

XYZ Customers Profile

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

Base: Australia

July 2017 - June 2019



ROY
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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

Roy Morgan 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 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.

Call 1800 633 813 or email enquiries@roymorganonlinestore.com

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 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).

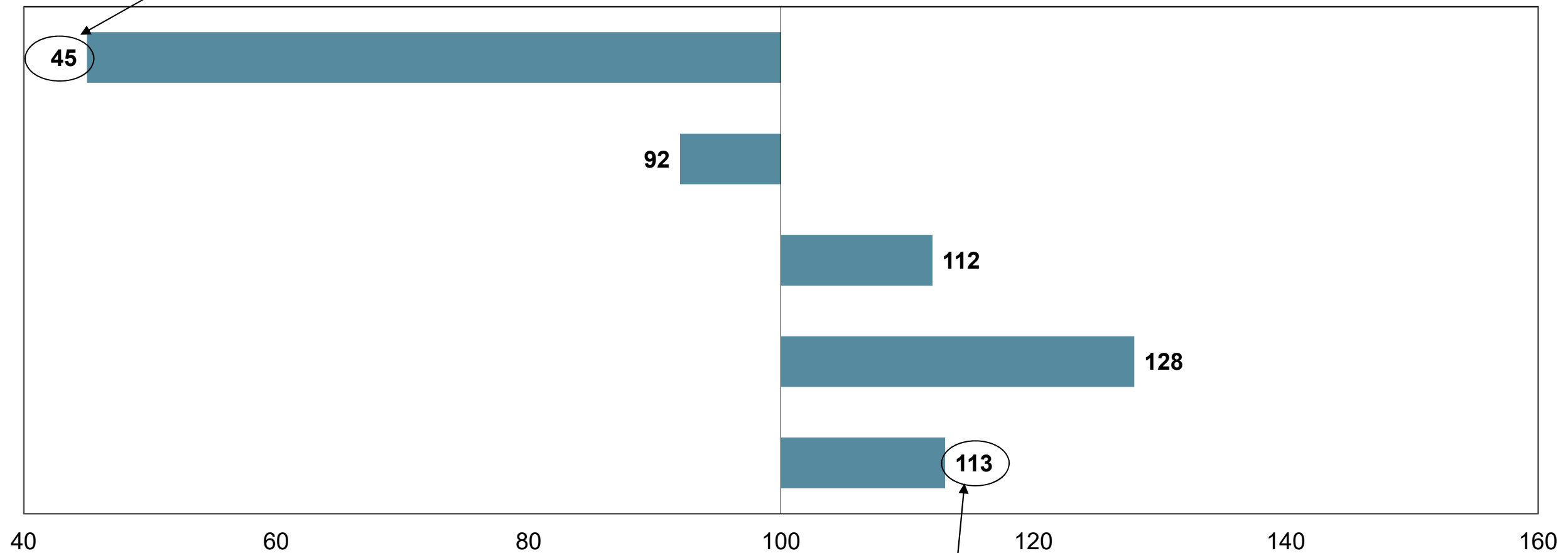
How to Read - Charts

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 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.



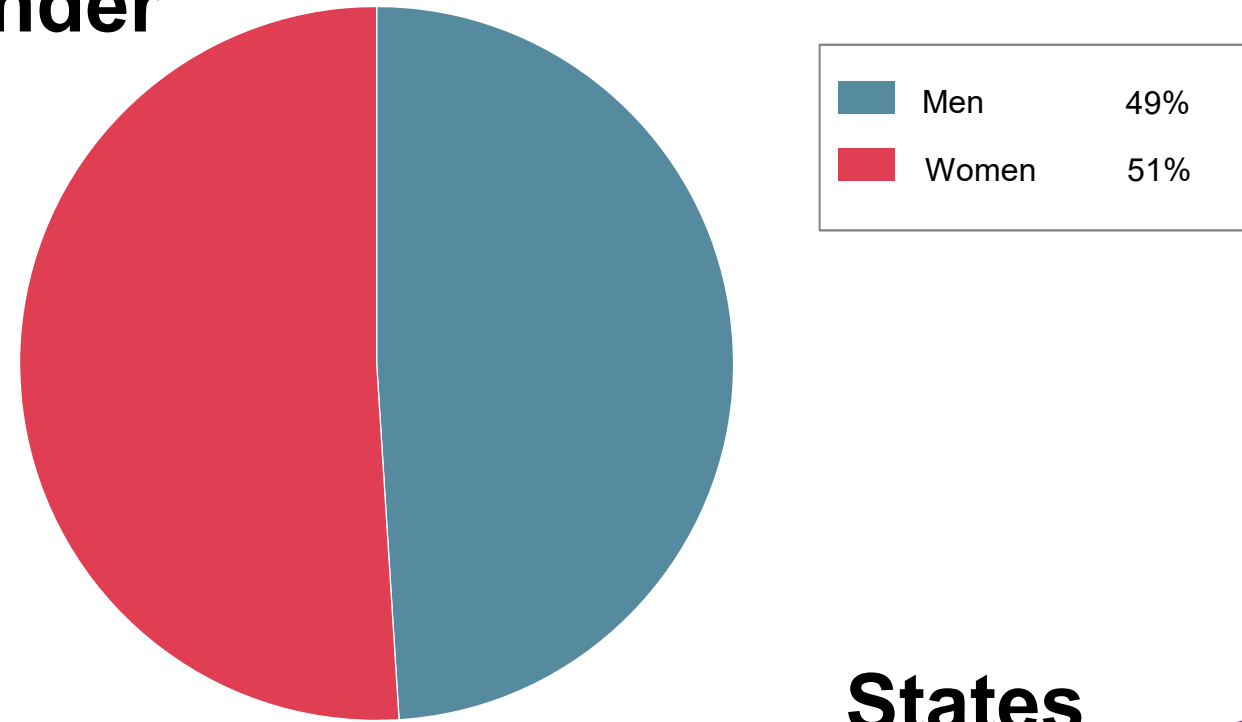
Demographics

XYZ Customers Profile

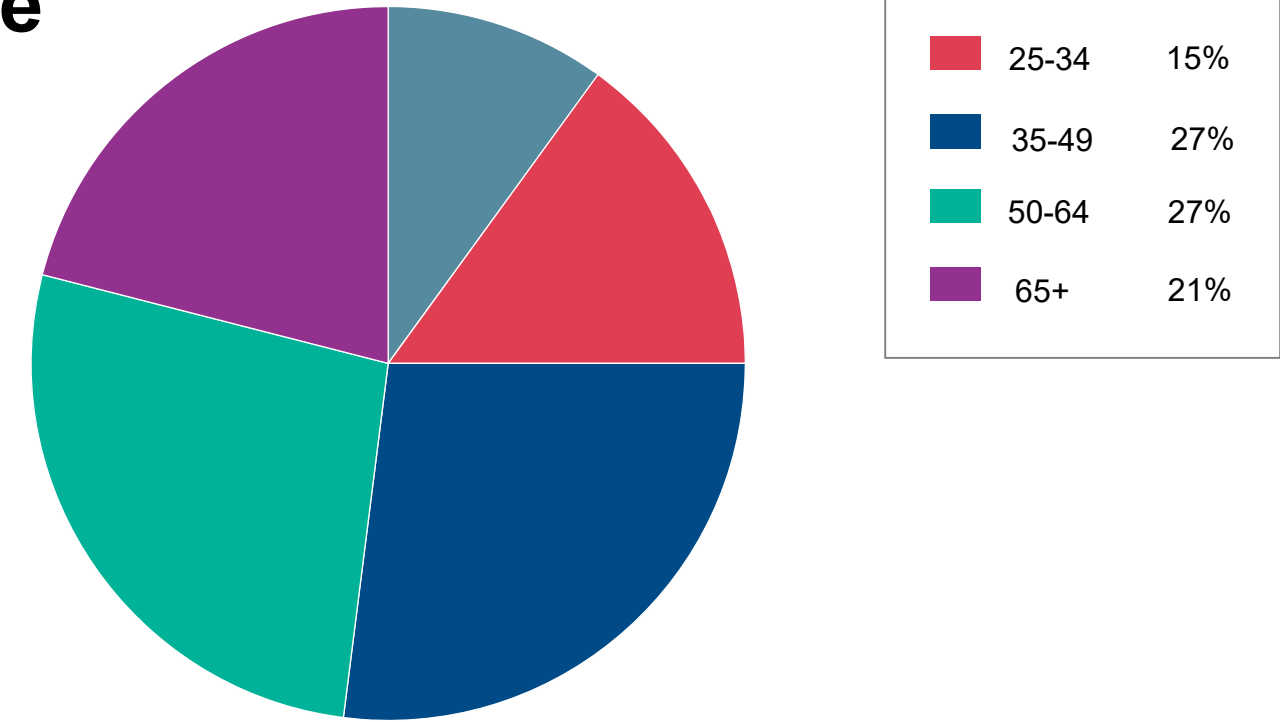
Gender, Age and States

These charts show the profile of the target profile group by Gender, Age and State. There are approximately 11,585,000 people in the target profile group, in Australia.

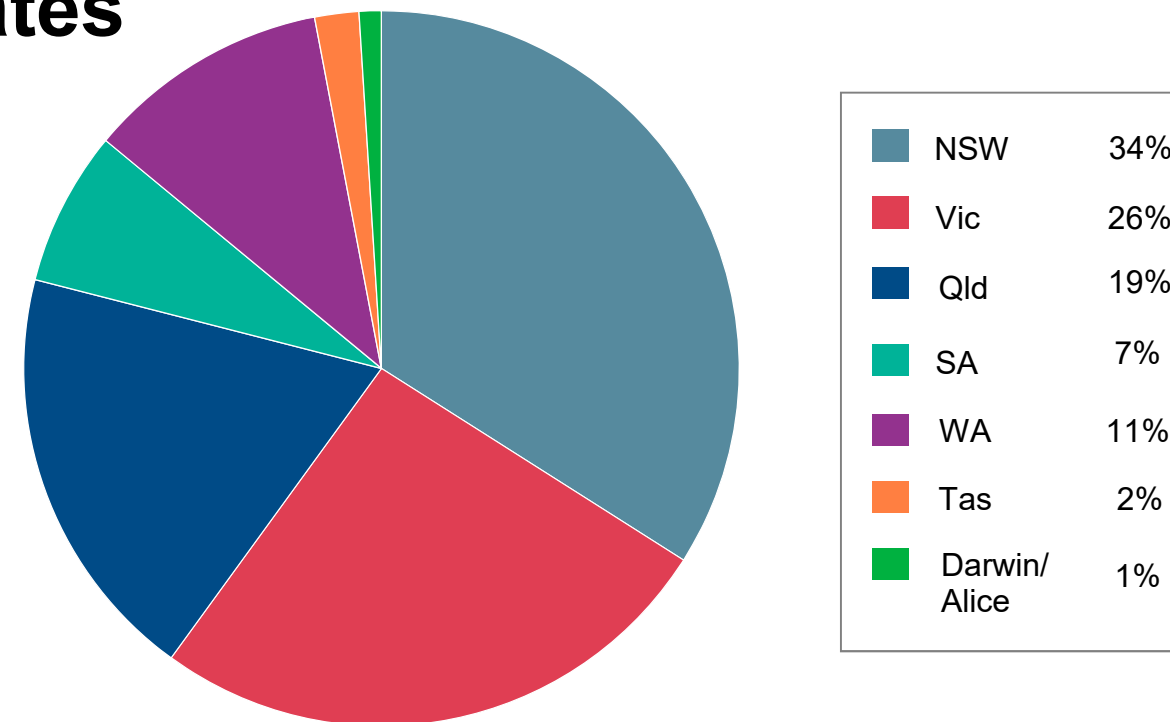
Gender



Age



States



XYZ Customers Profile

Gender and Age

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

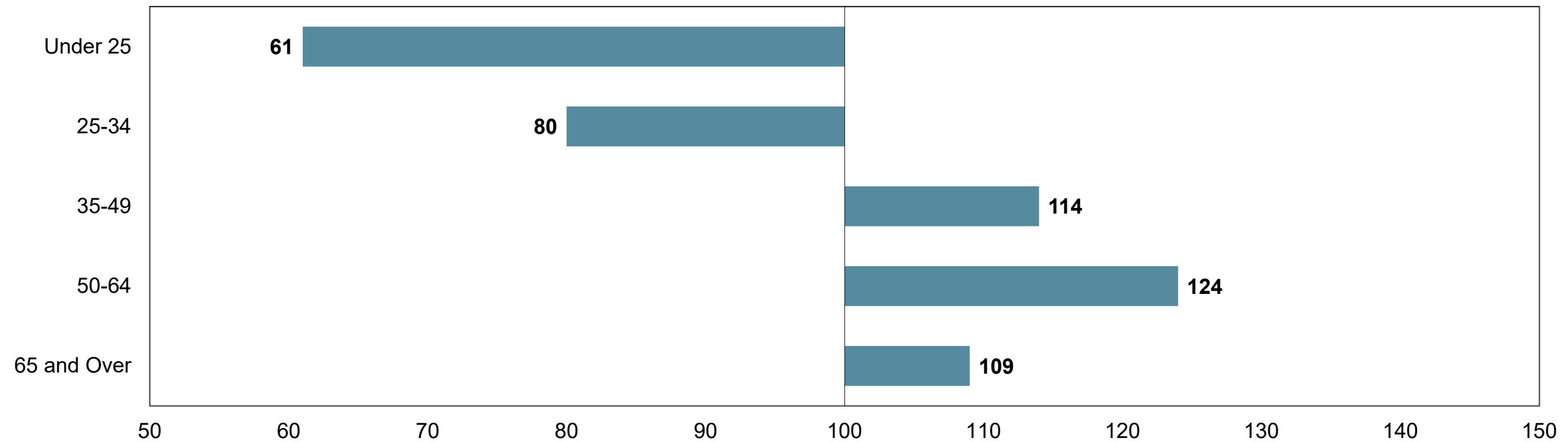
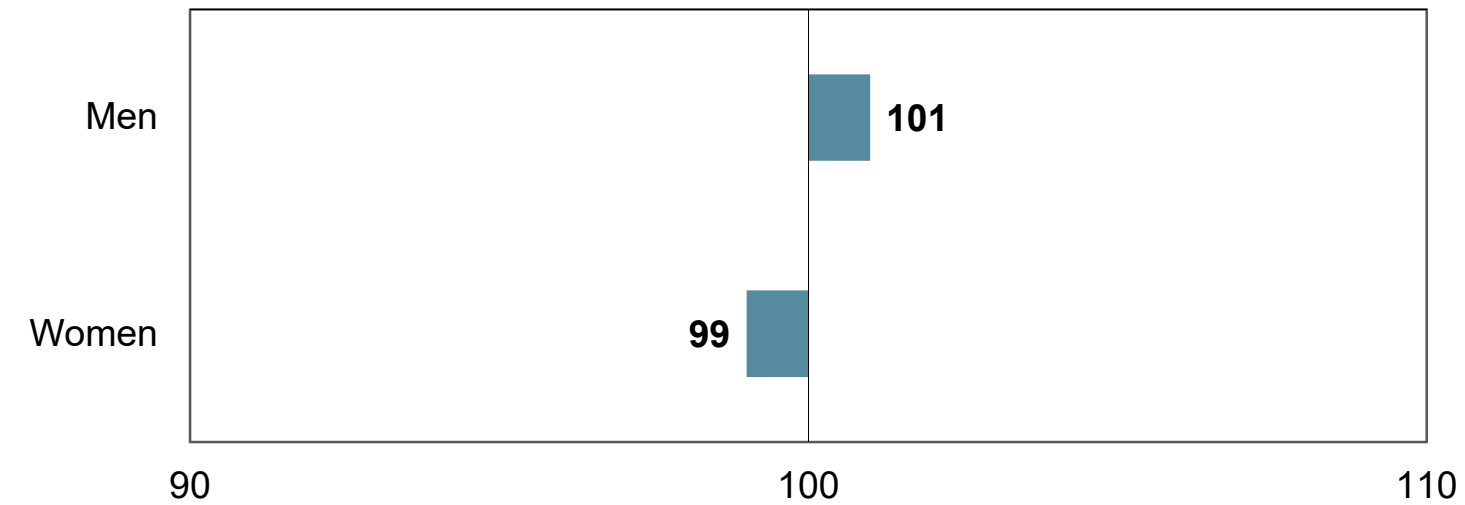
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
GENDER		
Men	WC	5730
	V%	49%
	IX	101
Women	WC	5855
	V%	51%
	IX	99

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
AGE		
Under 25	WC	1197
	V%	10%
	IX	61
25-34	WC	1685
	V%	15%
	IX	80
35-49	WC	3184
	V%	27%
	IX	114
50-64	WC	3099
	V%	27%
	IX	124
65 and Over	WC	2421
	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	17006
	Population (000's)	11585
STATES		
N.S.W.	WC	3887
	V%	34%
	IX	99
Victoria	WC	3028
	V%	26%
	IX	100
Queensland	WC	2249
	V%	19%
	IX	97
South Australia	WC	865
	V%	7%
	IX	106
Western Australia	WC	1244
	V%	11%
	IX	103
Tasmania	WC	249
	V%	2%
	IX	100
Darwin - Alice Springs	WC	63
	V%	1%
	IX	83

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.

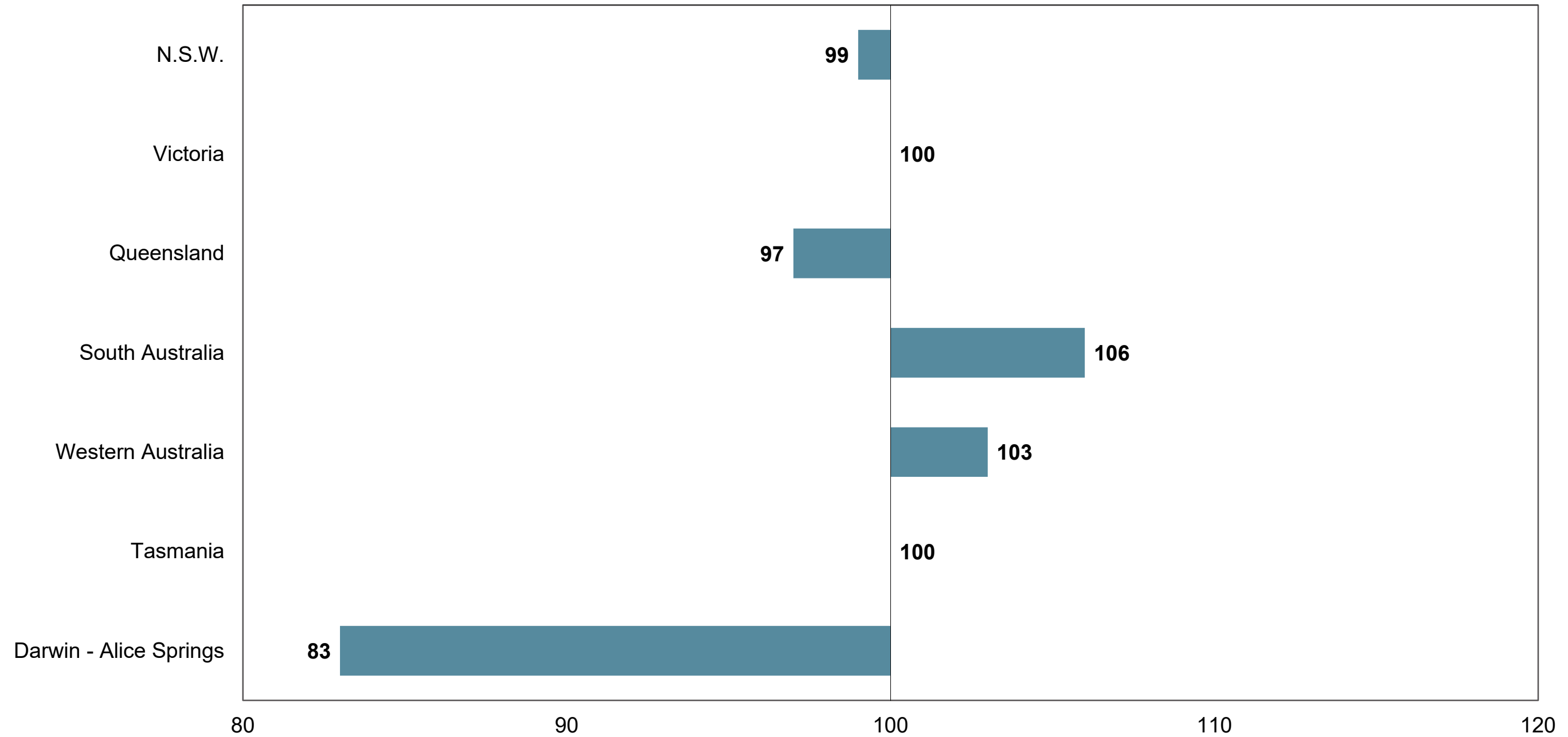
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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XYZ Customers Profile

Education

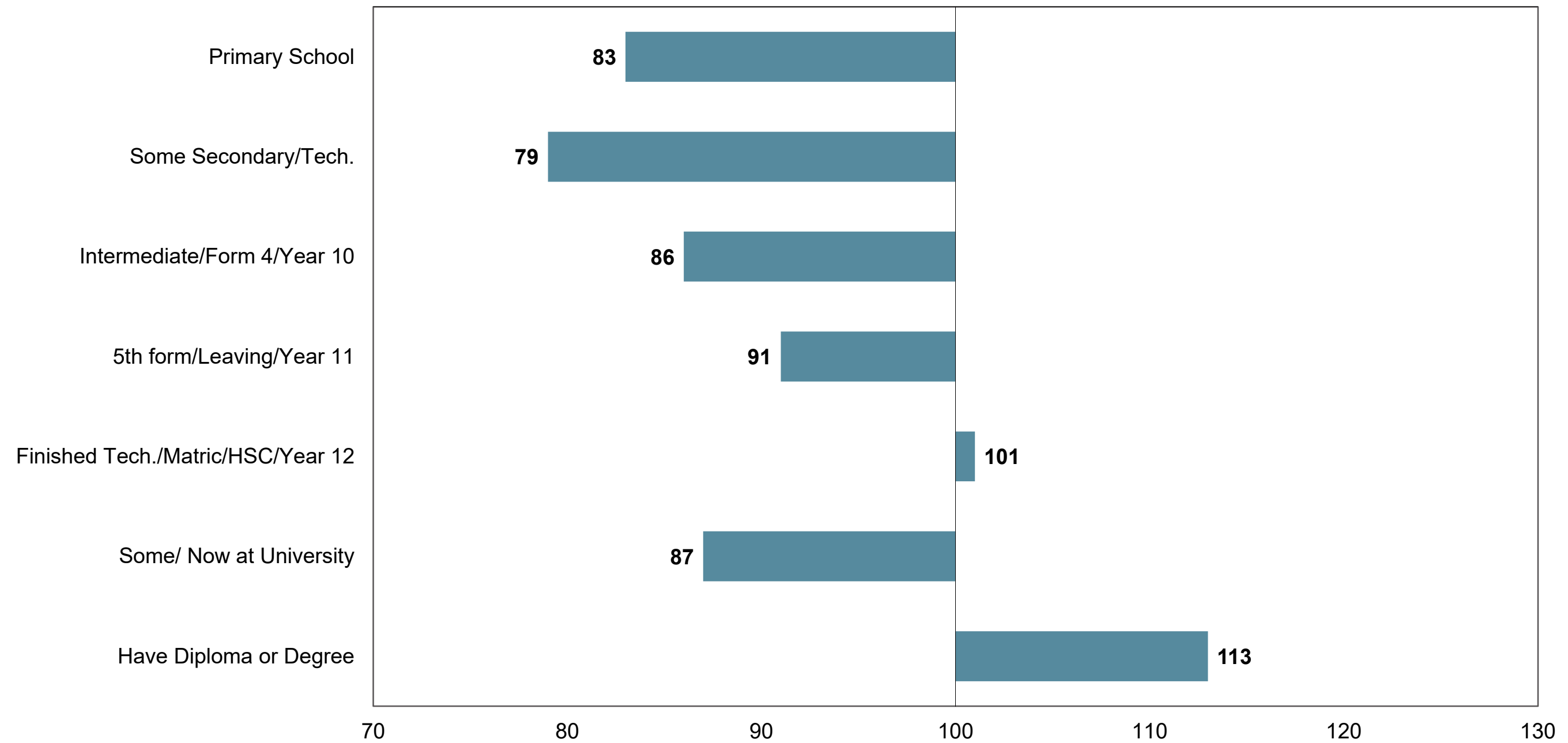
This table shows the Education Level of the target profile group.

XYZ Customers		
	Total Sample Size	17006
	Population (000's)	11585
EDUCATION		
Primary School	WC	134
	V%	1%
	IX	83
Some Secondary/Tech.	WC	1249
	V%	11%
	IX	79
Intermediate/Form 4/Year 10	WC	767
	V%	7%
	IX	86
5th form/Leaving/Year 11	WC	451
	V%	4%
	IX	91
Finished Tech./Matric/HSC/Year 12	WC	1972
	V%	17%
	IX	101
Some/ Now at University	WC	1032
	V%	9%
	IX	87
Have Diploma or Degree	WC	5981
	V%	52%
	IX	113

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.

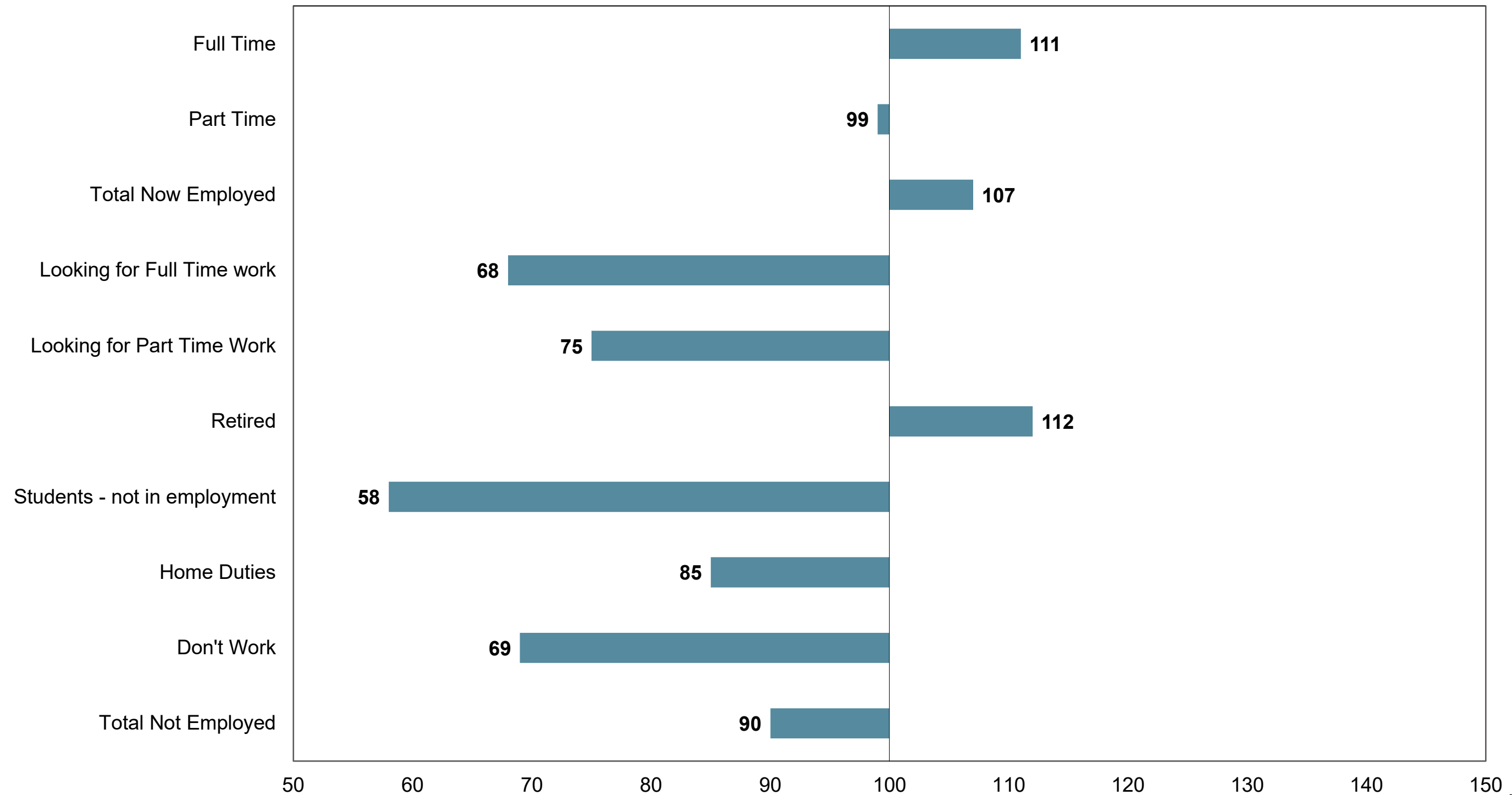
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
WORK STATUS OF RESPONDENT		
Full Time	WC	4875
	V%	42%
	IX	111
Part Time	WC	2462
	V%	21%
	IX	99
Total Now Employed	WC	7336
	V%	63%
	IX	107

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
WORK STATUS OF RESPONDENT		
Looking for Full Time work	WC	249
	V%	2%
	IX	68
Looking for Part Time Work	WC	295
	V%	3%
	IX	75
Retired	WC	2549
	V%	22%
	IX	112
Students - not in employment	WC	471
	V%	4%
	IX	58
Home Duties	WC	467
	V%	4%
	IX	85
Don't Work	WC	219
	V%	2%
	IX	69
Total Not Employed	WC	4249
	V%	37%
	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

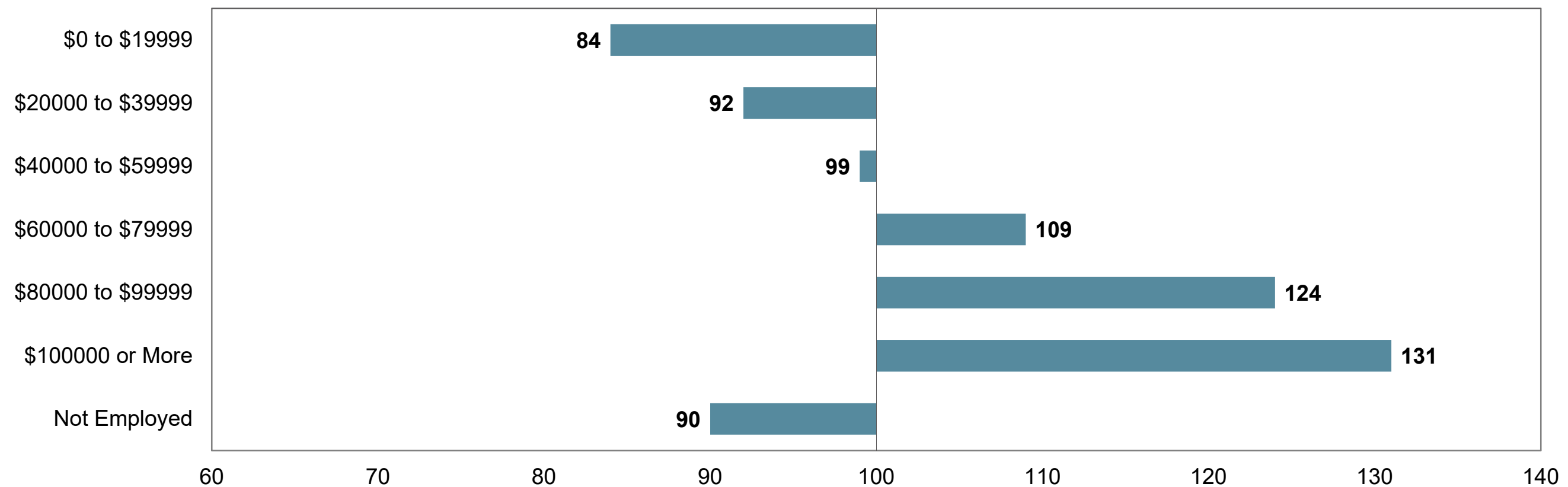
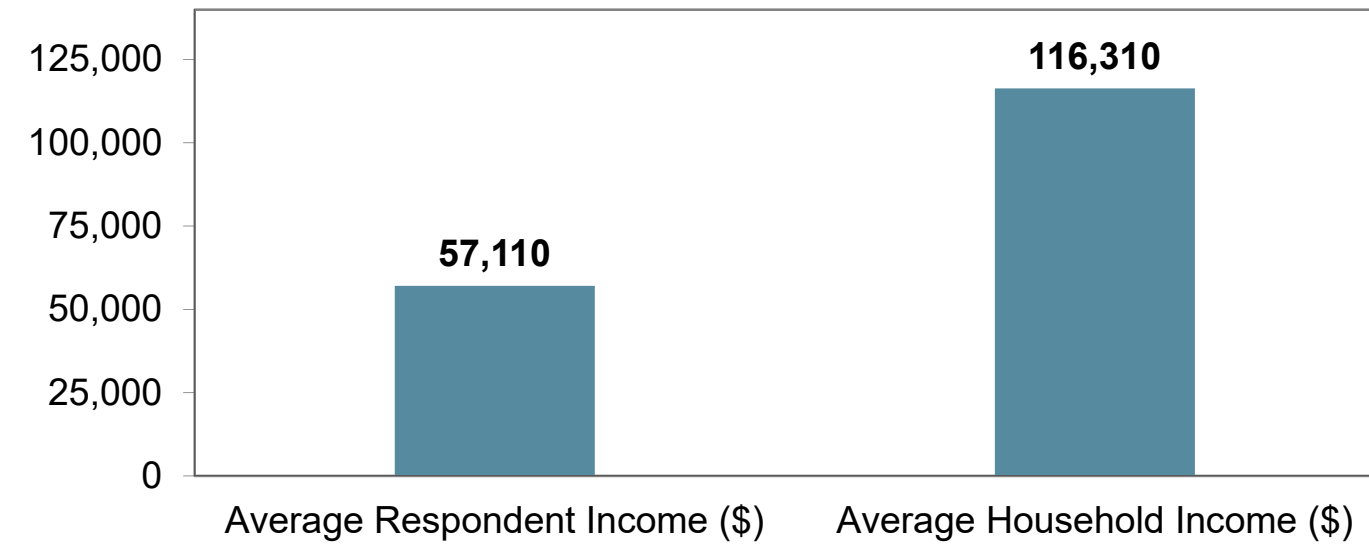
This table shows the Respondent Income, Average Respondent Income and Average Household Income of the target profile group.

