

# **XYZ Customers Profile**

**This profile is based on responses to  
'Stores purchased from in the last 4 weeks'**

**Base: Australia**

**January 2018 - December 2018**



**ROY  
MORGAN**

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When viewing onscreen, please enable the bookmark function in Acrobat for easy navigation

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# Industries Covered by Roy Morgan Research

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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# Introduction

## 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

Roy Morgan is the largest independent Australian research company, with major offices in Melbourne & Sydney, and a presence in all other states. Roy Morgan 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 has over 75 years experience in collecting objective, independent information on consumers. In Australia, Roy Morgan is considered to be the authoritative source of information on financial behaviour, readership, voting intention and consumer confidence. Roy Morgan 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.

# How to Read - Tables

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.

## 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).

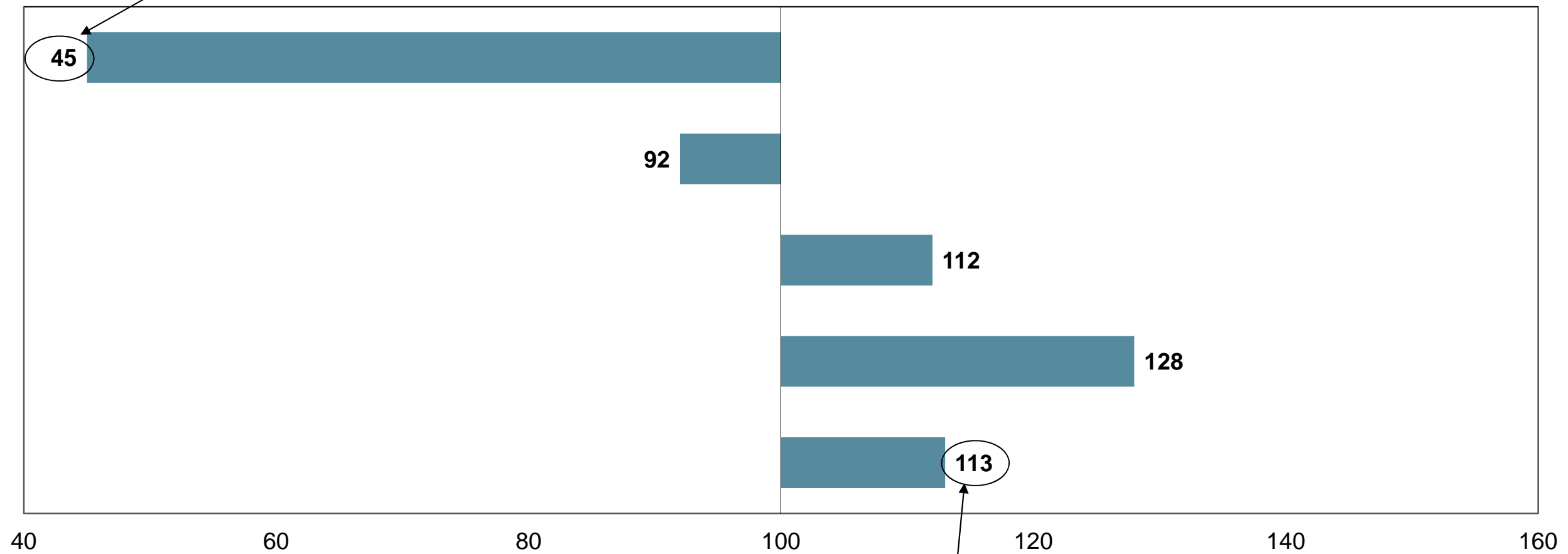
# How to Read - Charts

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.



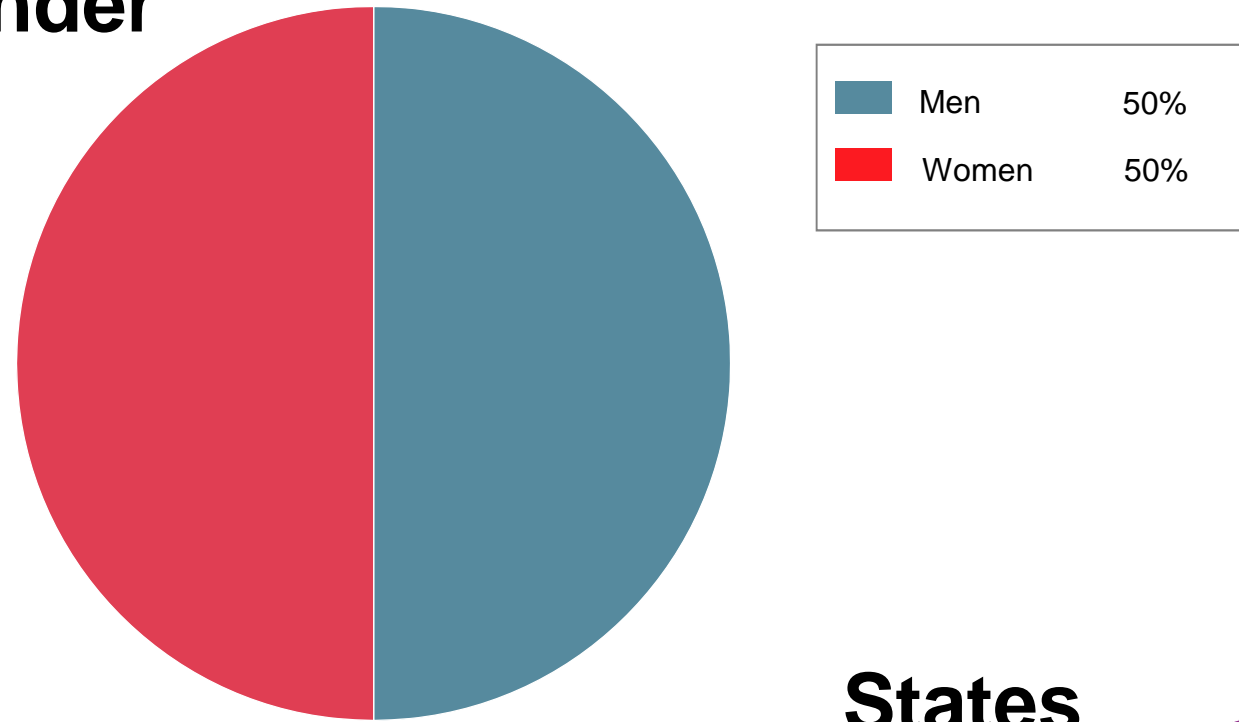
# Demographics

# XYZ Customers Profile

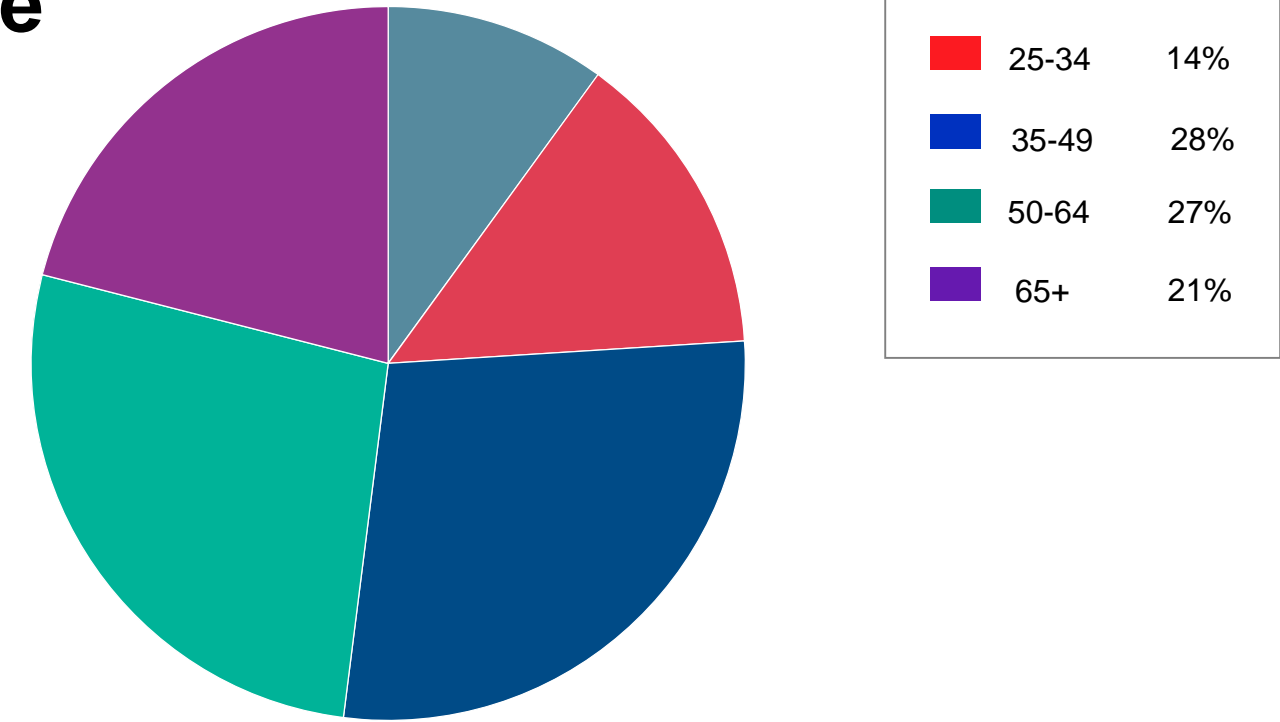
## Gender, Age and States

These charts show the profile of the target profile group by Gender, Age and State. There are approximately 11,661,000 people in the target profile group, in Australia.

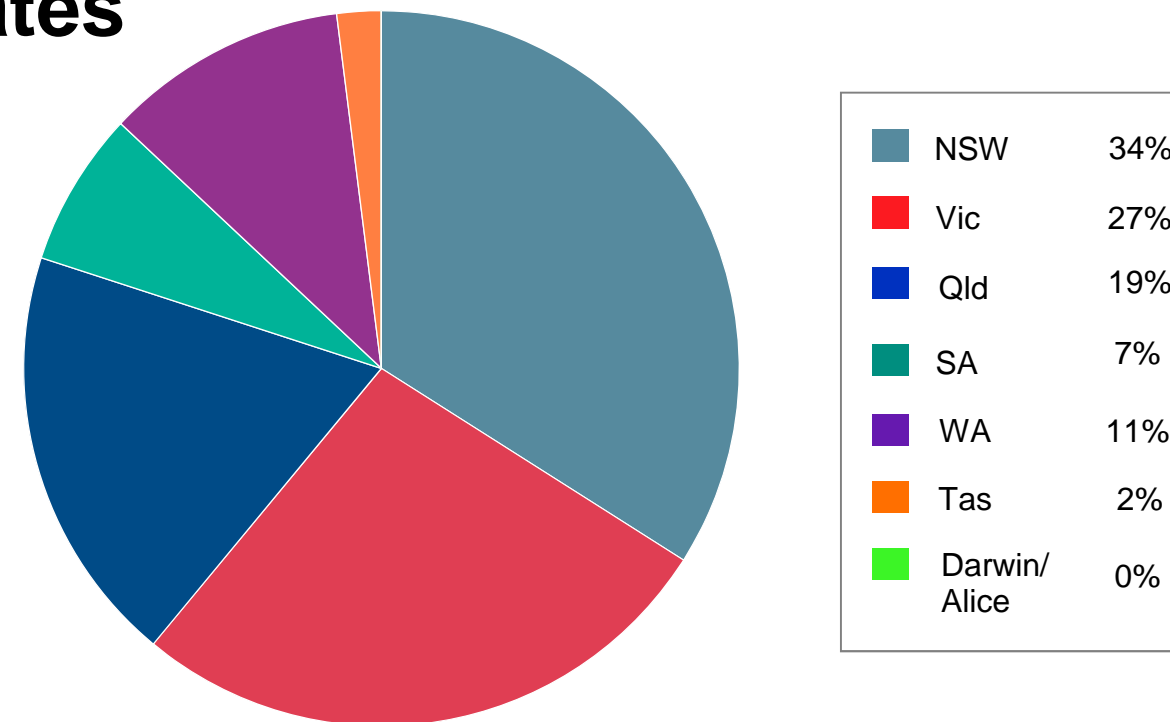
### Gender



### Age



### States



# XYZ Customers Profile

## Gender and Age

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

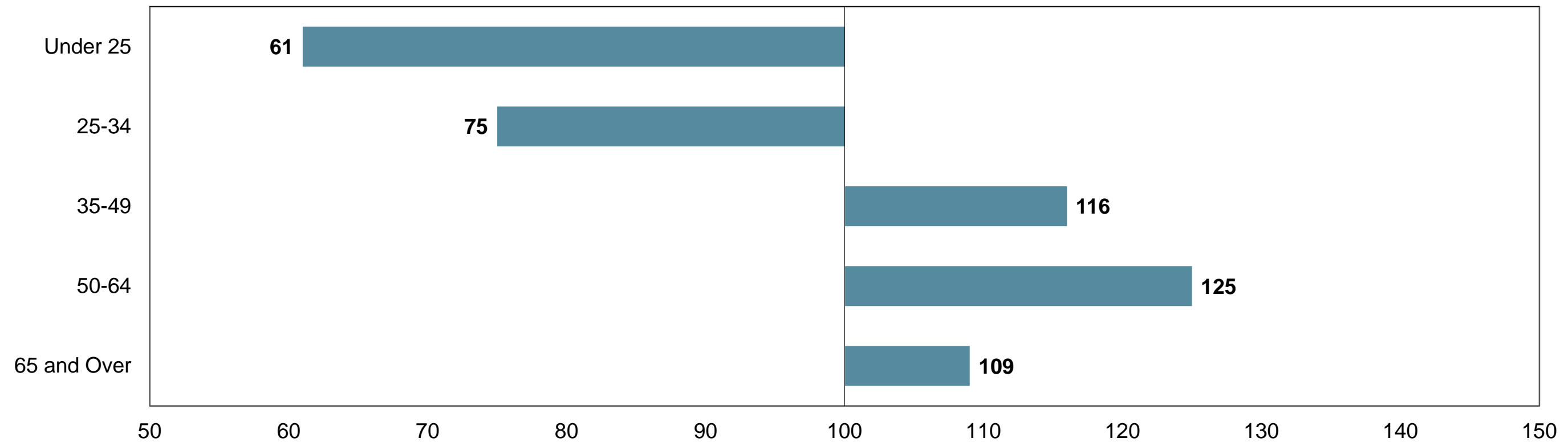
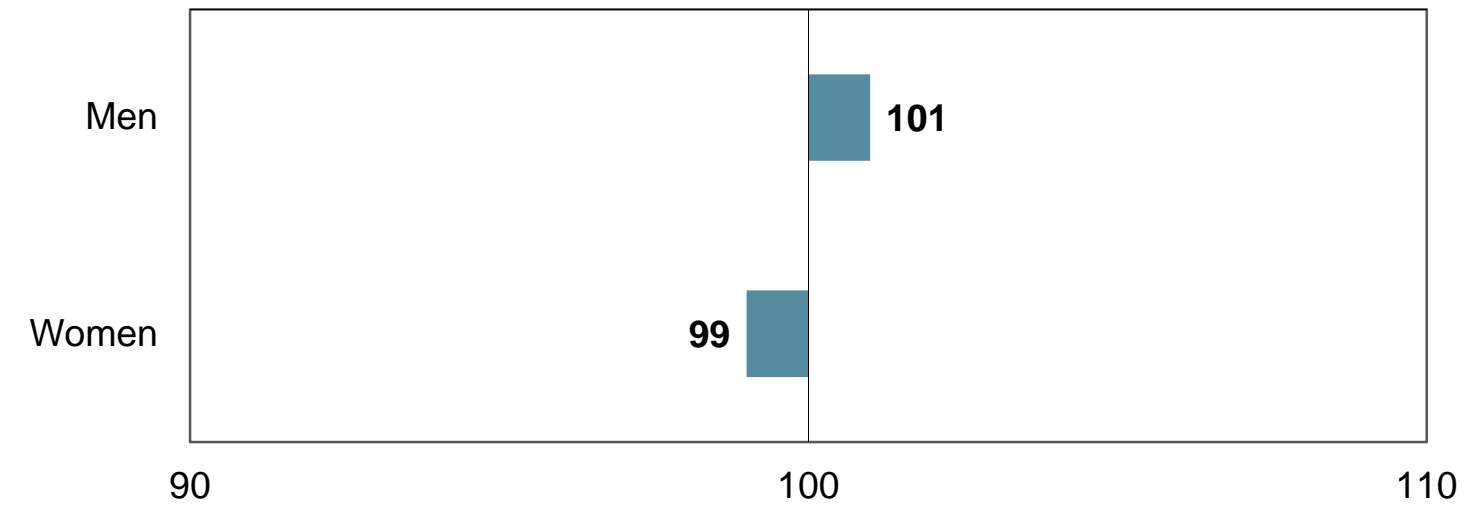
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
GENDER		
Men	WC	5798
	V%	50%
	IX	101
Women	WC	5863
	V%	50%
	IX	99

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
AGE		
Under 25	WC	1213
	V%	10%
	IX	61
25-34	WC	1576
	V%	14%
	IX	75
35-49	WC	3232
	V%	28%
	IX	116
50-64	WC	3162
	V%	27%
	IX	125
65 and Over	WC	2479
	V%	21%
	IX	109

# 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	8792
	Population (000's)	11661
<b>STATES</b>		
<b>N.S.W.</b>	WC	3907
	V%	34%
	IX	99
<b>Victoria</b>	WC	3106
	V%	27%
	IX	102
<b>Queensland</b>	WC	2257
	V%	19%
	IX	97
<b>South Australia</b>	WC	845
	V%	7%
	IX	103
<b>Western Australia</b>	WC	1227
	V%	11%
	IX	102
<b>Tasmania</b>	WC	263
	V%	2%
	IX	105
<b>Darwin - Alice Springs</b>	WC	57
	V%	0%
	IX	74

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.

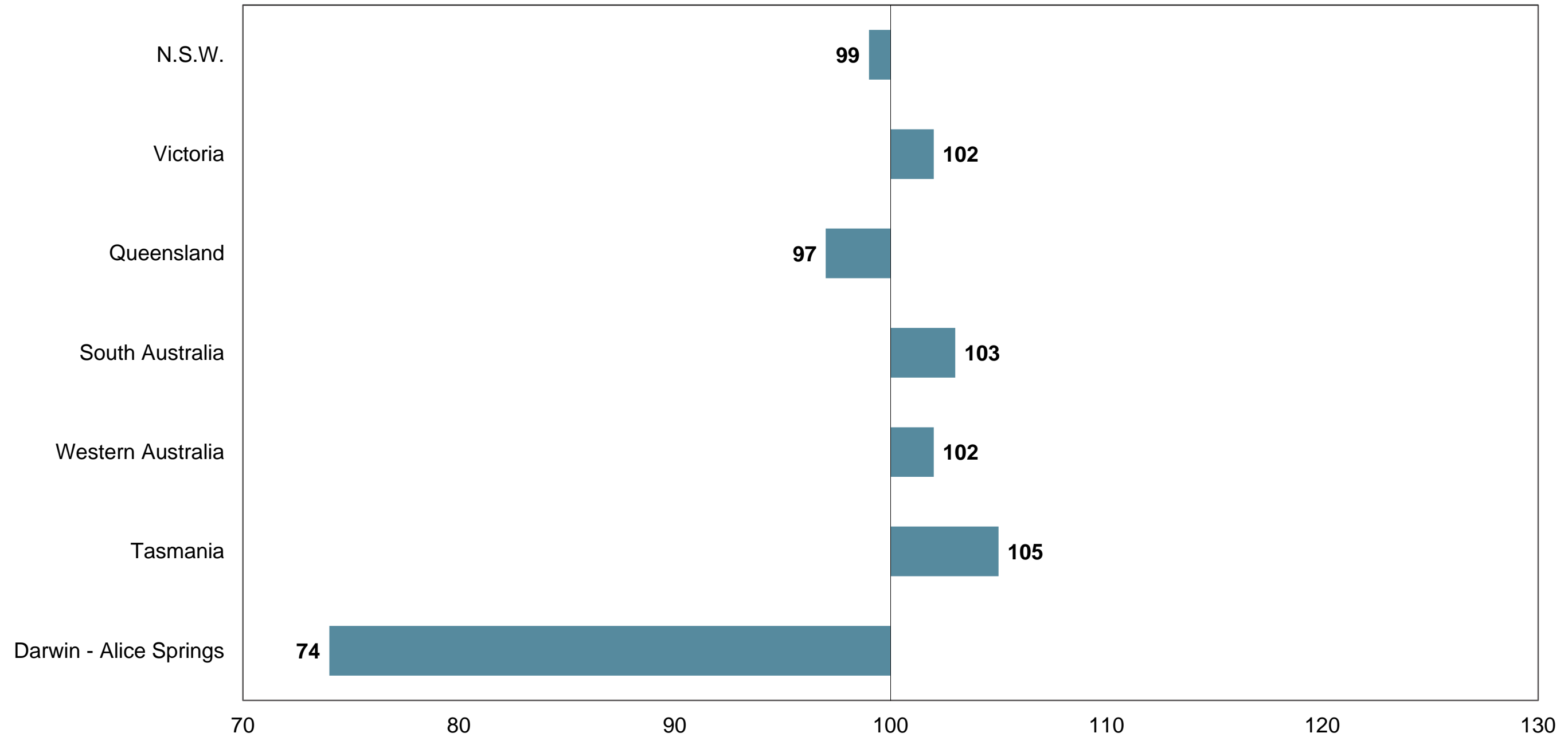
Source: Roy Morgan Research January 2018 - December 2018

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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 January 2018 - December 2018

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# XYZ Customers Profile

## Education

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

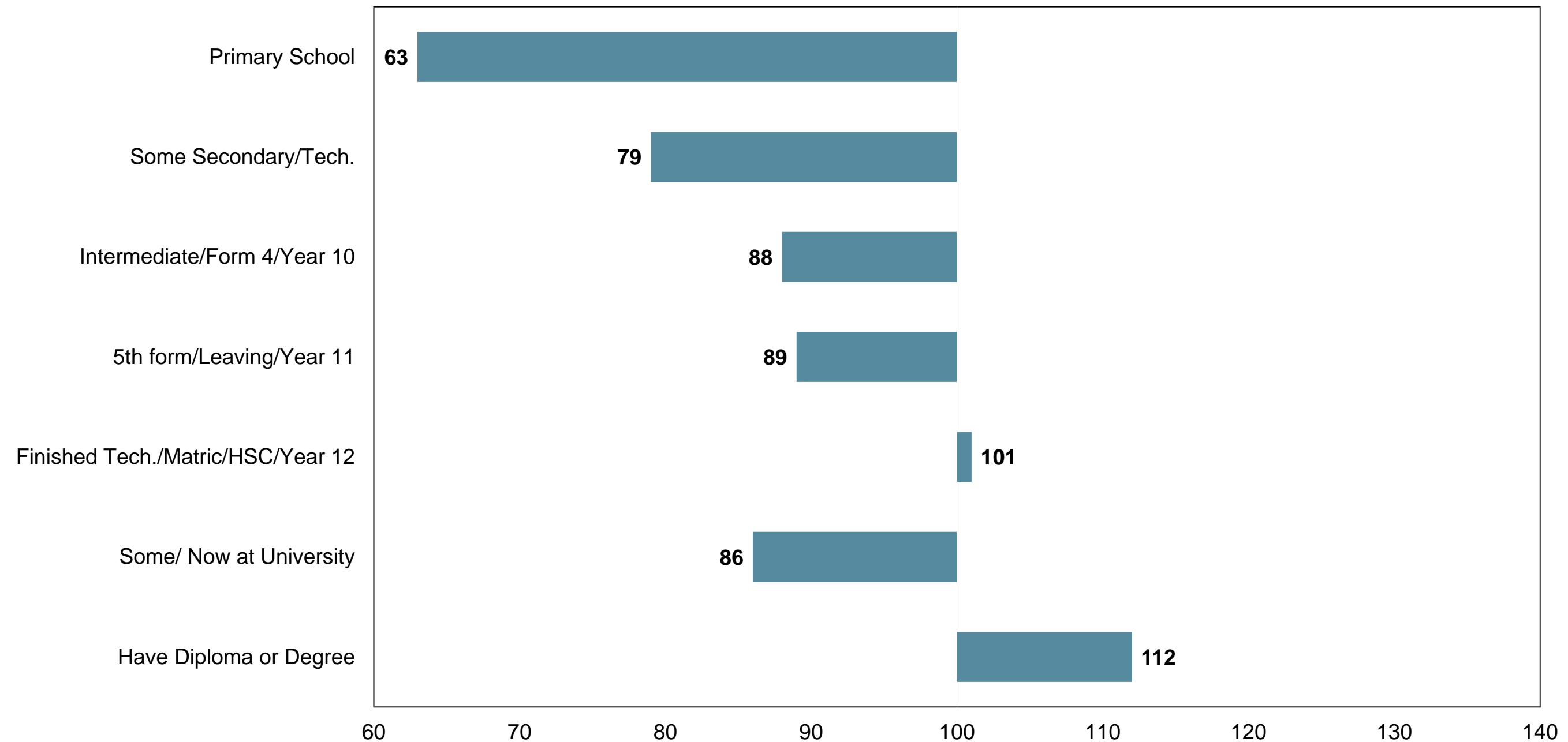
XYZ Customers		
	Total Sample Size	8792
	Population (000's)	11661
<b>EDUCATION</b>		
Primary School	WC	66
	V%	1%
	IX	63
Some Secondary/Tech.	WC	1223
	V%	10%
	IX	79
Intermediate/Form 4/Year 10	WC	760
	V%	7%
	IX	88
5th form/Leaving/Year 11	WC	441
	V%	4%
	IX	89
Finished Tech./Matric/HSC/Year 12	WC	1924
	V%	16%
	IX	101
Some/ Now at University	WC	991
	V%	8%
	IX	86
Have Diploma or Degree	WC	6258
	V%	54%
	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.

