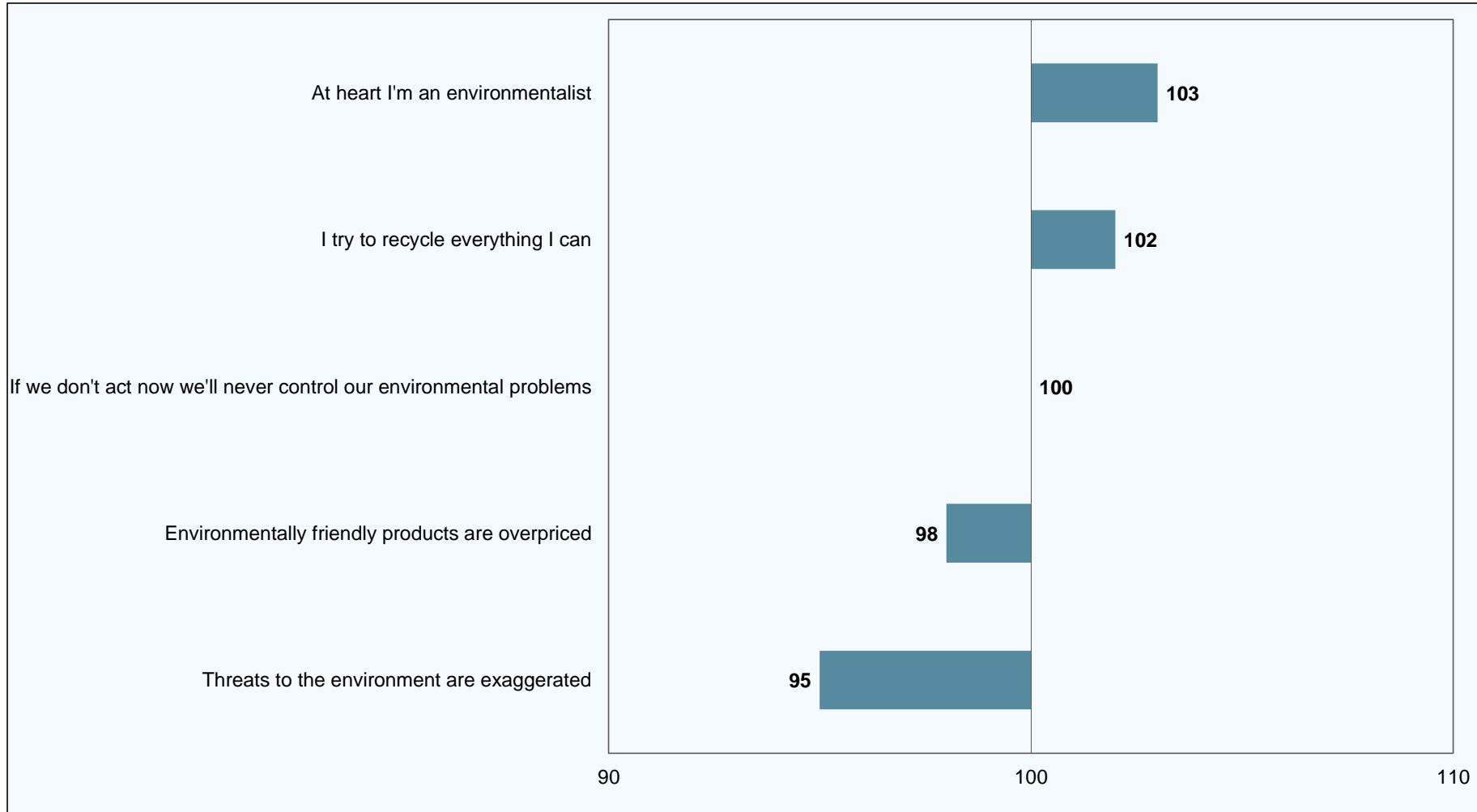
XYZ Customers Profile Environmental

This table shows the target profile group's attitudes to a range of Environmental Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
ENVIRONMENTAL ATTITUDES - AGREE		
At heart I'm an environmentalist	WC	6946
	V%	62%
	IX	103
I try to recycle everything I can	WC	10116
	V%	91%
	IX	102
If we don't act now we'll never control our environmental problems	WC	8721
	V%	78%
	IX	100
Environmentally friendly products are overpriced	WC	7413
	V%	67%
	IX	98
Threats to the environment are exaggerated	WC	2983
	V%	27%
	IX	95

XYZ Customers Profile Environmental

This chart shows the index of the target profile group's attitudes compared to the average Australian.



XYZ Customers Profile Personal

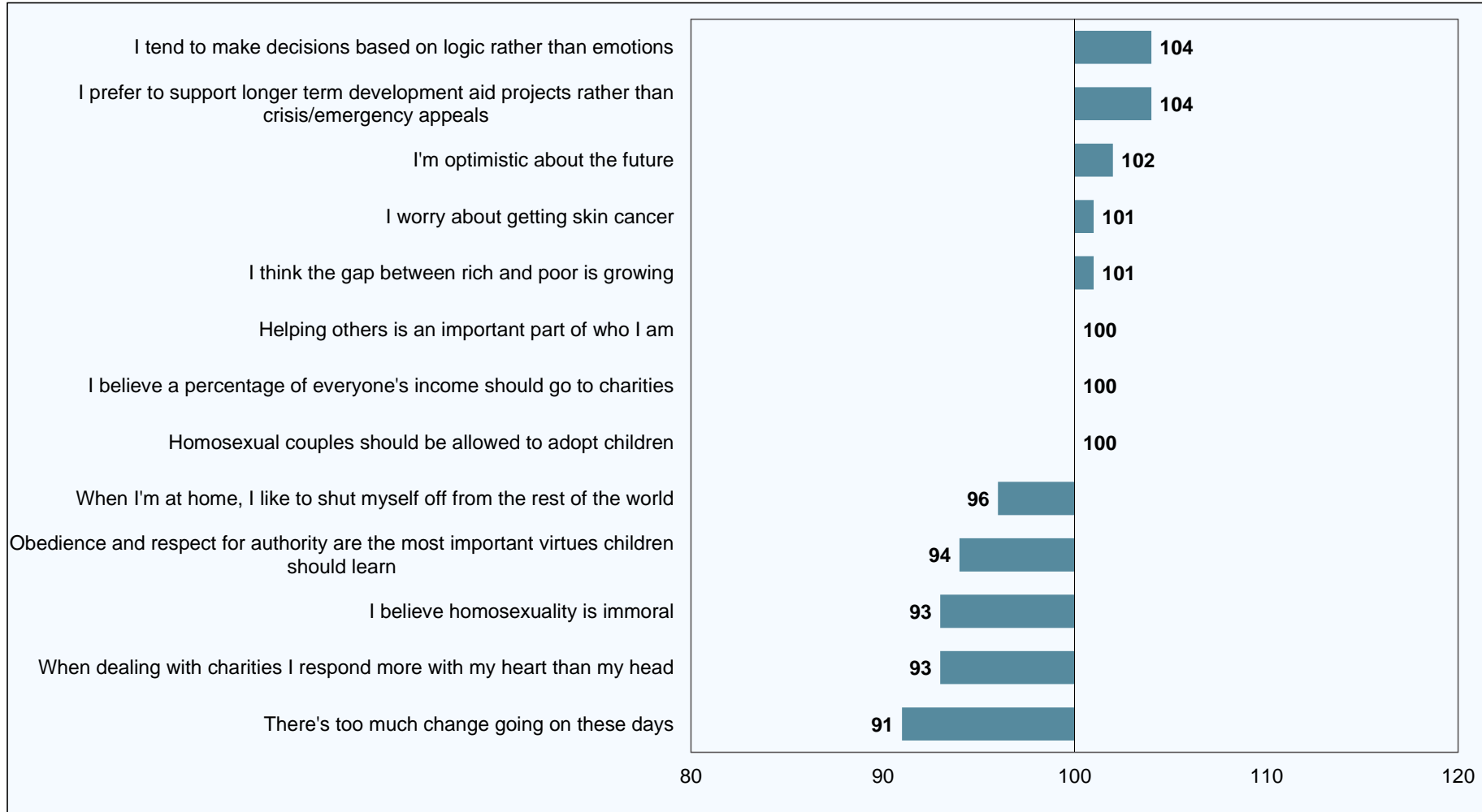
This table shows the target profile group's attitudes to a range of Personal Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
PERSONAL ATTITUDES - AGREE		
I tend to make decisions based on logic rather than emotions	WC	8096
	V%	73%
	IX	104
I prefer to support longer term development aid projects rather than crisis/emergency appeals	WC	5872
	V%	53%
	IX	104
I'm optimistic about the future	WC	8206
	V%	74%
	IX	102
I worry about getting skin cancer	WC	6469
	V%	58%
	IX	101
I think the gap between rich and poor is growing	WC	9516
	V%	86%
	IX	101
Helping others is an important part of who I am	WC	9277
	V%	83%
	IX	100
I believe a percentage of everyone's income should go to charities	WC	2952
	V%	27%
	IX	100

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
PERSONAL ATTITUDES - AGREE		
Homosexual couples should be allowed to adopt children	WC	6906
	V%	62%
	IX	100
When I'm at home, I like to shut myself off from the rest of the world	WC	4441
	V%	40%
	IX	96
Obedience and respect for authority are the most important virtues children should learn	WC	6063
	V%	55%
	IX	94
I believe homosexuality is immoral	WC	2119
	V%	19%
	IX	93
When dealing with charities I respond more with my heart than my head	WC	4866
	V%	44%
	IX	93
There's too much change going on these days	WC	4400
	V%	40%
	IX	91

XYZ Customers Profile Personal

This chart shows the index of the target profile group's attitudes compared to the average Australian.



XYZ Customers Profile Shopping and Product

This table shows the target profile group's attitudes to a range of Shopping and Product Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I try to buy Australian made products as often as possible	WC	8368
	V%	75%
	IX	105
I have favourite brands for most things I buy and I tend to stick to them	WC	7974
	V%	72%
	IX	104
I trust well known brands better than the stores' own	WC	5447
	V%	49%
	IX	104
I believe quality is more important than price	WC	8641
	V%	78%
	IX	102
Expensive restaurants are not worth the money	WC	7416
	V%	67%
	IX	101
You can tell a type of person by the type of car they drive	WC	2581
	V%	23%
	IX	101
I am always ready to try new and different products	WC	7155
	V%	64%
	IX	99
I will buy a product because of the label	WC	2243
	V%	20%
	IX	96

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I enjoy grocery shopping	WC	5040
	V%	45%
	IX	95
I'll go out of my way in search of a bargain	WC	5052
	V%	45%
	IX	94
I like to try the free samples they offer in supermarkets	WC	5630
	V%	51%
	IX	94
I don't buy luxuries anymore	WC	5590
	V%	50%
	IX	94
I enjoy clothes shopping	WC	4052
	V%	36%
	IX	92
I buy more store's own products than well known brands	WC	3691
	V%	33%
	IX	90
I was born to shop	WC	1273
	V%	11%
	IX	89
I choose a car mainly on its looks	WC	1484
	V%	13%
	IX	88

XYZ Customers Profile Shopping and Product

This chart shows the index of the target profile group's attitudes compared to the average Australian.



XYZ Customers Profile Food

This table shows the target profile group's attitudes to a range of Food Statements.

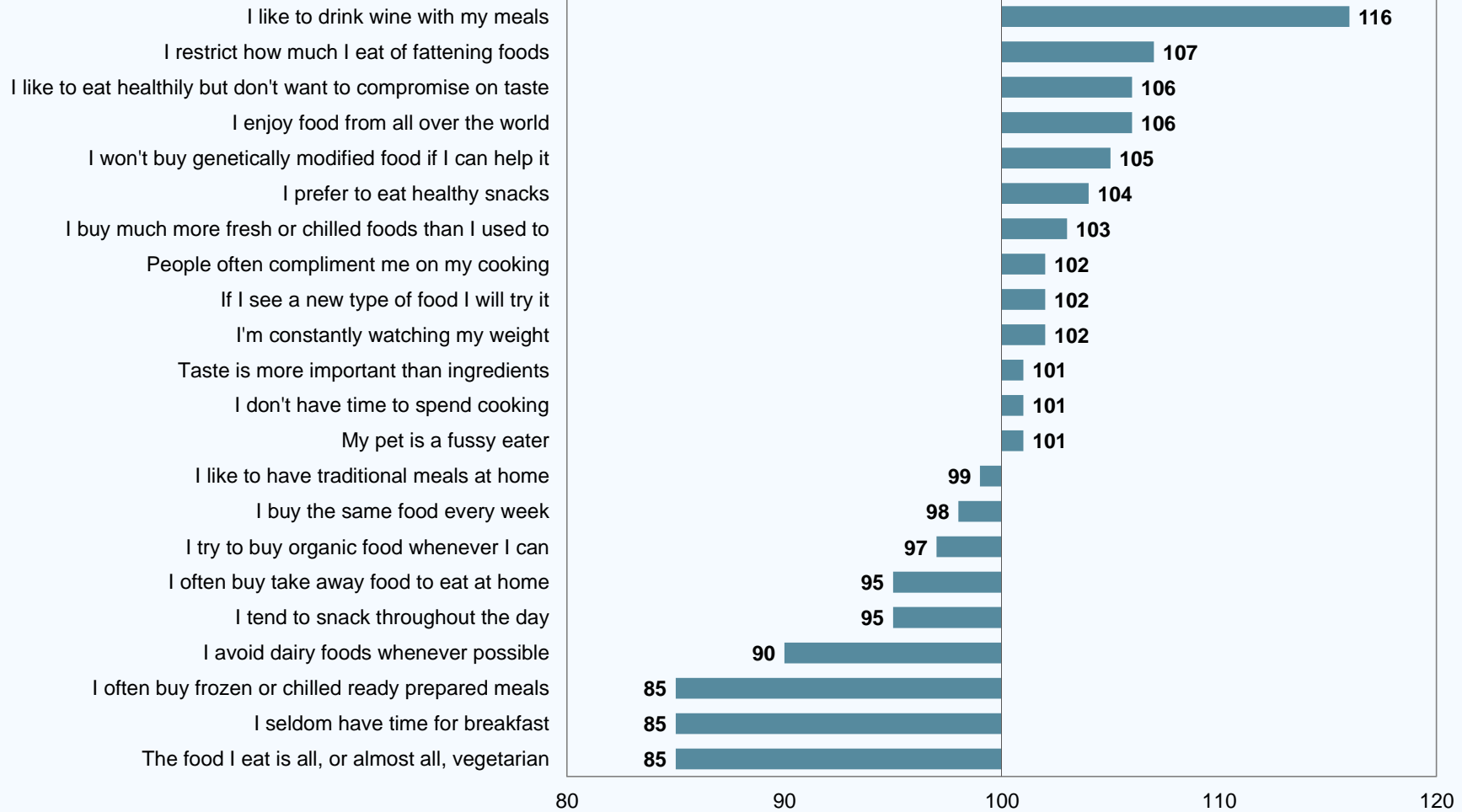
XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
FOOD ATTITUDES - AGREE		
I like to drink wine with my meals	WC	3293
	V%	30%
	IX	116
I restrict how much I eat of fattening foods	WC	7037
	V%	63%
	IX	107
I like to eat healthily but don't want to compromise on taste	WC	8476
	V%	76%
	IX	106
I enjoy food from all over the world	WC	8232
	V%	74%
	IX	106
I won't buy genetically modified food if I can help it	WC	6262
	V%	56%
	IX	105
I prefer to eat healthy snacks	WC	7422
	V%	67%
	IX	104
I buy much more fresh or chilled foods than I used to	WC	6641
	V%	60%
	IX	103
People often compliment me on my cooking	WC	5786
	V%	52%
	IX	102

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
FOOD ATTITUDES - AGREE		
If I see a new type of food I will try it	WC	6111
	V%	55%
	IX	102
I'm constantly watching my weight	WC	4634
	V%	42%
	IX	102
Taste is more important than ingredients	WC	5358
	V%	48%
	IX	101
I don't have time to spend cooking	WC	2156
	V%	19%
	IX	101
My pet is a fussy eater	WC	2125
	V%	19%
	IX	101
I like to have traditional meals at home	WC	6930
	V%	62%
	IX	99
I buy the same food every week	WC	3721
	V%	33%
	IX	98

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
FOOD ATTITUDES - AGREE		
I try to buy organic food whenever I can	WC	2940
	V%	26%
	IX	97
I often buy take away food to eat at home	WC	2224
	V%	20%
	IX	95
I tend to snack throughout the day	WC	4353
	V%	39%
	IX	95
I avoid dairy foods whenever possible	WC	1339
	V%	12%
	IX	90
I often buy frozen or chilled ready prepared meals	WC	1720
	V%	15%
	IX	85
I seldom have time for breakfast	WC	2175
	V%	20%
	IX	85
The food I eat is all, or almost all, vegetarian	WC	1058
	V%	10%
	IX	85

XYZ Customers Profile Food

This chart shows the index of the target profile group's attitudes compared to the average Australian.



XYZ Customers Profile Advertising and Media

This table shows the target profile group's attitudes to a range of Advertising and Media Statements.