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
RESPONDENT INCOME (All Workers)		
\$0 to \$19999	WC	674
	V%	6%
	IX	84
\$20000 to \$39999	WC	1191
	V%	10%
	IX	92
\$40000 to \$59999	WC	1471
	V%	13%
	IX	99
\$60000 to \$79999	WC	1214
	V%	10%
	IX	109
\$80000 to \$99999	WC	1017
	V%	9%
	IX	124
\$100000 or More	WC	1768
	V%	15%
	IX	131
Not Employed	WC	4249
	V%	37%
	IX	90
Average Respondent Income (\$)	mn	57,110
Average Household Income (\$)	mn	116,310

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		17006
Population (000's)		11585
OCCUPATION OF RESPONDENT		
Professional/Manager	WC	2305
	V%	20%
	IX	122
White Collar Workers	WC	2483
	V%	21%
	IX	106
Skilled Workers	WC	911
	V%	8%
	IX	111
Farm Owner	WC	62
	V%	1%
	IX	128
Semi/Unskilled/Other	WC	1577
	V%	14%
	IX	89
Not Employed	WC	4249
	V%	37%
	IX	90

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

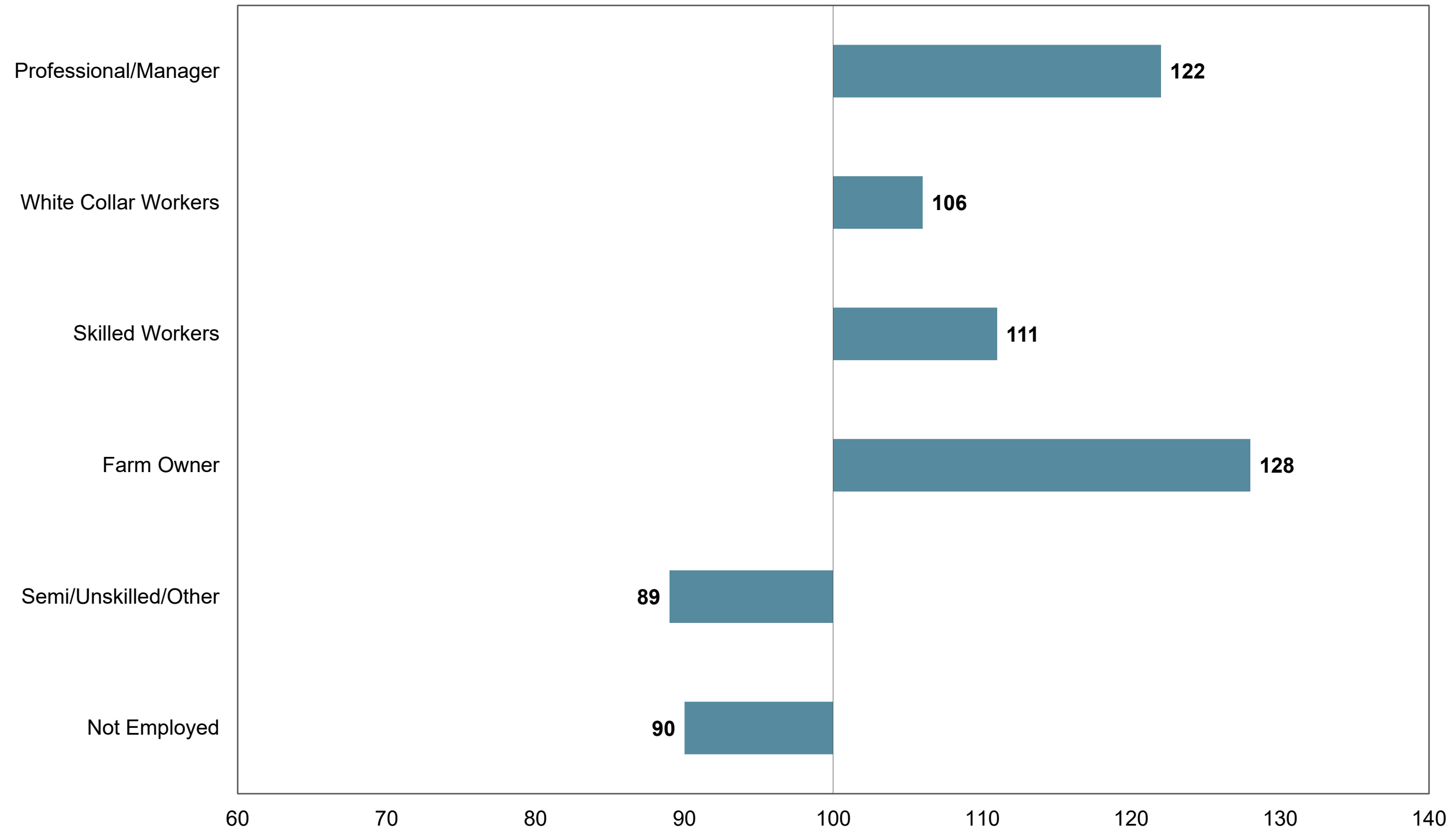
Source: Roy Morgan July 2017 - June 2019

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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.

Source: Roy Morgan July 2017 - June 2019

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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	17006
	Population (000's)	11585
SOCIO-ECONOMIC STATUS*		
AB Quintile	WC	2895
	V%	25%
	IX	125
C Quintile	WC	2507
	V%	22%
	IX	108
D Quintile	WC	2311
	V%	20%
	IX	100
E Quintile	WC	2102
	V%	18%
	IX	91
FG Quintile	WC	1771
	V%	15%
	IX	76

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

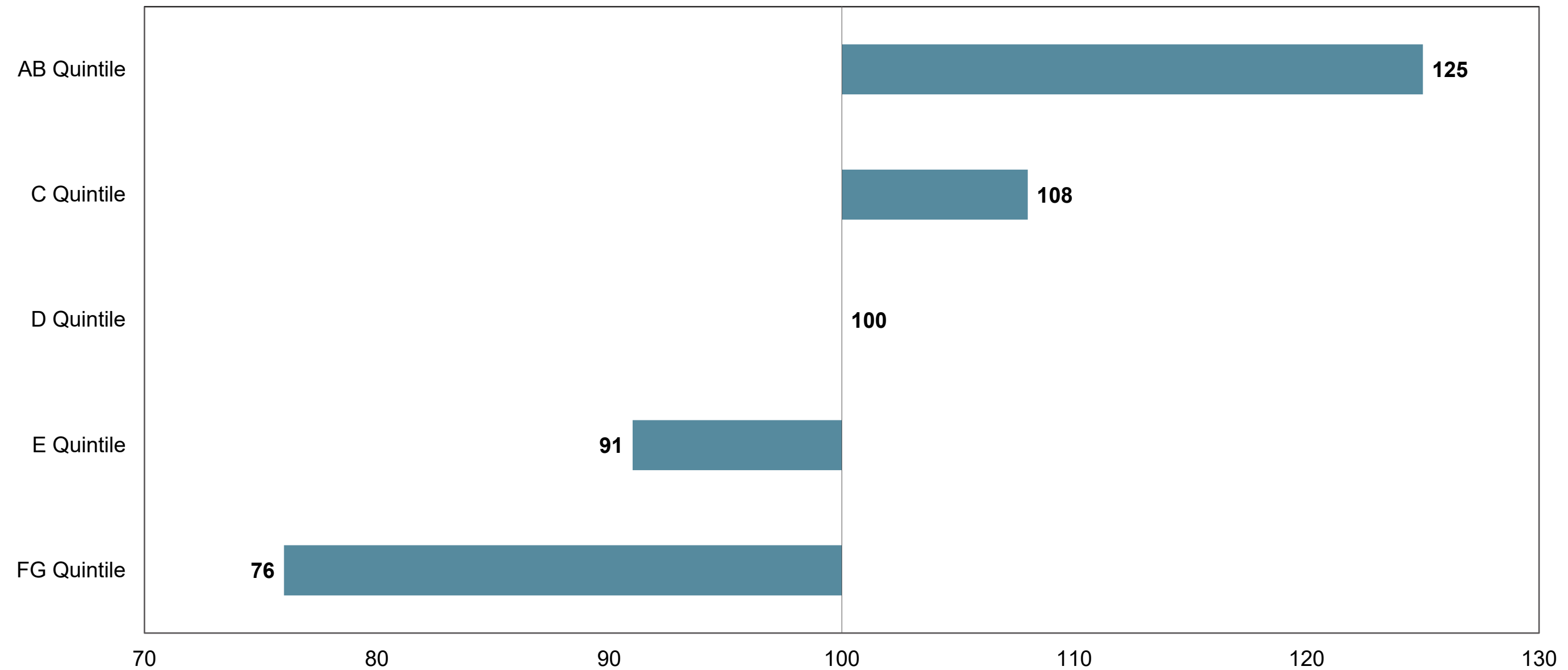
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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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	17006
	Population (000's)	11585
DISCRETIONARY EXPENDITURE*		
Big spenders	WC	5330
	V%	46%
Medium spenders	IX	138
	WC	3884
Light spenders	V%	34%
	IX	101
	WC	2371
	V%	20%
	IX	61

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

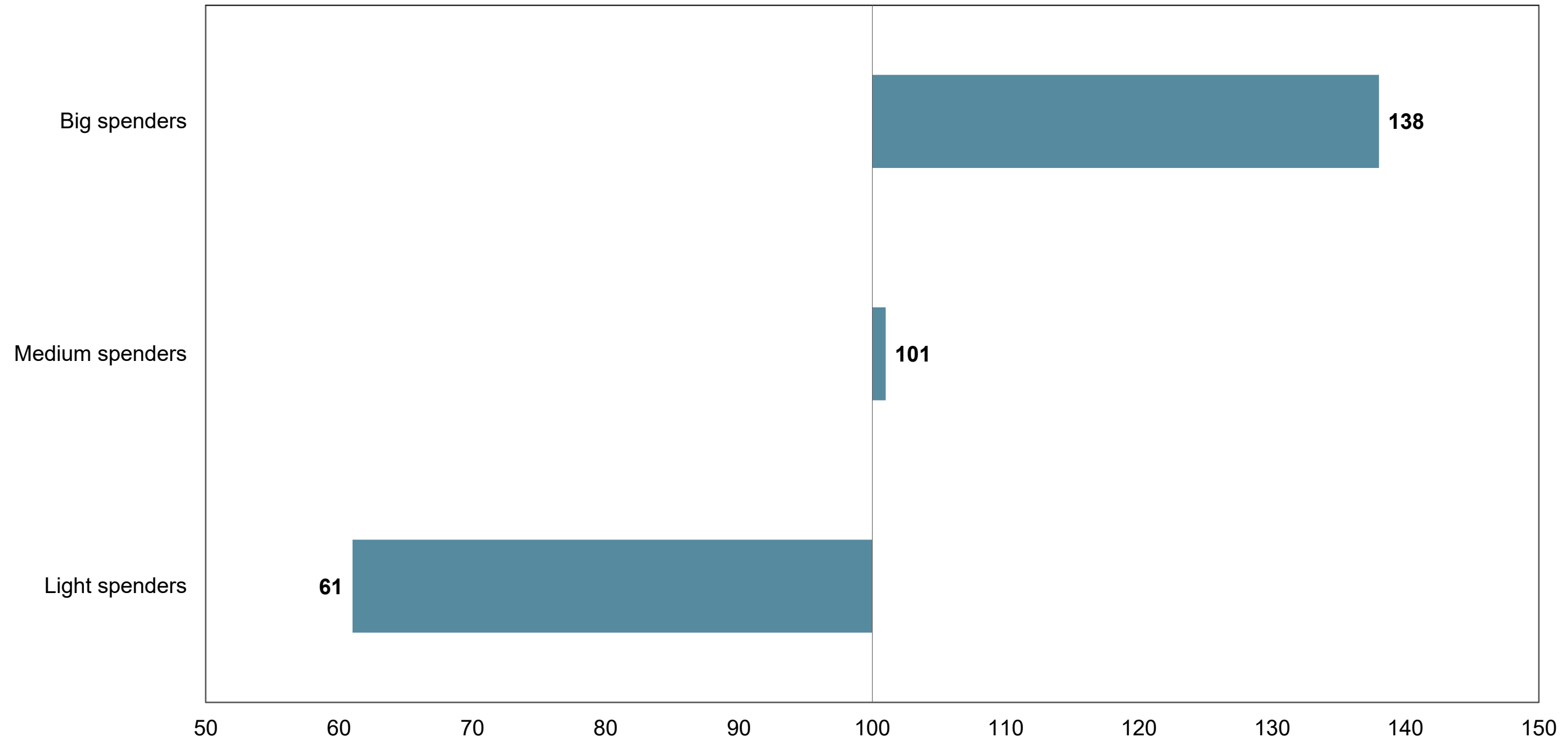
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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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		17006
Population (000's)		11585
LIFE-CYCLE OF RESPONDENT		
Single 14-34 no Children	WC	1587
	V%	14%
	IX	61
Single 14-34 Children	WC	107
	V%	1%
	IX	60
Married 14-34 no Children	WC	544
	V%	5%
	IX	85
Married 14-34 Children	WC	644
	V%	6%
	IX	98
Married 35+ Children	WC	2228
	V%	19%
	IX	123
Married 35+ no Children	WC	4400
	V%	38%
	IX	126
Single 35+ Children	WC	305
	V%	3%
	IX	100
Single 35+ no Children	WC	1771
	V%	15%
	IX	92

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
CHILDREN IN HOUSEHOLD		
No Children	WC	7636
	V%	66%
	IX	100
Have child aged 0-5	WC	1745
	V%	15%
	IX	102
Have child aged 6-11	WC	1946
	V%	17%
	IX	100
Have child aged 12-15	WC	1685
	V%	15%
	IX	97
Total with Children	WC	3950
	V%	34%
	IX	101

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HOUSEHOLD LIFE-CYCLE*		
Young Singles	WC	854
	V%	7%
	IX	65
Young Couples	WC	799
	V%	7%
	IX	96
Young Parents	WC	2312
	V%	20%
	IX	100
Mid-Life Families	WC	1544
	V%	13%
	IX	101
Mid-Life Households	WC	3510
	V%	30%
	IX	108
Older Households	WC	2567
	V%	22%
	IX	108

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

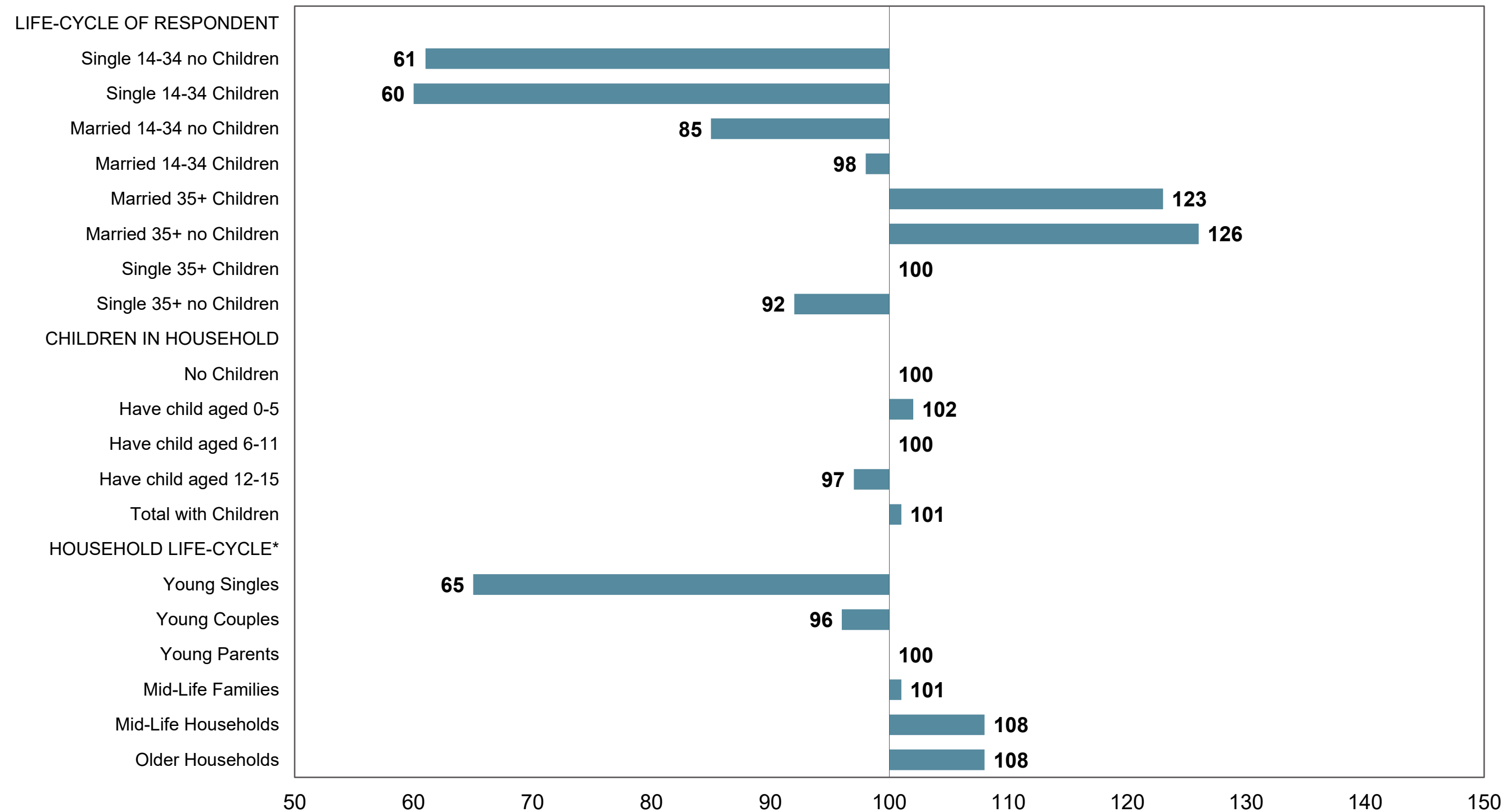
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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XYZ Customers Profile

Generations*

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

XYZ Customers		
	Total Sample Size	17006
	Population (000's)	11585
GENERATIONS*		
Pre-Boomers (Pre 1946)	WC	1105
	V%	10%
	IX	100
Baby Boomers (1946-1960)	WC	2978
	V%	26%
	IX	122
Gen X (1961-1975)	WC	3075
	V%	27%
	IX	119
Gen Y (1976-1990)	WC	2851
	V%	25%
	IX	97
Gen Z (1991-2005)	WC	1577
	V%	14%
	IX	63

*Please refer to glossary for detailed explanation of Generations.

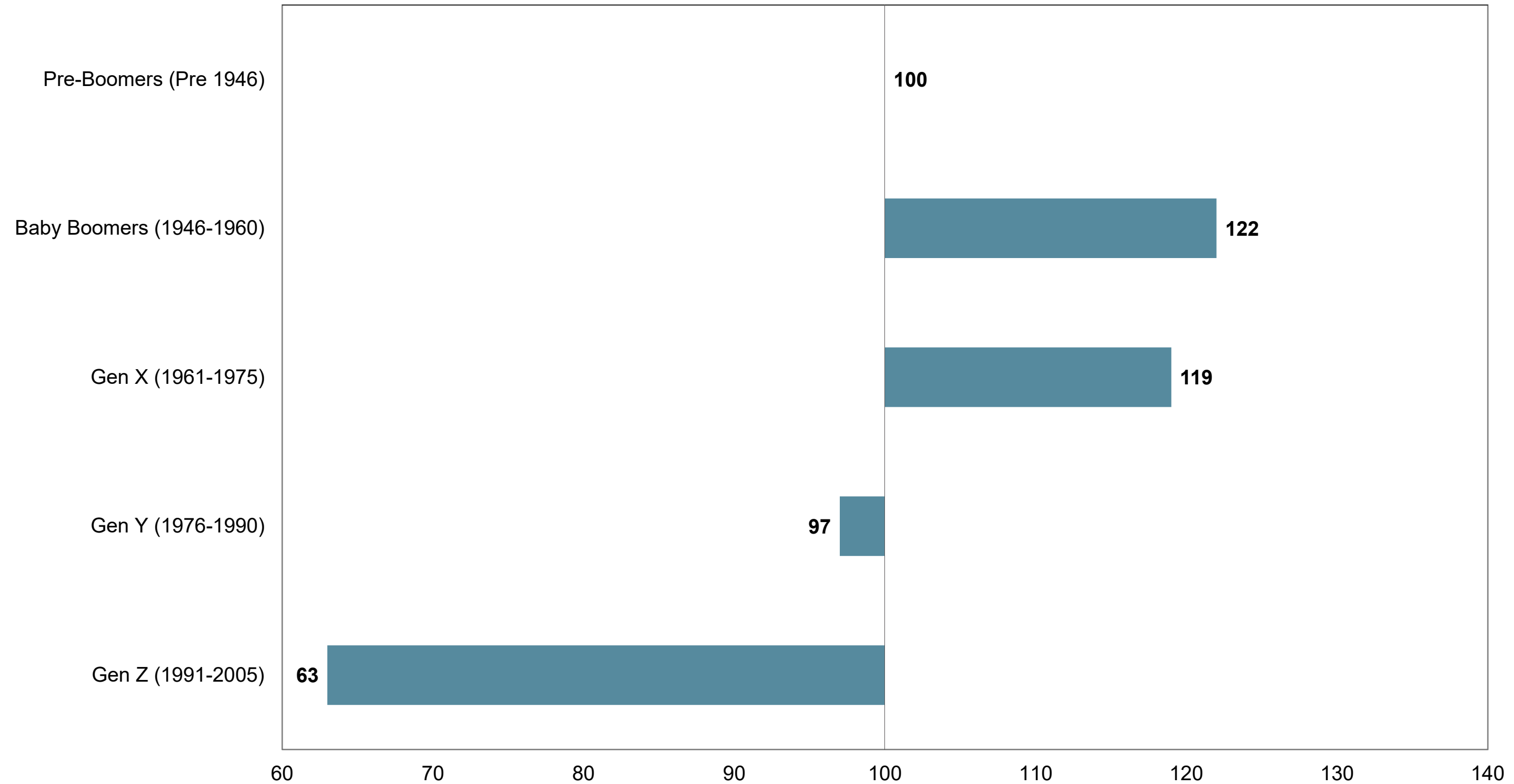
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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Psychographics and Values

Helix Communities and Personas

XYZ Customers Profile

Helix Communities

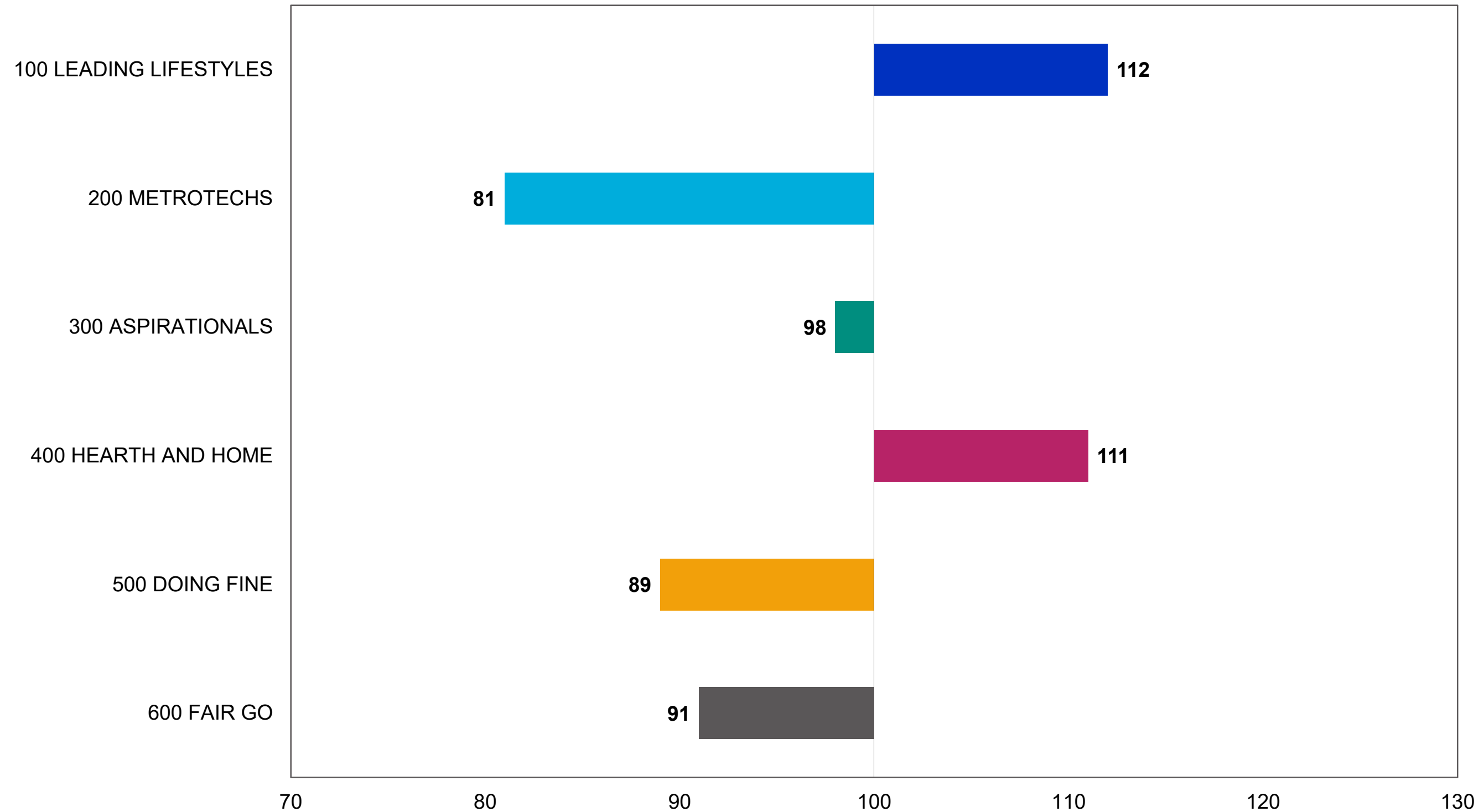
This table shows the Helix Community of the target profile group.

XYZ Customers		
	Total Sample Size	17006
	Population (000's)	11585
HELIX COMMUNITIES		
100 LEADING LIFESTYLES	WC	3087
	V%	27%
	IX	112
200 METROTECHS	WC	1160
	V%	10%
	IX	81
300 ASPIRATIONALS	WC	1101
	V%	10%
	IX	98
400 HEARTH AND HOME	WC	3050
	V%	26%
	IX	111
500 DOING FINE	WC	1174
	V%	10%
	IX	89
600 FAIR GO	WC	2005
	V%	17%
	IX	91

XYZ Customers Profile

Helix Communities

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



XYZ Customers Profile

Helix 100 Leading Lifestyles

This table shows the Helix Personas of the target profile group.

