XYZ Customers Profile

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

Base: Australia

January 2021 - December 2022

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Index

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Index

PSYCHOGRAPHICS AND VALUES

ATTITUDES

Index

Index

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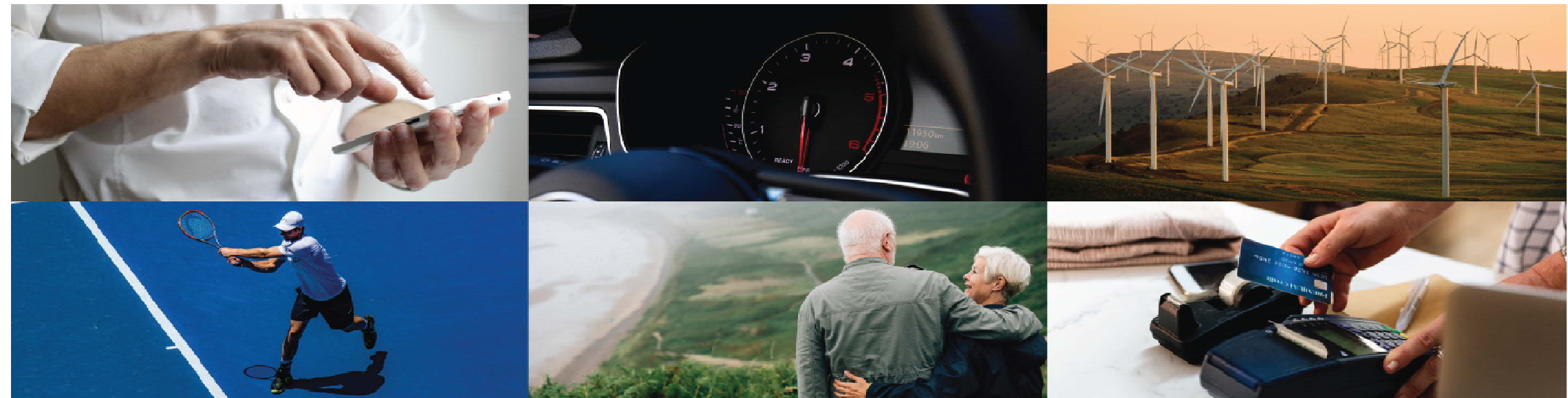
If you are unable to locate particular information please contact the Online Store as it is likely the data is available.

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* and Generations* for the target profile.

- Psychographics and Values include: Helix Communities, Helix Personas, Top 20 Helix Personas and Roy Morgan Values Segments**.

- 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.

- 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, Type of TV Show Watched, and Technology Adoption Segments.

- Top 10 Media includes Top 10 Newspapers, Top 10 Magazines, Top 10 TV Programs Especially Chose to Watch, Top 10 Radio Stations, and Top 10 Websites Visited.

- 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 80 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.

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).

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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.

45

92

112

128

113

40   60   80   100   120   140   160

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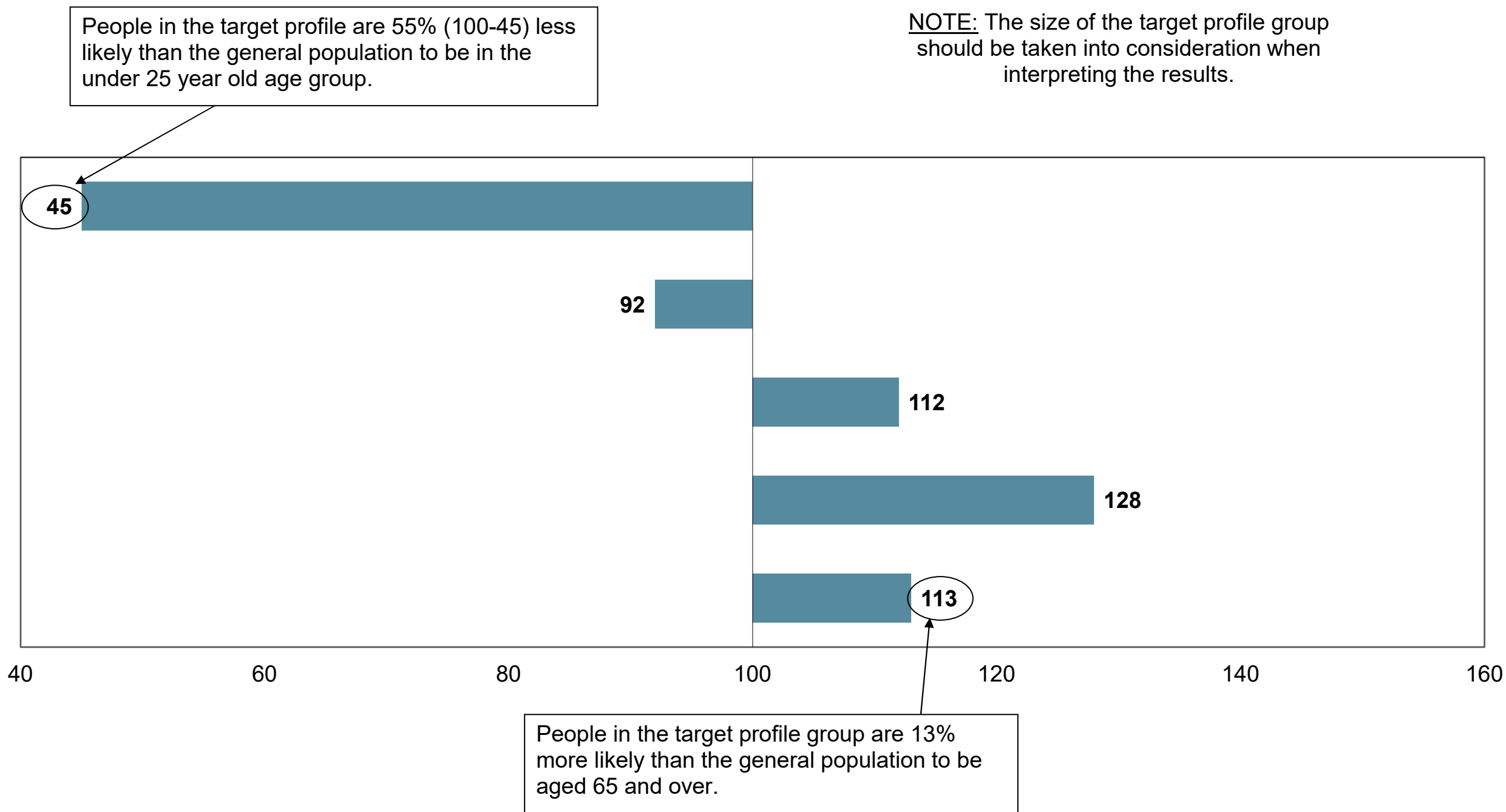
The world's best research at your fingertips.

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.

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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 145,000 people in the target profile group, in Australia.

Gender

Men		24%
Women		76%

Age

Under 25		7%
25-34		12%
35-49		18%
50-64		30%
65+		33%

States

NSW		25%
Vic		24%
Qld		24%
SA		8%
WA		16%
Tas		2%
Darwin/Alice		1%

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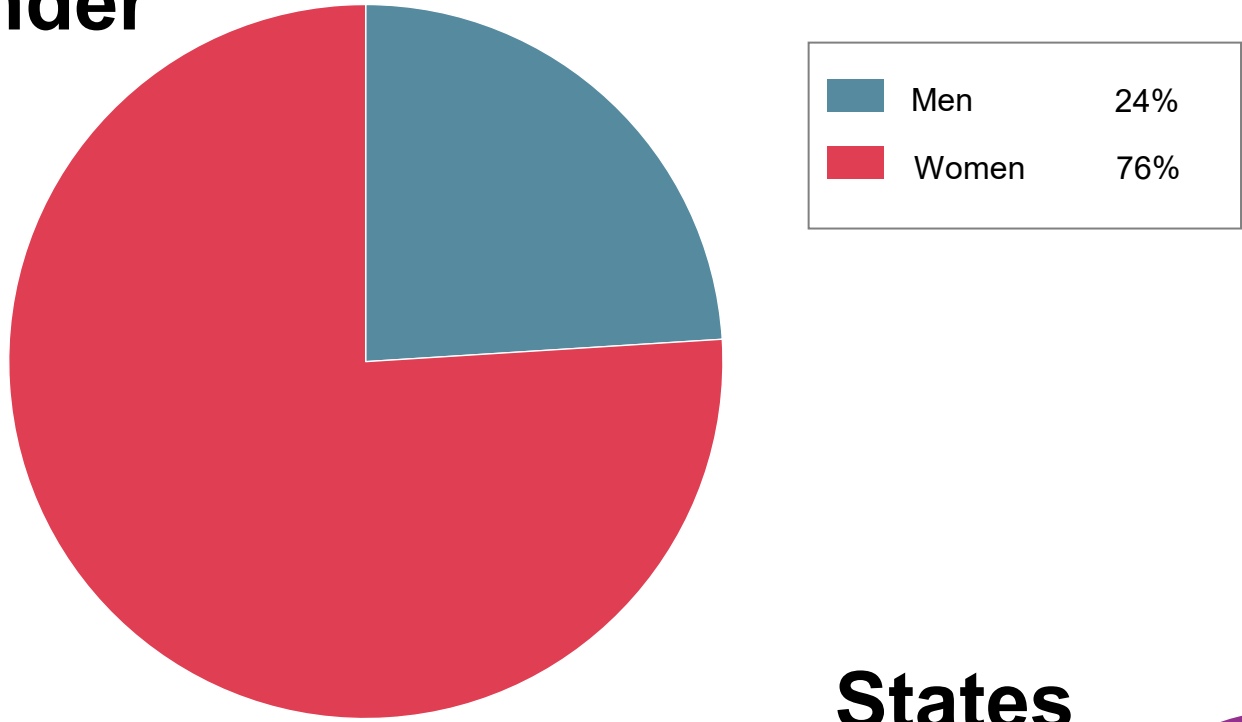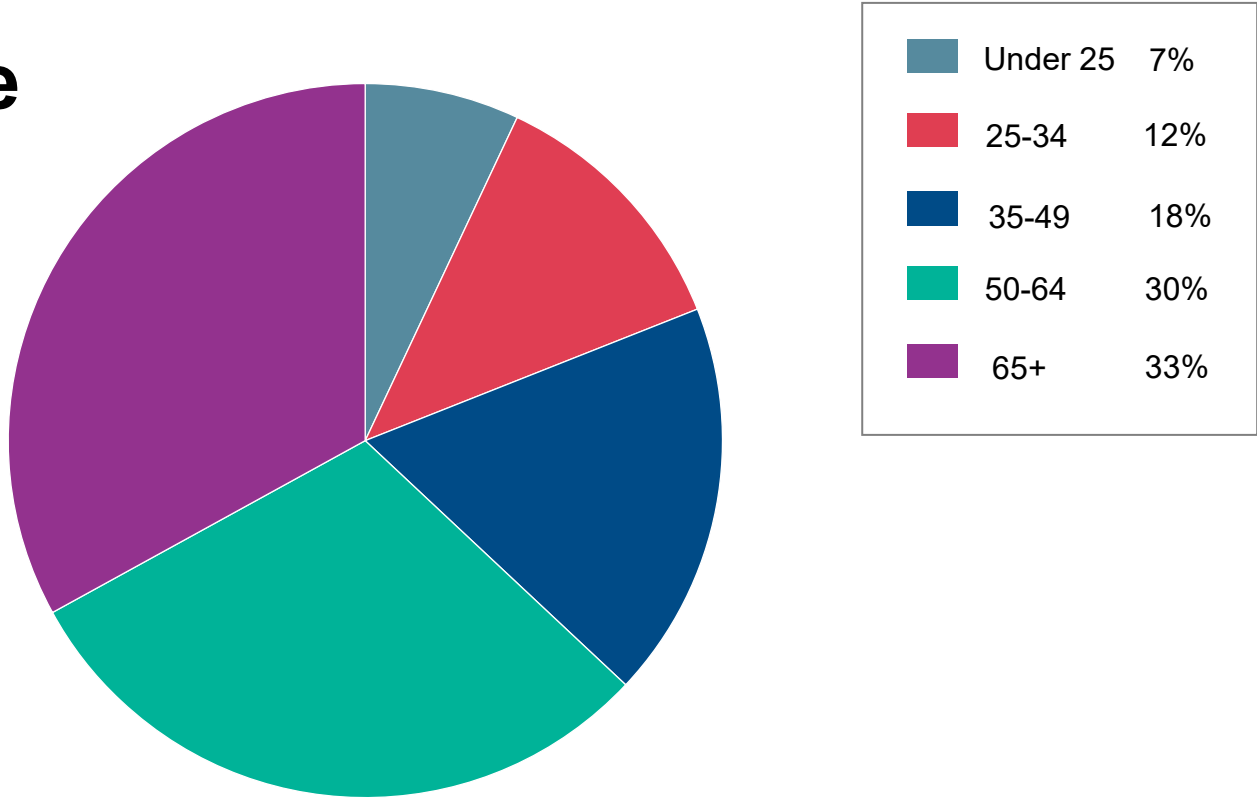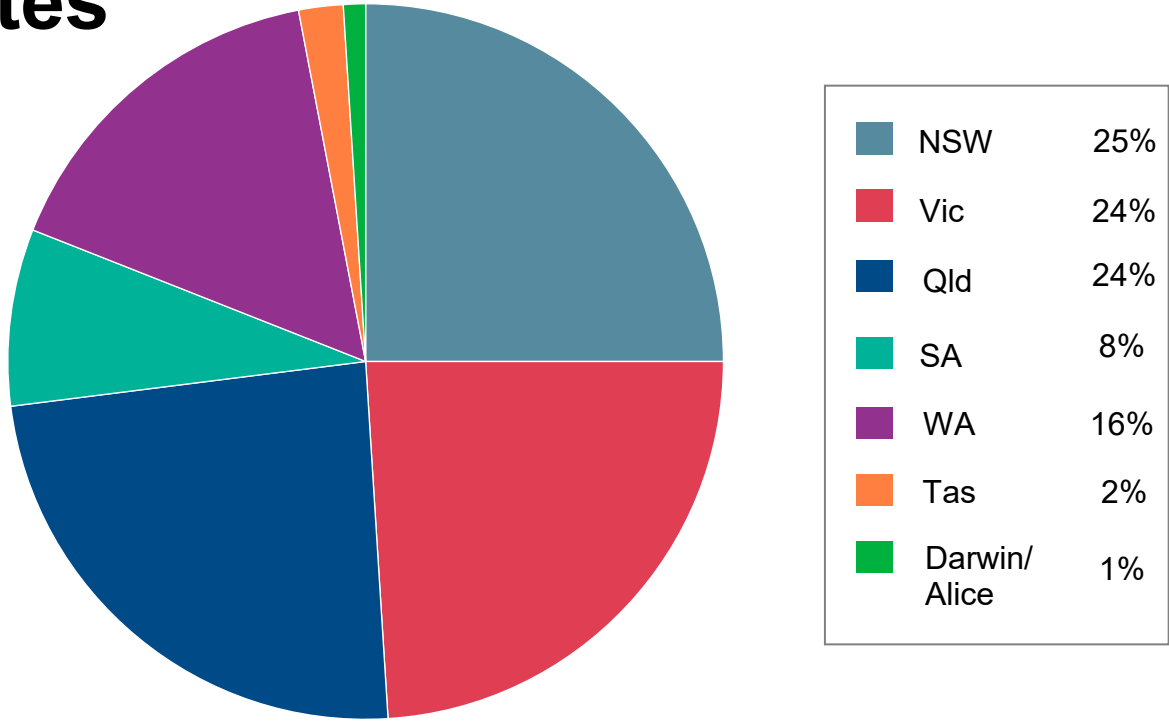
XYZ Customers Profile

Gender and Age

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
GENDER		
Men	WC	35
	V%	24%
	IX	50
Women	WC	110
	V%	76%
	IX	148

		XYZ Customers
Total Sample Size		989
Population (000's)		145
AGE		
Under 25	WC	11
	V%	7%
	IX	47
25-34	WC	17
	V%	12%
	IX	67
35-49	WC	26
	V%	18%
	IX	73
50-64	WC	43
	V%	30%
	IX	137
65 and Over	WC	48
	V%	33%
	IX	161

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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.

Gender	Index
Men	50
Women	148

Age	Index
Under 25	47
25-34	67
35-49	73
50-64	137
65 and Over	161

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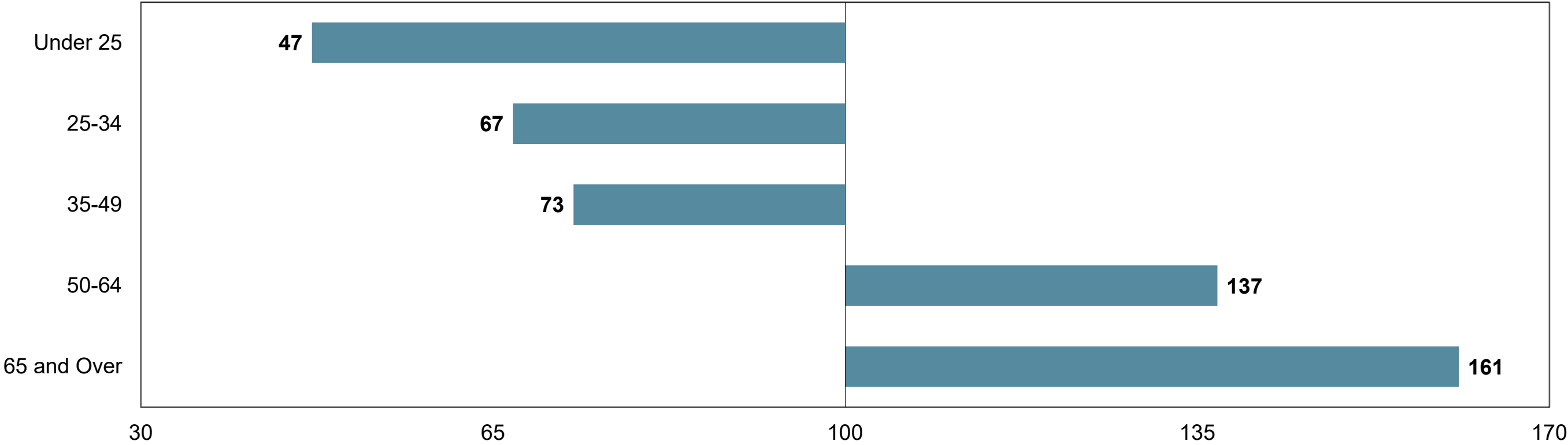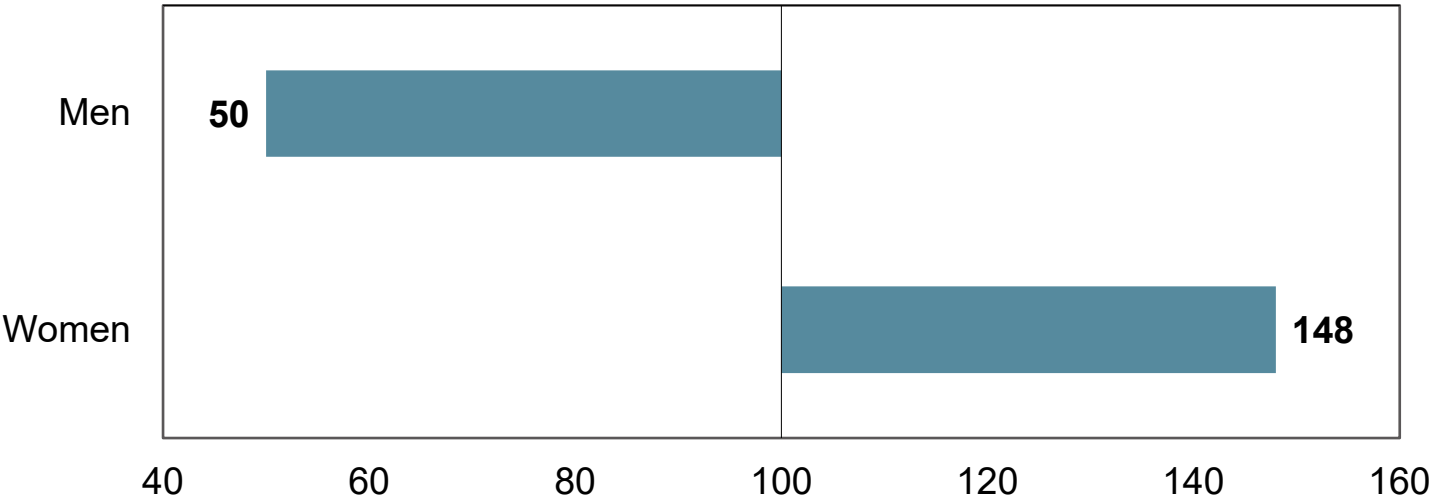
XYZ Customers Profile

States

This table shows the States of the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145
STATES		
N.S.W.	WC	36
	V%	25%
	IX	73
Victoria	WC	35
	V%	24%
	IX	92
Queensland	WC	35
	V%	24%
	IX	120
South Australia	WC	12
	V%	8%
	IX	116
Western Australia	WC	23
	V%	16%
	IX	156
Tasmania	WC	3
	V%	2%
	IX	103
Darwin - Alice Springs	WC	1
	V%	1%
	IX	94

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.

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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.

State	Index
N.S.W.	73
Victoria	92
Queensland	120
South Australia	116
Western Australia	156
Tasmania	103
Darwin - Alice Springs	94

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XYZ Customers Profile

Education

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
EDUCATION		
Primary School	WC	2
	V%	1%
	IX	142
Some Secondary/Tech.	WC	19
	V%	13%
	IX	93
Intermediate/Form 4/Year 10	WC	15
	V%	10%
	IX	162
5th form/Leaving/Year 11	WC	8
	V%	5%
	IX	130
Finished Tech./Matric/HSC/Year 12	WC	33
	V%	23%
	IX	108
Some/ Now at University	WC	7
	V%	5%
	IX	80
Have Diploma or Degree	WC	61
	V%	42%
	IX	89

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.

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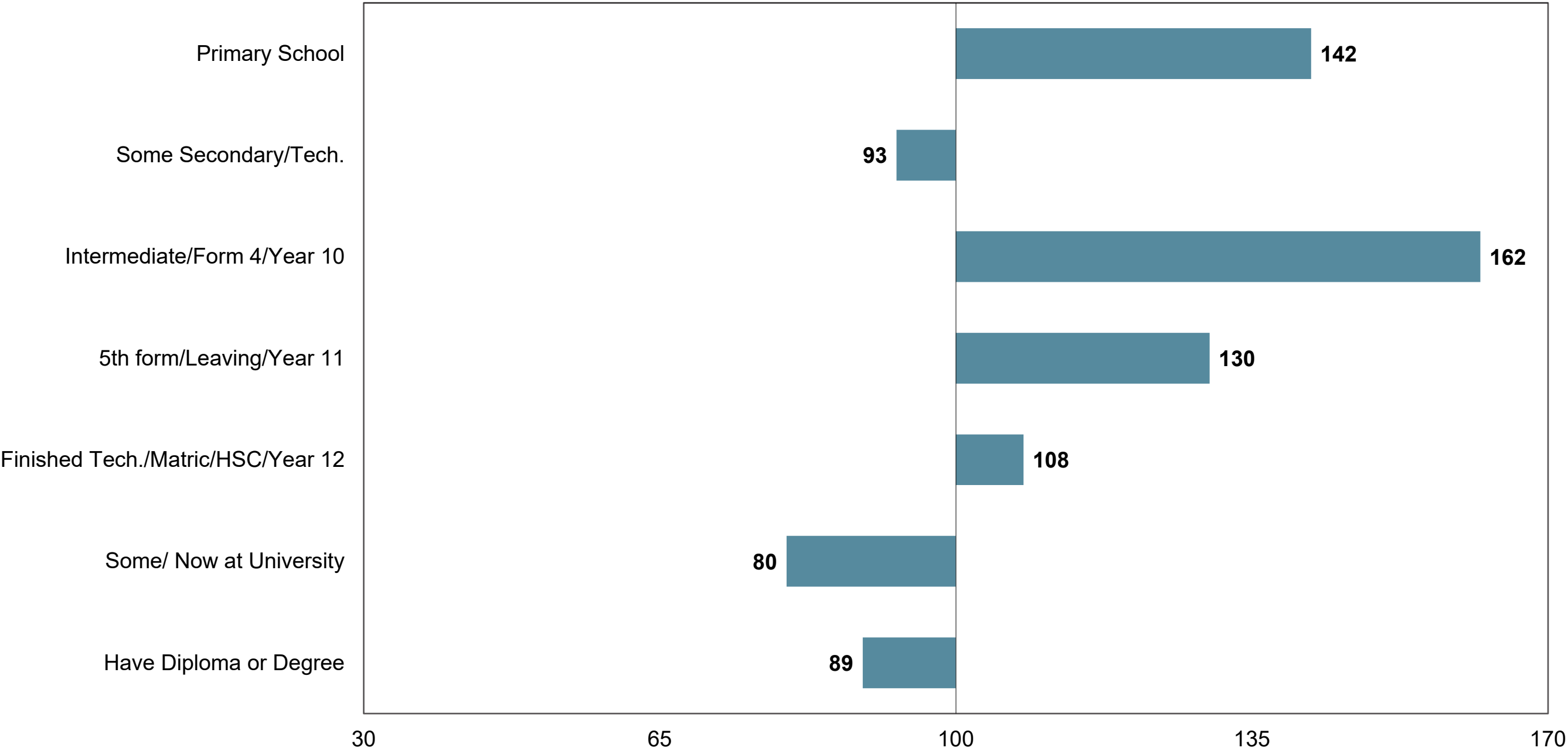
XYZ Customers Profile

Work Status

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
WORK STATUS OF RESPONDENT		
Full Time	WC	47
	V%	32%
	IX	78
Part Time	WC	30
	V%	20%
	IX	96
Total Now Employed	WC	77
	V%	53%
	IX	84

		XYZ Customers
Total Sample Size		989
Population (000's)		145
WORK STATUS OF RESPONDENT		
Looking for Full Time work	WC	5
	V%	3%
	IX	142
Looking for Part Time Work	WC	6
	V%	4%
	IX	122
Retired	WC	43
	V%	30%
	IX	155
Students - not in employment	WC	4
	V%	3%
	IX	55
Home Duties	WC	7
	V%	5%
	IX	115
Don't Work	WC	3
	V%	2%
	IX	78
Total Not Employed	WC	68
	V%	47%
	IX	128

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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.