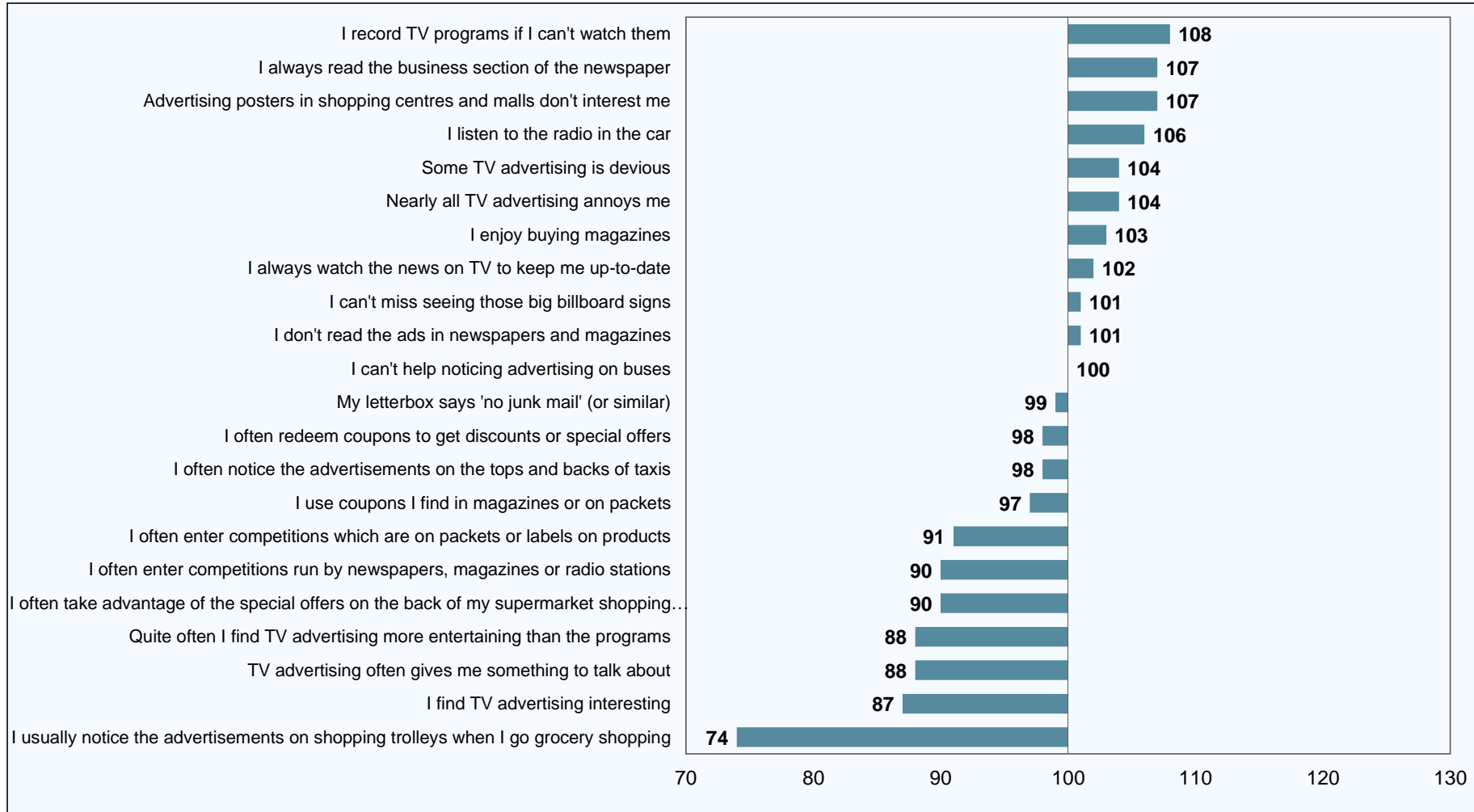
XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I record TV programs if I can't watch them	WC	5470
	V%	49%
	IX	108
I always read the business section of the newspaper	WC	1915
	V%	17%
	IX	107
Advertising posters in shopping centres and malls don't interest me	WC	8194
	V%	74%
	IX	107
I listen to the radio in the car	WC	9185
	V%	83%
	IX	106
Some TV advertising is devious	WC	8716
	V%	78%
	IX	104
Nearly all TV advertising annoys me	WC	7661
	V%	69%
	IX	104
I enjoy buying magazines	WC	3006
	V%	27%
	IX	103
I always watch the news on TV to keep me up-to-date	WC	6536
	V%	59%
	IX	102

XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I can't miss seeing those big billboard signs	WC	6220
	V%	56%
	IX	101
I don't read the ads in newspapers and magazines	WC	5582
	V%	50%
	IX	101
I can't help noticing advertising on buses	WC	6776
	V%	61%
	IX	100
My letterbox says 'no junk mail' (or similar)	WC	2815
	V%	25%
	IX	99
I often redeem coupons to get discounts or special offers	WC	4593
	V%	41%
	IX	98
I often notice the advertisements on the tops and backs of taxis	WC	2564
	V%	23%
	IX	98
I use coupons I find in magazines or on packets	WC	3487
	V%	31%
	IX	97

XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I often enter competitions which are on packets or labels on products	WC	1395
	V%	13%
	IX	91
I often enter competitions run by newspapers, magazines or radio stations	WC	1474
	V%	13%
	IX	90
I often take advantage of the special offers on the back of my supermarket shopping docket	WC	2322
	V%	21%
	IX	90
Quite often I find TV advertising more entertaining than the programs	WC	1585
	V%	14%
	IX	88
TV advertising often gives me something to talk about	WC	2266
	V%	20%
	IX	88
I find TV advertising interesting	WC	1993
	V%	18%
	IX	87
I usually notice the advertisements on shopping trolleys when I go grocery shopping	WC	937
	V%	8%
	IX	74

XYZ Customers Profile Advertising and Media

This chart shows the index of the target profile group's attitudes compared to the average Australian.



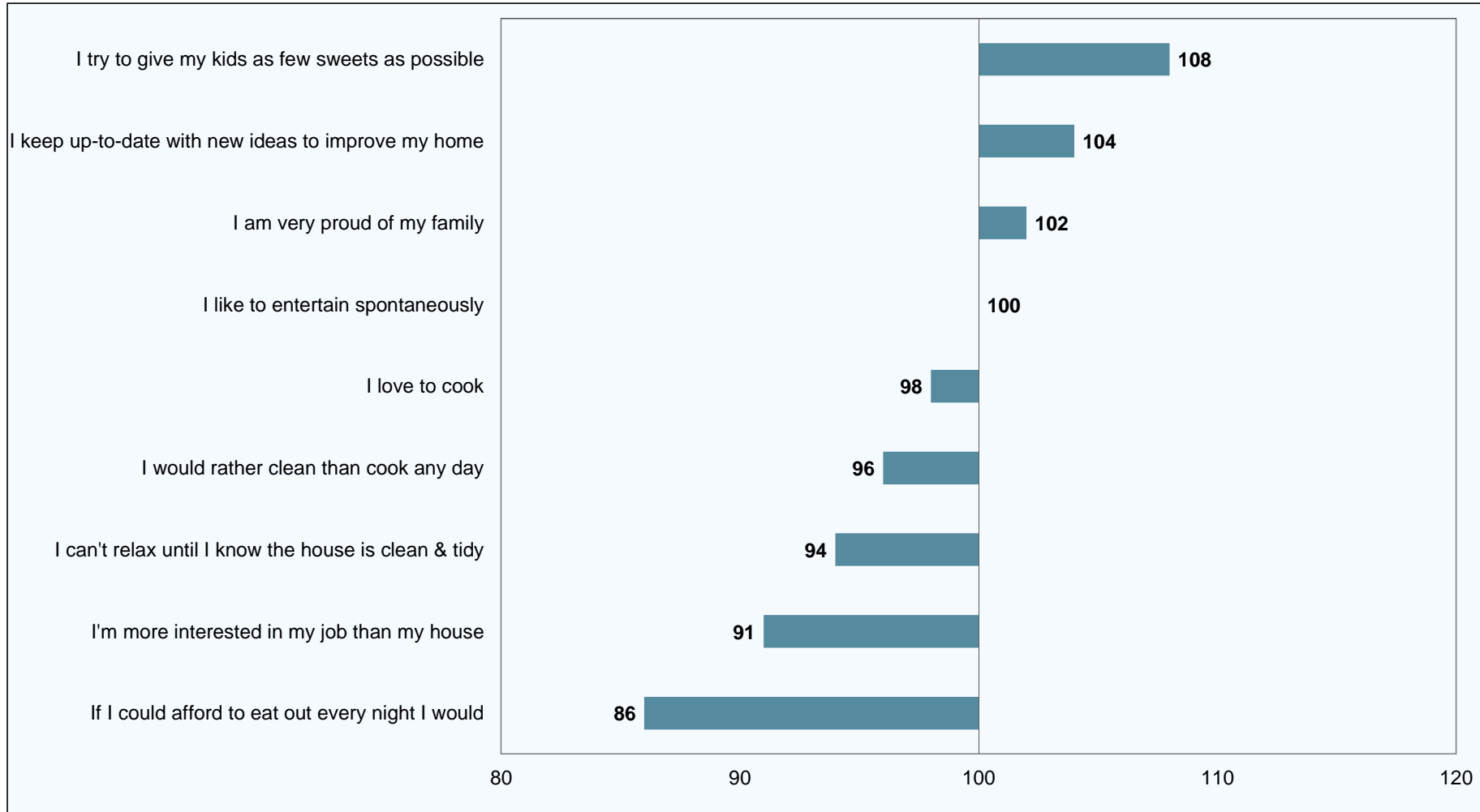
XYZ Customers Profile Family and Home

This table shows the target profile group's attitudes to a range of Family and Home Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
FAMILY AND HOME ATTITUDES - AGREE		
I try to give my kids as few sweets as possible	WC	6697
	V%	60%
	IX	108
I keep up-to-date with new ideas to improve my home	WC	4102
	V%	37%
	IX	104
I am very proud of my family	WC	10181
	V%	92%
	IX	102
I like to entertain spontaneously	WC	4938
	V%	44%
	IX	100
I love to cook	WC	6800
	V%	61%
	IX	98
I would rather clean than cook any day	WC	2247
	V%	20%
	IX	96
I can't relax until I know the house is clean & tidy	WC	4228
	V%	38%
	IX	94
I'm more interested in my job than my house	WC	1983
	V%	18%
	IX	91
If I could afford to eat out every night I would	WC	1885
	V%	17%
	IX	86

XYZ Customers Profile Family and Home

This chart shows the index of the target profile group's attitudes compared to the average Australian.



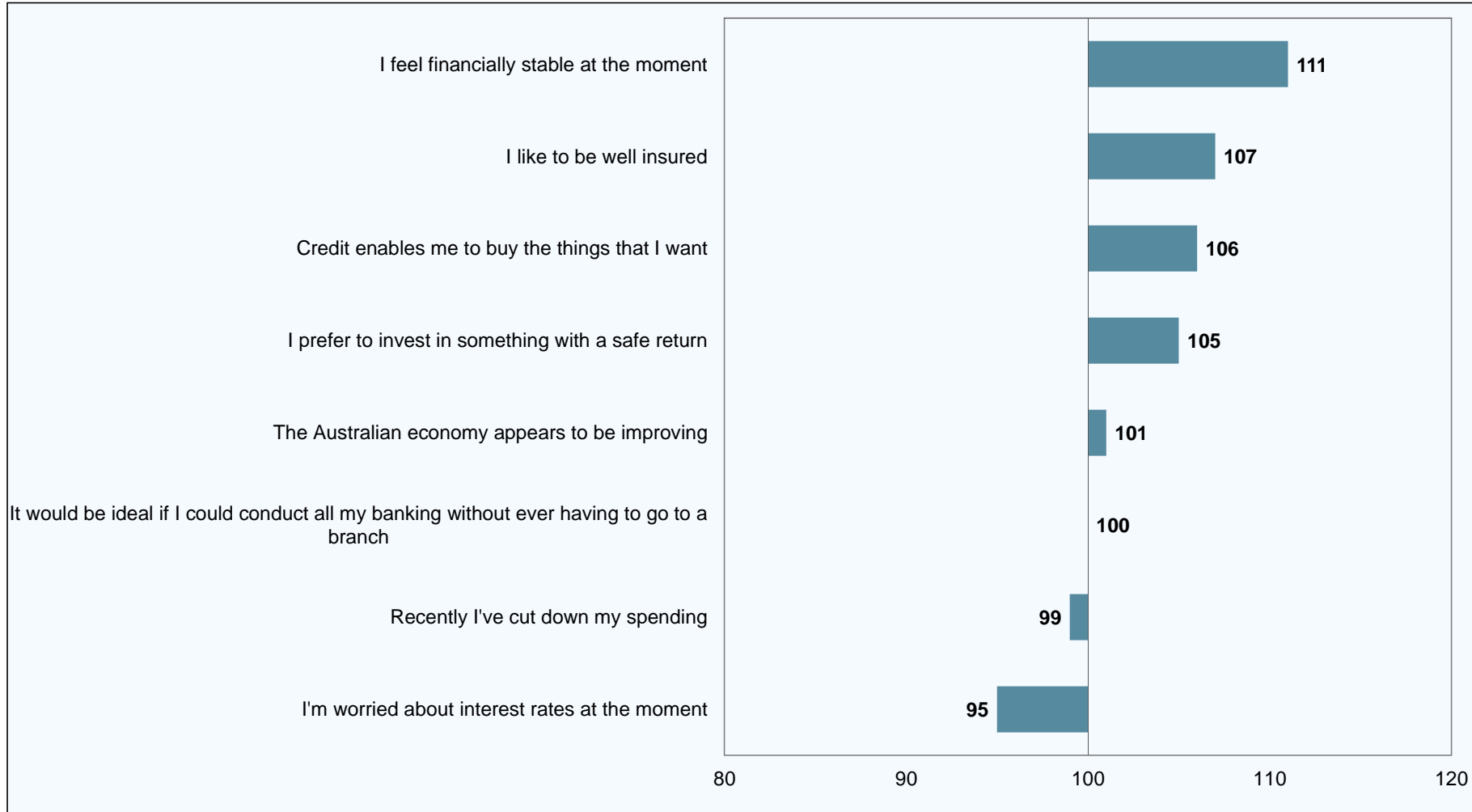
XYZ Customers Profile Finance

This table shows the target profile group's attitudes to a range of Finance Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
FINANCE ATTITUDES - AGREE		
I feel financially stable at the moment	WC	7431
	V%	67%
	IX	111
I like to be well insured	WC	8393
	V%	76%
	IX	107
Credit enables me to buy the things that I want	WC	3532
	V%	32%
	IX	106
I prefer to invest in something with a safe return	WC	9389
	V%	84%
	IX	105
The Australian economy appears to be improving	WC	3380
	V%	30%
	IX	101
It would be ideal if I could conduct all my banking without ever having to go to a branch	WC	5501
	V%	49%
	IX	100
Recently I've cut down my spending	WC	7064
	V%	64%
	IX	99
I'm worried about interest rates at the moment	WC	2887
	V%	26%
	IX	95

XYZ Customers Profile Finance

This chart shows the index of the target profile group's attitudes compared to the average Australian.



XYZ Customers Profile Holiday

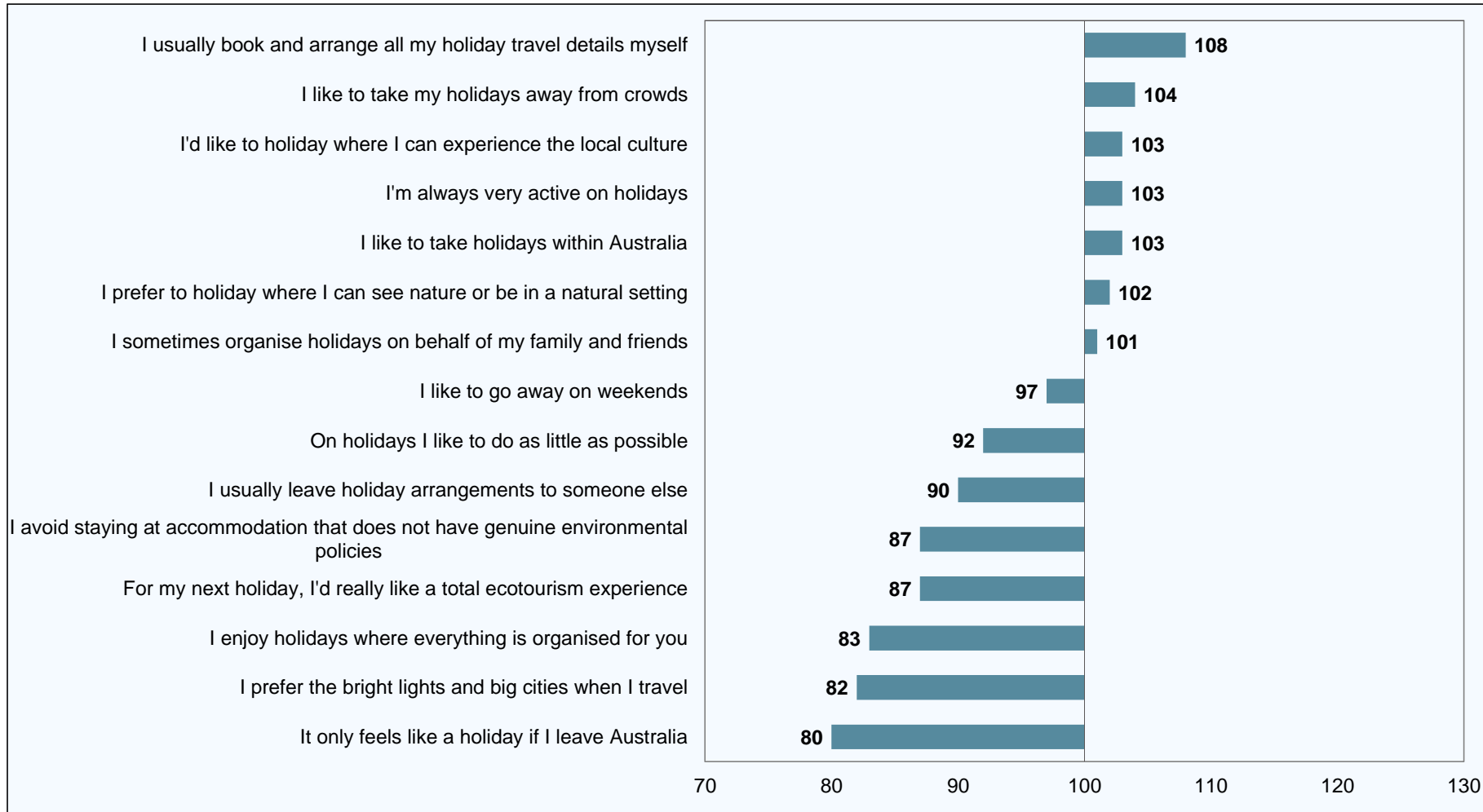
This table shows the target profile group's attitudes to a range of Holiday Statements.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
HOLIDAY ATTITUDES - AGREE		
I usually book and arrange all my holiday travel details myself	WC	7723
	V%	69%
	IX	108
I like to take my holidays away from crowds	WC	8281
	V%	74%
	IX	104
I'd like to holiday where I can experience the local culture	WC	8583
	V%	77%
	IX	103
I'm always very active on holidays	WC	5876
	V%	53%
	IX	103
I like to take holidays within Australia	WC	8547
	V%	77%
	IX	103
I prefer to holiday where I can see nature or be in a natural setting	WC	8356
	V%	75%
	IX	102
I sometimes organise holidays on behalf of my family and friends	WC	3044
	V%	27%
	IX	101
I like to go away on weekends	WC	4936
	V%	44%
	IX	97

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
HOLIDAY ATTITUDES - AGREE		
On holidays I like to do as little as possible	WC	3995
	V%	36%
	IX	92
I usually leave holiday arrangements to someone else	WC	2331
	V%	21%
	IX	90
I avoid staying at accommodation that does not have genuine environmental policies	WC	1924
	V%	17%
	IX	87
For my next holiday, I'd really like a total ecotourism experience	WC	2062
	V%	19%
	IX	87
I enjoy holidays where everything is organised for you	WC	2937
	V%	26%
	IX	83
I prefer the bright lights and big cities when I travel	WC	1759
	V%	16%
	IX	82
It only feels like a holiday if I leave Australia	WC	1009
	V%	9%
	IX	80

XYZ Customers Profile Holiday

This chart shows the index of the target profile group's attitudes compared to the average Australian.