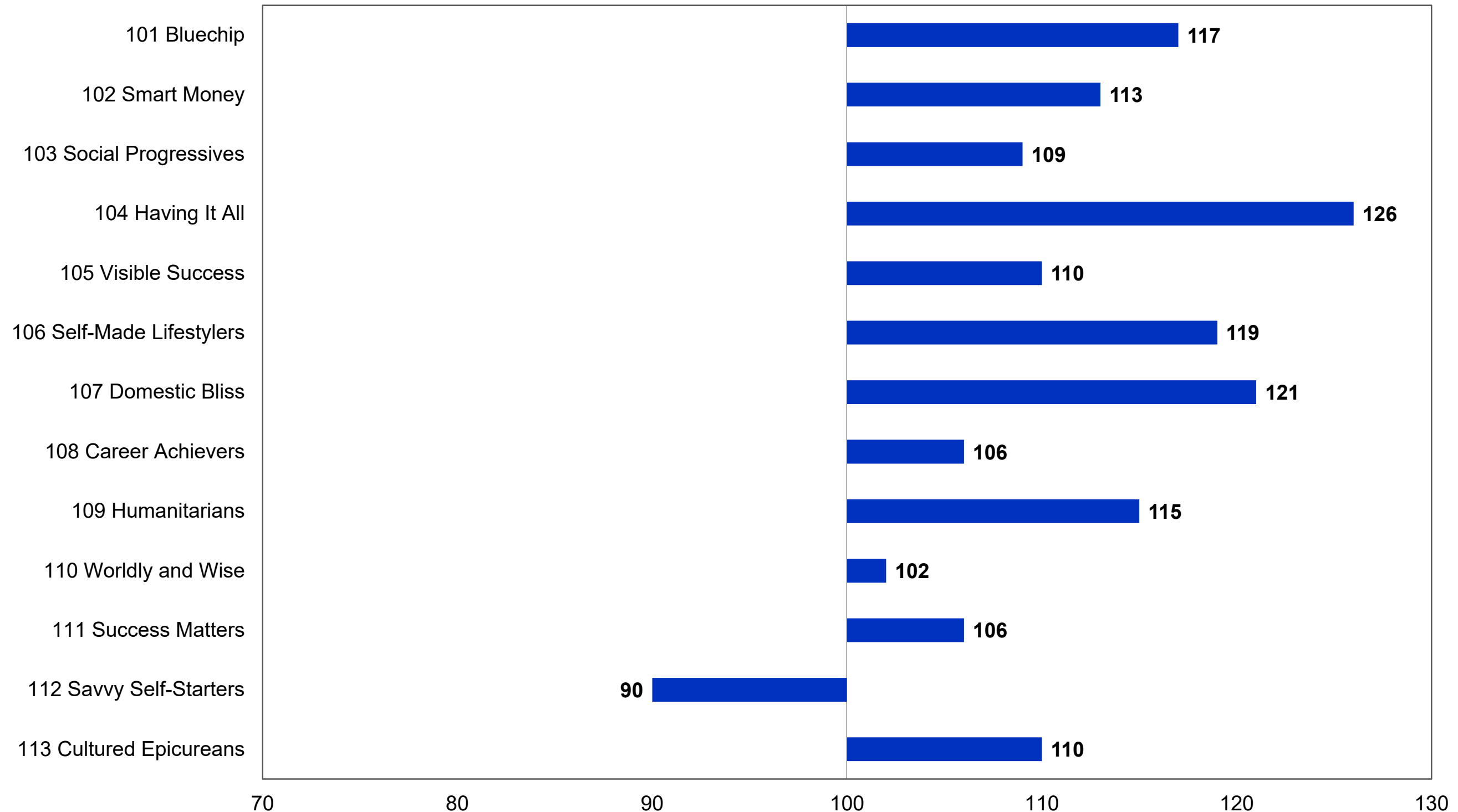
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HELIX 100 LEADING LIFESTYLES		
101 Bluechip	WC	345
	V%	3%
	IX	117
102 Smart Money	WC	210
	V%	2%
	IX	113
103 Social Progressives	WC	222
	V%	2%
	IX	109
104 Having It All	WC	84
	V%	1%
	IX	126
105 Visible Success	WC	294
	V%	3%
	IX	110
106 Self-Made Lifestylers	WC	289
	V%	2%
	IX	119
107 Domestic Bliss	WC	425
	V%	4%
	IX	121

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HELIX 100 LEADING LIFESTYLES		
108 Career Achievers	WC	211
	V%	2%
	IX	106
109 Humanitarians	WC	406
	V%	4%
	IX	115
110 Worldly and Wise	WC	243
	V%	2%
	IX	102
111 Success Matters	WC	79
	V%	1%
	IX	106
112 Savvy Self-Starters	WC	144
	V%	1%
	IX	90
113 Cultured Epicureans	WC	137
	V%	1%
	IX	110

XYZ Customers Profile

Helix 100 Leading Lifestyles

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



XYZ Customers Profile

Helix 200 Metrotechs

This table shows the Helix Personas of the target profile group.

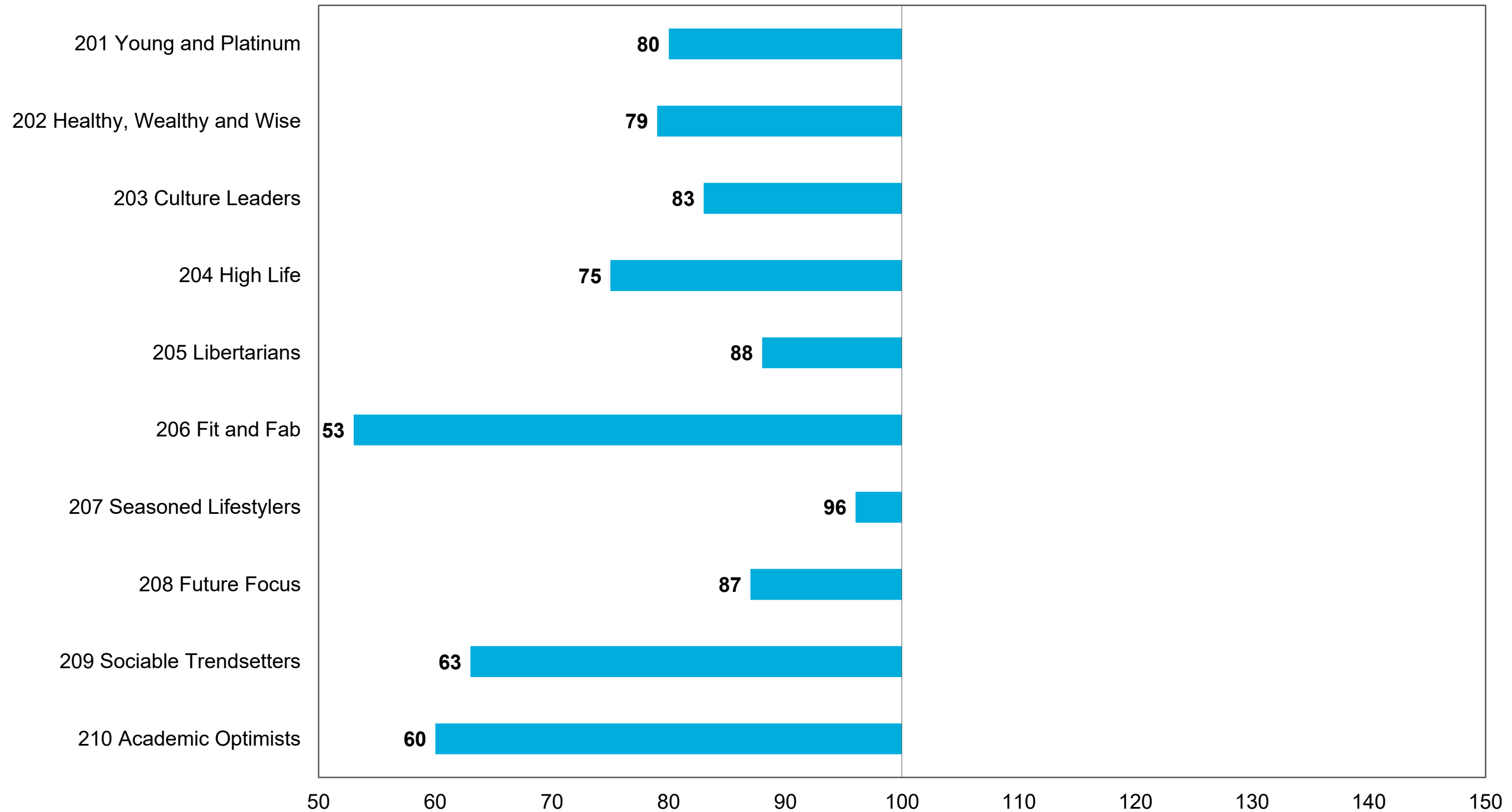
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HELIX 200 METROTECHS		
201 Young and Platinum	WC	41
	V%	0%
	IX	80
202 Healthy, Wealthy and Wise	WC	83
	V%	1%
	IX	79
203 Culture Leaders	WC	24
	V%	0%
	IX	83
204 High Life	WC	145
	V%	1%
	IX	75
205 Libertarians	WC	240
	V%	2%
	IX	88

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HELIX 200 METROTECHS		
206 Fit and Fab	WC	32
	V%	0%
	IX	53
207 Seasoned Lifestylers	WC	254
	V%	2%
	IX	96
208 Future Focus	WC	198
	V%	2%
	IX	87
209 Sociable Trendsetters	WC	114
	V%	1%
	IX	63
210 Academic Optimists	WC	30
	V%	0%
	IX	60

XYZ Customers Profile

Helix 200 Metrotechs

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



XYZ Customers Profile

Helix 300 Aspirational

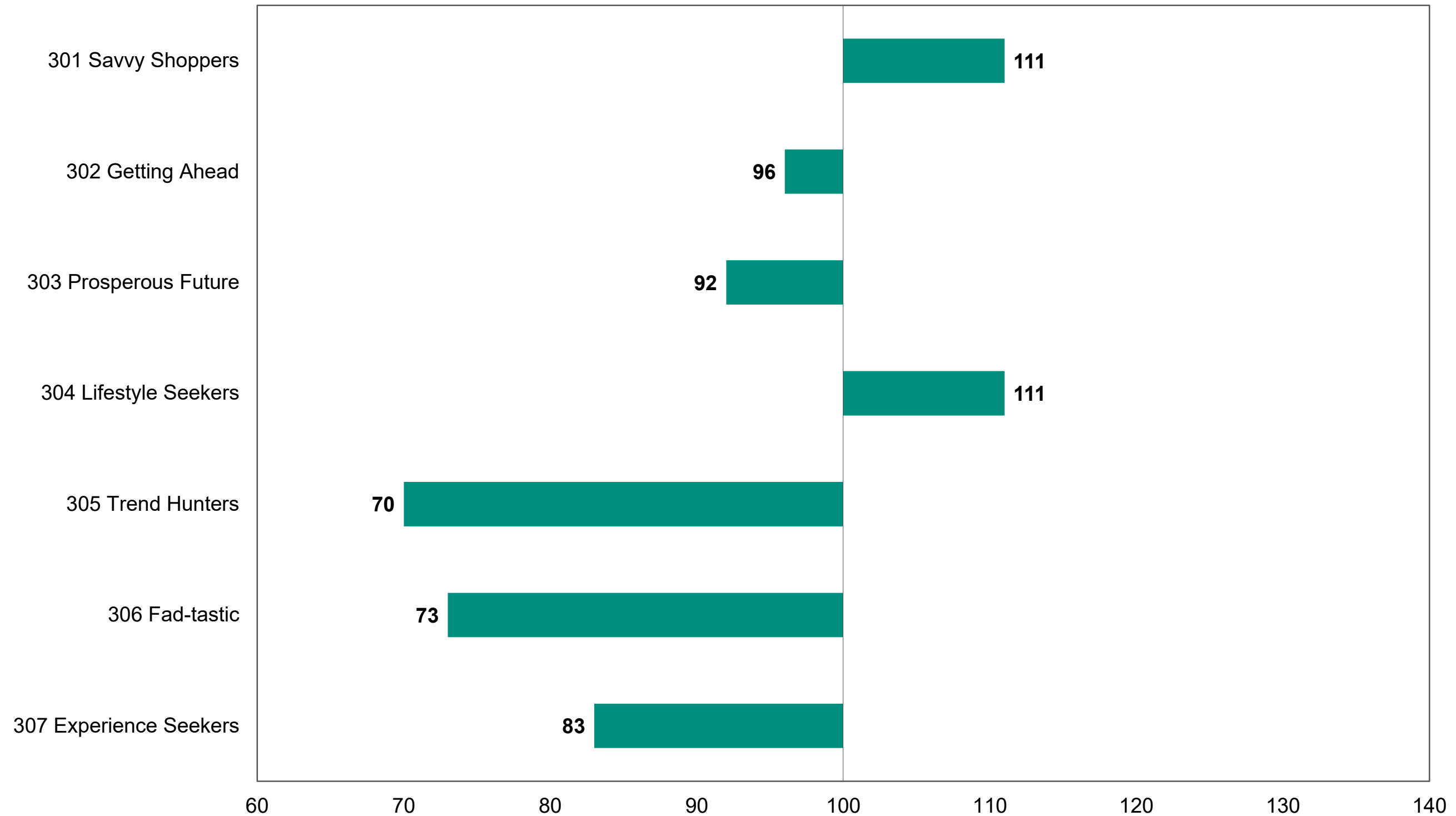
This table shows the Helix Personas of the target profile group.

XYZ Customers		
	Total Sample Size	17006
	Population (000's)	11585
HELIX 300 ASPIRATIONALS		
301 Savvy Shoppers	WC	73
	V%	1%
	IX	111
302 Getting Ahead	WC	168
	V%	1%
	IX	96
303 Prosperous Future	WC	135
	V%	1%
	IX	92
304 Lifestyle Seekers	WC	516
	V%	4%
	IX	111
305 Trend Hunters	WC	29
	V%	0%
	IX	70
306 Fad-tastic	WC	58
	V%	0%
	IX	73
307 Experience Seekers	WC	123
	V%	1%
	IX	83

XYZ Customers Profile

Helix 300 Aspirational

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



XYZ Customers Profile

Helix 400 Hearth and Home

This table shows the Helix Personas of the target profile group.

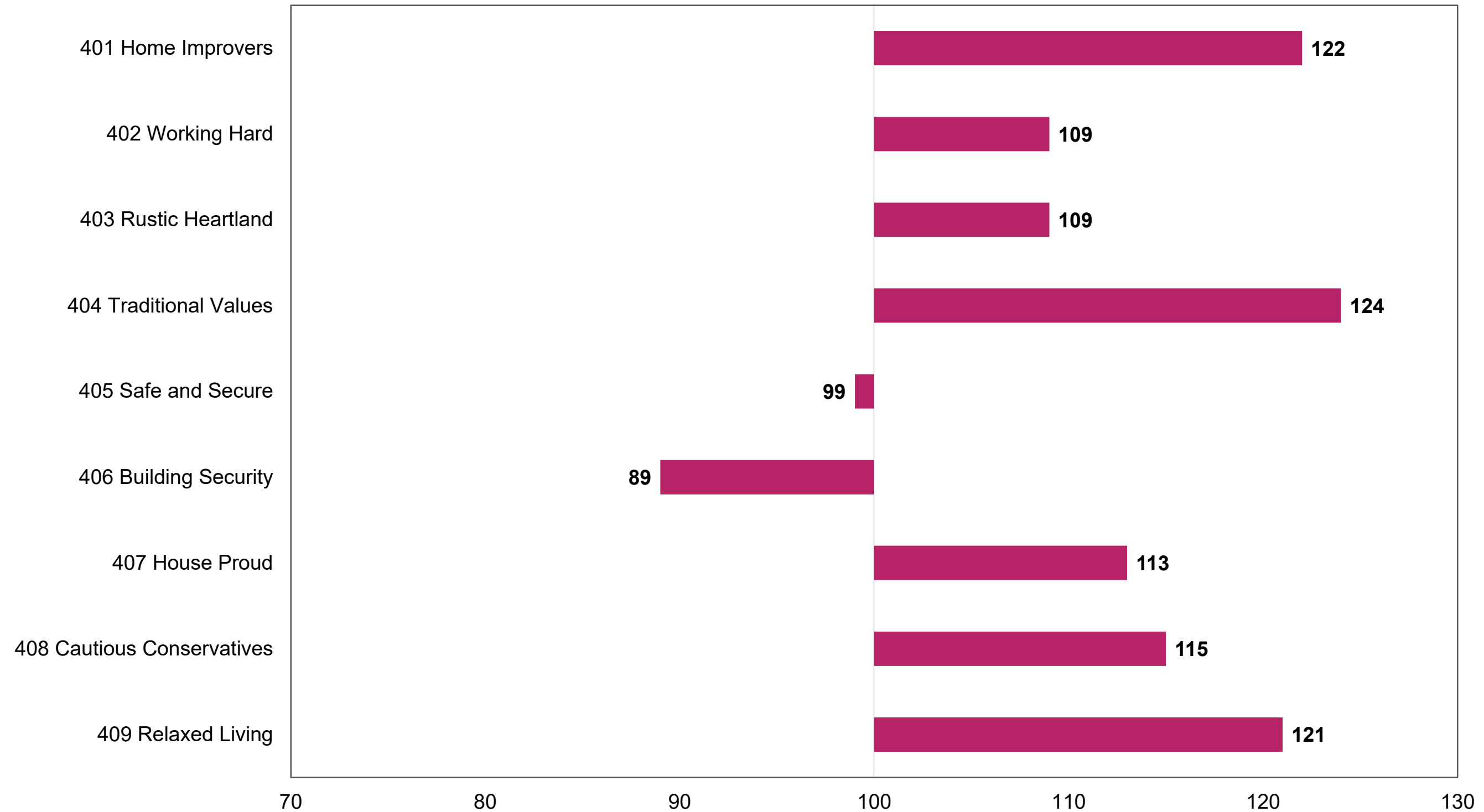
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HELIX 400 HEARTH AND HOME		
401 Home Improvers	WC	479
	V%	4%
	IX	122
402 Working Hard	WC	457
	V%	4%
	IX	109
403 Rustic Heartland	WC	121
	V%	1%
	IX	109
404 Traditional Values	WC	433
	V%	4%
	IX	124
405 Safe and Secure	WC	340
	V%	3%
	IX	99

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HELIX 400 HEARTH AND HOME		
406 Building Security	WC	236
	V%	2%
	IX	89
407 House Proud	WC	519
	V%	4%
	IX	113
408 Cautious Conservatives	WC	302
	V%	3%
	IX	115
409 Relaxed Living	WC	163
	V%	1%
	IX	121

XYZ Customers Profile

Helix 400 Hearth and Home

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



XYZ Customers Profile

Helix 500 Doing Fine

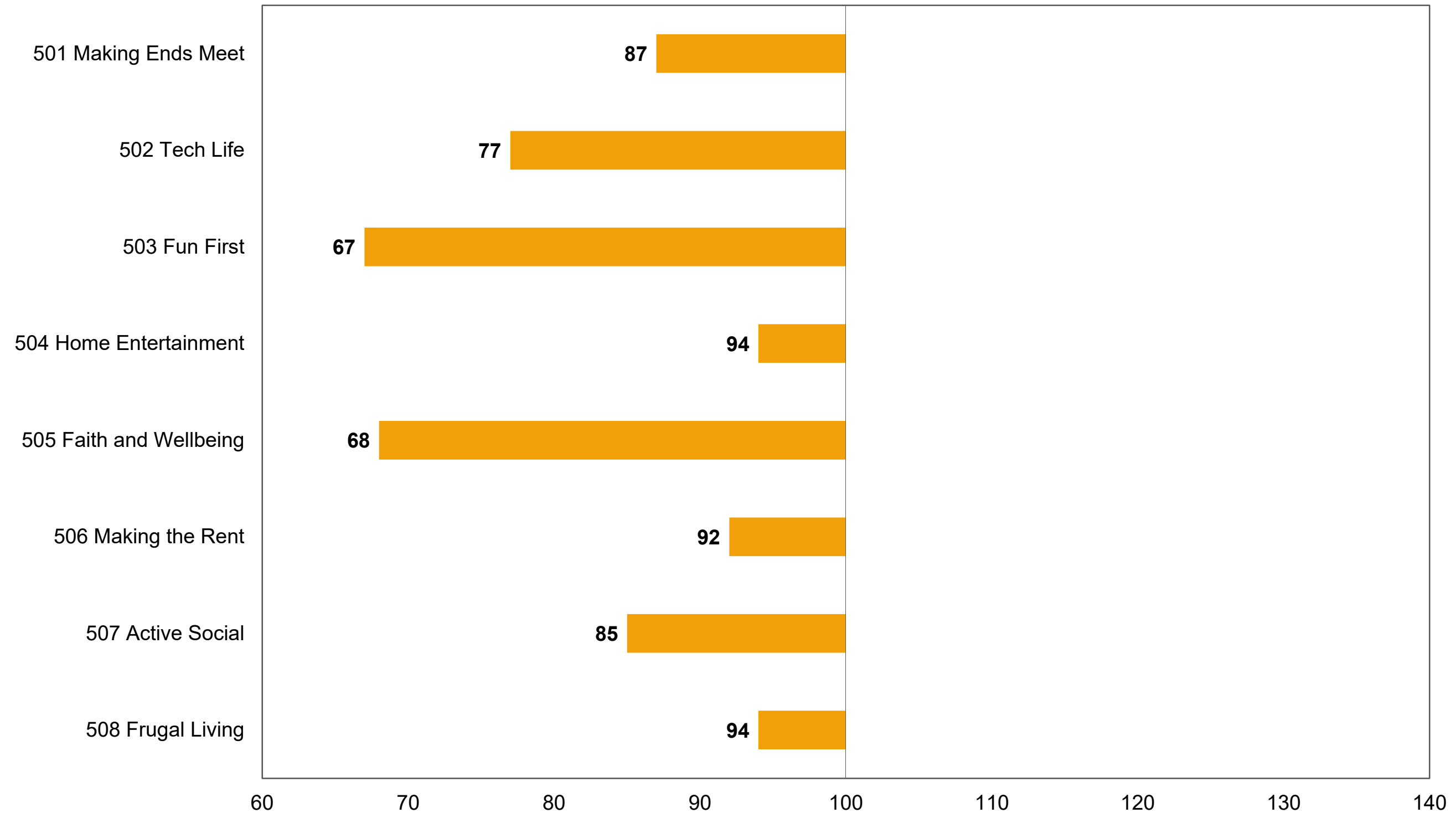
This table shows the Helix Personas of the target profile group.

XYZ Customers		
	Total Sample Size	17006
	Population (000's)	11585
HELIX 500 DOING FINE		
501 Making Ends Meet	WC	113
	V%	1%
	IX	87
502 Tech Life	WC	104
	V%	1%
	IX	77
503 Fun First	WC	19
	V%	0%
	IX	67
504 Home Entertainment	WC	432
	V%	4%
	IX	94
505 Faith and Wellbeing	WC	36
	V%	0%
	IX	68
506 Making the Rent	WC	176
	V%	2%
	IX	92
507 Active Social	WC	23
	V%	0%
	IX	85
508 Frugal Living	WC	272
	V%	2%
	IX	94

XYZ Customers Profile

Helix 500 Doing Fine

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



XYZ Customers Profile

Helix 600 Fair Go

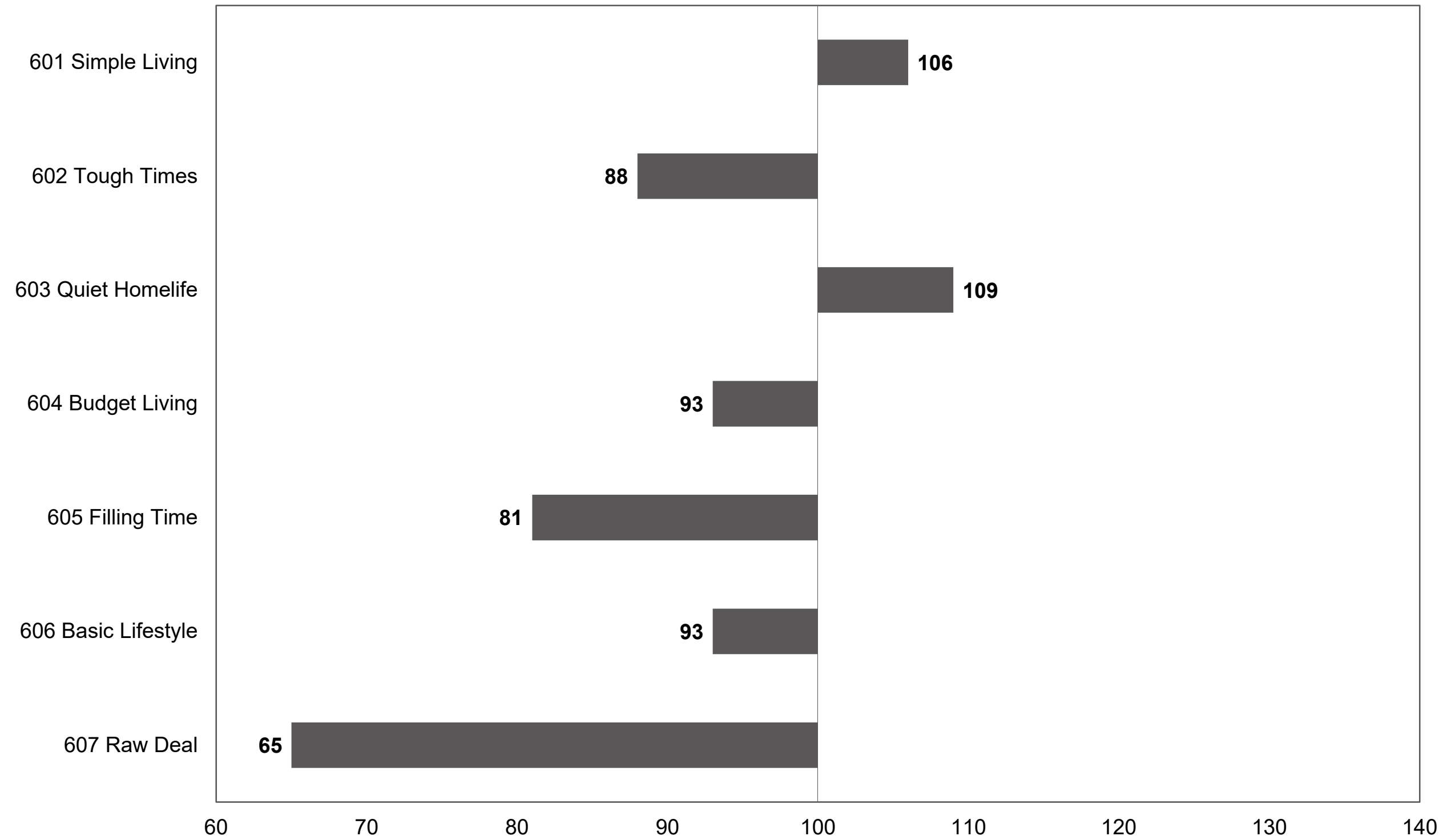
This table shows the Helix Personas of the target profile group.

XYZ Customers		
	Total Sample Size	17006
	Population (000's)	11585
HELIX 600 FAIR GO		
601 Simple Living	WC	244
	V%	2%
	IX	106
602 Tough Times	WC	385
	V%	3%
	IX	88
603 Quiet Homelife	WC	519
	V%	4%
	IX	109
604 Budget Living	WC	18
	V%	0%
	IX	93
605 Filling Time	WC	264
	V%	2%
	IX	81
606 Basic Lifestyle	WC	346
	V%	3%
	IX	93
607 Raw Deal	WC	227
	V%	2%
	IX	65

XYZ Customers Profile

Helix 600 Fair Go

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



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		17006
Population (000's)		11585
ROY MORGAN VALUES SEGMENTS*		
Basic Needs	WC	333
	V%	3%
	IX	81
Fairer Deal	WC	470
	V%	4%
	IX	67
Traditional Family Life	WC	2505
	V%	22%
	IX	112
Conventional Family Life	WC	1201
	V%	10%
	IX	96
Look At Me	WC	631
	V%	5%
	IX	62

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ROY MORGAN VALUES SEGMENTS*		
Something Better	WC	691
	V%	6%
	IX	92
Real Conservatism	WC	333
	V%	3%
	IX	119
Young Optimism	WC	797
	V%	7%
	IX	67
Visible Achievement	WC	2417
	V%	21%
	IX	127
Socially Aware	WC	2207
	V%	19%
	IX	122

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

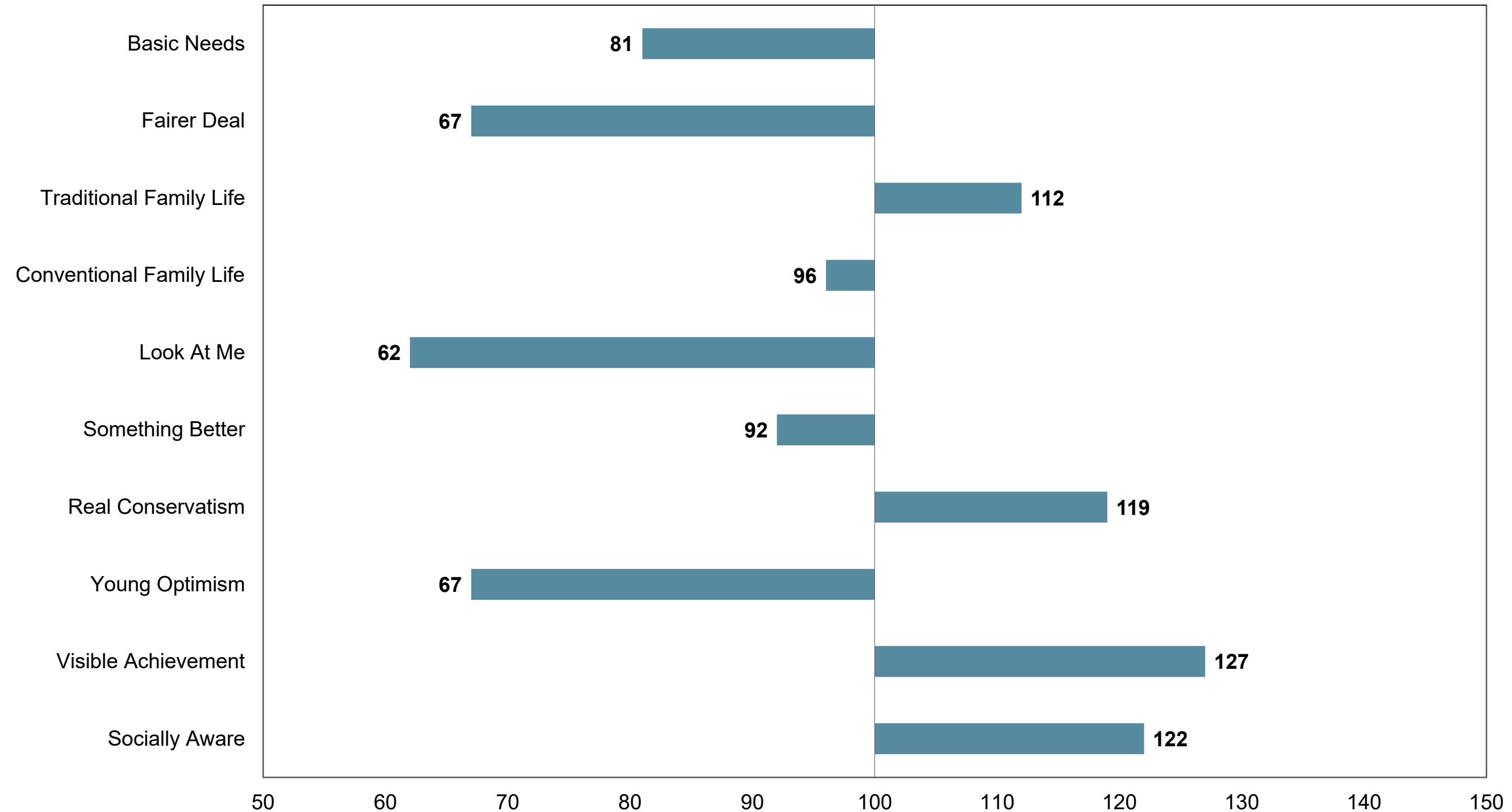
Source: Roy Morgan July 2017 - June 2019

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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 and Colin Benjamin of the Horizons Network. Please refer to glossary for detailed explanation of Roy Morgan Values Segments.