Work Status	Index
Full Time	78
Part Time	96
Total Now Employed	84
Looking for Full Time work	142
Looking for Part Time Work	122
Retired	155
Students - not in employment	55
Home Duties	115
Don't Work	78
Total Not Employed	128

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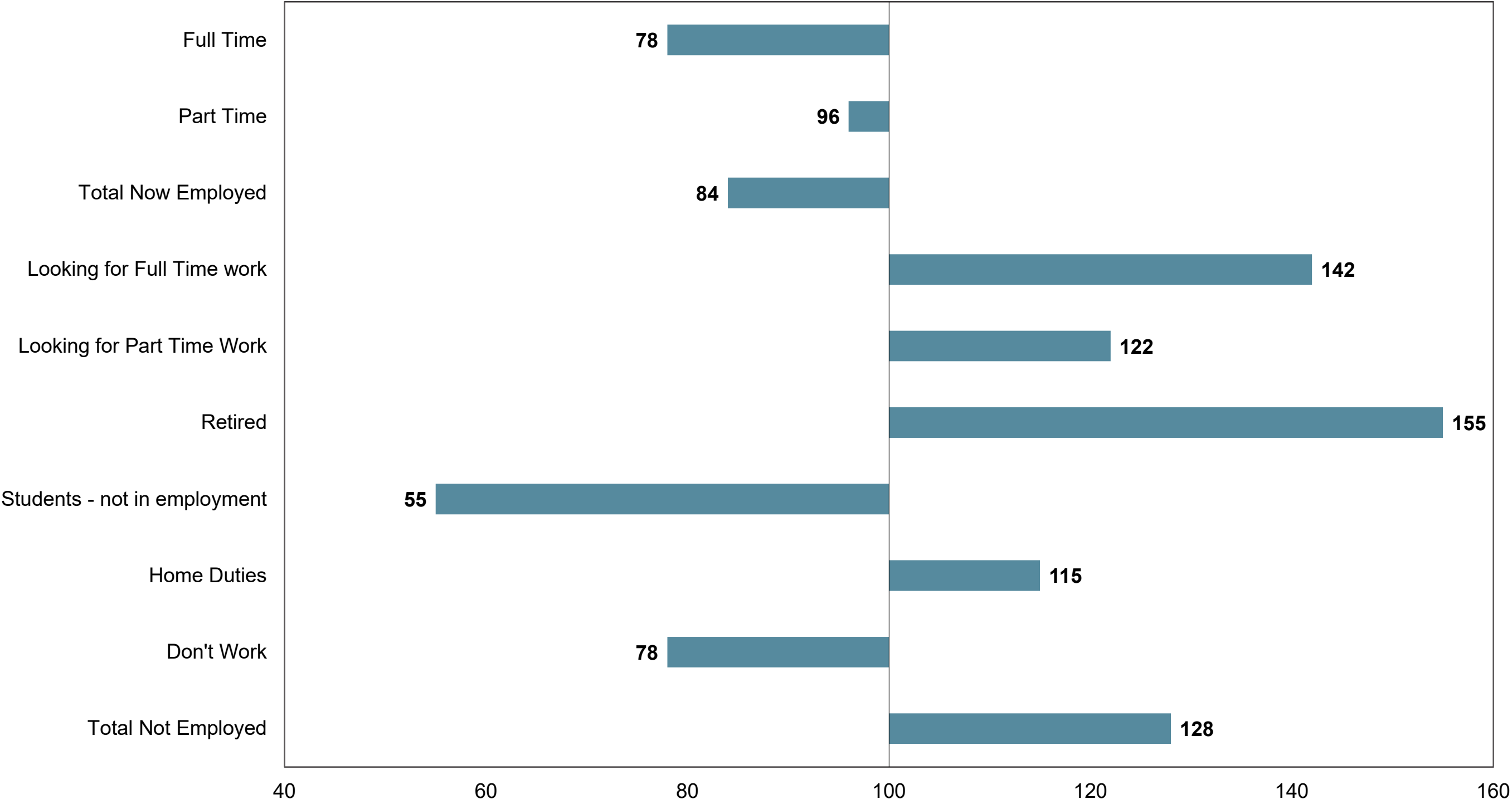
XYZ Customers Profile

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		989
Population (000's)		145
RESPONDENT INCOME (All Workers)		
$0 to $19999	WC	7
	V%	5%
	IX	81
$20000 to $39999	WC	14
	V%	9%
	IX	104
$40000 to $59999	WC	16
	V%	11%
	IX	95
$60000 to $79999	WC	13
	V%	9%
	IX	85
$80000 to $99999	WC	8
	V%	6%
	IX	67
$100000 or More	WC	20
	V%	13%
	IX	75
Not Employed	WC	68
	V%	47%
	IX	128
Average Respondent Income ($)	mn	53,450
Average Household Income ($)	mn	110,830

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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.

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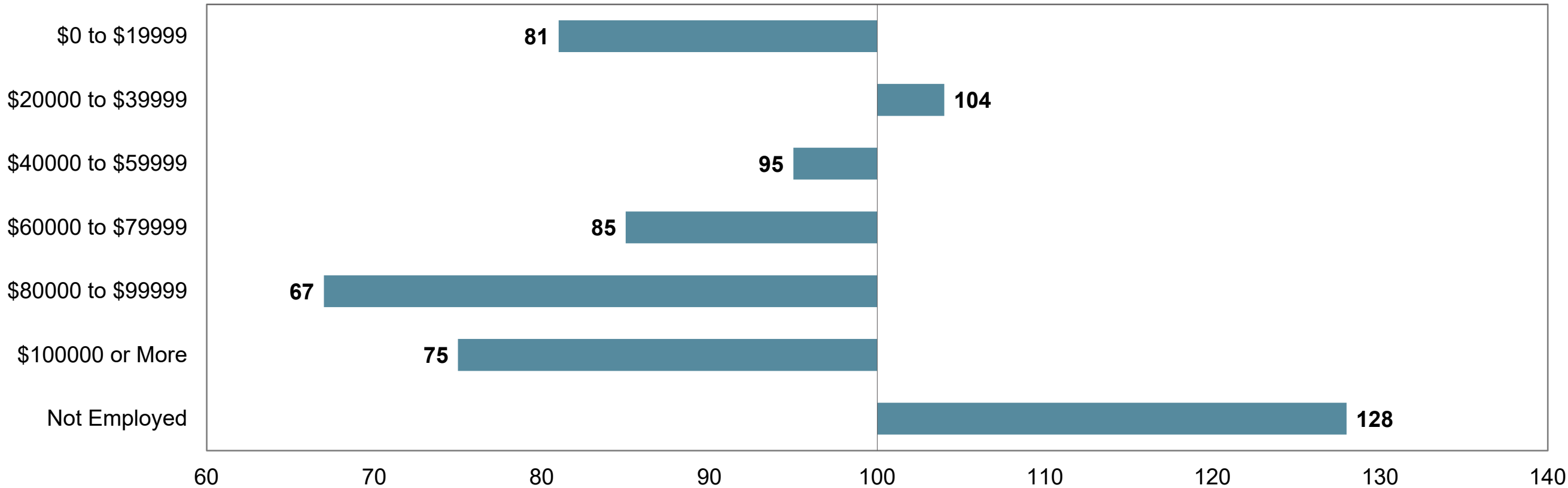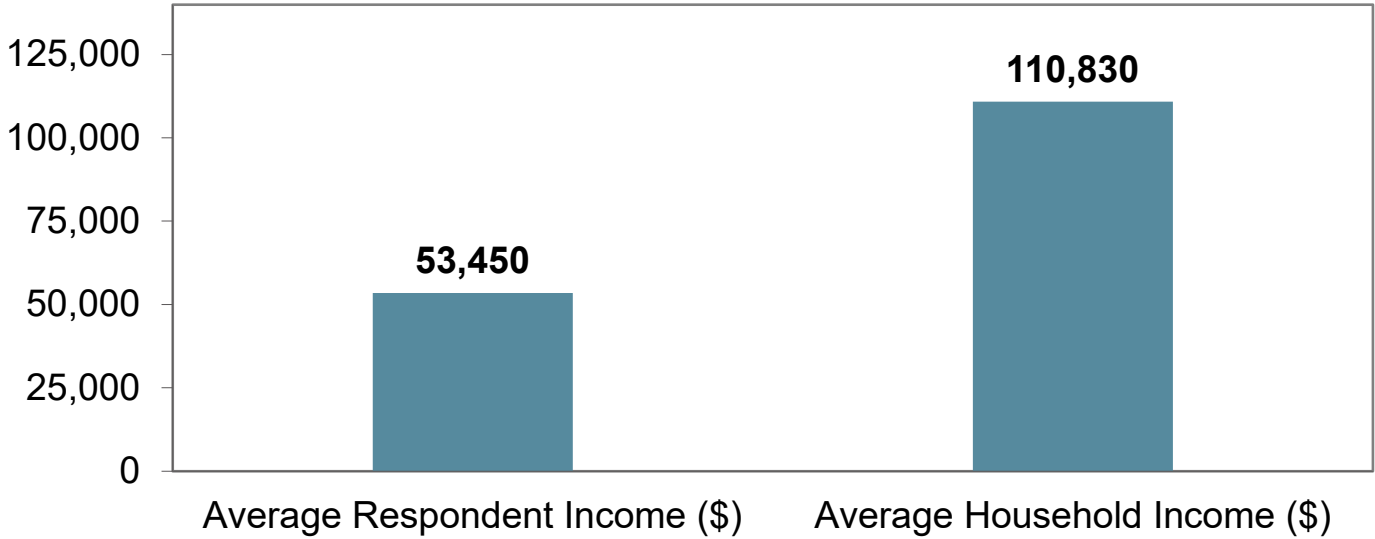
XYZ Customers Profile

Occupation

This table shows the Occupation of the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145
OCCUPATION OF RESPONDENT		
Professional/Manager	WC	23
	V%	16%
	IX	76
White Collar Workers	WC	30
	V%	21%
	IX	104
Skilled Workers	WC	6
	V%	4%
	IX	63
Farm Owner	WC	1
	V%	1%
	IX	90
Semi/Unskilled/Other	WC	16
	V%	11%
	IX	76
Not Employed	WC	68
	V%	47%
	IX	128

XYZ Customers Profile

Occupation

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

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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		989
Population (000's)		145
SOCIO-ECONOMIC STATUS*		
AB Quintile	WC	20
	V%	14%
	IX	68
C Quintile	WC	27
	V%	19%
	IX	94
D Quintile	WC	32
	V%	22%
	IX	109
E Quintile	WC	30
	V%	21%
	IX	103
FG Quintile	WC	36
	V%	25%
	IX	126

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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*.

XYZ Customers Profile

Discretionary Expenditure*

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
DISCRETIONARY EXPENDITURE*		
Big spenders	WC	64
	V%	44%
	IX	130
Medium spenders	WC	42
	V%	29%
	IX	90
Light spenders	WC	39
	V%	27%
	IX	79

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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*.

Segment	Index
Big spenders	130
Medium spenders	90
Light spenders	79

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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		989
Population (000's)		145
LIFE-CYCLE OF RESPONDENT		
Single 14-34 no Children	WC	19
	V%	13%
	IX	61
Single 14-34 Children	WC	2
	V%	1%
	IX	85
Married 14-34 no Children	WC	3
	V%	2%
	IX	34
Married 14-34 Children	WC	4
	V%	3%
	IX	61
Married 35+ Children	WC	16
	V%	11%
	IX	73
Married 35+ no Children	WC	63
	V%	43%
	IX	137
Single 35+ Children	WC	6
	V%	4%
	IX	153
Single 35+ no Children	WC	32
	V%	22%
	IX	130

		XYZ Customers
Total Sample Size		989
Population (000's)		145
CHILDREN IN HOUSEHOLD		
No Children	WC	109
	V%	75%
	IX	111
Have child aged 0-5	WC	13
	V%	9%
	IX	66
Have child aged 6-11	WC	18
	V%	12%
	IX	85
Have child aged 12-15	WC	21
	V%	14%
	IX	89
Total with Children	WC	36
	V%	25%
	IX	77

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HOUSEHOLD LIFE-CYCLE*		
Young Singles	WC	12
	V%	9%
	IX	65
Young Couples	WC	7
	V%	5%
	IX	60
Young Parents	WC	21
	V%	14%
	IX	71
Mid-Life Families	WC	13
	V%	9%
	IX	80
Mid-Life Households	WC	44
	V%	30%
	IX	113
Older Households	WC	48
	V%	33%
	IX	160

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

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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.

LIFE-CYCLE OF RESPONDENT

Segment	Index
Single 14-34 no Children	61
Single 14-34 Children	85
Married 14-34 no Children	34
Married 14-34 Children	61
Married 35+ Children	73
Married 35+ no Children	137
Single 35+ Children	153
Single 35+ no Children	130

CHILDREN IN HOUSEHOLD

Segment	Index
No Children	111
Have child aged 0-5	66
Have child aged 6-11	85
Have child aged 12-15	89
Total with Children	77

HOUSEHOLD LIFE-CYCLE*

Segment	Index
Young Singles	65
Young Couples	60
Young Parents	71
Mid-Life Families	80
Mid-Life Households	113
Older Households	160

Axis markers: 30, 65, 100, 135, 170

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

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XYZ Customers Profile

Generations*

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
GENERATIONS*		
Pre-Boomers (Pre 1946)	WC	13
	V%	9%
	IX	138
Baby Boomers (1946-1960)	WC	48
	V%	33%
	IX	163
Gen X (1961-1975)	WC	38
	V%	26%
	IX	118
Gen Y (1976-1990)	WC	25
	V%	17%
	IX	67
Gen Z (1991-2008)	WC	22
	V%	15%
	IX	59

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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*.

Generation	Index
Pre-Boomers (Pre 1946)	138
Baby Boomers (1946-1960)	163
Gen X (1961-1975)	118
Gen Y (1976-1990)	67
Gen Z (1991-2008)	59

30   65   100   135   170

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Helix Communities and Personas

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XYZ Customers Profile

Helix Communities

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX COMMUNITIES		
100 LEADING LIFESTYLES	WC	32
	V%	22%
	IX	94
200 METROTECHS	WC	13
	V%	9%
	IX	73
300 ASPIRATIONALS	WC	16
	V%	11%
	IX	91
400 HEARTH AND HOME	WC	36
	V%	25%
	IX	105
500 DOING FINE	WC	18
	V%	13%
	IX	111
600 FAIR GO	WC	30
	V%	21%
	IX	118

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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.

Helix Community	Index
100 LEADING LIFESTYLES	94
200 METROTECHS	73
300 ASPIRATIONALS	91
400 HEARTH AND HOME	105
500 DOING FINE	111
600 FAIR GO	118

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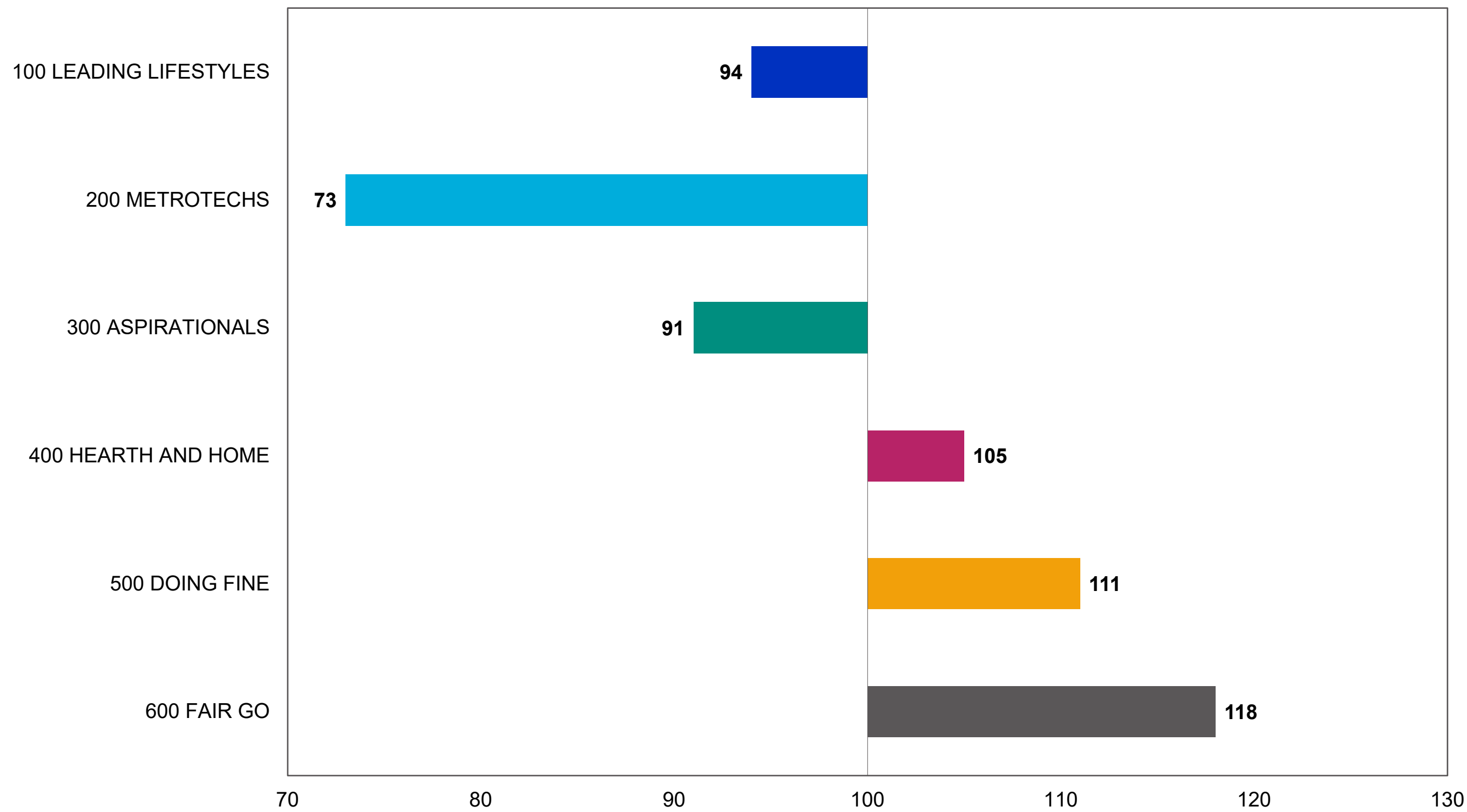
XYZ Customers Profile

Helix 100 Leading Lifestyles

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 100 LEADING LIFESTYLES		
101 Bluechip	WC	4
	V%	3%
	IX	100
102 Smart Money	WC	3
	V%	2%
	IX	155
103 Social Progressives	WC	3
	V%	2%
	IX	111
104 Having It All	WC	1
	V%	1%
	IX	173
105 Visible Success	WC	1
	V%	1%
	IX	39
106 Self-Made Lifestylers	WC	2
	V%	2%
	IX	78
107 Domestic Bliss	WC	5
	V%	4%
	IX	116

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 100 LEADING LIFESTYLES		
108 Career Achievers	WC	1
	V%	1%
	IX	75
109 Humanitarians	WC	5
	V%	3%
	IX	107
110 Worldly and Wise	WC	2
	V%	1%
	IX	84
111 Success Matters	WC	0
	V%	0%
	IX	9
112 Savvy Self-Starters	WC	1
	V%	1%
	IX	50
113 Cultured Epicureans	WC	2
	V%	1%
	IX	129

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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.
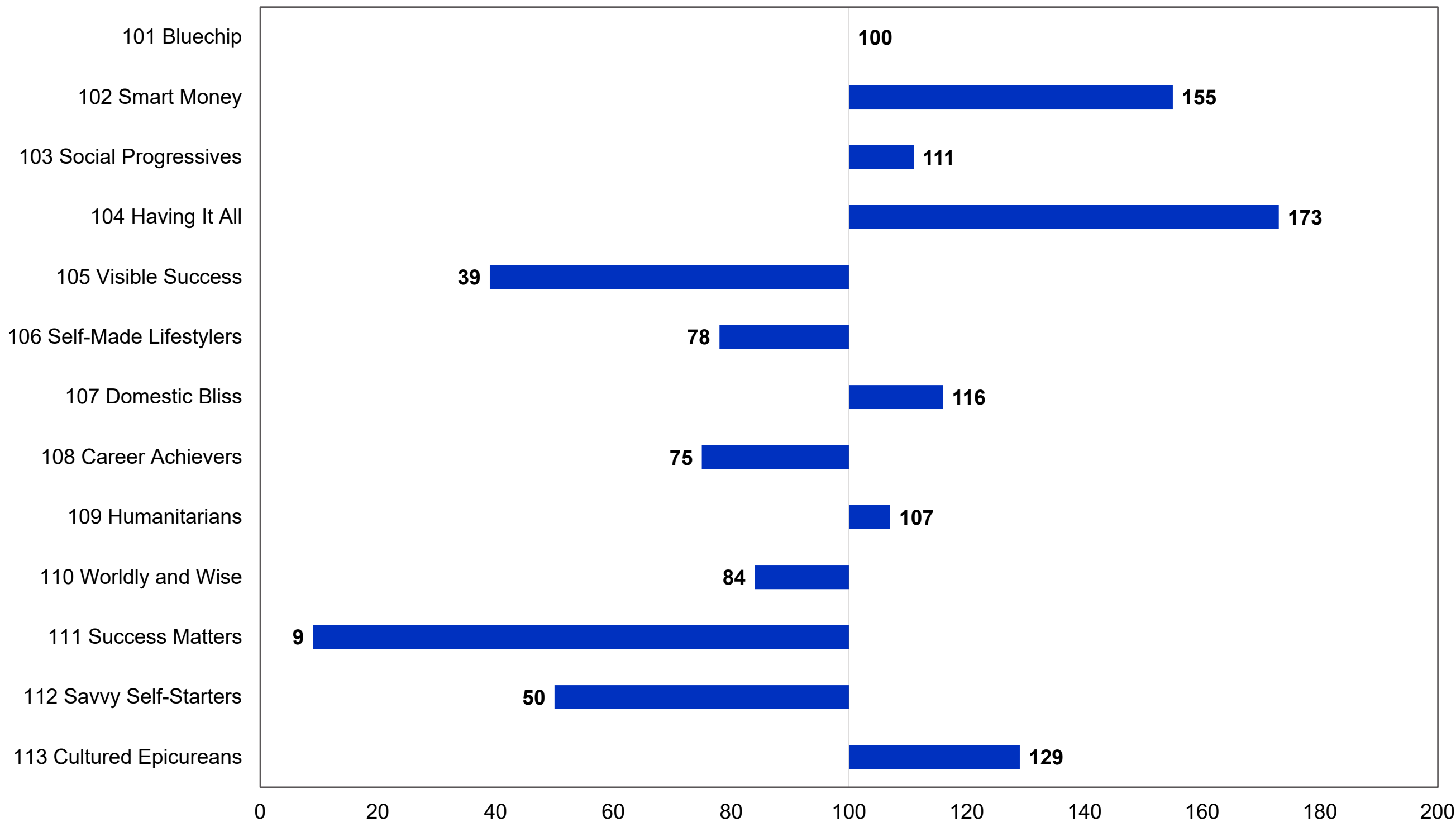
XYZ Customers Profile

Helix 200 Metrotechs

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 200 METROTECHS		
201 Young and Platinum	WC	0
	V%	0%
	IX	45
202 Healthy, Wealthy and Wise	WC	1
	V%	1%
	IX	112
203 Culture Leaders	WC	0
	V%	0%
	IX	66
204 High Life	WC	2
	V%	1%
	IX	98
205 Libertarians	WC	2
	V%	1%
	IX	66

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 200 METROTECHS		
206 Fit and Fab	WC	1
	V%	0%
	IX	29
207 Seasoned Lifestylers	WC	2
	V%	1%
	IX	65
208 Future Focus	WC	3
	V%	2%
	IX	117
209 Sociable Trendsetters	WC	1
	V%	1%
	IX	54
210 Academic Optimists	WC	1
	V%	1%
	IX	68

ROY MORGAN

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.