XYZ Customers Profile

Activities in the Last 3 Months - Eating Out/Fast Food

This table shows Eating Out/Fast Food activities of the target profile group in the last 3 months.

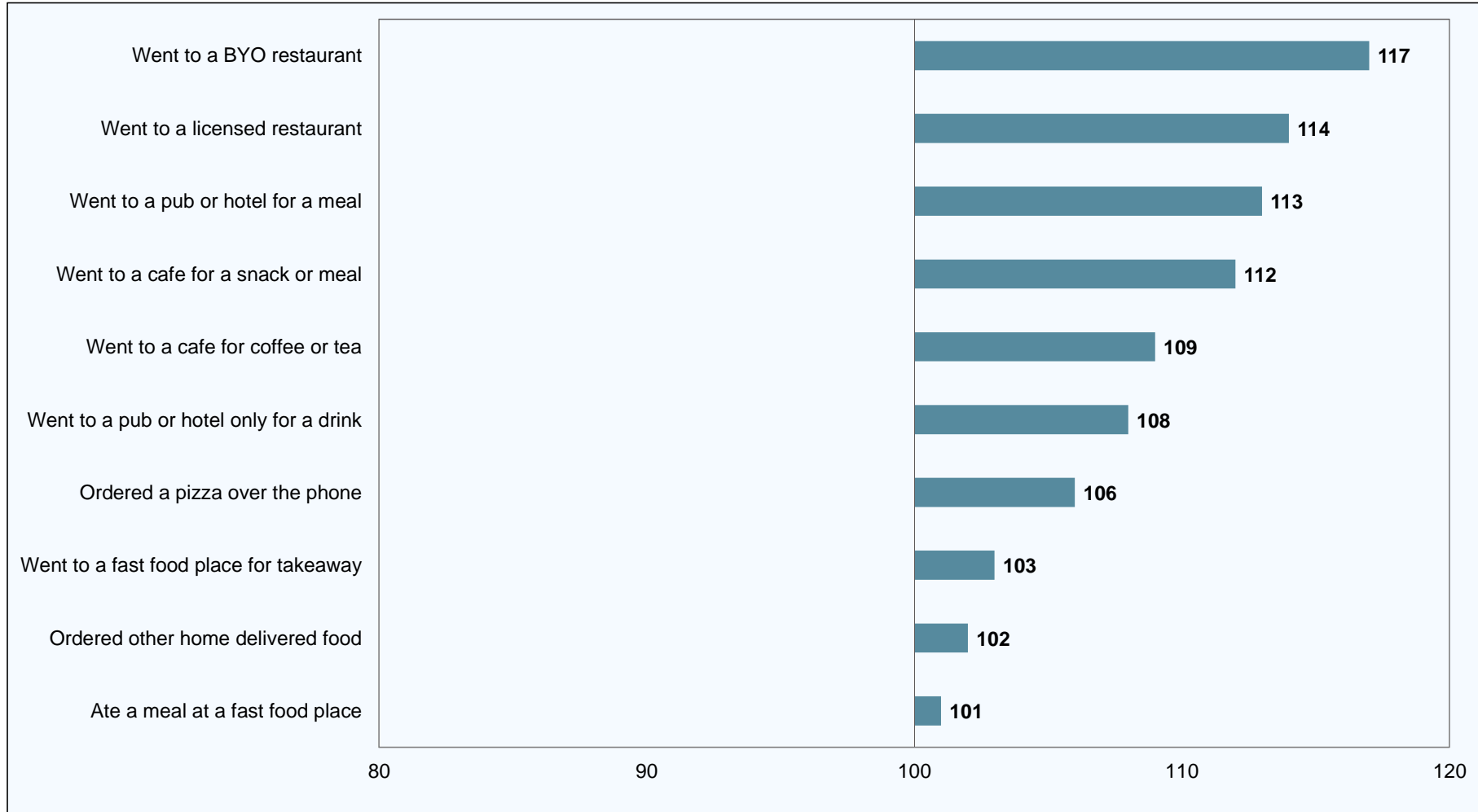
XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a BYO restaurant	WC	3004
	V%	27%
	IX	117
Went to a licensed restaurant	WC	6273
	V%	56%
	IX	114
Went to a pub or hotel for a meal	WC	5221
	V%	47%
	IX	113
Went to a cafe for a snack or meal	WC	5500
	V%	49%
	IX	112
Went to a cafe for coffee or tea	WC	6891
	V%	62%
	IX	109

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a pub or hotel only for a drink	WC	2375
	V%	21%
	IX	108
Ordered a pizza over the phone	WC	4104
	V%	37%
	IX	106
Went to a fast food place for takeaway	WC	6039
	V%	54%
	IX	103
Ordered other home delivered food	WC	1424
	V%	13%
	IX	102
Ate a meal at a fast food place	WC	5081
	V%	46%
	IX	101

XYZ Customers Profile

Activities in the Last 3 Months - Eating Out/Fast Food

This chart shows the index of the target profile group compared to the average Australian in terms of these activities in the last 3 months.



XYZ Customers Profile Activities in the Last 3 Months - Leisure

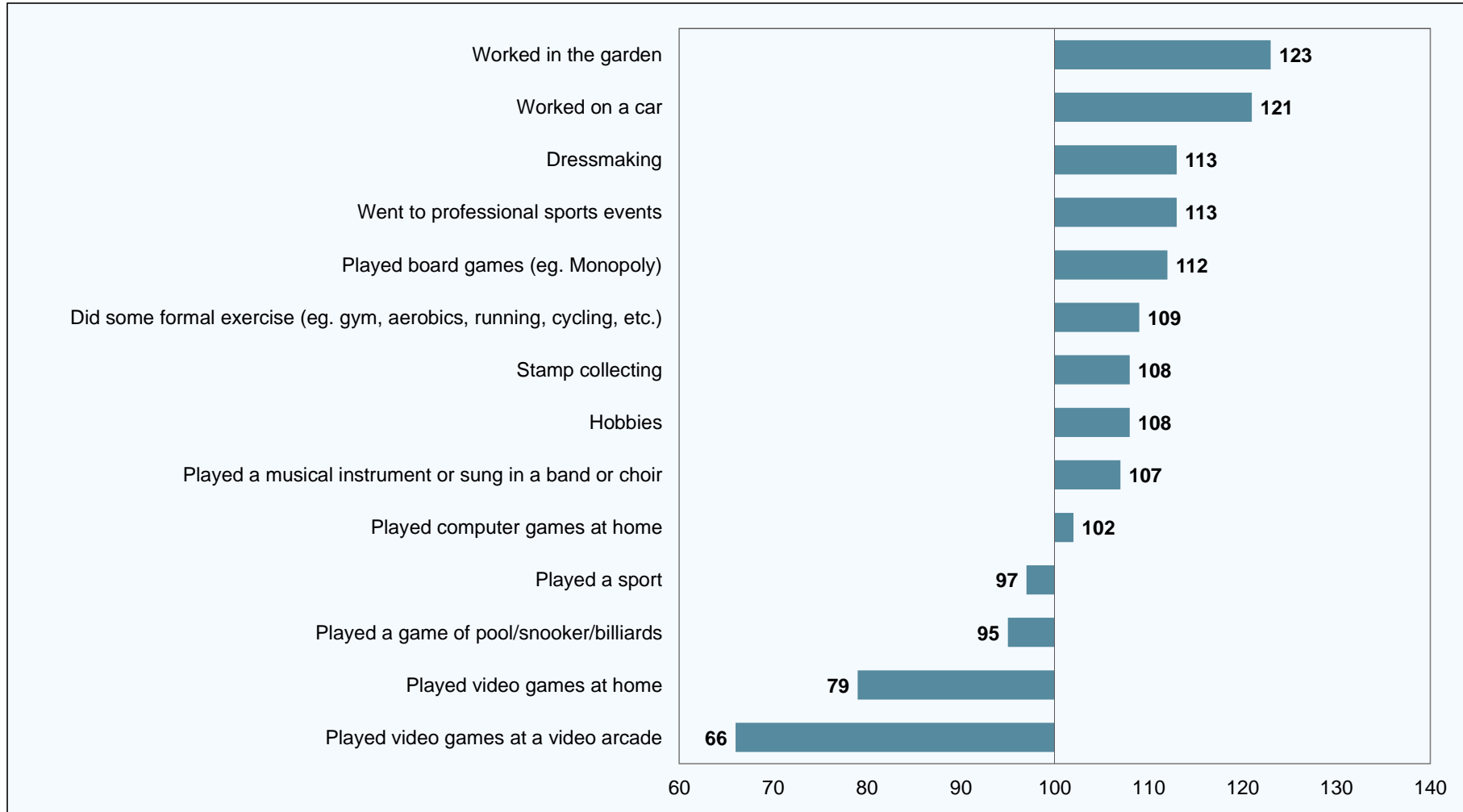
This table shows Leisure activities of the target profile group in the last 3 months.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Worked in the garden	WC	7771
	V%	70%
	IX	123
Worked on a car	WC	2105
	V%	19%
	IX	121
Dressmaking	WC	868
	V%	8%
	IX	113
Went to professional sports events	WC	1386
	V%	12%
	IX	113
Played board games (eg. Monopoly)	WC	2798
	V%	25%
	IX	112
Did some formal exercise (eg. gym, aerobics, running, cycling, etc.)	WC	5342
	V%	48%
	IX	109
Stamp collecting	WC	189
	V%	2%
	IX	108

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Hobbies	WC	3422
	V%	31%
	IX	108
Played a musical instrument or sung in a band or choir	WC	1226
	V%	11%
	IX	107
Played computer games at home	WC	3439
	V%	31%
	IX	102
Played a sport	WC	2600
	V%	23%
	IX	97
Played a game of pool/snooker/billiards	WC	984
	V%	9%
	IX	95
Played video games at home	WC	1389
	V%	12%
	IX	79
Played video games at a video arcade	WC	137
	V%	1%
	IX	66

XYZ Customers Profile Activities in the Last 3 Months - Leisure

This chart shows the index of the target profile group compared to the average Australian in terms of these activities in the last 3 months.



XYZ Customers Profile Activities in the Last 3 Months - Entertainment

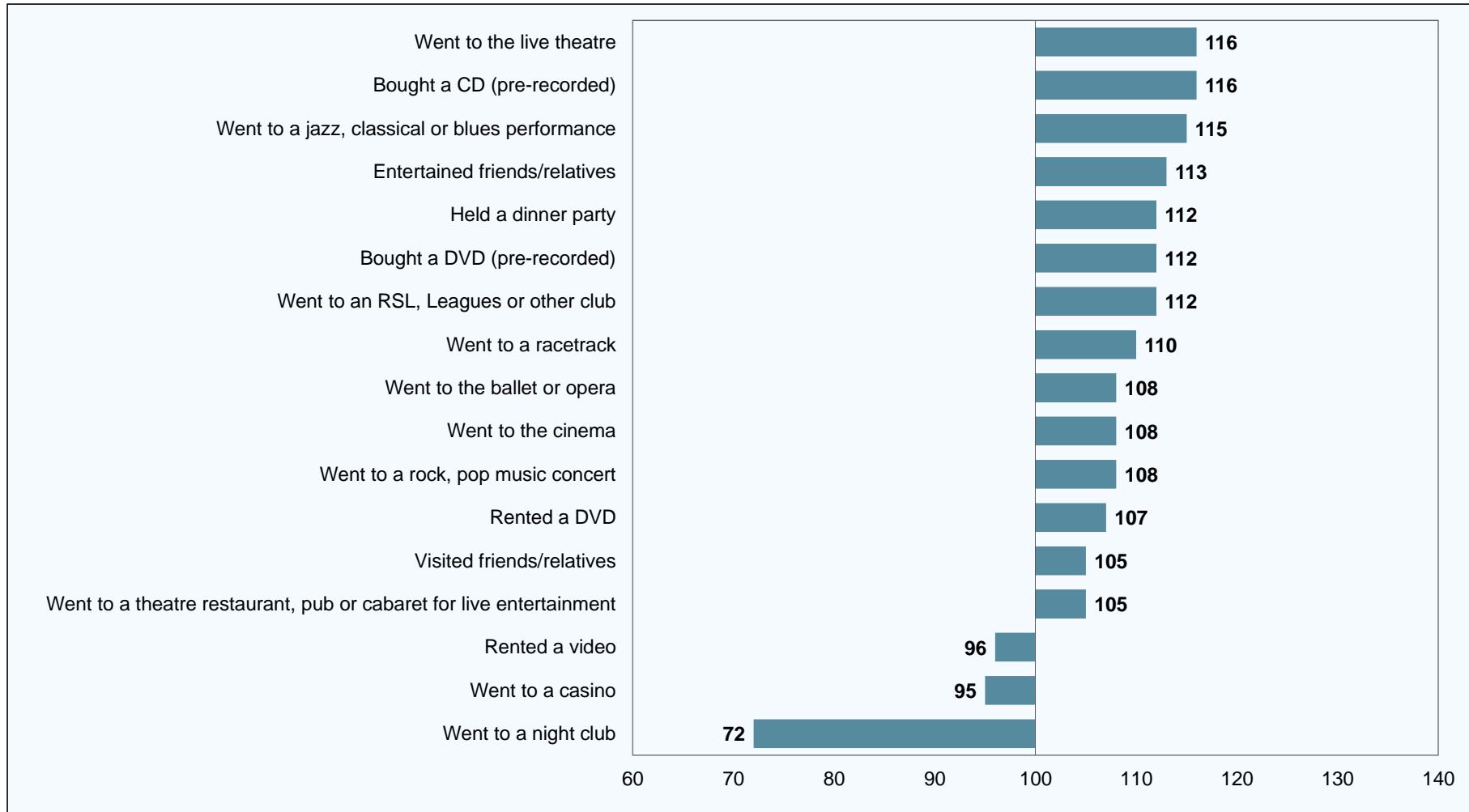
This table shows Entertainment activities of the target profile group in the last 3 months.

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS			
Went to the live theatre	WC	1764	
	V%	16%	
	IX	116	
Bought a CD (pre-recorded)	WC	1465	
	V%	13%	
	IX	116	
Went to a jazz, classical or blues performance	WC	533	
	V%	5%	
	IX	115	
Entertained friends/relatives	WC	7352	
	V%	66%	
	IX	113	
Held a dinner party	WC	2815	
	V%	25%	
	IX	112	
Bought a DVD (pre-recorded)	WC	2623	
	V%	24%	
	IX	112	
Went to an RSL, Leagues or other club	WC	2713	
	V%	24%	
	IX	112	
Went to a racetrack	WC	368	
	V%	3%	
	IX	110	
Went to the ballet or opera	WC	351	
	V%	3%	
	IX	108	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS			
Went to the cinema	WC	4723	
	V%	42%	
	IX	108	
Went to a rock, pop music concert	WC	1058	
	V%	10%	
	IX	108	
Rented a DVD	WC	1775	
	V%	16%	
	IX	107	
Visited friends/relatives	WC	9591	
	V%	86%	
	IX	105	
Went to a theatre restaurant, pub or cabaret for live entertainment	WC	789	
	V%	7%	
	IX	105	
Rented a video	WC	381	
	V%	3%	
	IX	96	
Went to a casino	WC	632	
	V%	6%	
	IX	95	
Went to a night club	WC	532	
	V%	5%	
	IX	72	

XYZ Customers Profile Activities in the Last 3 Months - Entertainment

This chart shows the index of the target profile group compared to the average Australian in terms of these activities in the last 3 months.



XYZ Customers Profile Sports Watched on TV

These tables show a summary and a detailed list of Sports Watched on TV by the target profile group.