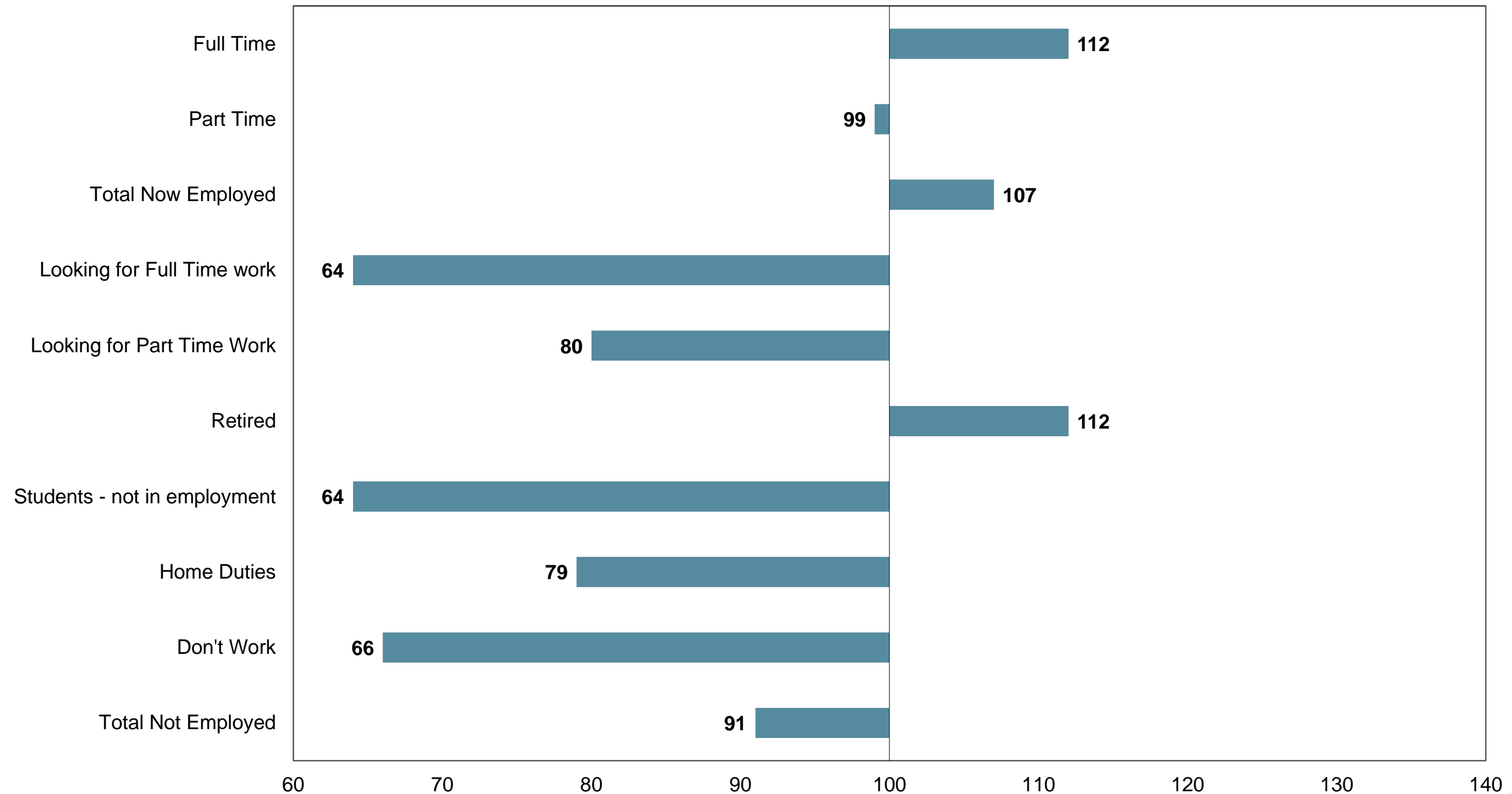
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
WORK STATUS OF RESPONDENT		
Full Time	WC	4613
	V%	40%
	IX	112
Part Time	WC	2525
	V%	22%
	IX	99
Total Now Employed	WC	7138
	V%	61%
	IX	107

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
WORK STATUS OF RESPONDENT		
Looking for Full Time work	WC	264
	V%	2%
	IX	64
Looking for Part Time Work	WC	318
	V%	3%
	IX	80
Retired	WC	2765
	V%	24%
	IX	112
Students - not in employment	WC	538
	V%	5%
	IX	64
Home Duties	WC	417
	V%	4%
	IX	79
Don't Work	WC	222
	V%	2%
	IX	66
Total Not Employed	WC	4523
	V%	39%
	IX	91

# 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

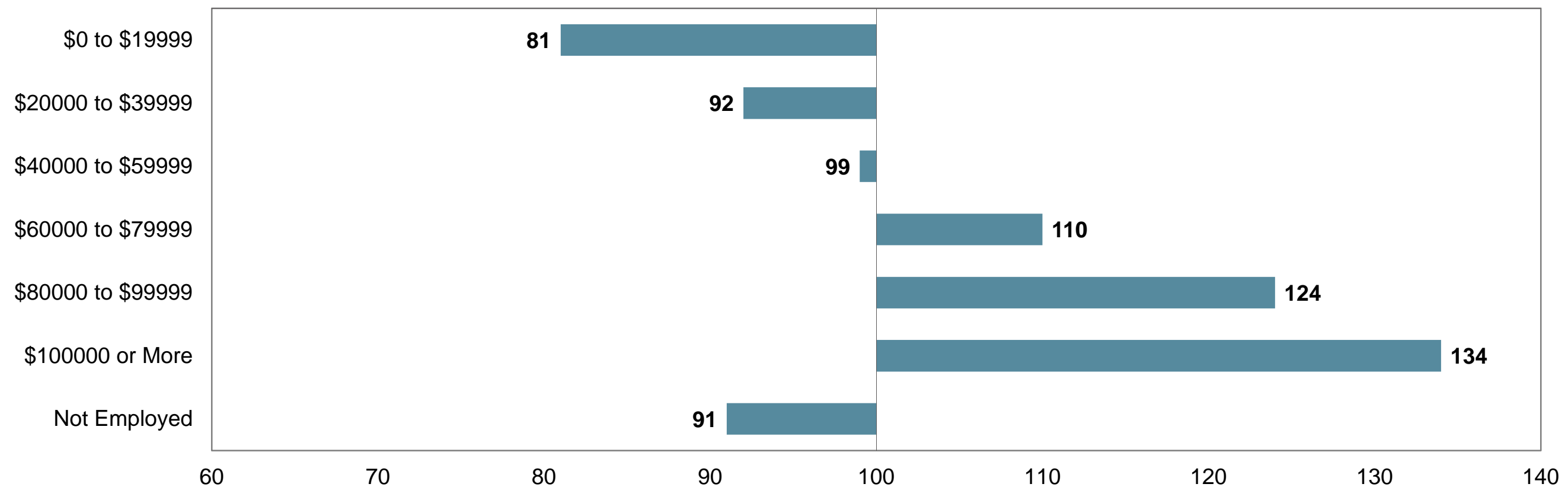
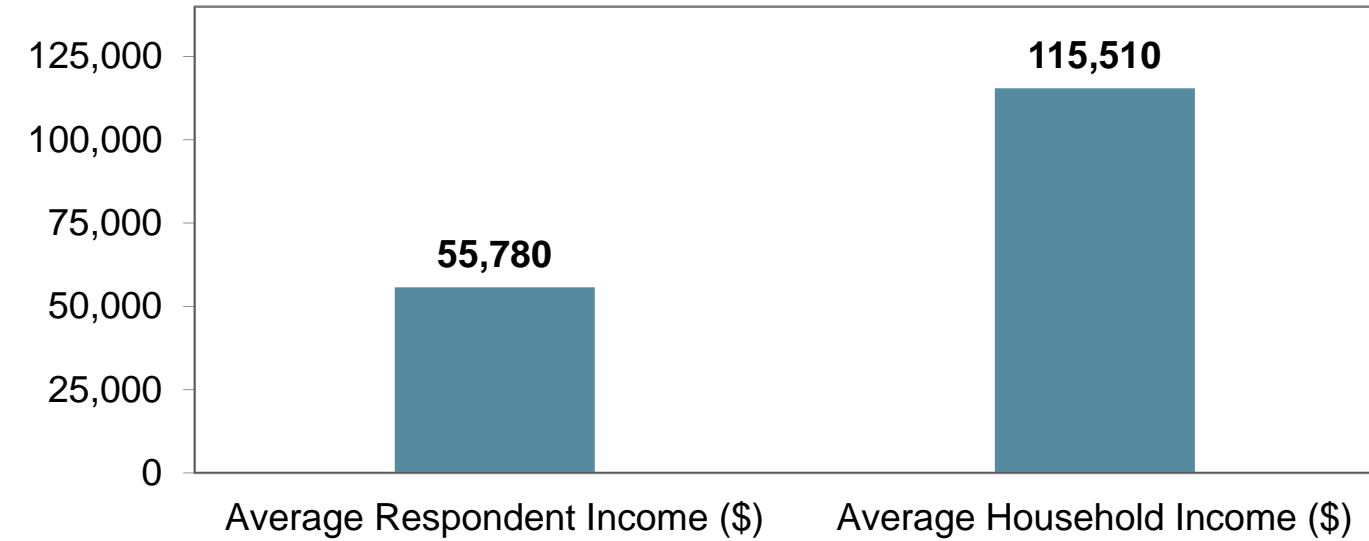
This table shows the Respondent Income, Average Respondent Income and Average Household Income of the target profile group.

XYZ Customers		
	Total Sample Size	8792
	Population (000's)	11661
<b>RESPONDENT INCOME (All Workers)</b>		
\$0 to \$19999	WC	645
	V%	6%
	IX	81
\$20000 to \$39999	WC	1226
	V%	11%
	IX	92
\$40000 to \$59999	WC	1378
	V%	12%
	IX	99
\$60000 to \$79999	WC	1164
	V%	10%
	IX	110
\$80000 to \$99999	WC	1040
	V%	9%
	IX	124
\$100000 or More	WC	1686
	V%	14%
	IX	134
Not Employed	WC	4523
	V%	39%
	IX	91
Average Respondent Income (\$)	mn	55,780
Average Household Income (\$)	mn	115,510

# 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		8792
Population (000's)		11661
<b>OCCUPATION OF RESPONDENT</b>		
Professional/Manager	WC	2309
	V%	20%
	IX	125
White Collar Workers	WC	2555
	V%	22%
	IX	105
Skilled Workers	WC	804
	V%	7%
	IX	112
Farm Owner	WC	69
	V%	1%
	IX	131
Others (incl. Semi/Unskilled)	WC	1402
	V%	12%
	IX	86
Full Time Workers	WC	4613
	V%	40%
	IX	112

Please interpret with caution as Farm Owner is below 1% of the total population.

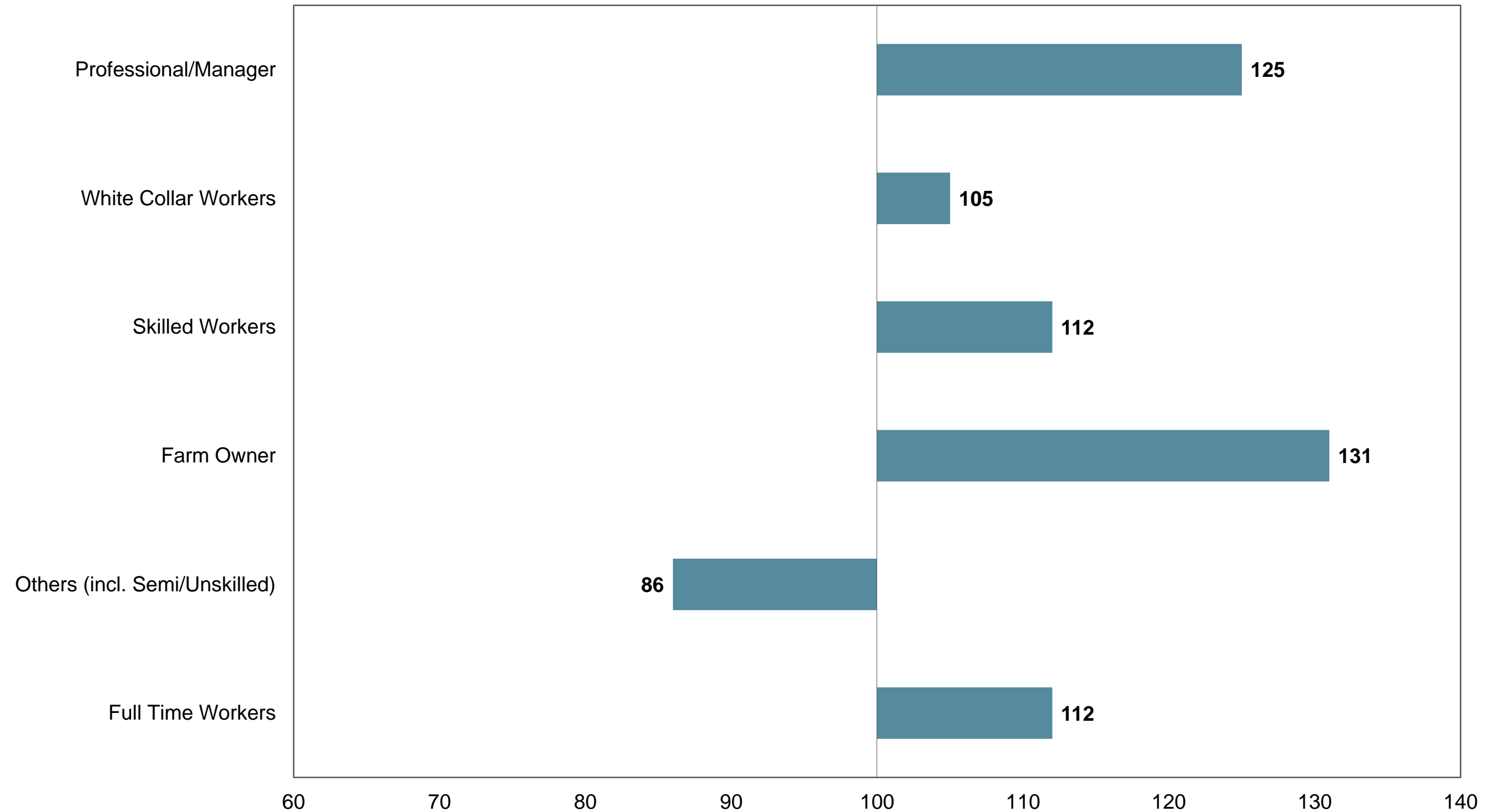
Source: Roy Morgan Research January 2018 - December 2018

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# XYZ Customers Profile

## Occupation

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



Please interpret with caution as Farm Owner is below 1% of the total population.

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# XYZ Customers Profile

## Socio-Economic Status\*

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

XYZ Customers		
	Total Sample Size	8792
	Population (000's)	11661
SOCIO-ECONOMIC STATUS*		
AB Quintile	WC	2932
	V%	25%
	IX	126
C Quintile	WC	2541
	V%	22%
	IX	109
D Quintile	WC	2306
	V%	20%
	IX	99
E Quintile	WC	2108
	V%	18%
	IX	90
FG Quintile	WC	1775
	V%	15%
	IX	76

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

Source: Roy Morgan Research January 2018 - December 2018

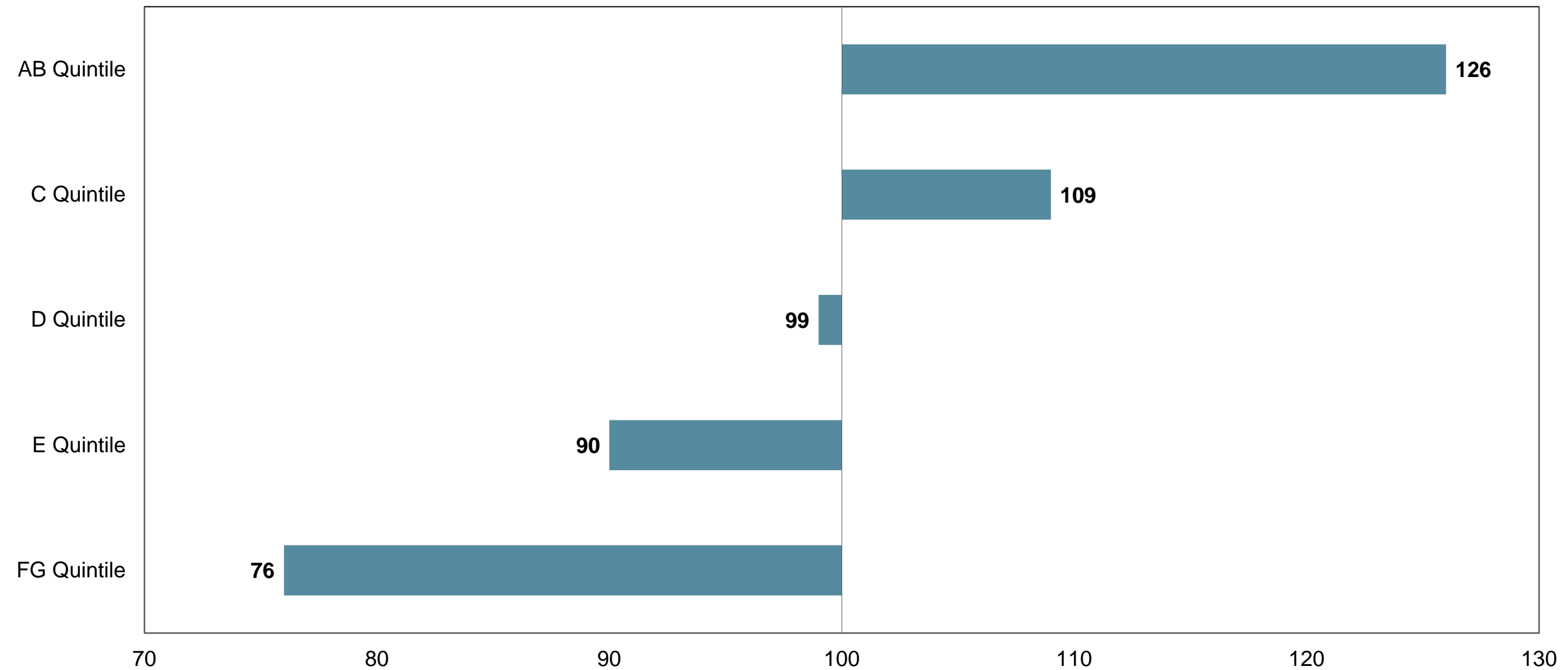
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# XYZ Customers Profile

## 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 January 2018 - December 2018

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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	8792
	Population (000's)	11661
<b>DISCRETIONARY EXPENDITURE*</b>		
<b>Big spenders</b>	WC	5370
	V%	46%
<b>Medium spenders</b>	IX	137
	WC	3855
<b>Light spenders</b>	V%	33%
	IX	100
	WC	2436
	V%	21%
	IX	63

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

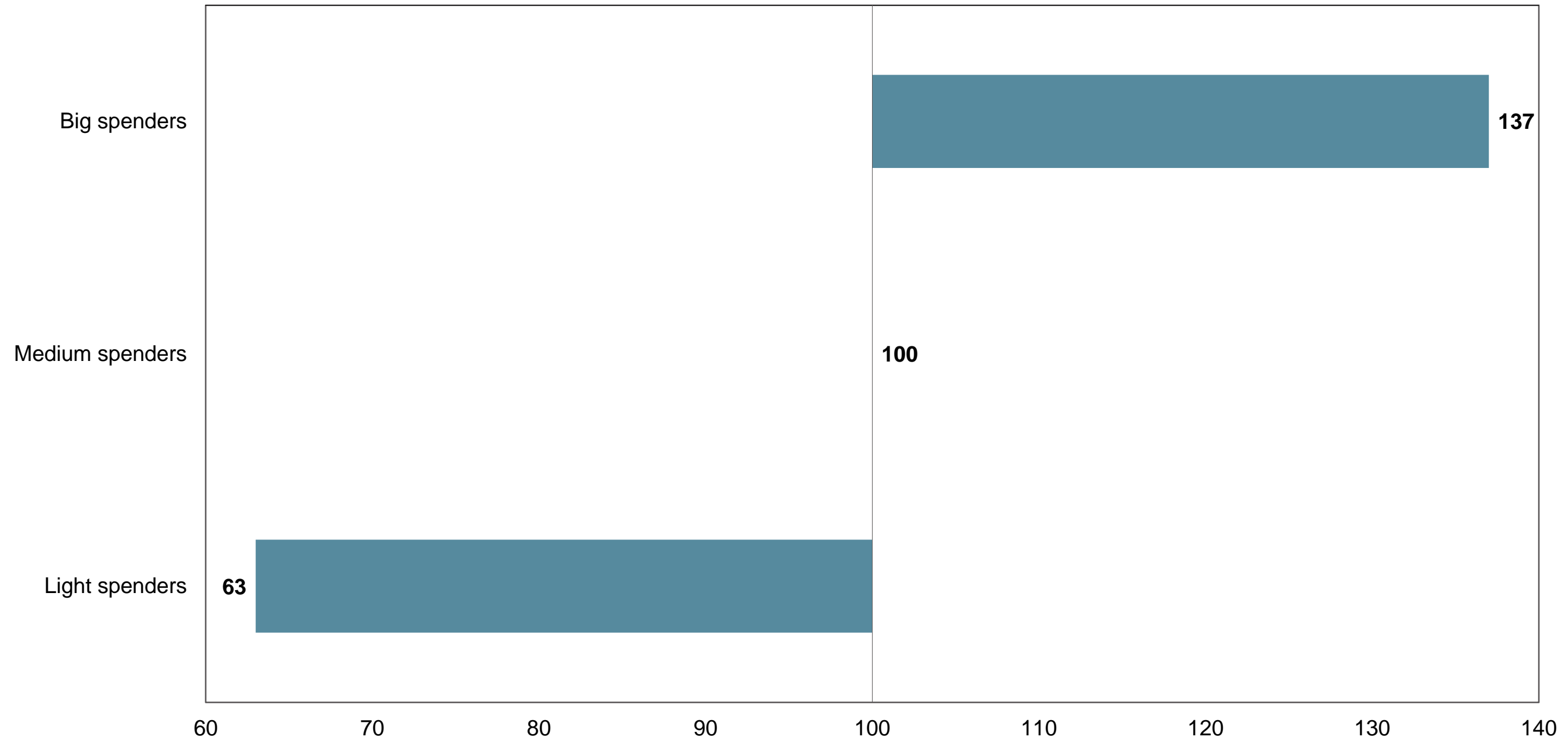
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# XYZ Customers Profile

## 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 January 2018 - December 2018

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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		8792
Population (000's)		11661
<b>LIFE-CYCLE OF RESPONDENT</b>		
Single 14-34 no Children	WC	1644
	V%	14%
	IX	62
Single 14-34 Children	WC	97
	V%	1%
	IX	56
Married 14-34 no Children	WC	480
	V%	4%
	IX	79
Married 14-34 Children	WC	567
	V%	5%
	IX	89
Married 35+ Children	WC	2157
	V%	18%
	IX	124
Married 35+ no Children	WC	4684
	V%	40%
	IX	127
Single 35+ Children	WC	277
	V%	2%
	IX	105
Single 35+ no Children	WC	1755
	V%	15%
	IX	92

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>CHILDREN IN HOUSEHOLD</b>		
No Children	WC	7951
	V%	68%
	IX	100
Have child aged 0-5	WC	1483
	V%	13%
	IX	98
Have child aged 6-11	WC	1806
	V%	15%
	IX	102
Have child aged 12-15	WC	1712
	V%	15%
	IX	101
Total with Children	WC	3711
	V%	32%
	IX	100