Persona	Index
201 Young and Platinum	45
202 Healthy, Wealthy and Wise	112
203 Culture Leaders	66
204 High Life	98
205 Libertarians	66
206 Fit and Fab	29
207 Seasoned Lifestylers	65
208 Future Focus	117
209 Sociable Trendsetters	54
210 Academic Optimists	68

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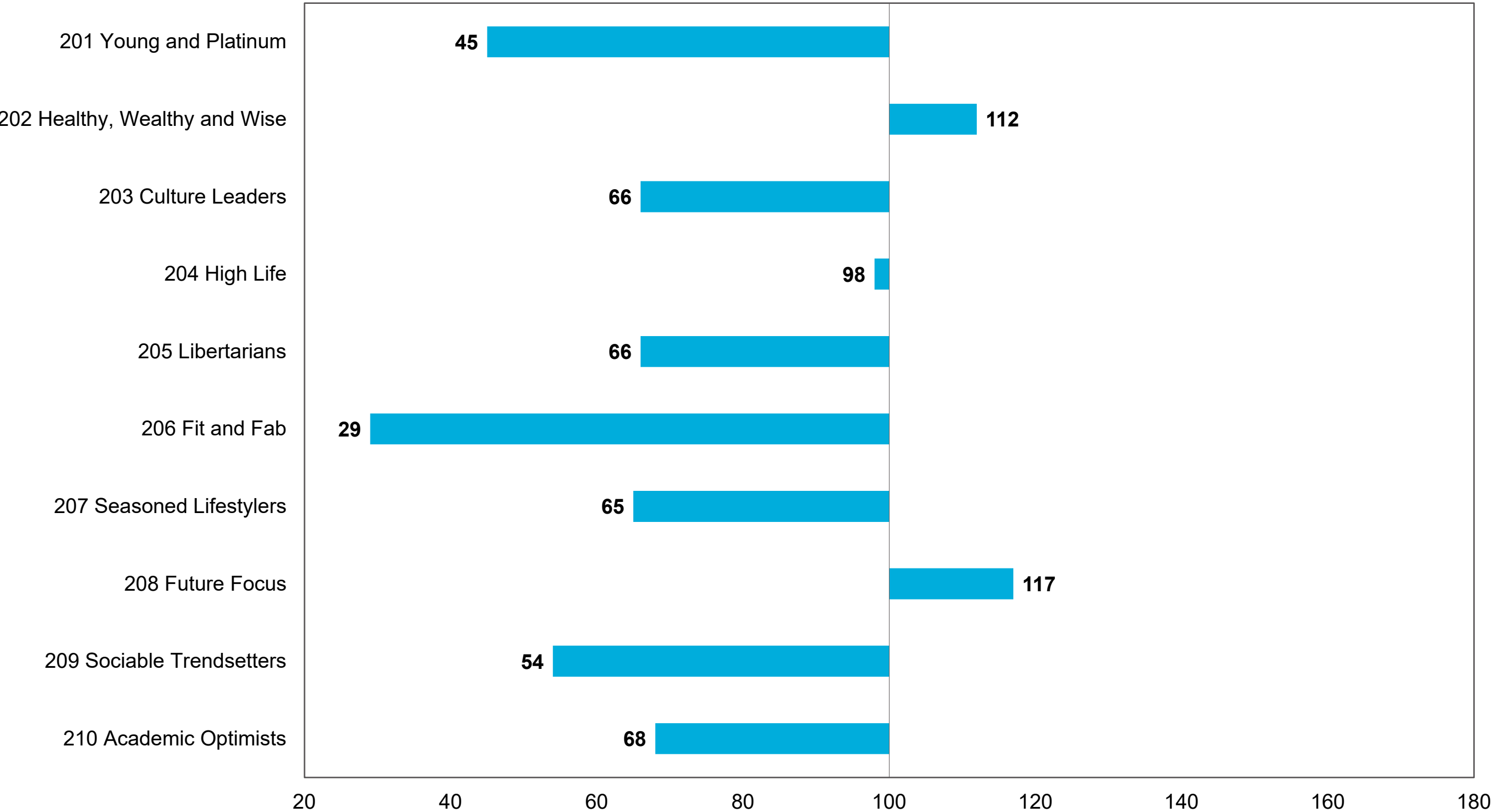
XYZ Customers Profile

Helix 300 Aspirationals

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 300 ASPIRATIONALS		
301 Savvy Shoppers	WC	0
	V%	0%
	IX	27
302 Getting Ahead	WC	2
	V%	2%
	IX	57
303 Prosperous Future	WC	2
	V%	2%
	IX	86
304 Lifestyle Seekers	WC	6
	V%	4%
	IX	105
305 Trend Hunters	WC	2
	V%	1%
	IX	132
306 Fad-tastic	WC	1
	V%	0%
	IX	87
307 Experience Seekers	WC	2
	V%	2%
	IX	136

ROY MORGAN

XYZ Customers Profile

Helix 300 Aspirationals

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

Profile	Index
301 Savvy Shoppers	27
302 Getting Ahead	57
303 Prosperous Future	86
304 Lifestyle Seekers	105
305 Trend Hunters	132
306 Fad-tastic	87
307 Experience Seekers	136

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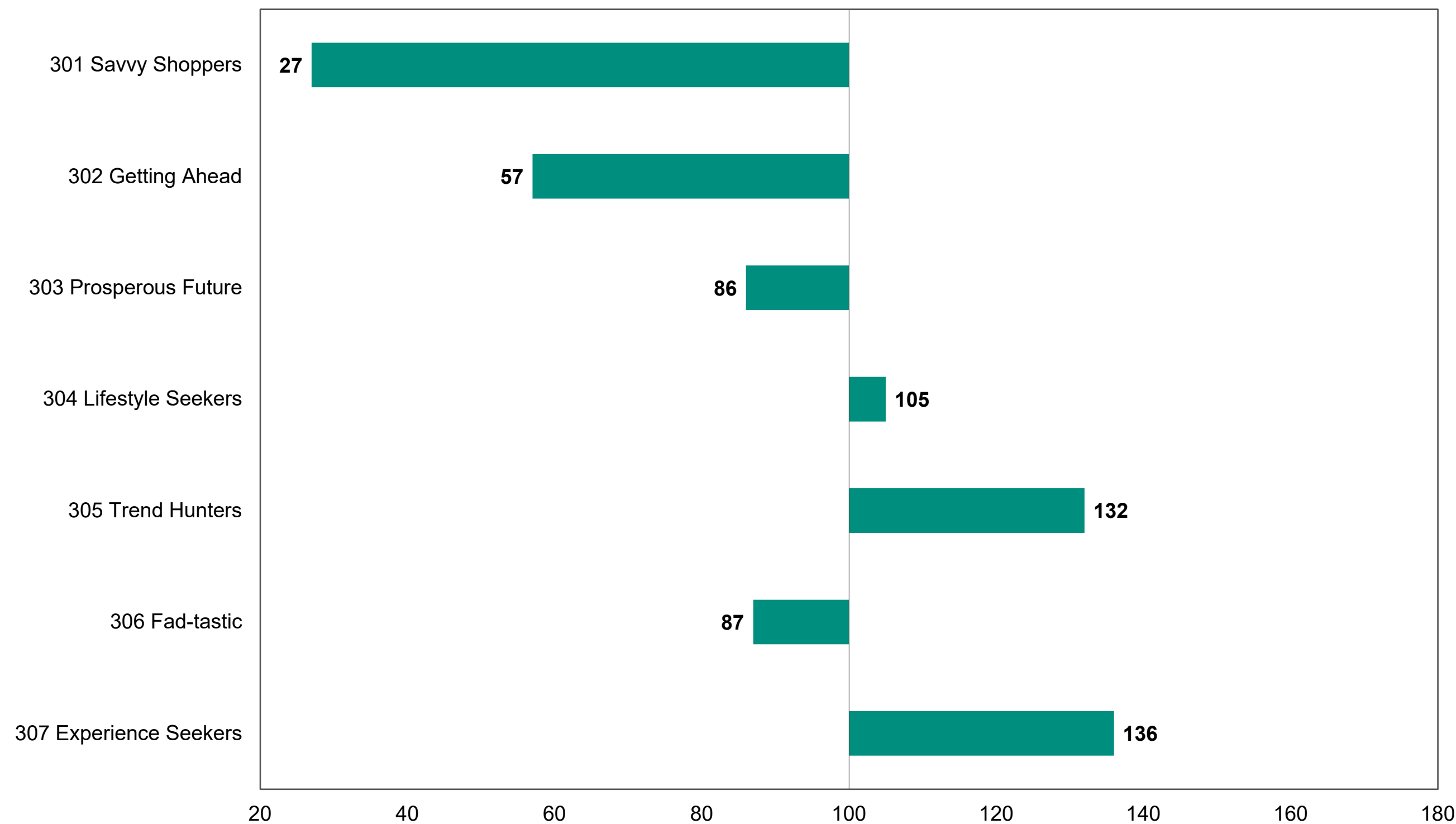
XYZ Customers Profile

Helix 400 Hearth and Home

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 400 HEARTH AND HOME		
401 Home Improvers	WC	8
	V%	5%
	IX	126
402 Working Hard	WC	5
	V%	4%
	IX	108
403 Rustic Heartland	WC	2
	V%	2%
	IX	143
404 Traditional Values	WC	5
	V%	3%
	IX	109
405 Safe and Secure	WC	4
	V%	3%
	IX	113

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 400 HEARTH AND HOME		
406 Building Security	WC	1
	V%	1%
	IX	36
407 House Proud	WC	6
	V%	4%
	IX	106
408 Cautious Conservatives	WC	2
	V%	2%
	IX	98
409 Relaxed Living	WC	2
	V%	2%
	IX	109

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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.

Persona	Index
401 Home Improvers	126
402 Working Hard	108
403 Rustic Heartland	143
404 Traditional Values	109
405 Safe and Secure	113
406 Building Security	36
407 House Proud	106
408 Cautious Conservatives	98
409 Relaxed Living	109

30   65   100   135   170

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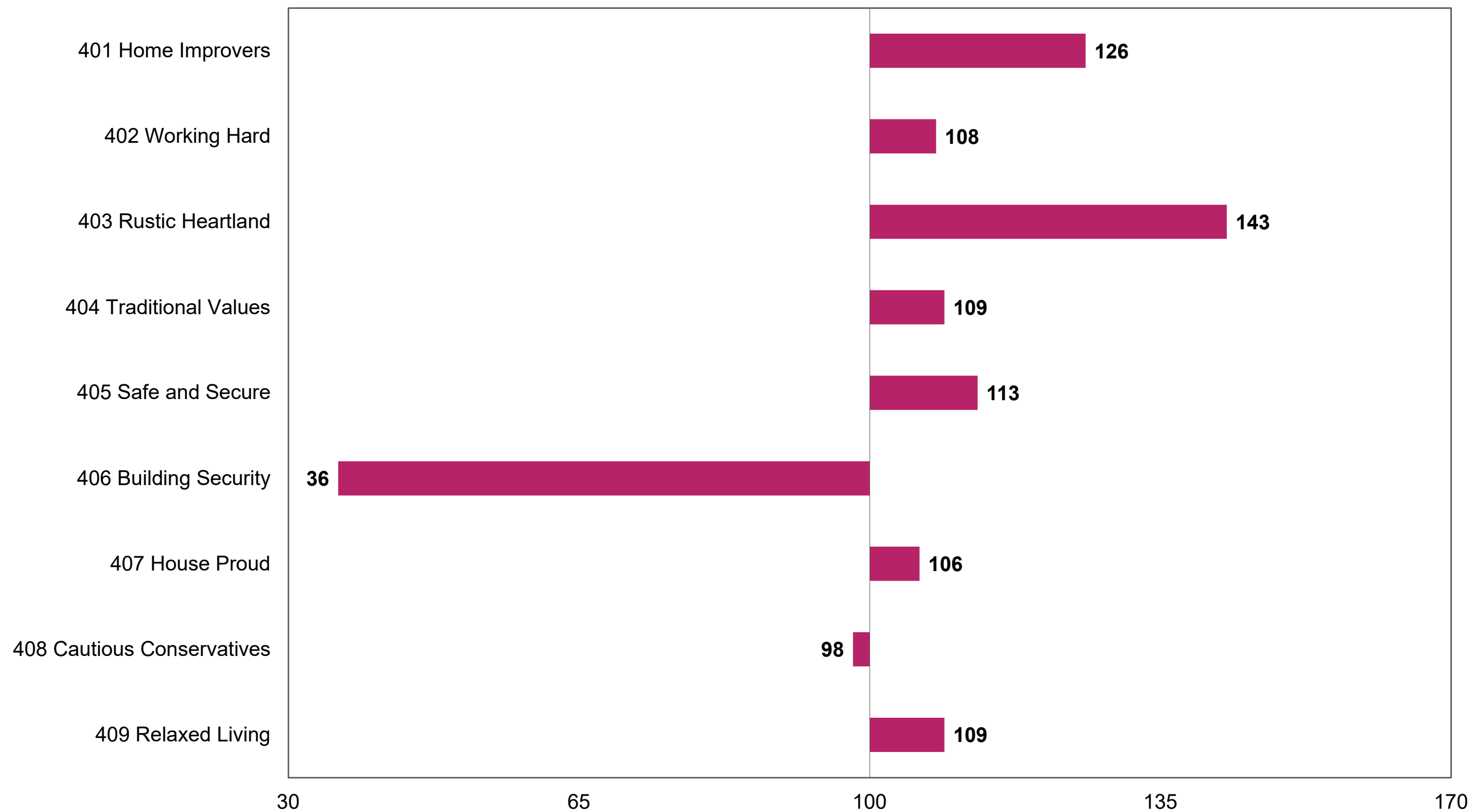
XYZ Customers Profile

Helix 500 Doing Fine

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 500 DOING FINE		
501 Making Ends Meet	WC	2
	V%	1%
	IX	67
502 Tech Life	WC	1
	V%	1%
	IX	67
503 Fun First	WC	1
	V%	1%
	IX	125
504 Home Entertainment	WC	6
	V%	4%
	IX	129
505 Faith and Wellbeing	WC	0
	V%	0%
	IX	0
506 Making the Rent	WC	3
	V%	2%
	IX	108
507 Active Social	WC	0
	V%	0%
	IX	42
508 Frugal Living	WC	6
	V%	4%
	IX	148

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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.

Helix Persona	Index
501 Making Ends Meet	67
502 Tech Life	67
503 Fun First	125
504 Home Entertainment	129
505 Faith and Wellbeing	0
506 Making the Rent	108
507 Active Social	42
508 Frugal Living	148

ROY MORGAN
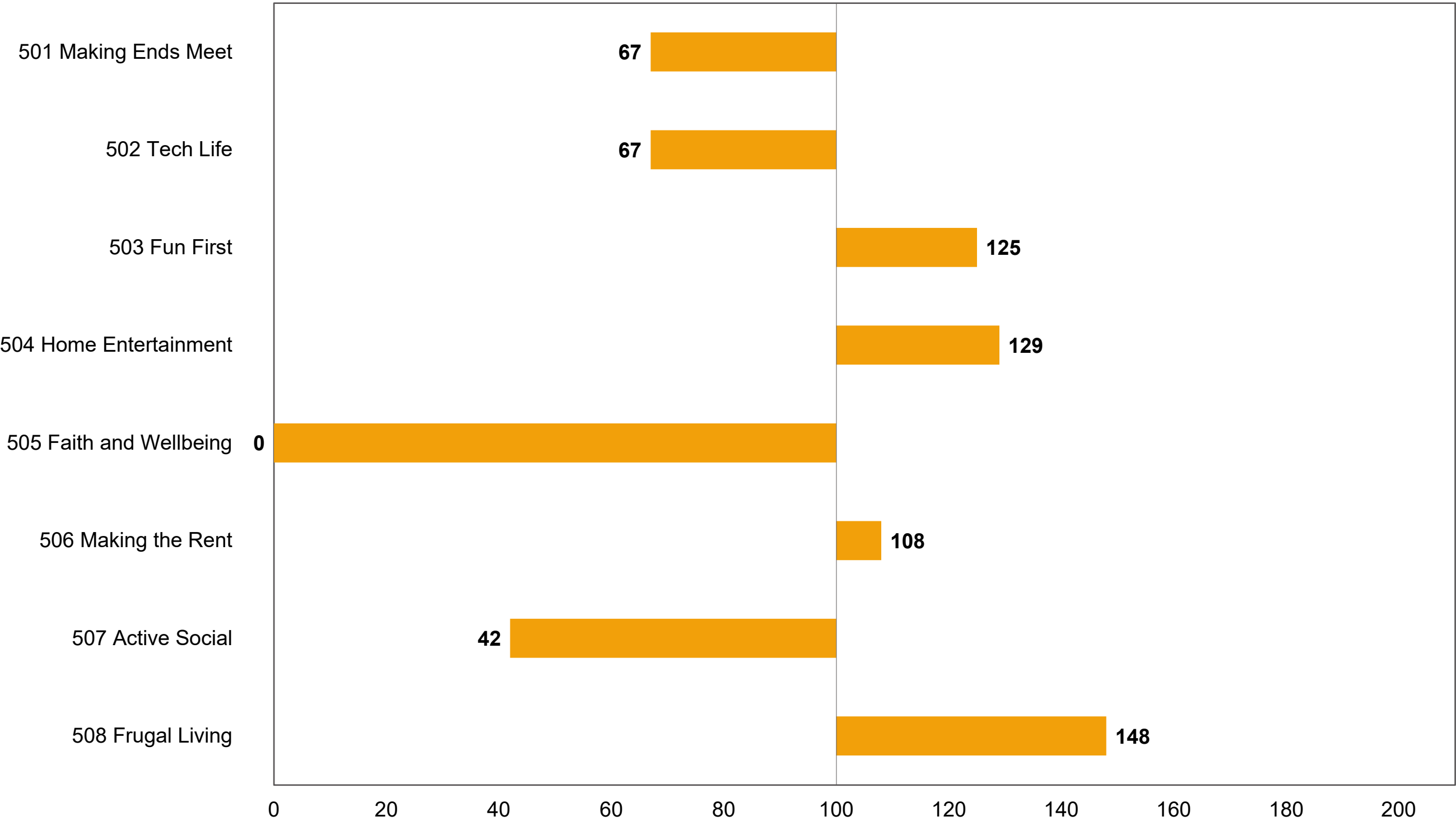
XYZ Customers Profile

Helix 600 Fair Go

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
HELIX 600 FAIR GO		
601 Simple Living	WC	4
	V%	3%
	IX	174
602 Tough Times	WC	6
	V%	4%
	IX	128
603 Quiet Homelife	WC	6
	V%	4%
	IX	99
604 Budget Living	WC	0
	V%	0%
	IX	147
605 Filling Time	WC	4
	V%	3%
	IX	127
606 Basic Lifestyle	WC	4
	V%	3%
	IX	99
607 Raw Deal	WC	4
	V%	3%
	IX	111

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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.

Persona	Index
601 Simple Living	174
602 Tough Times	128
603 Quiet Homelife	99
604 Budget Living	147
605 Filling Time	127
606 Basic Lifestyle	99
607 Raw Deal	111

ROY MORGAN
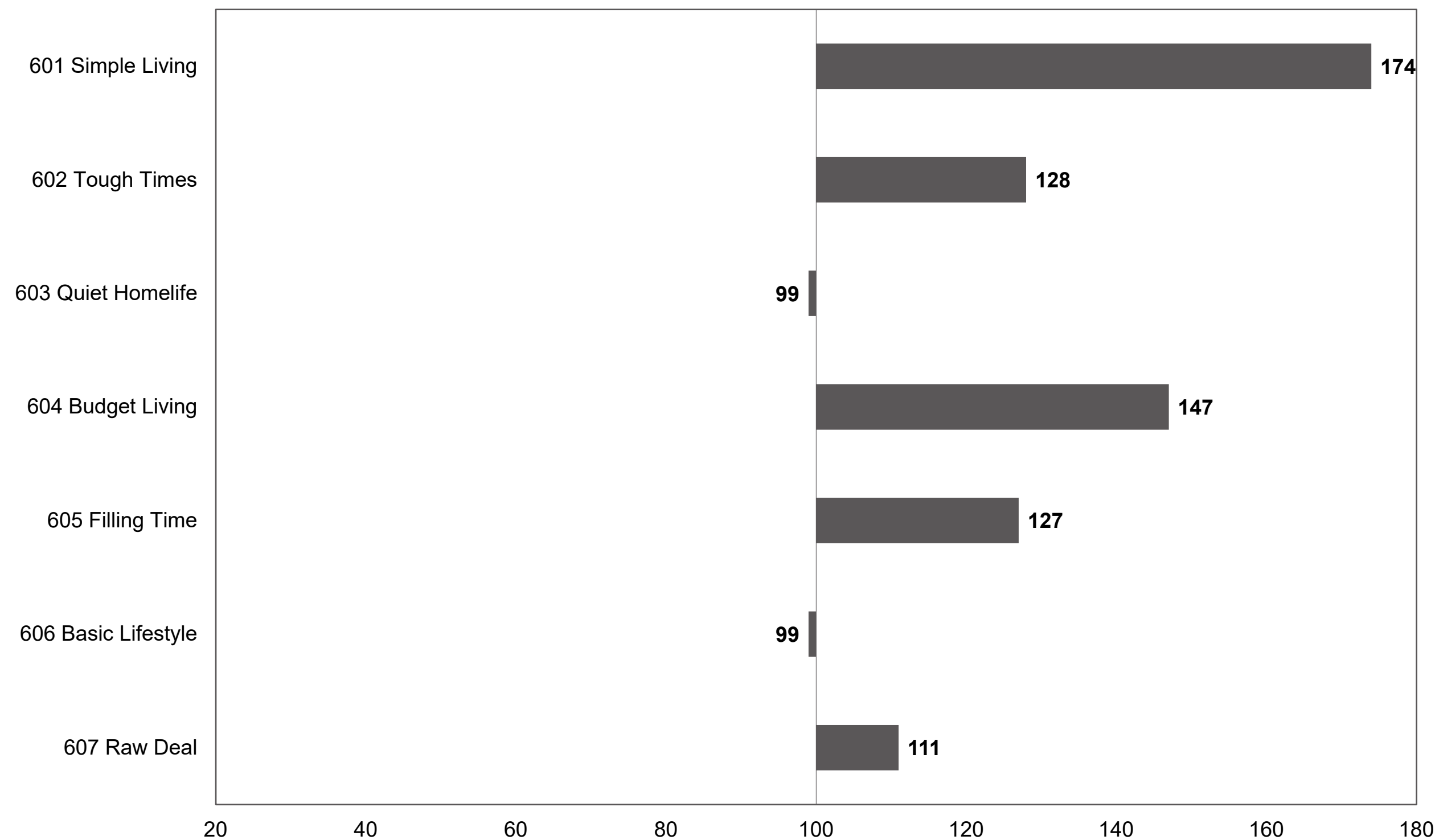
XYZ Customers Profile

Top 20 Helix Personas

This table shows the Top 20 Helix Personas for the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TOP 20 HELIX PERSONAS Ranked by vertical percentage (v%)		
401 Home Improvers	WC	8
	V%	5%
	IX	126
504 Home Entertainment	WC	6
	V%	4%
	IX	129
602 Tough Times	WC	6
	V%	4%
	IX	128
603 Quiet Homelife	WC	6
	V%	4%
	IX	99
304 Lifestyle Seekers	WC	6
	V%	4%
	IX	105
508 Frugal Living	WC	6
	V%	4%
	IX	148
407 House Proud	WC	6
	V%	4%
	IX	106
402 Working Hard	WC	5
	V%	4%
	IX	108
107 Domestic Bliss	WC	5
	V%	4%
	IX	116
404 Traditional Values	WC	5
	V%	3%
	IX	109

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TOP 20 HELIX PERSONAS Ranked by vertical percentage (v%)		
109 Humanitarians	WC	5
	V%	3%
	IX	107
605 Filling Time	WC	4
	V%	3%
	IX	127
405 Safe and Secure	WC	4
	V%	3%
	IX	113
601 Simple Living	WC	4
	V%	3%
	IX	174
101 Bluechip	WC	4
	V%	3%
	IX	100
606 Basic Lifestyle	WC	4
	V%	3%
	IX	99
607 Raw Deal	WC	4
	V%	3%
	IX	111
103 Social Progressives	WC	3
	V%	2%
	IX	111
102 Smart Money	WC	3
	V%	2%
	IX	155
208 Future Focus	WC	3
	V%	2%
	IX	117

ROY MORGAN

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		989
Population (000's)		145
ROY MORGAN VALUES SEGMENTS*		
Basic Needs	WC	6
	V%	4%
	IX	113
Fairer Deal	WC	14
	V%	9%
	IX	104
Traditional Family Life	WC	42
	V%	29%
	IX	152
Conventional Family Life	WC	15
	V%	11%
	IX	115
Look At Me	WC	6
	V%	4%
	IX	48

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ROY MORGAN VALUES SEGMENTS*		
Something Better	WC	12
	V%	8%
	IX	94
Real Conservatism	WC	3
	V%	2%
	IX	110
Young Optimism	WC	7
	V%	5%
	IX	55
Visible Achievement	WC	22
	V%	15%
	IX	94
Socially Aware	WC	19
	V%	13%
	IX	83

ROY MORGAN

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*.

Segment	Index
Basic Needs	113
Fairer Deal	104
Traditional Family Life	152
Conventional Family Life	115
Look At Me	48
Something Better	94
Real Conservatism	110
Young Optimism	55
Visible Achievement	94
Socially Aware	83

ROY MORGAN

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	**989**
Population (000's)	**145**

HEALTH AND FITNESS ATTITUDES - AGREE		
I try to avoid carbs in my diet	WC	49
	V%	34%
	IX	125
I try to buy additive free food	WC	78
	V%	54%
	IX	122
A low fat diet is a way of life for me	WC	48
	V%	33%
	IX	117
I favour natural medicines and health products	WC	60
	V%	41%
	IX	114
I try to get enough calcium in my diet	WC	102
	V%	71%
	IX	113
I'm eating less red meat these days	WC	85
	V%	59%
	IX	112
I always think of the number of calories in the food I'm eating	WC	49
	V%	34%
	IX	109

	XYZ Customers
Total Sample Size	**989**
Population (000's)	**145**

HEALTH AND FITNESS ATTITUDES - AGREE		
I'm concerned about my cholesterol level	WC	49
	V%	34%
	IX	106
The food I eat is all, or almost all, gluten free	WC	20
	V%	14%
	IX	105
I would like to be able to lose weight	WC	95
	V%	65%
	IX	102
Health food is not necessary if you eat properly	WC	96
	V%	66%
	IX	102
I'm feeling well and in good health	WC	101
	V%	70%
	IX	101
I'm concerned about my sugar intake	WC	57
	V%	40%
	IX	96
I love to do as many sports as possible	WC	23
	V%	16%
	IX	81

ROY MORGAN

XYZ Customers Profile

Health and Fitness

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

Attitude	Index
I try to avoid carbs in my diet	125
I try to buy additive free food	122
A low fat diet is a way of life for me	117
I favour natural medicines and health products	114
I try to get enough calcium in my diet	113
I'm eating less red meat these days	112
I always think of the number of calories in the food I'm eating	109
I'm concerned about my cholesterol level	106
The food I eat is all, or almost all, gluten free	105
I would like to be able to lose weight	102
Health food is not necessary if you eat properly	102
I'm feeling well and in good health	101
I'm concerned about my sugar intake	96
I love to do as many sports as possible	81

ROY MORGAN

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		989
Population (000's)		145
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
Globalisation brings more problems than it solves	WC	93
	V%	64%
	IX	112
Crime is a growing problem in my community	WC	87
	V%	60%
	IX	111
The Government is doing a good job running the country	WC	75
	V%	52%
	IX	108
Corruption is one of the major problems facing this country	WC	102
	V%	70%
	IX	108
Aboriginal culture is an essential component of Australian society	WC	119
	V%	82%
	IX	106

		XYZ Customers
Total Sample Size		989
Population (000's)		145
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
I think it is the Government's duty to support those who can't find work	WC	101
	V%	70%
	IX	101
Most secondary schools today place too little emphasis on academic achievements	WC	69
	V%	47%
	IX	99
If I had an accident, the local hospital would provide me with adequate treatment	WC	116
	V%	80%
	IX	98
I don't trust the current Australian Government	WC	68
	V%	47%
	IX	96
Terrorists deserve the same rights as other criminals	WC	43
	V%	30%
	IX	94

ROY MORGAN

XYZ Customers Profile

Government and Societal

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

Attitude	Index
Globalisation brings more problems than it solves	112
Crime is a growing problem in my community	111
The Government is doing a good job running the country	108
Corruption is one of the major problems facing this country	108
Aboriginal culture is an essential component of Australian society	106
I think it is the Government's duty to support those who can't find work	101
Most secondary schools today place too little emphasis on academic achievements	99
If I had an accident, the local hospital would provide me with adequate treatment	98
I don't trust the current Australian Government	96
Terrorists deserve the same rights as other criminals	94

ROY MORGAN

XYZ Customers Profile

Environmental

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ENVIRONMENTAL ATTITUDES - AGREE		
At heart I'm an environmentalist	WC	95
	V%	66%
	IX	102
I try to recycle everything I can	WC	133
	V%	92%
	IX	102
If we don't act now we'll never control our environmental problems	WC	116
	V%	80%
	IX	101
Environmentally friendly products are overpriced	WC	107
	V%	74%
	IX	100
Threats to the environment are exaggerated	WC	39
	V%	27%
	IX	98

ROY MORGAN

XYZ Customers Profile

Environmental

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

Attitude	Index
At heart I'm an environmentalist	102
I try to recycle everything I can	102
If we don't act now we'll never control our environmental problems	101
Environmentally friendly products are overpriced	100
Threats to the environment are exaggerated	98