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
TV SPORTS WATCHED - SUMMARY			
Golf	WC	1492	
	V%	13%	
	IX	118	
Motorcycle Racing	WC	1113	
	V%	10%	
	IX	117	
Horse Racing/Harness racing	WC	3865	
	V%	35%	
	IX	114	
Olympic Games	WC	6098	
	V%	55%	
	IX	114	
Cricket	WC	4915	
	V%	44%	
	IX	113	
Lawn Bowls	WC	430	
	V%	4%	
	IX	113	
Car racing	WC	3713	
	V%	33%	
	IX	112	
AFL	WC	4753	
	V%	43%	
	IX	112	
Tennis	WC	4294	
	V%	39%	
	IX	110	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
TV SPORTS WATCHED - SUMMARY			
Rugby Union	WC	2098	
	V%	19%	
	IX	110	
NRL	WC	4012	
	V%	36%	
	IX	109	
Swimming/Diving	WC	1673	
	V%	15%	
	IX	109	
Soccer	WC	2852	
	V%	26%	
	IX	107	
Basketball	WC	968	
	V%	9%	
	IX	100	
Total watched sport on TV	WC	9378	
	V%	84%	
	IX	106	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
TV SPORTS WATCHED			
AFL - Pre-season	WC	1462	
	V%	13%	
	IX	106	
AFL - Regular season	WC	3800	
	V%	34%	
	IX	112	
AFL - Finals	WC	3813	
	V%	34%	
	IX	114	
AFL - Grand Final	WC	4166	
	V%	37%	
	IX	115	
NRL - Regular season	WC	2459	
	V%	22%	
	IX	108	
NRL - Finals	WC	2639	
	V%	24%	
	IX	108	
NRL - Grand Final	WC	3162	
	V%	28%	
	IX	109	
Rugby League NRL State of Origin	WC	3513	
	V%	32%	
	IX	110	
Rugby Union Super Rugby (Super 15)	WC	960	
	V%	9%	
	IX	104	

CONTINUED ↓

XYZ Customers Profile Sports Watched on TV

These tables show a summary and a detailed list of Sports Watched on TV by the target profile group.

XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
TV SPORTS WATCHED		
Rugby Union International	WC	1515
	V%	14%
	IX	111
Rugby World Cup	WC	1756
	V%	16%
	IX	111
FIFA World Cup Soccer	WC	2466
	V%	22%
	IX	107
A-League Soccer	WC	1210
	V%	11%
	IX	107
Other Soccer	WC	517
	V%	5%
	IX	97
English Premier League Soccer	WC	1059
	V%	10%
	IX	104
American NBA basketball	WC	491
	V%	4%
	IX	90
Australian NBL basketball	WC	433
	V%	4%
	IX	97
Women's basketball	WC	465
	V%	4%
	IX	111

XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
TV SPORTS WATCHED		
Netball	WC	963
	V%	9%
	IX	114
American baseball	WC	373
	V%	3%
	IX	105
American football	WC	577
	V%	5%
	IX	107
Cricket - Test match	WC	4241
	V%	38%
	IX	115
One Day Cricket Match	WC	4260
	V%	38%
	IX	114
Twenty20 Cricket Match	WC	3480
	V%	31%
	IX	111
Bathurst 1000	WC	2695
	V%	24%
	IX	118
Formula 1 car racing	WC	2052
	V%	18%
	IX	117
IndyCar events	WC	383
	V%	3%
	IX	111

XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
TV SPORTS WATCHED		
V8 supercars	WC	2123
	V%	19%
	IX	112
Rally car racing	WC	710
	V%	6%
	IX	116
Drag racing	WC	614
	V%	6%
	IX	112
Other car racing	WC	488
	V%	4%
	IX	120
Motorcycle racing	WC	1113
	V%	10%
	IX	117
Horse racing - Melbourne Cup	WC	3800
	V%	34%
	IX	115
Horse racing - Caulfield Cup	WC	1247
	V%	11%
	IX	106
Horse racing - Cox Plate	WC	990
	V%	9%
	IX	108
Horse racing - Golden Slipper	WC	757
	V%	7%
	IX	103

CONTINUED ↓

XYZ Customers Profile Sports Watched on TV

These tables show a summary and a detailed list of Sports Watched on TV by the target profile group.

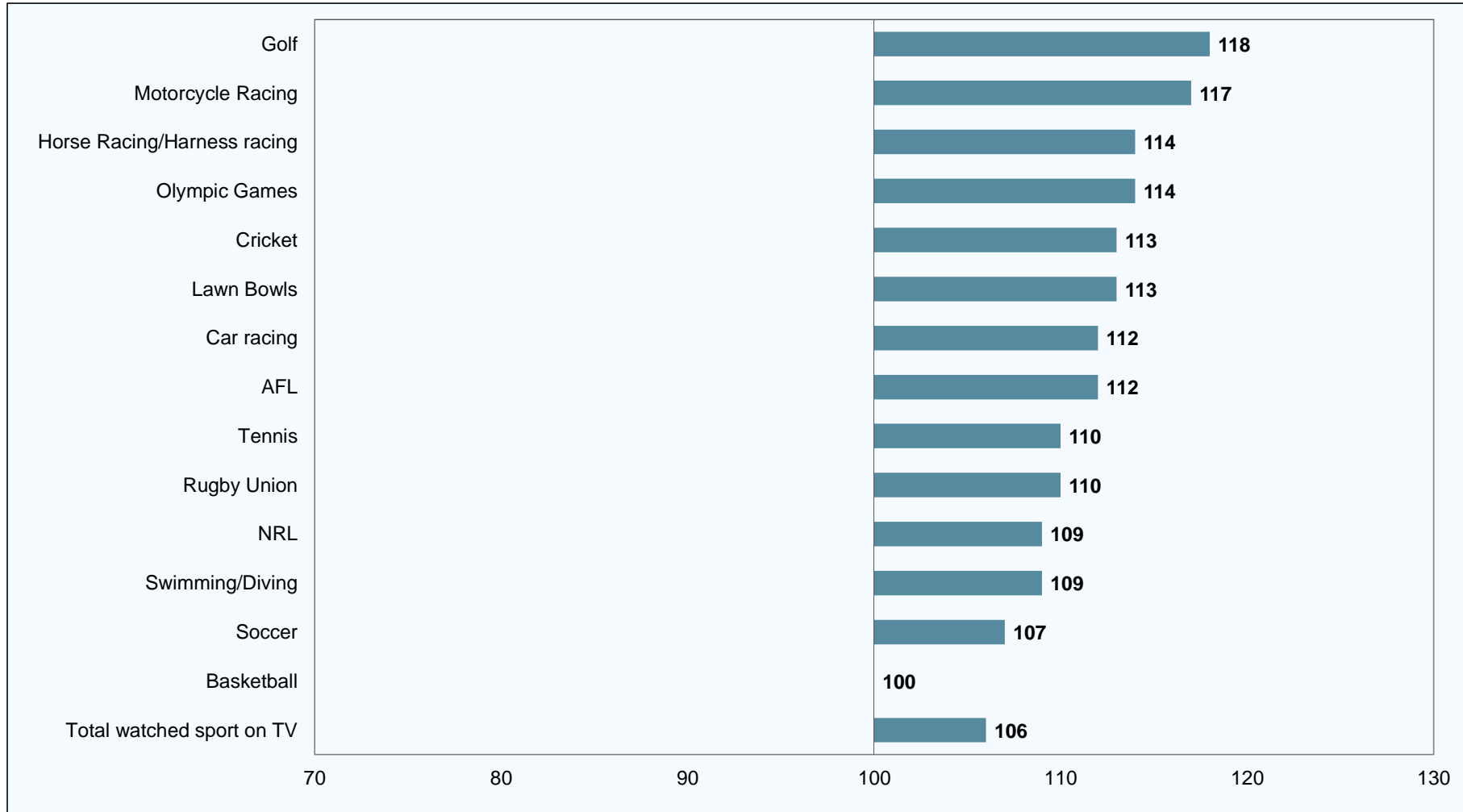
XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
TV SPORTS WATCHED		
Horse racing - Other	WC	806
	V%	7%
	IX	110
Trotting (Harness racing)	WC	293
	V%	3%
	IX	115
Horse riding/Equestrian	WC	310
	V%	3%
	IX	114
Greyhound racing	WC	238
	V%	2%
	IX	97
Golf	WC	1492
	V%	13%
	IX	118
Cycling	WC	2684
	V%	24%
	IX	123
Gymnastics	WC	646
	V%	6%
	IX	109
Boxing	WC	601
	V%	5%
	IX	104

XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
TV SPORTS WATCHED		
Professional Wrestling (WWE)	WC	416
	V%	4%
	IX	92
Ice hockey	WC	246
	V%	2%
	IX	95
Figure skating	WC	645
	V%	6%
	IX	110
Iron Man contests	WC	586
	V%	5%
	IX	120
Athletics/Track & field	WC	781
	V%	7%
	IX	118
Marathons/Running	WC	345
	V%	3%
	IX	107
Triathlon	WC	394
	V%	4%
	IX	116
Snooker/Billiards/Pool	WC	324
	V%	3%
	IX	107

XYZ Customers		
Total Sample Size	9448	
Population (000's)	11116	
TV SPORTS WATCHED		
Lawn bowls	WC	430
	V%	4%
	IX	113
Tennis - Australian Open	WC	4212
	V%	38%
	IX	110
Other Tennis	WC	2086
	V%	19%
	IX	115
Snow skiing/Snowboarding	WC	336
	V%	3%
	IX	110
Surfing	WC	545
	V%	5%
	IX	106
Sailing	WC	336
	V%	3%
	IX	124
Swimming	WC	1673
	V%	15%
	IX	109
Commonwealth Games	WC	5208
	V%	47%
	IX	115
Olympic Games	WC	6098
	V%	55%
	IX	114

XYZ Customers Profile Sports Watched on TV

This chart shows the index of the target profile group compared to the average Australian in terms of the Sports they Watched on TV.



XYZ Customers Profile

Sports and Activities Participated In

These tables show a summary and a detailed list of Sports and Activities Participated In by the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
SPORTS PARTICIPATED IN - SUMMARY		
Shooting	WC	381
	V%	3%
	IX	125
Flying (Pilot Licence)	WC	81
	V%	1%
	IX	117
Fishing	WC	2228
	V%	20%
	IX	115
Horse Riding	WC	356
	V%	3%
	IX	113
Hiking/Bushwalking	WC	3310
	V%	30%
	IX	113
Water Sports	WC	5063
	V%	46%
	IX	112
Outdoor Activities	WC	4902
	V%	44%
	IX	112
Motor Sports	WC	405
	V%	4%
	IX	110
Yoga	WC	1191
	V%	11%
	IX	105

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
SPORTS PARTICIPATED IN - SUMMARY		
Athletic Activities (incl. walking for exercise)	WC	9449
	V%	85%
	IX	105
Individual Sports	WC	3831
	V%	34%
	IX	104
Dancing	WC	948
	V%	9%
	IX	104
Winter Sports	WC	695
	V%	6%
	IX	102
Combative Sports	WC	470
	V%	4%
	IX	92
Team Sports	WC	1949
	V%	18%
	IX	86
Total participated in any sport/leisure activity regularly or occasionally (incl. walking)	WC	10121
	V%	91%
	IX	103

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
SPORTS PARTICIPATED IN		
Aerobics	WC	759
	V%	7%
	IX	106
Cycling	WC	2543
	V%	23%
	IX	118
Mountain Biking	WC	510
	V%	5%
	IX	110
Gym/Weight training	WC	2549
	V%	23%
	IX	104
Gymnastics	WC	135
	V%	1%
	IX	78
Jogging	WC	2567
	V%	23%
	IX	97
Roller blading/Skating	WC	195
	V%	2%
	IX	94
Marathons/Running	WC	395
	V%	4%
	IX	91
Athletics/Track & Field	WC	267
	V%	2%
	IX	83

CONTINUED ↓

XYZ Customers Profile Sports and Activities Participated In

These tables show a summary and a detailed list of Sports and Activities Participated In by the target profile group.

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
SPORTS PARTICIPATED IN			
Triathlon	WC	117	
	V%	1%	
	IX	78	
Walking for Exercise	WC	8724	
	V%	78%	
	IX	106	
Australian Rules football	WC	326	
	V%	3%	
	IX	95	
Basketball	WC	478	
	V%	4%	
	IX	76	
Cricket	WC	606	
	V%	5%	
	IX	84	
Field hockey	WC	129	
	V%	1%	
	IX	96	
Netball	WC	362	
	V%	3%	
	IX	88	
Rugby League	WC	140	
	V%	1%	
	IX	68	
Rugby Union	WC	121	
	V%	1%	
	IX	76	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
SPORTS PARTICIPATED IN			
Soccer	WC	665	
	V%	6%	
	IX	78	
Softball	WC	72	
	V%	1%	
	IX	77	
Baseball	WC	56	
	V%	1%	
	IX	70	
Volleyball	WC	238	
	V%	2%	
	IX	76	
Golf	WC	1252	
	V%	11%	
	IX	121	
Lawn bowls	WC	483	
	V%	4%	
	IX	112	
Pool/Snooker/Billiards	WC	970	
	V%	9%	
	IX	105	
Darts	WC	616	
	V%	6%	
	IX	101	
Squash	WC	253	
	V%	2%	
	IX	102	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
SPORTS PARTICIPATED IN			
Badminton	WC	284	
	V%	3%	
	IX	76	
Table tennis	WC	661	
	V%	6%	
	IX	102	
Tennis	WC	1056	
	V%	10%	
	IX	105	
Ten Pin bowling	WC	1296	
	V%	12%	
	IX	108	
Boxing	WC	267	
	V%	2%	
	IX	90	
Martial arts	WC	263	
	V%	2%	
	IX	96	
Body surfing	WC	709	
	V%	6%	
	IX	122	
Jet skiing	WC	75	
	V%	1%	
	IX	88	
Power boating	WC	259	
	V%	2%	
	IX	126	

CONTINUED ↓

XYZ Customers Profile Sports and Activities Participated In

These tables show a summary and a detailed list of Sports and Activities Participated In by the target profile group.

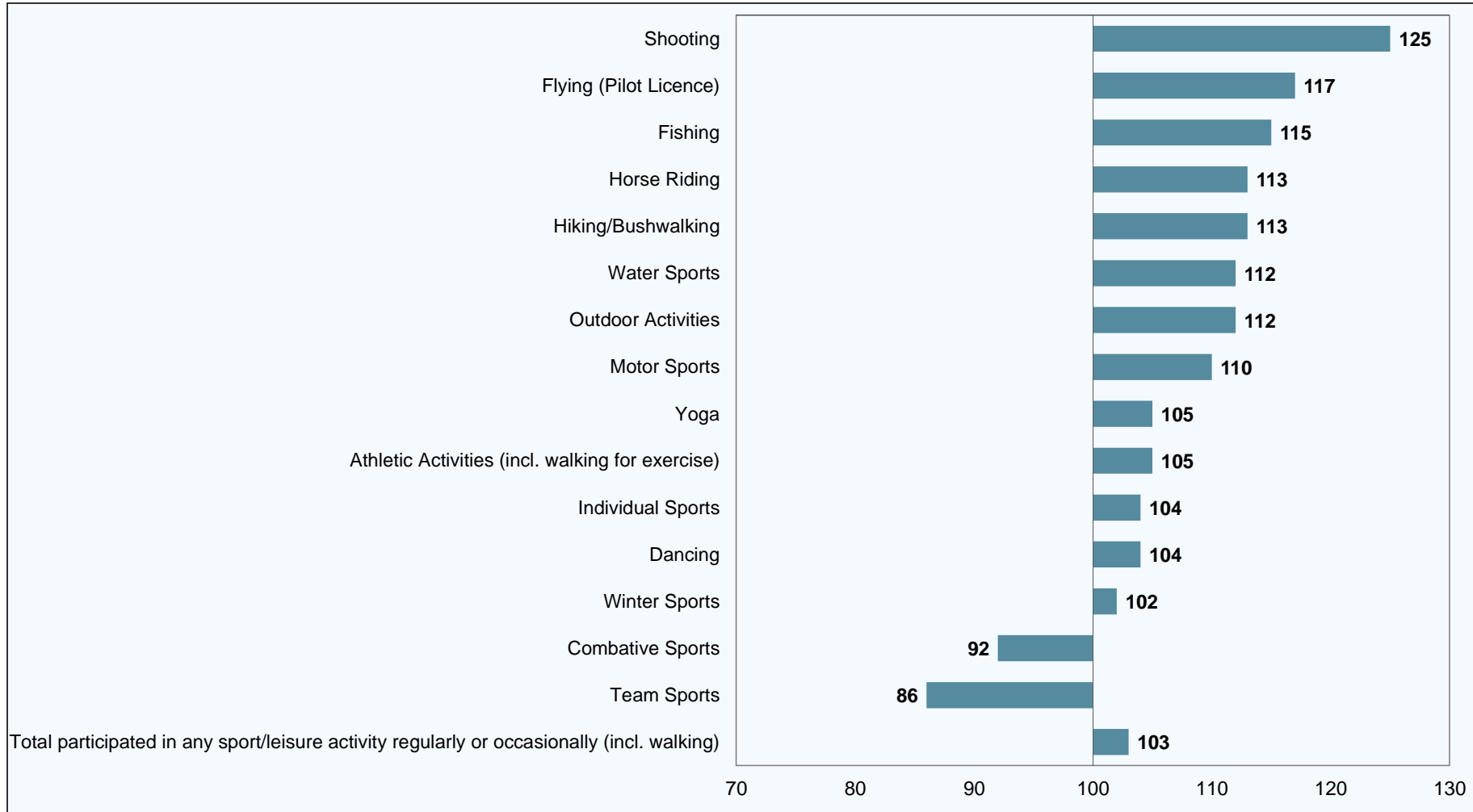
XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
SPORTS PARTICIPATED IN			
Rowing	WC	238	
	V%	2%	
	IX	126	
Windsurfing/Sailboarding	WC	65	
	V%	1%	
	IX	130	
Sailing	WC	328	
	V%	3%	
	IX	126	
Surfing	WC	497	
	V%	4%	
	IX	104	
Swimming	WC	4428	
	V%	40%	
	IX	111	
Scuba diving	WC	261	
	V%	2%	
	IX	117	
Snorkelling/Skin diving	WC	705	
	V%	6%	
	IX	125	
Water skiing	WC	248	
	V%	2%	
	IX	126	
Ice/Figure skating	WC	154	
	V%	1%	
	IX	88	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
SPORTS PARTICIPATED IN			
Snow skiing	WC	493	
	V%	4%	
	IX	116	
Snowboarding	WC	161	
	V%	1%	
	IX	81	
Fishing - fresh water	WC	1314	
	V%	12%	
	IX	115	
Fishing - salt water	WC	1926	
	V%	17%	
	IX	117	
Hiking/Bushwalking	WC	3310	
	V%	30%	
	IX	113	
Horse Riding	WC	356	
	V%	3%	
	IX	113	
Clay/Target shooting	WC	201	
	V%	2%	
	IX	122	
Hunting or Game Shooting	WC	282	
	V%	3%	
	IX	131	
Archery	WC	220	
	V%	2%	
	IX	108	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
SPORTS PARTICIPATED IN			
Rock climbing/Abseiling	WC	253	
	V%	2%	
	IX	113	
Dirt biking	WC	233	
	V%	2%	
	IX	105	
Motorcycle racing	WC	117	
	V%	1%	
	IX	116	
Motor racing	WC	134	
	V%	1%	
	IX	121	
Ballet/Jazz/Tap/Modern dancing	WC	152	
	V%	1%	
	IX	78	
Ballroom dancing	WC	188	
	V%	2%	
	IX	115	
Other dancing	WC	747	
	V%	7%	
	IX	105	
Yoga	WC	1191	
	V%	11%	
	IX	105	
Flying (Pilot Licence)	WC	81	
	V%	1%	
	IX	117	

XYZ Customers Profile Sports and Activities Participated In

This chart shows the index of the target profile group compared to the average Australian in terms of the Sports and Activities they Participated In.