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>HOUSEHOLD LIFE-CYCLE*</b>		
Young Singles	WC	673
	V%	6%
	IX	61
Young Couples	WC	752
	V%	6%
	IX	96
Young Parents	WC	1980
	V%	17%
	IX	99
Mid-Life Families	WC	1639
	V%	14%
	IX	102
Mid-Life Households	WC	3870
	V%	33%
	IX	107
Older Households	WC	2747
	V%	24%
	IX	108

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

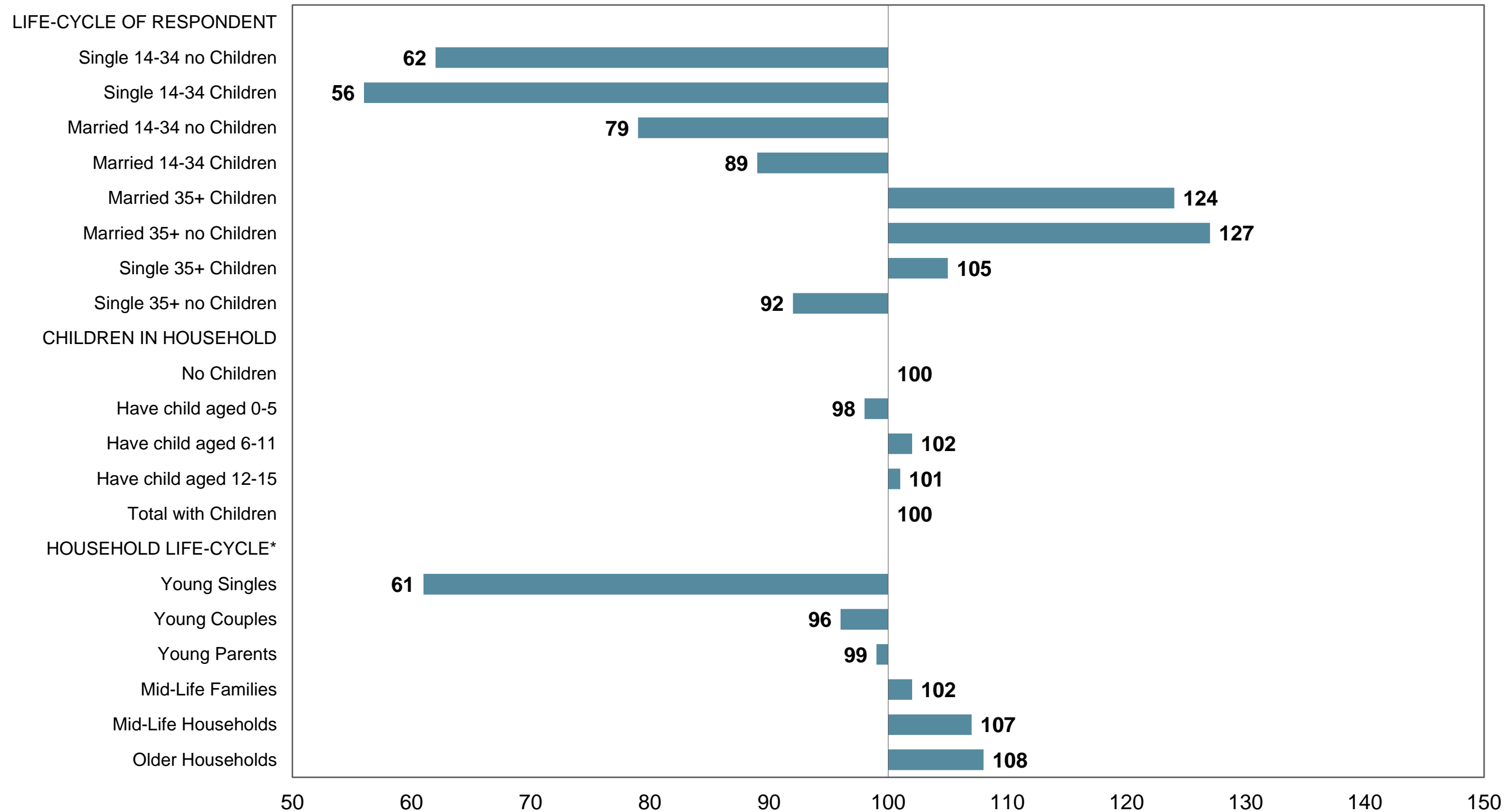
Source: Roy Morgan Research January 2018 - December 2018

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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 January 2018 - December 2018

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# XYZ Customers Profile

## Generations\*

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

XYZ Customers		
	Total Sample Size	8792
	Population (000's)	11661
<b>GENERATIONS*</b>		
Pre-Boomers (Pre 1946)	WC	1145
	V%	10%
	IX	102
Baby Boomers (1946-1960)	WC	3177
	V%	27%
	IX	122
Generation X (1961-1975)	WC	3253
	V%	28%
	IX	119
Generation Y (1976-1990)	WC	2585
	V%	22%
	IX	93
Generation Z (1991-2005)	WC	1501
	V%	13%
	IX	62

\*Please refer to glossary for detailed explanation of Generations.

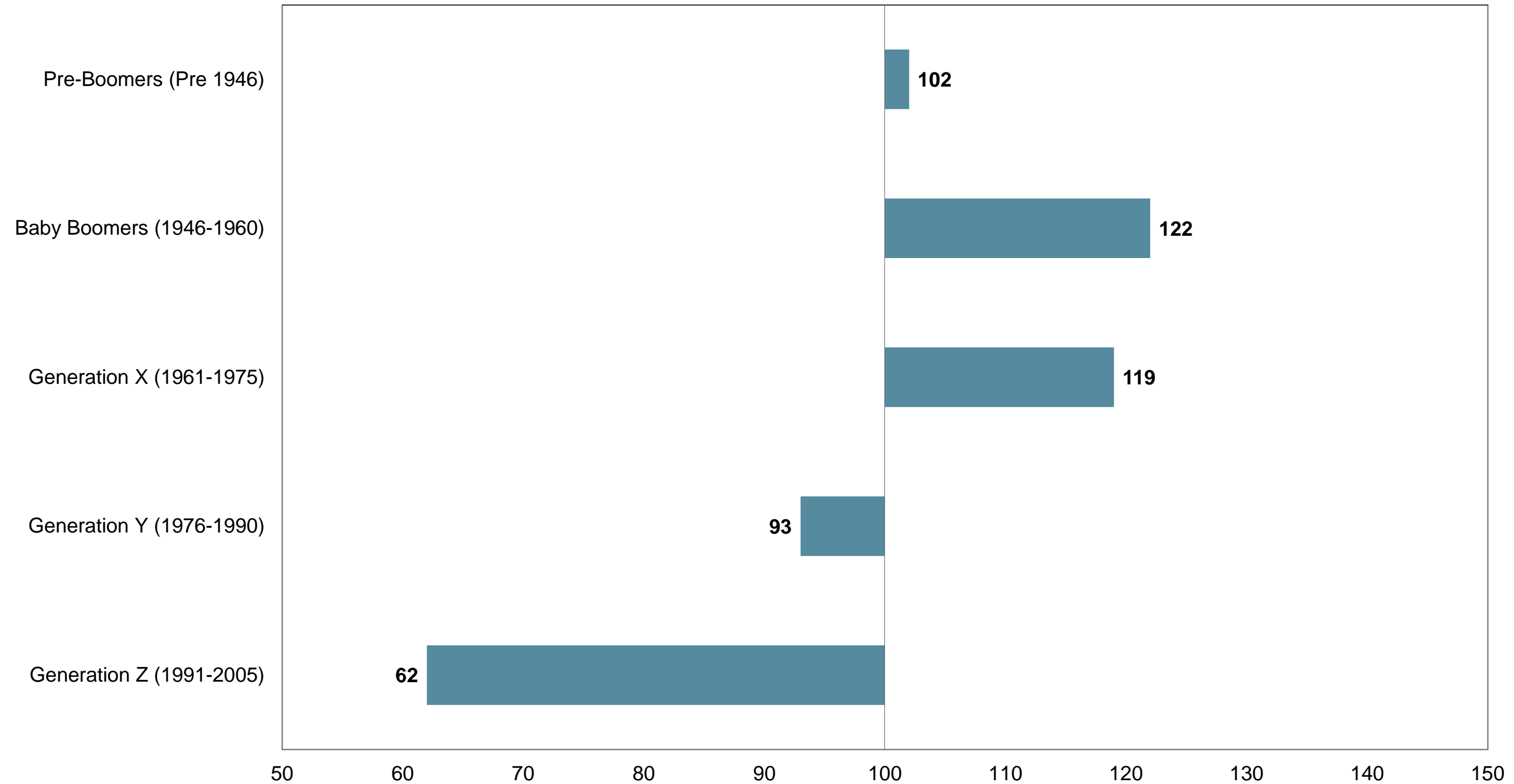
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# XYZ Customers Profile

## Generations\*

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



\*Please refer to glossary for detailed explanation of Generations.

Source: Roy Morgan Research January 2018 - December 2018

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# 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		8792
Population (000's)		11661
ROY MORGAN VALUES SEGMENTS*		
Basic Needs	WC	295
	V%	3%
	IX	80
Fairer Deal	WC	403
	V%	3%
	IX	61
Traditional Family Life	WC	2684
	V%	23%
	IX	111
Conventional Family Life	WC	1148
	V%	10%
	IX	97
Look At Me	WC	637
	V%	5%
	IX	64

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
ROY MORGAN VALUES SEGMENTS*		
Something Better	WC	591
	V%	5%
	IX	84
Real Conservatism	WC	368
	V%	3%
	IX	120
Young Optimism	WC	818
	V%	7%
	IX	66
Visible Achievement	WC	2442
	V%	21%
	IX	126
Socially Aware	WC	2276
	V%	20%
	IX	123

\*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.

Source: Roy Morgan Research January 2018 - December 2018

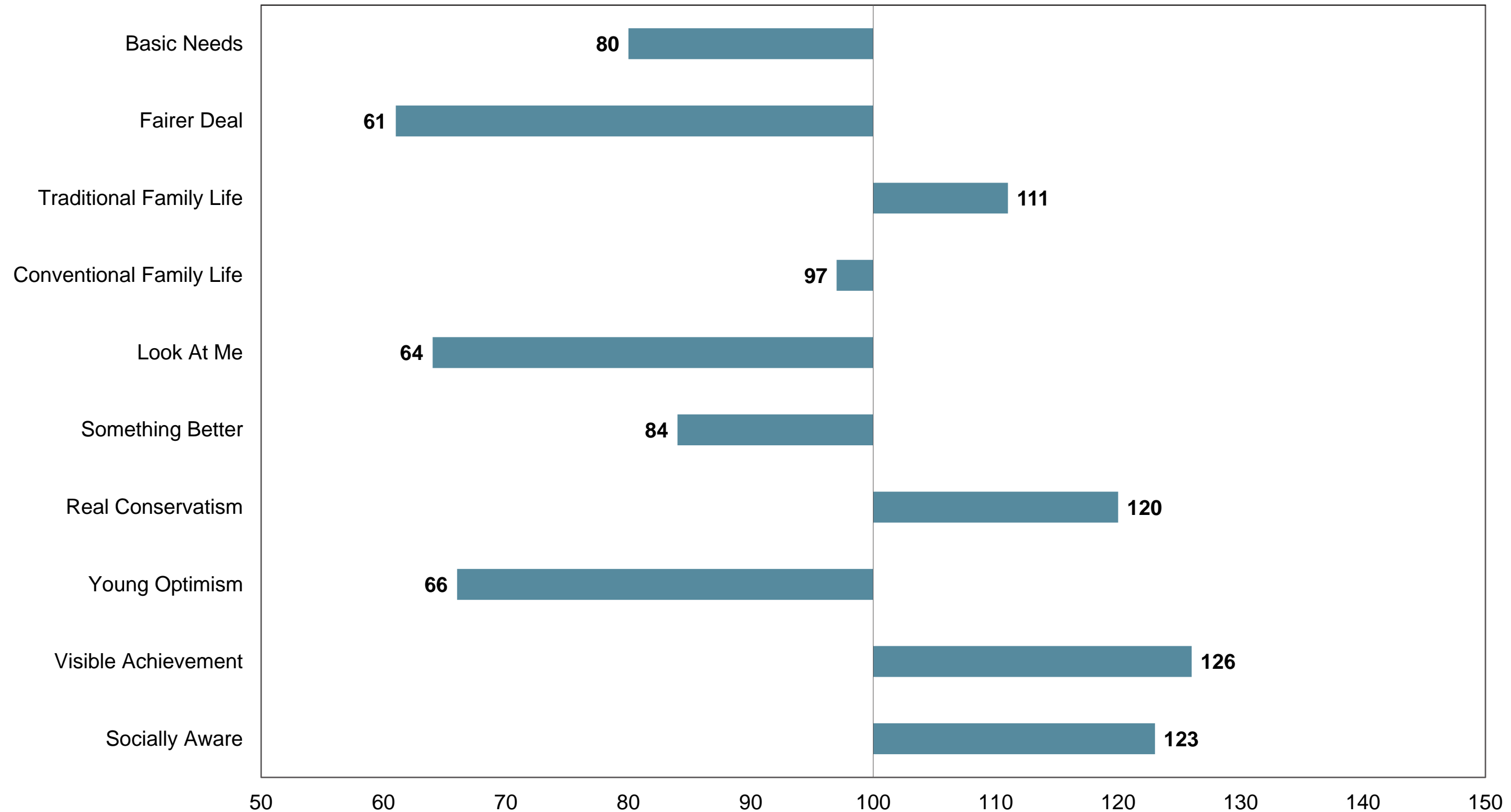
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# XYZ Customers Profile

## 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\*.



\*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.

Source: Roy Morgan Research January 2018 - December 2018

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# Attitudes

# XYZ Customers Profile

## Health and Fitness

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

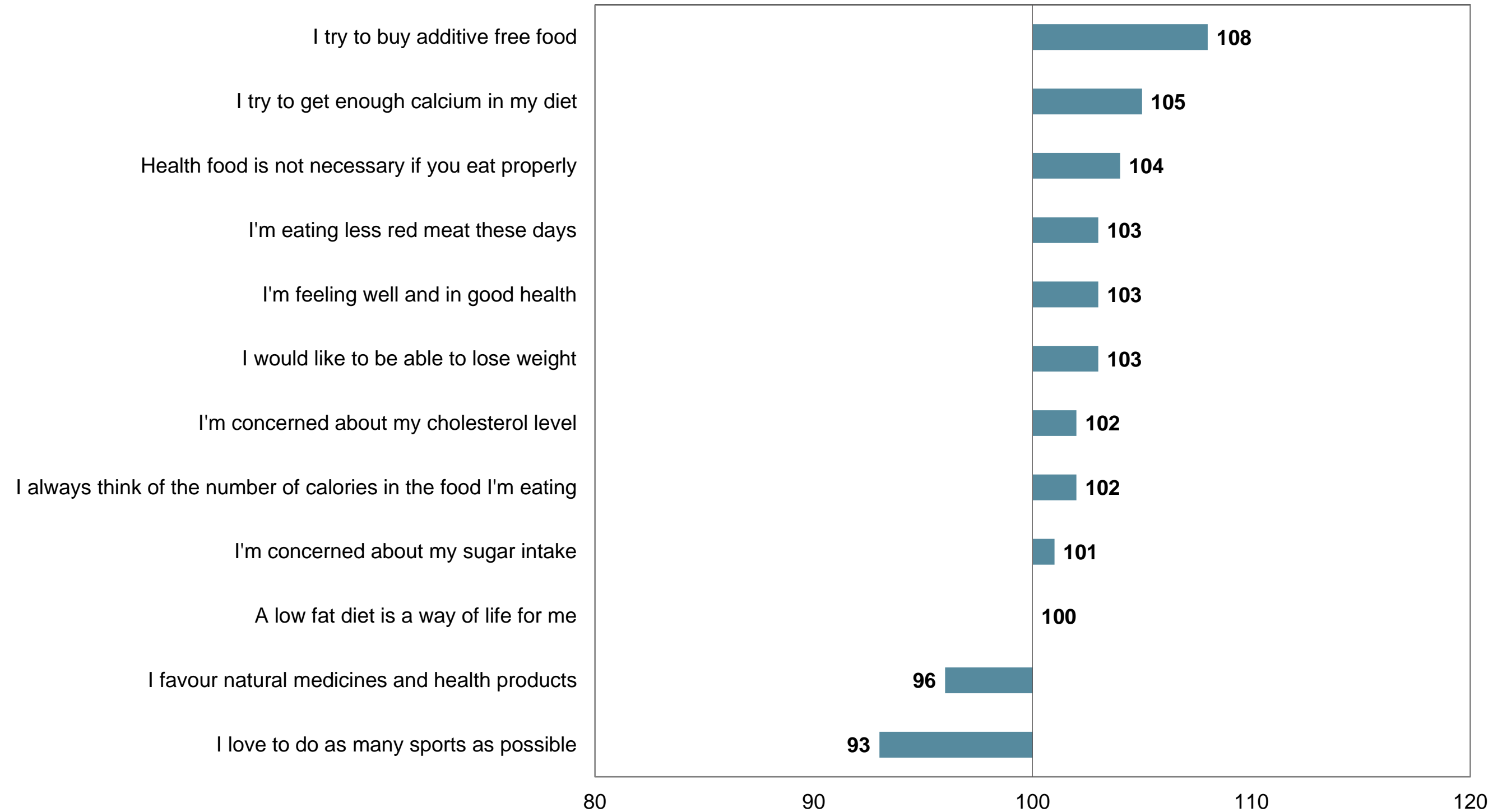
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>HEALTH AND FITNESS ATTITUDES - AGREE</b>		
I try to buy additive free food	WC	5932
	V%	51%
I try to get enough calcium in my diet	IX	108
	WC	8456
Health food is not necessary if you eat properly	V%	73%
	IX	105
I'm eating less red meat these days	WC	9049
	V%	78%
I'm feeling well and in good health	IX	104
	WC	6620
I would like to be able to lose weight	V%	57%
	IX	103
	WC	9380
	V%	80%
	IX	103
	WC	7660
	V%	66%
	IX	103

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>HEALTH AND FITNESS ATTITUDES - AGREE</b>		
I'm concerned about my cholesterol level	WC	3726
	V%	32%
I always think of the number of calories in the food I'm eating	IX	102
	WC	2895
I'm concerned about my sugar intake	V%	25%
	IX	102
A low fat diet is a way of life for me	WC	5231
	V%	45%
I favour natural medicines and health products	IX	101
	WC	3057
I love to do as many sports as possible	V%	26%
	IX	100
	WC	3965
	V%	34%
	IX	96
	WC	2407
	V%	21%
	IX	93

# 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.

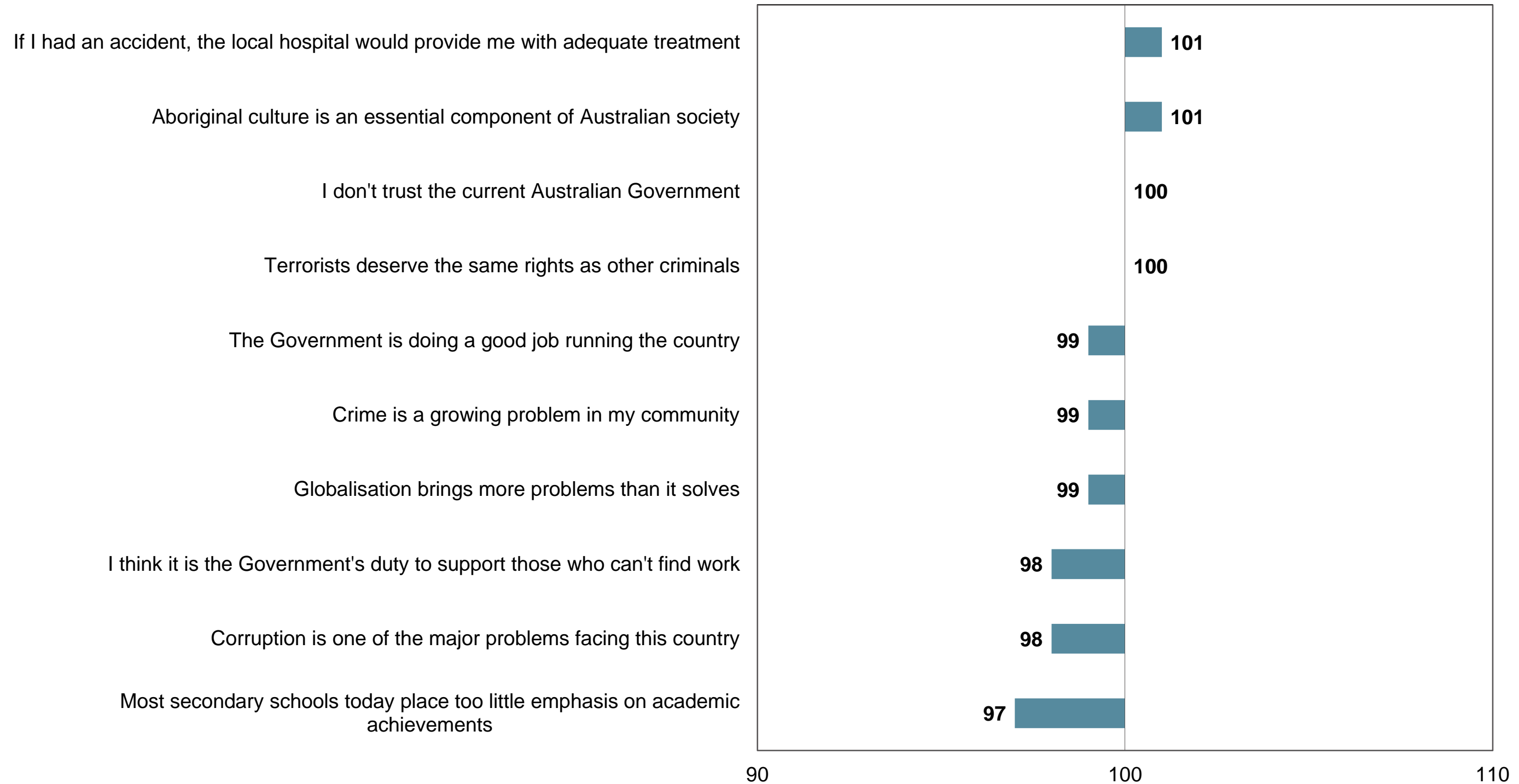
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>GOVERNMENT AND SOCIETAL ATTITUDES - AGREE</b>		
If I had an accident, the local hospital would provide me with adequate treatment	WC	9848
	V%	84%
	IX	101
Aboriginal culture is an essential component of Australian society	WC	8597
	V%	74%
	IX	101
I don't trust the current Australian Government	WC	6406
	V%	55%
	IX	100
Terrorists deserve the same rights as other criminals	WC	3461
	V%	30%
	IX	100
The Government is doing a good job running the country	WC	3818
	V%	33%
	IX	99

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>GOVERNMENT AND SOCIETAL ATTITUDES - AGREE</b>		
Crime is a growing problem in my community	WC	6175
	V%	53%
	IX	99
Globalisation brings more problems than it solves	WC	6049
	V%	52%
	IX	99
I think it is the Government's duty to support those who can't find work	WC	7446
	V%	64%
	IX	98
Corruption is one of the major problems facing this country	WC	6659
	V%	57%
	IX	98
Most secondary schools today place too little emphasis on academic achievements	WC	4891
	V%	42%
	IX	97

# 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

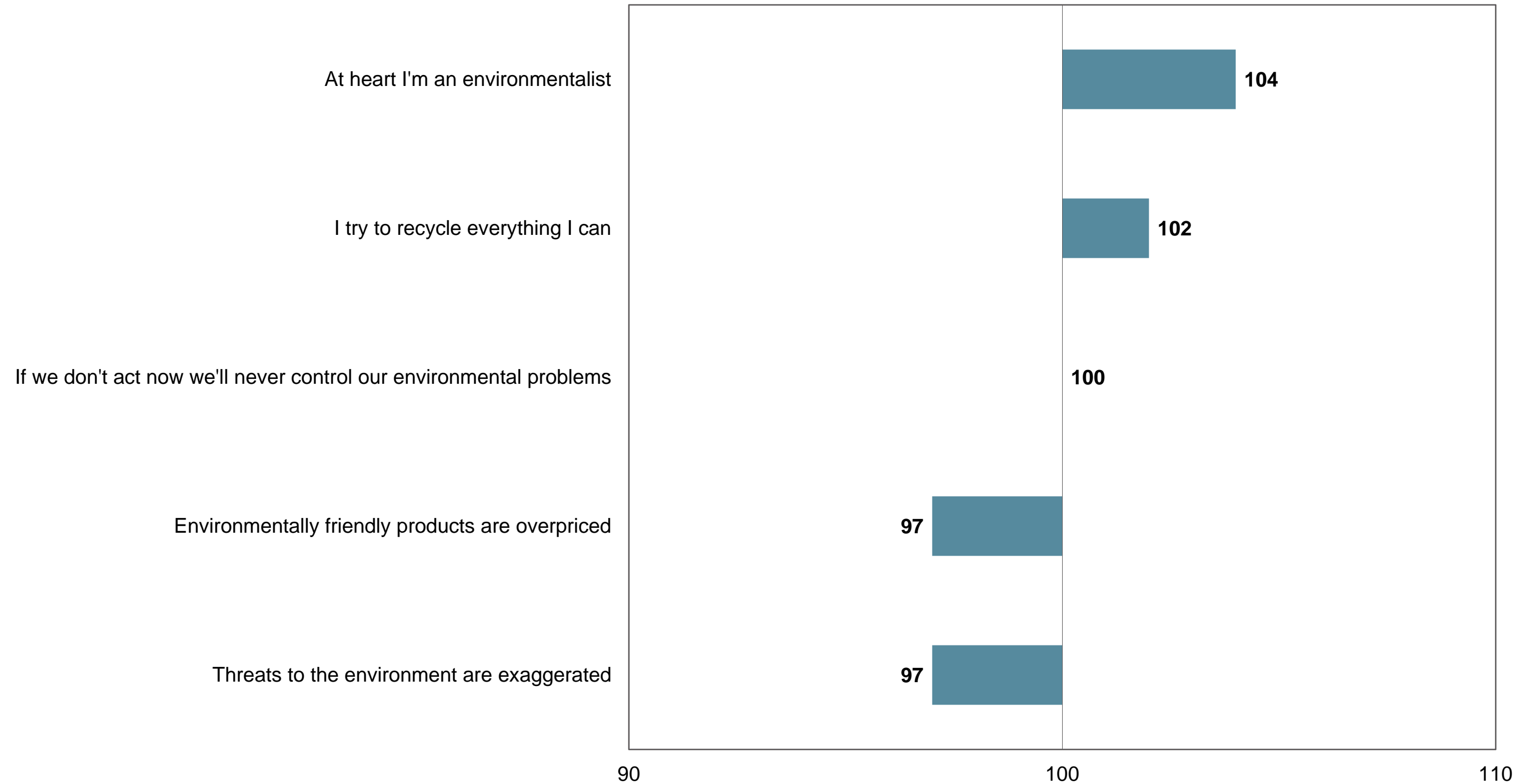
This table shows the target profile group's attitudes to a range of Environmental Statements.