90 100 110

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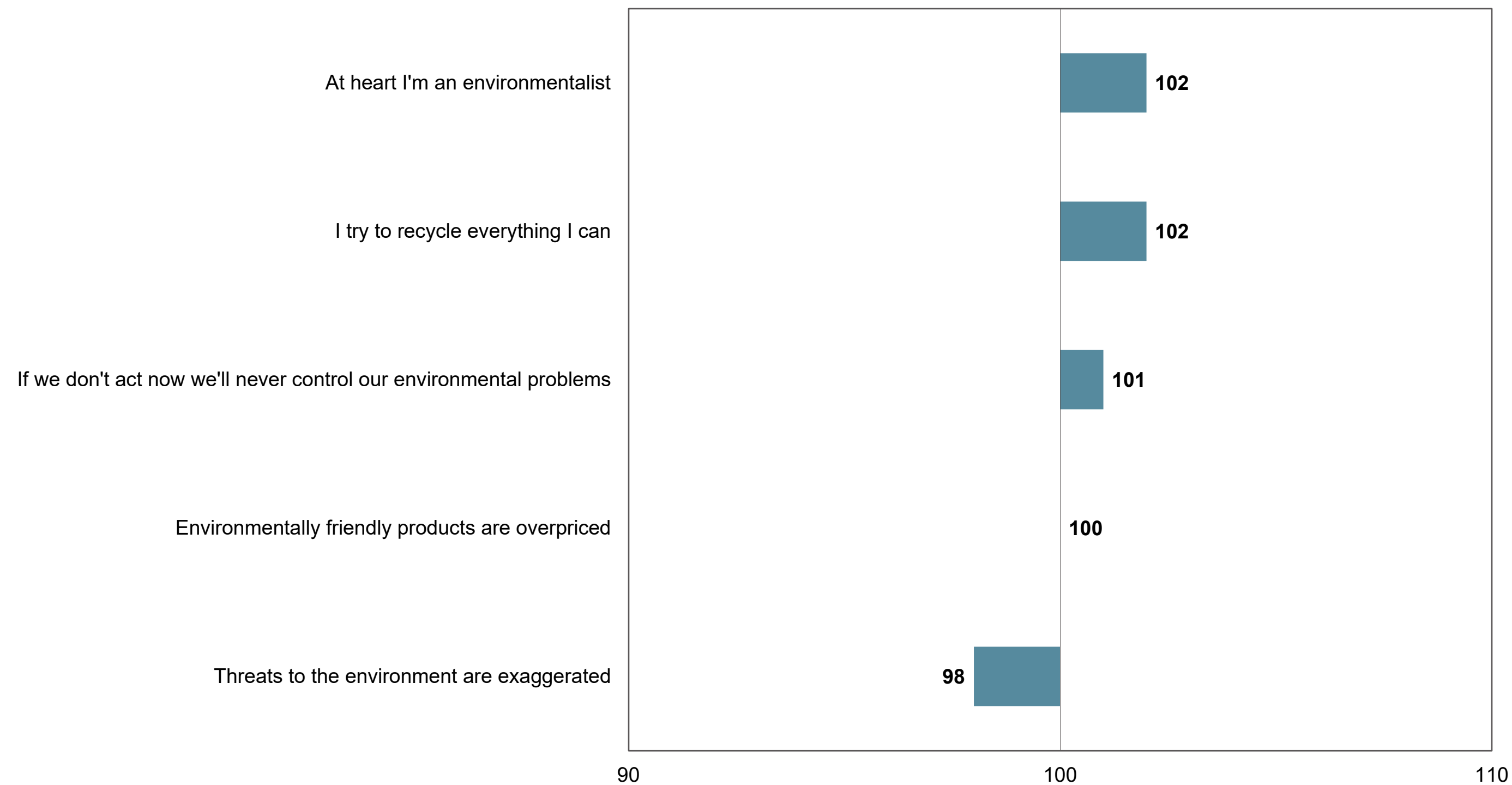
XYZ Customers Profile

Personal

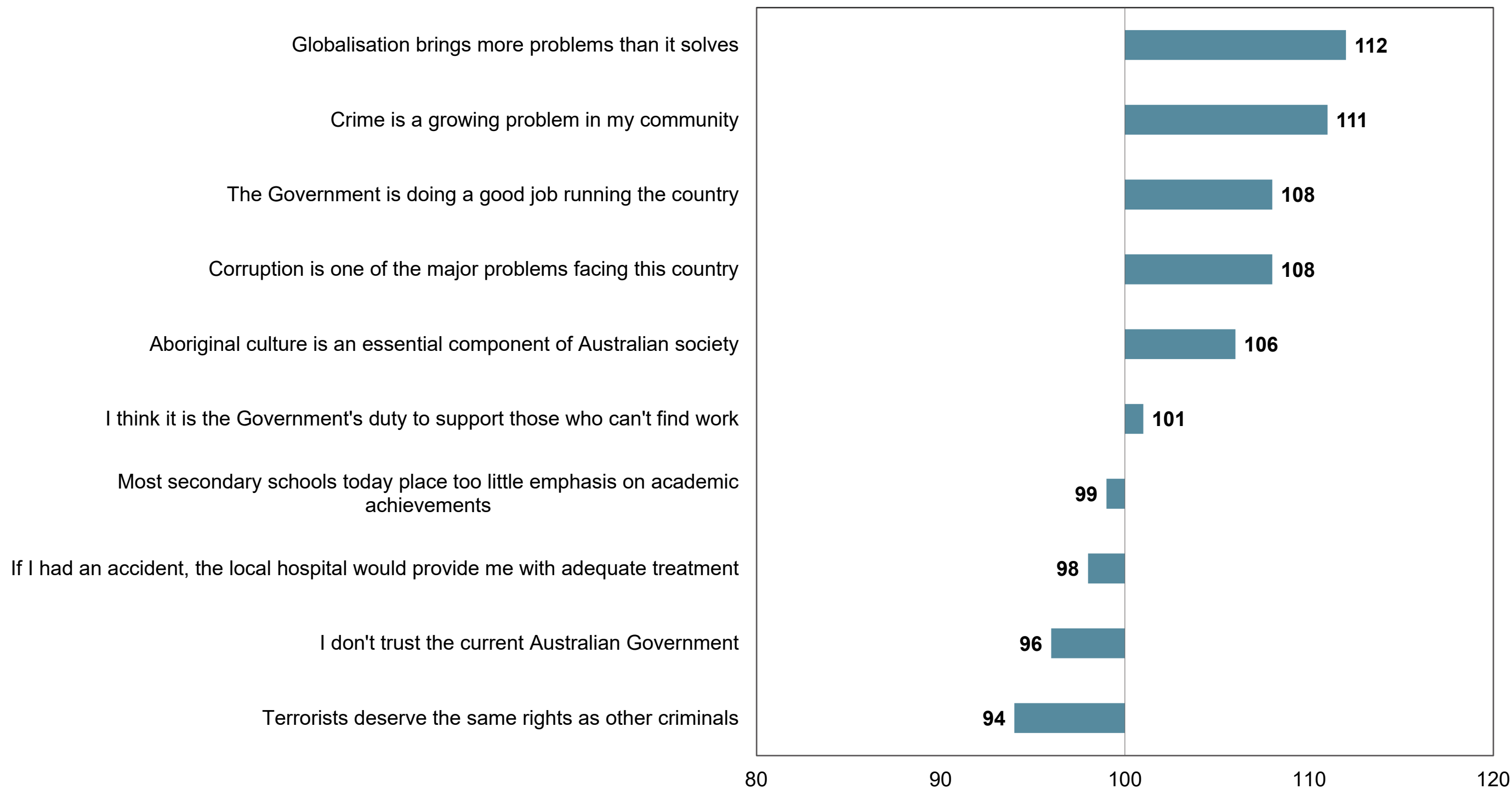This table shows the target profile group's attitudes to a range of Personal Statements.

		XYZ Customers
Total Sample Size		989
Population (000's)		145
PERSONAL ATTITUDES - AGREE		
Obedience and respect for authority are the most important virtues children should learn	WC	94
	V%	65%
	IX	119
When dealing with charities I respond more with my heart than my head	WC	76
	V%	53%
	IX	112
Helping others is an important part of who I am	WC	129
	V%	89%
	IX	107
	WC	31
I believe homosexuality is immoral	V%	21%
	IX	107
	WC	92
I worry about getting skin cancer	V%	63%
	IX	107
There's too much change going on these days	WC	78
	V%	54%
	IX	104
I think the gap between rich and poor is growing	WC	129
	V%	89%
	IX	102

		XYZ Customers
Total Sample Size		989
Population (000's)		145
PERSONAL ATTITUDES - AGREE		
When I'm at home, I like to shut myself off from the rest of the world	WC	80
	V%	55%
	IX	101
	WC	100
I'm optimistic about the future	V%	69%
	IX	101
I believe a percentage of everyone's income should go to charities	WC	38
	V%	26%
	IX	100
I prefer to support longer term development aid projects rather than crisis/emergency appeals	WC	76
	V%	53%
	IX	100
Homosexual couples should be allowed to adopt children	WC	104
	V%	72%
	IX	99
I tend to make decisions based on logic rather than emotions	WC	103
	V%	71%
	IX	98

ROY MORGAN

XYZ Customers Profile

Personal

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

Attitude	Index
Obedience and respect for authority are the most important virtues children should learn	119
When dealing with charities I respond more with my heart than my head	112
Helping others is an important part of who I am	107
I believe homosexuality is immoral	107
I worry about getting skin cancer	107
There's too much change going on these days	104
I think the gap between rich and poor is growing	102
When I'm at home, I like to shut myself off from the rest of the world	101
I'm optimistic about the future	101
I believe a percentage of everyone's income should go to charities	100
I prefer to support longer term development aid projects rather than crisis/emergency appeals	100
Homosexual couples should be allowed to adopt children	99
I tend to make decisions based on logic rather than emotions	98

ROY MORGAN

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		989
Population (000's)		145
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I spend more when my children come shopping with me	WC	64
	V%	44%
	IX	114
I try to buy Australian made products as often as possible	WC	116
	V%	80%
	IX	112
I choose a car mainly on its looks	WC	31
	V%	21%
	IX	111
I enjoy clothes shopping	WC	65
	V%	45%
	IX	110
I'll go out of my way in search of a bargain	WC	89
	V%	61%
	IX	107
I like to try the free samples they offer in supermarkets	WC	86
	V%	60%
	IX	107
I trust well known brands better than the stores' own	WC	63
	V%	43%
	IX	106
I enjoy grocery shopping	WC	80
	V%	55%
	IX	105
I don't buy luxuries anymore	WC	97
	V%	67%
	IX	105

		XYZ Customers
Total Sample Size		989
Population (000's)		145
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I was born to shop	WC	29
	V%	20%
	IX	105
I have favourite brands for most things I buy and I tend to stick to them	WC	99
	V%	68%
	IX	104
Expensive restaurants are not worth the money	WC	103
	V%	71%
	IX	103
I believe quality is more important than price	WC	102
	V%	70%
	IX	99
I buy more store's own products than well known brands	WC	65
	V%	45%
	IX	97
I am always ready to try new and different products	WC	80
	V%	55%
	IX	97
I want the best and am willing to pay for it	WC	48
	V%	33%
	IX	92
You can tell a type of person by the type of car they drive	WC	39
	V%	27%
	IX	92
I will buy a product because of the label	WC	33
	V%	23%
	IX	90

ROY MORGAN

XYZ Customers Profile

Shopping and Product

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

Attitude	Index
I spend more when my children come shopping with me	114
I try to buy Australian made products as often as possible	112
I choose a car mainly on its looks	111
I enjoy clothes shopping	110
I'll go out of my way in search of a bargain	107
I like to try the free samples they offer in supermarkets	107
I trust well known brands better than the stores' own	106
I enjoy grocery shopping	105
I don't buy luxuries anymore	105
I was born to shop	105
I have favourite brands for most things I buy and I tend to stick to them	104
Expensive restaurants are not worth the money	103
I believe quality is more important than price	99
I buy more store's own products than well known brands	97
I am always ready to try new and different products	97
I want the best and am willing to pay for it	92
You can tell a type of person by the type of car they drive	92
I will buy a product because of the label	90

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XYZ Customers Profile

Food

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

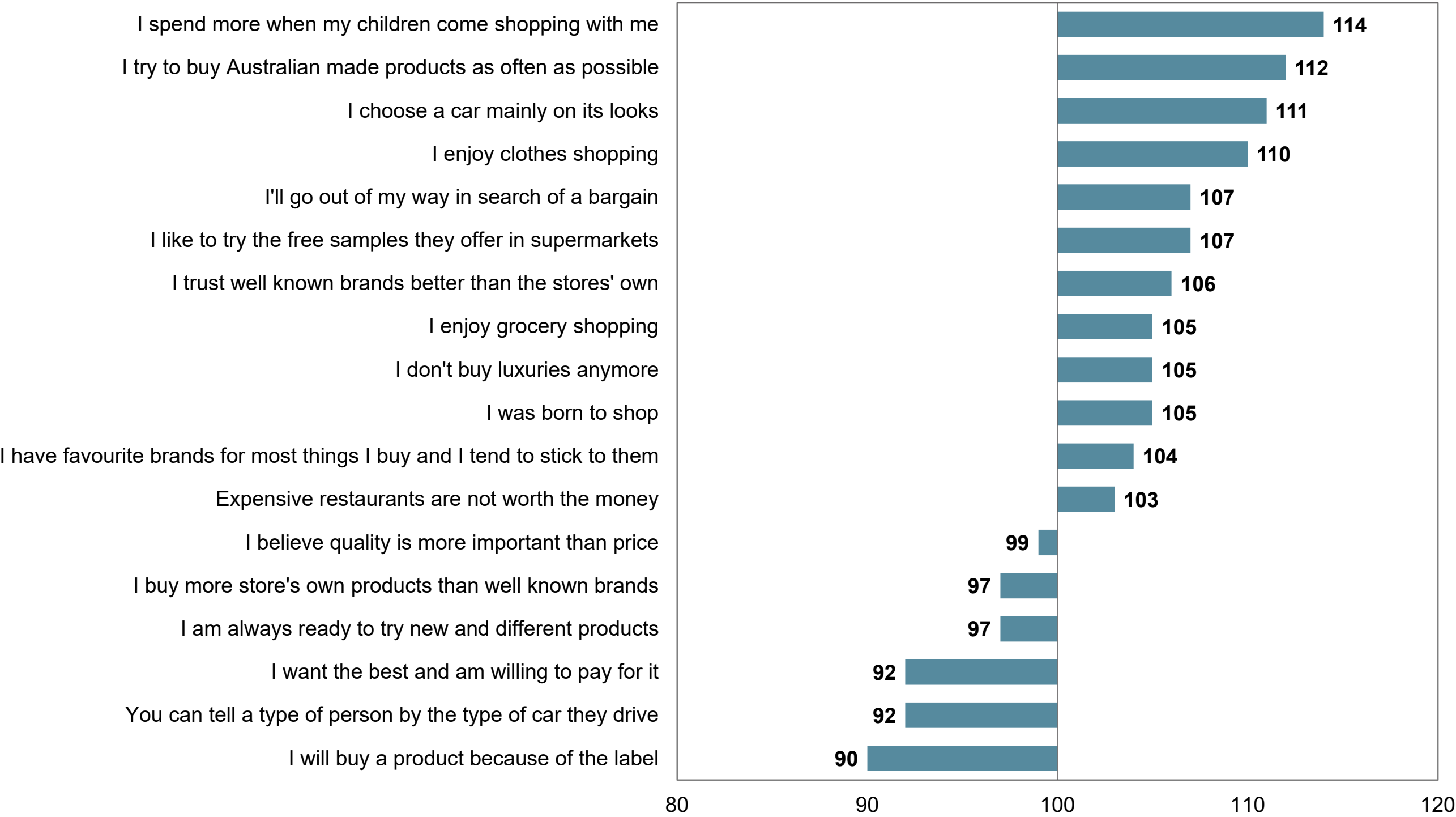|		XYZ Customers
Total Sample Size		989
Population (000's)		145
FOOD ATTITUDES - AGREE		
I restrict how much fattening food I eat	WC	89
	V%	61%
	IX	120
People often compliment me on my cooking	WC	82
	V%	56%
	IX	119
I try to eat food that has had minimal processing	WC	103
	V%	71%
	IX	119
I won't buy genetically modified food if I can help it	WC	81
	V%	56%
	IX	117
I like to drink wine with my meals	WC	45
	V%	31%
	IX	114
I buy much more fresh or chilled foods than I used to	WC	93
	V%	64%
	IX	113
I'm constantly watching my weight	WC	77
	V%	53%
	IX	113
I prefer to eat healthy snacks	WC	97
	V%	67%
	IX	111

		XYZ Customers
Total Sample Size		989
Population (000's)		145
FOOD ATTITUDES - AGREE		
My pet is a fussy eater	WC	38
	V%	26%
	IX	105
I like to have traditional meals at home	WC	105
	V%	72%
	IX	105
Taste is more important than ingredients	WC	83
	V%	57%
	IX	102
I tend to snack throughout the day	WC	74
	V%	51%
	IX	102
I like to eat healthily but don't want to compromise on taste	WC	106
	V%	73%
	IX	101
I try to buy organic food whenever I can	WC	42
	V%	29%
	IX	101
If I see a new type of food I will try it	WC	87
	V%	60%
	IX	100
The food I eat is all, or almost all, vegetarian	WC	26
	V%	18%
	IX	99

		XYZ Customers
Total Sample Size		989
Population (000's)		145
FOOD ATTITUDES - AGREE		
I enjoy food from all over the world	WC	112
	V%	77%
	IX	98
I buy the same food every week	WC	62
	V%	43%
	IX	92
I don't have time to spend cooking	WC	35
	V%	24%
	IX	91
I avoid dairy foods whenever possible	WC	26
	V%	18%
	IX	89
I seldom have time for breakfast	WC	38
	V%	27%
	IX	88
I often buy frozen or chilled ready prepared meals	WC	39
	V%	27%
	IX	88
I often buy take away food to eat at home	WC	43
	V%	30%
	IX	87

ROY MORGAN

XYZ Customers Profile

Food

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

Attitude	Index
I restrict how much fattening food I eat	120
People often compliment me on my cooking	119
I try to eat food that has had minimal processing	119
I won't buy genetically modified food if I can help it	117
I like to drink wine with my meals	114
I buy much more fresh or chilled foods than I used to	113
I'm constantly watching my weight	113
I prefer to eat healthy snacks	111
My pet is a fussy eater	105
I like to have traditional meals at home	105
Taste is more important than ingredients	102
I tend to snack throughout the day	102
I like to eat healthily but don't want to compromise on taste	101
I try to buy organic food whenever I can	101
If I see a new type of food I will try it	100
The food I eat is all, or almost all, vegetarian	99
I enjoy food from all over the world	98
I buy the same food every week	92
I don't have time to spend cooking	91
I avoid dairy foods whenever possible	89
I seldom have time for breakfast	88
I often buy frozen or chilled ready prepared meals	88
I often buy take away food to eat at home	87

ROY MORGAN

XYZ Customers Profile

Advertising and Media

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

Table 1

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ADVERTISING AND MEDIA ATTITUDES - AGREE		
Quite often I find TV advertising more entertaining than the programs	WC	42
	V%	29%
	IX	138
I enjoy buying magazines	WC	39
	V%	27%
	IX	136
TV advertising often gives me something to talk about	WC	43
	V%	30%
	IX	132
I often notice the advertisements on the tops and backs of taxis	WC	42
	V%	29%
	IX	130
Magazines are a good way to unwind and relax	WC	89
	V%	61%
	IX	128
I always watch the news on TV to keep me up-to-date	WC	89
	V%	61%
	IX	126
I often take advantage of the special offers on the back of my supermarket shopping docket	WC	39
	V%	27%
	IX	125
I find TV advertising interesting	WC	42
	V%	29%
	IX	124

Table 2

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I record TV programs if I can't watch them	WC	54
	V%	37%
	IX	123
I often enter competitions run by newspapers, magazines or radio stations	WC	31
	V%	21%
	IX	121
I use coupons I find in magazines or on packets	WC	45
	V%	31%
	IX	118
I can't miss seeing those big billboard signs	WC	77
	V%	53%
	IX	116
I often redeem coupons to get discounts or special offers	WC	64
	V%	44%
	IX	113
I listen to the radio in the car	WC	114
	V%	79%
	IX	111
I can't help noticing advertising on buses	WC	76
	V%	53%
	IX	111
I usually notice the advertisements on shopping trolleys when I go grocery shopping	WC	25
	V%	17%
	IX	111

Table 3

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I often enter competitions which are on packets or labels on products	WC	30
	V%	21%
	IX	107
Some TV advertising is devious	WC	107
	V%	74%
	IX	102
Advertising posters in shopping centres and malls don't interest me	WC	98
	V%	68%
	IX	99
I always read the business section of the newspaper	WC	25
	V%	17%
	IX	97
Nearly all TV advertising annoys me	WC	92
	V%	63%
	IX	96
My letterbox says 'no junk mail' (or similar)	WC	43
	V%	30%
	IX	94
I don't read the ads in newspapers and magazines	WC	80
	V%	55%
	IX	89

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XYZ Customers Profile

Advertising and Media

This chart shows the index of the target profile group's attitudes compared to the average Australian.
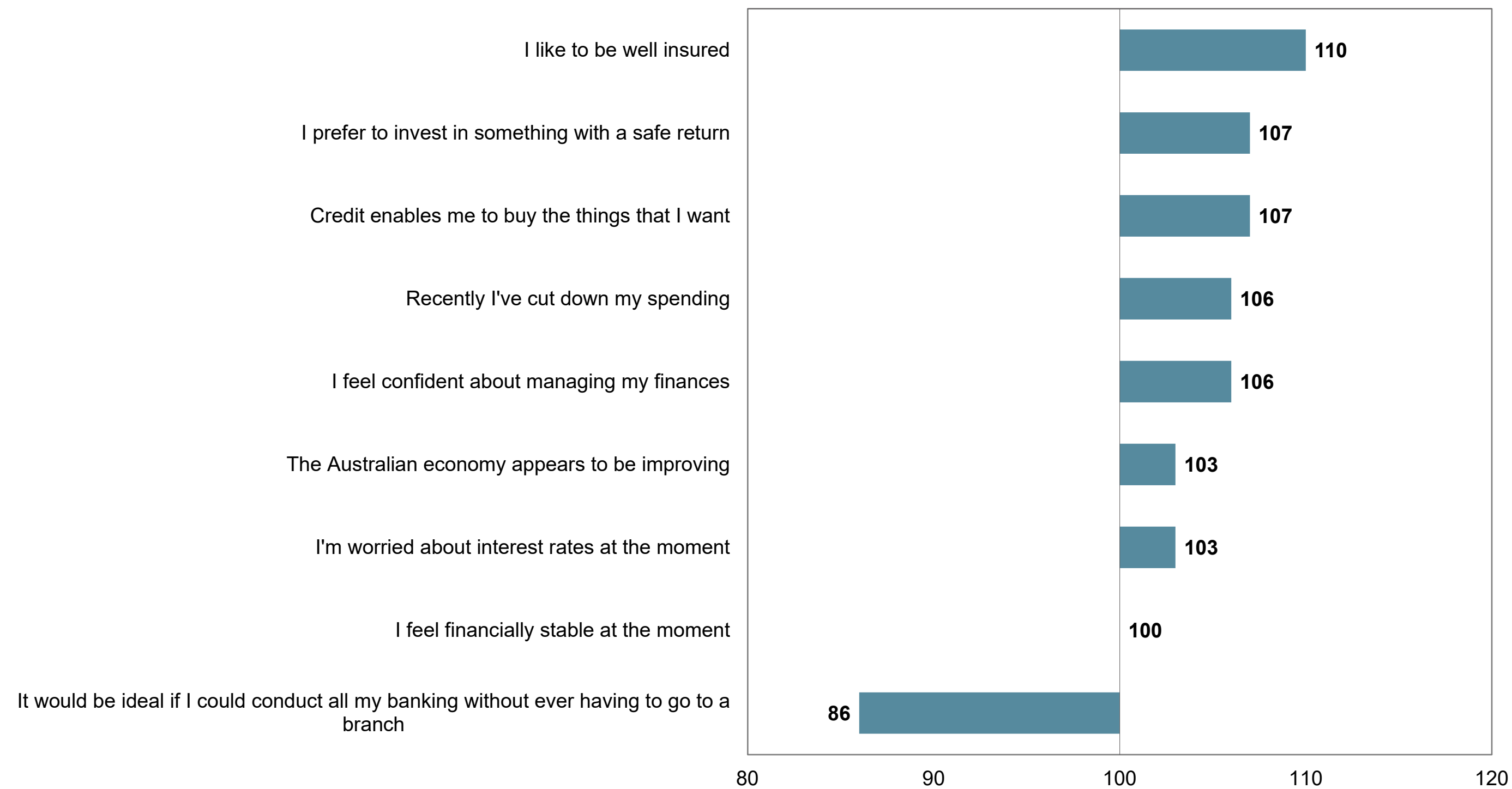
Attitude	Index
Quite often I find TV advertising more entertaining than the programs	138
I enjoy buying magazines	136
TV advertising often gives me something to talk about	132
I often notice the advertisements on the tops and backs of taxis	130
Magazines are a good way to unwind and relax	128
I always watch the news on TV to keep me up-to-date	126
I often take advantage of the special offers on the back of my supermarket shopping…	125
I find TV advertising interesting	124
I record TV programs if I can't watch them	123
I often enter competitions run by newspapers, magazines or radio stations	121
I use coupons I find in magazines or on packets	118
I can't miss seeing those big billboard signs	116
I often redeem coupons to get discounts or special offers	113
I listen to the radio in the car	111
I can't help noticing advertising on buses	111
I usually notice the advertisements on shopping trolleys when I go grocery shopping	111
I often enter competitions which are on packets or labels on products	107
Some TV advertising is devious	102
Advertising posters in shopping centres and malls don't interest me	99
I always read the business section of the newspaper	97
Nearly all TV advertising annoys me	96
My letterbox says 'no junk mail' (or similar)	94
I don't read the ads in newspapers and magazines	89

ROY MORGAN

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		989
Population (000's)		145
FAMILY AND HOME ATTITUDES - AGREE		
I keep up-to-date with new ideas to improve my home	WC	53
	V%	37%
	IX	115
I try to give my kids as few sweets as possible	WC	78
	V%	54%
	IX	111
I like to entertain spontaneously	WC	59
	V%	40%
	IX	110
I can't relax until I know the house is clean & tidy	WC	68
	V%	47%
	IX	110
I love to cook	WC	96
	V%	66%
	IX	107

		XYZ Customers
Total Sample Size		989
Population (000's)		145
FAMILY AND HOME ATTITUDES - AGREE		
I am very proud of my family	WC	129
	V%	89%
	IX	106
Meals are an important way to connect with family	WC	128
	V%	88%
	IX	106
I would rather clean than cook any day	WC	33
	V%	23%
	IX	87
I'm more interested in my job than my house	WC	27
	V%	18%
	IX	85
If I could afford to eat out every night I would	WC	38
	V%	26%
	IX	84