XYZ Customers Profile Media Usage Summary

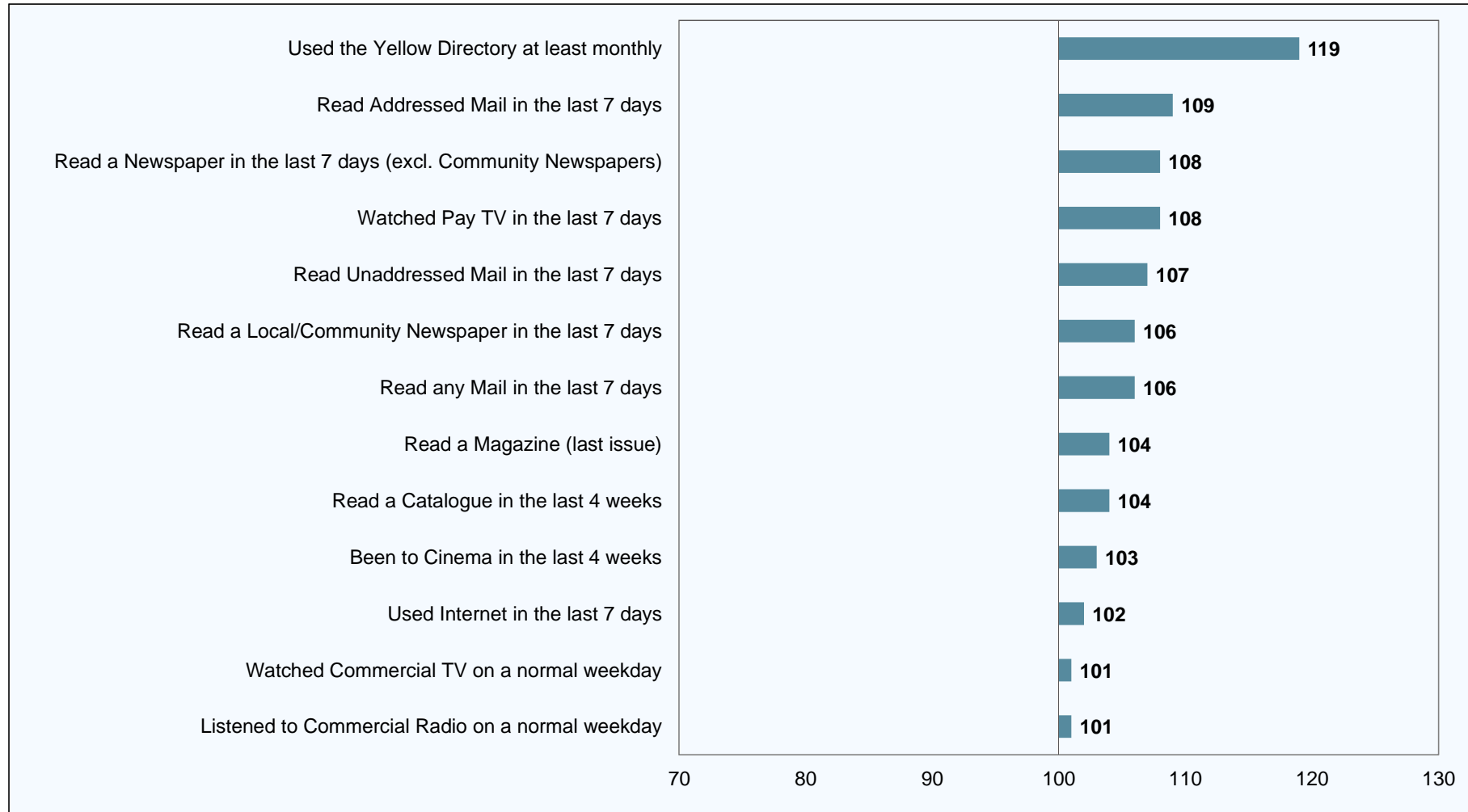
This table shows a Summary of Media Usage for the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
MEDIA USAGE SUMMARY		
Used the Yellow Directory at least monthly	WC	922
	V%	8%
	IX	119
Read Addressed Mail in the last 7 days	WC	8121
	V%	73%
	IX	109
Read a Newspaper in the last 7 days (excl. Community Newspapers)	WC	6635
	V%	60%
	IX	108
Watched Pay TV in the last 7 days	WC	2663
	V%	24%
	IX	108
Read Unaddressed Mail in the last 7 days	WC	6681
	V%	60%
	IX	107
Read a Local/Community Newspaper in the last 7 days	WC	4105
	V%	37%
	IX	106
Read any Mail in the last 7 days	WC	9482
	V%	85%
	IX	106

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
MEDIA USAGE SUMMARY		
Read a Magazine (last issue)	WC	8391
	V%	75%
	IX	104
Read a Catalogue in the last 4 weeks	WC	8095
	V%	73%
	IX	104
Been to Cinema in the last 4 weeks	WC	3027
	V%	27%
	IX	103
Used Internet in the last 7 days	WC	10469
	V%	94%
	IX	102
Watched Commercial TV on a normal weekday	WC	9769
	V%	88%
	IX	101
Listened to Commercial Radio on a normal weekday	WC	6975
	V%	63%
	IX	101

XYZ Customers Profile Media Usage Summary

This chart shows the index of the target profile group compared to the average Australian in terms of types of Media used.



XYZ Customers Profile Newspaper and Magazine Readership

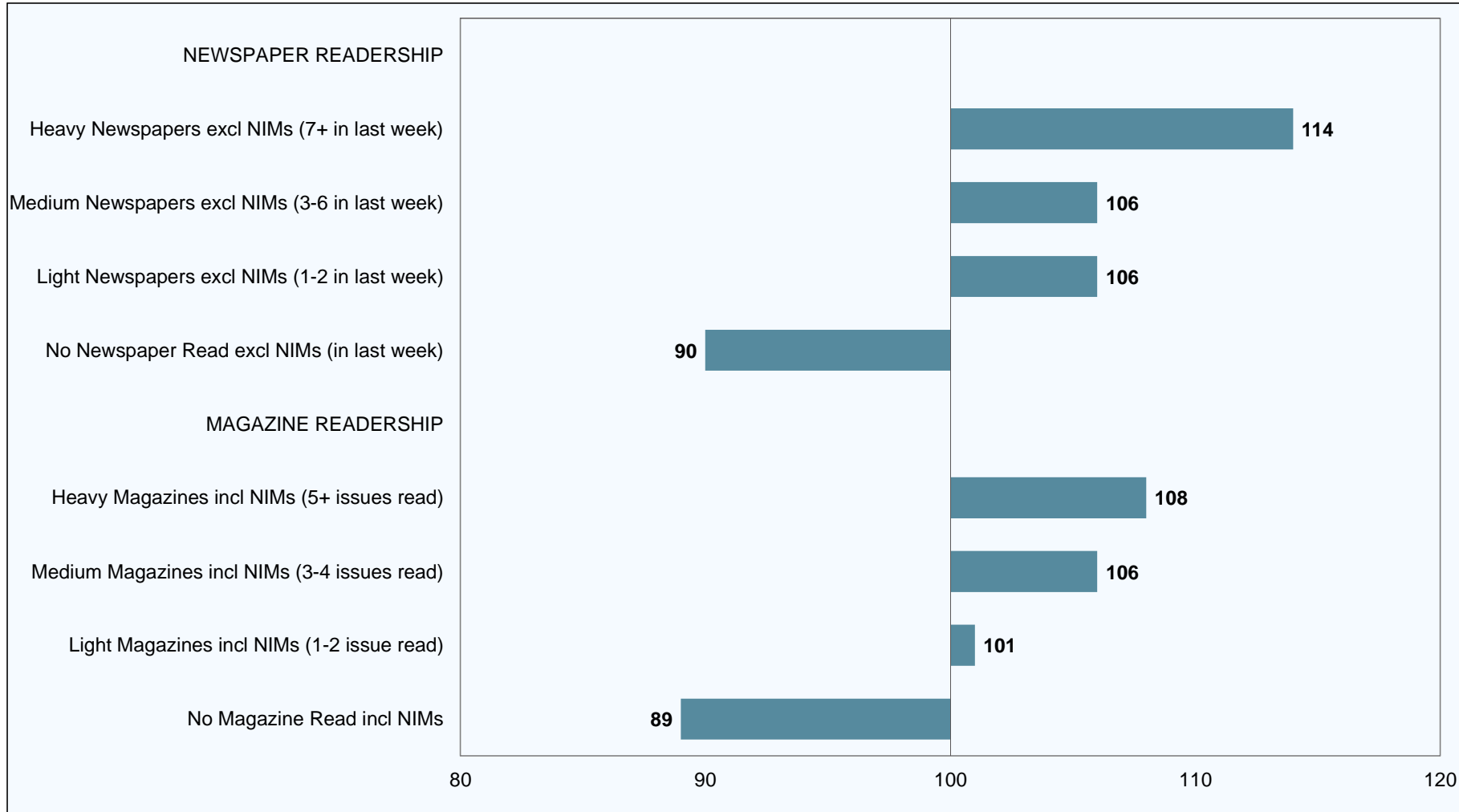
These tables show Newspaper and Magazine Readership of the target profile group.

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
NEWSPAPER READERSHIP			
Heavy Newspapers excl NIMs (7+ in last week)	WC	1964	
	V%	18%	
	IX	114	
Medium Newspapers excl NIMs (3-6 in last week)	WC	1921	
	V%	17%	
	IX	106	
Light Newspapers excl NIMs (1-2 in last week)	WC	2750	
	V%	25%	
	IX	106	
No Newspaper Read excl NIMs (in last week)	WC	4481	
	V%	40%	
	IX	90	

XYZ Customers			
Total Sample Size		9448	
Population (000's)		11116	
MAGAZINE READERSHIP			
Heavy Magazines incl NIMs (5+ issues read)	WC	2317	
	V%	21%	
	IX	108	
Medium Magazines incl NIMs (3-4 issues read)	WC	2358	
	V%	21%	
	IX	106	
Light Magazines incl NIMs (1-2 issue read)	WC	3716	
	V%	33%	
	IX	101	
No Magazine Read incl NIMs	WC	2725	
	V%	25%	
	IX	89	

XYZ Customers Profile Newspaper and Magazine Readership

This chart shows the index of the target profile group compared to the average Australian in terms of their Newspaper and Magazine Readership.



XYZ Customers Profile

Weekday Commercial TV Viewing and Radio Listening

These tables show Weekday Commercial TV Viewing and Radio Listening of the target profile group.

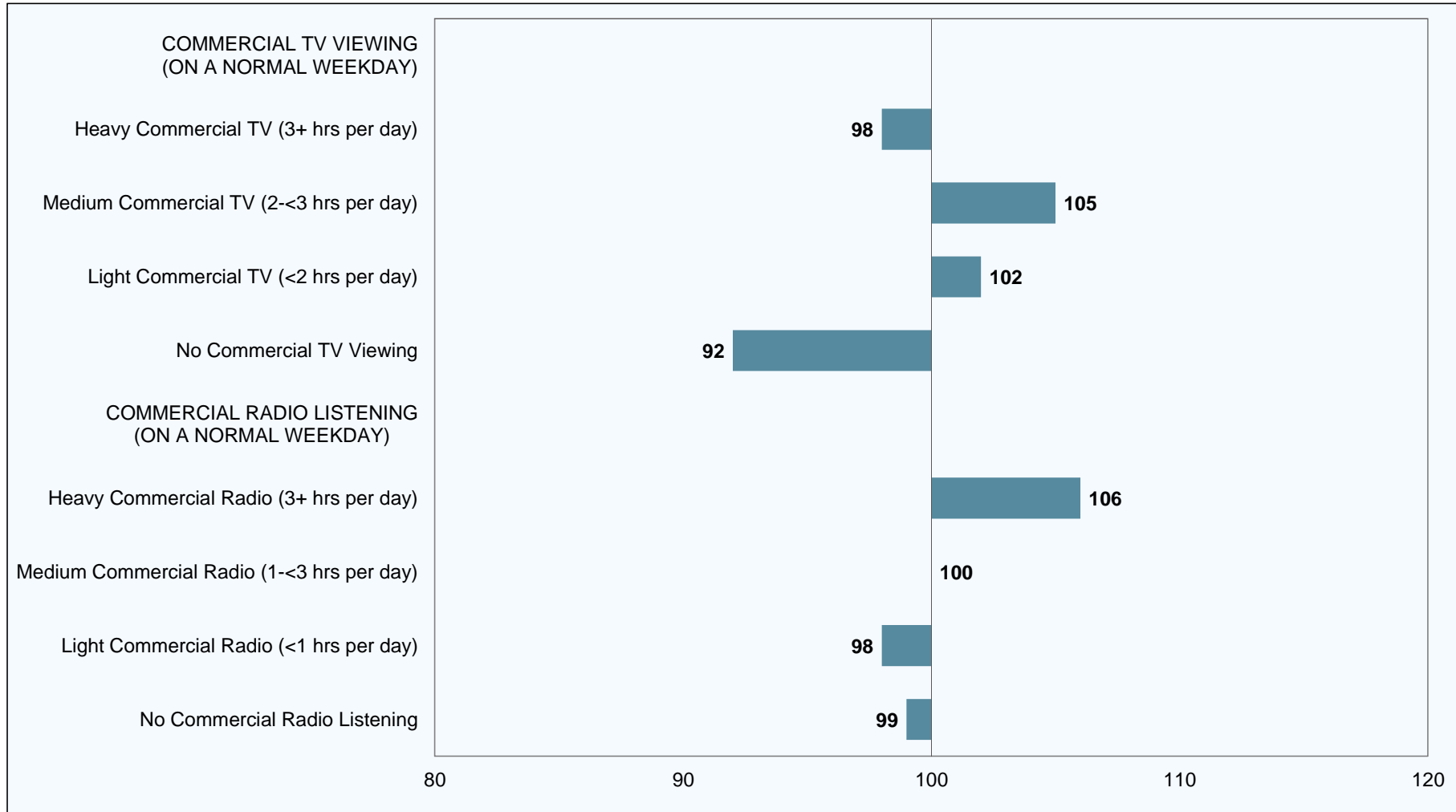
XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
COMMERCIAL TV VIEWING (ON A NORMAL WEEKDAY)		
Heavy Commercial TV (3+ hrs per day)	WC	3434
	V%	31%
	IX	98
Medium Commercial TV (2-<3 hrs per day)	WC	2526
	V%	23%
	IX	105
Light Commercial TV (<2 hrs per day)	WC	3809
	V%	34%
	IX	102
No Commercial TV Viewing	WC	1347
	V%	12%
	IX	92

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
COMMERCIAL RADIO LISTENING (ON A NORMAL WEEKDAY)		
Heavy Commercial Radio (3+ hrs per day)	WC	1893
	V%	17%
	IX	106
Medium Commercial Radio (1-<3 hrs per day)	WC	3055
	V%	27%
	IX	100
Light Commercial Radio (<1 hrs per day)	WC	2027
	V%	18%
	IX	98
No Commercial Radio Listening	WC	4141
	V%	37%
	IX	99

XYZ Customers Profile

Weekday Commercial TV Viewing and Radio Listening

This chart shows the index of the target profile group compared to the average Australian in terms of their Weekday Commercial TV Viewing and Radio Listening.



