

XYZ Customers Profile

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

Base: New Zealand

January 2018 - December 2018



**ROY
MORGAN**

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

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Industries Covered by Roy Morgan

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

Roy Morgan Single Source

Roy Morgan Single Source has been designed and engineered to represent the ideal single source model. It provides an integrated understanding of consumers; what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. In New Zealand, Roy Morgan Single Source incorporates approximately 12,000 self-completion surveys each year, in both city and country areas, with respondents aged 14+. Of these around 6,500 are categorised as Main Grocery Buyers. This data provides enriched detail of consumption habits, attitudes, activities and interests. Survey are conducted continuously over a 12 month period with results being weighted to reflect the geographic, age and sex distribution of the population according to the latest data from Statistics New Zealand. The overriding benefit of Roy Morgan Single Source is the strategic insights it affords by the linkage of so many aspects. Not only can an organisation's (and its competitors') profitable customers be delineated by what they think, do and watch, but so can non-customers. Hence brand positioning, product differentiation, merchandising, efficient media planning, market expansion and line extension opportunities can be understood in the context of the current marketplace.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with major offices in Melbourne & Sydney, and a presence in all other states. Roy Morgan also has a presence in Indonesia, New Zealand, United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years experience in collecting objective, independent information on consumers. In Australia, Roy Morgan is considered to be the authoritative source of information on financial behaviour, readership, voting intention and consumer confidence. Roy Morgan is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

*Please refer to glossary for detailed explanations of Segments.

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

How to Read - Tables

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

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

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

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 New Zealander to be aged 35-49.

Legend

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

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

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

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

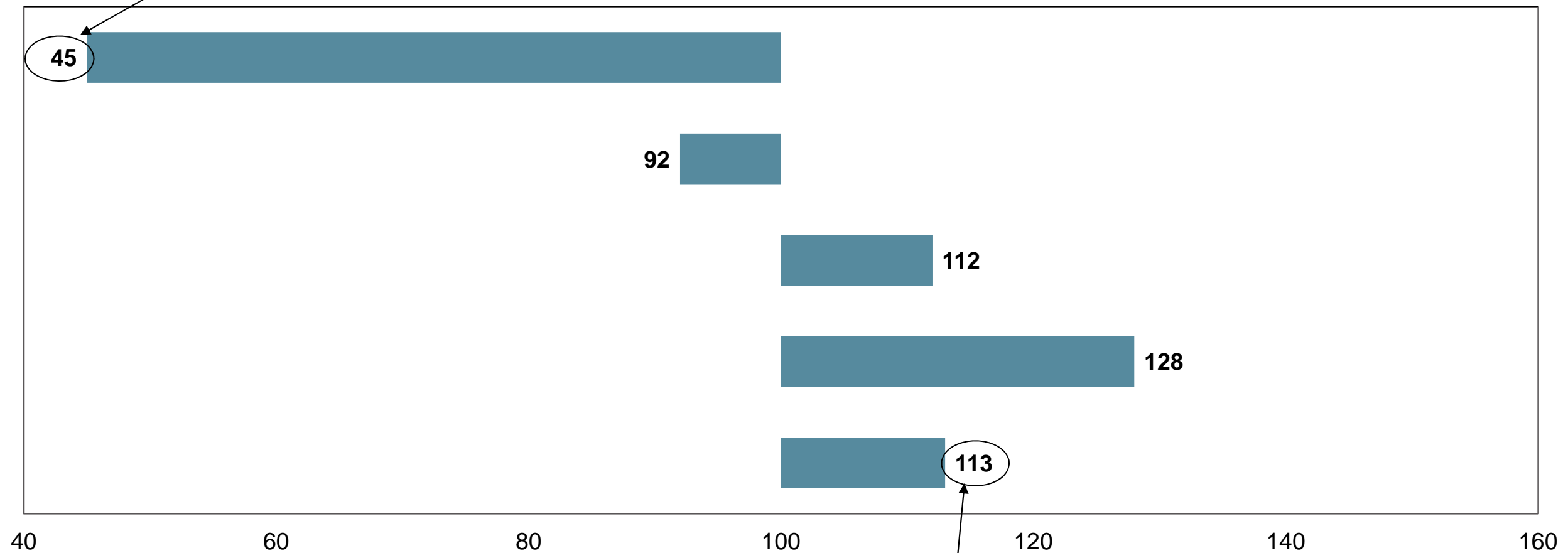
How to Read - Charts

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

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

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

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



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

The world's best research at your fingertips.