ROY MORGAN

XYZ Customers Profile

Family and Home

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

Attitude	Index
I keep up-to-date with new ideas to improve my home	115
I try to give my kids as few sweets as possible	111
I like to entertain spontaneously	110
I can't relax until I know the house is clean & tidy	110
I love to cook	107
I am very proud of my family	106
Meals are an important way to connect with family	106
I would rather clean than cook any day	87
I'm more interested in my job than my house	85
If I could afford to eat out every night I would	84

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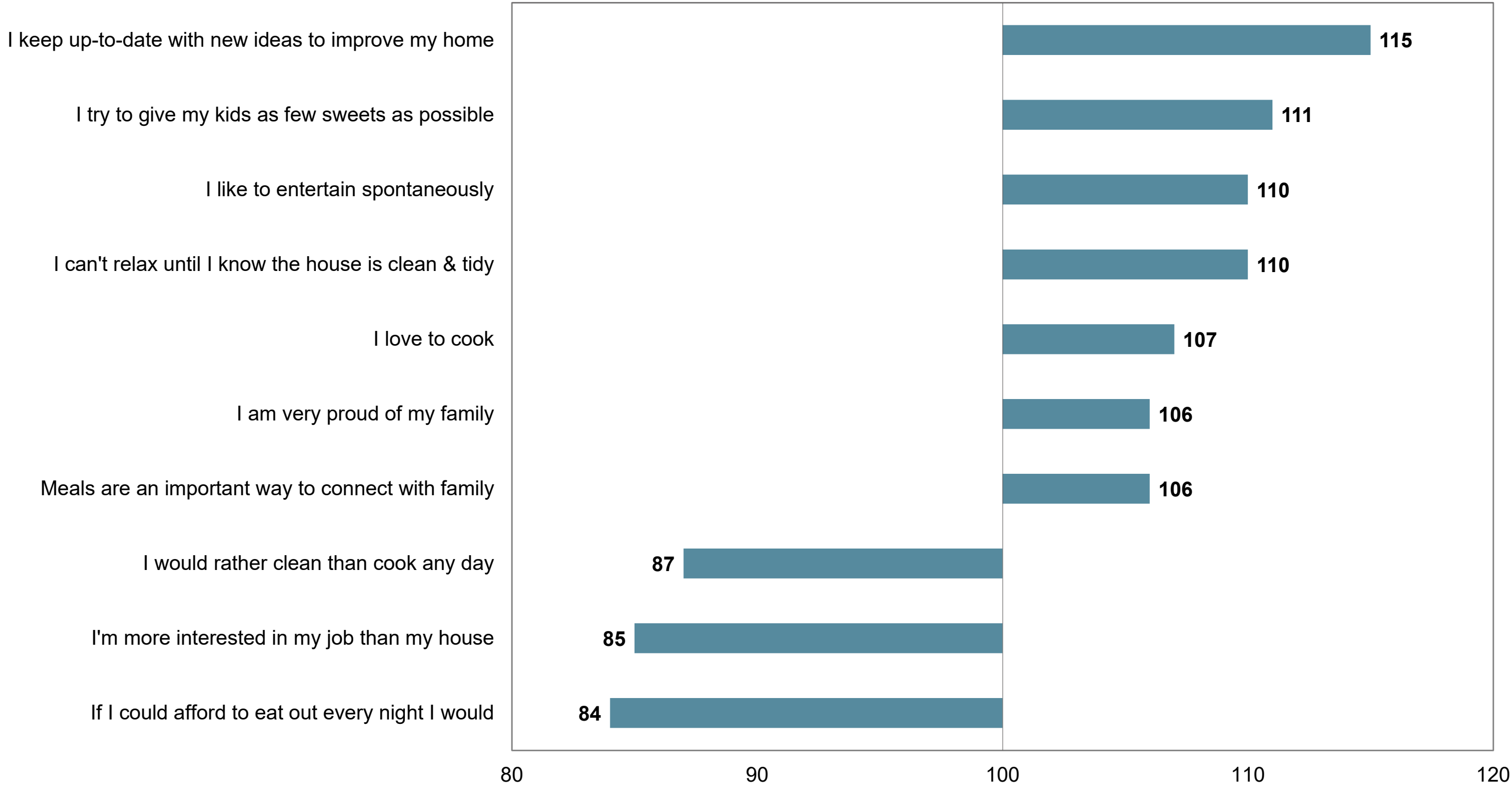
XYZ Customers Profile

Finance

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
FINANCE ATTITUDES - AGREE		
I like to be well insured	WC	114
	V%	79%
	IX	110
I prefer to invest in something with a safe return	WC	115
	V%	80%
	IX	107
Credit enables me to buy the things that I want	WC	58
	V%	40%
	IX	107
Recently I've cut down my spending	WC	99
	V%	68%
	IX	106
I feel confident about managing my finances	WC	109
	V%	75%
	IX	106
The Australian economy appears to be improving	WC	63
	V%	43%
	IX	103
I'm worried about interest rates at the moment	WC	57
	V%	39%
	IX	103
I feel financially stable at the moment	WC	86
	V%	59%
	IX	100
It would be ideal if I could conduct all my banking without ever having to go to a branch	WC	73
	V%	50%
	IX	86

ROY MORGAN

XYZ Customers Profile

Finance

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

Attitude	Index
I like to be well insured	110
I prefer to invest in something with a safe return	107
Credit enables me to buy the things that I want	107
Recently I've cut down my spending	106
I feel confident about managing my finances	106
The Australian economy appears to be improving	103
I'm worried about interest rates at the moment	103
I feel financially stable at the moment	100
It would be ideal if I could conduct all my banking without ever having to go to a branch	86

ROY MORGAN

XYZ Customers Profile

Holiday

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

	XYZ Customers
Total Sample Size	989
Population (000's)	145

HOLIDAY ATTITUDES - AGREE

I'd like to holiday where I can experience the local culture	WC	114
	V%	79%
	IX	110
I sometimes organise holidays on behalf of my family and friends	WC	45
	V%	31%
	IX	106
I like to take holidays within Australia	WC	120
	V%	83%
	IX	104
I prefer to holiday where I can see nature or be in a natural setting	WC	112
	V%	77%
	IX	104
I enjoy holidays where everything is organised for you	WC	53
	V%	37%
	IX	104
For my next holiday, I'd really like a total ecotourism experience	WC	39
	V%	27%
	IX	104
I avoid staying at accommodation that does not have genuine environmental policies	WC	32
	V%	22%
	IX	102
I usually leave holiday arrangements to someone else	WC	37
	V%	26%
	IX	101

	XYZ Customers
Total Sample Size	989
Population (000's)	145

HOLIDAY ATTITUDES - AGREE

I like to go away on weekends	WC	78
	V%	54%
	IX	101
I usually book and arrange all my holiday travel details myself	WC	101
	V%	70%
	IX	101
On holidays I like to do as little as possible	WC	71
	V%	49%
	IX	101
I'm always very active on holidays	WC	70
	V%	48%
	IX	99
I like to take my holidays away from crowds	WC	103
	V%	71%
	IX	97
I prefer the bright lights and big cities when I travel	WC	35
	V%	24%
	IX	96
It only feels like a holiday if I leave Australia	WC	23
	V%	16%
	IX	89

ROY MORGAN

XYZ Customers Profile

Holiday

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

Attitude	Index
I'd like to holiday where I can experience the local culture	110
I sometimes organise holidays on behalf of my family and friends	106
I like to take holidays within Australia	104
I prefer to holiday where I can see nature or be in a natural setting	104
I enjoy holidays where everything is organised for you	104
For my next holiday, I'd really like a total ecotourism experience	104
I avoid staying at accommodation that does not have genuine environmental policies	102
I usually leave holiday arrangements to someone else	101
I like to go away on weekends	101
I usually book and arrange all my holiday travel details myself	101
On holidays I like to do as little as possible	101
I'm always very active on holidays	99
I like to take my holidays away from crowds	97
I prefer the bright lights and big cities when I travel	96
It only feels like a holiday if I leave Australia	89

ROY MORGAN

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		989
Population (000's)		145
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a cafe for coffee or tea	WC	85
	V%	59%
	IX	111
Went to a pub or hotel for a meal	WC	61
	V%	42%
	IX	111
Went to a cafe for a snack or meal	WC	68
	V%	47%
	IX	109
Went to a BYO restaurant	WC	23
	V%	16%
	IX	107
Went to a licensed restaurant	WC	65
	V%	45%
	IX	101

		XYZ Customers
Total Sample Size		989
Population (000's)		145
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a pub or hotel only for a drink	WC	25
	V%	17%
	IX	96
Ate a meal at a fast food place	WC	50
	V%	35%
	IX	91
Went to a fast food place for takeaway	WC	77
	V%	53%
	IX	90
Ordered a pizza for home delivery	WC	51
	V%	35%
	IX	89
Ordered other home delivered food	WC	43
	V%	29%
	IX	85

ROY MORGAN

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.

Activity	Index
Went to a cafe for coffee or tea	111
Went to a pub or hotel for a meal	111
Went to a cafe for a snack or meal	109
Went to a BYO restaurant	107
Went to a licensed restaurant	101
Went to a pub or hotel only for a drink	96
Ate a meal at a fast food place	91
Went to a fast food place for takeaway	90
Ordered a pizza for home delivery	89
Ordered other home delivered food	85

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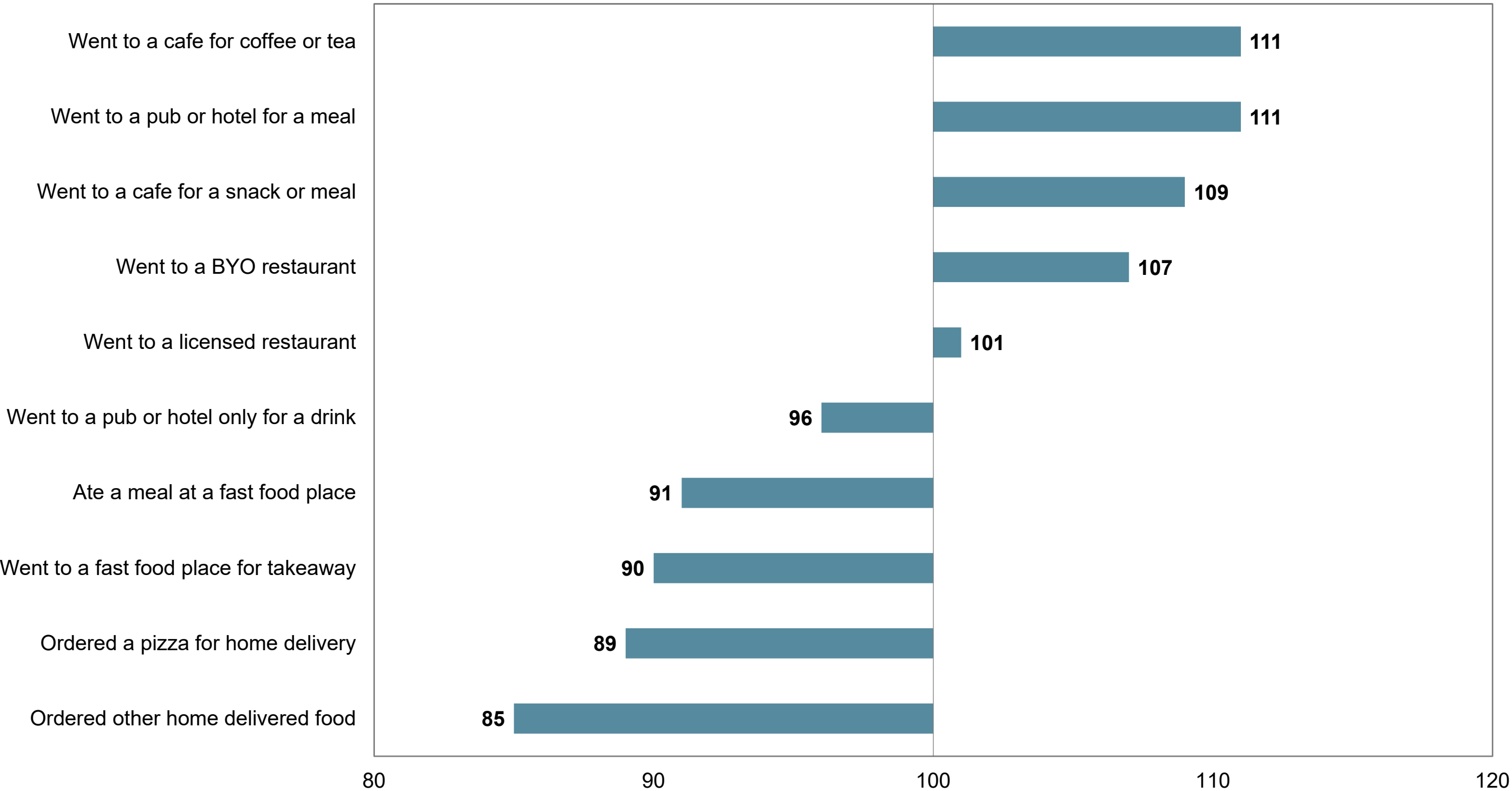
XYZ Customers Profile

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		989
Population (000's)		145
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Dressmaking	WC	23
	V%	16%
	IX	296
Hobbies	WC	62
	V%	43%
	IX	123
Worked in the garden	WC	98
	V%	67%
	IX	121
Did some formal exercise (eg. Gym, aerobics, running, cycling, etc.)	WC	73
	V%	50%
	IX	105
Played computer games at home	WC	53
	V%	37%
	IX	104
Played board games (eg. Monopoly)	WC	41
	V%	29%
	IX	96
Played a musical instrument or sung in a band or choir	WC	13
	V%	9%
	IX	91

		XYZ Customers
Total Sample Size		989
Population (000's)		145
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Stamp collecting	WC	2
	V%	1%
	IX	80
Played video games at home	WC	30
	V%	21%
	IX	74
Worked on a car	WC	15
	V%	11%
	IX	69
Played a sport	WC	20
	V%	13%
	IX	68
Played a game of pool/snooker/billiards	WC	8
	V%	6%
	IX	67
Went to professional sports events	WC	8
	V%	5%
	IX	63

ROY MORGAN

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.

Activity	Index
Dressmaking	296
Hobbies	123
Worked in the garden	121
Did some formal exercise (eg. Gym, aerobics, running, cycling, etc.)	105
Played computer games at home	104
Played board games (eg. Monopoly)	96
Played a musical instrument or sung in a band or choir	91
Stamp collecting	80
Played video games at home	74
Worked on a car	69
Played a sport	68
Played a game of pool/snooker/billiards	67
Went to professional sports events	63

ROY MORGAN
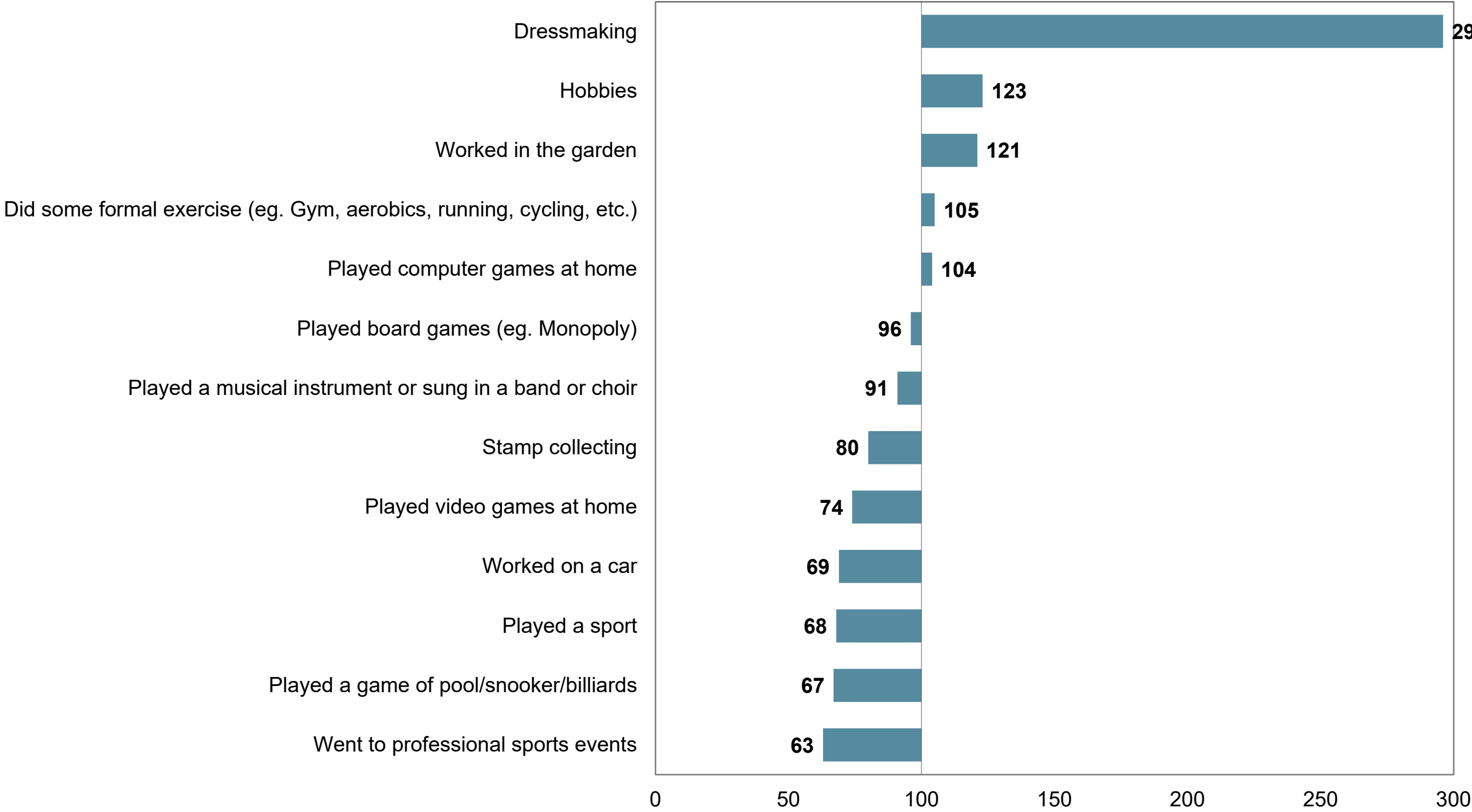
XYZ Customers Profile

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		989
Population (000's)		145
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Bought a CD (pre-recorded)	WC	7
	V%	5%
	IX	153
Bought a DVD (pre-recorded)	WC	13
	V%	9%
	IX	137
Went to a jazz, classical or blues performance	WC	5
	V%	3%
	IX	136
Went to the ballet or opera	WC	4
	V%	2%
	IX	126
Went to an RSL, Leagues or other club	WC	35
	V%	24%
	IX	125
Went to a casino	WC	11
	V%	8%
	IX	123
Went to the live theatre	WC	15
	V%	10%
	IX	123
Held a dinner party	WC	25
	V%	17%
	IX	116

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Went to a theatre restaurant, pub or cabaret for live entertainment	WC	9
	V%	6%
	IX	111
Entertained friends/relatives	WC	77
	V%	53%
	IX	110
Went to a rock, pop music concert	WC	9
	V%	6%
	IX	110
Went to the cinema	WC	45
	V%	31%
	IX	108
Visited friends/relatives	WC	116
	V%	80%
	IX	107
Went to a night club	WC	7
	V%	5%
	IX	83
Went to a racetrack	WC	3
	V%	2%
	IX	66

ROY MORGAN

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.

Activity	Index
Bought a CD (pre-recorded)	153
Bought a DVD (pre-recorded)	137
Went to a jazz, classical or blues performance	136
Went to the ballet or opera	126
Went to an RSL, Leagues or other club	125
Went to a casino	123
Went to the live theatre	123
Held a dinner party	116
Went to a theatre restaurant, pub or cabaret for live entertainment	111
Entertained friends/relatives	110
Went to a rock, pop music concert	110
Went to the cinema	108
Visited friends/relatives	107
Went to a night club	83
Went to a racetrack	66

ROY MORGAN
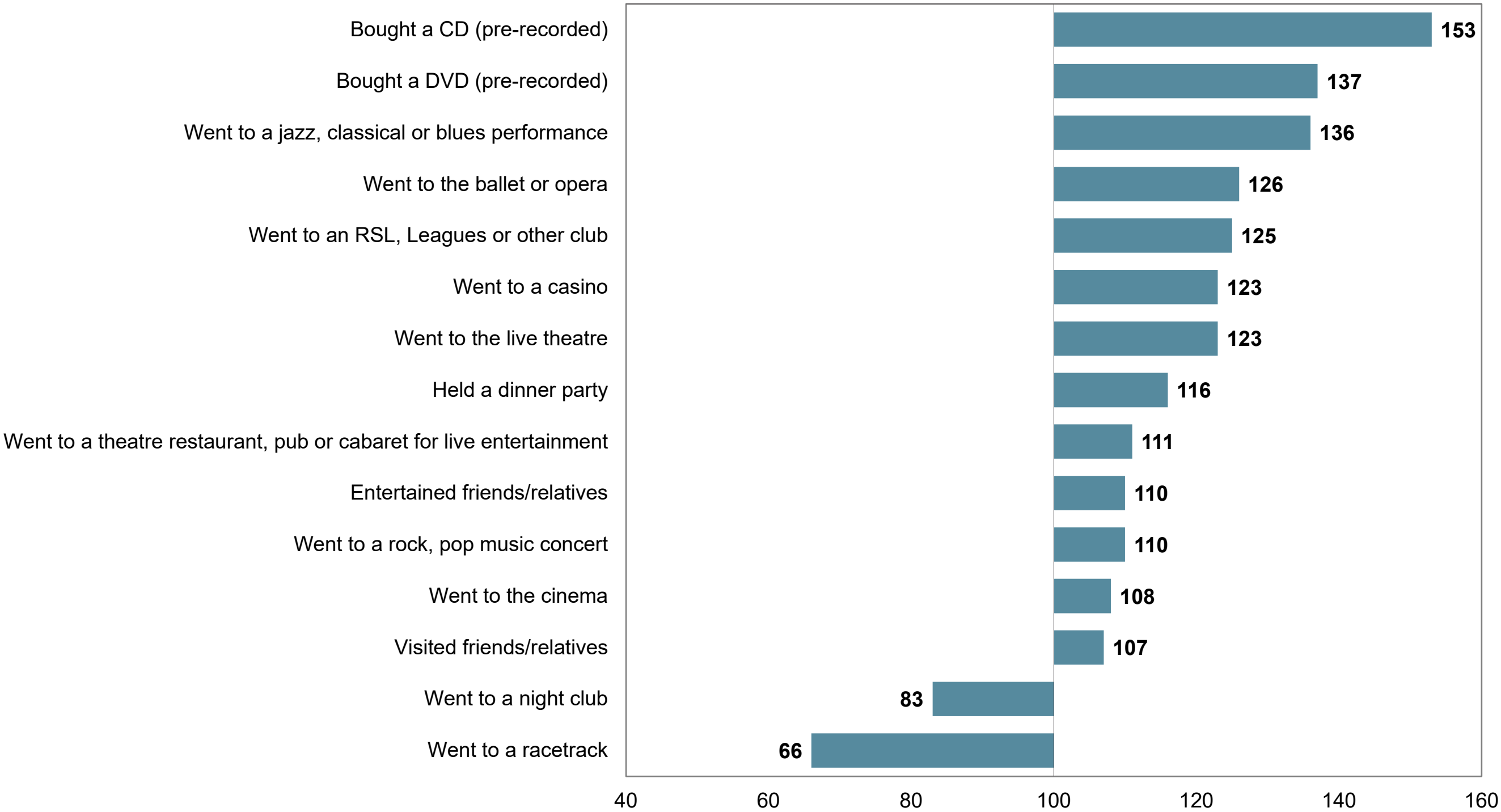
XYZ Customers Profile

Sports Watched on TV

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

Table 1

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TV SPORTS WATCHED - SUMMARY		
Lawn Bowls	WC	5
	V%	3%
	IX	152
Swimming/Diving	WC	18
	V%	13%
	IX	131
Horse Racing/Harness racing	WC	45
	V%	31%
	IX	129
AFL (inc. AFL Womens)	WC	62
	V%	42%
	IX	115
Tennis	WC	58
	V%	40%
	IX	114
Car racing	WC	32
	V%	22%
	IX	107
Cricket	WC	47
	V%	32%
	IX	107
Olympic Games	WC	75
	V%	51%
	IX	105
Rugby Union	WC	19
	V%	13%
	IX	103

Table 2

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TV SPORTS WATCHED - SUMMARY		
Golf	WC	10
	V%	7%
	IX	103
NRL	WC	43
	V%	30%
	IX	102
Motorcycle Racing	WC	7
	V%	5%
	IX	101
Basketball	WC	11
	V%	8%
	IX	96
Soccer	WC	21
	V%	14%
	IX	78
Total watched sport on TV	WC	94
	V%	65%
	IX	103

Table 3

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TV SPORTS WATCHED		
AFL - Pre-season	WC	12
	V%	8%
	IX	91
AFL - Regular season	WC	42
	V%	29%
	IX	105
AFL - Finals	WC	43
	V%	30%
	IX	110
AFL - Grand Final	WC	50
	V%	34%
	IX	113
AFL - Women's	WC	20
	V%	14%
	IX	125
NRL - Regular season	WC	24
	V%	17%
	IX	92
NRL - Finals	WC	24
	V%	16%
	IX	87
NRL - Grand Final	WC	28
	V%	19%
	IX	86
Rugby League NRL State of Origin	WC	33
	V%	23%
	IX	93

CONTINUED ⏎

ROY MORGAN

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	989
Population (000's)	145

TV SPORTS WATCHED

		XYZ Customers
Rugby Union Super Rugby	WC	10
	V%	7%
	IX	108
World Series Rugby	WC	7
	V%	5%
	IX	112
Rugby Union International	WC	8
	V%	6%
	IX	77
Rugby World Cup	WC	13
	V%	9%
	IX	96
FIFA World Cup Soccer	WC	17
	V%	12%
	IX	80
A-League Soccer	WC	9
	V%	6%
	IX	85
W-League Soccer (Women's)	WC	5
	V%	3%
	IX	105
English Premier League Soccer	WC	8
	V%	5%
	IX	71
Other Soccer	WC	3
	V%	2%
	IX	62

	XYZ Customers
Total Sample Size	989
Population (000's)	145

TV SPORTS WATCHED

		XYZ Customers
American NBA basketball	WC	6
	V%	4%
	IX	70
Australian NBL basketball	WC	5
	V%	4%
	IX	88
Women's basketball	WC	4
	V%	3%
	IX	135
Netball	WC	14
	V%	10%
	IX	177
American baseball	WC	1
	V%	1%
	IX	48
American football	WC	4
	V%	3%
	IX	74
Cricket - Men's Test match	WC	30
	V%	21%
	IX	94
One Day International Men's Cricket	WC	29
	V%	20%
	IX	98
TOTAL T20 Cricket/Big Bash League match	WC	35
	V%	24%
	IX	99