Source: Roy Morgan July 2017 - June 2019

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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.

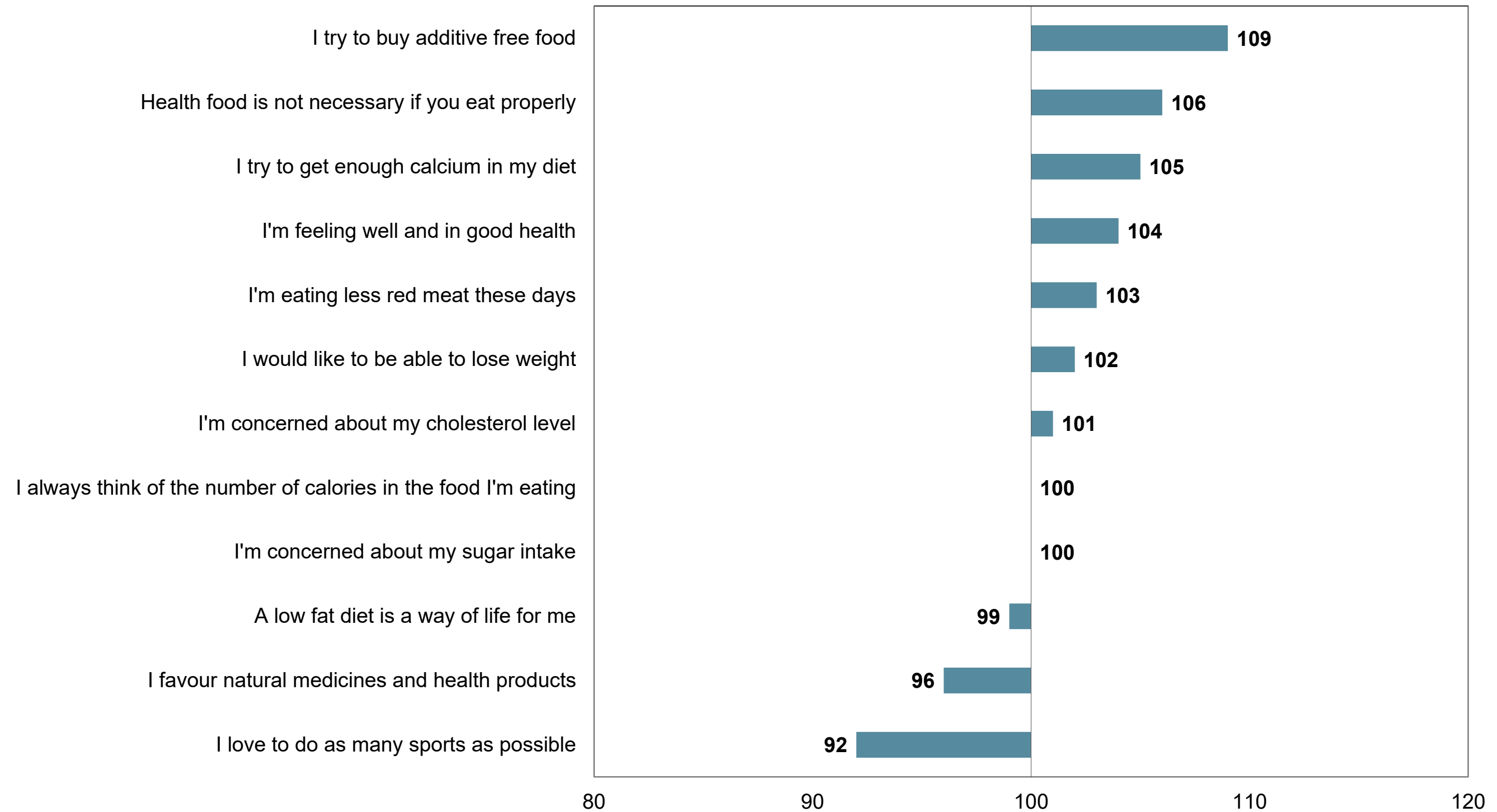
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HEALTH AND FITNESS ATTITUDES - AGREE		
I try to buy additive free food	WC	5875
	V%	51%
	IX	109
Health food is not necessary if you eat properly	WC	9009
	V%	78%
	IX	106
I try to get enough calcium in my diet	WC	8423
	V%	73%
	IX	105
I'm feeling well and in good health	WC	9372
	V%	81%
	IX	104
I'm eating less red meat these days	WC	6681
	V%	58%
	IX	103
I would like to be able to lose weight	WC	7544
	V%	65%
	IX	102

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HEALTH AND FITNESS ATTITUDES - AGREE		
I'm concerned about my cholesterol level	WC	3598
	V%	31%
	IX	101
I always think of the number of calories in the food I'm eating	WC	2880
	V%	25%
	IX	100
I'm concerned about my sugar intake	WC	5187
	V%	45%
	IX	100
A low fat diet is a way of life for me	WC	3026
	V%	26%
	IX	99
I favour natural medicines and health products	WC	3992
	V%	34%
	IX	96
I love to do as many sports as possible	WC	2369
	V%	20%
	IX	92

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.

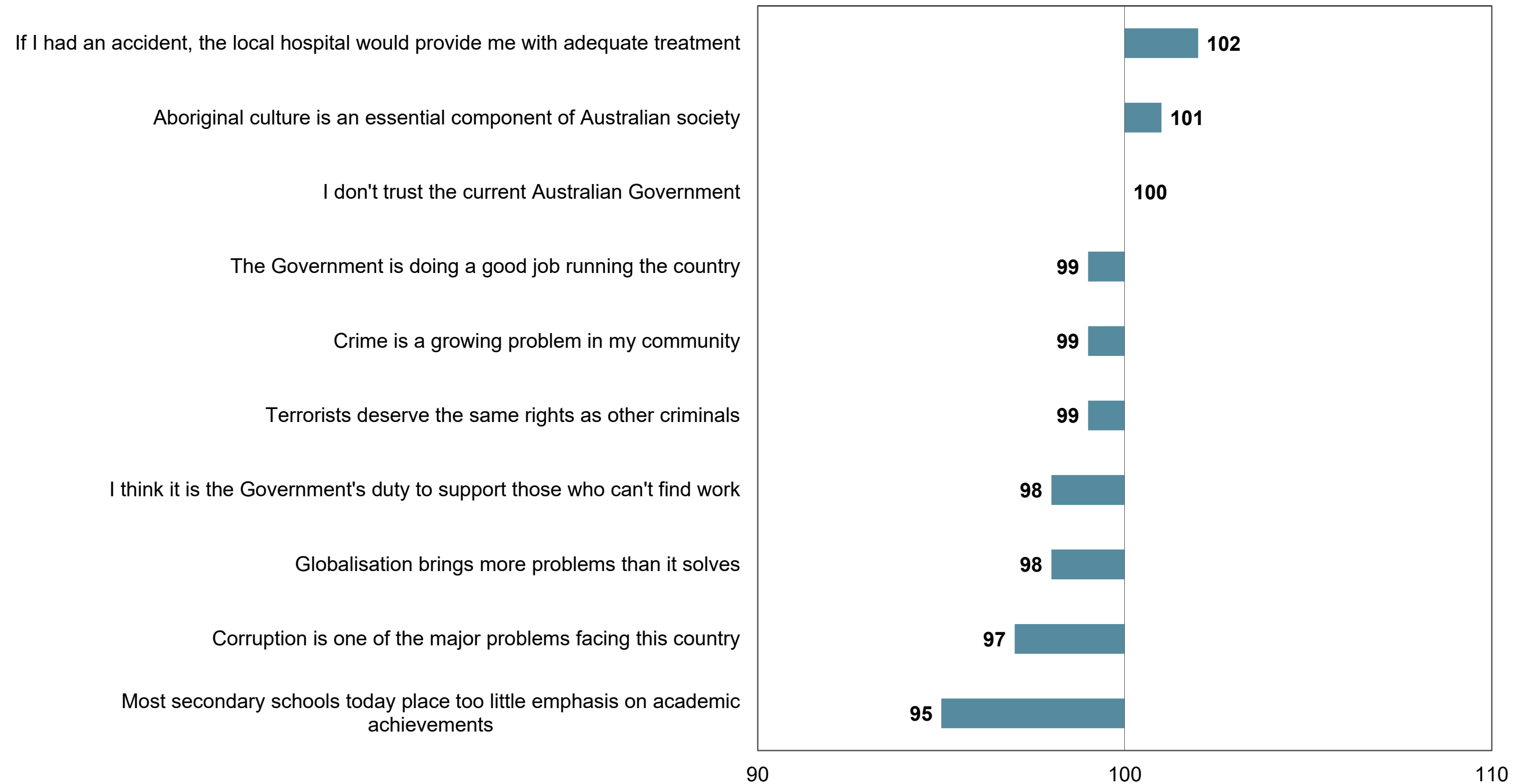
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
If I had an accident, the local hospital would provide me with adequate treatment	WC	9892
	V%	85%
	IX	102
Aboriginal culture is an essential component of Australian society	WC	8650
	V%	75%
	IX	101
I don't trust the current Australian Government	WC	6395
	V%	55%
	IX	100
The Government is doing a good job running the country	WC	3732
	V%	32%
	IX	99
Crime is a growing problem in my community	WC	6136
	V%	53%
	IX	99

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
Terrorists deserve the same rights as other criminals	WC	3340
	V%	29%
	IX	99
I think it is the Government's duty to support those who can't find work	WC	7350
	V%	63%
	IX	98
Globalisation brings more problems than it solves	WC	5991
	V%	52%
	IX	98
Corruption is one of the major problems facing this country	WC	6524
	V%	56%
	IX	97
Most secondary schools today place too little emphasis on academic achievements	WC	4725
	V%	41%
	IX	95

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

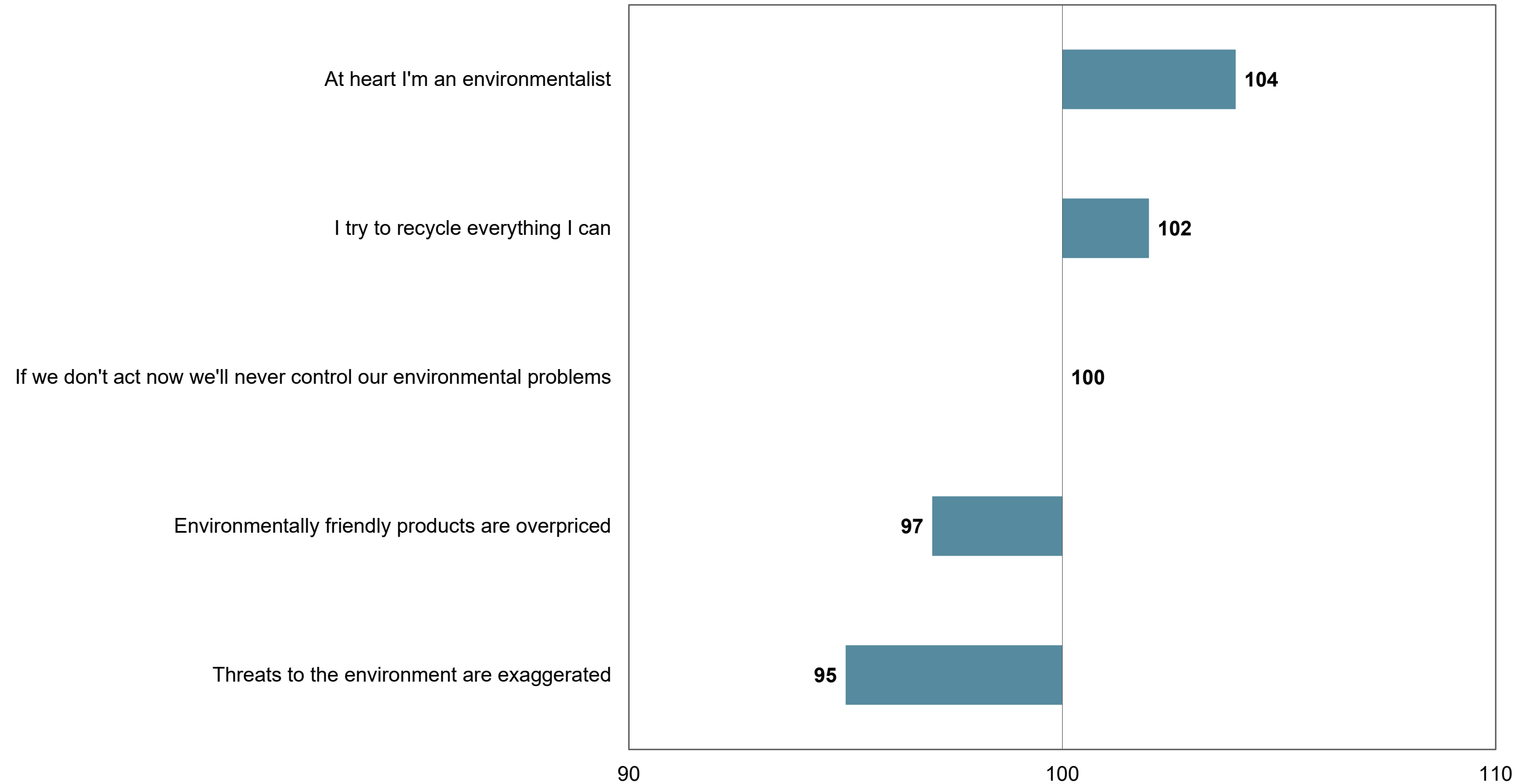
This table shows the target profile group's attitudes to a range of Environmental Statements.

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ENVIRONMENTAL ATTITUDES - AGREE		
At heart I'm an environmentalist	WC	7955
	V%	69%
	IX	104
I try to recycle everything I can	WC	10789
	V%	93%
	IX	102
If we don't act now we'll never control our environmental problems	WC	9560
	V%	83%
	IX	100
Environmentally friendly products are overpriced	WC	7545
	V%	65%
	IX	97
Threats to the environment are exaggerated	WC	2760
	V%	24%
	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.

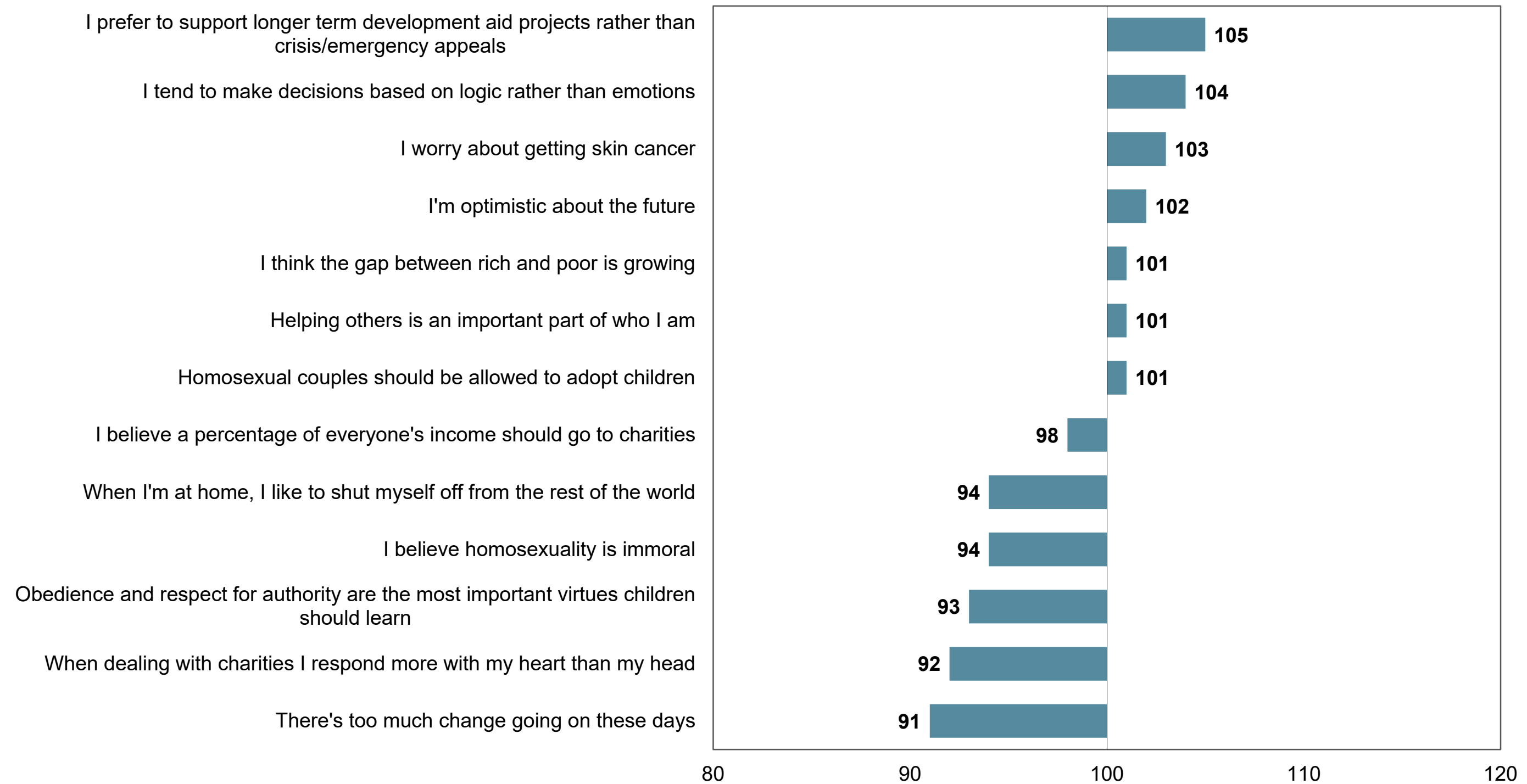
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
PERSONAL ATTITUDES - AGREE		
I prefer to support longer term development aid projects rather than crisis/emergency appeals	WC	6416
	V%	55%
	IX	105
I tend to make decisions based on logic rather than emotions	WC	8660
	V%	75%
	IX	104
I worry about getting skin cancer	WC	7041
	V%	61%
	IX	103
I'm optimistic about the future	WC	8346
	V%	72%
	IX	102
I think the gap between rich and poor is growing	WC	10010
	V%	86%
	IX	101
Helping others is an important part of who I am	WC	10061
	V%	87%
	IX	101
Homosexual couples should be allowed to adopt children	WC	7890
	V%	68%
	IX	101

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
PERSONAL ATTITUDES - AGREE		
I believe a percentage of everyone's income should go to charities	WC	2694
	V%	23%
	IX	98
When I'm at home, I like to shut myself off from the rest of the world	WC	4374
	V%	38%
	IX	94
I believe homosexuality is immoral	WC	2076
	V%	18%
	IX	94
Obedience and respect for authority are the most important virtues children should learn	WC	5968
	V%	52%
	IX	93
When dealing with charities I respond more with my heart than my head	WC	4653
	V%	40%
	IX	92
There's too much change going on these days	WC	4673
	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.

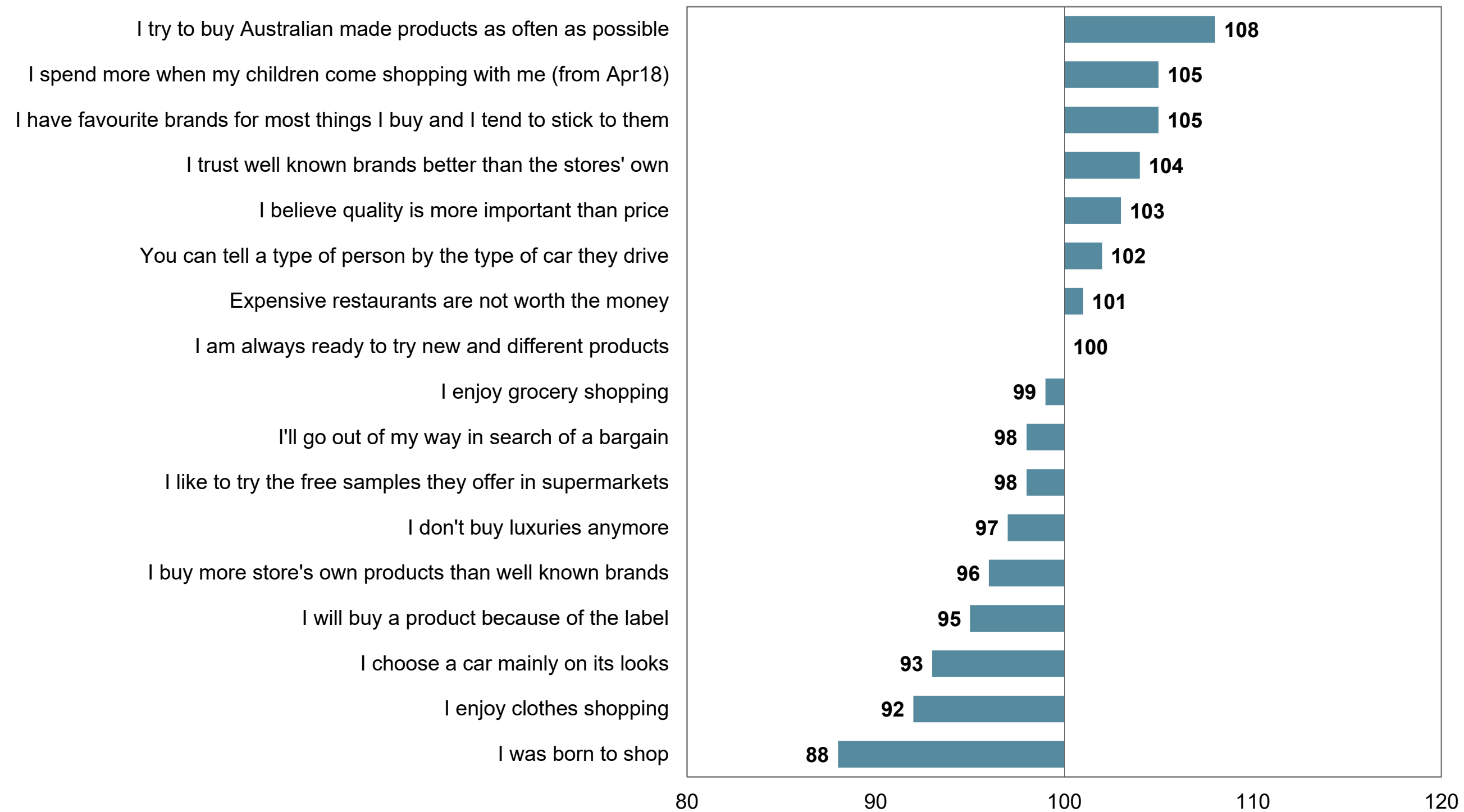
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I try to buy Australian made products as often as possible	WC	8646
	V%	75%
	IX	108
I spend more when my children come shopping with me (from Apr18)	WC	4570
	V%	39%
	IX	105
I have favourite brands for most things I buy and I tend to stick to them	WC	7860
	V%	68%
	IX	105
I trust well known brands better than the stores' own	WC	5113
	V%	44%
	IX	104
I believe quality is more important than price	WC	8799
	V%	76%
	IX	103
You can tell a type of person by the type of car they drive	WC	2700
	V%	23%
	IX	102
Expensive restaurants are not worth the money	WC	7629
	V%	66%
	IX	101
I am always ready to try new and different products	WC	6049
	V%	52%
	IX	100
I enjoy grocery shopping	WC	5331
	V%	46%
	IX	99

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I'll go out of my way in search of a bargain	WC	5081
	V%	44%
	IX	98
I like to try the free samples they offer in supermarkets	WC	5651
	V%	49%
	IX	98
I don't buy luxuries anymore	WC	6600
	V%	57%
	IX	97
I buy more store's own products than well known brands	WC	4252
	V%	37%
	IX	96
I will buy a product because of the label	WC	2380
	V%	21%
	IX	95
I choose a car mainly on its looks	WC	1561
	V%	13%
	IX	93
I enjoy clothes shopping	WC	3930
	V%	34%
	IX	92
I was born to shop	WC	1204
	V%	10%
	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		17006
Population (000's)		11585
FOOD ATTITUDES - AGREE		
I like to drink wine with my meals	WC	3176
	V%	27%
	IX	118
I restrict how much fattening food I eat	WC	7022
	V%	61%
	IX	108
I try to eat food that has had minimal processing (from Apr18)	WC	7728
	V%	67%
	IX	107
I prefer to eat healthy snacks	WC	7791
	V%	67%
	IX	106
I enjoy food from all over the world	WC	8922
	V%	77%
	IX	105
People often compliment me on my cooking	WC	6098
	V%	53%
	IX	105
I like to eat healthily but don't want to compromise on taste	WC	8716
	V%	75%
	IX	105
I'm constantly watching my weight	WC	5137
	V%	44%
	IX	105

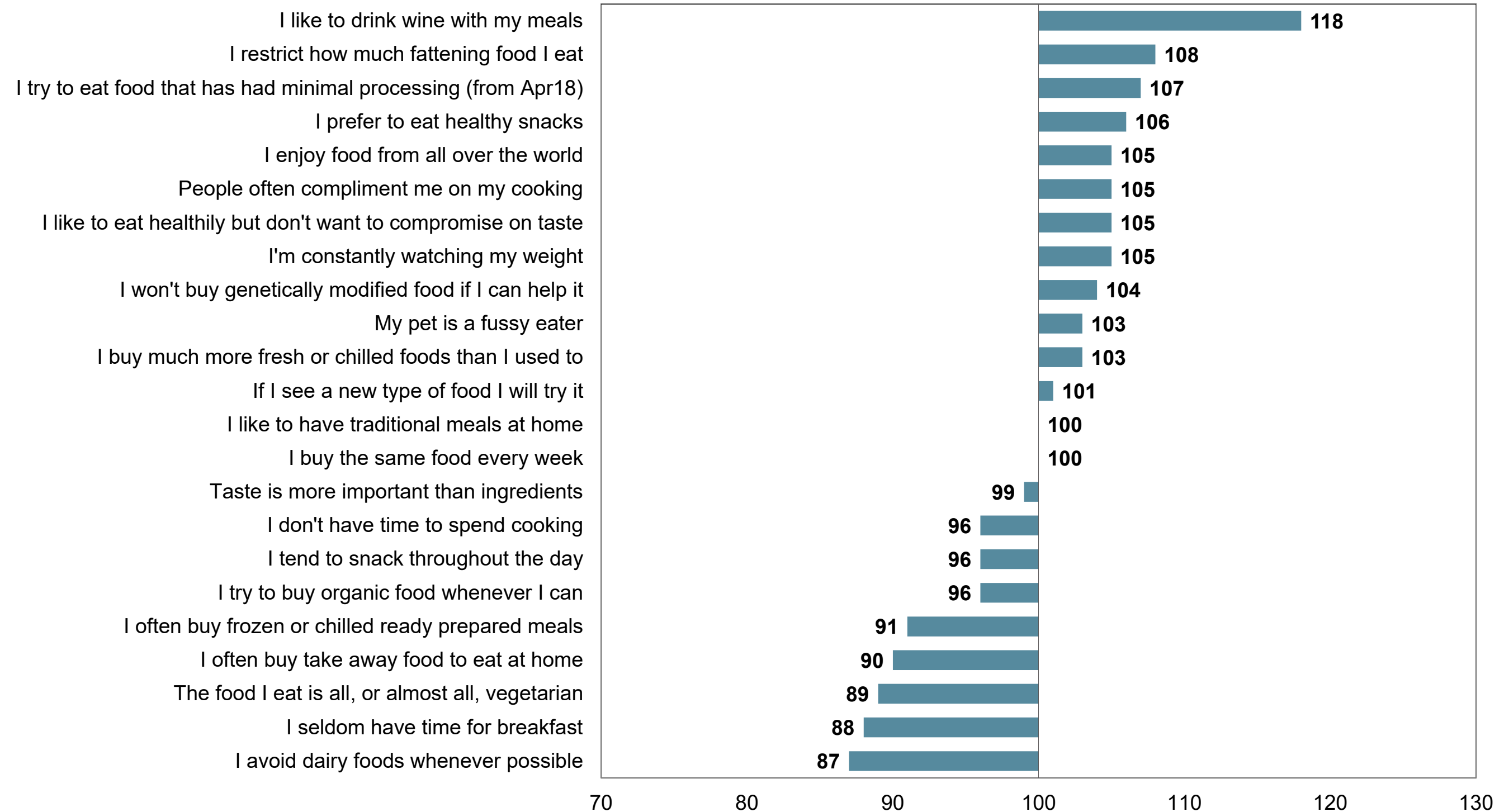
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
FOOD ATTITUDES - AGREE		
I won't buy genetically modified food if I can help it	WC	6311
	V%	54%
	IX	104
My pet is a fussy eater	WC	2302
	V%	20%
	IX	103
I buy much more fresh or chilled foods than I used to	WC	7098
	V%	61%
	IX	103
If I see a new type of food I will try it	WC	6432
	V%	56%
	IX	101
I like to have traditional meals at home	WC	7533
	V%	65%
	IX	100
I buy the same food every week	WC	4373
	V%	38%
	IX	100
Taste is more important than ingredients	WC	5353
	V%	46%
	IX	99
I don't have time to spend cooking	WC	2277
	V%	20%
	IX	96

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
FOOD ATTITUDES - AGREE		
I tend to snack throughout the day	WC	4782
	V%	41%
	IX	96
I try to buy organic food whenever I can	WC	3022
	V%	26%
	IX	96
I often buy frozen or chilled ready prepared meals	WC	2191
	V%	19%
	IX	91
I often buy take away food to eat at home	WC	2463
	V%	21%
	IX	90
The food I eat is all, or almost all, vegetarian	WC	1318
	V%	11%
	IX	89
I seldom have time for breakfast	WC	2491
	V%	21%
	IX	88
I avoid dairy foods whenever possible	WC	1491
	V%	13%
	IX	87

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		17006
Population (000's)		11585
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I always read the business section of the newspaper	WC	1821
	V%	16%
	IX	114
I record TV programs if I can't watch them	WC	4682
	V%	40%
	IX	109
I listen to the radio in the car	WC	9581
	V%	83%
	IX	106
Advertising posters in shopping centres and malls don't interest me	WC	8694
	V%	75%
	IX	106
Magazines are a good way to unwind and relax (from Oct17)	WC	6210
	V%	54%
	IX	106
I always watch the news on TV to keep me up-to-date	WC	5998
	V%	52%
	IX	106
Nearly all TV advertising annoys me	WC	8249
	V%	71%
	IX	104
Some TV advertising is devious	WC	9077
	V%	78%
	IX	104