XYZ Customers Profile Internet Usage and Cinema Attendance

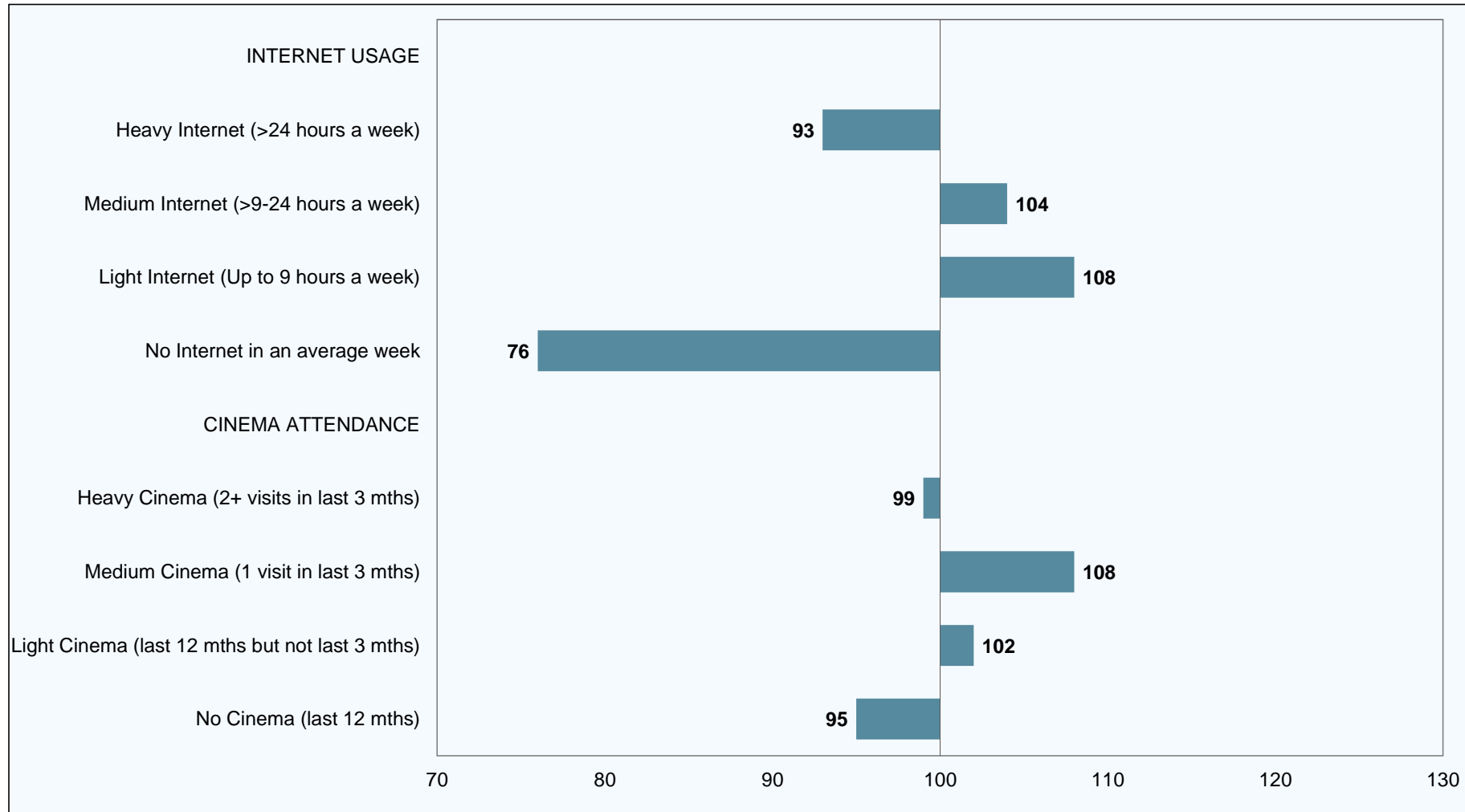
These tables show Internet Usage and Cinema Attendance of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
INTERNET USAGE		
Heavy Internet (>24 hours a week)	WC	2701
	V%	24%
	IX	93
Medium Internet (>9-24 hours a week)	WC	3887
	V%	35%
	IX	104
Light Internet (Up to 9 hours a week)	WC	3722
	V%	33%
	IX	108
No Internet in an average week	WC	807
	V%	7%
	IX	76

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
CINEMA ATTENDANCE		
Heavy Cinema (2+ visits in last 3 mths)	WC	2972
	V%	27%
	IX	99
Medium Cinema (1 visit in last 3 mths)	WC	2440
	V%	22%
	IX	108
Light Cinema (last 12 mths but not last 3 mths)	WC	2159
	V%	19%
	IX	102
No Cinema (last 12 mths)	WC	3545
	V%	32%
	IX	95

XYZ Customers Profile Internet Usage and Cinema Attendance

This chart shows the index of the target profile group compared to the average Australian in terms of their Internet Usage and Cinema Attendance.



XYZ Customers Profile Addressed and Unaddressed Mail Readership

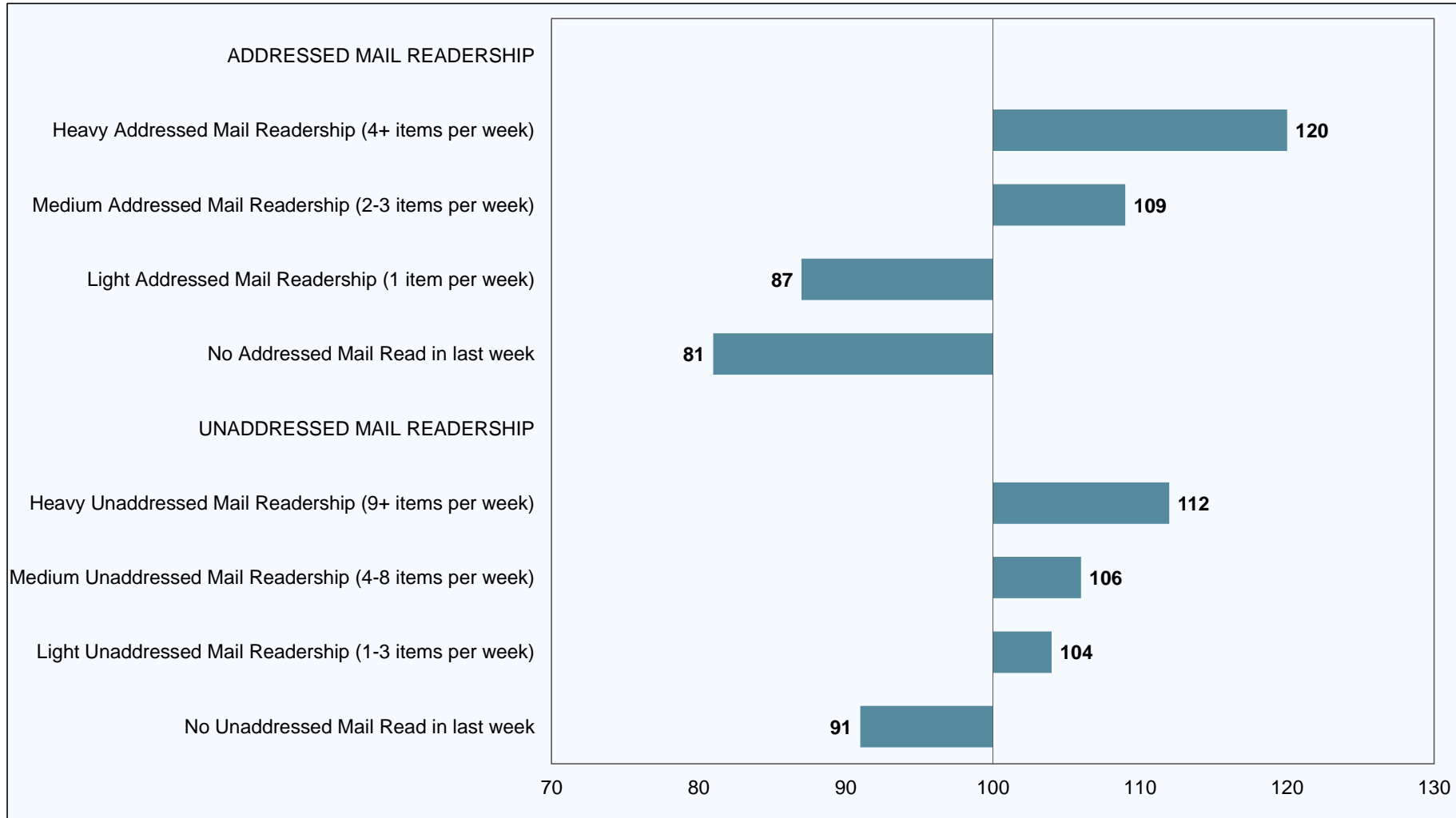
These tables show Addressed and Unaddressed Mail Readership of the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
ADDRESSED MAIL READERSHIP		
Heavy Addressed Mail Readership (4+ items per week)	WC	4240
	V%	38%
	IX	120
Medium Addressed Mail Readership (2-3 items per week)	WC	2418
	V%	22%
	IX	109
Light Addressed Mail Readership (1 item per week)	WC	1463
	V%	13%
	IX	87
No Addressed Mail Read in last week	WC	2995
	V%	27%
	IX	81

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
UNADDRESSED MAIL READERSHIP		
Heavy Unaddressed Mail Readership (9+ items per week)	WC	1770
	V%	16%
	IX	112
Medium Unaddressed Mail Readership (4-8 items per week)	WC	2220
	V%	20%
	IX	106
Light Unaddressed Mail Readership (1-3 items per week)	WC	2690
	V%	24%
	IX	104
No Unaddressed Mail Read in last week	WC	4435
	V%	40%
	IX	91

XYZ Customers Profile Addressed and Unaddressed Mail Readership

This chart shows the index of the target profile group compared to the average Australian in terms of their Addressed and Unaddressed Mail Readership.



XYZ Customers Profile

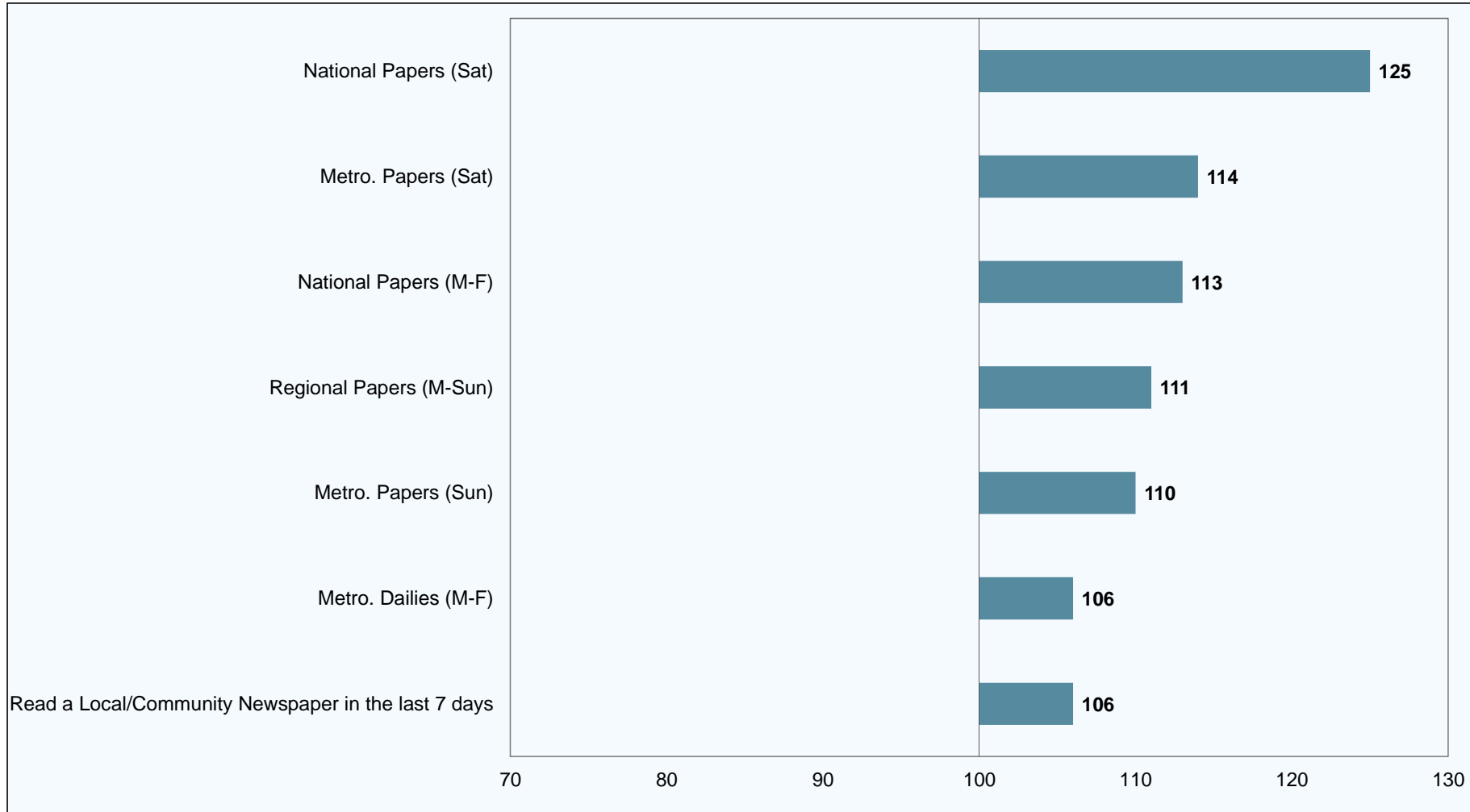
Type of Newspaper Read

This table shows a Summary of the Type of Newspaper read by the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
TYPE OF NEWSPAPER READ		
National Papers (Sat)	WC	560
	V%	5%
	IX	125
Metro. Papers (Sat)	WC	3202
	V%	29%
	IX	114
National Papers (M-F)	WC	499
	V%	4%
	IX	113
Regional Papers (M-Sun)	WC	1489
	V%	13%
	IX	111
Metro. Papers (Sun)	WC	3368
	V%	30%
	IX	110
Metro. Dailies (M-F)	WC	3742
	V%	34%
	IX	106
Read a Local/Community Newspaper in the last 7 days	WC	4105
	V%	37%
	IX	106

XYZ Customers Profile Type of Newspaper Read

This chart shows the index of the target profile group compared to the average Australian in terms of Type of Newspaper read.



XYZ Customers Profile Type of Magazine Read

This table shows a Summary of the Type of Magazine read by the target profile group.

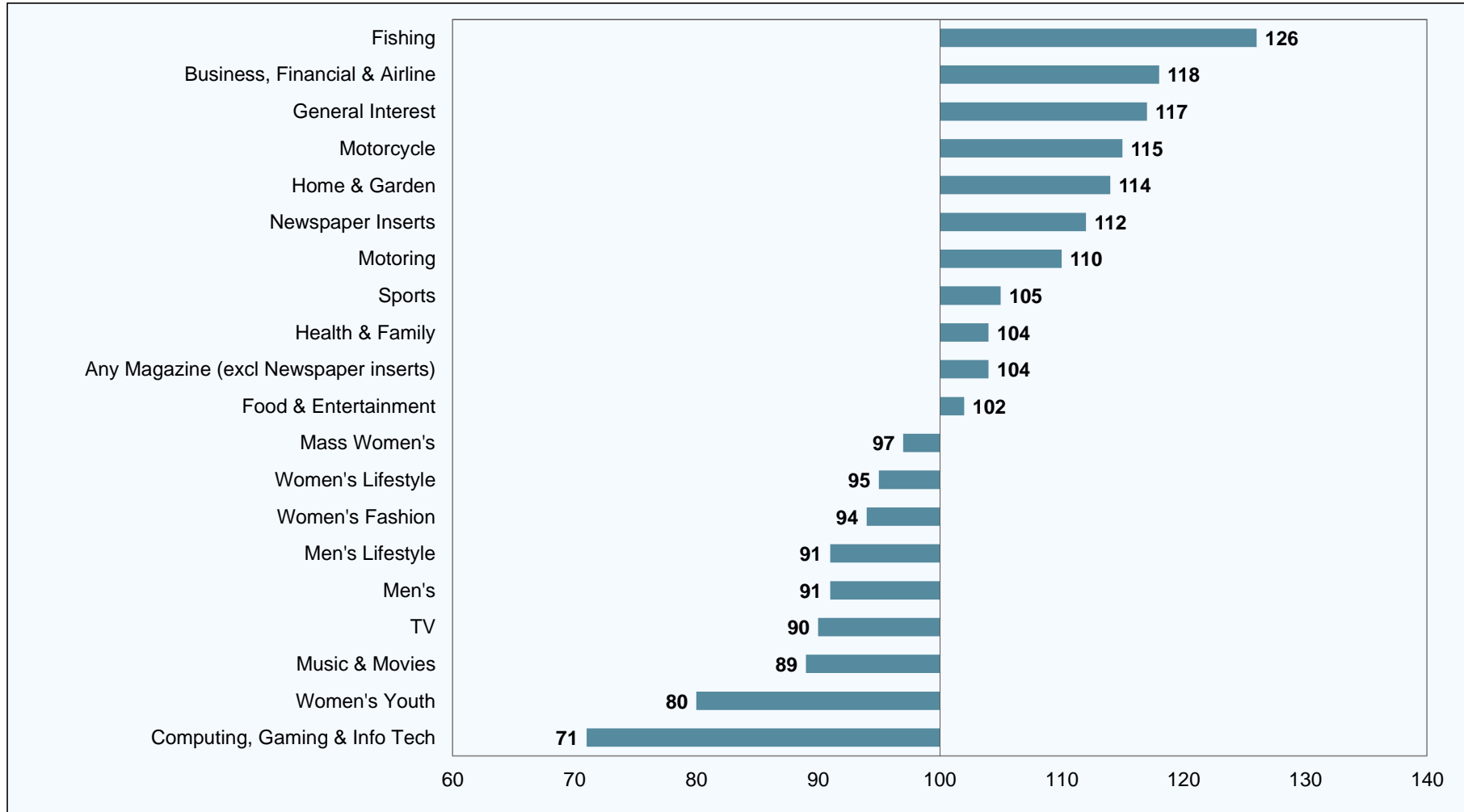
XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
TYPE OF MAGAZINE READ		
Fishing	WC	246
	V%	2%
	IX	126
Business, Financial & Airline	WC	1133
	V%	10%
	IX	118
General Interest	WC	3141
	V%	28%
	IX	117
Motorcycle	WC	135
	V%	1%
	IX	115
Home & Garden	WC	2095
	V%	19%
	IX	114
Newspaper Inserts	WC	3668
	V%	33%
	IX	112
Motoring	WC	836
	V%	8%
	IX	110

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
TYPE OF MAGAZINE READ		
Sports	WC	268
	V%	2%
	IX	105
Health & Family	WC	876
	V%	8%
	IX	104
Any Magazine (excl Newspaper inserts)	WC	7640
	V%	69%
	IX	104
Food & Entertainment	WC	2897
	V%	26%
	IX	102
Mass Women's	WC	2131
	V%	19%
	IX	97
Women's Lifestyle	WC	685
	V%	6%
	IX	95
Women's Fashion	WC	467
	V%	4%
	IX	94

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
TYPE OF MAGAZINE READ		
Men's Lifestyle	WC	397
	V%	4%
	IX	91
Men's	WC	50
	V%	0%
	IX	91
TV	WC	593
	V%	5%
	IX	90
Music & Movies	WC	230
	V%	2%
	IX	89
Women's Youth	WC	145
	V%	1%
	IX	80
Computing, Gaming & Info Tech	WC	261
	V%	2%
	IX	71

XYZ Customers Profile Type of Magazine Read

This chart shows the index of the target profile group compared to the average Australian in terms of Type of Magazine read.