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ENVIRONMENTAL ATTITUDES - AGREE</b>		
At heart I'm an environmentalist	WC	8004
	V%	69%
	IX	104
I try to recycle everything I can	WC	10768
	V%	92%
	IX	102
If we don't act now we'll never control our environmental problems	WC	9575
	V%	82%
	IX	100
Environmentally friendly products are overpriced	WC	7629
	V%	65%
	IX	97
Threats to the environment are exaggerated	WC	2828
	V%	24%
	IX	97

# 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.

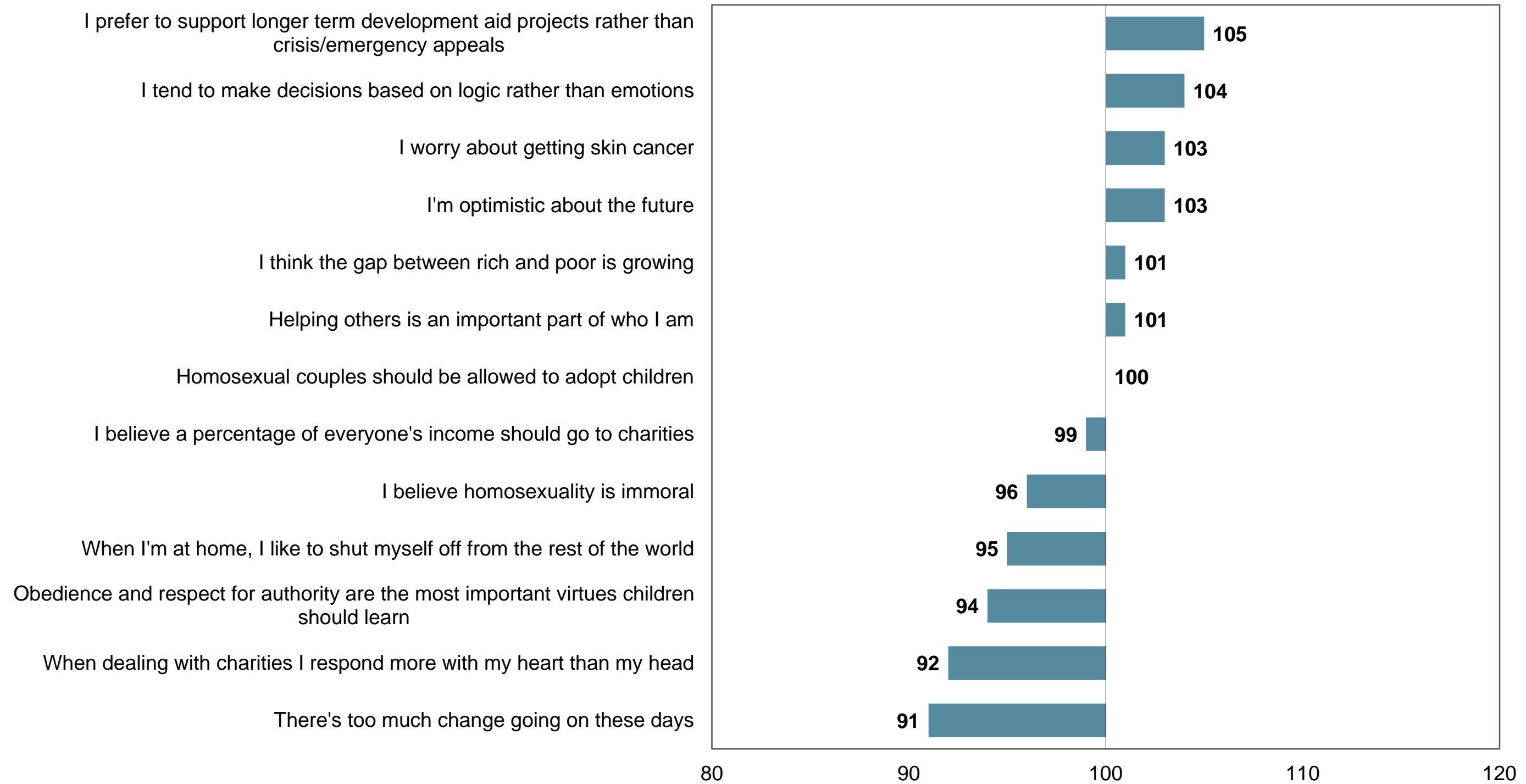
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>PERSONAL ATTITUDES - AGREE</b>		
I prefer to support longer term development aid projects rather than crisis/emergency appeals	WC	6461
	V%	55%
	IX	105
I tend to make decisions based on logic rather than emotions	WC	8807
	V%	76%
	IX	104
I worry about getting skin cancer	WC	6985
	V%	60%
	IX	103
I'm optimistic about the future	WC	8467
	V%	73%
	IX	103
I think the gap between rich and poor is growing	WC	10060
	V%	86%
	IX	101
Helping others is an important part of who I am	WC	10071
	V%	86%
	IX	101
Homosexual couples should be allowed to adopt children	WC	7852
	V%	67%
	IX	100

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>PERSONAL ATTITUDES - AGREE</b>		
I believe a percentage of everyone's income should go to charities	WC	2720
	V%	23%
	IX	99
I believe homosexuality is immoral	WC	2240
	V%	19%
	IX	96
When I'm at home, I like to shut myself off from the rest of the world	WC	4430
	V%	38%
	IX	95
Obedience and respect for authority are the most important virtues children should learn	WC	6062
	V%	52%
	IX	94
When dealing with charities I respond more with my heart than my head	WC	4649
	V%	40%
	IX	92
There's too much change going on these days	WC	4759
	V%	41%
	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.

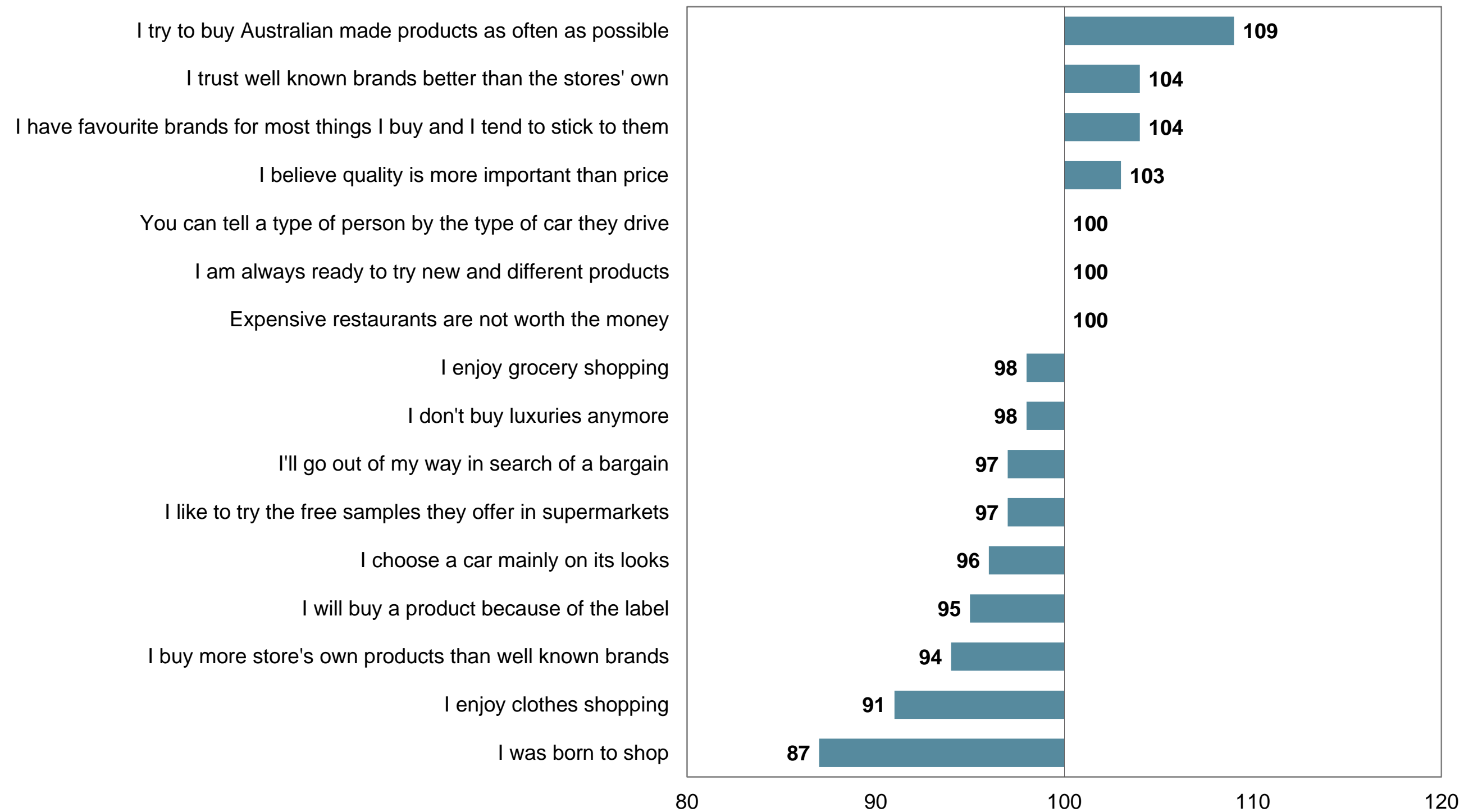
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SHOPPING AND PRODUCT ATTITUDES - AGREE</b>		
I try to buy Australian made products as often as possible	WC	8725
	V%	75%
	IX	109
I trust well known brands better than the stores' own	WC	5206
	V%	45%
	IX	104
I have favourite brands for most things I buy and I tend to stick to them	WC	7934
	V%	68%
	IX	104
I believe quality is more important than price	WC	8898
	V%	76%
	IX	103
You can tell a type of person by the type of car they drive	WC	2717
	V%	23%
	IX	100
I am always ready to try new and different products	WC	5980
	V%	51%
	IX	100
Expensive restaurants are not worth the money	WC	7719
	V%	66%
	IX	100
I enjoy grocery shopping	WC	5373
	V%	46%
	IX	98

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SHOPPING AND PRODUCT ATTITUDES - AGREE</b>		
I don't buy luxuries anymore	WC	6551
	V%	56%
	IX	98
I'll go out of my way in search of a bargain	WC	5163
	V%	44%
	IX	97
I like to try the free samples they offer in supermarkets	WC	5751
	V%	49%
	IX	97
I choose a car mainly on its looks	WC	1635
	V%	14%
	IX	96
I will buy a product because of the label	WC	2422
	V%	21%
	IX	95
I buy more store's own products than well known brands	WC	4196
	V%	36%
	IX	94
I enjoy clothes shopping	WC	3954
	V%	34%
	IX	91
I was born to shop	WC	1231
	V%	11%
	IX	87

# 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		8792
Population (000's)		11661
<b>FOOD ATTITUDES - AGREE</b>		
I like to drink wine with my meals	WC	3281
	V%	28%
	IX	119
I restrict how much fattening food I eat	WC	7120
	V%	61%
	IX	108
I won't buy genetically modified food if I can help it	WC	6417
	V%	55%
	IX	106
I prefer to eat healthy snacks	WC	7811
	V%	67%
	IX	106
I like to eat healthily but don't want to compromise on taste	WC	8880
	V%	76%
	IX	105
I enjoy food from all over the world	WC	8970
	V%	77%
	IX	105
I'm constantly watching my weight	WC	5246
	V%	45%
	IX	105
People often compliment me on my cooking	WC	6205
	V%	53%
	IX	105

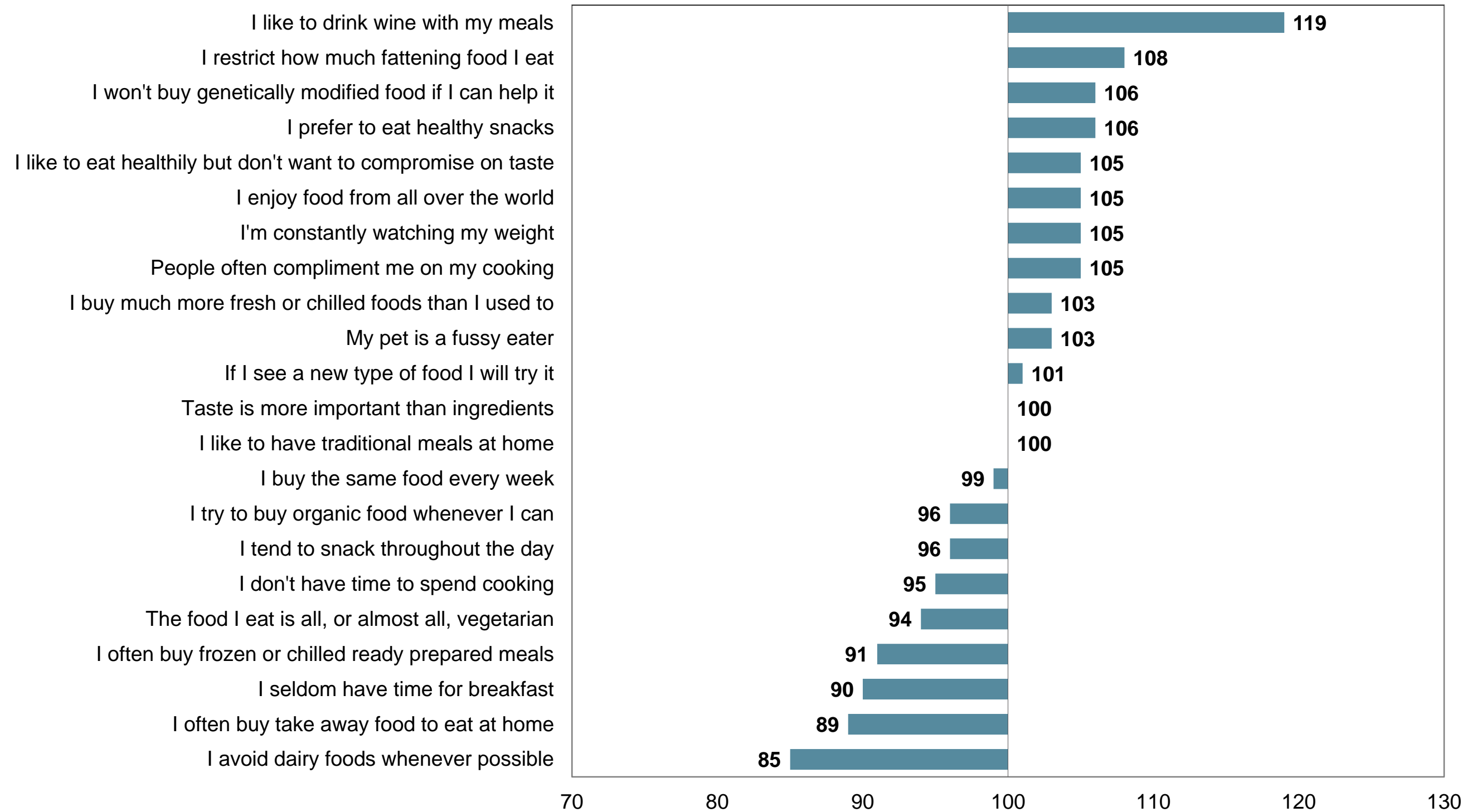
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>FOOD ATTITUDES - AGREE</b>		
I buy much more fresh or chilled foods than I used to	WC	7194
	V%	62%
	IX	103
My pet is a fussy eater	WC	2365
	V%	20%
	IX	103
If I see a new type of food I will try it	WC	6412
	V%	55%
	IX	101
Taste is more important than ingredients	WC	5535
	V%	47%
	IX	100
I like to have traditional meals at home	WC	7601
	V%	65%
	IX	100
I buy the same food every week	WC	4413
	V%	38%
	IX	99
I try to buy organic food whenever I can	WC	2999
	V%	26%
	IX	96

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>FOOD ATTITUDES - AGREE</b>		
I tend to snack throughout the day	WC	4669
	V%	40%
	IX	96
I don't have time to spend cooking	WC	2194
	V%	19%
	IX	95
The food I eat is all, or almost all, vegetarian	WC	1327
	V%	11%
	IX	94
I often buy frozen or chilled ready prepared meals	WC	2149
	V%	18%
	IX	91
I seldom have time for breakfast	WC	2511
	V%	22%
	IX	90
I often buy take away food to eat at home	WC	2497
	V%	21%
	IX	89
I avoid dairy foods whenever possible	WC	1385
	V%	12%
	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		8792
Population (000's)		11661
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>		
I always read the business section of the newspaper	WC	1815
	V%	16%
	IX	115
I record TV programs if I can't watch them	WC	4761
	V%	41%
	IX	109
Advertising posters in shopping centres and malls don't interest me	WC	8792
	V%	75%
	IX	107
I always watch the news on TV to keep me up-to-date	WC	6168
	V%	53%
	IX	106
I listen to the radio in the car	WC	9642
	V%	83%
	IX	106
Magazines are a good way to unwind and relax	WC	6332
	V%	54%
	IX	106
Some TV advertising is devious	WC	9160
	V%	79%
	IX	105
Nearly all TV advertising annoys me	WC	8223
	V%	71%
	IX	104

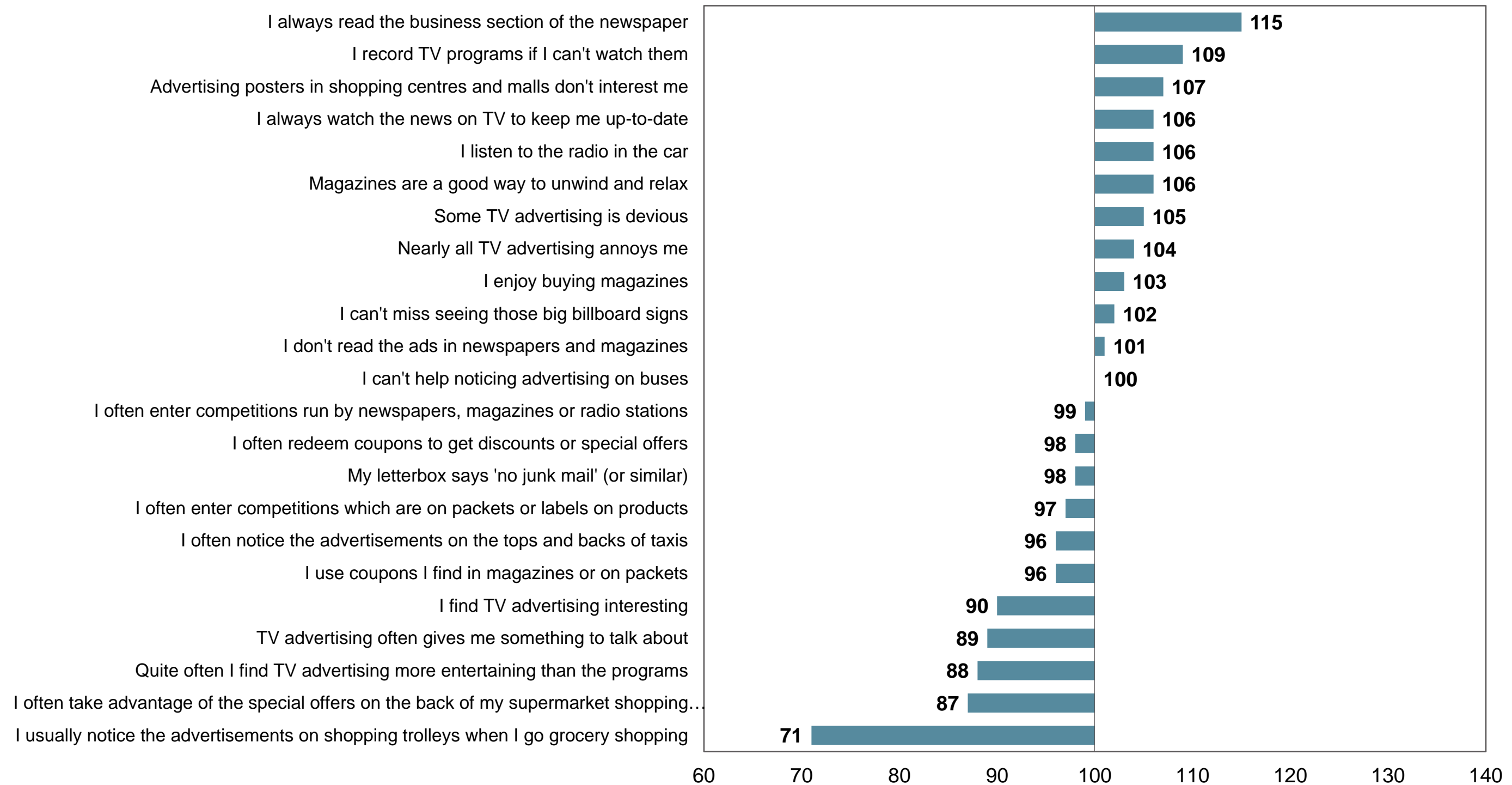
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>		
I enjoy buying magazines	WC	2404
	V%	21%
	IX	103
I can't miss seeing those big billboard signs	WC	6570
	V%	56%
	IX	102
I don't read the ads in newspapers and magazines	WC	6678
	V%	57%
	IX	101
I can't help noticing advertising on buses	WC	6939
	V%	60%
	IX	100
I often enter competitions run by newspapers, magazines or radio stations	WC	1260
	V%	11%
	IX	99
I often redeem coupons to get discounts or special offers	WC	3882
	V%	33%
	IX	98
My letterbox says 'no junk mail' (or similar)	WC	2904
	V%	25%
	IX	98
I often enter competitions which are on packets or labels on products	WC	1076
	V%	9%
	IX	97

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>		
I often notice the advertisements on the tops and backs of taxis	WC	2631
	V%	23%
	IX	96
I use coupons I find in magazines or on packets	WC	2572
	V%	22%
	IX	96
I find TV advertising interesting	WC	1969
	V%	17%
	IX	90
TV advertising often gives me something to talk about	WC	2064
	V%	18%
	IX	89
Quite often I find TV advertising more entertaining than the programs	WC	1514
	V%	13%
	IX	88
I often take advantage of the special offers on the back of my supermarket shopping docket	WC	1979
	V%	17%
	IX	87
I usually notice the advertisements on shopping trolleys when I go grocery shopping	WC	826
	V%	7%
	IX	71

# 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

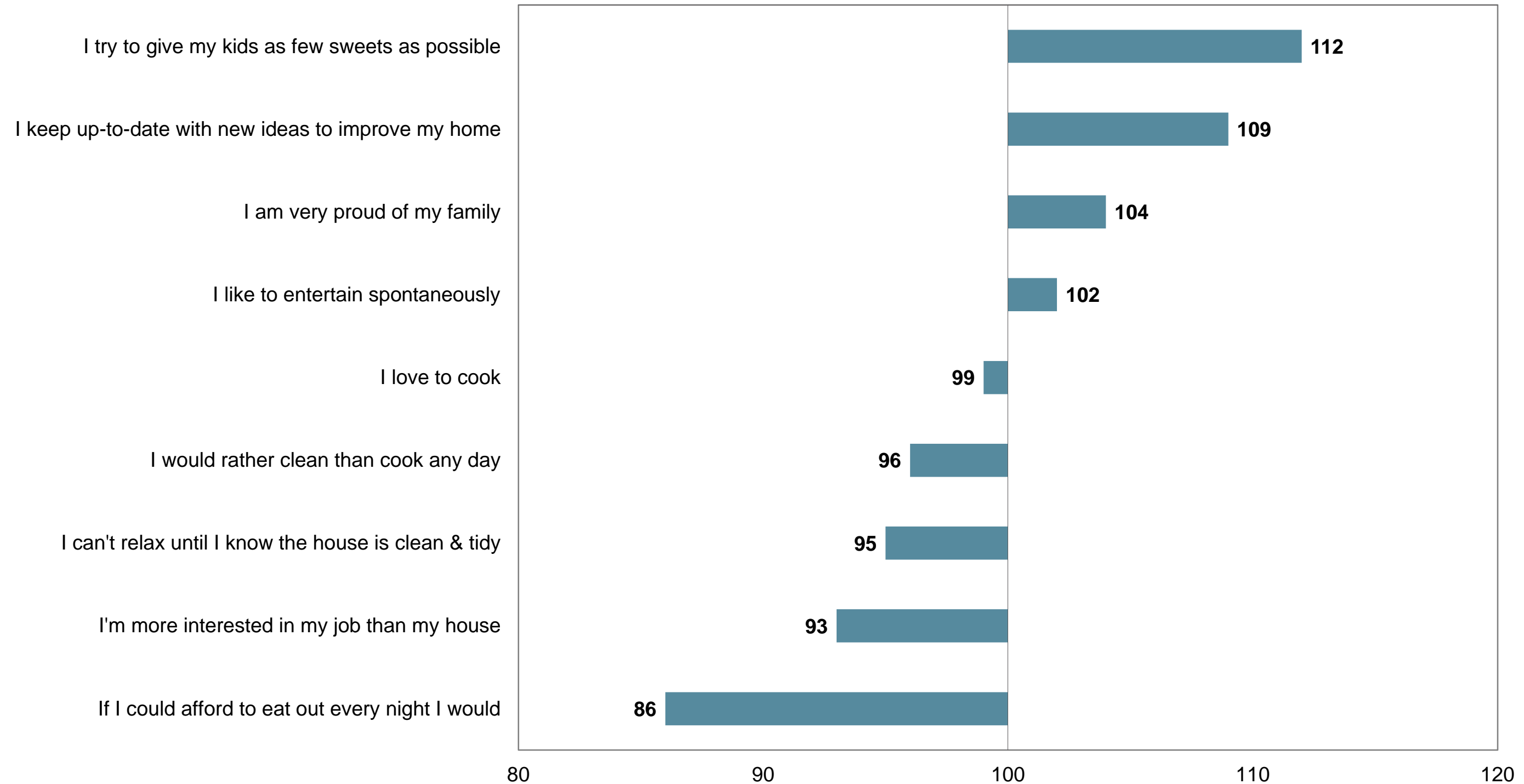
This table shows the target profile group's attitudes to a range of Family and Home Statements.