	XYZ Customers
Total Sample Size	989
Population (000's)	145

TV SPORTS WATCHED

		XYZ Customers
Bathurst 1000	WC	20
	V%	14%
	IX	110
Formula 1 car racing	WC	16
	V%	11%
	IX	100
V8 supercars	WC	18
	V%	12%
	IX	107
Rally car racing	WC	5
	V%	4%
	IX	124
Drag racing	WC	4
	V%	2%
	IX	99
Other car racing	WC	3
	V%	2%
	IX	86
Motorcycle racing	WC	7
	V%	5%
	IX	101
Horse racing - Melbourne Cup	WC	44
	V%	31%
	IX	129
Horse racing - Caulfield Cup	WC	12
	V%	8%
	IX	113

CONTINUED ⌐

ROY MORGAN

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	989
Population (000's)	145
TV SPORTS WATCHED	
Horse racing - The Everest WC	9
Horse racing - The Everest V%	7%
Horse racing - The Everest IX	127
Horse racing - Golden Slipper WC	8
Horse racing - Golden Slipper V%	5%
Horse racing - Golden Slipper IX	109
Horse racing - Other WC	7
Horse racing - Other V%	5%
Horse racing - Other IX	90
Trotting (Harness racing) WC	3
Trotting (Harness racing) V%	2%
Trotting (Harness racing) IX	108
Horse riding/Equestrian WC	3
Horse riding/Equestrian V%	2%
Horse riding/Equestrian IX	139
Greyhound racing WC	3
Greyhound racing V%	2%
Greyhound racing IX	77
Golf WC	10
Golf V%	7%
Golf IX	103
Cycling WC	14
Cycling V%	9%
Cycling IX	129

	XYZ Customers
Total Sample Size	989
Population (000's)	145
TV SPORTS WATCHED	
Gymnastics WC	8
Gymnastics V%	5%
Gymnastics IX	121
Boxing WC	7
Boxing V%	5%
Boxing IX	86
Professional Wrestling (WWE) WC	4
Professional Wrestling (WWE) V%	3%
Professional Wrestling (WWE) IX	87
IronMan/IronWoman contests WC	2
IronMan/IronWoman contests V%	1%
IronMan/IronWoman contests IX	73
Athletics/Track & field WC	6
Athletics/Track & field V%	4%
Athletics/Track & field IX	98
Lawn bowls WC	5
Lawn bowls V%	3%
Lawn bowls IX	152
Tennis - Australian Open WC	57
Tennis - Australian Open V%	39%
Tennis - Australian Open IX	113

	XYZ Customers
Total Sample Size	989
Population (000's)	145
TV SPORTS WATCHED	
Other Tennis WC	22
Other Tennis V%	15%
Other Tennis IX	133
Snow skiing/Snowboarding WC	2
Snow skiing/Snowboarding V%	2%
Snow skiing/Snowboarding IX	86
Surfing WC	9
Surfing V%	6%
Surfing IX	162
Sailing WC	3
Sailing V%	2%
Sailing IX	119
Swimming WC	18
Swimming V%	13%
Swimming IX	131
Commonwealth Games WC	59
Commonwealth Games V%	41%
Commonwealth Games IX	114
Olympic Games WC	75
Olympic Games V%	51%
Olympic Games IX	105

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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.
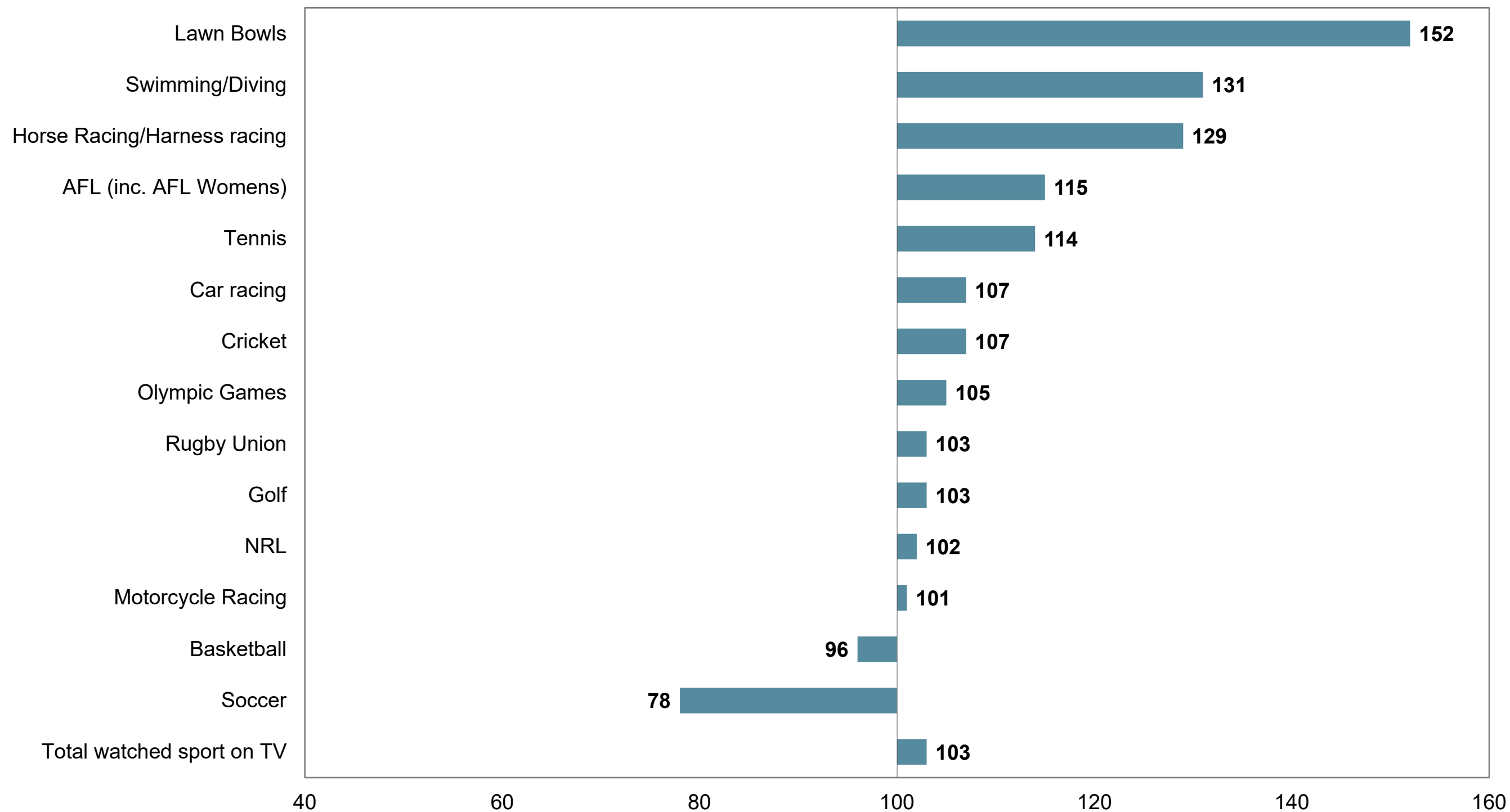
Sport	Index
Lawn Bowls	152
Swimming/Diving	131
Horse Racing/Harness racing	129
AFL (inc. AFL Womens)	115
Tennis	114
Car racing	107
Cricket	107
Olympic Games	105
Rugby Union	103
Golf	103
NRL	102
Motorcycle Racing	101
Basketball	96
Soccer	78
Total watched sport on TV	103

ROY MORGAN

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	989
Population (000's)	145

SPORTS PARTICIPATED IN - SUMMARY

Shooting	WC	3
	V%	2%
	IX	141
Pilates	WC	12
	V%	8%
	IX	137
Dancing	WC	7
	V%	5%
	IX	133
Yoga	WC	19
	V%	13%
	IX	132
Motor Sports	WC	4
	V%	2%
	IX	122
Horse riding	WC	2
	V%	2%
	IX	118
Water Sports	WC	34
	V%	23%
	IX	117
Fishing	WC	13
	V%	9%
	IX	114
Athletic Activities (inc. Walking for exercise)	WC	121
	V%	83%
	IX	106

	XYZ Customers
Total Sample Size	989
Population (000's)	145

SPORTS PARTICIPATED IN - SUMMARY

Outdoor Activities	WC	39
	V%	27%
	IX	105
Hiking/Bushwalking	WC	28
	V%	19%
	IX	104
Individual Sports	WC	20
	V%	14%
	IX	85
Flying (Pilot Licence)	WC	0
	V%	0%
	IX	84
Team Sports	WC	12
	V%	9%
	IX	62
Winter Sports	WC	2
	V%	1%
	IX	57
Combative Sports	WC	3
	V%	2%
	IX	55
Total participated in any sport/leisure activity regularly or occasionally (inc. walking)	WC	129
	V%	89%
	IX	103

	XYZ Customers
Total Sample Size	989
Population (000's)	145

SPORTS PARTICIPATED IN

Aerobics	WC	7
	V%	5%
	IX	148
Cycling	WC	15
	V%	10%
	IX	106
Mountain Biking	WC	2
	V%	1%
	IX	49
Gym/Weight training	WC	28
	V%	19%
	IX	85
Gymnastics	WC	1
	V%	1%
	IX	44
Jogging	WC	20
	V%	14%
	IX	84
Roller blading/Skating	WC	0
	V%	0%
	IX	32
Marathons/Running	WC	2
	V%	1%
	IX	47
Athletics/Track & Field	WC	3
	V%	2%
	IX	134

CONTINUED ⤵

Source: Roy Morgan January 2021 - December 2022

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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		989
Population (000's)		145
SPORTS PARTICIPATED IN		
Triathlon	WC	1
	V%	1%
	IX	92
Walking for Exercise	WC	111
	V%	76%
	IX	109
Australian Rules football	WC	2
	V%	1%
	IX	59
Basketball	WC	3
	V%	2%
	IX	52
Cricket	WC	3
	V%	2%
	IX	52
Field hockey	WC	1
	V%	1%
	IX	123
Netball	WC	3
	V%	2%
	IX	88
Rugby League	WC	1
	V%	1%
	IX	46
Rugby Union	WC	2
	V%	1%
	IX	116

	XYZ Customers	
Total Sample Size		989
Population (000's)		145
SPORTS PARTICIPATED IN		
Soccer	WC	4
	V%	3%
	IX	63
Softball	WC	1
	V%	0%
	IX	118
Baseball	WC	0
	V%	0%
	IX	10
Volleyball	WC	2
	V%	2%
	IX	113
Golf	WC	4
	V%	3%
	IX	61
Lawn bowls	WC	1
	V%	1%
	IX	60
Pool/Snooker/Billiards	WC	5
	V%	3%
	IX	102
Darts	WC	2
	V%	2%
	IX	93
Squash	WC	1
	V%	1%
	IX	83

	XYZ Customers	
Total Sample Size		989
Population (000's)		145
SPORTS PARTICIPATED IN		
Badminton	WC	3
	V%	2%
	IX	91
Table tennis	WC	5
	V%	3%
	IX	122
Tennis	WC	6
	V%	4%
	IX	93
Ten Pin bowling	WC	5
	V%	3%
	IX	120
Boxing	WC	1
	V%	1%
	IX	52
Martial arts	WC	1
	V%	1%
	IX	44
Body surfing	WC	2
	V%	1%
	IX	76
Jet skiing	WC	1
	V%	1%
	IX	140
Power boating	WC	1
	V%	1%
	IX	127

CONTINUED ⤵

ROY MORGAN

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.

Table 1

		XYZ Customers
Total Sample Size		989
Population (000's)		145
SPORTS PARTICIPATED IN		
Rowing	WC	2
	V%	1%
	IX	146
Windsurfing/Sailboarding	WC	0
	V%	0%
	IX	84
Sailing	WC	1
	V%	1%
	IX	106
Surfing	WC	3
	V%	2%
	IX	131
Swimming	WC	30
	V%	21%
	IX	125
Scuba diving	WC	1
	V%	0%
	IX	37
Snorkelling/Skin diving	WC	2
	V%	1%
	IX	66
Water skiing	WC	1
	V%	1%
	IX	83
Ice/Figure skating	WC	0
	V%	0%
	IX	41
Snow skiing	WC	1
	V%	1%
	IX	61

Table 2

		XYZ Customers
Total Sample Size		989
Population (000's)		145
SPORTS PARTICIPATED IN		
Snowboarding	WC	1
	V%	1%
	IX	92
Fishing - fresh water	WC	5
	V%	4%
	IX	88
Fishing - salt water	WC	11
	V%	7%
	IX	120
Hiking/Bushwalking	WC	28
	V%	19%
	IX	104
Horse Riding	WC	2
	V%	2%
	IX	118
Clay/Target shooting	WC	2
	V%	1%
	IX	138
Hunting or Game Shooting	WC	2
	V%	1%
	IX	129
Archery	WC	1
	V%	1%
	IX	106
Rock climbing/Abseiling	WC	1
	V%	1%
	IX	76
Dirt biking	WC	1
	V%	1%
	IX	91

Table 3

		XYZ Customers
Total Sample Size		989
Population (000's)		145
SPORTS PARTICIPATED IN		
Motorcycle racing	WC	3
	V%	2%
	IX	305
Motor racing	WC	1
	V%	0%
	IX	78
Ballet/Jazz/Tap/Modern dancing	WC	1
	V%	0%
	IX	47
Ballroom dancing	WC	1
	V%	1%
	IX	115
Other dancing	WC	6
	V%	4%
	IX	154
Pilates	WC	12
	V%	8%
	IX	137
Yoga	WC	19
	V%	13%
	IX	132
Flying (Pilot Licence)	WC	0
	V%	0%
	IX	84

Please interpret with caution as Roller blading/Skating, Triathlons, Field hockey, Rugby Union, Softball, Baseball, Squash, Jet skiing, Power boating, Rowing, Windsurfing/Sailboarding, Sailing, Scuba diving, Water skiing, Ice/Figure skating, Snowboarding, Clay/Target shooting, Motorcycle racing, Motor racing, Ballroom dancing and Flying (Pilot Licence) are below 1% of the total population.

Source: Roy Morgan January 2021 - December 2022

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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.

Activity	Index
Shooting	141
Pilates	137
Dancing	133
Yoga	132
Motor Sports	122
Horse riding	118
Water Sports	117
Fishing	114
Athletic Activities (inc. Walking for exercise)	106
Outdoor Activities	105
Hiking/Bushwalking	104
Individual Sports	85
Flying (Pilot Licence)	84
Team Sports	62
Winter Sports	57
Combative Sports	55
Total participated in any sport/leisure activity regularly or occasionally (inc. walking)	103

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

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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		989
Population (000's)		145
MEDIA USAGE SUMMARY		
	WC	141
Read Unaddressed Mail in the last 7 days	V%	97%
	IX	220
	WC	145
Read a Catalogue in the last 4 weeks	V%	100%
	IX	206
Read a Newspaper in the last 7 days (excl.	WC	73
Community Newspapers)	V%	50%
	IX	156
	WC	110
Read a Magazine or NIM (last issue)	V%	76%
	IX	134
	WC	143
Read Mail in the last 7 days	V%	98%
	IX	134
	WC	31
Been to Cinema in the last 4 weeks	V%	22%
	IX	127
	WC	109
Read Addressed Mail in the last 7 days	V%	75%
	IX	125

		XYZ Customers
Total Sample Size		989
Population (000's)		145
MEDIA USAGE SUMMARY		
	WC	55
Watched BVOD in last 7 days	V%	38%
	IX	122
Read Local/Community Newspapers in	WC	19
last 7 days	V%	13%
	IX	121
Watched Commercial TV on a normal	WC	127
weekday	V%	87%
	IX	117
Listened to Commercial Radio on a	WC	99
normal weekday	V%	69%
	IX	113
	WC	120
Use Social Media in an average week	V%	83%
	IX	104
	WC	140
Used Internet in the last 7 days	V%	96%
	IX	100
Watched Pay TV/SVOD/TVOD in last 7	WC	102
days	V%	70%
	IX	96

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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.

Media Type	Index
Read Unaddressed Mail in the last 7 days	220
Read a Catalogue in the last 4 weeks	206
Read a Newspaper in the last 7 days (excl. Community Newspapers)	156
Read a Magazine or NIM (last issue)	134
Read Mail in the last 7 days	134
Been to Cinema in the last 4 weeks	127
Read Addressed Mail in the last 7 days	125
Watched BVOD in last 7 days	122
Read Local/Community Newspapers in last 7 days	121
Watched Commercial TV on a normal weekday	117
Listened to Commercial Radio on a normal weekday	113
Use Social Media in an average week	104
Used Internet in the last 7 days	100
Watched Pay TV/SVOD/TVOD in last 7 days	96

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XYZ Customers Profile

Newspaper and Magazine Readership

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
NEWSPAPER READERSHIP		
Heavy Newspapers excl. NIMs (7+ editions in last week)	WC	19
	V%	13%
	IX	139
Medium Newspapers excl. NIMs (3-6 editions in last week)	WC	19
	V%	13%
	IX	142
Light Newspapers excl. NIMs (1-2 editions in last week)	WC	34
	V%	24%
	IX	179
No Newspaper Read excl. NIMs (in last week)	WC	72
	V%	50%
	IX	73

		XYZ Customers
Total Sample Size		989
Population (000's)		145
MAGAZINE READERSHIP		
Heavy Magazines incl. NIMs (5+ issues read)	WC	41
	V%	28%
	IX	174
Medium Magazines incl. NIMs (3-4 issues read)	WC	31
	V%	21%
	IX	157
Light Magazines incl. NIMs (1-2 issue read)	WC	38
	V%	26%
	IX	97
No Magazine Read incl. NIMs	WC	35
	V%	24%
	IX	56

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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.

NEWSPAPER READERSHIP

Heavy Newspapers excl. NIMs (7+ editions in last week) **139**

Medium Newspapers excl. NIMs (3-6 editions in last week) **142**

Light Newspapers excl. NIMs (1-2 editions in last week) **179**

No Newspaper Read excl. NIMs (in last week) **73**

MAGAZINE READERSHIP

Heavy Magazines incl. NIMs (5+ issues read) **174**

Medium Magazines incl. NIMs (3-4 issues read) **157**

Light Magazines incl. NIMs (1-2 issue read) **97**

No Magazine Read incl. NIMs **56**

10   40   70   100   130   160   190

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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		989
Population (000's)		145
COMMERCIAL TV VIEWING (ON A NORMAL WEEKDAY)		
Heavy Commercial TV (3+ hrs per day)	WC	51
	V%	35%
	IX	167
Medium Commercial TV (2-<3 hrs per day)	WC	25
	V%	17%
	IX	118
Light Commercial TV (<2 hrs per day)	WC	50
	V%	35%
	IX	90
No Commercial TV Viewing	WC	18
	V%	13%
	IX	49

		XYZ Customers
Total Sample Size		989
Population (000's)		145
COMMERCIAL RADIO LISTENING (ON A NORMAL WEEKDAY)		
Heavy Commercial Radio (3+ hrs per day)	WC	26
	V%	18%
	IX	146
Medium Commercial Radio (1-<3 hrs per day)	WC	44
	V%	30%
	IX	112
Light Commercial Radio (<1 hrs per day)	WC	30
	V%	20%
	IX	94
No Commercial Radio Listening	WC	45
	V%	31%
	IX	80

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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.

COMMERCIAL TV VIEWING
(ON A NORMAL WEEKDAY)

Heavy Commercial TV (3+ hrs per day) — **167**

Medium Commercial TV (2-<3 hrs per day) — **118**

Light Commercial TV (<2 hrs per day) — **90**

No Commercial TV Viewing — **49**

COMMERCIAL RADIO LISTENING
(ON A NORMAL WEEKDAY)

Heavy Commercial Radio (3+ hrs per day) — **146**

Medium Commercial Radio (1-<3 hrs per day) — **112**

Light Commercial Radio (<1 hrs per day) — **94**

No Commercial Radio Listening — **80**

30   65   100   135   170

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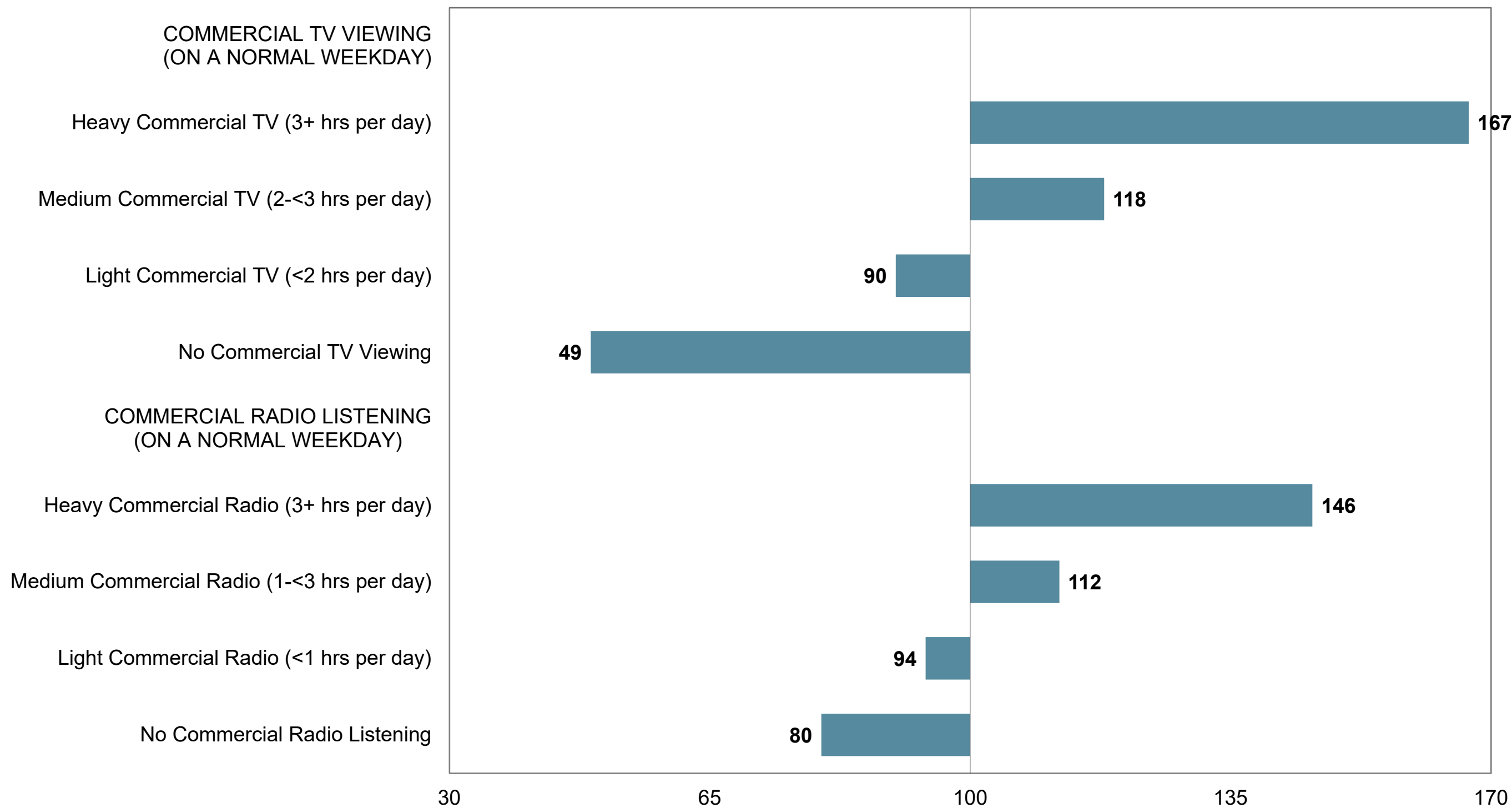
XYZ Customers Profile

Internet Usage and Cinema Attendance

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
INTERNET USAGE		
Heavy Internet (>24 hours a week)	WC	55
	V%	38%
	IX	83
Medium Internet (>9-24 hours a week)	WC	56
	V%	39%
	IX	115
Light Internet (Up to 9 hours a week)	WC	33
	V%	23%
	IX	129
No Internet in an average week	WC	0
	V%	0%
	IX	8

		XYZ Customers
Total Sample Size		989
Population (000's)		145
CINEMA ATTENDANCE		
Heavy Cinema (2+ visits in last 3 mths)	WC	28
	V%	19%
	IX	136
Medium Cinema (1 visit in last 3 mths)	WC	24
	V%	16%
	IX	100
Light Cinema (last 12 mths but not last 3 mths)	WC	14
	V%	10%
	IX	87
No Cinema (last 12 mths)	WC	79
	V%	54%
	IX	94

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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.