XYZ Customers Profile

Time of Day and Channel of TV Show Watched

These tables show a Summary of the Time of Day and Channel of TV Show Watched by the target profile group.

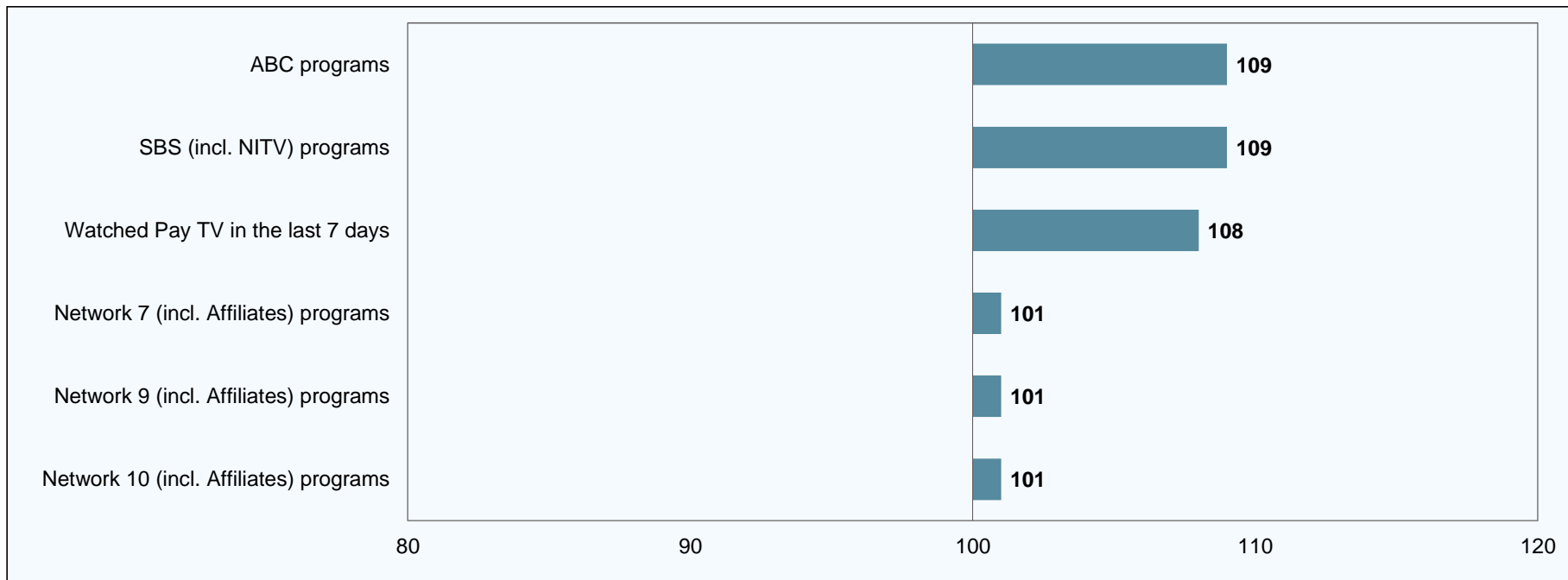
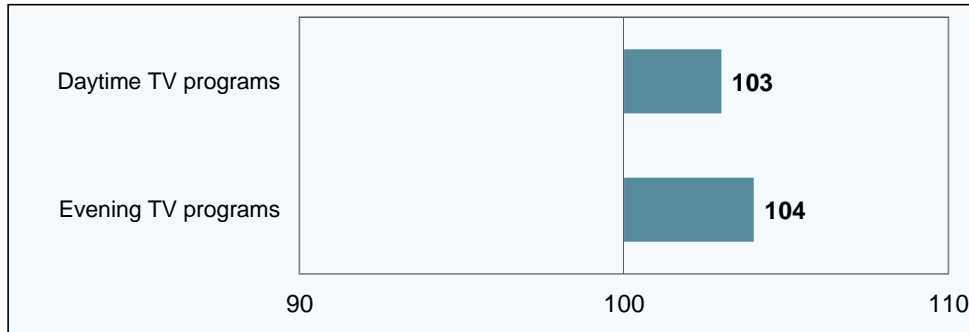
XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
TIME OF DAY WATCHED		
Daytime TV programs	WC	7764
	V%	70%
	IX	103
Evening TV programs	WC	9644
	V%	87%
	IX	104

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
CHANNEL OF TV SHOW WATCHED		
ABC programs	WC	7438
	V%	67%
	IX	109
SBS (incl. NITV) programs	WC	4812
	V%	43%
	IX	109
Watched Pay TV in the last 7 days	WC	2663
	V%	24%
	IX	108
Network 7 (incl. Affiliates) programs	WC	7549
	V%	68%
	IX	101
Network 9 (incl. Affiliates) programs	WC	7314
	V%	66%
	IX	101
Network 10 (incl. Affiliates) programs	WC	5850
	V%	53%
	IX	101

XYZ Customers Profile

Time of Day and Channel of TV Show Watched

These charts show the index of the target profile group compared to the average Australian in terms of Time of Day and Channel of TV Show Watched.



XYZ Customers Profile Type of TV Show Watched

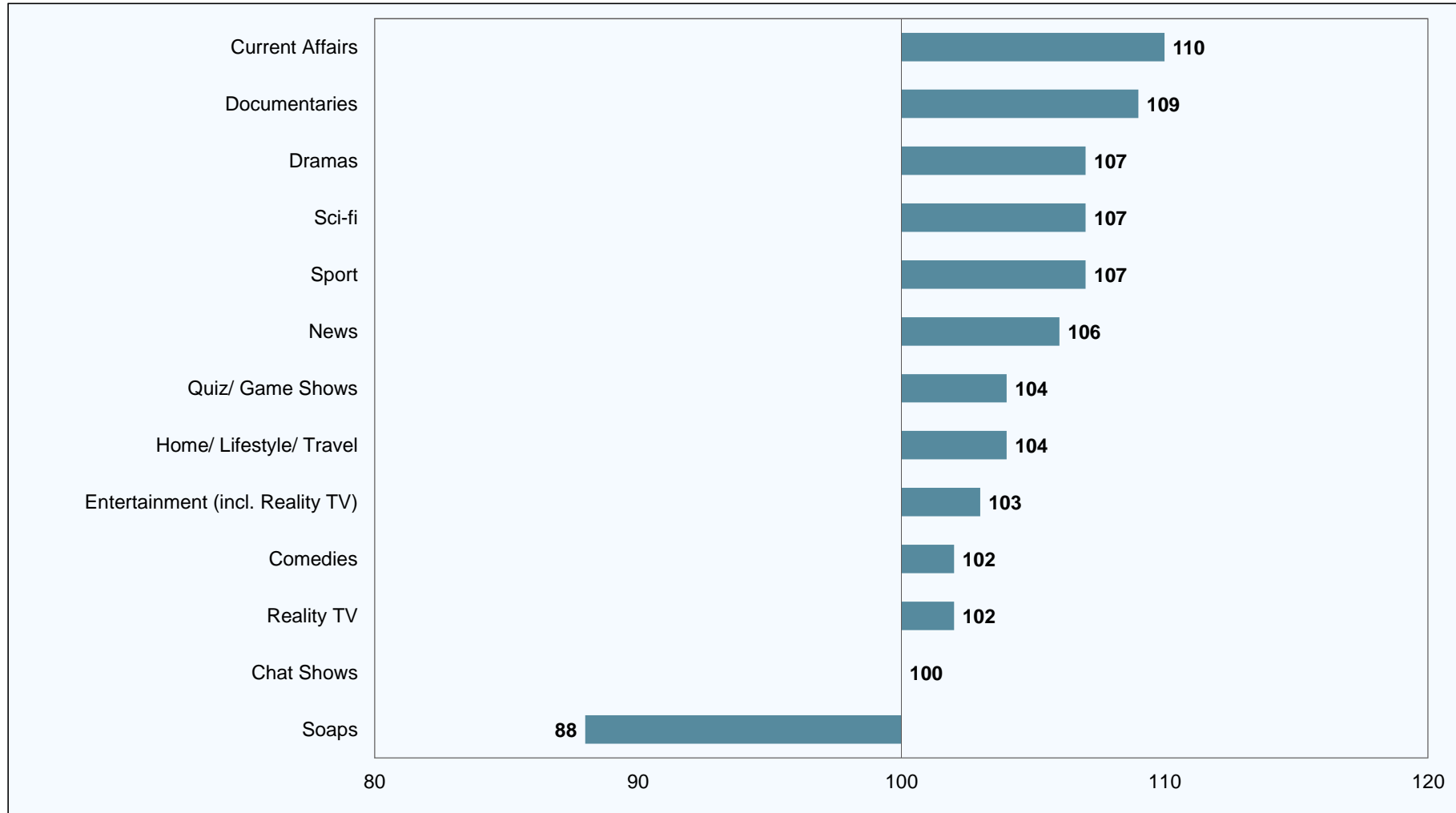
This table shows a Summary of the Type of TV Show Watched by the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
TYPE OF TV SHOW WATCHED		
Current Affairs	WC	4841
	V%	44%
	IX	110
Documentaries	WC	4446
	V%	40%
	IX	109
Dramas	WC	5296
	V%	48%
	IX	107
Sci-fi	WC	373
	V%	3%
	IX	107
Sport	WC	3669
	V%	33%
	IX	107
News	WC	7664
	V%	69%
	IX	106
Quiz/ Game Shows	WC	3684
	V%	33%
	IX	104

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
TYPE OF TV SHOW WATCHED		
Home/ Lifestyle/ Travel	WC	3589
	V%	32%
	IX	104
Entertainment (incl. Reality TV)	WC	2837
	V%	26%
	IX	103
Comedies	WC	4379
	V%	39%
	IX	102
Reality TV	WC	4794
	V%	43%
	IX	102
Chat Shows	WC	2618
	V%	24%
	IX	100
Soaps	WC	1620
	V%	15%
	IX	88

XYZ Customers Profile Type of TV Show Watched

This chart shows the index of the target profile group compared to the average Australian in terms of Type of TV Show Watched.



XYZ Customers Profile Additional Insights

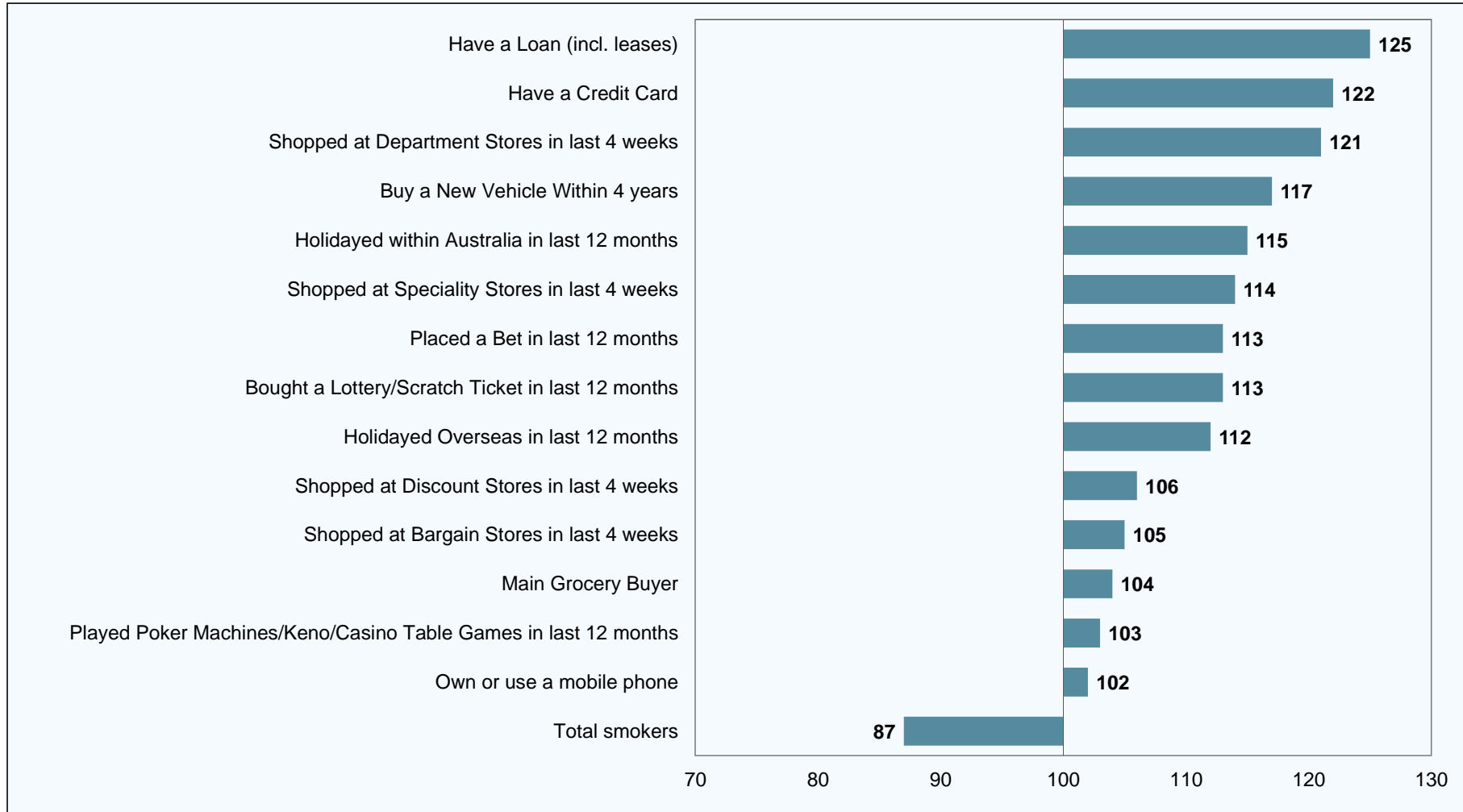
This table shows Additional Insights for a range of Industries for the target profile group.

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
ADDITIONAL INSIGHTS		
Have a Loan (incl. leases)	WC	5338
	V%	48%
	IX	125
Have a Credit Card	WC	5875
	V%	53%
	IX	122
Shopped at Department Stores in last 4 weeks	WC	1501
	V%	14%
	IX	121
Buy a New Vehicle Within 4 years	WC	1562
	V%	14%
	IX	117
Holidayed within Australia in last 12 months	WC	7724
	V%	69%
	IX	115
Shopped at Speciality Stores in last 4 weeks	WC	8515
	V%	77%
	IX	114
Placed a Bet in last 12 months	WC	2328
	V%	21%
	IX	113
Bought a Lottery/Scratch Ticket in last 12 months	WC	5636
	V%	51%
	IX	113

XYZ Customers		
Total Sample Size		9448
Population (000's)		11116
ADDITIONAL INSIGHTS		
Holidayed Overseas in last 12 months	WC	3035
	V%	27%
	IX	112
Shopped at Discount Stores in last 4 weeks	WC	4151
	V%	37%
	IX	106
Shopped at Bargain Stores in last 4 weeks	WC	466
	V%	4%
	IX	105
Main Grocery Buyer	WC	8492
	V%	76%
	IX	104
Played Poker Machines/Keno/Casino Table Games in last 12 months	WC	2652
	V%	24%
	IX	103
Own or use a mobile phone	WC	10493
	V%	94%
	IX	102
Total smokers	WC	1319
	V%	12%
	IX	87

XYZ Customers Profile Additional Insights

This chart shows the index of the target profile group compared to the average Australian in terms of Additional Insights from a range of Industries.



STATES

Please note that the definition of NSW includes ACT.

SOCIO-ECONOMIC STATUS

Each respondent is given a score of no more than 60 according to their status in each of the following categories:

1. EDUCATION LEVEL OF RESPONDENT

There are twelve possible levels of education. A score of 5 is given to those who completed only some primary school, 10 to those who finished primary school, and so on up to 60 for those who have a degree.

2. INCOME OF RESPONDENT (if respondent is a full time worker)*

There are sixteen possible income levels. A similar scoring procedure is used giving 3 to those in the lowest income groups, up to 60 to those in the highest income group.

3. OCCUPATION OF RESPONDENT (if respondent is a full time worker)*

There are twelve possible occupation levels. Again, each level is scored at approximately 5 point intervals. Professional people receive the highest score.

The respondent's scores for each of these three categories are tallied to give a score out of 180.

We then look at a frequency distribution of the scores and divide the population into five even groups of 20%, ie. quintiles.

The AB quintile is the highest level - people in this quintile have the highest scores.

Approximate breakdowns are:

Score

144+ - 5th or AB quintile

114 - 143 - 4th or C quintile

94 - 113 - 3rd or D quintile

72 - 93 - 2nd or E quintile

0 - 71 - 1st or FG quintile

* Note - if the respondent is not a full time worker, then the status of the main income earner is considered.

DISCRETIONARY EXPENDITURE

A large number of questions have been selected from the Roy Morgan Single Source database that deal with a variety of issues such as expenditure, leisure, income and entertainment. The questions selected primarily measure discretionary type expenditure including proposed purchases.

For example:

Credit cards

Entertainment including cinema attendance

Household appliances and furniture

Mobile phones and Internet

Travel and accommodation

Leisure activities

Personal services, eg. Child care

Internet purchasing

Proposed spending on items like a new car

Fast food

Wine

Household income is also taken into account. Responses to each question are scored for each respondent with factors applied to the "discretionary level" of spend as well.

Then for each person a total "spending" score is calculated based on their combined responses to the series of "discretionary expenditure" questions. Three groups have been created (each one representing approximately one third of the population 14yrs+) according to their level of discretionary expenditure.