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>FAMILY AND HOME ATTITUDES - AGREE</b>		
I try to give my kids as few sweets as possible	WC	6859
	V%	59%
	IX	112
I keep up-to-date with new ideas to improve my home	WC	3700
	V%	32%
	IX	109
I am very proud of my family	WC	10610
	V%	91%
	IX	104
I like to entertain spontaneously	WC	4562
	V%	39%
	IX	102
I love to cook	WC	7123
	V%	61%
	IX	99
I would rather clean than cook any day	WC	2510
	V%	22%
	IX	96
I can't relax until I know the house is clean & tidy	WC	4340
	V%	37%
	IX	95
I'm more interested in my job than my house	WC	2016
	V%	17%
	IX	93
If I could afford to eat out every night I would	WC	2333
	V%	20%
	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

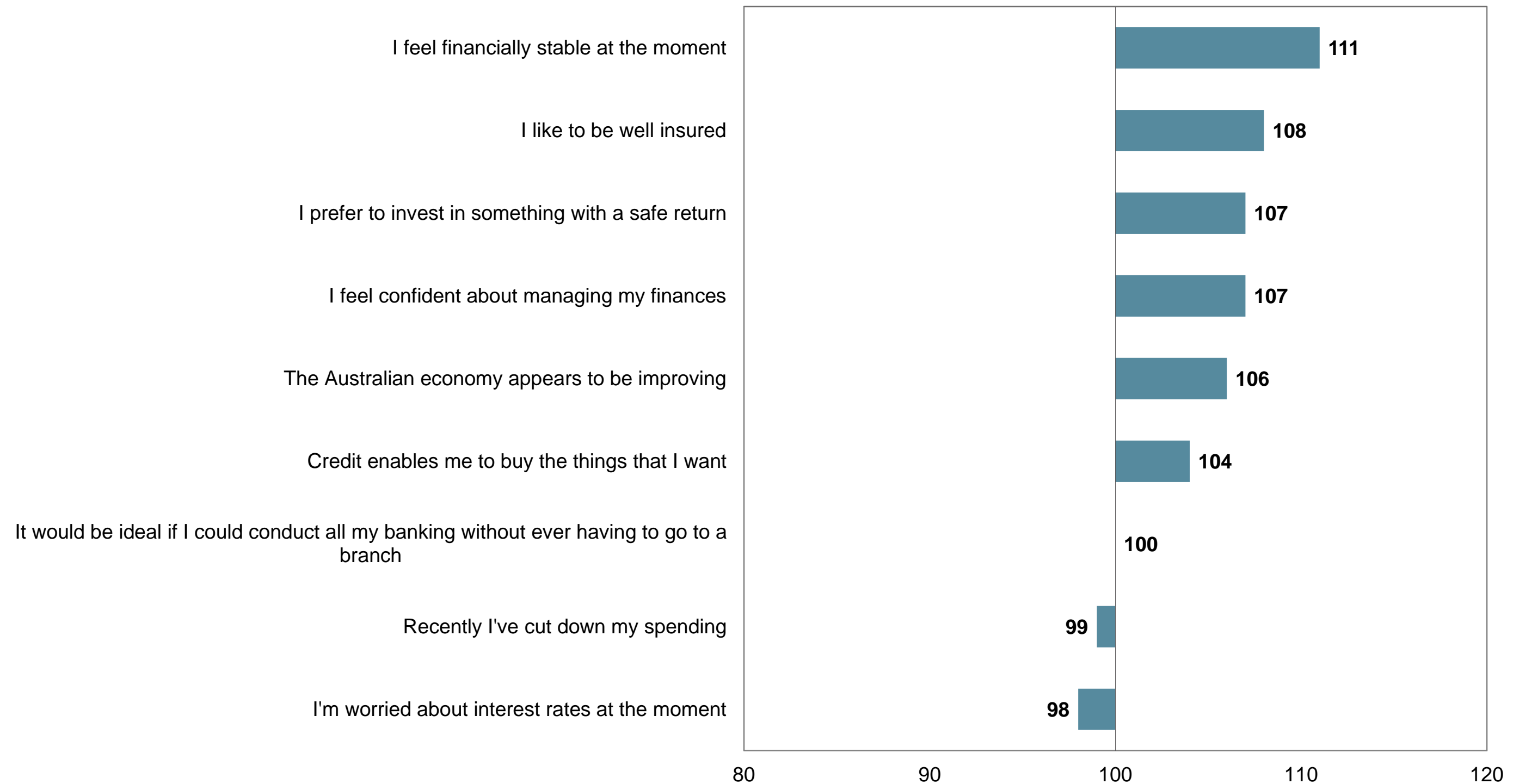
This table shows the target profile group's attitudes to a range of Finance Statements.

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>FINANCE ATTITUDES - AGREE</b>		
I feel financially stable at the moment	WC	7653
	V%	66%
	IX	111
I like to be well insured	WC	8568
	V%	73%
	IX	108
I prefer to invest in something with a safe return	WC	9784
	V%	84%
	IX	107
I feel confident about managing my finances	WC	8969
	V%	77%
	IX	107
The Australian economy appears to be improving	WC	4622
	V%	40%
	IX	106
Credit enables me to buy the things that I want	WC	3492
	V%	30%
	IX	104
It would be ideal if I could conduct all my banking without ever having to go to a branch	WC	5770
	V%	49%
	IX	100
Recently I've cut down my spending	WC	7360
	V%	63%
	IX	99
I'm worried about interest rates at the moment	WC	3484
	V%	30%
	IX	98

# 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.

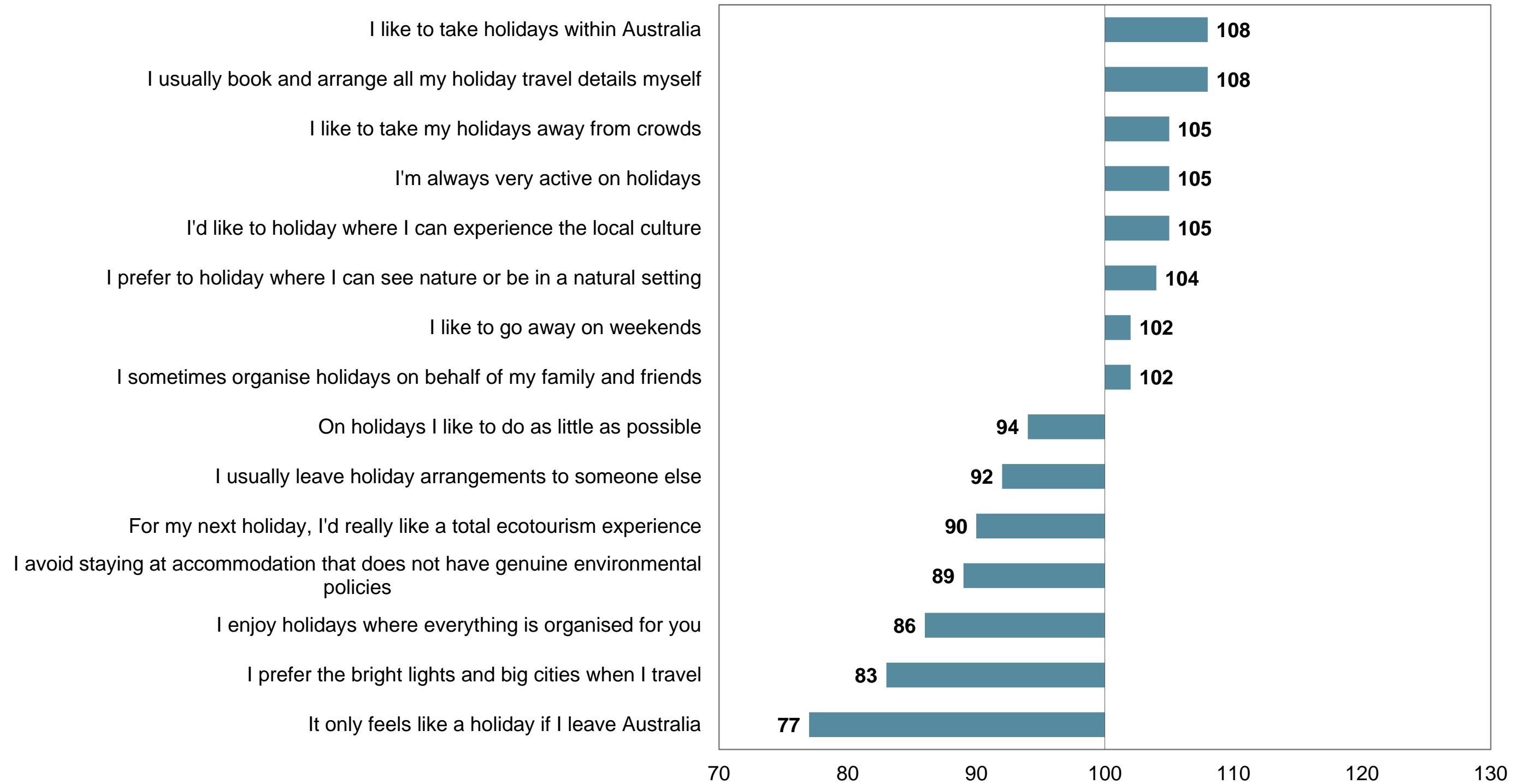
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>HOLIDAY ATTITUDES - AGREE</b>		
I like to take holidays within Australia	WC	9488
	V%	81%
	IX	108
I usually book and arrange all my holiday travel details myself	WC	8093
	V%	69%
	IX	108
I like to take my holidays away from crowds	WC	8695
	V%	75%
	IX	105
I'm always very active on holidays	WC	6222
	V%	53%
	IX	105
I'd like to holiday where I can experience the local culture	WC	8706
	V%	75%
	IX	105
I prefer to holiday where I can see nature or be in a natural setting	WC	8917
	V%	76%
	IX	104
I like to go away on weekends	WC	5082
	V%	44%
	IX	102
I sometimes organise holidays on behalf of my family and friends	WC	3080
	V%	26%
	IX	102

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>HOLIDAY ATTITUDES - AGREE</b>		
On holidays I like to do as little as possible	WC	4432
	V%	38%
	IX	94
I usually leave holiday arrangements to someone else	WC	2733
	V%	23%
	IX	92
For my next holiday, I'd really like a total ecotourism experience	WC	2146
	V%	18%
	IX	90
I avoid staying at accommodation that does not have genuine environmental policies	WC	1909
	V%	16%
	IX	89
I enjoy holidays where everything is organised for you	WC	3341
	V%	29%
	IX	86
I prefer the bright lights and big cities when I travel	WC	1717
	V%	15%
	IX	83
It only feels like a holiday if I leave Australia	WC	1033
	V%	9%
	IX	77

# XYZ Customers Profile

## Holiday

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



# Activities

# 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		8792
Population (000's)		11661
<b>EATING OUT / FAST FOOD IN THE LAST 3 MONTHS</b>		
Went to a pub or hotel for a meal	WC	6163
	V%	53%
	IX	112
Went to a cafe for a snack or meal	WC	6475
	V%	56%
	IX	110
Went to a licensed restaurant	WC	7218
	V%	62%
	IX	109
Went to a cafe for coffee or tea	WC	7549
	V%	65%
	IX	107
Went to a BYO restaurant	WC	2857
	V%	25%
	IX	107

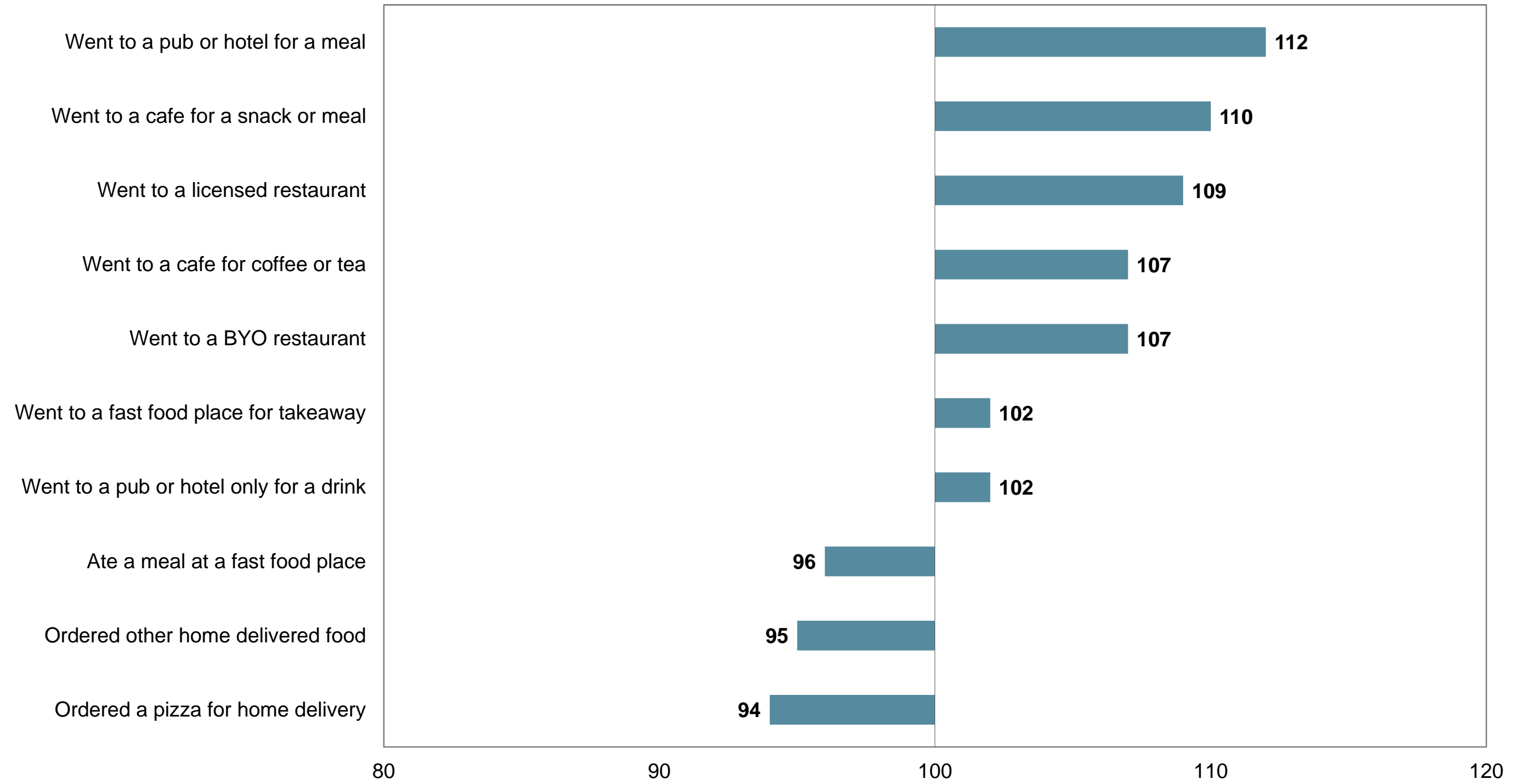
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>EATING OUT / FAST FOOD IN THE LAST 3 MONTHS</b>		
Went to a fast food place for takeaway	WC	7013
	V%	60%
	IX	102
Went to a pub or hotel only for a drink	WC	2878
	V%	25%
	IX	102
Ate a meal at a fast food place	WC	5579
	V%	48%
	IX	96
Ordered other home delivered food	WC	2278
	V%	20%
	IX	95
Ordered a pizza for home delivery	WC	3672
	V%	31%
	IX	94



# 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.

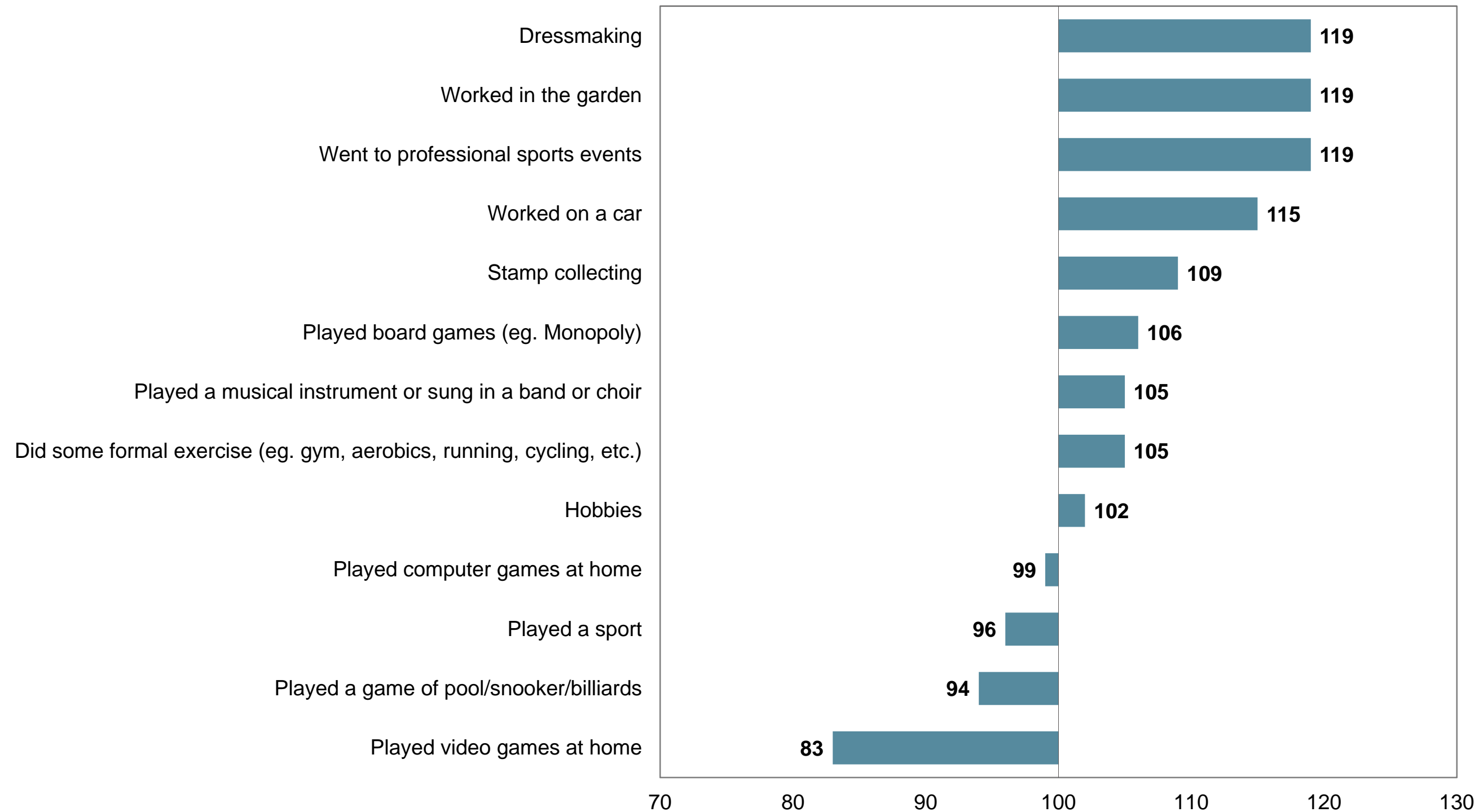
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>LEISURE ACTIVITIES IN THE LAST 3 MONTHS</b>		
Dressmaking	WC	935
	V%	8%
	IX	119
Worked in the garden	WC	8575
	V%	74%
	IX	119
Went to professional sports events	WC	1743
	V%	15%
	IX	119
Worked on a car	WC	2273
	V%	19%
	IX	115
Stamp collecting	WC	206
	V%	2%
	IX	109
Played board games (eg. Monopoly)	WC	3718
	V%	32%
	IX	106
Played a musical instrument or sung in a band or choir	WC	1375
	V%	12%
	IX	105

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>LEISURE ACTIVITIES IN THE LAST 3 MONTHS</b>		
Did some formal exercise (eg. gym, aerobics, running, cycling, etc.)	WC	6213
	V%	53%
	IX	105
Hobbies	WC	3971
	V%	34%
	IX	102
Played computer games at home	WC	3815
	V%	33%
	IX	99
Played a sport	WC	2578
	V%	22%
	IX	96
Played a game of pool/snooker/billiards	WC	1156
	V%	10%
	IX	94
Played video games at home	WC	1940
	V%	17%
	IX	83