INTERNET USAGE

Heavy Internet (>24 hours a week) **83**

Medium Internet (>9-24 hours a week) **115**

Light Internet (Up to 9 hours a week) **129**

No Internet in an average week **8**

CINEMA ATTENDANCE

Heavy Cinema (2+ visits in last 3 mths) **136**

Medium Cinema (1 visit in last 3 mths) **100**

Light Cinema (last 12 mths but not last 3 mths) **87**

No Cinema (last 12 mths) **94**

0   20   40   60   80   100   120   140   160   180   200

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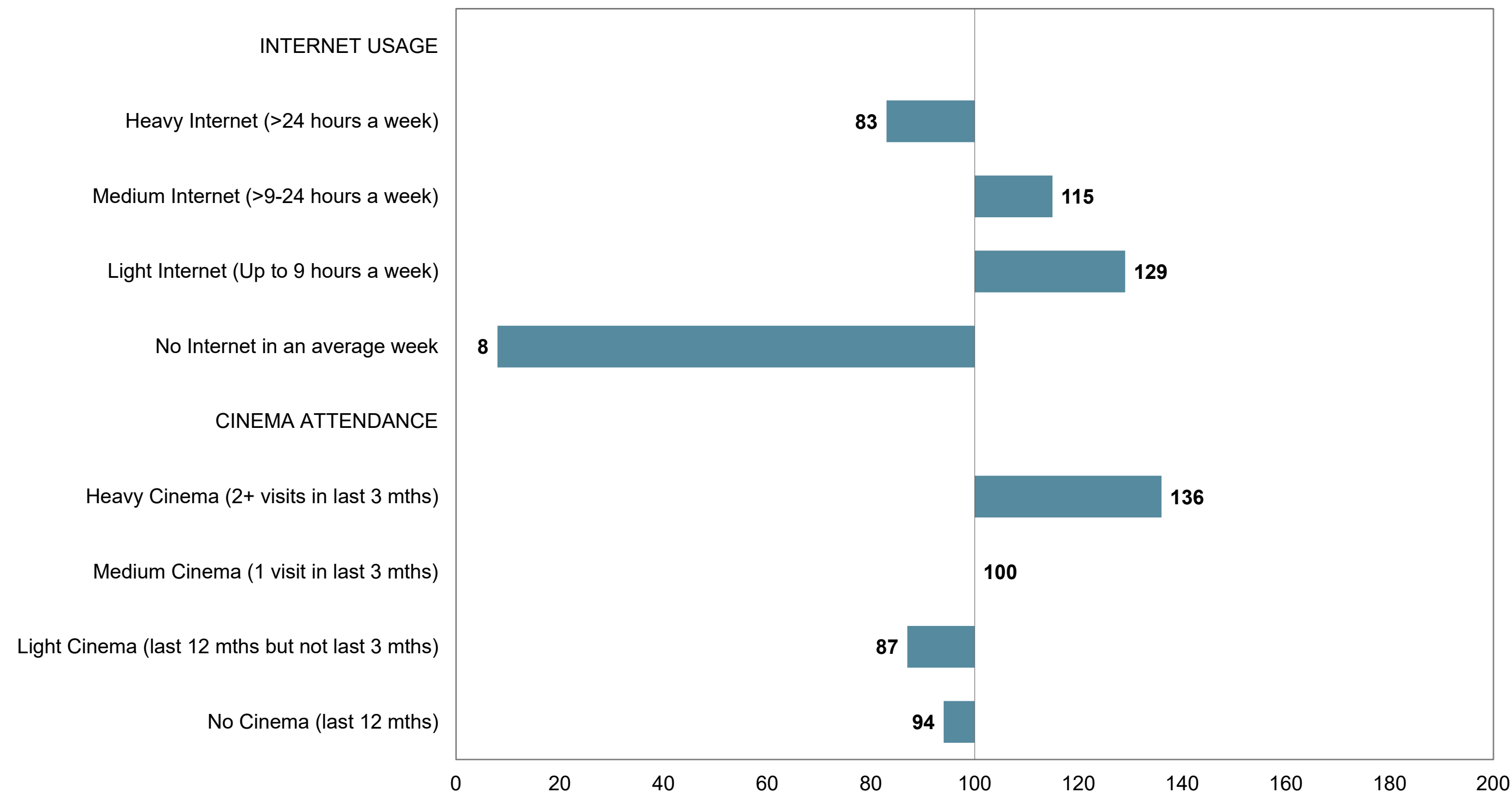
XYZ Customers Profile

Addressed and Unaddressed Mail Readership

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

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ADDRESSED MAIL READERSHIP		
Heavy Addressed Mail Readership (4+ items per week)	WC	30
	V%	21%
	IX	149
Medium Addressed Mail Readership (2-3 items per week)	WC	55
	V%	38%
	IX	141
Light Addressed Mail Readership (1 item per week)	WC	24
	V%	17%
	IX	86
No Addressed Mail Read in last week	WC	36
	V%	25%
	IX	62

		XYZ Customers
Total Sample Size		989
Population (000's)		145
UNADDRESSED MAIL READERSHIP		
Heavy Unaddressed Mail Readership (9+ items per week)	WC	35
	V%	24%
	IX	976
Medium Unaddressed Mail Readership (4-8 items per week)	WC	50
	V%	34%
	IX	342
Light Unaddressed Mail Readership (1-3 items per week)	WC	57
	V%	39%
	IX	123
No Unaddressed Mail Read in last week	WC	4
	V%	3%
	IX	5

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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.

ADDRESSED MAIL READERSHIP

Heavy Addressed Mail Readership (4+ items per week) — **149**

Medium Addressed Mail Readership (2-3 items per week) — **141**

Light Addressed Mail Readership (1 item per week) — **86**

No Addressed Mail Read in last week — **62**

UNADDRESSED MAIL READERSHIP

Heavy Unaddressed Mail Readership (9+ items per week) — **976**

Medium Unaddressed Mail Readership (4-8 items per week) — **342**

Light Unaddressed Mail Readership (1-3 items per week) — **123**

No Unaddressed Mail Read in last week — **5**

0   200   400   600   800   1000

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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		989
Population (000's)		145
TYPE OF NEWSPAPER READ		
Regional Newspapers (M-Sun)	WC	12
	V%	8%
	IX	169
National Newspapers (Sat)	WC	10
	V%	7%
	IX	159
Metro. Newspapers (Sun)	WC	38
	V%	26%
	IX	156
Metro. Daily Newspapers (M-F)	WC	37
	V%	26%
	IX	150
Metro. Newspapers (Sat)	WC	31
	V%	22%
	IX	144
Read Local/Community Newspapers in last 7 days	WC	19
	V%	13%
	IX	121
National Newspapers (M-F)	WC	6
	V%	4%
	IX	104

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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.

Type of Newspaper	Index
Regional Newspapers (M-Sun)	169
National Newspapers (Sat)	159
Metro. Newspapers (Sun)	156
Metro. Daily Newspapers (M-F)	150
Metro. Newspapers (Sat)	144
Read Local/Community Newspapers in last 7 days	121
National Newspapers (M-F)	104

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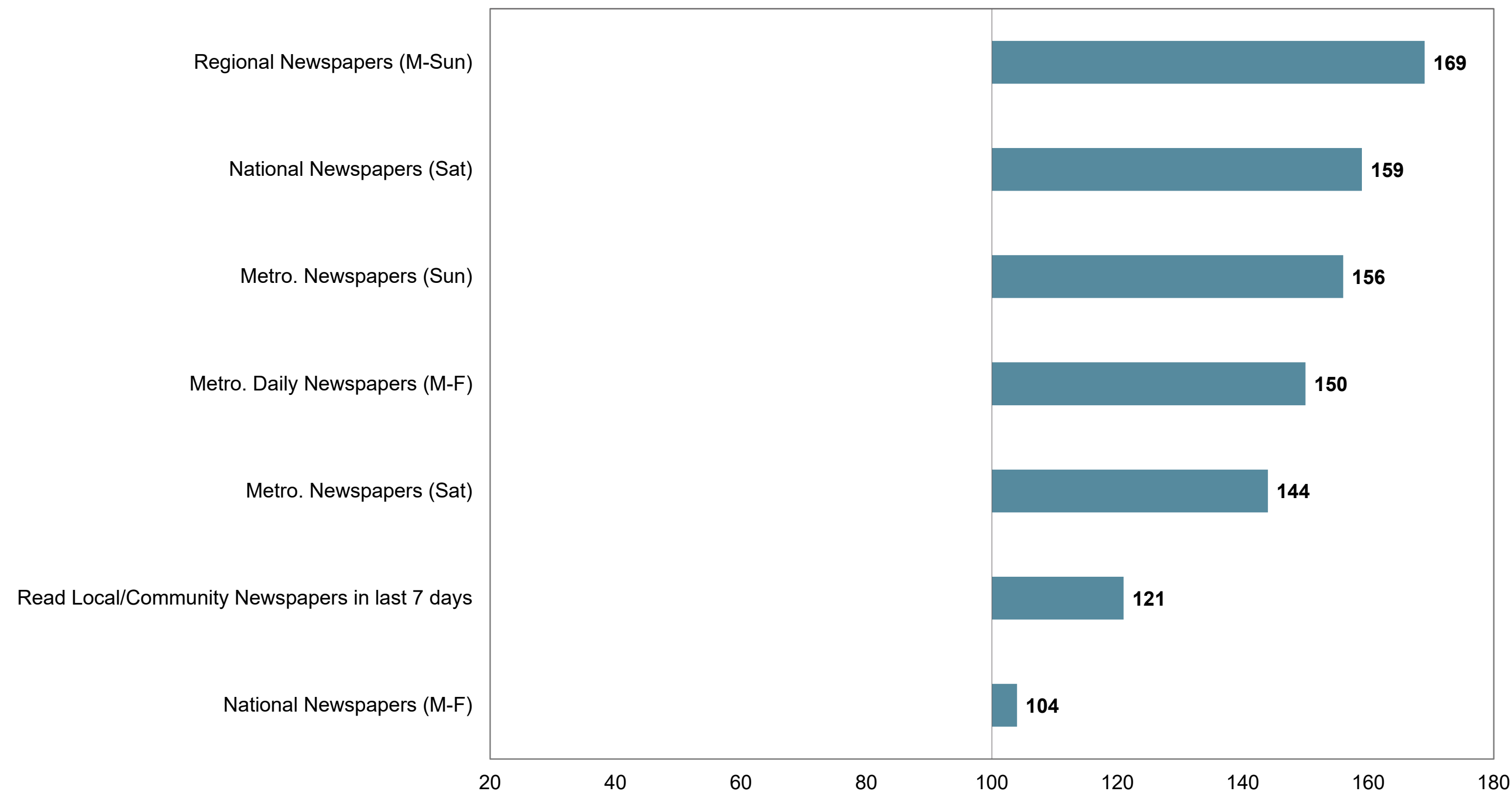
XYZ Customers Profile

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		989
Population (000's)		145
TYPE OF MAGAZINE READ		
Crafts Magazines	WC	2
	V%	2%
	IX	295
TV Magazines	WC	10
	V%	7%
	IX	232
Women's Lifestyle Magazines	WC	5
	V%	3%
	IX	218
Mass Women's Magazines	WC	34
	V%	23%
	IX	180
Fishing Magazines	WC	3
	V%	2%
	IX	178
Newspaper Inserts	WC	50
	V%	35%
	IX	169
Home & Garden Magazines	WC	42
	V%	29%
	IX	160

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TYPE OF MAGAZINE READ		
Health & Family Magazines	WC	13
	V%	9%
	IX	160
Food & Entertainment Magazines	WC	76
	V%	53%
	IX	156
Women's Fashion Magazines	WC	8
	V%	5%
	IX	141
General Interest Magazines	WC	38
	V%	26%
	IX	134
Any Magazine (excl. NIMs)	WC	102
	V%	70%
	IX	133
Business, Financial & Airline Magazines	WC	8
	V%	6%
	IX	123

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TYPE OF MAGAZINE READ		
Music & Movies Magazines	WC	2
	V%	1%
	IX	112
Sports Magazines	WC	3
	V%	2%
	IX	101
Motoring Magazines	WC	6
	V%	4%
	IX	92
Men's Lifestyle Magazines	WC	2
	V%	1%
	IX	90
Motorcycle Magazines	WC	1
	V%	1%
	IX	85
Computing, Gaming & Info Tech Magazines	WC	1
	V%	1%
	IX	69

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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.

Magazine Type	Index
Crafts Magazines	295
TV Magazines	232
Women's Lifestyle Magazines	218
Mass Women's Magazines	180
Fishing Magazines	178
Newspaper Inserts	169
Home & Garden Magazines	160
Health & Family Magazines	160
Food & Entertainment Magazines	156
Women's Fashion Magazines	141
General Interest Magazines	134
Any Magazine (excl. NIMs)	133
Business, Financial & Airline Magazines	123
Music & Movies Magazines	112
Sports Magazines	101
Motoring Magazines	92
Men's Lifestyle Magazines	90
Motorcycle Magazines	85
Computing, Gaming & Info Tech Magazines	69

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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		989
Population (000's)		145
TIME OF DAY WATCHED		
Daytime TV programs	WC	106
	V%	73%
	IX	140
Evening TV programs	WC	125
	V%	86%
	IX	132

		XYZ Customers
Total Sample Size		989
Population (000's)		145
CHANNEL OF TV SHOW WATCHED		
Network 10 (incl. Affiliates) programs	WC	79
	V%	55%
	IX	146
SBS (incl. NITV) programs	WC	67
	V%	47%
	IX	132
ABC programs	WC	90
	V%	62%
	IX	128
Network 9 (incl. Affiliates) programs	WC	92
	V%	64%
	IX	125
Network 7 (incl. Affiliates) programs	WC	99
	V%	68%
	IX	124
Watched BVOD in last 7 days	WC	55
	V%	38%
	IX	122

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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.
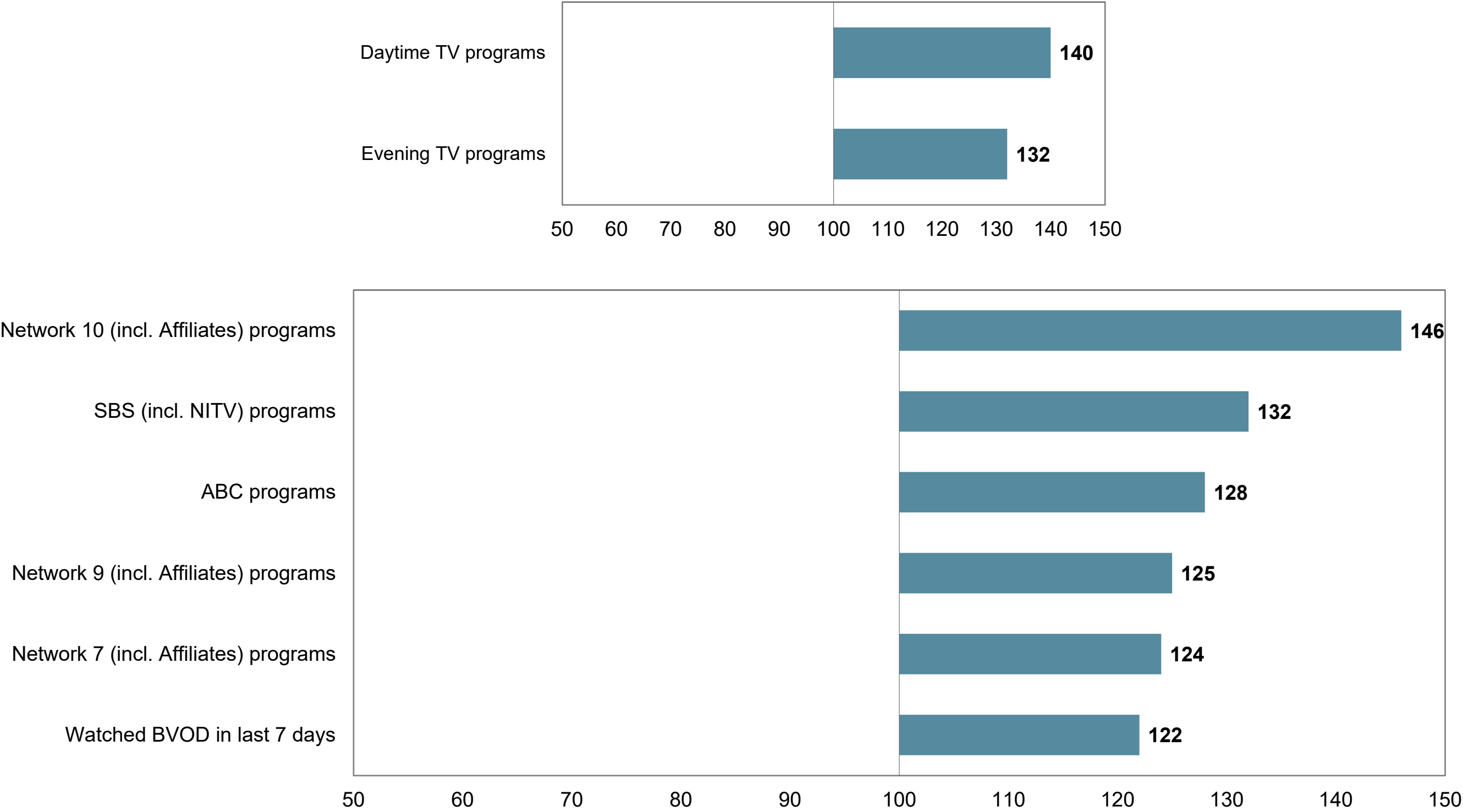
XYZ Customers Profile

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		989
Population (000's)		145
TYPE OF TV SHOW WATCHED		
Sci-fi	WC	5
	V%	3%
	IX	292
Soaps	WC	28
	V%	20%
	IX	232
Dramas	WC	64
	V%	44%
	IX	206
Entertainment (incl. Reality TV)	WC	32
	V%	22%
	IX	190
Home/ Lifestyle/ Travel	WC	71
	V%	49%
	IX	182
Documentaries	WC	67
	V%	46%
	IX	177
Current Affairs	WC	61
	V%	42%
	IX	172

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TYPE OF TV SHOW WATCHED		
Comedies	WC	55
	V%	38%
	IX	172
Chat Shows	WC	38
	V%	26%
	IX	163
Reality TV	WC	76
	V%	52%
	IX	159
Quiz/ Game Shows	WC	76
	V%	52%
	IX	153
News	WC	101
	V%	69%
	IX	125
Sport	WC	42
	V%	29%
	IX	113

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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.

Type of TV Show	Index
Sci-fi	292
Soaps	232
Dramas	206
Entertainment (incl. Reality TV)	190
Home/ Lifestyle/ Travel	182
Documentaries	177
Current Affairs	172
Comedies	172
Chat Shows	163
Reality TV	159
Quiz/ Game Shows	153
News	125
Sport	113

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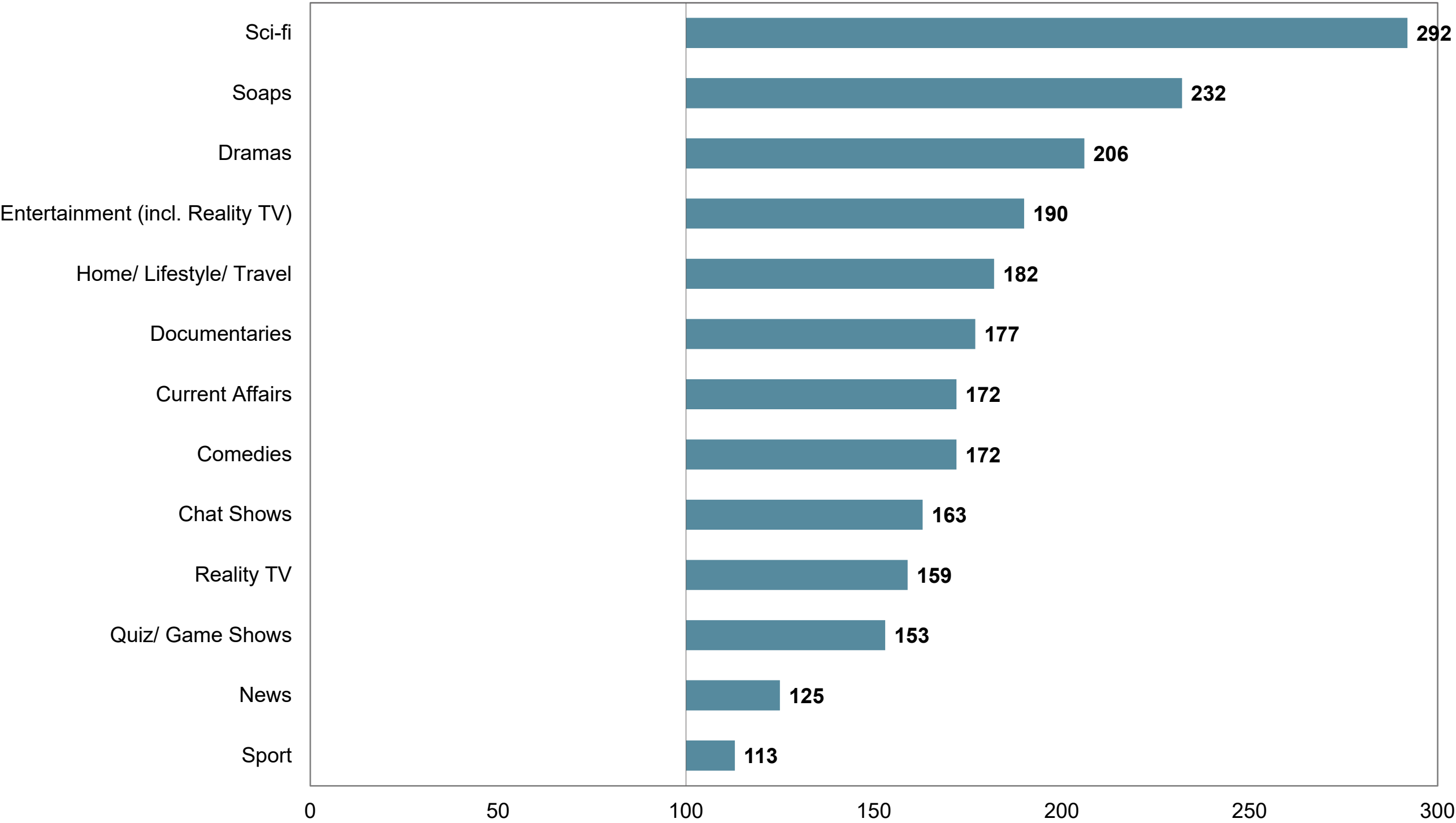
XYZ Customers Profile

Technology Adoption Segments

This table shows the Technology Adoption Segments for the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TECHNOLOGY ADOPTION SEGMENTS		
Technology Early Adopters	WC	24
	V%	17%
	IX	83
Professional Technology Mainstream	WC	22
	V%	15%
	IX	107
Digital Life	WC	10
	V%	7%
	IX	55
Older Tech Explorers	WC	17
	V%	12%
	IX	107
Technology Traditionalists	WC	51
	V%	35%
	IX	124
Technophobes	WC	20
	V%	14%
	IX	106

ROY MORGAN

XYZ Customers Profile

Technology Adoption Segments

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

Segment	Index
Technology Early Adopters	83
Professional Technology Mainstream	107
Digital Life	55
Older Tech Explorers	107
Technology Traditionalists	124
Technophobes	106

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MORGAN
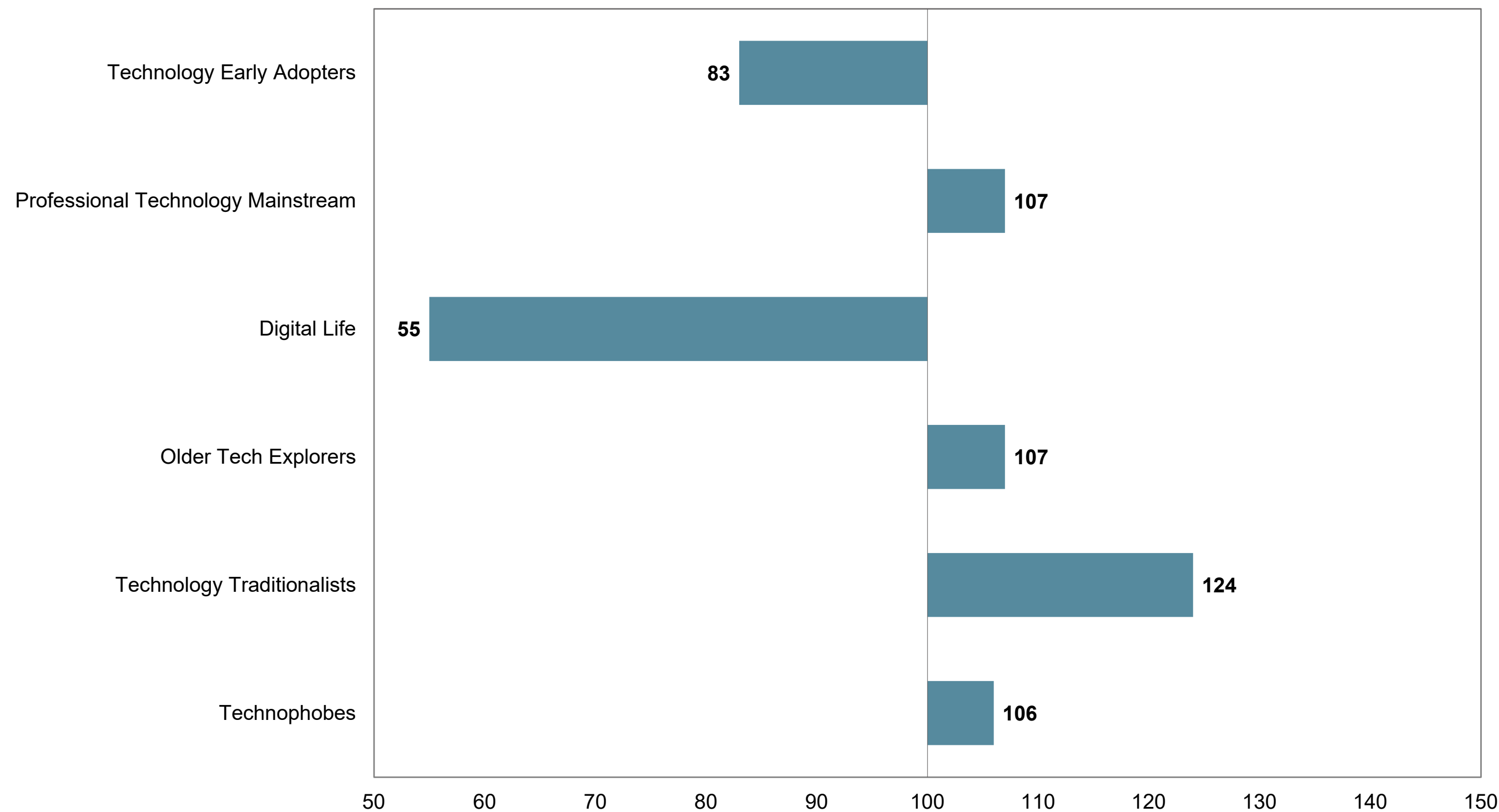
Top 10 Media

XYZ Customers Profile

Top 10 Newspapers Read

This table shows the Top 10 Newspapers Read for the target profile group.

	XYZ Customers	
Total Sample Size		989
Population (000's)		145

TOP 10 NEWSPAPERS READ
Ranked by weighted count (wc)

Sunday Times	WC	10
	V%	7%
	IX	357
West Australian Saturday	WC	8
	V%	5%
	IX	236
Sunday Mail	WC	8
	V%	5%
	IX	188
Sunday Telegraph	WC	7
	V%	5%
	IX	122
West Australian (M-F av)	WC	7
	V%	5%
	IX	272
Weekend Australian (Paper)	WC	6
	V%	4%
	IX	153
Sunday Herald Sun	WC	6
	V%	4%
	IX	115
Herald Sun (Sat)	WC	5
	V%	4%
	IX	127
Herald Sun (M-F av)	WC	5
	V%	4%
	IX	142
Daily Telegraph (Sat)	WC	5
	V%	3%
	IX	132

	XYZ Customers	
Total Sample Size		989
Population (000's)		145

TOP 10 NEWSPAPERS READ
Ranked by index (ix)

Weekend Australian (Paper) (NT)	WC	1
	V%	1%
	IX	1642
Northern Territory News (M-F av)	WC	1
	V%	1%
	IX	568
Northern Territory News (Sat)	WC	1
	V%	1%
	IX	556
The Australian (M-F av) (NT)	WC	0
	V%	0%
	IX	537
The Saturday Paper (WA)	WC	1
	V%	1%
	IX	508
Townsville Bulletin (Sat)	WC	1
	V%	1%
	IX	407
Financial Review (M-F av) (WA)	WC	0
	V%	0%
	IX	377
Geelong Advertiser (Sat)	WC	1
	V%	1%
	IX	358
Sunday Times	WC	10
	V%	7%
	IX	357
Weekend Gold Coast Bulletin (Qld)	WC	1
	V%	1%
	IX	357

The first table is ranked by weighted count (wc) and shows the market size (in thousands) for each group. The second is ranked by the index (ix) and shows the groups which are more likely to be used by the target group than the general population.