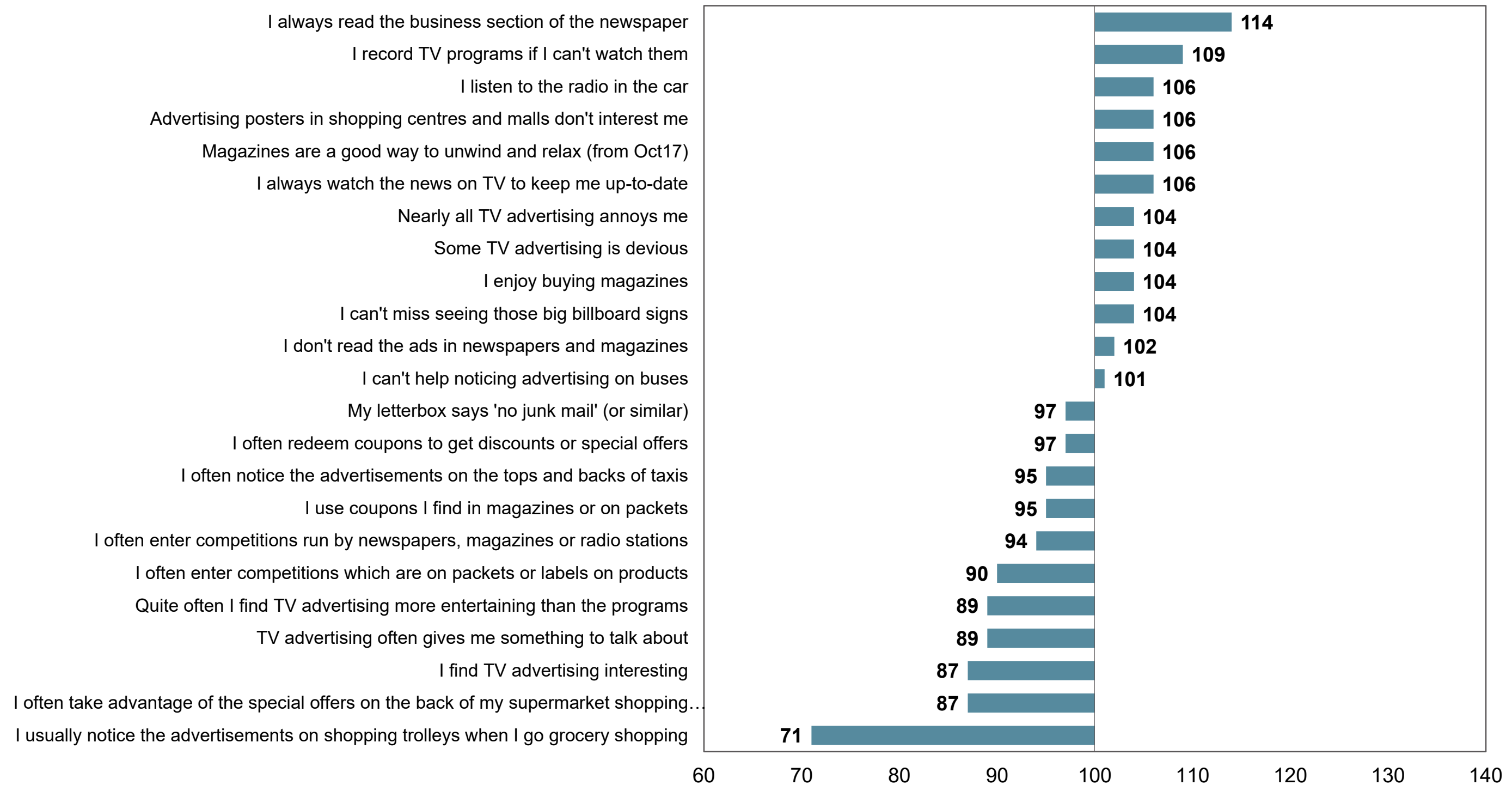
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I enjoy buying magazines	WC	2325
	V%	20%
	IX	104
I can't miss seeing those big billboard signs	WC	6591
	V%	57%
	IX	104
I don't read the ads in newspapers and magazines	WC	6714
	V%	58%
	IX	102
I can't help noticing advertising on buses	WC	6937
	V%	60%
	IX	101
My letterbox says 'no junk mail' (or similar)	WC	2902
	V%	25%
	IX	97
I often redeem coupons to get discounts or special offers	WC	3746
	V%	32%
	IX	97
I often notice the advertisements on the tops and backs of taxis	WC	2535
	V%	22%
	IX	95
I use coupons I find in magazines or on packets	WC	2440
	V%	21%
	IX	95

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I often enter competitions run by newspapers, magazines or radio stations	WC	1157
	V%	10%
	IX	94
I often enter competitions which are on packets or labels on products	WC	983
	V%	8%
	IX	90
Quite often I find TV advertising more entertaining than the programs	WC	1493
	V%	13%
	IX	89
TV advertising often gives me something to talk about	WC	2012
	V%	17%
	IX	89
I find TV advertising interesting	WC	1832
	V%	16%
	IX	87
I often take advantage of the special offers on the back of my supermarket shopping docket	WC	1955
	V%	17%
	IX	87
I usually notice the advertisements on shopping trolleys when I go grocery shopping	WC	842
	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.

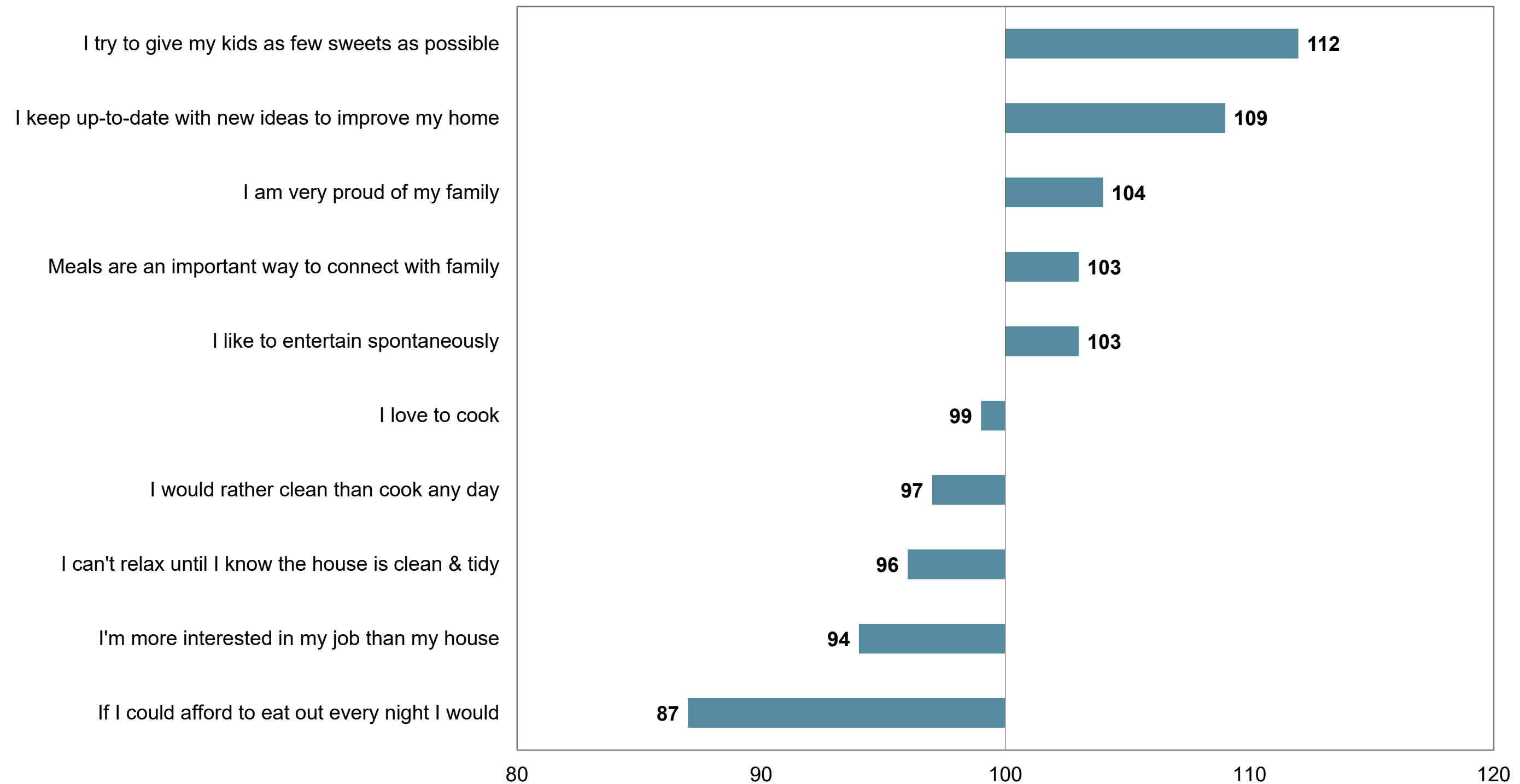
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
FAMILY AND HOME ATTITUDES - AGREE		
I try to give my kids as few sweets as possible	WC	6844
	V%	59%
	IX	112
I keep up-to-date with new ideas to improve my home	WC	3536
	V%	31%
	IX	109
I am very proud of my family	WC	10556
	V%	91%
	IX	104
Meals are an important way to connect with family	WC	10176
	V%	88%
	IX	103
I like to entertain spontaneously	WC	4512
	V%	39%
	IX	103

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
FAMILY AND HOME ATTITUDES - AGREE		
I love to cook	WC	6937
	V%	60%
	IX	99
I would rather clean than cook any day	WC	2569
	V%	22%
	IX	97
I can't relax until I know the house is clean & tidy	WC	4360
	V%	38%
	IX	96
I'm more interested in my job than my house	WC	2051
	V%	18%
	IX	94
If I could afford to eat out every night I would	WC	2388
	V%	21%
	IX	87

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

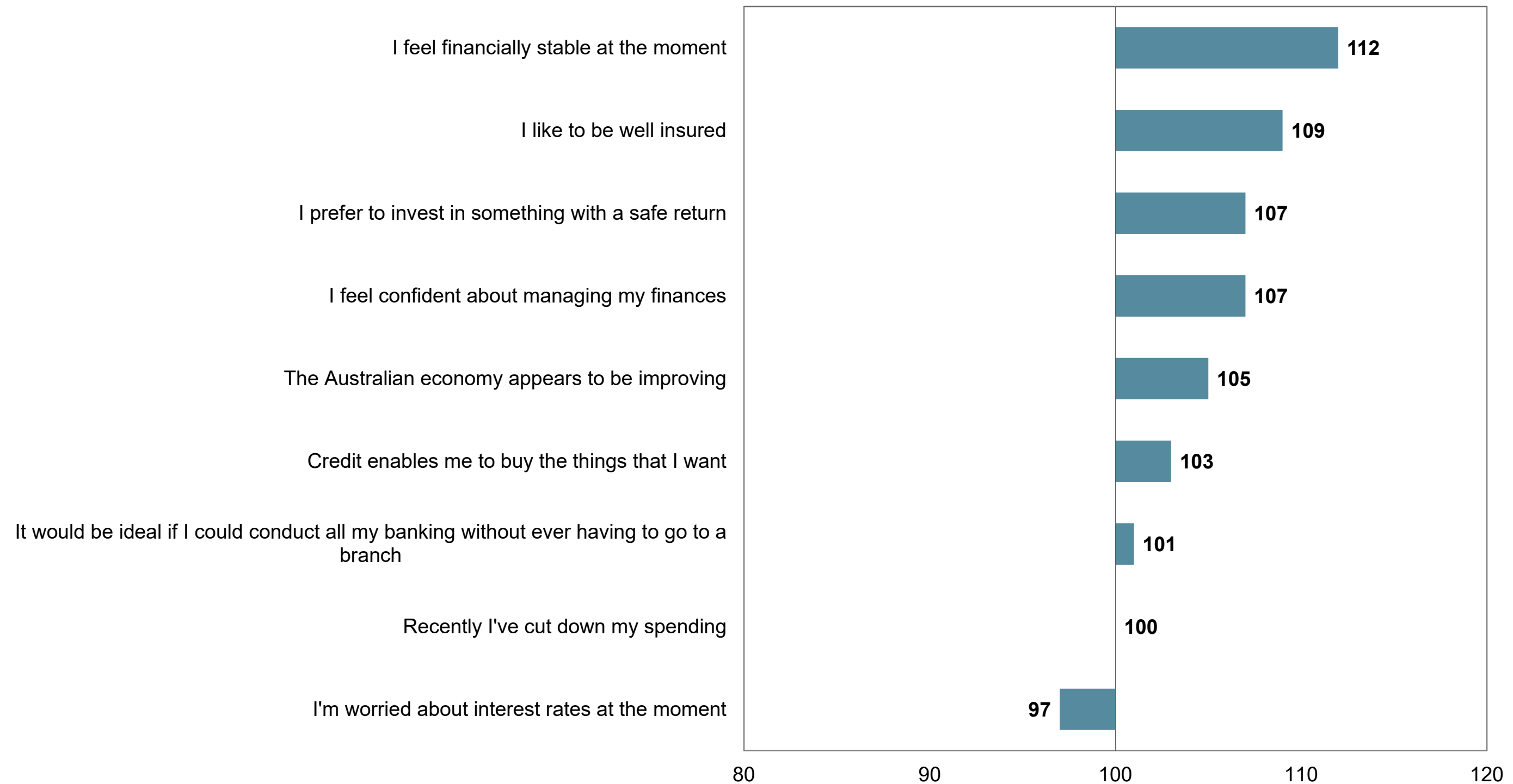
This table shows the target profile group's attitudes to a range of Finance Statements.

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
FINANCE ATTITUDES - AGREE		
I feel financially stable at the moment	WC	7604
	V%	66%
	IX	112
I like to be well insured	WC	8524
	V%	74%
	IX	109
I prefer to invest in something with a safe return	WC	9720
	V%	84%
	IX	107
I feel confident about managing my finances	WC	8973
	V%	77%
	IX	107
The Australian economy appears to be improving	WC	4273
	V%	37%
	IX	105
Credit enables me to buy the things that I want	WC	3350
	V%	29%
	IX	103
It would be ideal if I could conduct all my banking without ever having to go to a branch	WC	5798
	V%	50%
	IX	101
Recently I've cut down my spending	WC	7424
	V%	64%
	IX	100
I'm worried about interest rates at the moment	WC	3385
	V%	29%
	IX	97

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		17006
Population (000's)		11585
HOLIDAY ATTITUDES - AGREE		
I usually book and arrange all my holiday travel details myself	WC	8037
	V%	69%
	IX	108
I like to take holidays within Australia	WC	9289
	V%	80%
	IX	107
I'm always very active on holidays	WC	6176
	V%	53%
	IX	105
I'd like to holiday where I can experience the local culture	WC	8768
	V%	76%
	IX	105
I like to take my holidays away from crowds	WC	8633
	V%	75%
	IX	105
I prefer to holiday where I can see nature or be in a natural setting	WC	8858
	V%	76%
	IX	104
I like to go away on weekends	WC	5025
	V%	43%
	IX	102
I sometimes organise holidays on behalf of my family and friends	WC	3003
	V%	26%
	IX	102

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
HOLIDAY ATTITUDES - AGREE		
On holidays I like to do as little as possible	WC	4442
	V%	38%
	IX	95
I usually leave holiday arrangements to someone else	WC	2668
	V%	23%
	IX	93
For my next holiday, I'd really like a total ecotourism experience	WC	2132
	V%	18%
	IX	88
I enjoy holidays where everything is organised for you	WC	3292
	V%	28%
	IX	87
I avoid staying at accommodation that does not have genuine environmental policies	WC	1884
	V%	16%
	IX	87
I prefer the bright lights and big cities when I travel	WC	1688
	V%	15%
	IX	82
It only feels like a holiday if I leave Australia	WC	1081
	V%	9%
	IX	79

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.

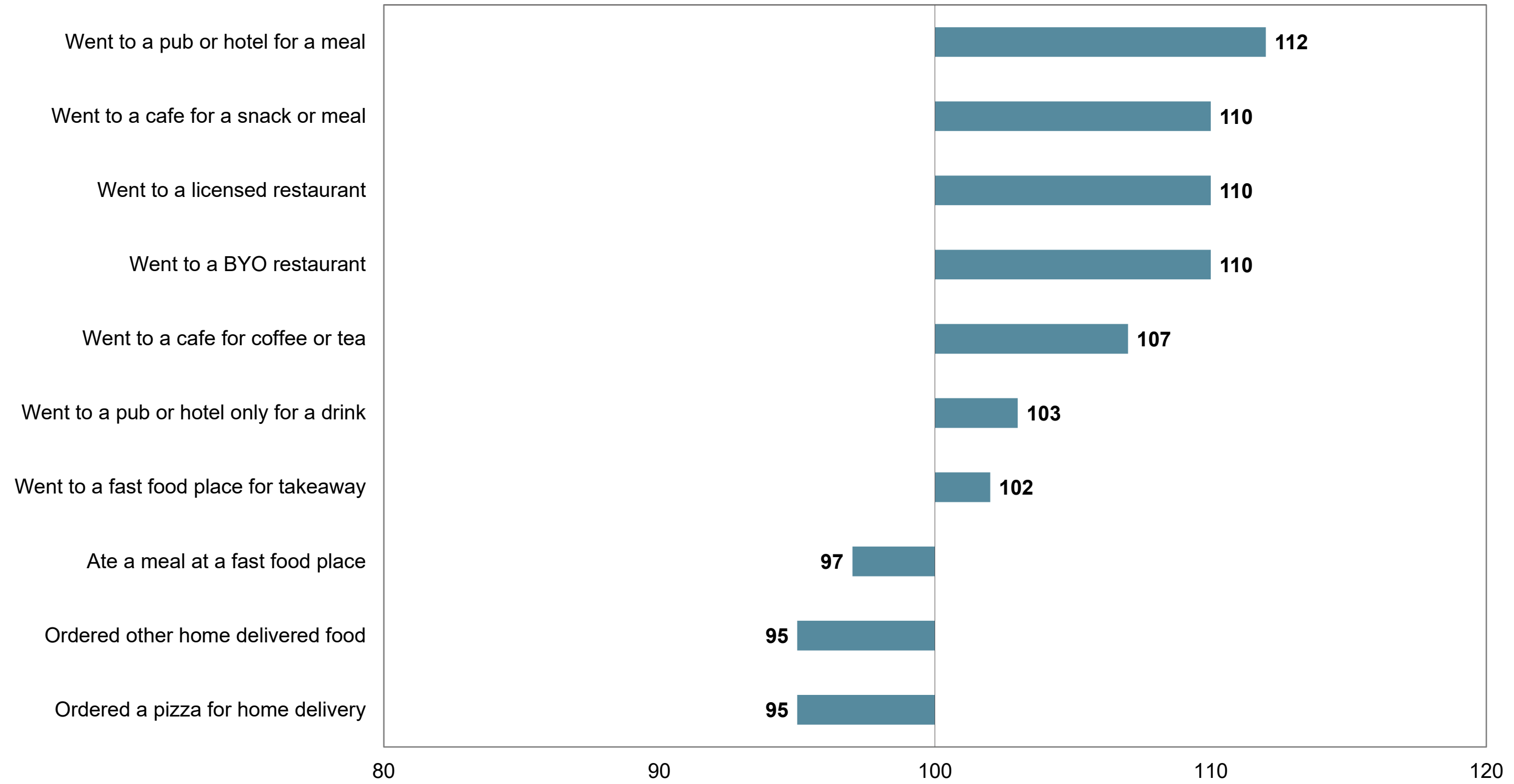
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a pub or hotel for a meal	WC	5993
	V%	52%
Went to a cafe for a snack or meal	IX	112
	WC	6366
Went to a licensed restaurant	V%	55%
	IX	110
Went to a BYO restaurant	WC	7078
	V%	61%
Went to a cafe for coffee or tea	IX	110
	WC	2875
Went to a cafe for coffee or tea	V%	25%
	IX	110
Went to a cafe for coffee or tea	WC	7407
	V%	64%
Went to a cafe for coffee or tea	IX	107

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a pub or hotel only for a drink	WC	2857
	V%	25%
Went to a fast food place for takeaway	IX	103
	WC	6923
Ate a meal at a fast food place	V%	60%
	IX	102
Ordered other home delivered food	WC	5534
	V%	48%
Ordered a pizza for home delivery	IX	97
	WC	2223
Ordered a pizza for home delivery	V%	19%
	IX	95
Ordered a pizza for home delivery	WC	3631
	V%	31%
Ordered a pizza for home delivery	IX	95

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.

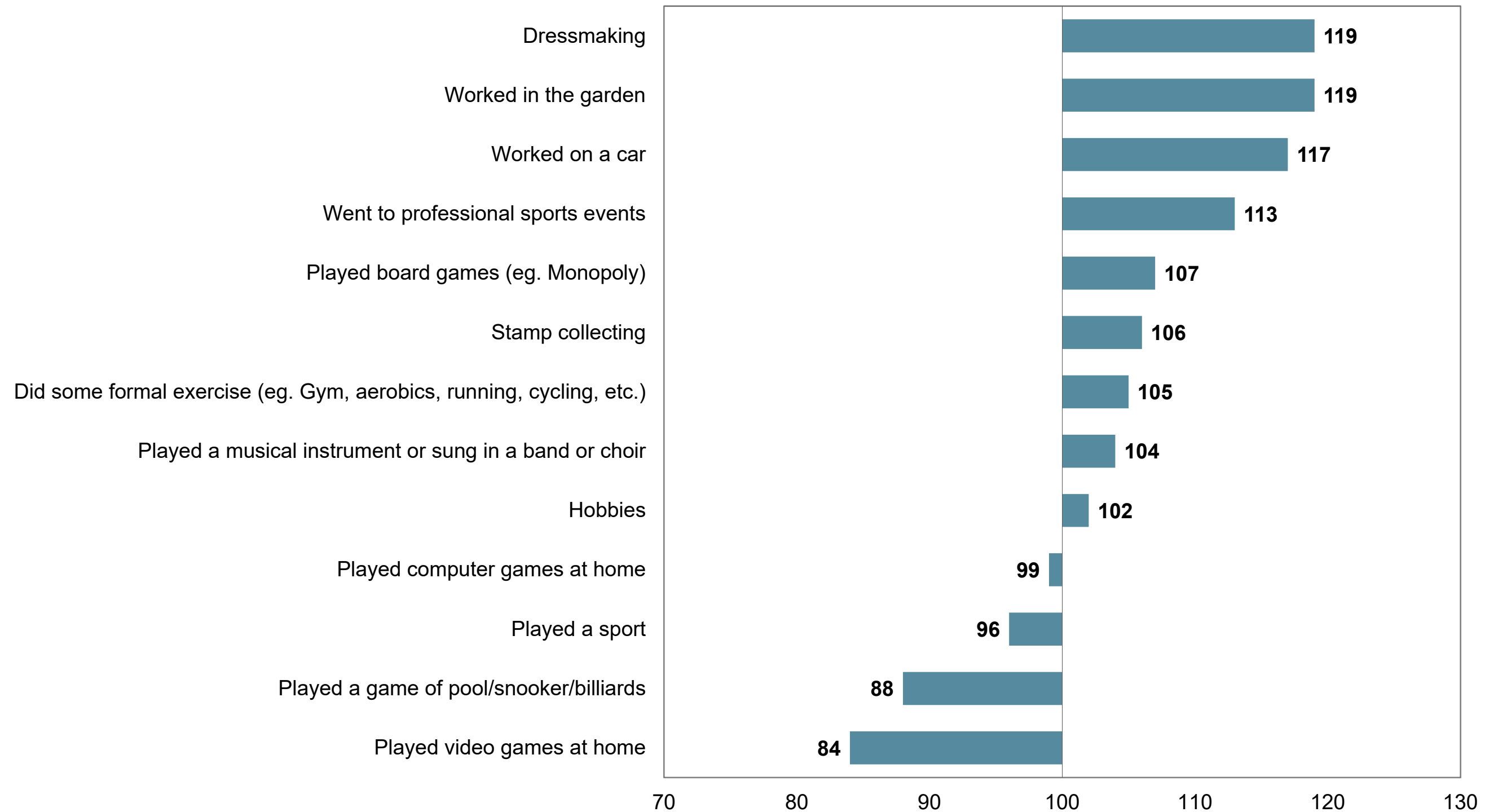
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Dressmaking	WC	888
	V%	8%
	IX	119
Worked in the garden	WC	8475
	V%	73%
	IX	119
Worked on a car	WC	2252
	V%	19%
	IX	117
Went to professional sports events	WC	1640
	V%	14%
	IX	113
Played board games (eg. Monopoly)	WC	3719
	V%	32%
	IX	107
Stamp collecting	WC	195
	V%	2%
	IX	106
Did some formal exercise (eg. Gym, aerobics, running, cycling, etc.)	WC	6220
	V%	54%
	IX	105

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Played a musical instrument or sung in a band or choir	WC	1373
	V%	12%
	IX	104
Hobbies	WC	3879
	V%	33%
	IX	102
Played computer games at home	WC	3725
	V%	32%
	IX	99
Played a sport	WC	2550
	V%	22%
	IX	96
Played a game of pool/snooker/billiards	WC	1050
	V%	9%
	IX	88
Played video games at home	WC	1948
	V%	17%
	IX	84

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.

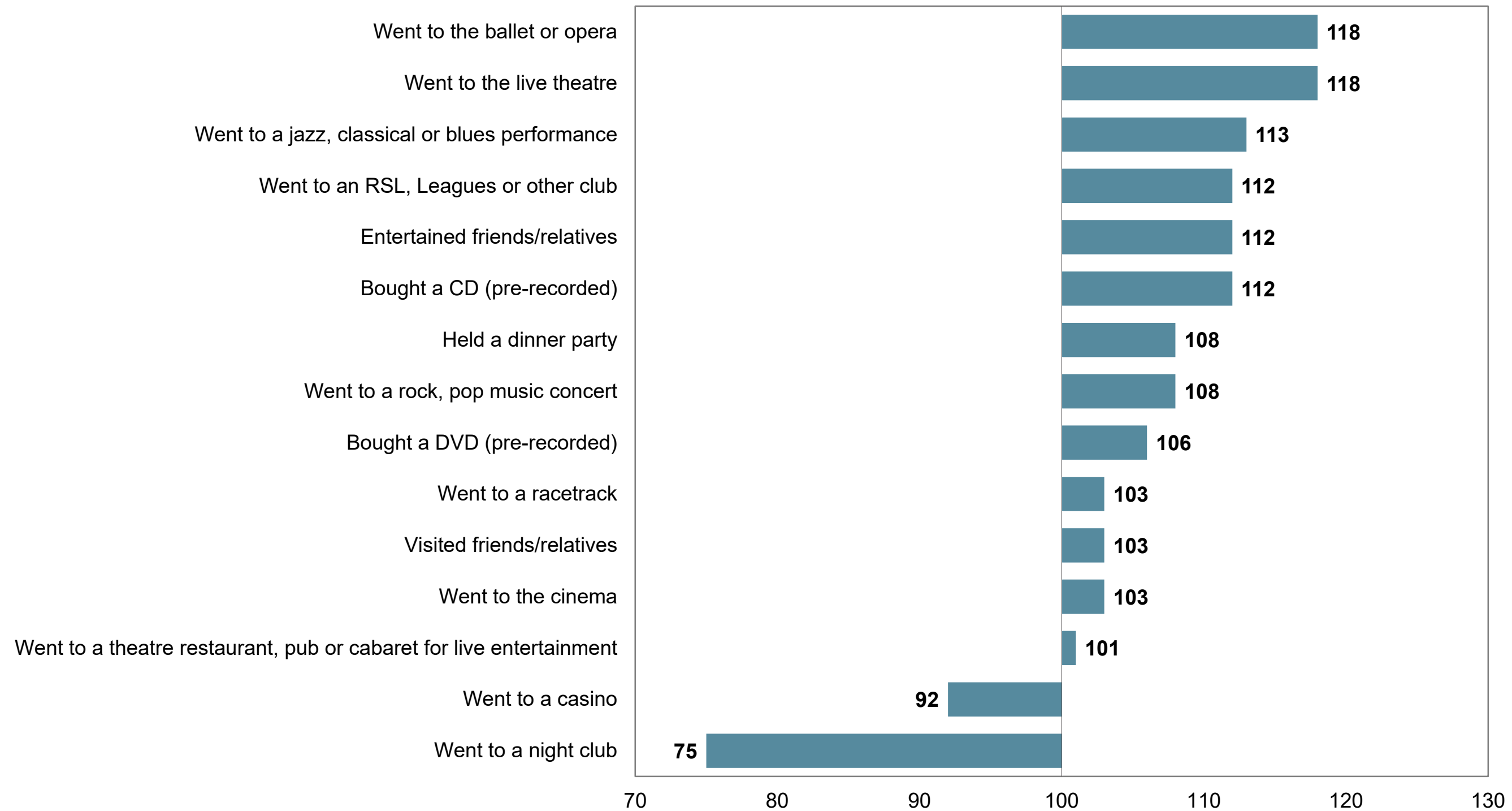
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Went to the ballet or opera	WC	431
	V%	4%
	IX	118
Went to the live theatre	WC	1917
	V%	17%
	IX	118
Went to a jazz, classical or blues performance	WC	588
	V%	5%
	IX	113
Went to an RSL, Leagues or other club	WC	3170
	V%	27%
	IX	112
Entertained friends/relatives	WC	7908
	V%	68%
	IX	112
Bought a CD (pre-recorded)	WC	1026
	V%	9%
	IX	112
Held a dinner party	WC	2864
	V%	25%
	IX	108
Went to a rock, pop music concert	WC	1389
	V%	12%
	IX	108

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Bought a DVD (pre-recorded)	WC	2009
	V%	17%
	IX	106
Went to a racetrack	WC	365
	V%	3%
	IX	103
Visited friends/relatives	WC	10092
	V%	87%
	IX	103
Went to the cinema	WC	5753
	V%	50%
	IX	103
Went to a theatre restaurant, pub or cabaret for live entertainment	WC	950
	V%	8%
	IX	101
Went to a casino	WC	647
	V%	6%
	IX	92
Went to a night club	WC	635
	V%	5%
	IX	75

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		17006
Population (000's)		11585
TV SPORTS WATCHED - SUMMARY		
Golf	WC	1150
	V%	10%
	IX	124
Motorcycle Racing	WC	891
	V%	8%
	IX	122
Horse Racing/Harness racing	WC	3436
	V%	30%
	IX	118
Swimming/Diving	WC	1451
	V%	13%
	IX	117
Lawn Bowls	WC	335
	V%	3%
	IX	117
Olympic Games	WC	5777
	V%	50%
	IX	117
Car racing	WC	3174
	V%	27%
	IX	115
Rugby Union	WC	1875
	V%	16%
	IX	114
Tennis	WC	4083
	V%	35%
	IX	113