# 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.

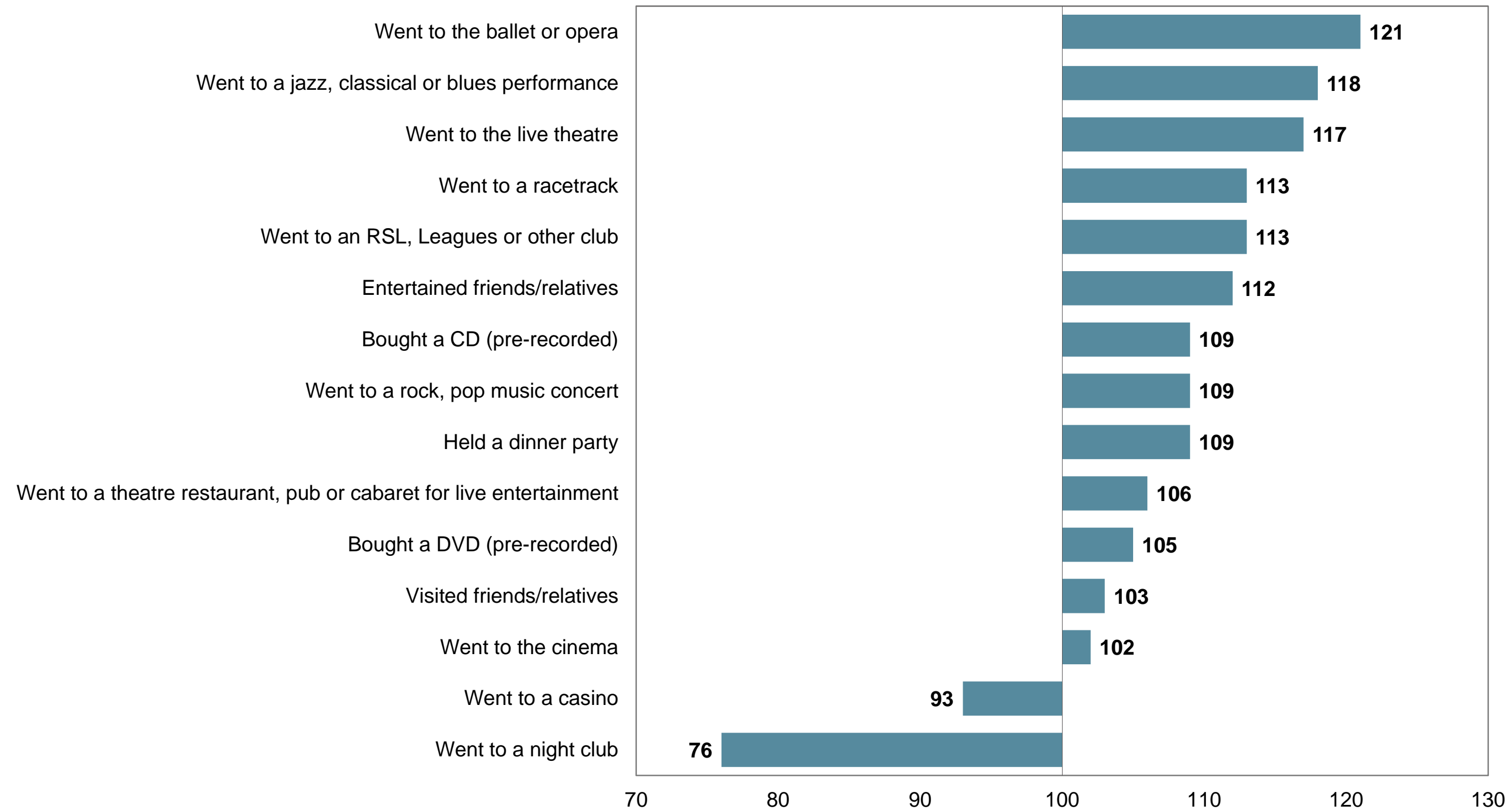
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS</b>		
Went to the ballet or opera	WC	462
	V%	4%
	IX	121
Went to a jazz, classical or blues performance	WC	628
	V%	5%
	IX	118
Went to the live theatre	WC	1992
	V%	17%
	IX	117
Went to a racetrack	WC	394
	V%	3%
	IX	113
Went to an RSL, Leagues or other club	WC	3265
	V%	28%
	IX	113
Entertained friends/relatives	WC	7955
	V%	68%
	IX	112
Bought a CD (pre-recorded)	WC	1035
	V%	9%
	IX	109
Went to a rock, pop music concert	WC	1465
	V%	13%
	IX	109

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS</b>		
Held a dinner party	WC	2998
	V%	26%
	IX	109
Went to a theatre restaurant, pub or cabaret for live entertainment	WC	1028
	V%	9%
	IX	106
Bought a DVD (pre-recorded)	WC	2124
	V%	18%
	IX	105
Visited friends/relatives	WC	10163
	V%	87%
	IX	103
Went to the cinema	WC	5841
	V%	50%
	IX	102
Went to a casino	WC	702
	V%	6%
	IX	93
Went to a night club	WC	675
	V%	6%
	IX	76

# 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		8792
Population (000's)		11661
<b>TV SPORTS WATCHED - SUMMARY</b>		
Golf	WC	1178
	V%	10%
	IX	122
Motorcycle Racing	WC	939
	V%	8%
	IX	119
Horse Racing/Harness racing	WC	3506
	V%	30%
	IX	117
Olympic Games	WC	5917
	V%	51%
	IX	115
Cricket	WC	4777
	V%	41%
	IX	115
Car racing	WC	3211
	V%	28%
	IX	114
Lawn Bowls	WC	335
	V%	3%
	IX	114
Tennis	WC	4173
	V%	36%
	IX	114
NRL	WC	4022
	V%	34%
	IX	112

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TV SPORTS WATCHED - SUMMARY</b>		
Rugby Union	WC	1831
	V%	16%
	IX	112
AFL (inc. AFL Womens)	WC	4835
	V%	41%
	IX	112
Swimming/Diving	WC	1428
	V%	12%
	IX	112
AFL	WC	4770
	V%	41%
	IX	112
Soccer	WC	2652
	V%	23%
	IX	106
Basketball	WC	944
	V%	8%
	IX	102
Total watched sport on TV	WC	9436
	V%	81%
	IX	106

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TV SPORTS WATCHED</b>		
AFL - Pre-season	WC	1251
	V%	11%
	IX	107
AFL - Regular season	WC	3811
	V%	33%
	IX	114
AFL - Finals	WC	3742
	V%	32%
	IX	113
AFL - Grand Final	WC	4138
	V%	35%
	IX	115
NRL - Regular season	WC	2483
	V%	21%
	IX	112
NRL - Finals	WC	2585
	V%	22%
	IX	112
NRL - Grand Final	WC	3077
	V%	26%
	IX	111
Rugby League NRL State of Origin	WC	3499
	V%	30%
	IX	114
Rugby Union Super Rugby	WC	860
	V%	7%
	IX	111

CONTINUED ↓

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# 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		8792
Population (000's)		11661
<b>TV SPORTS WATCHED</b>		
Rugby Union International	WC	1274
	V%	11%
	IX	118
Rugby World Cup	WC	1439
	V%	12%
	IX	110
FIFA World Cup Soccer	WC	2246
	V%	19%
	IX	107
A-League Soccer	WC	1190
	V%	10%
	IX	108
Other Soccer	WC	453
	V%	4%
	IX	97
English Premier League Soccer	WC	1044
	V%	9%
	IX	100
American NBA basketball	WC	597
	V%	5%
	IX	99
Australian NBL basketball	WC	461
	V%	4%
	IX	112
Women's basketball	WC	302
	V%	3%
	IX	104

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TV SPORTS WATCHED</b>		
Netball	WC	1069
	V%	9%
	IX	117
American baseball	WC	334
	V%	3%
	IX	115
American football	WC	560
	V%	5%
	IX	112
Cricket - Test match	WC	3904
	V%	33%
	IX	116
One Day Cricket Match	WC	3877
	V%	33%
	IX	114
Twenty20 Cricket/Big Bash League Match	WC	3345
	V%	29%
	IX	116
Bathurst 1000	WC	2396
	V%	21%
	IX	120
Formula 1 car racing	WC	1543
	V%	13%
	IX	114
V8 supercars	WC	1807
	V%	15%
	IX	115

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TV SPORTS WATCHED</b>		
Rally car racing	WC	442
	V%	4%
	IX	116
Drag racing	WC	457
	V%	4%
	IX	118
Other car racing	WC	350
	V%	3%
	IX	121
Motorcycle racing	WC	939
	V%	8%
	IX	119
Horse racing - Melbourne Cup	WC	3438
	V%	29%
	IX	117
Horse racing - Caulfield Cup	WC	1085
	V%	9%
	IX	113
Horse racing - Cox Plate	WC	897
	V%	8%
	IX	112
Horse racing - Golden Slipper	WC	618
	V%	5%
	IX	111
Horse racing - Other	WC	708
	V%	6%
	IX	111

CONTINUED ↓

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# 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		8792
Population (000's)		11661
<b>TV SPORTS WATCHED</b>		
Trotting (Harness racing)	WC	202
	V%	2%
	IX	113
Horse riding/Equestrian	WC	280
	V%	2%
	IX	116
Greyhound racing	WC	159
	V%	1%
	IX	98
Golf	WC	1178
	V%	10%
	IX	122
Cycling	WC	2309
	V%	20%
	IX	126
Gymnastics	WC	624
	V%	5%
	IX	110
Boxing	WC	661
	V%	6%
	IX	102
Professional Wrestling (WWE)	WC	354
	V%	3%
	IX	80

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TV SPORTS WATCHED</b>		
Figure skating	WC	719
	V%	6%
	IX	113
Iron Man contests	WC	335
	V%	3%
	IX	128
Athletics/Track & field	WC	652
	V%	6%
	IX	114
Marathons/Running	WC	221
	V%	2%
	IX	114
Triathlon	WC	234
	V%	2%
	IX	119
Snooker/Billiards/Pool	WC	222
	V%	2%
	IX	108
Lawn bowls	WC	335
	V%	3%
	IX	114
Tennis - Australian Open	WC	4111
	V%	35%
	IX	114

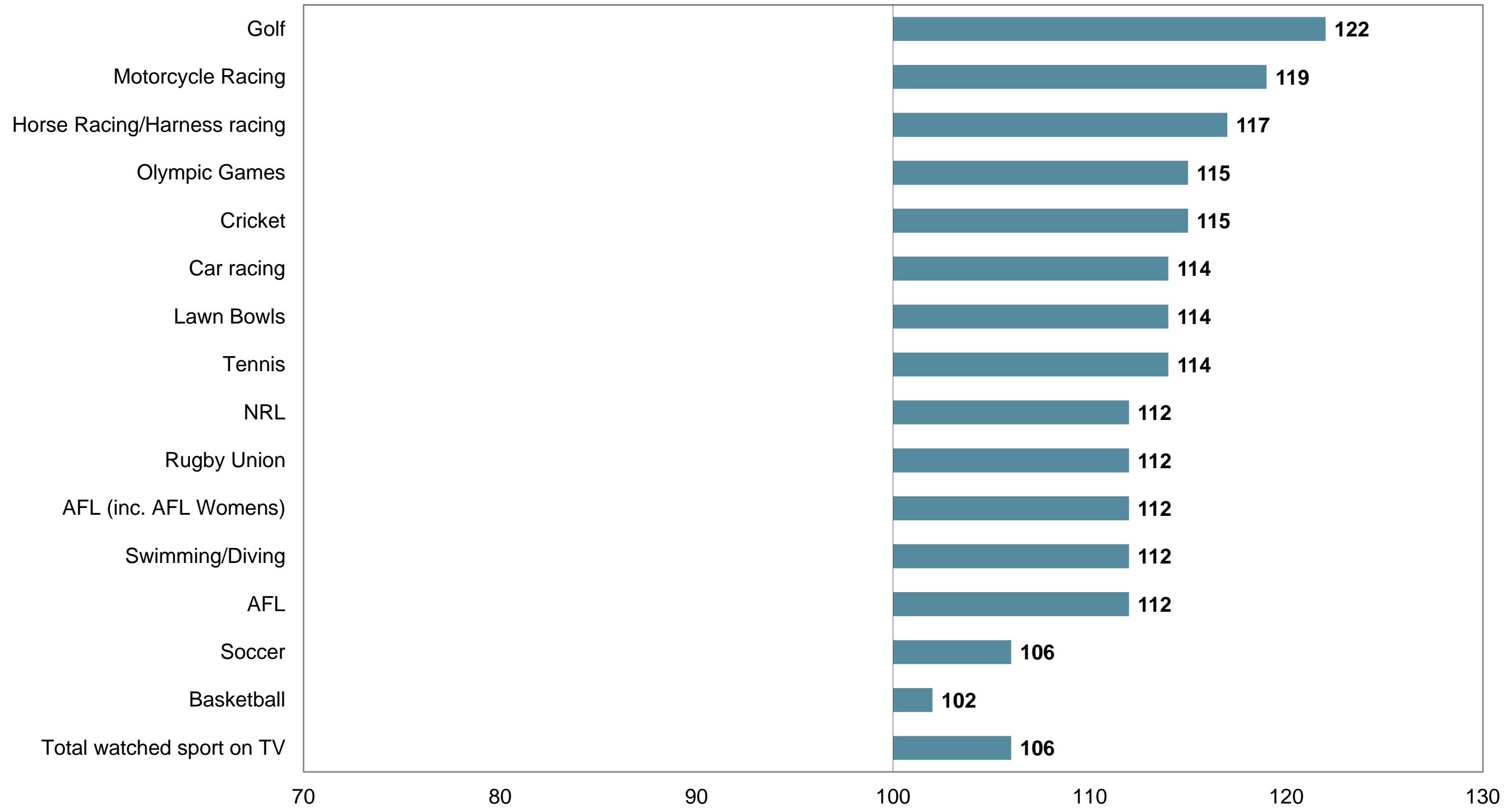
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TV SPORTS WATCHED</b>		
Other Tennis	WC	1884
	V%	16%
	IX	117
Snow skiing/Snowboarding	WC	315
	V%	3%
	IX	108
Surfing	WC	636
	V%	5%
	IX	122
Sailing	WC	238
	V%	2%
	IX	126
Swimming	WC	1428
	V%	12%
	IX	112
Commonwealth Games	WC	5160
	V%	44%
	IX	113
AFL - Womens	WC	1703
	V%	15%
	IX	118
Olympic Games	WC	5917
	V%	51%
	IX	115



# 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		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN - SUMMARY</b>		
Shooting	WC	368
	V%	3%
	IX	134
Winter Sports	WC	798
	V%	7%
	IX	123
Horse riding	WC	323
	V%	3%
	IX	117
Fishing	WC	1674
	V%	14%
	IX	116
Pilates	WC	884
	V%	8%
	IX	115
Motor Sports	WC	313
	V%	3%
	IX	113
Water Sports	WC	4456
	V%	38%
	IX	112
Hiking/Bushwalking	WC	3308
	V%	28%
	IX	112
Outdoor Activities	WC	4579
	V%	39%
	IX	112

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN - SUMMARY</b>		
Flying (Pilot Licence)	WC	36
	V%	0%
	IX	112
Individual Sports	WC	3434
	V%	29%
	IX	108
Dancing	WC	809
	V%	7%
	IX	106
Athletic Activities (inc. Walking for exercise)	WC	9750
	V%	84%
	IX	104
Yoga	WC	1329
	V%	11%
	IX	98
Combative Sports	WC	539
	V%	5%
	IX	97
Team Sports	WC	1755
	V%	15%
	IX	89
Total participated in any sport/leisure activity regularly or occasionally (inc. walking)	WC	10600
	V%	91%
	IX	104

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN</b>		
Aerobics	WC	565
	V%	5%
	IX	110
Cycling	WC	2142
	V%	18%
	IX	117
Mountain Biking	WC	534
	V%	5%
	IX	132
Gym/Weight training	WC	2951
	V%	25%
	IX	105
Gymnastics	WC	127
	V%	1%
	IX	92
Jogging	WC	2241
	V%	19%
	IX	93
Roller blading/Skating	WC	160
	V%	1%
	IX	95
Marathons/Running	WC	391
	V%	3%
	IX	99
Athletics/Track & Field	WC	232
	V%	2%
	IX	86

CONTINUED ↴

Please interpret with caution as Triathlons, Rugby Union, Softball, Baseball, Jet skiing, Windsurfing/Sailboarding, Motorcycle racing, Motor racing, Ballroom dancing and Flying (Pilot Licence) are below 1% of the total population.

Source: Roy Morgan Research January 2018 - December 2018

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# 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		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN</b>		
Triathlon	WC	112
	V%	1%
	IX	113
Walking for Exercise	WC	8931
	V%	77%
	IX	106
Australian Rules football	WC	348
	V%	3%
	IX	103
Basketball	WC	425
	V%	4%
	IX	83
Cricket	WC	551
	V%	5%
	IX	95
Field hockey	WC	120
	V%	1%
	IX	99
Netball	WC	395
	V%	3%
	IX	95
Rugby League	WC	129
	V%	1%
	IX	87
Rugby Union	WC	71
	V%	1%
	IX	81

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN</b>		
Soccer	WC	603
	V%	5%
	IX	79
Softball	WC	92
	V%	1%
	IX	99
Baseball	WC	79
	V%	1%
	IX	109
Volleyball	WC	233
	V%	2%
	IX	88
Golf	WC	1154
	V%	10%
	IX	126
Lawn bowls	WC	355
	V%	3%
	IX	115
Pool/Snooker/Billiards	WC	931
	V%	8%
	IX	111
Darts	WC	434
	V%	4%
	IX	94
Squash	WC	123
	V%	1%
	IX	104

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN</b>		
Badminton	WC	216
	V%	2%
	IX	78
Table tennis	WC	567
	V%	5%
	IX	95
Tennis	WC	767
	V%	7%
	IX	105
Ten Pin bowling	WC	1119
	V%	10%
	IX	109
Boxing	WC	309
	V%	3%
	IX	88
Martial arts	WC	283
	V%	2%
	IX	96
Body surfing	WC	668
	V%	6%
	IX	119
Jet skiing	WC	104
	V%	1%
	IX	108
Power boating	WC	241
	V%	2%
	IX	136

CONTINUED ↴

Please interpret with caution as Triathlons, Rugby Union, Softball, Baseball, Jet skiing, Windsurfing/Sailboarding, Motorcycle racing, Motor racing, Ballroom dancing and Flying (Pilot Licence) are below 1% of the total population.

Source: Roy Morgan Research January 2018 - December 2018

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# 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		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN - SUMMARY</b>		
Rowing	WC	216
	V%	2%
	IX	125
Windsurfing/Sailboarding	WC	32
	V%	0%
	IX	134
Sailing	WC	227
	V%	2%
	IX	134
Surfing	WC	464
	V%	4%
	IX	121
Swimming	WC	3815
	V%	33%
	IX	109
Scuba diving	WC	218
	V%	2%
	IX	121
Snorkelling/Skin diving	WC	542
	V%	5%
	IX	120
Water skiing	WC	191
	V%	2%
	IX	127
Ice/Figure skating	WC	245
	V%	2%
	IX	111
Snow skiing	WC	464
	V%	4%
	IX	132

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN - SUMMARY</b>		
Snowboarding	WC	206
	V%	2%
	IX	113
Fishing - fresh water	WC	884
	V%	8%
	IX	117
Fishing - salt water	WC	1375
	V%	12%
	IX	115
Hiking/Bushwalking	WC	3308
	V%	28%
	IX	112
Horse Riding	WC	323
	V%	3%
	IX	117
Clay/Target shooting	WC	193
	V%	2%
	IX	138
Hunting or Game Shooting	WC	245
	V%	2%
	IX	132
Archery	WC	217
	V%	2%
	IX	119
Rock climbing/Abseiling	WC	229
	V%	2%
	IX	97
Dirt biking	WC	196
	V%	2%
	IX	108

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>SPORTS PARTICIPATED IN</b>		
Motorcycle racing	WC	79
	V%	1%
	IX	121
Motor racing	WC	90
	V%	1%
	IX	110
Ballet/Jazz/Tap/Modern dancing	WC	164
	V%	1%
	IX	93
Ballroom dancing	WC	151
	V%	1%
	IX	137
Other dancing	WC	613
	V%	5%
	IX	104
Pilates	WC	884
	V%	8%
	IX	115
Yoga	WC	1329
	V%	11%
	IX	98
Flying (Pilot Licence)	WC	36
	V%	0%
	IX	112

Please interpret with caution as Triathlons, Rugby Union, Softball, Baseball, Jet skiing, Windsurfing/Sailboarding, Motorcycle racing, Motor racing, Ballroom dancing and Flying (Pilot Licence) are below 1% of the total population.

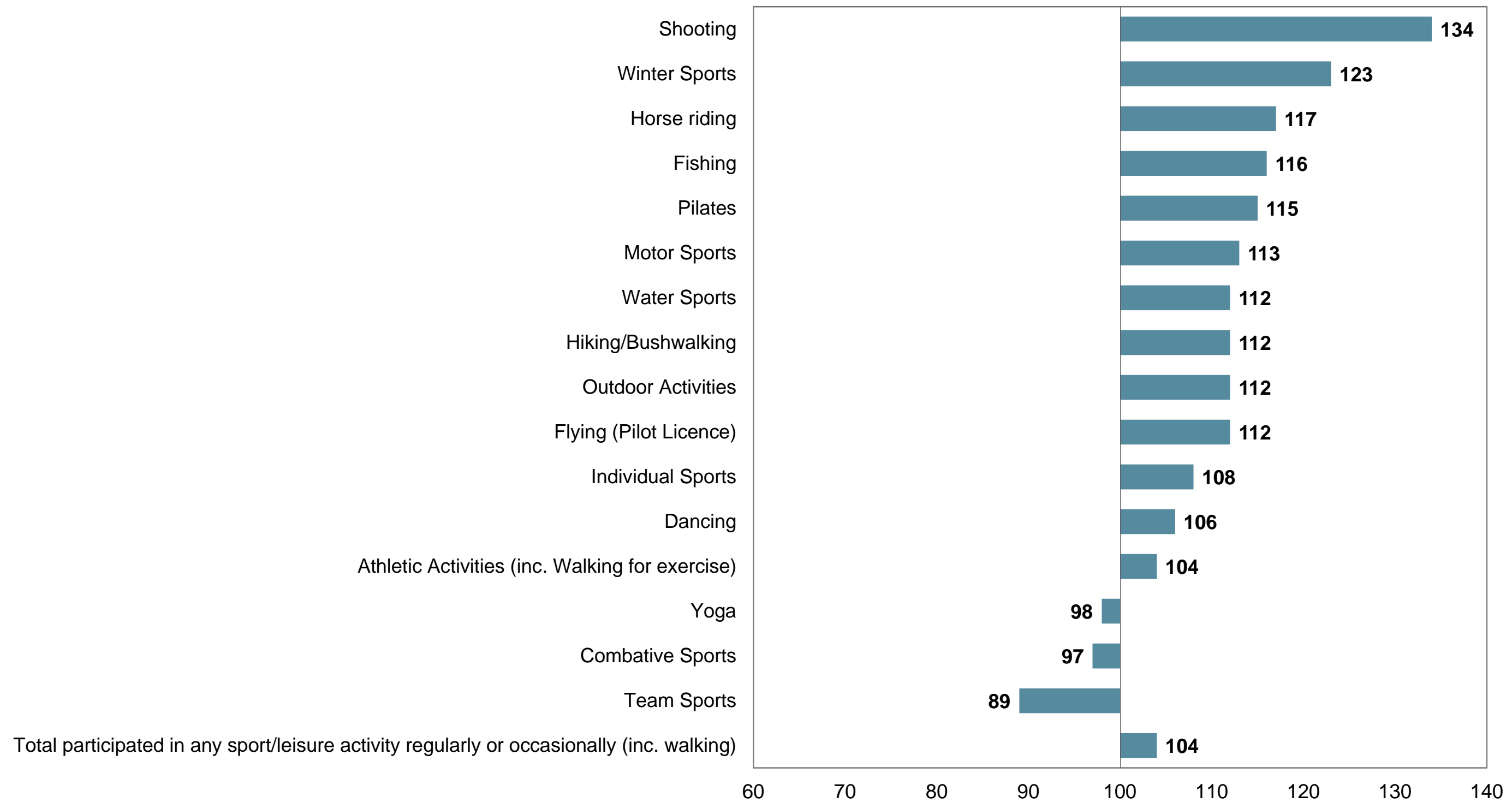
Source: Roy Morgan Research January 2018 - December 2018

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# 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.



Please interpret with caution as Flying (Pilot Licence) is below 1% of the total population.