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

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

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

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

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

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



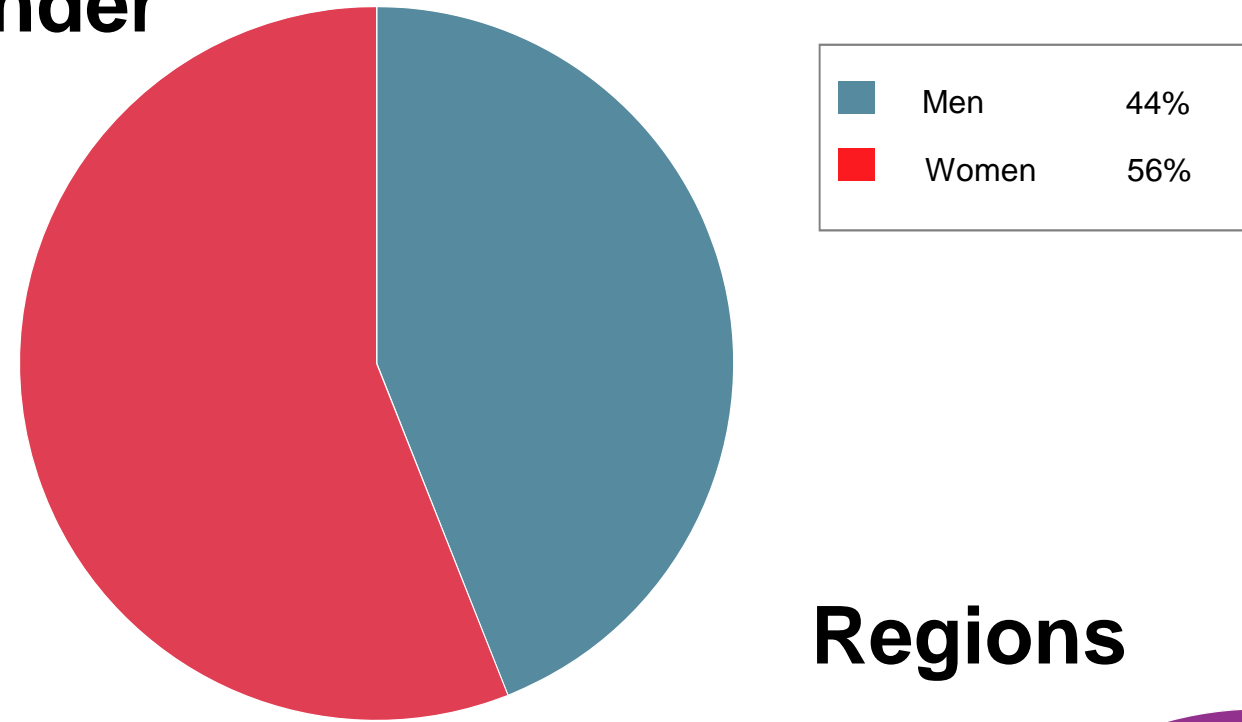
Demographics

XYZ Customers Profile

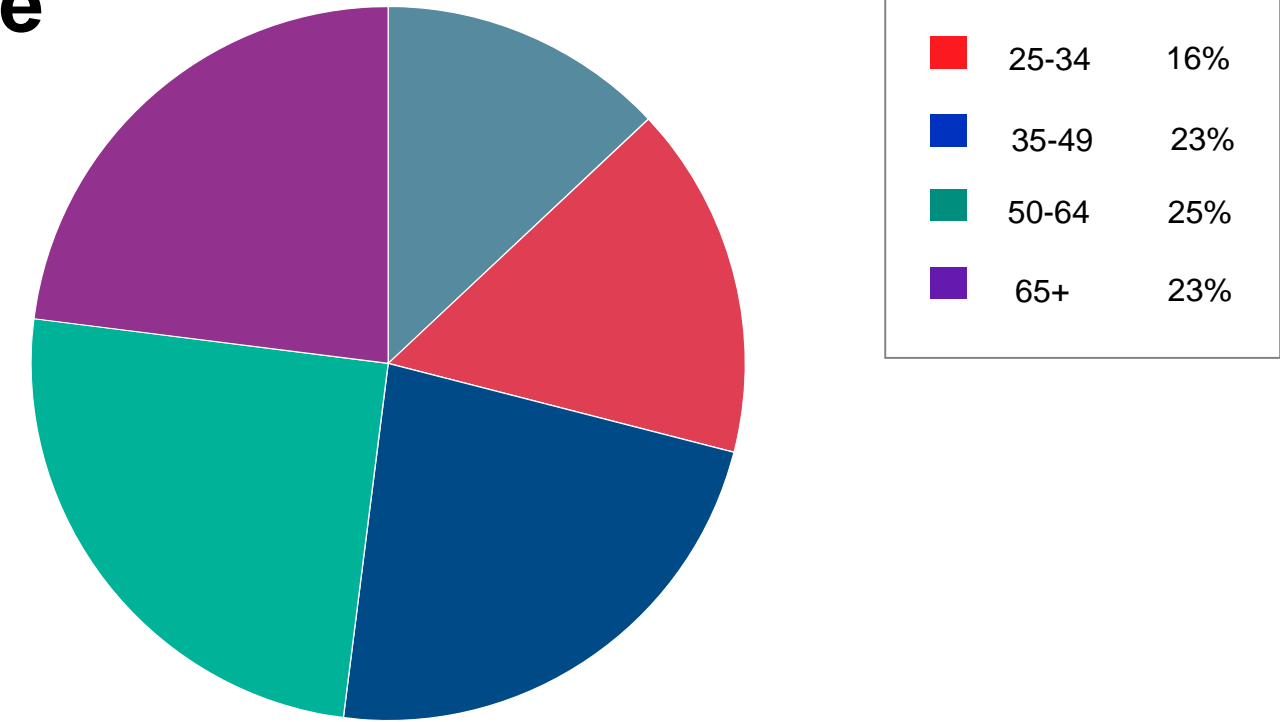
Gender, Age and Regions

These charts show the profile of the target profile group by Gender, Age and Region. There are approximately 1,946,000 people in the target profile group, in New Zealand.