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TV SPORTS WATCHED - SUMMARY		
Cricket (Revised Jan19)	WC	4546
	V%	39%
	IX	112
AFL (inc. AFL Womens)	WC	4740
	V%	41%
	IX	112
AFL	WC	4686
	V%	40%
	IX	112
NRL	WC	3903
	V%	34%
	IX	110
Soccer	WC	2558
	V%	22%
	IX	106
Basketball	WC	915
	V%	8%
	IX	101
Total watched sport on TV	WC	9305
	V%	80%
	IX	106

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TV SPORTS WATCHED		
AFL - Pre-season	WC	1202
	V%	10%
	IX	105
AFL - Regular season	WC	3725
	V%	32%
	IX	113
AFL - Finals	WC	3704
	V%	32%
	IX	113
AFL - Grand Final	WC	4059
	V%	35%
	IX	115
AFL - Women's (from Jan17)	WC	1695
	V%	15%
	IX	118
NRL - Regular season	WC	2377
	V%	21%
	IX	110
NRL - Finals	WC	2534
	V%	22%
	IX	109
NRL - Grand Final	WC	3023
	V%	26%
	IX	111
Rugby League NRL State of Origin	WC	3404
	V%	29%
	IX	112

CONTINUED ↓

Source: Roy Morgan July 2017 - June 2019

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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		17006
Population (000's)		11585
TV SPORTS WATCHED		
Rugby Union Super Rugby	WC	874
	V%	8%
	IX	113
Rugby Union International	WC	1278
	V%	11%
	IX	118
Rugby World Cup	WC	1483
	V%	13%
	IX	115
FIFA World Cup Soccer	WC	2125
	V%	18%
	IX	107
A-League Soccer	WC	1172
	V%	10%
	IX	109
English Premier League Soccer	WC	1040
	V%	9%
	IX	102
Other Soccer	WC	448
	V%	4%
	IX	96
American NBA basketball	WC	593
	V%	5%
	IX	95
Australian NBL basketball	WC	455
	V%	4%
	IX	111

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TV SPORTS WATCHED		
Women's basketball	WC	279
	V%	2%
	IX	110
Netball	WC	973
	V%	8%
	IX	117
American baseball	WC	285
	V%	2%
	IX	114
American football	WC	567
	V%	5%
	IX	112
Cricket - Men's Test match	WC	3681
	V%	32%
	IX	114
One Day International Men's Cricket	WC	3631
	V%	31%
	IX	114
TOTAL T20 Cricket/Big Bash League match (revised Jan19)	WC	3304
	V%	29%
	IX	113
Bathurst 1000	WC	2322
	V%	20%
	IX	122
Formula 1 car racing	WC	1537
	V%	13%
	IX	117

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TV SPORTS WATCHED		
V8 supercars	WC	1801
	V%	16%
	IX	117
Rally car racing	WC	449
	V%	4%
	IX	115
Drag racing	WC	418
	V%	4%
	IX	115
Other car racing	WC	334
	V%	3%
	IX	114
Motorcycle racing	WC	891
	V%	8%
	IX	122
Horse racing - Melbourne Cup	WC	3385
	V%	29%
	IX	119
Horse racing - Caulfield Cup	WC	1091
	V%	9%
	IX	113
Horse racing - Golden Slipper	WC	596
	V%	5%
	IX	107
Horse racing - Other	WC	707
	V%	6%
	IX	111

CONTINUED ↓

Source: Roy Morgan July 2017 - June 2019

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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		17006
Population (000's)		11585
TV SPORTS WATCHED		
Trotting (Harness racing)	WC	193
	V%	2%
	IX	108
Horse riding/Equestrian	WC	264
	V%	2%
	IX	122
Greyhound racing	WC	177
	V%	2%
	IX	100
Golf	WC	1150
	V%	10%
	IX	124
Cycling	WC	2159
	V%	19%
	IX	129
Gymnastics	WC	606
	V%	5%
	IX	114
Boxing	WC	636
	V%	5%
	IX	101

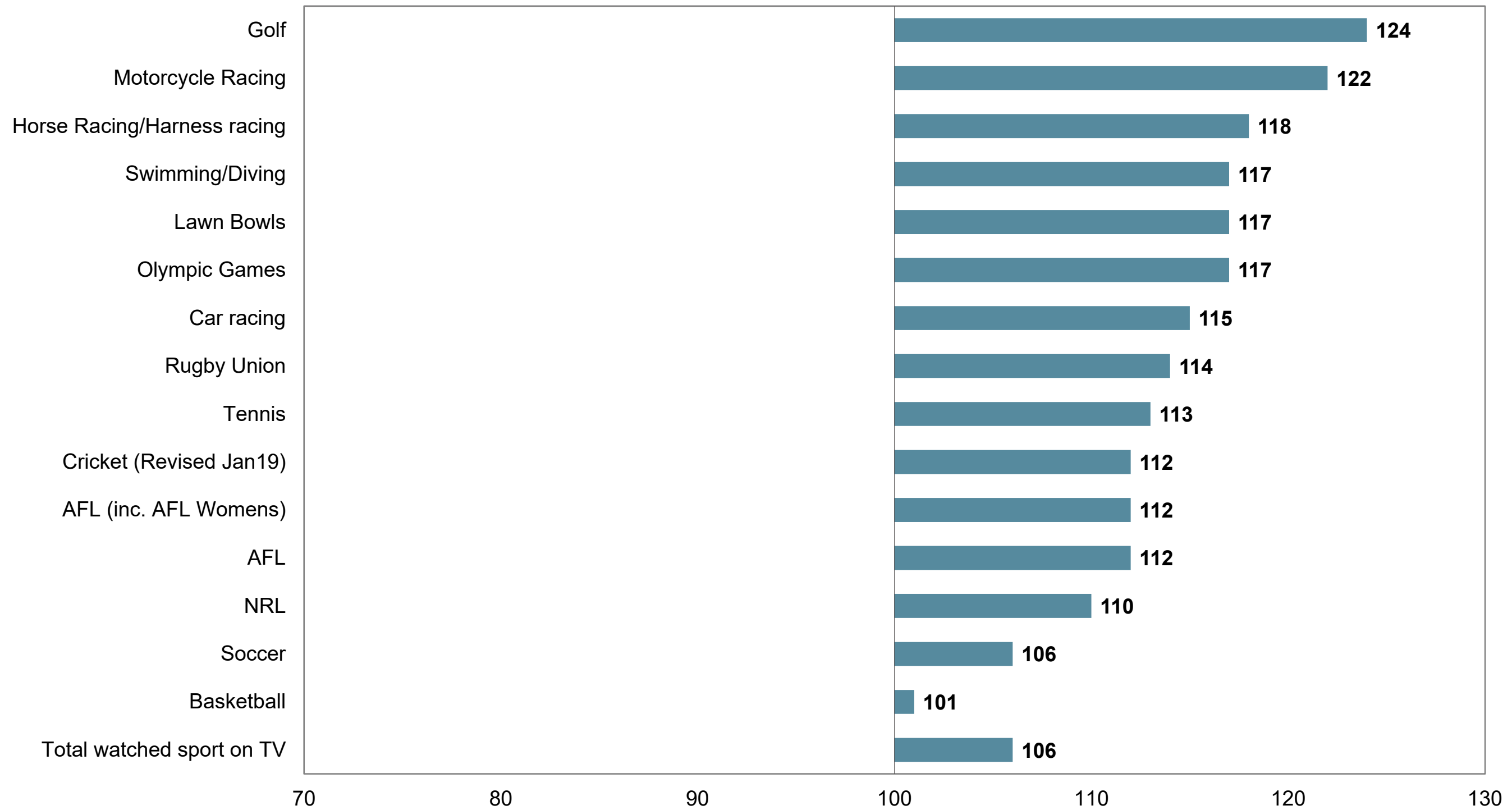
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TV SPORTS WATCHED		
Professional Wrestling (WWE)	WC	351
	V%	3%
	IX	80
IronMan/IronWoman contests	WC	313
	V%	3%
	IX	127
Athletics/Track & field	WC	633
	V%	5%
	IX	116
Lawn bowls	WC	335
	V%	3%
	IX	117
Tennis - Australian Open	WC	4015
	V%	35%
	IX	113
Other Tennis	WC	1893
	V%	16%
	IX	119
Snow skiing/Snowboarding	WC	301
	V%	3%
	IX	114

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TV SPORTS WATCHED		
Surfing	WC	592
	V%	5%
	IX	119
Sailing	WC	231
	V%	2%
	IX	123
Swimming	WC	1451
	V%	13%
	IX	117
Commonwealth Games	WC	5000
	V%	43%
	IX	114
Olympic Games	WC	5777
	V%	50%
	IX	117

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		17006
Population (000's)		11585
SPORTS PARTICIPATED IN - SUMMARY		
	WC	52
Flying (Pilot Licence)	V%	0%
	IX	128
	WC	315
Shooting	V%	3%
	IX	123
	WC	768
Winter Sports	V%	7%
	IX	117
	WC	297
Horse riding	V%	3%
	IX	116
	WC	899
Pilates	V%	8%
	IX	116
	WC	1552
Fishing	V%	13%
	IX	114
	WC	3328
Hiking/Bushwalking	V%	29%
	IX	114
	WC	4522
Outdoor Activities	V%	39%
	IX	113
	WC	4510
Water Sports	V%	39%
	IX	112

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SPORTS PARTICIPATED IN - SUMMARY		
	WC	283
Motor Sports	V%	2%
	IX	109
	WC	3393
Individual Sports	V%	29%
	IX	107
	WC	9704
Athletic Activities (inc. Walking for exercise)	V%	84%
	IX	105
	WC	762
Dancing	V%	7%
	IX	104
	WC	1391
Yoga	V%	12%
	IX	102
	WC	514
Combative Sports	V%	4%
	IX	98
	WC	1768
Team Sports	V%	15%
	IX	88
	WC	10552
Total participated in any sport/leisure activity regularly or occasionally (inc. walking)	V%	91%
	IX	104

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SPORTS PARTICIPATED IN		
	WC	610
Aerobics	V%	5%
	IX	109
	WC	2046
Cycling	V%	18%
	IX	117
	WC	475
Mountain Biking	V%	4%
	IX	124
	WC	2941
Gym/Weight training	V%	25%
	IX	104
	WC	138
Gymnastics	V%	1%
	IX	86
	WC	2258
Jogging	V%	19%
	IX	93
	WC	173
Roller blading/Skating	V%	1%
	IX	99
	WC	444
Marathons/Running	V%	4%
	IX	101
	WC	209
Athletics/Track & Field	V%	2%
	IX	79

CONTINUED ↴

Please interpret with caution as Field hockey, 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 July 2017 - June 2019

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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		17006
Population (000's)		11585
SPORTS PARTICIPATED IN		
Triathlon	WC	112
	V%	1%
	IX	99
Walking for Exercise	WC	8872
	V%	77%
	IX	106
Australian Rules football	WC	323
	V%	3%
	IX	96
Basketball	WC	456
	V%	4%
	IX	80
Cricket	WC	493
	V%	4%
	IX	89
Field hockey	WC	118
	V%	1%
	IX	100
Netball	WC	361
	V%	3%
	IX	91
Rugby League	WC	129
	V%	1%
	IX	83
Rugby Union	WC	61
	V%	1%
	IX	75

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SPORTS PARTICIPATED IN		
Soccer	WC	646
	V%	6%
	IX	81
Softball	WC	77
	V%	1%
	IX	90
Baseball	WC	59
	V%	1%
	IX	92
Volleyball	WC	195
	V%	2%
	IX	78
Golf	WC	1078
	V%	9%
	IX	126
Lawn bowls	WC	360
	V%	3%
	IX	112
Pool/Snooker/Billiards	WC	872
	V%	8%
	IX	108
Darts	WC	455
	V%	4%
	IX	107
Squash	WC	134
	V%	1%
	IX	104

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SPORTS PARTICIPATED IN		
Badminton	WC	252
	V%	2%
	IX	78
Table tennis	WC	542
	V%	5%
	IX	94
Tennis	WC	752
	V%	6%
	IX	103
Ten Pin bowling	WC	1029
	V%	9%
	IX	108
Boxing	WC	300
	V%	3%
	IX	95
Martial arts	WC	277
	V%	2%
	IX	95
Body surfing	WC	627
	V%	5%
	IX	125
Jet skiing	WC	95
	V%	1%
	IX	104
Power boating	WC	214
	V%	2%
	IX	128

CONTINUED ↴

Please interpret with caution as Field hockey, 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 July 2017 - June 2019

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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		17006
Population (000's)		11585
SPORTS PARTICIPATED IN		
Rowing	WC	202
	V%	2%
	IX	125
Windsurfing/Sailboarding	WC	24
	V%	0%
	IX	105
Sailing	WC	213
	V%	2%
	IX	130
Surfing	WC	419
	V%	4%
	IX	112
Swimming	WC	3905
	V%	34%
	IX	110
Scuba diving	WC	222
	V%	2%
	IX	122
Snorkelling/Skin diving	WC	538
	V%	5%
	IX	125
Water skiing	WC	170
	V%	1%
	IX	118
Ice/Figure skating	WC	188
	V%	2%
	IX	103
Snow skiing	WC	451
	V%	4%
	IX	126

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SPORTS PARTICIPATED IN		
Snowboarding	WC	224
	V%	2%
	IX	107
Fishing - fresh water	WC	819
	V%	7%
	IX	111
Fishing - salt water	WC	1287
	V%	11%
	IX	116
Hiking/Bushwalking	WC	3328
	V%	29%
	IX	114
Horse Riding	WC	297
	V%	3%
	IX	116
Clay/Target shooting	WC	151
	V%	1%
	IX	114
Hunting or Game Shooting	WC	221
	V%	2%
	IX	126
Archery	WC	207
	V%	2%
	IX	109
Rock climbing/Abseiling	WC	243
	V%	2%
	IX	103
Dirt biking	WC	178
	V%	2%
	IX	114

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
SPORTS PARTICIPATED IN		
Motorcycle racing	WC	69
	V%	1%
	IX	95
Motor racing	WC	81
	V%	1%
	IX	104
Ballet/Jazz/Tap/Modern dancing	WC	173
	V%	1%
	IX	93
Ballroom dancing	WC	134
	V%	1%
	IX	129
Other dancing	WC	571
	V%	5%
	IX	103
Pilates	WC	899
	V%	8%
	IX	116
Yoga	WC	1391
	V%	12%
	IX	102
Flying (Pilot Licence)	WC	52
	V%	0%
	IX	128

Please interpret with caution as Field hockey, 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.

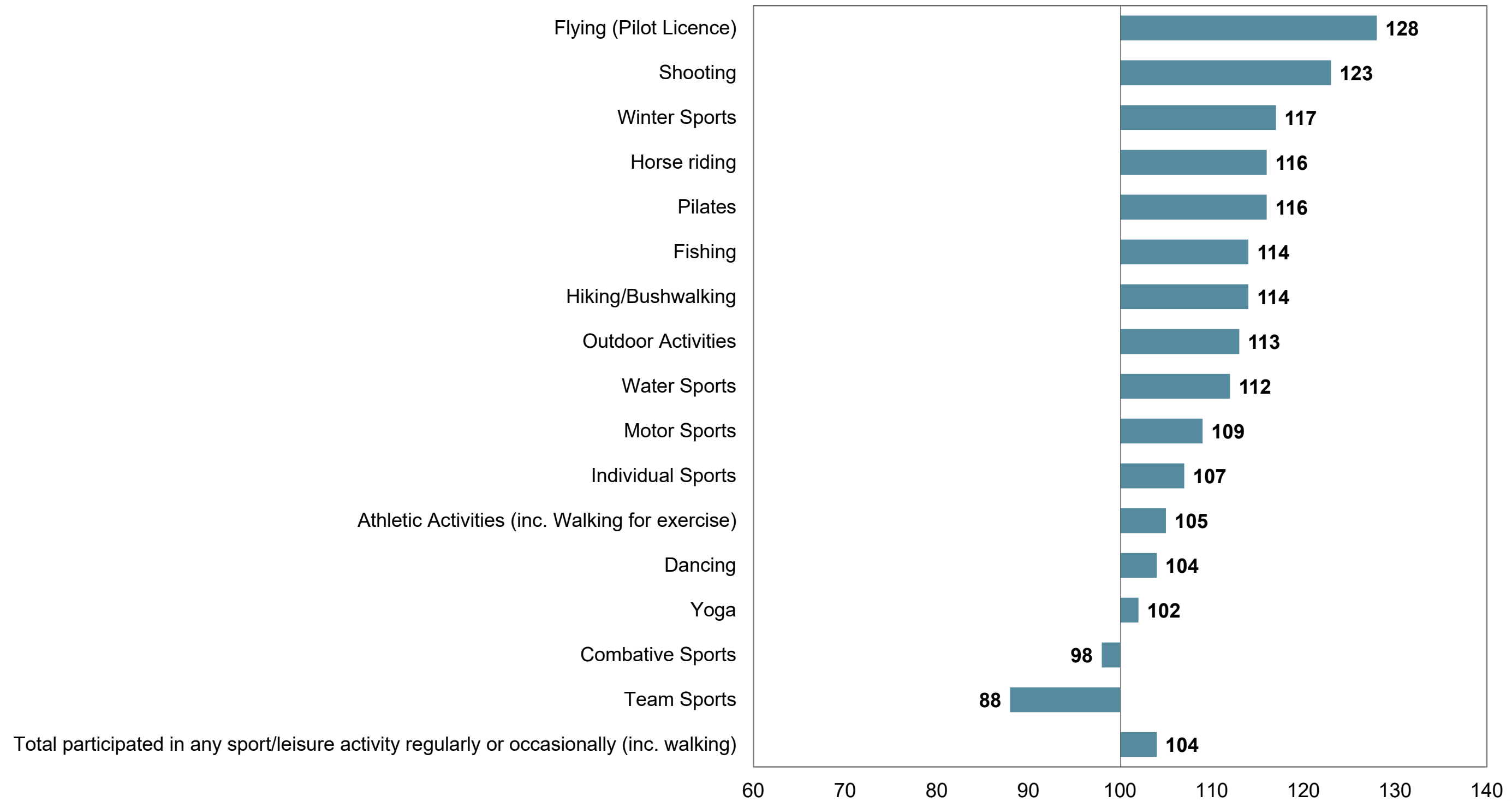
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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Media

XYZ Customers Profile

Media Usage Summary

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

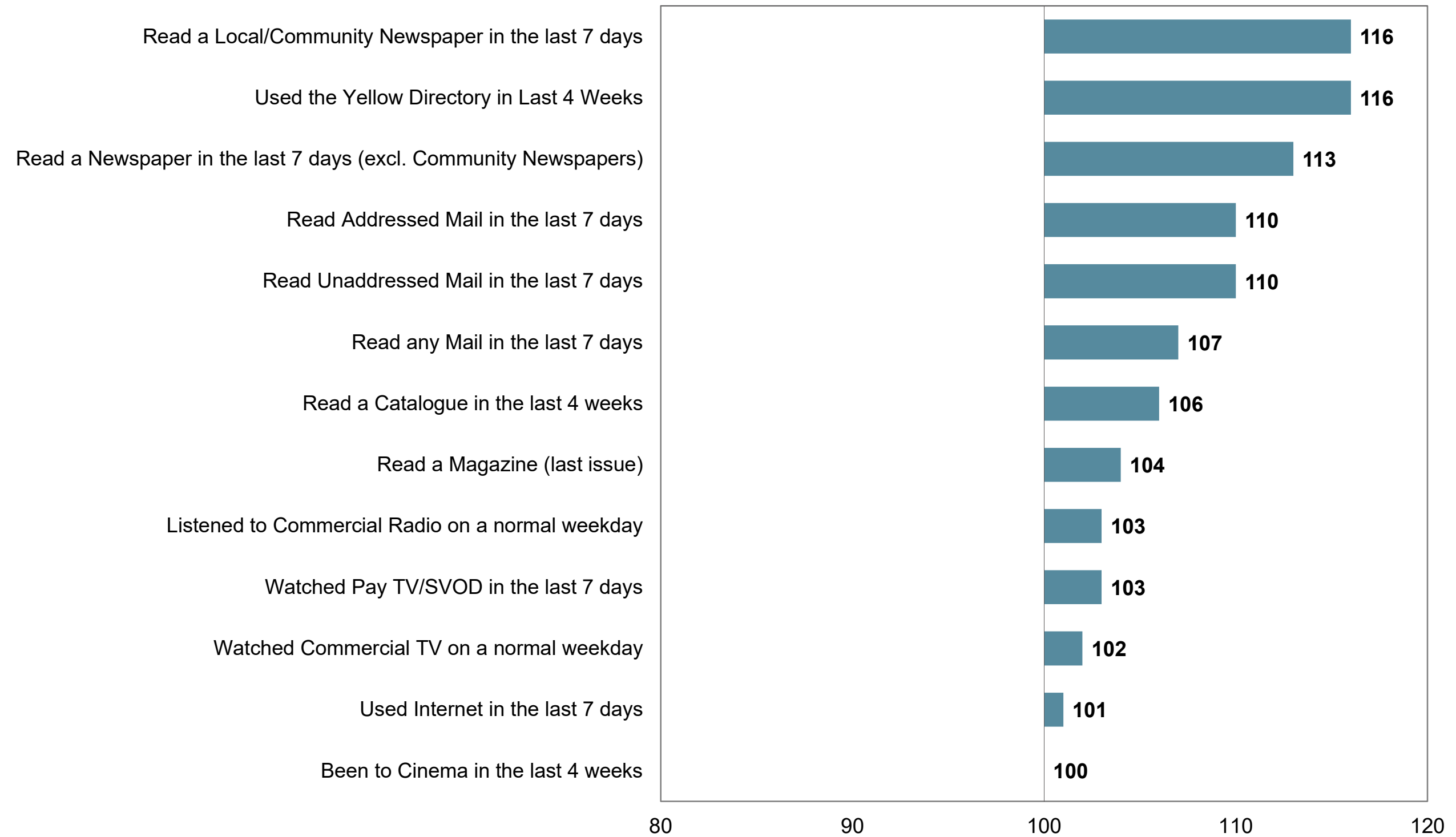
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
MEDIA USAGE SUMMARY		
Read a Local/Community Newspaper in the last 7 days	WC	3011
	V%	26%
	IX	116
Used the Yellow Directory in Last 4 Weeks	WC	1126
	V%	10%
	IX	116
Read a Newspaper in the last 7 days (excl. Community Newspapers)	WC	4964
	V%	43%
	IX	113
Read Addressed Mail in the last 7 days	WC	8371
	V%	72%
	IX	110
Read Unaddressed Mail in the last 7 days	WC	6980
	V%	60%
	IX	110
Read any Mail in the last 7 days	WC	9897
	V%	85%
	IX	107
Read a Catalogue in the last 4 weeks	WC	8283
	V%	71%
	IX	106

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
MEDIA USAGE SUMMARY		
Read a Magazine (last issue)	WC	7948
	V%	69%
	IX	104
Listened to Commercial Radio on a normal weekday	WC	7071
	V%	61%
	IX	103
Watched Pay TV/SVOD in the last 7 days	WC	4100
	V%	35%
	IX	103
Watched Commercial TV on a normal weekday	WC	9317
	V%	80%
	IX	102
Used Internet in the last 7 days	WC	11161
	V%	96%
	IX	101
Been to Cinema in the last 4 weeks	WC	3171
	V%	27%
	IX	100

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.

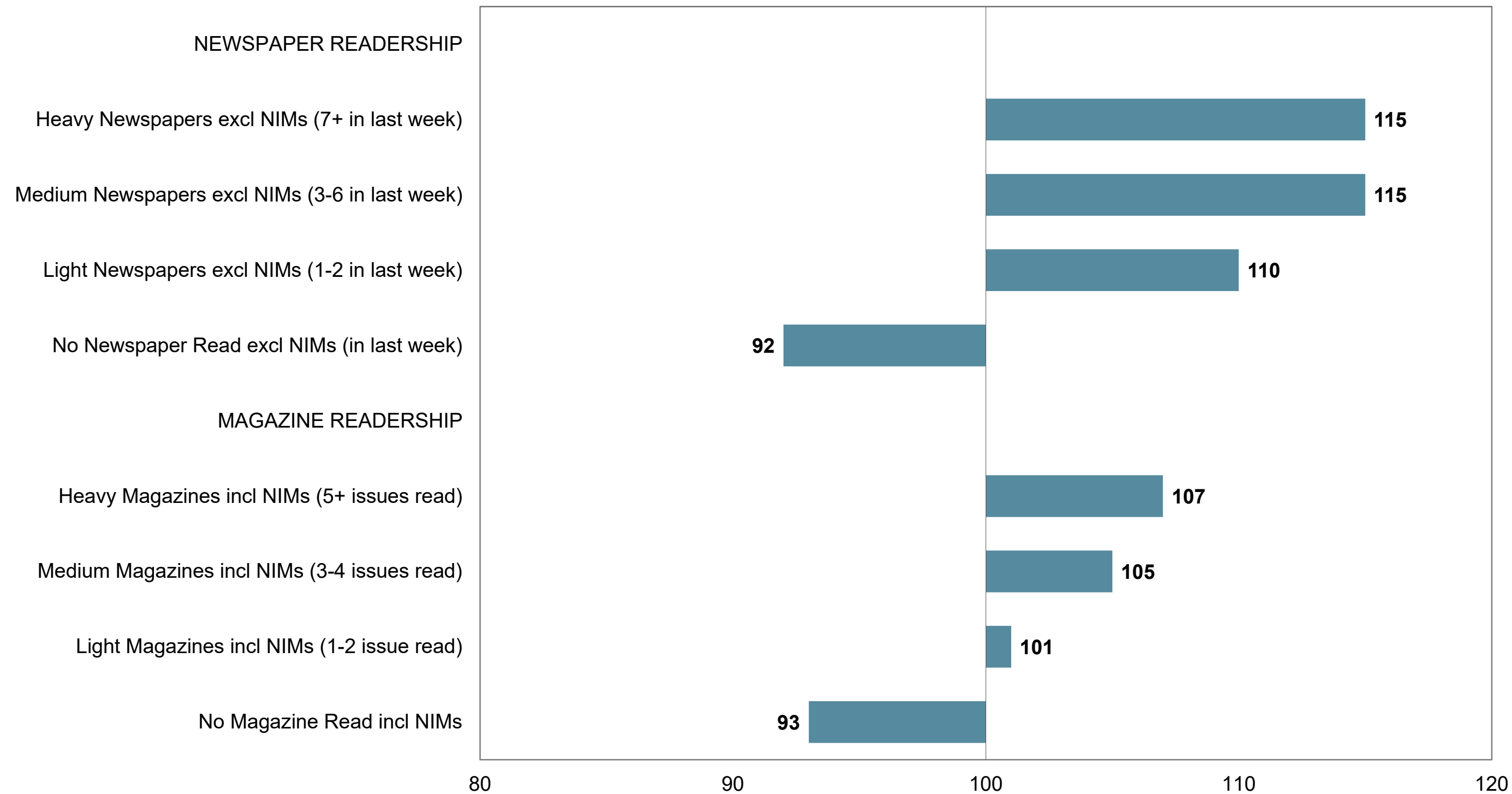
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
NEWSPAPER READERSHIP		
Heavy Newspapers excl NIMs (7+ in last week)	WC	1303
	V%	11%
	IX	115
Medium Newspapers excl NIMs (3-6 in last week)	WC	1466
	V%	13%
	IX	115
Light Newspapers excl NIMs (1-2 in last week)	WC	2195
	V%	19%
	IX	110
No Newspaper Read excl NIMs (in last week)	WC	6621
	V%	57%
	IX	92

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
MAGAZINE READERSHIP		
Heavy Magazines incl NIMs (5+ issues read)	WC	1987
	V%	17%
	IX	107
Medium Magazines incl NIMs (3-4 issues read)	WC	2153
	V%	19%
	IX	105
Light Magazines incl NIMs (1-2 issue read)	WC	3808
	V%	33%
	IX	101
No Magazine Read incl NIMs	WC	3637
	V%	31%
	IX	93

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.

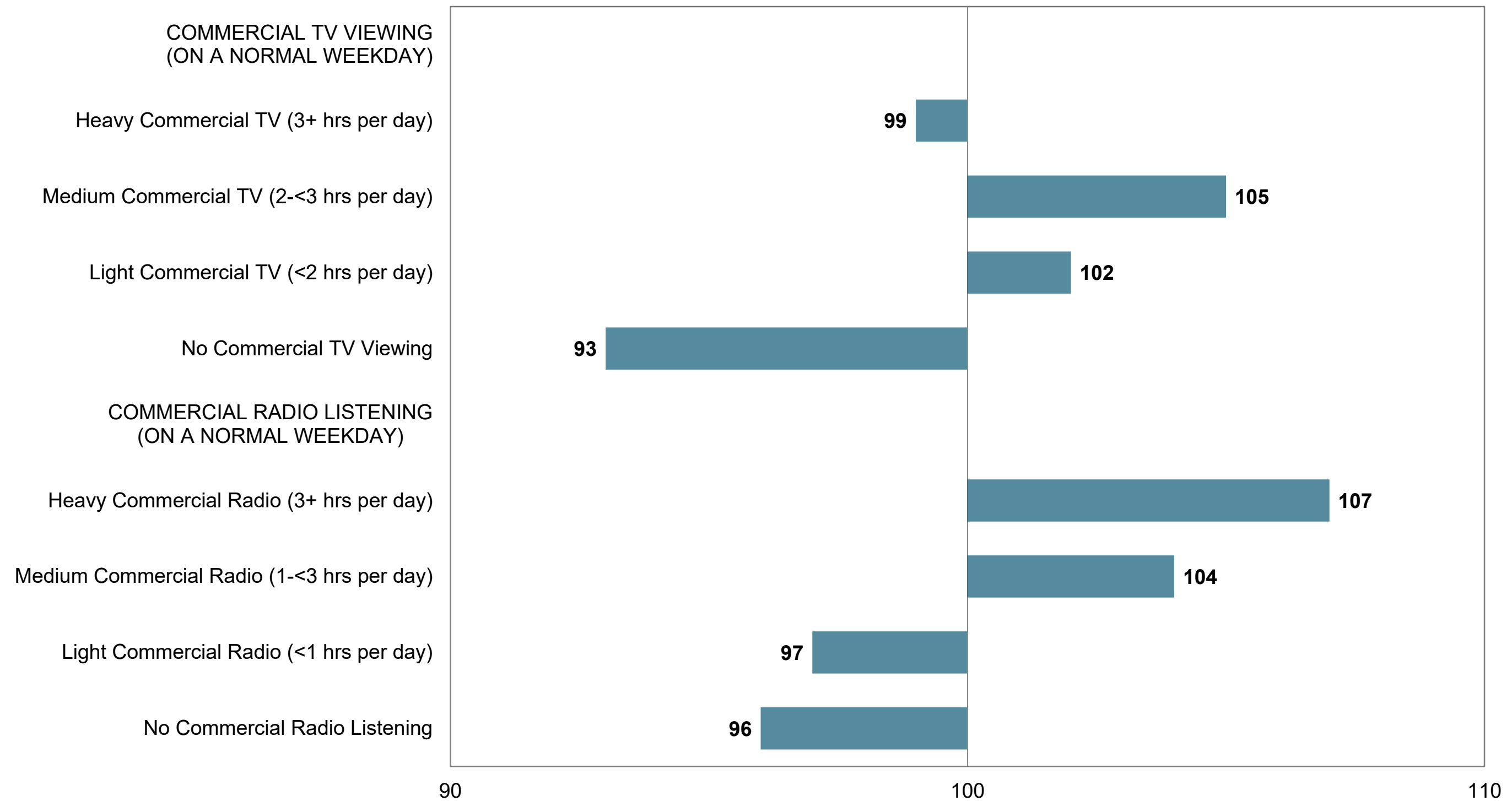
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
COMMERCIAL TV VIEWING (ON A NORMAL WEEKDAY)		
Heavy Commercial TV (3+ hrs per day)	WC	2667
	V%	23%
Medium Commercial TV (2-<3 hrs per day)	IX	99
	WC	2307
Light Commercial TV (<2 hrs per day)	V%	20%
	IX	105
No Commercial TV Viewing	WC	4344
	V%	37%
	IX	102
	WC	2268
	V%	20%
	IX	93

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
COMMERCIAL RADIO LISTENING (ON A NORMAL WEEKDAY)		
Heavy Commercial Radio (3+ hrs per day)	WC	1549
	V%	13%
Medium Commercial Radio (1-<3 hrs per day)	IX	107
	WC	3279
Light Commercial Radio (<1 hrs per day)	V%	28%
	IX	104
No Commercial Radio Listening	WC	2243
	V%	19%
	IX	97
	WC	4514
	V%	39%
	IX	96

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.