Source: Roy Morgan Research January 2018 - December 2018

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# Media

# XYZ Customers Profile

## Media Usage Summary

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

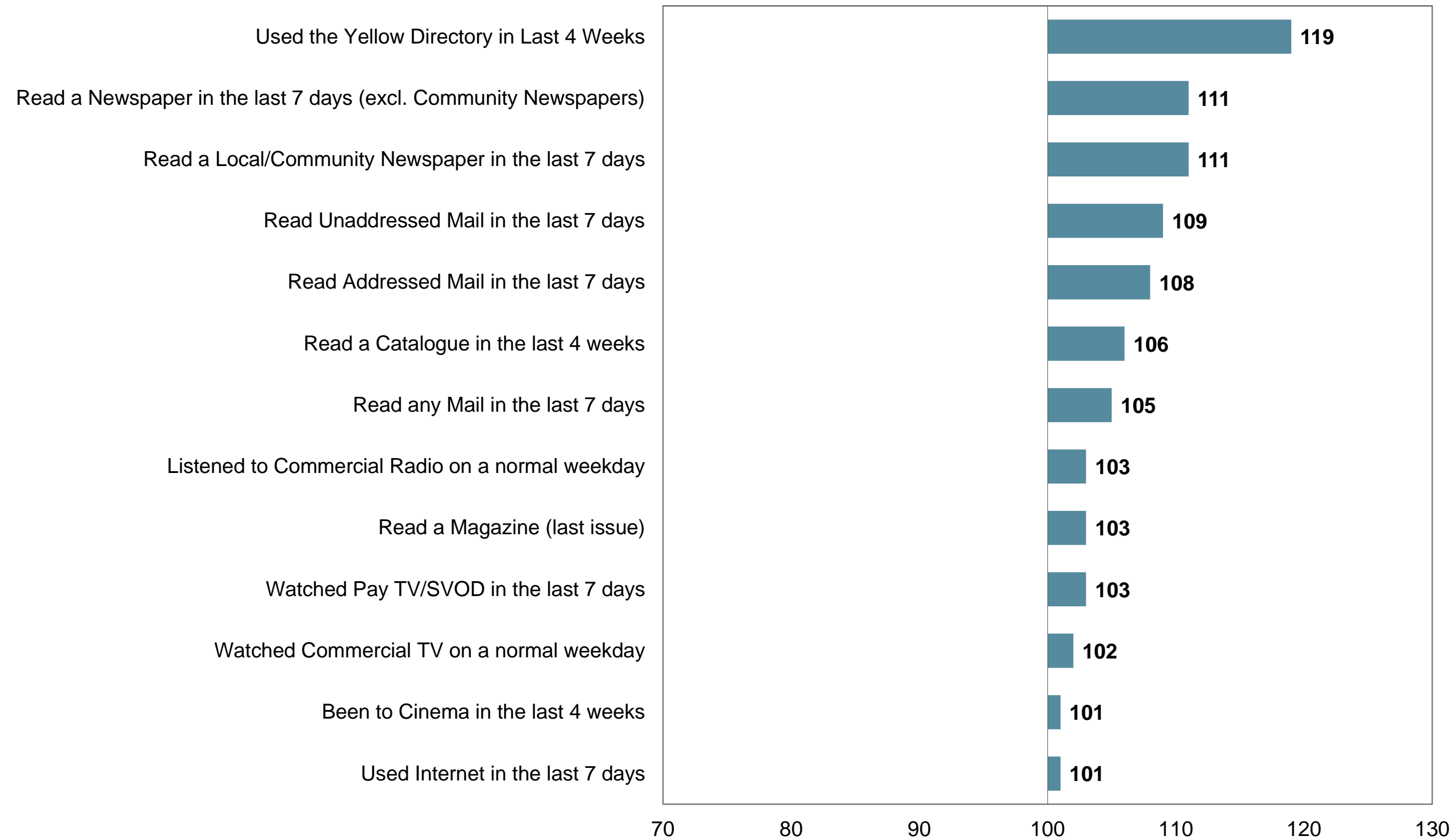
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>MEDIA USAGE SUMMARY</b>		
Used the Yellow Directory in Last 4 Weeks	WC	1170
	V%	10%
	IX	119
Read a Newspaper in the last 7 days (excl. Community Newspapers)	WC	5481
	V%	47%
	IX	111
Read a Local/Community Newspaper in the last 7 days	WC	3309
	V%	28%
	IX	111
Read Unaddressed Mail in the last 7 days	WC	6872
	V%	59%
	IX	109
Read Addressed Mail in the last 7 days	WC	8323
	V%	71%
	IX	108
Read a Catalogue in the last 4 weeks	WC	8386
	V%	72%
	IX	106
Read any Mail in the last 7 days	WC	9817
	V%	84%
	IX	105

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>MEDIA USAGE SUMMARY</b>		
Listened to Commercial Radio on a normal weekday	WC	7521
	V%	64%
	IX	103
Read a Magazine (last issue)	WC	8458
	V%	73%
	IX	103
Watched Pay TV/SVOD in the last 7 days	WC	4344
	V%	37%
	IX	103
Watched Commercial TV on a normal weekday	WC	9704
	V%	83%
	IX	102
Been to Cinema in the last 4 weeks	WC	3481
	V%	30%
	IX	101
Used Internet in the last 7 days	WC	11219
	V%	96%
	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.

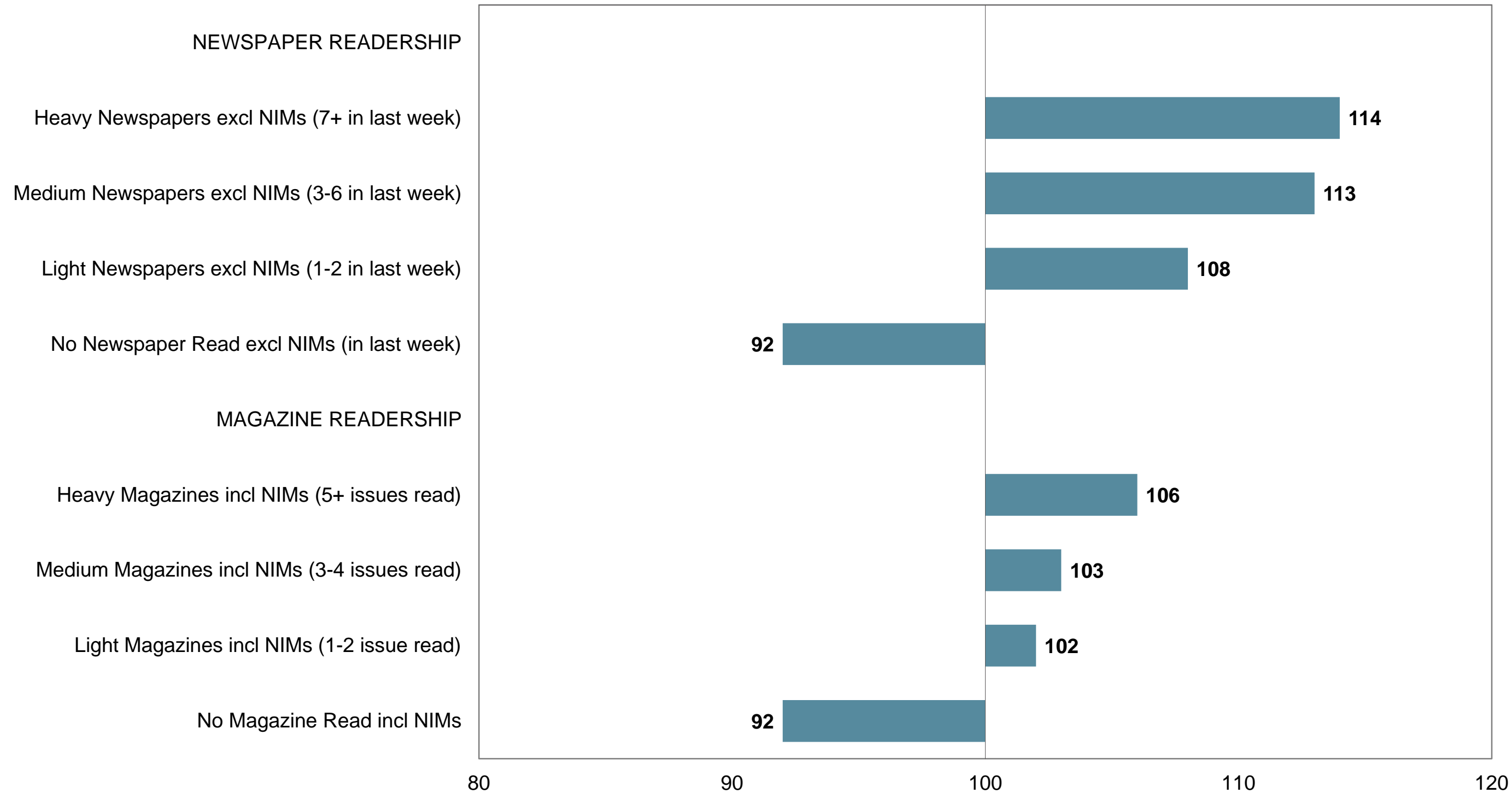
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>NEWSPAPER READERSHIP</b>		
Heavy Newspapers excl NIMs (7+ in last week)	WC	1492
	V%	13%
	IX	114
Medium Newspapers excl NIMs (3-6 in last week)	WC	1569
	V%	13%
	IX	113
Light Newspapers excl NIMs (1-2 in last week)	WC	2421
	V%	21%
	IX	108
No Newspaper Read excl NIMs (in last week)	WC	6180
	V%	53%
	IX	92

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>MAGAZINE READERSHIP</b>		
Heavy Magazines incl NIMs (5+ issues read)	WC	2211
	V%	19%
	IX	106
Medium Magazines incl NIMs (3-4 issues read)	WC	2276
	V%	20%
	IX	103
Light Magazines incl NIMs (1-2 issue read)	WC	3971
	V%	34%
	IX	102
No Magazine Read incl NIMs	WC	3204
	V%	27%
	IX	92

# 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.

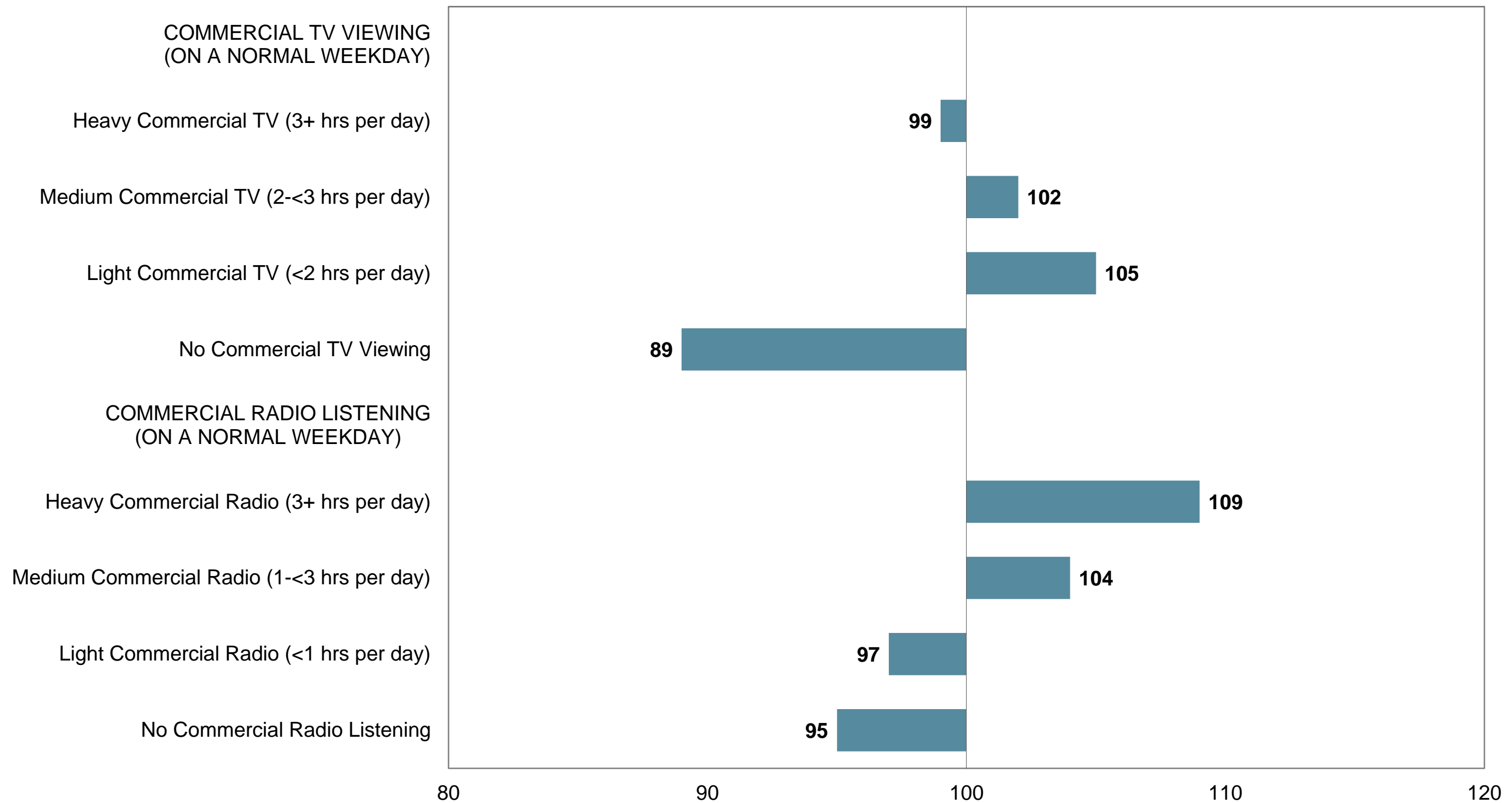
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>COMMERCIAL TV VIEWING (ON A NORMAL WEEKDAY)</b>		
Heavy Commercial TV (3+ hrs per day)	WC	2998
	V%	26%
Medium Commercial TV (2-<3 hrs per day)	IX	99
	WC	2276
Light Commercial TV (<2 hrs per day)	V%	20%
	IX	102
No Commercial TV Viewing	WC	4430
	V%	38%
	IX	105
	WC	1957
	V%	17%
	IX	89

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>COMMERCIAL RADIO LISTENING (ON A NORMAL WEEKDAY)</b>		
Heavy Commercial Radio (3+ hrs per day)	WC	1739
	V%	15%
Medium Commercial Radio (1-<3 hrs per day)	IX	109
	WC	3528
Light Commercial Radio (<1 hrs per day)	V%	30%
	IX	104
No Commercial Radio Listening	WC	2254
	V%	19%
	IX	97
	WC	4140
	V%	36%
	IX	95

# 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.

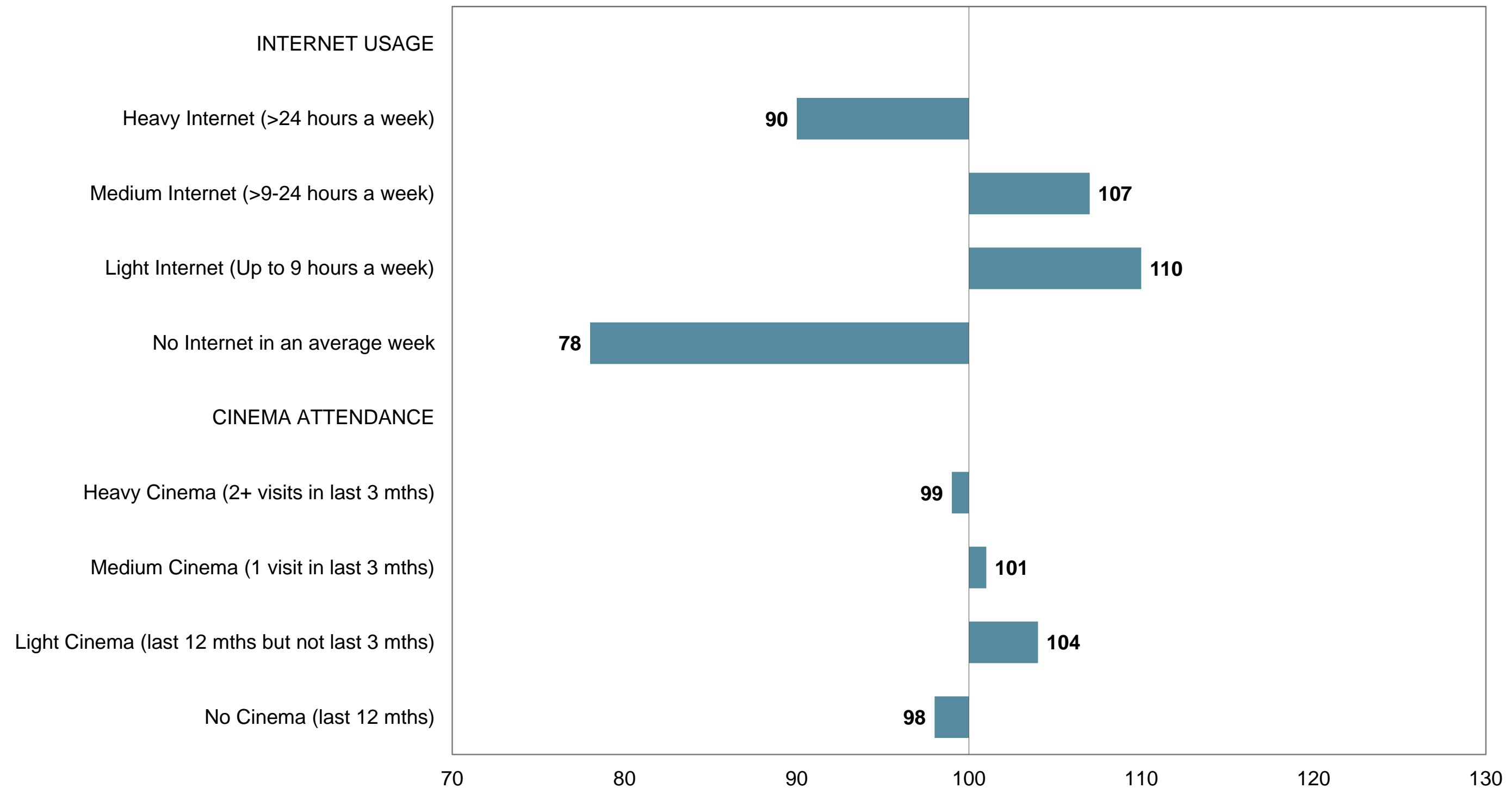
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>INTERNET USAGE</b>		
Heavy Internet (>24 hours a week)	WC	3510
	V%	30%
Medium Internet (>9-24 hours a week)	IX	90
	WC	4161
Light Internet (Up to 9 hours a week)	V%	36%
	IX	107
No Internet in an average week	WC	3416
	V%	29%
	IX	110
	WC	575
	V%	5%
	IX	78

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>CINEMA ATTENDANCE</b>		
Heavy Cinema (2+ visits in last 3 mths)	WC	3359
	V%	29%
Medium Cinema (1 visit in last 3 mths)	IX	99
	WC	2516
Light Cinema (last 12 mths but not last 3 mths)	V%	22%
	IX	101
No Cinema (last 12 mths)	WC	2292
	V%	20%
	IX	104
	WC	3494
	V%	30%
	IX	98

# 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.

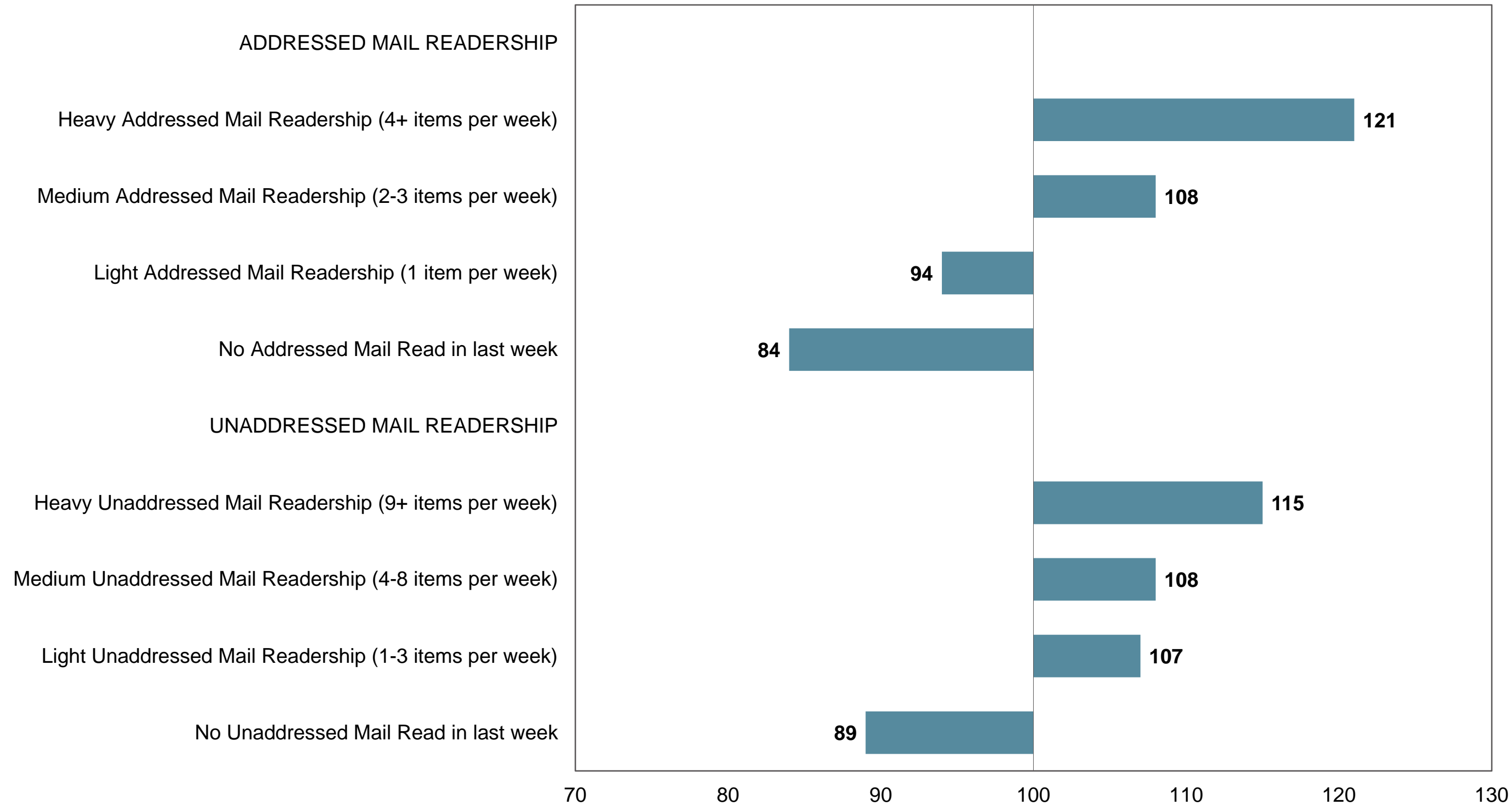
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ADDRESSED MAIL READERSHIP</b>		
Heavy Addressed Mail Readership (4+ items per week)	WC	3168
	V%	27%
	IX	121
Medium Addressed Mail Readership (2-3 items per week)	WC	2981
	V%	26%
	IX	108
Light Addressed Mail Readership (1 item per week)	WC	2174
	V%	19%
	IX	94
No Addressed Mail Read in last week	WC	3338
	V%	29%
	IX	84

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>UNADDRESSED MAIL READERSHIP</b>		
Heavy Unaddressed Mail Readership (9+ items per week)	WC	1522
	V%	13%
	IX	115
Medium Unaddressed Mail Readership (4-8 items per week)	WC	2264
	V%	19%
	IX	108
Light Unaddressed Mail Readership (1-3 items per week)	WC	3087
	V%	26%
	IX	107
No Unaddressed Mail Read in last week	WC	4789
	V%	41%
	IX	89

# 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

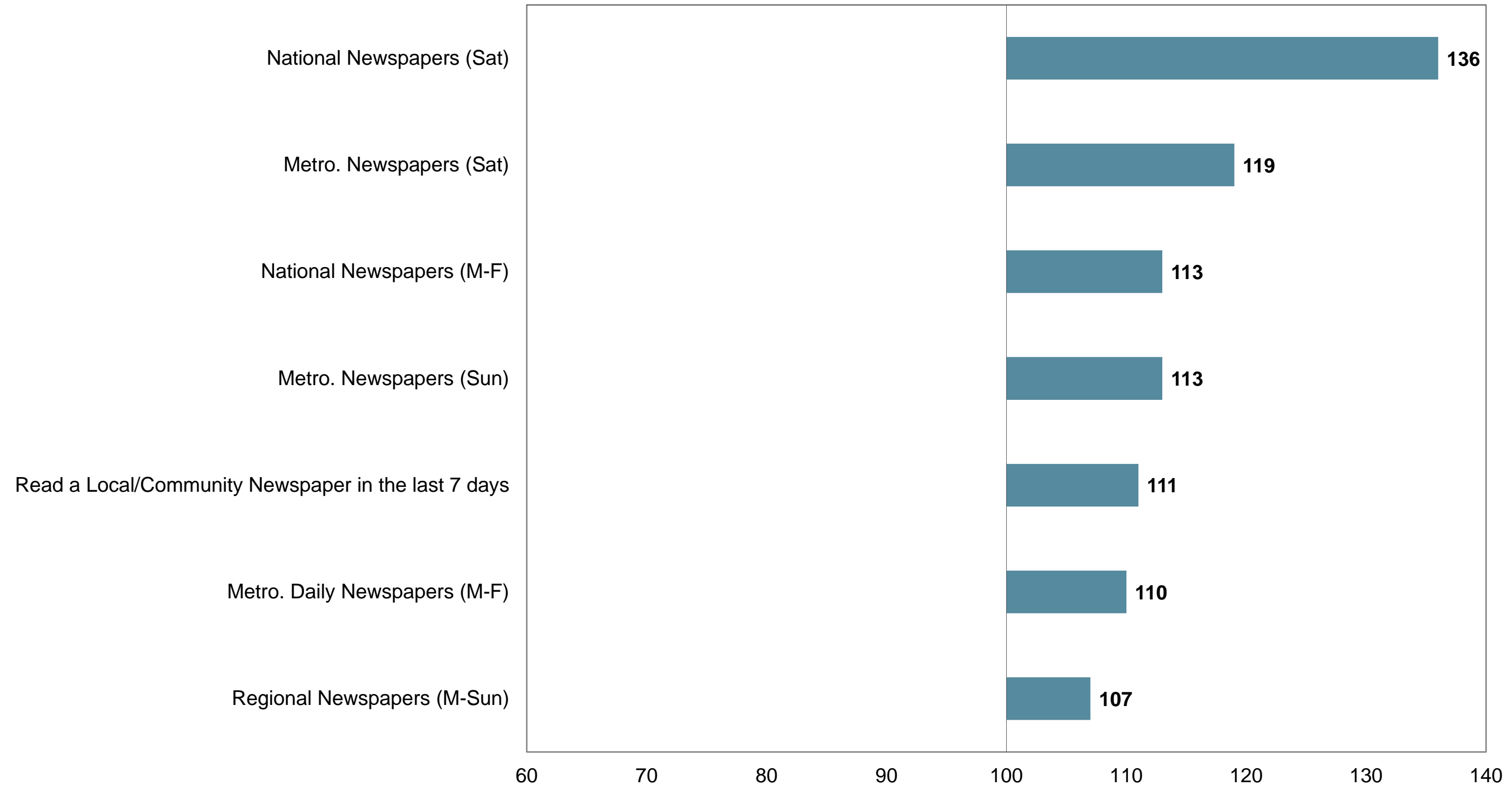
This table shows a Summary of the Type of Newspaper read by the target profile group.