We have labelled them:

Big spenders

Medium spenders

Light spenders

HOUSEHOLD LIFE-CYCLE

The categories are designed as follows:

YOUNG SINGLES: Head of household is aged under 45, respondent is single, and household has no children under 16*.

YOUNG COUPLES: Head of household is aged under 45, respondent is married/de facto, and household has no children under 16*.

YOUNG PARENTS: Head of household is aged under 45, and household has child(ren) under 16 present (also includes single parents).

MID-LIFE FAMILIES: Head of household is aged between 45 and 64, and household has child(ren) under 16 present.

MID-LIFE HOUSEHOLDS: Head of household is aged between 45-64, and household has no children under 16*.

OLDER HOUSEHOLDS: Head of household is aged 65 or older or retired

Note: For the variables above, children are defined as being under the age of 16 years. If you are seeking details about households with children, regardless of age, use the current living arrangements variable.

* A very small proportion of people in these segments may live in a household where there are children under 16. However such people still qualify for these segments because they are not the parents of those children.

GENERATIONS

The generations on Roy Morgan Single Source are not those we speak of when we think of a generation as the 20-25 year time period it takes for children to become parents. Instead we are describing age cohorts based on birth at particular time periods, especially post World War II. The definitions for these generations vary depending on the source you Google. Baby Boomers can begin at 1943 and go as far as 1964; Gen X can be 1961-81; there are many other variations. There is an argument that says those born in the late 70's have more in common with the early 80's than they do with the early 70's. Everyone has an opinion, there is no agreed consensus. Another consideration is that the larger the time they span, the less cohesive the influences that shape them, especially in a relatively fast changing world. Having looked at all this and found no definitive answer, we weighed the various arguments and elected to go with the following definitions, essentially using 15 year breaks as neither too little nor too much.

Pre 1946: Pre-Boomers
1946-1960: Baby Boomers
1961-1975: Generation X
1976-1990: Generation Y
1991-2005: Generation Z

ROY MORGAN VALUES SEGMENTS*

Competitive and sophisticated organisations face a key marketing challenge. Both their internal and external markets are becoming more diverse and fragmented. A simple, single message may communicate only to the peers of the communicator. As audiences become narrower in focus they are more demanding of relevantly targeted information. People in any case only hear what fits their perception of micro-futures and tune out the hundreds of mass marketing efforts that do not address their goals in life.

In the past it was possible to identify the target audience in terms of birthplace, age, education and income. Consumer markets could also be targeted on the basis of prior purchase behaviour. If it was bought last time, "brand loyalty" might be assumed as the basis of future consumption patterns. With increasing education, income and social mobility comes an increasing degree of individualisation, a reduced acceptance of corporate values, increasing search for diversity, difference and personal development. Market behaviour becomes an opportunity for personal expression, exploration and excitement. These forces conspire to make the task for the marketing and corporate planners very difficult with old instruments. Demographic analysis of research data can provide an answer to WHO is doing WHAT. Psychographic analysis can provide information on WHY individuals are behaving in this way. Standard forms of segmentation can further enhance this description of individual behaviour by adding other things to the equation. They can provide information on which people are more or less likely to say yes or no in their decision to buy your product. However individuals are complex - they rarely behave consistently or according to the box we may choose to put them in. Unless your product is being sold to 60% or more of the population, we simply cannot predict their behaviour in relation to a product or message using demographics, psychographics or even normal segmentations as a typology. A broader model of group behaviour needs to be used if we are to understand some of the most important questions in marketing today:

- What would change a no decision into a yes or vice versa?
- What factors influence and predict the behaviours?
- What would happen if your marketing approach to one of those factors were changed?

Some of the factors influencing yes and no decisions are purely demographic - if you don't have any money you cannot usually buy something. Psychographics also play a role, individuals who are image conscious are more likely to say yes to something which makes a good impression on other people. However, unless you are dealing with a truly mass market, generic product, these factors alone will not predict a yes or no decision. We may live next door to, or work with, someone of the same age, sex, income, socioeconomic group, marital status, education and job description and even have the same attitudes and opinions, yet still purchase different products.

To develop a predictive model you must also take into account the different forces which shape our behaviour and responses, issues such as Life Satisfaction, Progressiveness, Price & Quality expectations, Innovation, Individualism, etc and their interaction. We must examine the pattern of responses and interrelationships of these issues and how this influences the decision to say yes or no to a product or message. This interrelationship of issues becomes the map. The areas where these issues interact to produce different mindsets and responses to issues amongst groups of people become the individual VALUES SEGMENTS.

Thus, the ROY MORGAN VALUES SEGMENTS* model can be analysed and used in two different ways - to examine the responses of individual Values (a place on the map) or to examine the whole map and the way in which the interrelationship of issues has an impact on people saying yes or no.

Any research company can provide demographic analysis and tell you who is doing what. Most can even provide psychographic analysis and examine why those individuals behaved in that way. Some can even provide market segmentation and group individuals into similar boxes. But only Roy Morgan Research can provide all of these AND answer those critical questions of: what would change a no decision into a yes and: what factors influence and predict the behaviours.

ROY MORGAN VALUES SEGMENTS*

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Life Satisfaction • Individualism • Quality Expectations



*Devised by Michele Levine CEO, Roy Morgan Research and Colin Benjamin of the Horizons Network.

Price Expectations • Innovation • Progressiveness

ROY MORGAN VALUES SEGMENTS*



Basic Needs

A focus on just 'getting by' from day to day characterises the people in this Segment, generally retirees and pensioners. Avid consumers of free media, they enjoy feeling like they're part of the world around them, even if their disposable income is not large.



Something Better

Competitive, ambitious and possibly in debt, Something Better people want the world to see them as winners. Their consumer decisions are strongly influenced by this desire, and they are always seeking something bigger and better: whether it be a house or car, handbag or a favourite restaurant.



Fairer Deal

Finding an escape, if only temporary, from their problems is a priority for people in the Fairer Deal Segment. Generally low-income earners, they feel they've got a rough deal out of life and tend to channel their frustration through loud motorbikes, hotted-up cars, beer and TV.



Real Conservatism

Strong believers in sound investments and quality products, the Real Conservatism Segment will always opt for the well-established over the new-fangled. Longing for a world where order and tradition reign, this Segment is loyal to friends, loved ones and brands they can trust.



Traditional Family Life

With time on their hands and grandkids to indulge, this Segment is keen to enjoy a happy, healthy retirement. Traditional family values are important to them, as are sensible consumer choices. Not comfortable with change, they opt for familiarity and trustworthiness when spending their hard-earned dollars.



Young Optimism

They're young but they think long-term. They may still be at university, but they're planning to head overseas to advance their career. New experiences and personal fulfilment are important to them. They're the Young Optimism Segment and they like to play as hard as they work.



Conventional Family Life

Solid family values and a responsible attitude characterise people in the Conventional Family Life Segment. Because much of their income goes towards their kids, mortgage and home improvements, this Segment is always on the look-out for products that offer value for money and reliability.



Visible Achievement

Leaders in their field but confident enough not to show off about it, this Segment works hard to provide their family with the best in life. Although generally high-income earners, they don't spend money for the sake of it and like to be sure they're getting the best deal.



'Look At Me'

Money is for spending not saving according to this Values Segment* — especially on music, fast food and socialising. All about the *here and now*, Look At Me individuals are usually teenagers who like to live large and loud. Peer-group acceptance is important to them and they're very image conscious.



Socially Aware

Whether they're saving the world or purchasing the latest innovative product, Socially Aware individuals like to be well informed before they make a decision. Not surprisingly, they're across all the smartest and in-depth news media and hold passionate opinions about society.

*Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network.
© 2015 Written approval must be obtained from Roy Morgan Research before circulation or publication of this data outside the client's institution. Website: www.roymorganonlinestore.com



How we collect and process Single Source data in Australia

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About Roy Morgan Research

Roy Morgan Research is the largest and longest established Australian market research company, with over seventy years experience in the conduct of market research.

We are an independent wholly Australian owned company. Established by Roy Morgan in 1941, the organisation is a household name linked to professional, high quality, consultancy orientated market research in media, finance and other industries. Roy Morgan Research has conducted the National Readership Survey in Australia since 1974.

In 1988 Roy Morgan Research embarked on a program of international expansion with a view to making Single Source a leading global source of relevant quality information. Roy Morgan Research's reputation has been founded on our ability to provide consistency, quality and continuity of service to all clients.

A commitment to quality service is fundamental to the way we do research. We are certified to the AS/NZS ISO9001 Quality Management Systems standard and the AS ISO 20252 Market, Opinion and Social Research standard. Our commitment to quality standards and continuous improvement is evident at every stage of the research process.

Roy Morgan adheres to the Code of professional behaviour of ESOMAR and the Australian Market and Social Research Society, the Federal Privacy Act and all other relevant legislation.

Single Source Flow Chart

How we obtain and interpret our information for Australia.

Questionnaire Design

This phase involves the design and production of what we call weekly Establishment Surveys (ES) which are Interviewer administered door to door. The interview is conducted using computer assisted personal interviewing software (CAPI) running on tablet computers. Also, at this stage we produce monthly Self-Completion Materials (SCM).

Questionnaire Production

At this stage, weekly collation and dispatch of assignments to approximately 150 Interviewers around Australia takes place. The CAPI Establishment Survey is synchronised to the interviewer over the 3G wireless network.

Responses

An Australia-wide sample is selected from 550 sampling areas of approximately equal population size. Door to door interviewing is conducted each weekend with all 550 areas sampled monthly. Our Interviewers administer ES and SCM is left with people who have been interviewed. An Audit call and up to 3 reminder calls are made to participants.

Data Capture

Throughout the weekend, interviewers return the ES assignments by synchronising over the 3G network to securely send the survey data to our servers in Melbourne. This involves approximately 50,000 surveys annually which has created a Panel of over 300,000 respondents. In addition, SCM's are completed and either picked up or mailed to Melbourne for Data Capture there, approximately 20,000 annually.

Data Analysis

Data cleaning, processing and weighting takes place at this stage. Here we build Single Source databases for ASTEROID and create reports. We then distribute reports and ASTEROID databases to local and international clients.



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The areas we cover when creating the Sampling Plan

Sample Size	<ul style="list-style-type: none"> • n=50,000 pa • n=1,000 per week
Coverage	<ul style="list-style-type: none"> • All States and Territories • 11 major geographic strata • Sydney • Melbourne • Brisbane • Adelaide • Perth remaining areas of • NSW/ACT • Vic • Qld • SA/NT • WA and Tasmania • 60 specific readership strata • All community and regional newspaper distribution areas • All shopping centre catchment areas • All Federal Electorates
Schedule/Timing	<ul style="list-style-type: none"> • Weekly • 50 weeks per year • Calls made during the day on Saturday and Sunday • Up to 3 reminder / audit calls
Household	<ul style="list-style-type: none"> • People 14+ • Private households • Individual selection – youngest person at home • Specific procedures for apartment dwellers • Auditing 10% to 75% of all interviews
Sampling	<ul style="list-style-type: none"> • Random starting addresses • Up to 3 calls to establish contact (different times) • Clusters of 8 interviews • 1 interview per household • Boosted sampling for selected areas • Weekly and monthly reports on sample performance • Response Rate. One in three effective contacts results in an interview*
Weighting	<ul style="list-style-type: none"> • Monthly by: - Geography - Age - Sex - Household size • Source: ABS

* Telephone interviewing: one in five effective contacts results in an interview.

How Roy Morgan collates and interprets data Processing

Establishment Survey	<ul style="list-style-type: none"> • All material printed in Melbourne office • Interviews conducted face to face using computer assisted personal interviewing (CAPI) on tablet computers • Variations by State • Survey content • Survey & Incentive explanation • Demographics • Readership • Finance • Roy Morgan Values Segments* • Weekly rotations of answer-lists • Vehicle for placement of SCM
Interviewers	<ul style="list-style-type: none"> • Experienced CAPI face to face Interviewers • 75% of interviews conducted by Interviewers with more than 12 months experience • Fully briefed • Confidentiality agreements • 10% to 75% of interviews audited by telephone • Weekly and monthly reports on Interviewer Performance from Field Management and Quality Systems
Self-Completion Material (SCM)	<ul style="list-style-type: none"> • All material printed in Melbourne Office • Placed by Interviewer at end of Establishment Survey Interview • Completed by Respondent • Separate Media diaries for each State
Return Procedure	<ul style="list-style-type: none"> • Up to 3 SMS or CATI reminder calls used to improve response rate for SCM • Reminder letter for those not contacted by phone • 1800 help line available to participants • Returns recorded, sorted and graded • Unique identifying barcode recorded on return • Interviewers return assignments electronically as soon as they finish interviewing • Respondents return SCM by pick-up or reply paid post
Data Capture	<ul style="list-style-type: none"> • Melbourne, Australia • Stringent quality checks & balances throughout scanning process • Polls less than 50% complete not used • Utilise ReadSoft's Forms data capture software • 3 x Kodak i780 scanners • Data Capture - Mark fields 96% of all fields (100% accurate after verification) <ul style="list-style-type: none"> - Numeric fields 3% of all fields (99% accurate after verification) - Alpha fields 1% of all fields (98% accurate after verification) • On screen operator verification • All pages stored in image storage system
Data Processing	<ul style="list-style-type: none"> • Establishment interview matched to returned Self-Completion questionnaires • Logical edit checks on the data • Data cleaning according to documented procedures • Questionnaire images examined to resolve data inconsistencies • Provision for imputation of missing data • Data projected according to latest ABS estimates • Results validated against known industry statistics • ASTEROID database delivery provides easy data retrieval

* Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network

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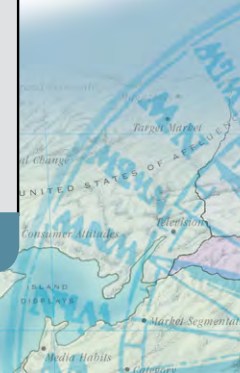


The most extensive, inter-related Survey Content

Establishment Survey <i>n</i> = 50,000	Self-Completion Material <i>n</i> = 20,000	
<ul style="list-style-type: none"> • Accounts • Business Decisions • Cinema Attendance • Credit Cards • Demographics • Financial Institutions • Loans • Magazine Readership • Newspaper Readership • Radio Listening • Roy Morgan Values Segments* • TV Viewing • Telecommunications 	<ul style="list-style-type: none"> • Activities and Interests • Alcoholic Beverages • Attitudes and Lifestyles • Catalogues • Food Purchases / Consumption • Gambling and Gaming • Holidays and Travel • Household Items / Appliances • Household Products Bought • Internet Behaviour and Preferences • Job Satisfaction • Location TV • Media Most Useful • Media Preference by Daypart • Media Usage • Motor Vehicles • Non-Alcoholic Beverages • Pay TV Channel Involvement 	<ul style="list-style-type: none"> • Personal Services • Radio Diary • Retail – Non-food Purchasing • Sectional Reading • Shares • Shopping Centres • Sporting Participation • Supermarkets • Take Away Food • Time Spent on Activities • Time Spent with Media • TV Attention Level • TV Diary • TV Program Involvement • Utilities • Website Visitation • Word of Mouth







* Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of the Horizons Network

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Roy Morgan Single Source Results & Comparisons









Comparative Statistics		External Data Source (All People Unless Otherwise Stated)	Roy Morgan Single Source (People Aged 14+ Unless Otherwise Stated)
	Labour Force (Number of Employed Persons)	11.7 million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2013	11.4 million Quarter to June 2013
	Average Weekly Income - Full Time Employed Annualised	\$77,090 (Aged 21+) Australian Bureau of Statistics Catalogue No. 6302.0 May 2013	\$78,421 (Aged 21+) 12 months to June 2013
	Percentage of People who earn \$2,000 or more per week	9% (Aged 20-64) Australian Bureau of Statistics August 2011 Census	11% (Aged 20-64) 12 months to June 2013
	Superannuation Assets Held	\$1,616.5 billion Australian Prudential Regulation Authority (APRA) June 2013	\$1,572.5 billion 12 months to June 2013
	Population with Private Health Insurance	49% (Aged 20+) Private Health Insurance Admin Council Quarter to June 2013	50% (Aged 20+) Quarter to June 2013
	Internet Users	18.7 million International Telecommunication Union 2012	18.1 million Quarter to June 2013

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Roy Morgan Single Source Results & Comparisons continued

Comparative Statistics	External Data Source (All People Unless Otherwise Stated)	Roy Morgan Single Source (People Aged 14+ Unless Otherwise Stated)
 Persons Purchasing or Ordering Goods or Services via the Internet for Private Use	11 million (Aged 18+) Australian Bureau of Statistics Catalogue No. 8146.0 July 2012 - June 2013	11 million (Aged 18+) 12 months to June 2013
 Households with a Computer	83% Australian Bureau of Statistics Catalogue No. 8146.0 July 2010 - June 2011	86% 12 months to June 2013
 Cinema Attendance - annual visits	86 million visits Motion Picture Distributors Association of Australia 2012	89 million visits Quarter to June 2013
 Pay TV Penetration (% of Households)	27% Foxtel and Austar Annual Reports June 2012 (*Note: Foxtel 'direct' + 'wholesale' and Austar 'residential' customers)	27% Quarter to June 2013
 Percentage of Population with an Overweight Body Mass Index	Men - 42% Women - 28% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 March 2011 - March 2012	Men - 40% Women - 28% (Aged 18+) 12 months to June 2013
 Participation in Sport and Physical Activity	65% (Aged 15+) Australian Bureau of Statistics Catalogue No. 4177.0 2011-2012	65% 12 months to June 2013
 People Who Speak a Language Other Than English at Home	19.9% (Aged 14+) Australian Bureau of Statistics August 2011 Census	19.9% Quarter to June 2013
 Two Party Preferred Voting Intention (% of Electors Aged 18+)	Liberal / National Coalition - 53.5% Australian Labor Party - 46.5% Federal Election 2013 Australian Electoral Commission	Liberal / National Coalition - 53.5% Australian Labor Party - 46.5% Morgan Poll September 4th to 6th, 2013

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