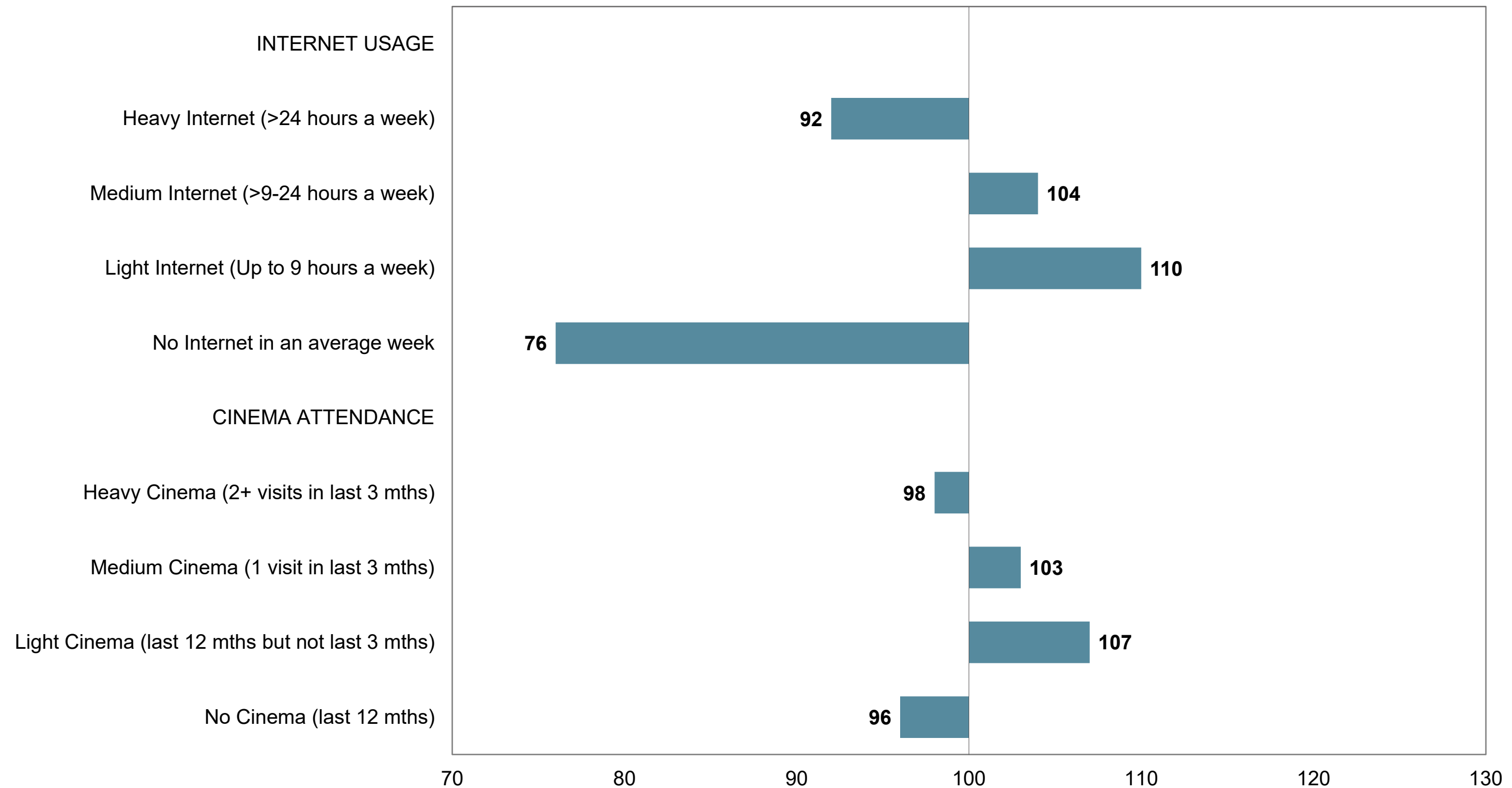
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
INTERNET USAGE		
Heavy Internet (>24 hours a week)	WC	3551
	V%	31%
Medium Internet (>9-24 hours a week)	IX	92
	WC	4120
Light Internet (Up to 9 hours a week)	V%	36%
	IX	104
No Internet in an average week	WC	3362
	V%	29%
	IX	110
	WC	553
	V%	5%
	IX	76

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
CINEMA ATTENDANCE		
Heavy Cinema (2+ visits in last 3 mths)	WC	3087
	V%	27%
Medium Cinema (1 visit in last 3 mths)	IX	98
	WC	2430
Light Cinema (last 12 mths but not last 3 mths)	V%	21%
	IX	103
No Cinema (last 12 mths)	WC	2316
	V%	20%
	IX	107
	WC	3752
	V%	32%
	IX	96

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.

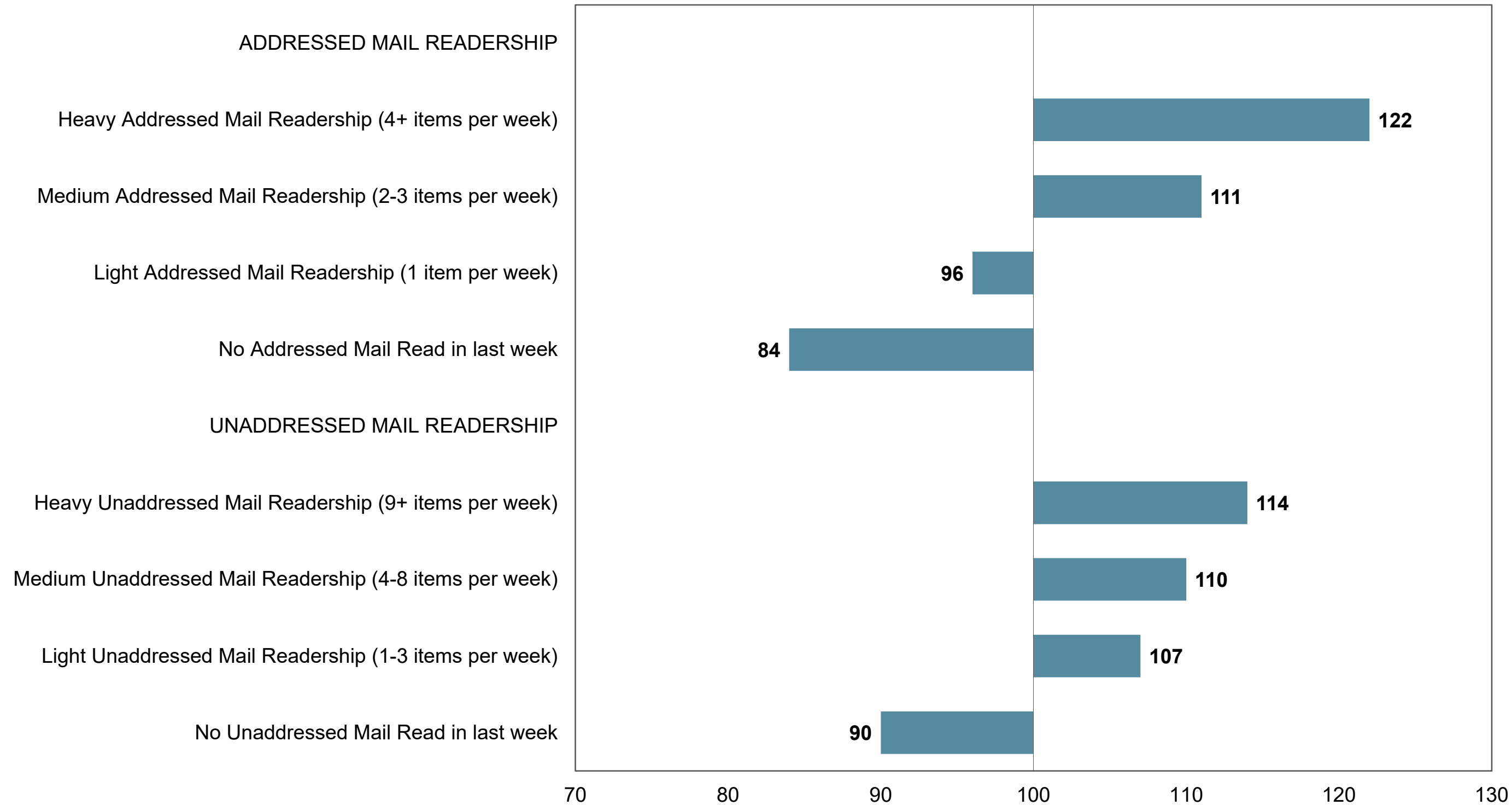
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ADDRESSED MAIL READERSHIP		
Heavy Addressed Mail Readership (4+ items per week)	WC	3214
	V%	28%
	IX	122
Medium Addressed Mail Readership (2-3 items per week)	WC	2946
	V%	25%
	IX	111
Light Addressed Mail Readership (1 item per week)	WC	2211
	V%	19%
	IX	96
No Addressed Mail Read in last week	WC	3307
	V%	29%
	IX	84

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
UNADDRESSED MAIL READERSHIP		
Heavy Unaddressed Mail Readership (9+ items per week)	WC	1561
	V%	13%
	IX	114
Medium Unaddressed Mail Readership (4-8 items per week)	WC	2330
	V%	20%
	IX	110
Light Unaddressed Mail Readership (1-3 items per week)	WC	3090
	V%	27%
	IX	107
No Unaddressed Mail Read in last week	WC	4697
	V%	41%
	IX	90

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

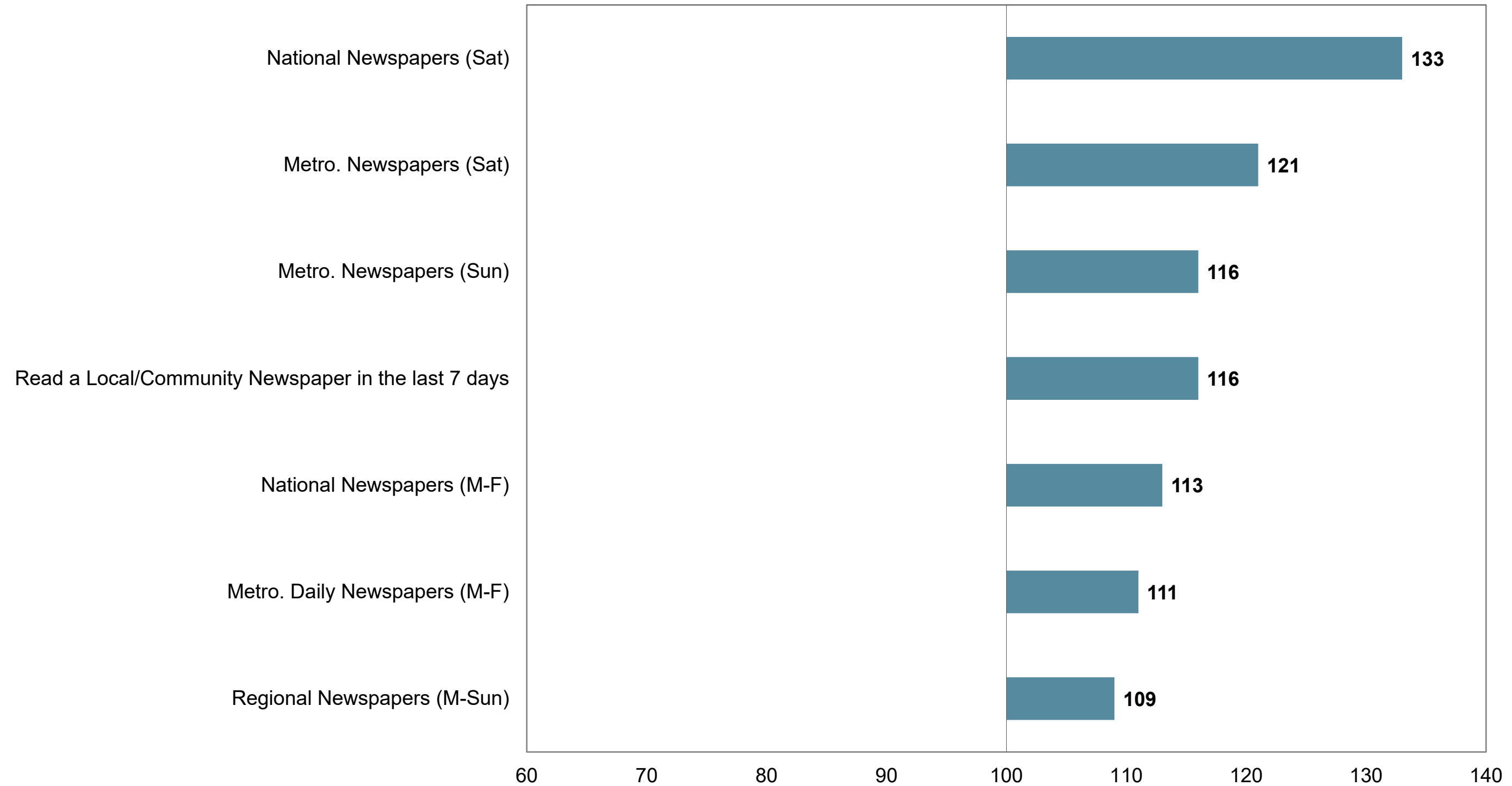
This table shows a Summary of the Type of Newspaper read by the target profile group.

XYZ Customers		
	Total Sample Size	17006
	Population (000's)	11585
TYPE OF NEWSPAPER READ		
National Newspapers (Sat)	WC	573
	V%	5%
	IX	133
Metro. Newspapers (Sat)	WC	2299
	V%	20%
	IX	121
Metro. Newspapers (Sun)	WC	2363
	V%	20%
	IX	116
Read a Local/Community Newspaper in the last 7 days	WC	3011
	V%	26%
	IX	116
National Newspapers (M-F)	WC	443
	V%	4%
	IX	113
Metro. Daily Newspapers (M-F)	WC	2604
	V%	22%
	IX	111
Regional Newspapers (M-Sun)	WC	1046
	V%	9%
	IX	109

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		17006
Population (000's)		11585
TYPE OF MAGAZINE READ		
Motorcycle Magazines	WC	106
	V%	1%
	IX	127
Business, Financial & Airline Magazines	WC	1036
	V%	9%
	IX	117
Newspaper Inserts	WC	2938
	V%	25%
	IX	116
General Interest Magazines	WC	3074
	V%	27%
	IX	116
Home & Garden Magazines	WC	1862
	V%	16%
	IX	112
Motoring Magazines	WC	590
	V%	5%
	IX	107
Any Magazine (excl Newspaper inserts)	WC	7307
	V%	63%
	IX	103

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TYPE OF MAGAZINE READ		
Women's Lifestyle Magazines	WC	472
	V%	4%
	IX	101
Food & Entertainment Magazines	WC	3814
	V%	33%
	IX	100
Music & Movies Magazines	WC	132
	V%	1%
	IX	98
Fishing Magazines	WC	162
	V%	1%
	IX	98
Sports Magazines	WC	151
	V%	1%
	IX	97
Mass Women's Magazines	WC	1786
	V%	15%
	IX	95
Health & Family Magazines	WC	784
	V%	7%
	IX	95

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TYPE OF MAGAZINE READ		
TV Magazines	WC	417
	V%	4%
	IX	91
Women's Fashion Magazines	WC	612
	V%	5%
	IX	91
Men's Lifestyle Magazines	WC	286
	V%	2%
	IX	85
Men's Magazines	WC	37
	V%	0%
	IX	80
Computing, Gaming & Info Tech Magazines	WC	219
	V%	2%
	IX	76
Women's Youth Magazines	WC	56
	V%	0%
	IX	65

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

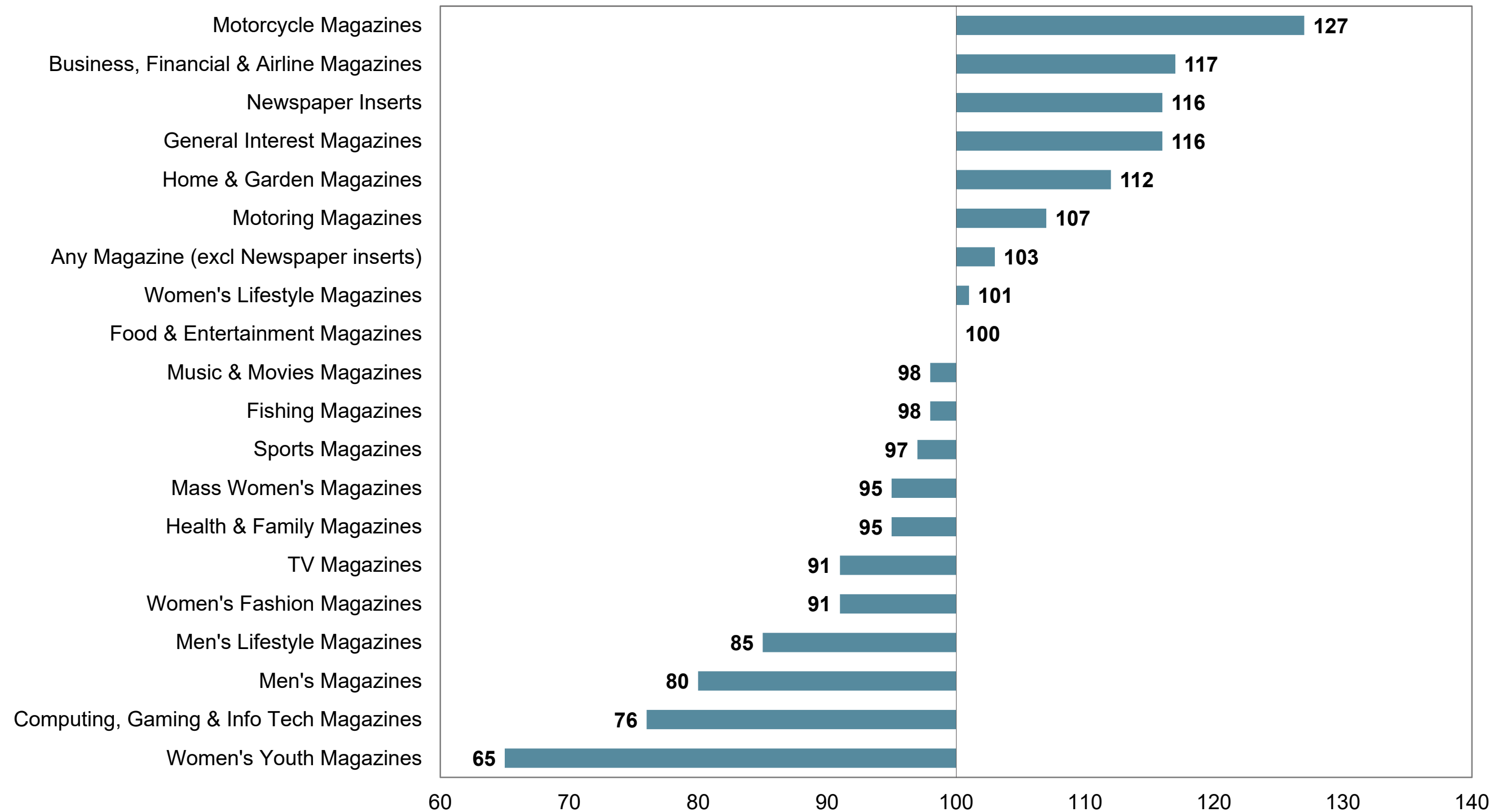
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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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.

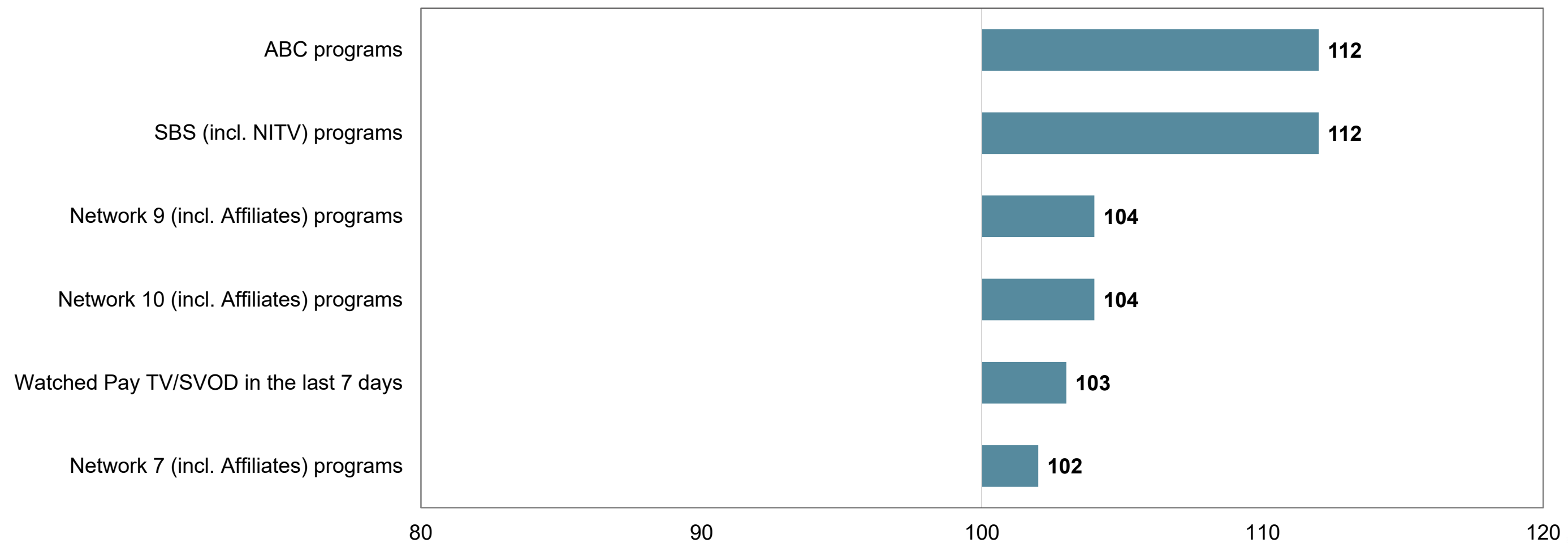
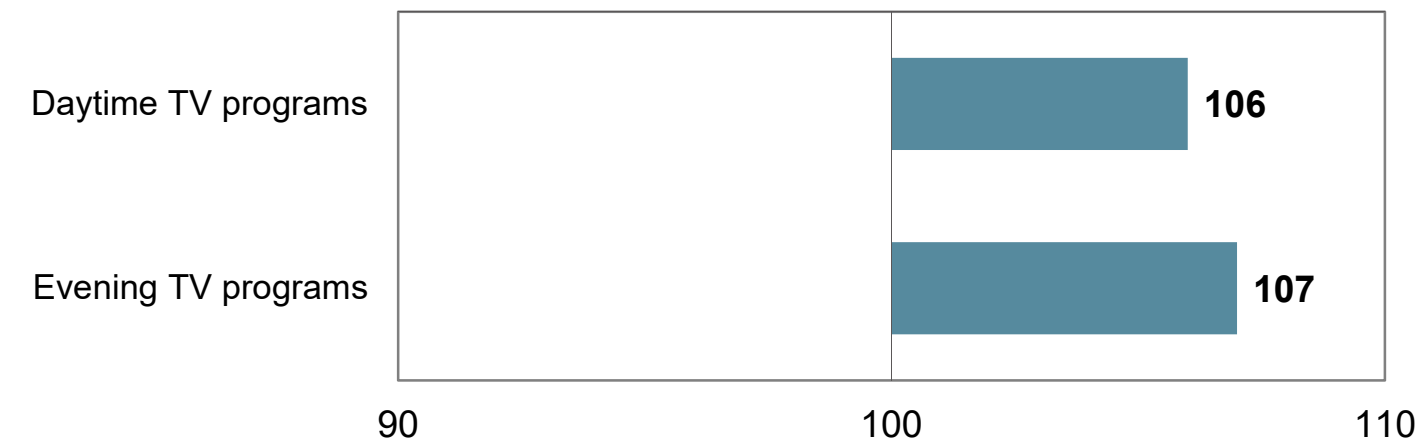
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TIME OF DAY WATCHED		
Daytime TV programs	WC	7329
	V%	63%
	IX	106
Evening TV programs	WC	9241
	V%	80%
	IX	107

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
CHANNEL OF TV SHOW WATCHED		
ABC programs	WC	6791
	V%	59%
	IX	112
SBS (incl. NITV) programs	WC	5283
	V%	46%
	IX	112
Network 9 (incl. Affiliates) programs	WC	6581
	V%	57%
	IX	104
Network 10 (incl. Affiliates) programs	WC	5031
	V%	43%
	IX	104
Watched Pay TV/SVOD in the last 7 days	WC	4100
	V%	35%
	IX	103
Network 7 (incl. Affiliates) programs	WC	6929
	V%	60%
	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		17006
Population (000's)		11585
TYPE OF TV SHOW WATCHED		
Sci-fi	WC	225
	V%	2%
	IX	128
Current Affairs	WC	4532
	V%	39%
	IX	114
Documentaries	WC	3723
	V%	32%
	IX	114
Dramas	WC	4302
	V%	37%
	IX	112
Quiz/ Game Shows	WC	4041
	V%	35%
	IX	111
Comedies	WC	3717
	V%	32%
	IX	111
Entertainment (incl. Reality TV)	WC	2403
	V%	21%
	IX	111

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
TYPE OF TV SHOW WATCHED		
Home/ Lifestyle/ Travel	WC	3732
	V%	32%
	IX	110
News	WC	7607
	V%	66%
	IX	109
Sport	WC	3703
	V%	32%
	IX	109
Reality TV	WC	4919
	V%	42%
	IX	106
Chat Shows	WC	2270
	V%	20%
	IX	105
Soaps	WC	1528
	V%	13%
	IX	96
TV Business	WC	42
	V%	0%
	IX	72

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

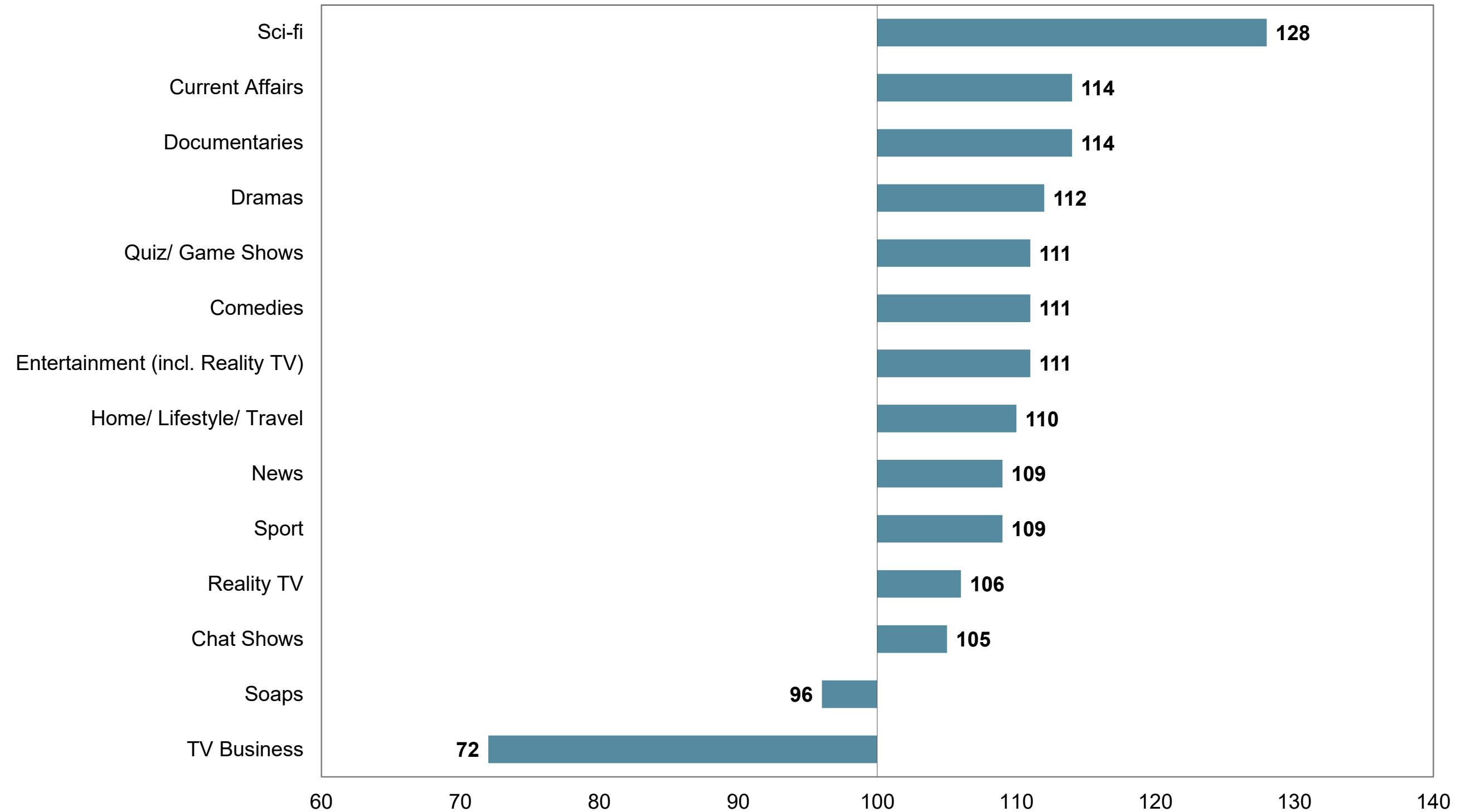
Source: Roy Morgan July 2017 - June 2019