ROY MORGAN

XYZ Customers Profile

Top 10 Magazines Read

This table shows the Top 10 Magazines Read for the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145

TOP 10 MAGAZINES READ
Ranked by weighted count (wc)

Coles Magazine	WC	60
	V%	41%
	IX	177
Fresh Ideas	WC	55
	V%	38%
	IX	172
Better Homes and Gardens	WC	20
	V%	14%
	IX	179
Bunnings Magazine	WC	19
	V%	13%
	IX	174
Australian Women's Weekly	WC	18
	V%	13%
	IX	209
Weekend Australian Magazine	WC	10
	V%	7%
	IX	204
Road Ahead (Qld)	WC	9
	V%	6%
	IX	206
Open Road (NSW)	WC	9
	V%	6%
	IX	100
Woman's Day	WC	8
	V%	6%
	IX	160
New Idea	WC	8
	V%	6%
	IX	201

		XYZ Customers
Total Sample Size		989
Population (000's)		145

TOP 10 MAGAZINES READ
Ranked by index (ix)

Gold Coast Eye (Qld)	WC	1
	V%	1%
	IX	342
Quilters Companion (from Dec20)	WC	1
	V%	1%
	IX	340
English Woman's Weekly	WC	2
	V%	1%
	IX	306
Play (WA) (from Dec20)	WC	5
	V%	3%
	IX	279
Real Living	WC	1
	V%	1%
	IX	271
STM - Sunday Times Magazine (WA)	WC	5
	V%	3%
	IX	265
TV Week	WC	6
	V%	4%
	IX	261
Kitchens & Bathrooms (from Dec20)	WC	1
	V%	1%
	IX	248
Gardening Australia	WC	8
	V%	5%
	IX	245
Vacations & Travel (from Dec20)	WC	2
	V%	2%
	IX	244

The first table is ranked by weighted count (wc) and shows the market size (in thousands) for each group. The second is ranked by the index (ix) and shows the groups which are more likely to be used by the target group than the general population.

ROY MORGAN

XYZ Customers Profile

Top 10 TV Programs Especially Chose to Watch

This table shows the Top 10 TV Programs Especially Chose to Watch for the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TOP 10 TV PROGRAMS ESPECIALLY CHOSE TO WATCH **Ranked by weighted count (wc)**		
	WC	53
7: Seven News (Weeknights)	V%	37%
	IX	139
	WC	49
7: Seven News (Weekend Nights)	V%	34%
	IX	165
	WC	48
7: Australia's Got Talent	V%	33%
	IX	319
	WC	47
9: Nine News (Weeknights)	V%	33%
	IX	158
	WC	44
7: Better Homes and Gardens	V%	30%
	IX	261
	WC	40
7: The Chase Australia	V%	28%
	IX	202
	WC	39
7: A Touch of Frost	V%	27%
	IX	428
	WC	38
2: Call the Midwife	V%	26%
	IX	353
	WC	38
9: 60 Minutes	V%	26%
	IX	198
	WC	37
9: Nine News (Weekend Nights)	V%	25%
	IX	171

		XYZ Customers
Total Sample Size		989
Population (000's)		145
TOP 10 TV PROGRAMS ESPECIALLY CHOSE TO WATCH **Ranked by index (ix)**		
	WC	23
2: The Split	V%	16%
	IX	470
	WC	30
2: Julia Zemiro's Home Delivery	V%	21%
	IX	447
	WC	39
7: A Touch of Frost	V%	27%
	IX	428
	WC	27
X: Five Bedrooms	V%	18%
	IX	428
	WC	25
S: Hoarders	V%	17%
	IX	412
	WC	11
S: Speedweek	V%	8%
	IX	354
	WC	38
2: Call the Midwife	V%	26%
	IX	353
	WC	9
2: Insert Name Here	V%	6%
	IX	342
	WC	15
S: Mastermind Australia	V%	10%
	IX	340
	WC	27
2: Mystery Road: Origin	V%	19%
	IX	335

The first table is ranked by weighted count (wc) and shows the market size (in thousands) for each group. The second is ranked by the index (ix) and shows the groups which are more likely to be used by the target group than the general population.

ROY MORGAN

XYZ Customers Profile

Top 10 Radio Stations

This table shows the Top 10 Radio Stations for the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145

TOP 10 RADIO STATIONS
Ranked by weighted count (wc)

		XYZ Customers
3AW (Vic)	WC	8
	V%	6%
	IX	179
Smooth 95.3 (NSW)	WC	7
	V%	5%
	IX	142
Gold 104.3 (Vic)	WC	7
	V%	5%
	IX	108
Triple M 104.5 (Qld)	WC	6
	V%	4%
	IX	203
ABC Radio Perth (was ABC 720) (WA)	WC	6
	V%	4%
	IX	307
2GB (NSW)	WC	6
	V%	4%
	IX	142
KIIS 97.3 FM (Qld)	WC	6
	V%	4%
	IX	170
WSFM (NSW)	WC	5
	V%	4%
	IX	130
ABC Radio Sydney (was ABC 702) (NSW)	WC	5
	V%	4%
	IX	99
Smooth 91.5 (Vic)	WC	5
	V%	4%
	IX	100

		XYZ Customers
Total Sample Size		989
Population (000's)		145

TOP 10 RADIO STATIONS
Ranked by index (ix)

		XYZ Customers
ABC Radio National (AM/FM) (WA)	WC	4
	V%	3%
	IX	553
6IX (WA)	WC	3
	V%	2%
	IX	437
TAB Radio (WA)	WC	0
	V%	0%
	IX	421
Radio Skid Row (NSW)	WC	0
	V%	0%
	IX	416
ABC Classic FM (WA)	WC	3
	V%	2%
	IX	386
6PR (WA)	WC	5
	V%	3%
	IX	376
ABC News (was NewsRadio) (Qld)	WC	3
	V%	2%
	IX	364
Bay FM (Qld)	WC	1
	V%	0%
	IX	312
ABC Radio Perth (was ABC 720) (WA)	WC	6
	V%	4%
	IX	307
ABC Radio National (AM/FM) (Qld)	WC	5
	V%	3%
	IX	275

The first table is ranked by weighted count (wc) and shows the market size (in thousands) for each group. The second is ranked by the index (ix) and shows the groups which are more likely to be used by the target group than the general population.

ROY MORGAN

XYZ Customers Profile

Top 10 Websites Visited

This table shows the Top 10 Websites Visited for the target profile group.

		XYZ Customers
Total Sample Size		989
Population (000's)		145

TOP 10 WEBSITES VISITED
Ranked by weighted count (wc)

		XYZ Customers
YouTube (revised Jul20)	WC	128
	V%	88%
	IX	100
Facebook (revised Jul20)	WC	127
	V%	88%
	IX	102
TOTAL News Corp (revised Jul20) (incl. Apple News from Nov19)	WC	121
	V%	83%
	IX	111
Google Maps (revised Jul20)	WC	81
	V%	56%
	IX	107
TOTAL Microsoft (revised Jul20)	WC	80
	V%	55%
	IX	98
ABC News (revised Jul20) (incl. Apple News from Nov19)	WC	79
	V%	55%
	IX	109
TOTAL Nine Digital (revised Jul20) (incl. Apple News from Nov19)	WC	78
	V%	54%
	IX	105
realestate.com.au (revised Jul20) (incl. Apple News from Oct21)	WC	77
	V%	53%
	IX	105
TOTAL eBay (revised Jul20)	WC	76
	V%	52%
	IX	108
TOTAL Seven West Media (revised Jul20) (incl. Apple News from Nov19)	WC	74
	V%	51%
	IX	115

		XYZ Customers
Total Sample Size		989
Population (000's)		145

TOP 10 WEBSITES VISITED
Ranked by index (ix)

		XYZ Customers
helloworld (revised Jul20)	WC	0
	V%	0%
	IX	678
Qantas Travel Insider (revised Jul20)	WC	2
	V%	1%
	IX	345
That's Life (incl. Apple News from Jan20)	WC	1
	V%	0%
	IX	300
The Age Technology (revised Jul20)	WC	2
	V%	1%
	IX	293
CareerOne (revised Jul20)	WC	3
	V%	2%
	IX	274
KIIS 1065 (Sydney) (revised Jul20)	WC	1
	V%	1%
	IX	273
Australian Geographic (revised Jul20) (incl. Apple News from Nov19)	WC	3
	V%	2%
	IX	270
Vogue Australia (revised Jul20) (incl. Apple News from Nov19)	WC	6
	V%	4%
	IX	253
Marie Claire (incl. Apple News from Nov19)	WC	8
	V%	5%
	IX	249
E! Online (revised Jul20)	WC	4
	V%	3%
	IX	241

The first table is ranked by weighted count (wc) and shows the market size (in thousands) for each group. The second is ranked by the index (ix) and shows the groups which are more likely to be used by the target group than the general population.

ROY MORGAN

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		989
Population (000's)		145
ADDITIONAL INSIGHTS		
Bought a Lottery/Scratch Ticket in last 12 months	WC	85
	V%	59%
	IX	127
Shopped at Discount Stores in last 4 weeks	WC	99
	V%	68%
	IX	125
Played Poker Machines/Keno/Casino Table Games in last 12 months	WC	35
	V%	24%
	IX	124
Total Placed a Bet	WC	37
	V%	25%
	IX	123
Holidayed within Australia in last 12 months	WC	81
	V%	56%
	IX	116
Main Grocery Buyer	WC	122
	V%	84%
	IX	109
Have a Credit Card	WC	49
	V%	34%
	IX	100

		XYZ Customers
Total Sample Size		989
Population (000's)		145
ADDITIONAL INSIGHTS		
Own or use a mobile phone	WC	141
	V%	97%
	IX	100
Holidayed Overseas in last 12 months	WC	5
	V%	3%
	IX	97
Have a Loan (incl. leases)	WC	47
	V%	33%
	IX	93
Shopped at Department Stores in last 4 weeks	WC	19
	V%	13%
	IX	93
Buy a New Vehicle Within 4 years	WC	26
	V%	18%
	IX	90
Total smokers	WC	15
	V%	10%
	IX	79

ROY MORGAN

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.

Category	Index
Bought a Lottery/Scratch Ticket in last 12 months	127
Shopped at Discount Stores in last 4 weeks	125
Played Poker Machines/Keno/Casino Table Games in last 12 months	124
Total Placed a Bet	123
Holidayed within Australia in last 12 months	116
Main Grocery Buyer	109
Have a Credit Card	100
Own or use a mobile phone	100
Holidayed Overseas in last 12 months	97
Have a Loan (incl. leases)	93
Shopped at Department Stores in last 4 weeks	93
Buy a New Vehicle Within 4 years	90
Total smokers	79

ROY MORGAN

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.

Glossary

ROY MORGAN VALUES SEGMENTS*

Maintain Status Quo

High Innovation

Life Satisfaction • Individualism • Quality Expectations

Visible Achievement

Something Better

Basic Needs

Real Conservatism

Traditional Family Life

Conventional Family Life

Young Optimism

Socially Aware

Look At Me

Old & Familiar

New & Different

Fairer Deal

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

Price Expectations • Innovation • Progressiveness

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 passionate opinions about society.

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.

**100
Leading Lifestyles**

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.

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.

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.

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.

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.

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.

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.

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.

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.

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..

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.

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.

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.

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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.

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.

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.

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.

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.

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.

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.

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.

209 - Sociable 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.

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.

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300 - Aspirationals

Driven by dreams of a big future, Aspirationals 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.

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.

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.

304 - Lifestyle Seekers

Lifestyle Seekers Persona are well educated and more progressive and socially aware than most of their Aspirationals 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.

305 - Trend Hunters

Trend Hunters are amongst the youngest and most culturally diverse of all the Aspirationals. 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.

306 - Fad-Tastic

Fad-tastic are amongst the youngest of the Aspirationals 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.

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).

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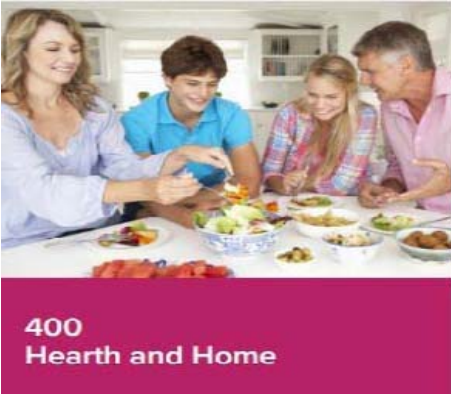
400 - Hearth And Home

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.

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.

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.

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.

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.

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.

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.

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.

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.

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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.

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.

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.

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.

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.

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.

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.

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.

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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.

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.

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.

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.

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.

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.

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.

How We Collect and Process Single Source Data in Australia

Australia - April 2020

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About Roy Morgan

Roy Morgan is the largest and longest established Australian market research company, with nearly 80 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 consumer and business 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 accurate information, quality consultancy and continuity of service to all clients.

A commitment to quality service and data security is fundamental to the way we do research. We are certified to the AS/NZS ISO9001 Quality Management Systems standard, AS ISO 20252 Market, Opinion and Social Research standard and ISO27001 Information Security 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.

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How We Obtain and Interpret Our Information For Australia

Questionnaire Design

This stage involves the design and implementation of survey questions into our weekly Establishment Surveys (ES) and accompanying Self-Completion Materials (SCM). The Roy Morgan Single Source surveys are modular in format designed to optimise the user experience.

Interviewing approach

The Establishment Survey is conducted as a personal interview with Australians in their own home using a computer (Computer Assisted Telephone Interviewing or CATI, or Computer Assisted Personal Interviewing or CAPI). It gathers a range of important profiling information about the individual and key industry metrics used for weighting and calibration purposes. All respondents are invited to complete and return the accompanying online or hardcopy SCM's post the initial establishment interview.

Sampling Approach

An address based stratified random probability sample design is used to identify potential respondents and to provide a representative sample of Australians aged 14+. Boost surveys are conducted to reach some difficult populations.

Data Capture

Interviews are conducted on a weekly basis with approximately 50,000 surveys being completed annually. Many of these respondents also complete and return their SCM's, approximately 20,000. All information collected is stored securely on our servers.

Data Analysis

Data processing, weighting as well as integration with machine based digital data takes place at this stage. Here we build Single Source databases for ASTEROID and create reports and dashboards, reflecting current and changing behaviours and attitudes of the Australian population, for local and international clients.

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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
Schedule/Timing	• Weekly • 50 weeks per year • CATI: Contact is made on weeknights and during the day on Saturday and Sunday • CAPI: Weekend interviewing only
Respondent selection	• People 14+ • Landline numbers or CAPI: youngest person in household available during the survey period. 1 person per household. Mobile numbers: Mobile owner
Sample Frame	• Address based, random probability sample selection. CATI only: 10% boosted sample for difficult populations. Dual frame 70% mobile; 30% landline. Up to 5 call backs throughout the week.
Weighting	• Monthly by: - Area - Age - Sex - Household size • Source: ABS
* Telephone interviewing: one in five effective contacts results in an interview.	

Processing	
Establishment Survey	• Interviews are conducted with Respondents in their home using a computer (Computer Assisted Telephone Interviewing or CATI, or Computer Assisted Personal Interviewing or CAPI).
Interviewers	• Experienced Interviewers • 75% of interviews conducted by Interviewers with more than 12 months experience • Fully briefed • Confidentiality agreements • Weekly and monthly reports on Interviewer Performance from Field Management and Quality Systems
Validation	• CAPI: Audit call conducted with over 90% of respondents each week • CATI: Live monitoring of 10% of calls using audio visual monitoring
Self-Completion Material (SCM)	• Respondents are invited to accept the SCM's at end of Establishment Survey Interview • Completed and submitted by Respondent post interview. • SCM may be completed online or via hardcopy
SCM Completion Procedure	• Reminders are undertaken by email and/or telephone to improve completion rate for SCM's • 1800 help line available to participants • Completions recorded and graded
Data Capture	• All information collected is stored securely on Roy Morgan servers • Machine based data collected via Roy Morgan proprietary opt in Web Audience Measurement (WAM) panel • Enhanced machine based measurements of digital and physical behavior's is drawn from a collection of trusted data collection partners
Data Processing	• Establishment interview matched to completed SCM's • Logical edit checks on the data • Data cleaning according to documented procedures • 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 • Monthly Early Indicators report available for key metrics

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Survey Content

Establishment Survey n=50,000	Self-Completion Material – Modular n=12,000 - 20,000	
• Alcohol • Business Confidence • Consumer Confidence • Demographics • Finance Monitor • Gambling • Inflation Expectations • Media Metrics • Motor Vehicles • Music • Smoking • Telecommunications • Roy Morgan Values Segments^ • Voting	• Activities • Alcoholic beverages • Apps • Catalogues • Charities • Cinema • Demographics • Food & Beverages • Finance Monitor • Gambling • Gaming • Grocery Shopping • Health • Holidays & Travel • Household Items • Interests & Opinions • Letterbox items	• Loyalty Programs • Media Metrics • Motor Vehicles • Music • News sources • Outdoor Advertising • Personal Products • Risk Monitor • Radio • Retail • Sports • Technology • Telecommunications • TV & Streaming • Utilities • Websites & Online Activities • You & Your Home

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

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Data Accuracy
A compilation of examples

Australia - June 2021

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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 - 13.0% Canada - 0.2% Greece - 0.5% Italy - 1.0% New Zealand - 2.7% United Kingdom - 5.9% USA - 0.4% Middle East - 1.6% Africa - 2.0% Other - 5.6% (Aged 15+) Australian Bureau of Statistics August 2016 Census	Australia - 74.8% Asia - 9.4% Canada - 0.2% Greece - 0.1% Italy - 0.5% New Zealand - 2.5% United Kingdom - 5.1% USA - 0.5% Middle East - 0.9% Africa - 1.6% Other - 4.4% (Aged 15+) 12 months to June 2021
Labour Force (Employed or Looking for work)	13.7 million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2021	14.4 million (Aged 15+) 12 months to June 2021
Labour Force Participation Rate	66.1% (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2021	69.0% (Aged 15+) 12 months to June 2021
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 – 85.4% 5 years or more – 54.8% 12 months to June 2021
Number of Mobile Handsets	27 million Australian Communications and Media Authority Trends and developments in telecommunications Report June 2021	22 million 12 months to June 2021

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Comparative Statistics	External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
Percentage of People Who Earn $3,000 or More Per Week	4.2% (Aged 20-64) Australian Bureau of Statistics August 2016 Census	6.8% (Aged 20-64) 12 months to June 2021 (4.2% - 12 months to September 2016)
Average Household Income (Annualised)	$83,085 (Aged 15+) Australian Bureau of Statistics August 2016 Census	$104,650 (Aged 15+) 12 months to June 2021 ($87,150 - 12 months to September 2016)
Average Weekly Income - Full Time Employed Annualised	$95,524 (Aged 21+) Australian Bureau of Statistics Catalogue No. 6302.0 May 2021	$96,784 (Aged 21+) 12 months to June 2021
Average Weekly Income - Total Employed (Annualised)	Total - $72,493 Male - $84,521 Female - $60,679 Australian Bureau of Statistics Catalogue No. 6306.0 May 2021	Total - $77,770 Male - $87,850 Female - $66,350 12 months to June 2021
Superannuation Assets Held	$3,097 billion Australian Prudential Regulation Authority (APRA) 12 months to June 2021	$2,968 billion 12 months to June 2021

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Comparative Statistics	External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
Cinema Attendance - Annual Visits	84.7 million Motion Picture Distributors Association of Australia 12 months to December 2019	32.7 million 12 months to June 2021 (86.3 million - 12 months to December 2019)
Population with Private Health Insurance (Total Have Hospital Cover)	46% (Aged 14+) Australian Prudential Regulation Authority June 2021	54% 12 months to June 2021
Internet Users	17.7 million users* (Aged 18+) Australian Communications and Media Authority Communications Report 2018-19 May 2019 (*Note: Accessed the internet in the last 6 months)	18.8 million users (Aged 18+) 12 months to June 2021
Percentage of Persons Purchasing or Ordering Goods or Services via the Internet for Private Use in the last 6 months (% of Population)	78% (Aged 18+) Australian Communications and Media Authority Communications Report 2018-19 May 2019	84% (Aged 18+) 12 months to June 2021
Educational Attainment - Tertiary Degree or Higher	7.7* million (Aged 15-74) Australian Bureau of Statistics Catalogue No. 6227.0 May 2021 (*Note: Highest Qualification Completed)	7.7* million (Aged 15-74) 12 months to June 2021 (*Note: Highest Qualification Reached)
Now Studying - Secondary School	1.2 million (Age 14+) Australian Bureau of Statistics Catalogue No. 4221.0 June 2021	1.0 million 12 months to June 2021

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Comparative Statistics	External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
% of Population with Home Internet Connection	91%* Australian Communications and Media Authority How we use the internet Report 6 months to June 2021 (*Note: Includes ADSL, cable, fibre, fixed wireless, mobile wireless internet services. Excludes Mobile Handset)	90% 12 months to June 2021
% of Population with Mobile Internet Connection	93% Australian Communications and Media Authority How we use the internet Report 6 months to June 2021	89% 6 months to June 2021
Smoking Incidence	15.1% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018	13.3% (Aged 18+) 12 months to June 2021 (16.1% - 12 months to June 2018)
Alcohol Consumption (Drunk Alcohol in the last 7 days)	55.0% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018	58.1% (Aged 18+) 12 months to June 2021 (57.6% - 12 months to June 2018)
Total Have Pay TV (Foxtel)	4.9 million Australian Communications and Media Authority How we watch and listen to content Report June 2020	5.6 million 12 months to June 2021

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Comparative Statistics	External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
Online Retail Spending - Total	$12.1 billion Quarter to June 2021 Australian Bureau of Statistics Catalogue No. 8501.0	$12.9 Billion Quarter to June 2021
Premises connected to NBN	7.6 million* NBN Wholesale Market Indicators Report Australian Competition & Consumer Commission (ACCC) June 2021 (*Note: Homes and Businesses connected)	6.8 million* Quarter to June 2021 (*Note: Households connected)
Number of Registered Vehicles (Passenger and Light Commercial Vehicles)	18.4* million Motor Vehicle Census Australian Bureau of Statistics Catalogue No. 9309.0 June 2021 (*Note: Registered Vehicles)	16.7* million 12 months to June 2021 (*Note: Vehicles in the Household)
Total Kilometres Driven in the last 12 months	238 billion kilometres Survey of Motor Vehicle Use Australian Bureau of Statistics Catalogue No. 9208.0 12 months to December 2020	231 billion kilometres 12 months to June 2021
Average Distance Travelled to Work	16.0* kilometres Australian Bureau of Statistics August 2016 Census (*Note: Connection with main job and excludes people who travelled 250 km or more)	17.8 kilometres (Aged 15+) 12 months to June 2021 (16.7 kilometres - 12 months to September 2016)

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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 - 42.6% Women - 30.3% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018	Men - 38.4% Women - 25.2% (Aged 18+) 12 months to June 2021
Average Height	Men - 175 cm Women - 161 cm (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018	Men - 177 cm Women - 164 cm (Aged 18+) 12 months to June 2021
Most Popular Holiday Destination	123,000 holiday departures to New Zealand* Catalogue No. 3401.0 12 months to June 2021 (*Note: Number of traveller trips rather than number of travellers)	338,000 Australians travelled to New Zealand in the last 12 months 12 months to June 2021
Participation in Sport and Physical Activity	64% (Aged 15+) Sport Australia AusPlay Survey 12 months to June 2020 (Note: Participate at least 3 times per week)	68% (Aged 15+) 12 months to June 2021 (Note: Regularly participate)

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Comparative Statistics	External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
Hours Worked in the last 7 days	Employed - 31.3 Full Time – 37.9 Part Time - 17.2 (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2021	Employed - 31.6 Full Time - 35.1 Part Time - 24.3 (Aged 15+) 12 months to June 2021
Total Hours worked - Annual	20.9 billion hours Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2021	21.3 billion hours 12 months to June 2021
Hours Worked - Students in the Workforce	16.1 Hours per Week (Aged 15-24) Australian Bureau of Statistics August 2016 Census	22.3 Hours per Week (Aged 15-24) 12 months to June 2021 (17.8 Hours per week - 12 months to September 2016)
Average Time Spent Watching TV	2.5 Hours per Day Australian Multi-Screen Report Q4, 2017	2.4 Hours per Day 12 months to June 2021
Trade Union Membership	1.5* million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6333.0 August 2020 (*Note: Connection with main job)	1.9* million (Aged 15+) 12 months to June 2021 (*Note: Connection with any job)

Comparative Statistics	External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
Average Time Spent Listening to Radio	14.0 Hours per Week (Aged 15+) Community Radio National Listener Survey Community Broadcasting Association of Australia June 2021	14.2 Hours per Week (Aged 15+) 12 months to June 2021
People Who Speak a Language Other Than English at Home	22.9% (Aged 14+) Australian Bureau of Statistics August 2016 Census	22.9% 12 months to June 2021
Solar Installation Penetration (% of Households)	27% Australian Bureau of Statistics Catalogue 4631.0 12 months to June 2019	26% 12 months to June 2021
Cat Ownership (% of Households)	30% Animal Medicines Australia Pets and the Pandemic Report 2021	25% 12 months to June 2021
Dog Ownership (% of Households)	47% Animal Medicines Australia Pets and the Pandemic Report 2021	37% 12 months to June 2021

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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 - 5.0% Type 1 Diabetes - 0.7% Type 2 Diabetes - 5.3% Total Diabetes - 6.2% High Cholesterol - 7.8% Depression/other mood disorders- 13.3% Epilepsy - 0.7% Migraine - 7.6% Glaucoma - 1.1% Cataract - 2.2% Macular Degeneration - 1.3% Angina - 1.2% Asthma - 11.5% Hernia - 2.6% Psoriasis - 3.1% Arthritis - 19.4% Rheumatoid - 2.5% Rheumatism - 1.1% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018	Disorders of the Thyroid - 5.1% Type 1 Diabetes - 1.1% Type 2 Diabetes - 6.5% Total Diabetes - 7.3% High Cholesterol - 7.9% Depression/other mood disorders- 22.7% Epilepsy - 1.1% Migraine - 9.9% Glaucoma - 1.6% Cataract - 4.9% Macular Degeneration - 1.3% Angina - 1.2% Asthma - 12.2% Hernia - 2.1% Psoriasis - 3.9% Arthritis - 20.2% Rheumatoid - 2.8% Rheumatism - 1.2% (Aged 18+) 12 months to June 2021

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