XYZ Customers		
	Total Sample Size	8792
	Population (000's)	11661
<b>TYPE OF NEWSPAPER READ</b>		
National Newspapers (Sat)	WC	617
	V%	5%
	IX	136
Metro. Newspapers (Sat)	WC	2576
	V%	22%
	IX	119
National Newspapers (M-F)	WC	424
	V%	4%
	IX	113
Metro. Newspapers (Sun)	WC	2739
	V%	23%
	IX	113
Read a Local/Community Newspaper in the last 7 days	WC	3309
	V%	28%
	IX	111
Metro. Daily Newspapers (M-F)	WC	2944
	V%	25%
	IX	110
Regional Newspapers (M-Sun)	WC	1121
	V%	10%
	IX	107

# 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		8792
Population (000's)		11661
<b>TYPE OF MAGAZINE READ</b>		
Motorcycle Magazines	WC	109
	V%	1%
General Interest Magazines	IX	132
	WC	3429
Business, Financial & Airline Magazines	V%	29%
	IX	115
Home & Garden Magazines	WC	1135
	V%	10%
Newspaper Inserts	IX	114
	WC	1951
Music & Movies Magazines	V%	17%
	IX	114
Motoring Magazines	WC	3328
	V%	29%
	IX	114
	WC	167
	V%	1%
	IX	112
	WC	622
	V%	5%
	IX	104

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TYPE OF MAGAZINE READ</b>		
Any Magazine (excl Newspaper inserts)	WC	7792
	V%	67%
Food & Entertainment Magazines	IX	103
	WC	4226
Women's Lifestyle Magazines	V%	36%
	IX	101
Sports Magazines	WC	490
	V%	4%
Fishing Magazines	IX	100
	WC	232
Health & Family Magazines	V%	2%
	IX	99
Mass Women's Magazines	WC	147
	V%	1%
	IX	97
	WC	806
	V%	7%
	IX	96
	WC	1937
	V%	17%
	IX	94

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>TYPE OF MAGAZINE READ</b>		
TV Magazines	WC	479
	V%	4%
Women's Fashion Magazines	IX	94
	WC	603
Men's Magazines	V%	5%
	IX	93
Men's Lifestyle Magazines	WC	53
	V%	0%
Computing, Gaming & Info Tech Magazines	IX	90
	WC	263
Women's Youth Magazines	V%	2%
	IX	83
	WC	254
	V%	2%
	IX	79
	WC	55
	V%	0%
	IX	77

Please interpret with caution as Women's Youth, Motorcycle and Men's magazines are below 1% of the total population.

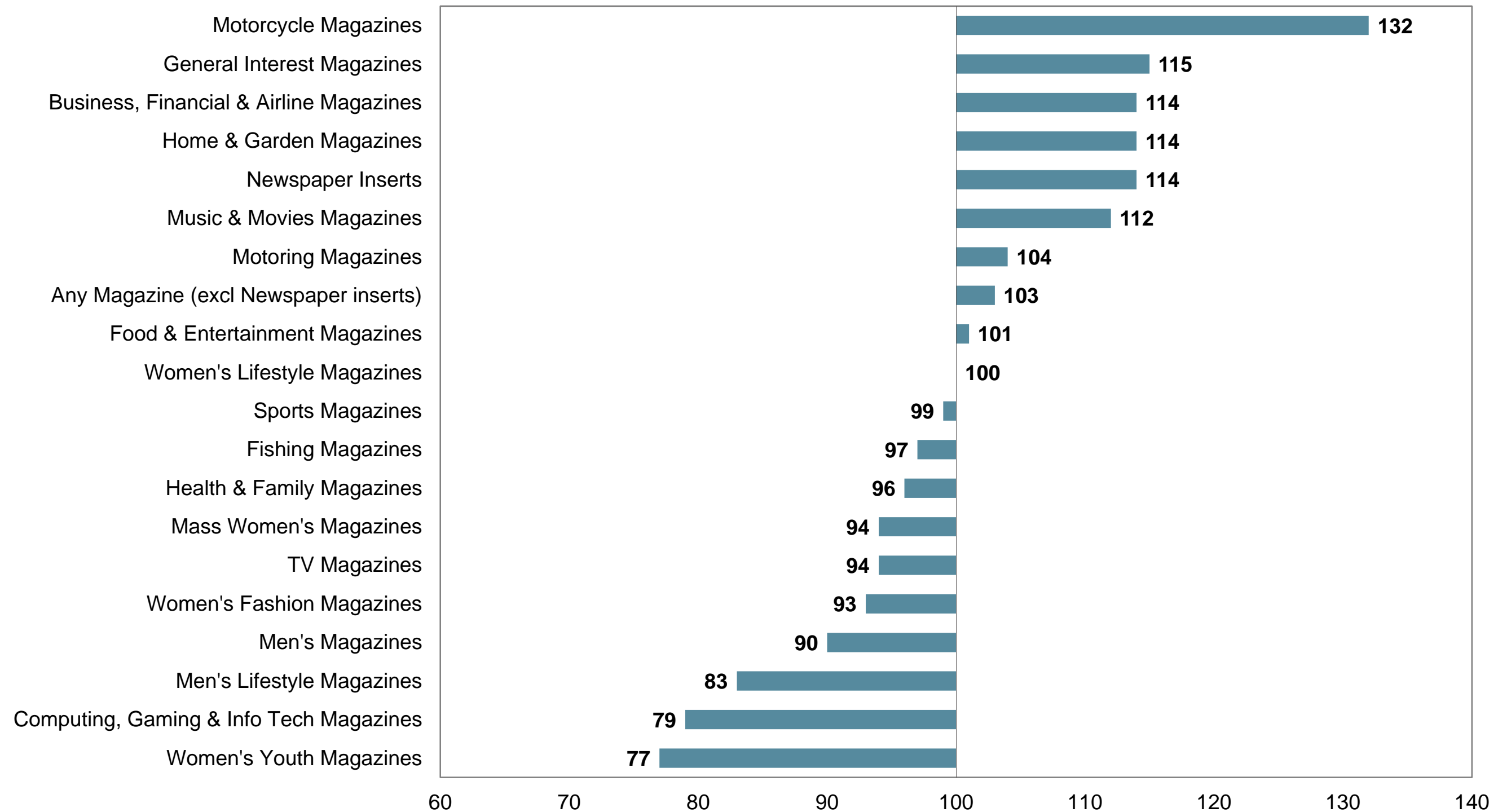
Source: Roy Morgan Research January 2018 - December 2018

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# 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.



Please interpret with caution as Women's Youth, Motorcycle and Men's magazines are below 1% of the total population.

Source: Roy Morgan Research January 2018 - December 2018

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# 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.

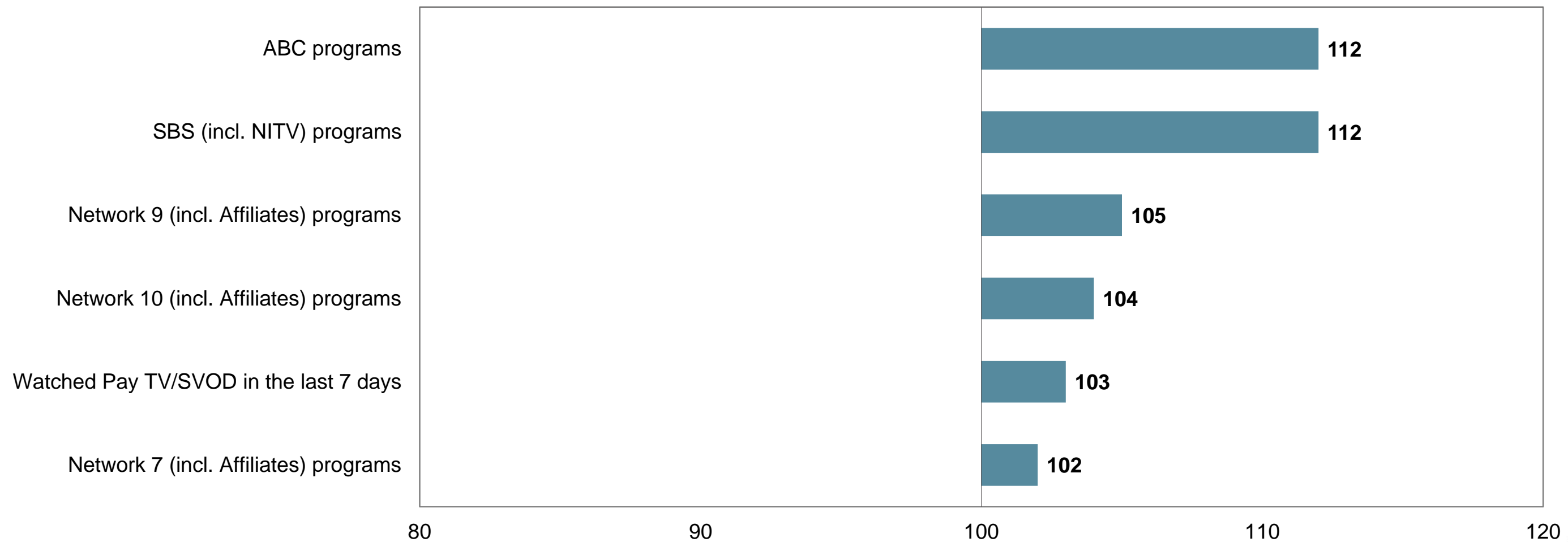
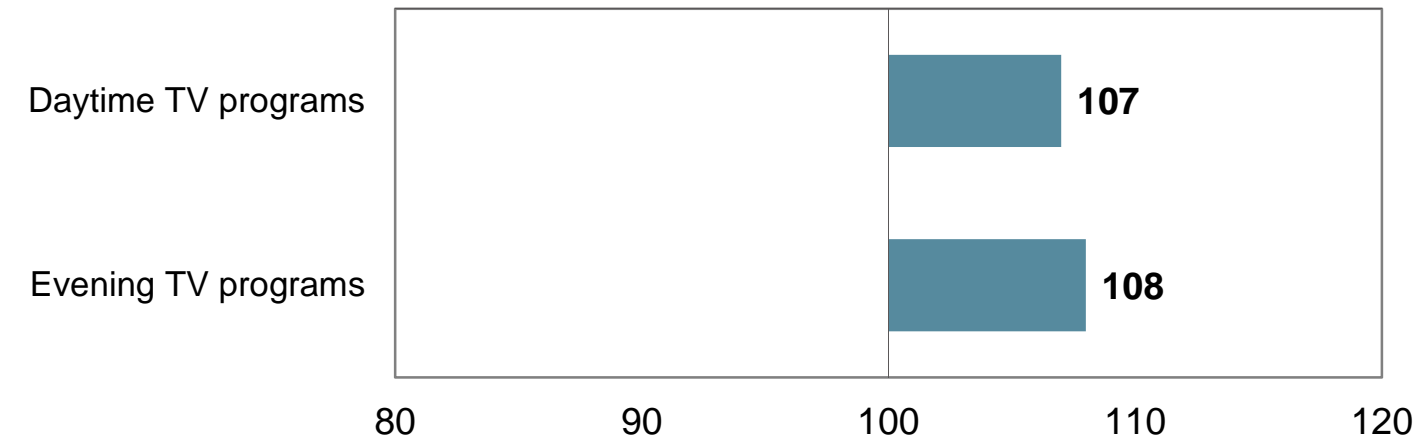
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
TIME OF DAY WATCHED		
Daytime TV programs	WC	7460
	V%	64%
	IX	107
Evening TV programs	WC	9478
	V%	81%
	IX	108

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
CHANNEL OF TV SHOW WATCHED		
ABC programs	WC	7219
	V%	62%
	IX	112
SBS (incl. NITV) programs	WC	5740
	V%	49%
	IX	112
Network 9 (incl. Affiliates) programs	WC	6924
	V%	59%
	IX	105
Network 10 (incl. Affiliates) programs	WC	5545
	V%	48%
	IX	104
Watched Pay TV/SVOD in the last 7 days	WC	4344
	V%	37%
	IX	103
Network 7 (incl. Affiliates) programs	WC	7420
	V%	64%
	IX	102

# 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	8792
	Population (000's)	11661
<b>TYPE OF TV SHOW WATCHED</b>		
Sci-fi	WC	262
	V%	2%
	IX	120
Current Affairs	WC	4546
	V%	39%
	IX	115
Documentaries	WC	3944
	V%	34%
	IX	115
Dramas	WC	4379
	V%	38%
	IX	112
Quiz/ Game Shows	WC	4274
	V%	37%
	IX	111
Home/ Lifestyle/ Travel	WC	3789
	V%	32%
	IX	111
Entertainment (incl. Reality TV)	WC	2460
	V%	21%
	IX	111

XYZ Customers		
	Total Sample Size	8792
	Population (000's)	11661
<b>TYPE OF TV SHOW WATCHED</b>		
Comedies	WC	3799
	V%	33%
	IX	110
News	WC	7847
	V%	67%
	IX	109
Sport	WC	4152
	V%	36%
	IX	109
Reality TV	WC	4978
	V%	43%
	IX	106
Chat Shows	WC	2388
	V%	20%
	IX	105
TV Business	WC	37
	V%	0%
	IX	99
Soaps	WC	1653
	V%	14%
	IX	95

Please interpret with caution as TV Business is below 1% of the total population.

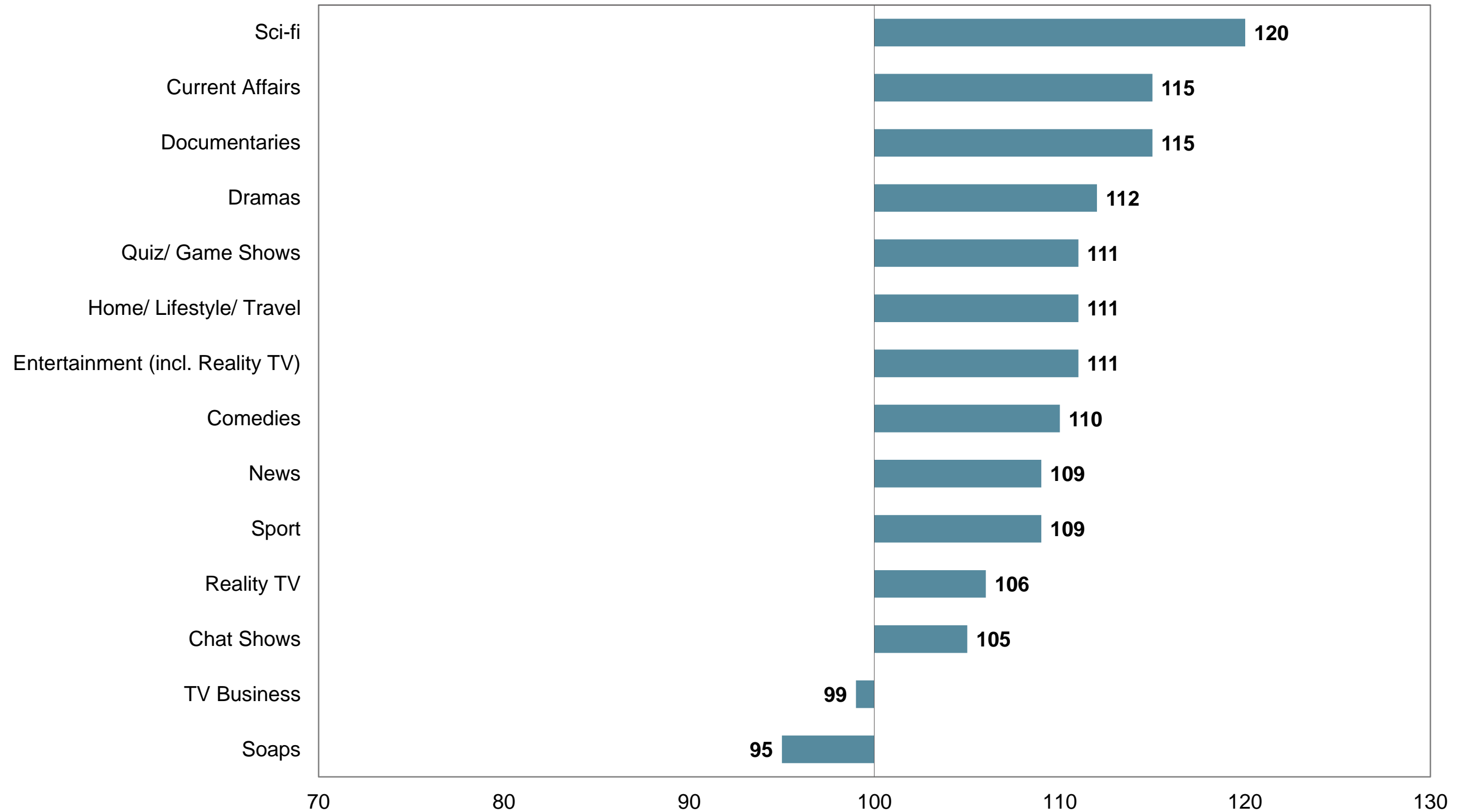
Source: Roy Morgan Research January 2018 - December 2018

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# 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.



Please interpret with caution as TV Business is below 1% of the total population.

Source: Roy Morgan Research January 2018 - December 2018

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# XYZ Customers Profile

## Additional Insights

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

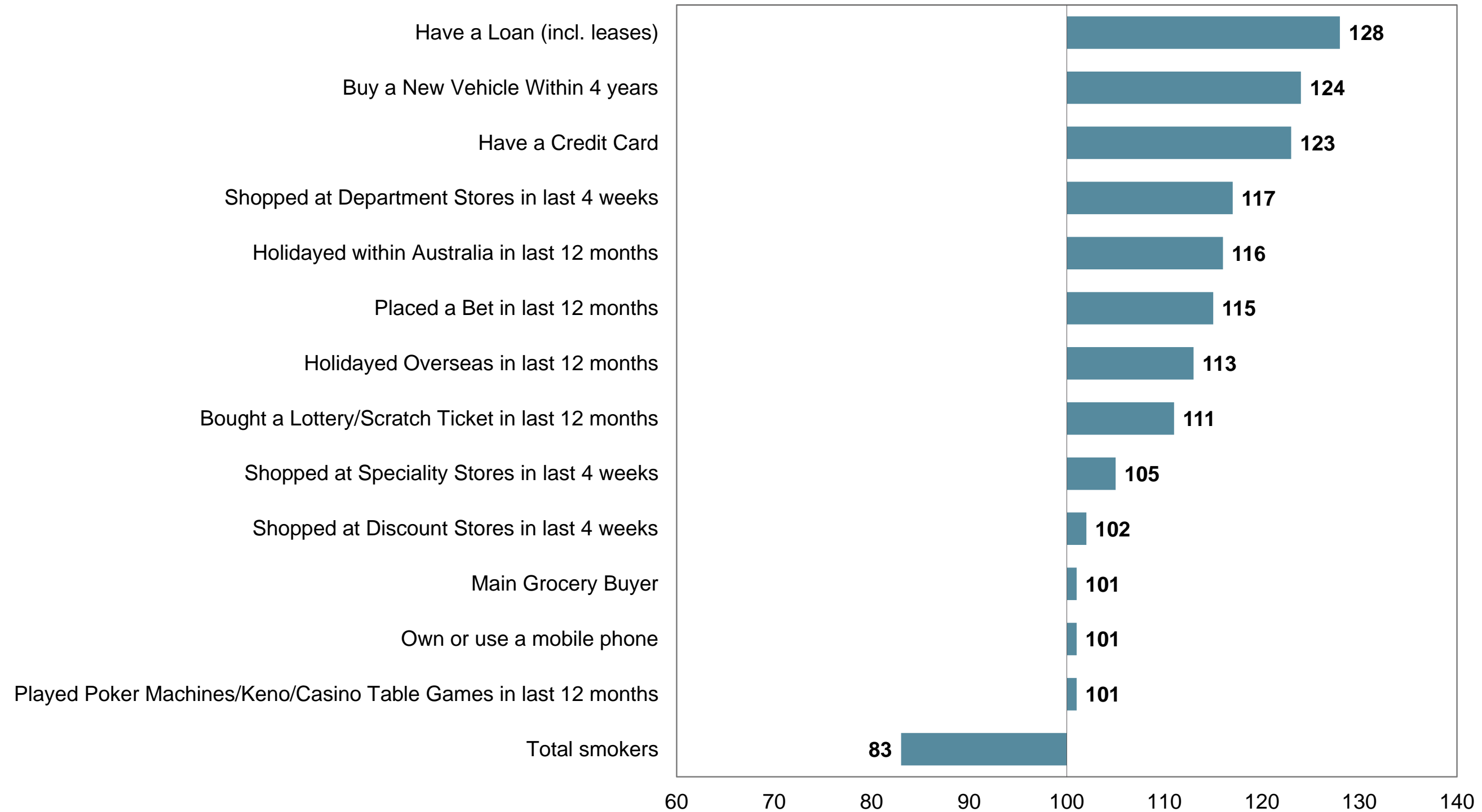
XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ADDITIONAL INSIGHTS</b>		
Have a Loan (incl. leases)	WC	5224
	V%	45%
	IX	128
Buy a New Vehicle Within 4 years	WC	1667
	V%	14%
	IX	124
Have a Credit Card	WC	5534
	V%	47%
	IX	123
Shopped at Department Stores in last 4 weeks	WC	2362
	V%	20%
	IX	117
Holidayed within Australia in last 12 months	WC	8191
	V%	70%
	IX	116
Placed a Bet in last 12 months	WC	2198
	V%	19%
	IX	115
Holidayed Overseas in last 12 months	WC	3520
	V%	30%
	IX	113
Bought a Lottery/Scratch Ticket in last 12 months	WC	5524
	V%	47%
	IX	111

XYZ Customers		
Total Sample Size		8792
Population (000's)		11661
<b>ADDITIONAL INSIGHTS</b>		
Shopped at Speciality Stores in last 4 weeks	WC	10804
	V%	93%
	IX	105
Shopped at Discount Stores in last 4 weeks	WC	7863
	V%	67%
	IX	102
Main Grocery Buyer	WC	9368
	V%	80%
	IX	101
Own or use a mobile phone	WC	11339
	V%	97%
	IX	101
Played Poker Machines/Keno/Casino Table Games in last 12 months	WC	2437
	V%	21%
	IX	101
Total smokers	WC	1183
	V%	10%
	IX	83

# 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.



# Glossary

# Glossary

## 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

# Glossary

## 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

# Glossary

## 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.

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

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# Glossary

## ROY MORGAN VALUES SEGMENTS\*



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# Glossary

## 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.



### 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,



### 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.



### 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.



### '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.



### 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.



### 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.



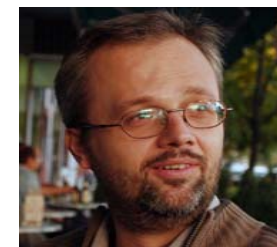
### Young Optimism

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



### 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.



### 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 p about society.

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For more information on data that Roy Morgan has available please contact:  
[enquiries@roymorganonlinestore.com](mailto:enquiries@roymorganonlinestore.com)  
Roy Morgan - Tonic House, 386 Flinders Lane, Melbourne VIC 3000  
Telephone: 1800 633 813