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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 July 2017 - June 2019

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XYZ Customers Profile

Additional Insights

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

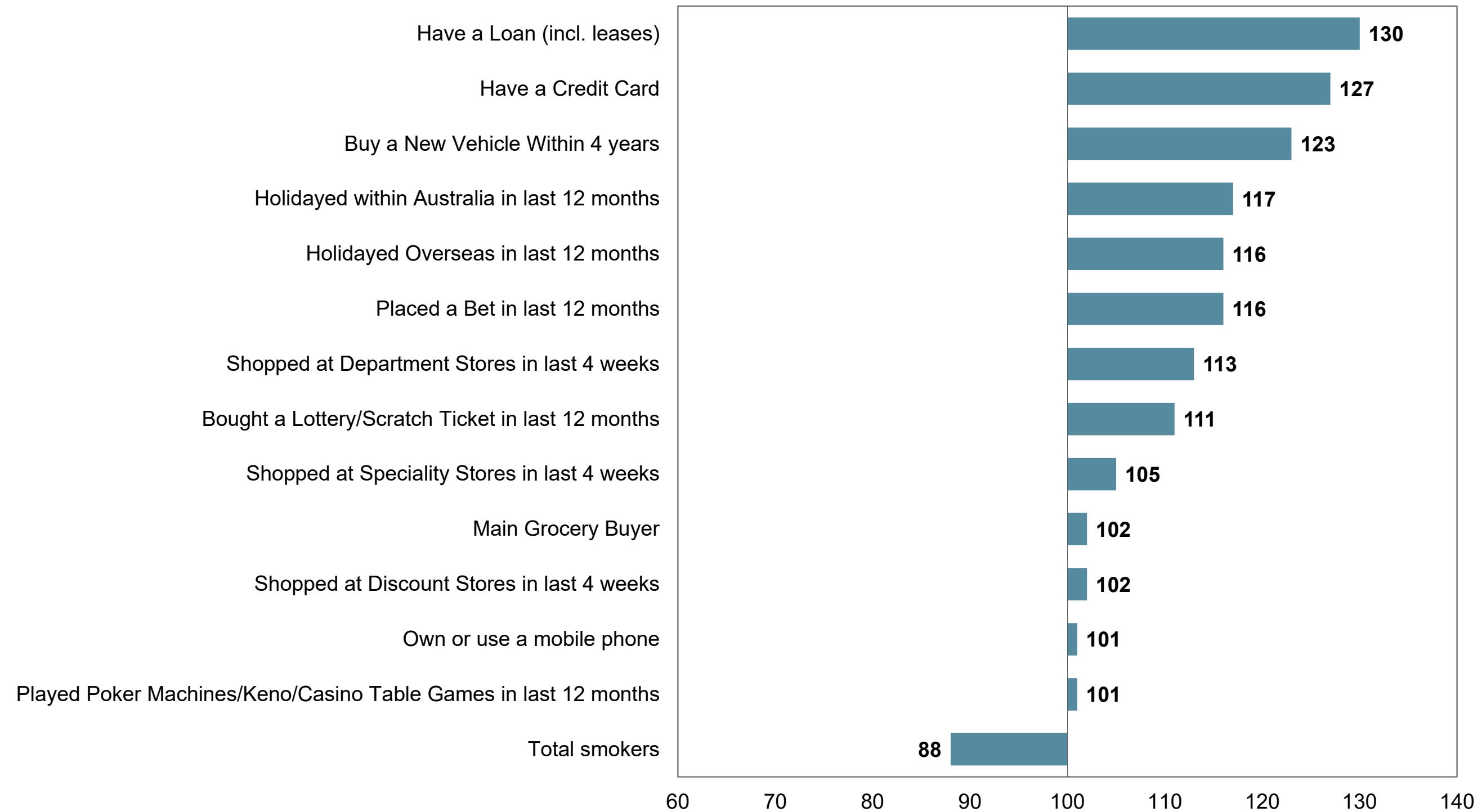
XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ADDITIONAL INSIGHTS		
Have a Loan (incl. leases)	WC	5025
	V%	43%
	IX	130
Have a Credit Card	WC	5070
	V%	44%
	IX	127
Buy a New Vehicle Within 4 years	WC	1517
	V%	13%
	IX	123
Holidayed within Australia in last 12 months	WC	8167
	V%	70%
	IX	117
Holidayed Overseas in last 12 months	WC	3600
	V%	31%
	IX	116
Placed a Bet in last 12 months	WC	2127
	V%	18%
	IX	116
Shopped at Department Stores in last 4 weeks	WC	2321
	V%	20%
	IX	113
Bought a Lottery/Scratch Ticket in last 12 months	WC	5624
	V%	49%
	IX	111

XYZ Customers		
Total Sample Size		17006
Population (000's)		11585
ADDITIONAL INSIGHTS		
Shopped at Speciality Stores in last 4 weeks	WC	10701
	V%	92%
	IX	105
Main Grocery Buyer	WC	9294
	V%	80%
	IX	102
Shopped at Discount Stores in last 4 weeks	WC	7849
	V%	68%
	IX	102
Own or use a mobile phone	WC	11276
	V%	97%
	IX	101
Played Poker Machines/Keno/Casino Table Games in last 12 months	WC	2369
	V%	20%
	IX	101
Total smokers	WC	1446
	V%	12%
	IX	88

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 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 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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Helix



100 - Leading Lifestyles

Focused on success and career and family, people in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.

101 - Bluechip

Highly educated and cultured, Bluechips enjoy the kind of privileged lifestyle envied by the average Australian. Boasting the highest income and high proportion of home ownership in the Leading Lifestyles Community, Bluechips are big spenders and live mostly in Sydney in separate houses.

105 - Visible Success

People who belong to the Visible Success Persona are focused on achievement and are very family orientated. You'll find many young parents and mid-life families among them. Most live in metro areas of Australia, clustered most significantly in Melbourne, Brisbane and Perth.

109 - Humanitarians

Humanitarians are high income, young and upcoming professionals with a firm left leaning. Highly educated and cultured, they embrace the best of city living but do so with a solid social conscience.

113 - Cultured Epicureans

Cultured Epicureans skew older than their Leading Lifestyles peers – you'll find many older householders among them, along with mid-life householders. Most of the people in this culture and food loving Persona are located in metro Melbourne and Sydney, along with a significant proportion in outer urban areas of Queensland and New South Wales.

102 - Smart Money

High income, highly educated and cultured and success focused, consumers in the Smart Money Persona enjoy sophisticated inner city living to the max. You'll find many mid-life and older households among them, living in Melbourne and Sydney, with along with a smaller cluster in Perth.

106 - Self-Made Lifestylers

High income and focused on achievement, you'll find almost all of the people who belong to the Self-Made Lifestylers Persona living in affluent suburbs of Melbourne, Sydney and Brisbane. Mostly Australian-born, this Persona consists of a mix of mid-life households, mid-life families and young parents.

110 - Worldly And Wise

This Persona sits at the higher end of the Leading Lifestyles incomes scale and boasts one of community's highest proportions of outright home ownership. Living almost exclusively in Sydney, Worldly and Wise also skews older compared to some of its counterparts in the Leading Lifestyles Community..

103 - Social Progressives

Educated, high income, intellectual and focused on success, Social Progressives are living the big city dream. A mix of young singles and couples and mid-life households, you'll find this highly progressive, civic minded Persona living in inner city areas of Sydney and Melbourne.

107 - Domestic Bliss

Domestic Bliss is highly educated and mostly Australian-born with a high proportion of home ownership amongst them. You'll find lots of mid-life householders among them, along with mid-life families and older households, living predominately in the suburbs of Sydney and Melbourne.

111 - Success Matters

Achievement is paramount for those belonging to the Success Matters Persona. These young families and young couples are highly focused on creating success and showing their achievements to the world – be it through their home, the car they drive or the designer labels they wear. You'll find about half living in metropolitan Sydney, particularly the North West, along with a smaller cluster in Melbourne.

104 - Having It All

As the name suggests, people who belong to Having It All have hit the jackpot when it comes to balancing a successful and prosperous career with family life. You'll find many young parents and mid-life families among them, along with a very high proportion of mortgage holders. You'll find them living in Sydney and Canberra, along with smaller clusters in Brisbane, Melbourne and Perth.

108 - Career Achievers

Career Achievers are highly focused on success and value demonstrating their achievements to the world. You'll find a mix of households among them, including many mid-life households along with smaller proportions of older households, young parents and mid-life families, living in Sydney and Melbourne, along with smaller clusters in Brisbane and Perth.

112 - Savvy Self Starters

You'll find a mix of household types in the Savvy Self Starters Persona including mid-life households, young parents and mid-life families. The majority is Australian born and more conservative when it comes to mindset compared to their Leading Lifestyles peers. You'll find them living in a mix of houses, townhouses and apartments in metropolitan Sydney, along with a smaller cluster in Melbourne.

Helix



200 - Metrotechs

Socially aware, successful, career focussed and culturally diverse, Metrotechs are trend and tech focused. They are committed experience seekers, willing to spend big on the best of city life and thrive on being out and about in the world.

201 - Young And Platinum

Highly educated, successful, uber-techy and intensely social, these inner-city apartment dwellers living in Sydney and Melbourne represent the purest expression of the Metrotech lifestyle and mindset.

205 - Libertarians

Libertarians are socially aware, progressive and open minded. Most are Australian born, along with a significant proportion of those born in Asia, the UK and New Zealand. A significant proportion work in the public service. They are highly educated and many are young singles, with many living in shared households. You'll find these inner city dwellers renting a mix of semis, town houses or apartment in Melbourne, along with smaller clusters in Sydney, Brisbane and Perth.

209 - Socialable Trendsetters

Sociable Trendsetters are amongst the most culturally diverse of all the Metrotechs. 4 in 10 were born in Asia, mainly from India, and around the same proportion are aged between 25-34. You'll find the majority of this child-free Persona renting an apartment in Sydney along with a smaller cluster in Melbourne.

202 - Healthy, Wealthy And Wise

Healthy, Wealthy & Wise are young singles & couples, highly educated and high income, driven by the desire for an exciting life. Career focused and socially aware, you'll find the majority living in Sydney in apartments.

206- Fit and Fab

Fad loving and tech-oriented, Fit and Fab are amongst the youngest of the Metrotechs. One in 3 are aged 14-24, and close to half are currently students and either living in shared households in inner city Sydney and Melbourne or with their parents.

210 - Academic Optimists

Academic Optimists are the youngest of the Metrotechs and the most culturally diverse. Highly optimistic, more than half are Asian-born students – mainly from China – living in shared households. You'll find most renting an apartments in Sydney and Melbourne.

203 - Culture Leaders

Cultural Leaders are one of the most highly educated of all the Personas in the Metrotech Community. They have a passion for culture and tend to avoid mainstream media. You'll find the majority of this persona living in Sydney, mostly renting apartments.

207 - Seasoned Lifestylers

Seasoned Lifestylers skew older than most of their Metrotech counterparts – more than half are midlife families, midlife households and older households – embracing the Metrotech lifestyle and mindset to the fullest. You'll mostly find them living in separate houses in Melbourne and Sydney.

204 - High Life

High Life are highly techy, culture and nightlife loving young singles and couples, many living in shared households in Melbourne and Sydney, along with smaller clusters in Brisbane and Perth.

208 - Future Focus

A mix of singles and young families, the Future Focus Persona intend on working hard to build the foundation for a successful life. You'll find them living in apartments in Melbourne, Perth and Brisbane.

Helix



300 - Aspirational

Driven by dreams of a big future, Aspirational are highly ambitious and culturally diverse up-and-comers. Careful spenders, they're working hard today to create a more successful tomorrow.

301 - Savvy Shoppers

Savvy Shoppers are high income, well educated, highly aspirational families living in outer urban areas in Queensland and Western Australia in separate houses. You'll find many young parents among them, focused on creating a successful future for their children.

304 - Lifestyle Seekers

Lifestyle Seekers Persona are well educated and more progressive and socially aware than most of their Aspirational community counterparts. They also skew older – 4 in 10 are 50+. You'll find Lifestyle Seekers clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas in QLD.

307- Young And Platinum

Experience Seekers include a high proportion of young people – teenagers still living at home with their parents and young adults taking their first steps to independence by living out of home. They are culturally diverse, just under half were born in Australia. Most of those born overseas hail from India and other parts of Asia (excluding China).

302 - Getting Ahead

Getting Ahead are culturally diverse young families focused on creating a prosperous life in their new home. More than half were born overseas, mainly Asia. They mostly live in Melbourne, along with smaller clusters in Sydney and Perth.

305 - Trend Hunters

Trend Hunters are amongst the youngest and most culturally diverse of all the Aspirational. Half were born in Asia, a mix of China, India and other parts of Asia, while 8 in 10 are aged under 35. You'll find them living exclusively in Sydney, renting apartments with a significant proportion living in shared households.

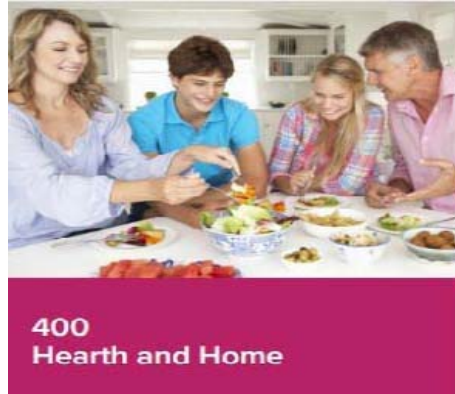
303 - Prosperous Future

Prosperous Future are well educated families focused on accumulating wealth. They're also techy, with many early adopters among them. They're focused on tomorrow and live in a mix of metro, rural and outer urban areas, clustered most significantly in Queensland, Western Australia and the Northern Territory, living in separate houses.

306 - Fad-Tastic

Fad-tastic are amongst the youngest of the Aspirational Community – three quarters are aged under 35. More than half were born in Australia, with the rest a diverse mix of those born in Europe, New Zealand, India and other parts of Asia. You'll find most living in Brisbane, along with smaller clusters in Sydney and Melbourne.

Helix



400 - Hearth And Home

Closest to the average Australian, life revolves around the home for these contented Australians who embrace conventional family life. Perennial home improvers, they see their homes as an expression of their status and achievements.world.

401 - Home Improvers

Life revolves around the home for Home Improvers, who are very house proud and see their homes as a symbol of their status and achievements in life. They are likely to be midlife family and midlife householders, living in a mix of metro and outer urban areas, clustered most significantly in New South Wales, Queensland and Victoria.

404 - Traditional Values

Traditional Values are house proud and conservative minded older Australians – many are aged 65+ and already retired. You'll find most living in regional New South Wales and Queensland, living in separate houses.

407 - House Proud

As the name suggests, people belonging to the House Proud Persona are focused on home and are perennial home improvers. You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.

402 - Working Hard

Working Hard are young families making their way in life, focused on the kids and home life. Juggling a mortgage and the financial demands of a big family household, people belonging to this Persona are clustered most significantly in Queensland, on the Gold Coast and Brisbane, and New South Wales in the Outer West and South West.

405 - Safe And Secure

Safe and Secure are busy young parents and midlife families, along with some single parents, focused on building security and paying off the mortgage. You'll find them clustered most significantly in the outer suburbs of Queensland and Victoria.

408 - Cautious Conservatives

Traditional and wary of change, Cautious Conservatives are amongst the oldest in the 400 Hearth and Home Community. The majority are 50+, including many already retired. The great majority are Australian born, living mainly in country areas of New South Wales and Victoria.

403 - Rustic Heartland

The majority of people belonging to Rustic Heartland Persona live in rural Australia and are traditional when it comes to their values. They are likely to be older – around half are aged 50+ and many are already retired. You'll find them living in New South Wales, Queensland and Victoria.

406 - Building Security

Building Security is the most culturally diverse persona in the 400 Hearth and Home Community – half were born overseas, including a significant proportion from India and other parts of Asia (excluding China), as well as the Middle East. Among them you'll find many young parents and young adults living with their parents, residing in the outer suburbs of Sydney and Melbourne.

409 - Relaxed Living

Relaxed Living enjoy the fruits of a successful life. Socially aware and engaged in arts and culture, the majority are aged 50+ and many are already retired. You'll find them living in rural areas of Victoria and New South Wales.

Helix



500 - Doing Fine

Modest but contented, people in the Doing Fine Community are happily making their way through life and value simple pleasures. Price sensitive and light spenders, they take a pragmatic approach to what they buy.

501 - Making Ends Meet

Making Ends Meet are predominately Australian born young parents, who love shopping and getting out and about. You'll find them renting separate houses in Brisbane and on the Gold Coast.

504 - Home Entertainment

Life revolves around the home for this mostly Australian born tech and entertainment focused Persona. You'll find a mix of house ages and household types among them, spread evenly between city and country areas of Victoria, Queensland and New South Wales.

507 - Active Living

Active Social are likely to be Australian born and aged 50+ and more than 1 in 3 are already retired. However, retirement from work doesn't mean retirement from life – people in this Persona are still highly social and love getting out and about. You'll find them living in a mix of metro and regional areas of Victoria, New South Wales and Queensland.

502 - Tech Life

Tech Life are tech & trend loving young singles living with their parents, young couples and young parents. 3 in 10 were born in Asia – India and other parts of Asia rather than China. You'll find them living in suburban Sydney and Melbourne.

505 - Faith And Wellbeing

Faith and Wellbeing are optimistic young singles and couples renting in Sydney, with many still studying and living in shared households. It is the most culturally diverse Persona in the Doing Fine Community – close to 8 in 10 were born overseas, with more than half from Asia – mainly India and other parts of Asia, rather than China.

508 - Frugal Living

Frugal Living is the oldest Persona in the Doing Fine Community – just over half are aged 65 and over. Life revolves around the home for these contented older householders, who are enjoying their retirement years. Many live alone and you'll find them residing in rural and outer urban areas of New South Wales, Victoria and Queensland.

503 - Fun First

Fun First are sport loving and fun loving young singles, living it up and enjoying life. You'll find many live in shared households in metro and country areas of Queensland, Western Australia and New South Wales, in a mix of apartments, separate houses and townhouses.

506 - Making The Rent

Along with traditionally minded young couples and young parents, in Making the Rent you'll find some young singles – many still studying and living with their parents. It is one of the most culturally diverse Personas in the Doing Fine Community, with around half born overseas. You'll find them living mostly in metro Melbourne and Sydney.

Helix



600 - Fair Go

Struggling to make ends meet, looking for a better deal in life, making the best of things or simply pessimistic, cynical and likely to feel they get a raw deal out of life; the Fair Go community are lower income Australians.

601 - Simple Living

The Simple Living Persona includes a mix of ages and household types, including many mid-life householders. Almost all are Australian born and you'll find them living in country areas of New South Wales, Victoria and Queensland in separate houses.

604 - Budget Living

Budget Living is comprised of midlife families with teens and young adults still at home with their parents, along with some single parents. You'll find them living in Northern Territory, North Western Queensland and the western suburbs of Sydney, surviving on a modest single income.

607 - Raw Deal

A mix of household types, including those living alone and single parents, Raw Deal face the most difficult circumstances in the Fair Go Community. This Persona has the lowest income and the greatest proportion of those not employed. You'll find them in Sydney, Brisbane and Melbourne.

602 - Tough Times

You'll find many young parents and single parents in Doing it Tough. They face significant challenges in life – around half are not employed and they survive off a low household income. You'll find them living in most states across Australia, clustered most significantly in metro and outer urban New South Wales and Queensland.

605 - Filling Time

Filling Time is comprised of young singles and couples living it up in North Eastern NSW and coastal areas of Queensland, living in a mix of separate houses, semis and townhouses. You'll also find some single parents and people living alone among them.

603 - Quiet Home Life

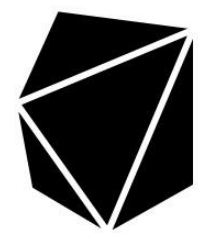
You'll find many older householders in the Quiet Home Life Persona – more than half are aged 50+, along with some single-person households and single parents among them, living a modest lifestyle in and around large regional cities and coastal towns in New South Wales, Queensland and Victoria.

606 - Basic Lifestyle

Basic Lifestyle are low-income, Australian born older householders, many living alone or already retired, along with some single parents. You'll find them living in outer urban and rural New South Wales, Victoria and Queensland, in separate houses.

How We Collect and Process Single Source Data in Australia

Australia 2019



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About Roy Morgan

Roy Morgan is the largest and longest established Australian market research company, with over seventy-five 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 has conducted the National Readership Survey in Australia since 1974.

In 1988 Roy Morgan embarked on a program of international expansion with a view to making Single Source a leading global source of relevant quality information. Roy Morgan'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.

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). Interviews are conducted face to face in people's homes using computer assisted personal interviewing (CAPI) 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. Each week the CAPI Establishment Survey is synchronised to interviewers over the 3G wireless network.

Responses

An Australia-wide sample is selected from 514 sampling areas of approximately equal population size. Door to door interviewing is conducted each weekend with all 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 their 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 500,000 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.

Sampling Plan	
Sample Size	• n=50,000 pa • n=1,000 per week
Coverage	• 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 • 58 specific readership strata • All major community and regional newspaper distribution areas • All major shopping centre catchment areas • All Federal Electorates
Schedule/Timing	• Weekly • 50 weeks per year • Calls made during the day on Saturday and Sunday • Up to 3 reminder / audit calls
Household	• People 14+ • Private households • Individual selection – youngest person at home • Specific procedures for apartment dwellers • Auditing 50% to 75% of all interviews
Sampling	• 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	• Monthly by: - Area - Age - Sex - Household size • Source: ABS
* Telephone interviewing: one in five effective contacts results in an interview.	

Processing	
Establishment Survey	• All material printed in Melbourne office • Interviews are conducted face to face in people's homes 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	• Experienced CAPI face to face Interviewers • 75% of interviews conducted by Interviewers with more than 12 months experience • Fully briefed • Confidentiality agreements • 50% to 75% of interviews audited by telephone • Weekly and monthly reports on Interviewer Performance from Field Management and Quality Systems
Self-Completion Material (SCM)	• 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	• 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	• 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) - 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	• 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 and Colin Benjamin of the Horizons Network

Survey Content

Establishment Survey n=50,000	Self-Completion Material n=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

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Data Accuracy






A compilation of examples






Australia - June 2018













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Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Country of Birth	Australia - 67.1% Asia - 12.6% Canada - 0.2% Greece - 0.5% Italy - 1.0% New Zealand - 2.7% United Kingdom - 5.8% USA - 0.4% Other - 9.7% (Aged 15+) Australian Bureau of Statistics August 2016 Census	Australia - 69.9% Asia - 13.3% Canada - 0.3% Greece - 0.2% Italy - 0.4% New Zealand - 2.9% United Kingdom - 5.7% USA - 0.5% Other - 6.8% (Aged 15+) 6 months to June 2018
	Labour Force (Employed or Looking for work)	13.3 million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2018	13.4 million (Aged 15+) Qtr to June 2018
	Labour Force Participation Rate	65.7% (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2018	65.7% Qtr to June 2018
	Place of Usual residence - Number of Years Lived at Current Address	1 year or more - 83% (Aged 1+) 5 years or more - 57% (Aged 5+) Australian Bureau of Statistics August 2016 Census	1 year or more - 84% 5 years or more - 57% 12 months to June 2018
	Percentage of People Who Earn \$3,000 or More Per Week	4.2% (Aged 20-64) Australian Bureau of Statistics August 2016 Census	4.2% (Aged 20-64) 12 months to September 2016







Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Average Household Income (Annualised)	\$83,085 (Aged 15+) Australian Bureau of Statistics August 2016 Census	\$89,700 (Aged 15+) Qtr to June 2018
	Average Weekly Income - Total Employed (Annualised)	Total - \$63,996 Male - \$75,764 Female - \$52,530 Australian Bureau of Statistics Catalogue No. 6306.0 May 2016	Total - \$66,670 Male - \$75,770 Female - \$56,370 12 months to June 2018
	Educational Attainment - Tertiary Degree or Higher	4.9* million (Aged 15-74) Australian Bureau of Statistics Catalogue No. 6227.0 May 2017 (*Note: Highest Qualification Completed)	6.3* million (Aged 15-74) Qtr to June 2018 (*Note: Highest Qualification Reached)
	Now Studying - Secondary School	1.1 million (Age 14+) Australian Bureau of Statistics Catalogue No. 4221.0 2017	1.1 million Qtr to June 2018
	Superannuation Assets Held	\$2,711 billion Australian Prudential Regulation Authority (APRA) Qtr to June 2018	\$2,629 billion Qtr to June 2018

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Population with Private Health Insurance Total Have Hospital Cover	46% (Aged 14+) Australian Prudential Regulation Authority June 2018	47% May/June 2018
	Internet Users	16.6 million users* (Aged 15+) Australian Bureau of Statistics Catalogue No. 8146.0 12 months to June 2017 (*Note: Who accessed the Internet in the last three months)	16.9 million users* (Aged 15+) 12 months to June 2018 (*Note: Who did one or more internet activities online in the last 4 weeks)
	Percentage of Persons Purchasing or Ordering Goods or Services via the Internet for Private Use in the last 3 months (% of Population)	63% (Aged 15+) Australian Bureau of Statistics Catalogue No. 8146.0 12 months to June 2017	62% (Aged 15+) 12 months to June 2018
	Households with Internet Connection (Household Penetration)	86% Australian Bureau of Statistics Catalogue No. 8146.0 12 months to June 2017	87% 12 months to June 2018
	Cinema Attendance - Annual Visits	85.0 million Motion Picture Distributors Association of Australia 12 months to December 2017	94.6 million 12 months to June 2018 (87.6 million - 12 months to December 2017)

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Smoking Incidence	16.0% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2015	16.1% (Aged 18+) 12 months to June 2018
	Alcohol Consumption (Drunk Alcohol in the last 7 days)	58% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2015	58% (Aged 18+) 12 months to June 2018
	Number of Registered Vehicles (Passenger and Light Commercial Vehicles)	17.5* million Motor Vehicle Census Australian Bureau of Statistics Catalogue No. 9309.0 January 2018 (*Note: Registered Vehicles)	17.5* million 12 months to June 2018 (*Note: Vehicles in the Household)
	Total Have a Smartphone as main mobile phone (Household Penetration)	84% Australian Video Viewing Report Q4, 2017	82% Qtr to June 2018
	Households with Access to a Computer (% of Households)	83% Australian Bureau of Statistics Catalogue No. 8146.0 12 months to June 2011	91% 12 months to June 2018 (84% - 12 months to June 2011)

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Percentage of Population with an Overweight Body Mass Index	Men - 42.4% Women - 28.8% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2015	Men - 40.1% Women - 27.2% (Aged 18+) 12 months to June 2018
	Average Height	Men - 176 cm Women - 162 cm (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2015	Men - 177 cm Women - 164 cm (Aged 18+) 12 months to June 2018
	Total Kilometres Driven in the last 12 months	250 billion kms Survey of Motor Vehicle Use Australian Bureau of Statistics Catalogue No. 9208.0 12 months to June 2016	256 billion kms 12 months to June 2018
	Average Distance Travelled to Work	16.0* kilometres Australian Bureau of Statistics Catalogue No. 6333.0 August 2016 (*Note: Connection with main job and excludes people who travelled 250km or more)	16.8 kilometres (Aged 15+) 12 months to June 2018
	Mobile Phone Penetration	91% (Aged 14+) Australian Multi-Screen Report Q2, 2014	96% 12 months to June 2018 (92% - Qtr to June 2014)

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Most Popular Holiday Destination	810,000 holiday departures to New Zealand* Catalogue No. 3401.0 12 months to June 2018 (*Note: Number of traveller trips rather than number of travellers)	797,000 Australians travelled to New Zealand Qtr to June 2018
	Participation in Sport and Physical Activity	60% (Aged 15+) Australian Bureau of Statistics Catalogue No. 4177.0 12 months to June 2014	69% Regularly participate 12 months to June 2018
	Hours Worked in the last 7 days	Employed - 34.8 Full Time - 42.5 Part Time - 18.4 (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2018	Employed - 33.1 Full Time - 39.8 Part Time - 20.7 (Aged 15+) 12 months to June 2018
	Total Hours worked - Annual	20.8 billion hours Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2018	20.6 billion hours 12 months to June 2018
	Hours Worked - Students in the Workforce	16.1 Hours per Week (Aged 15-24) Australian Bureau of Statistics August 2016 Census	16.2 Hours per Week (Aged 15-24) Qtr to June 2018

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Average Time Spent Watching TV	2.5 Hours per Day Australian Multi-Screen Report Q4, 2017	2.6 Hours per Day Qtr to June 2018
	Average Amount in Savings and Investments	\$250,000 Per Person Australian Bureau of Statistics Catalogue No. 5232.0 March 2018	\$272,900 Per Person 12 months to June 2018
	Trade Union Membership	1.5* million Australian Bureau of Statistics Catalogue No. 6333.0 August 2016 (*Note: Connection with main job)	2.0* million (Aged 15+) 12 months to June 2018 (*Note: Connection with any Job)
	Listened to Radio in the last 7 days	83% (Aged 15+) Community Radio National Listener Survey Community Broadcasting Association of Australia July 2018	84% (Aged 15+) 12 months to June 2018
	Average Time Spent Listening to Radio	15.1 Hours per Week (Aged 15+) Community Radio National Listener Survey Community Broadcasting Association of Australia July 2018	14.1 Hours per Week (Aged 15+) Qtr to June 2018
	People Who Speak a Language Other Than English at Home	22.9% (Aged 14+) Australian Bureau of Statistics August 2016 Census	22.8% Qtr to June 2018

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
+	Health Conditions (Proportion of Population)	Disorders of the Thyroid - 4.6% Type 1 Diabetes - 0.8% Type 2 Diabetes - 5.7% Total Diabetes - 6.6% High Cholesterol - 9.1% Mood (affective) problems - 11.5% Epilepsy - 0.7% Migraine - 7.7% Glaucoma - 1.1% Cataract - 2.4% Macular Degeneration - 1.3% Angina - 1.6% Asthma - 10.7% Hernia - 2.4% Psoriasis - 3.3% Arthritis - 19.8% Rheumatoid - 2.3% Rheumatism - 1.0% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2015	Disorders of the Thyroid - 4.3% Type 1 Diabetes - 0.8% Type 2 Diabetes - 5.9% Total Diabetes - 6.8% High Cholesterol - 7.4% Mood (affective) problems - 10.0% Epilepsy - 1.0% Migraine - 9.5% Glaucoma - 1.2% Cataract - 4.2% Macular Degeneration - 1.3% Angina - 1.1% Asthma - 12.7% Hernia - 2.2% Psoriasis - 3.4% Arthritis - 21.7% Rheumatoid - 2.2% Rheumatism - 1.0% (Aged 18+) Qtr to June 2018

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