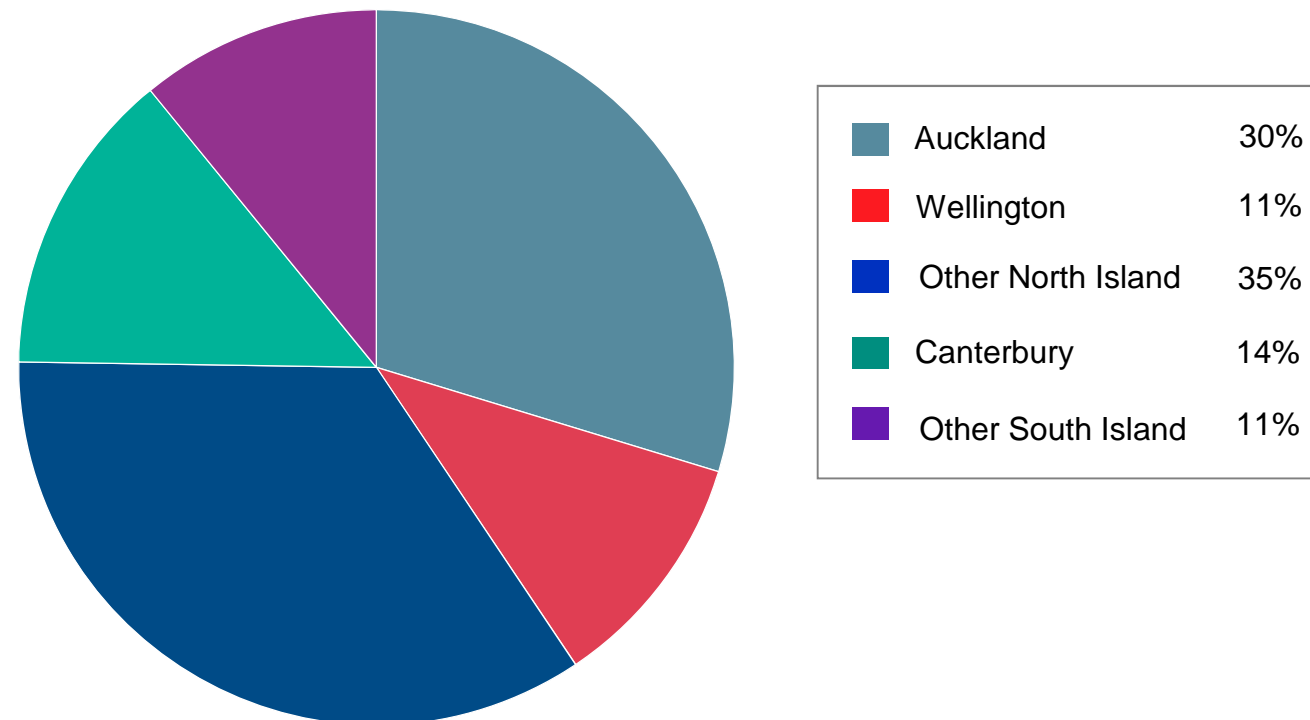
Gender



Age



Regions



XYZ Customers Profile

Gender and Age

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

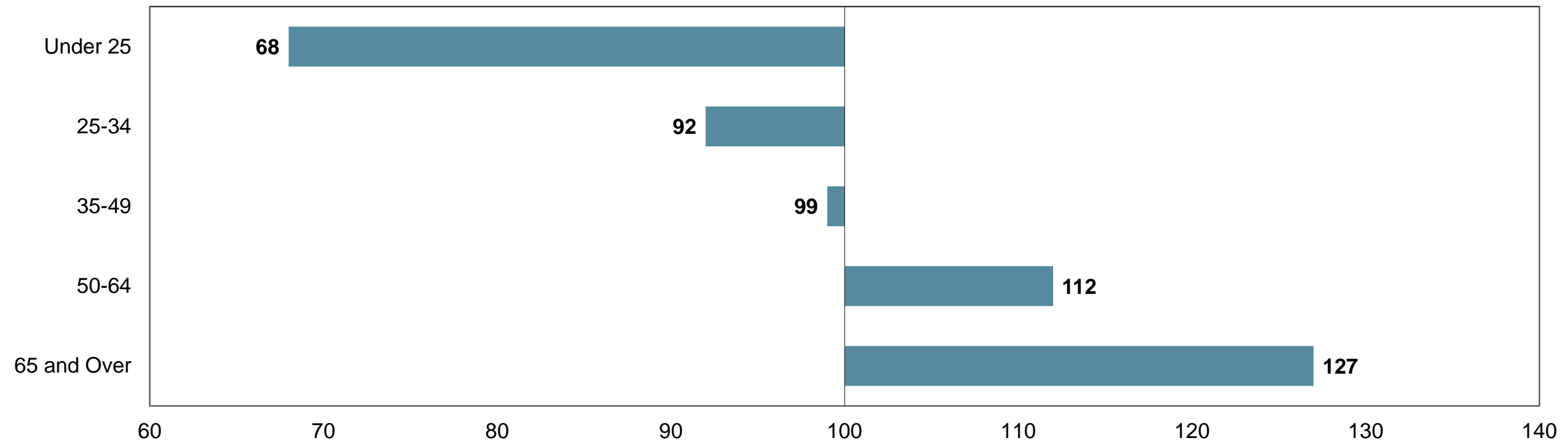
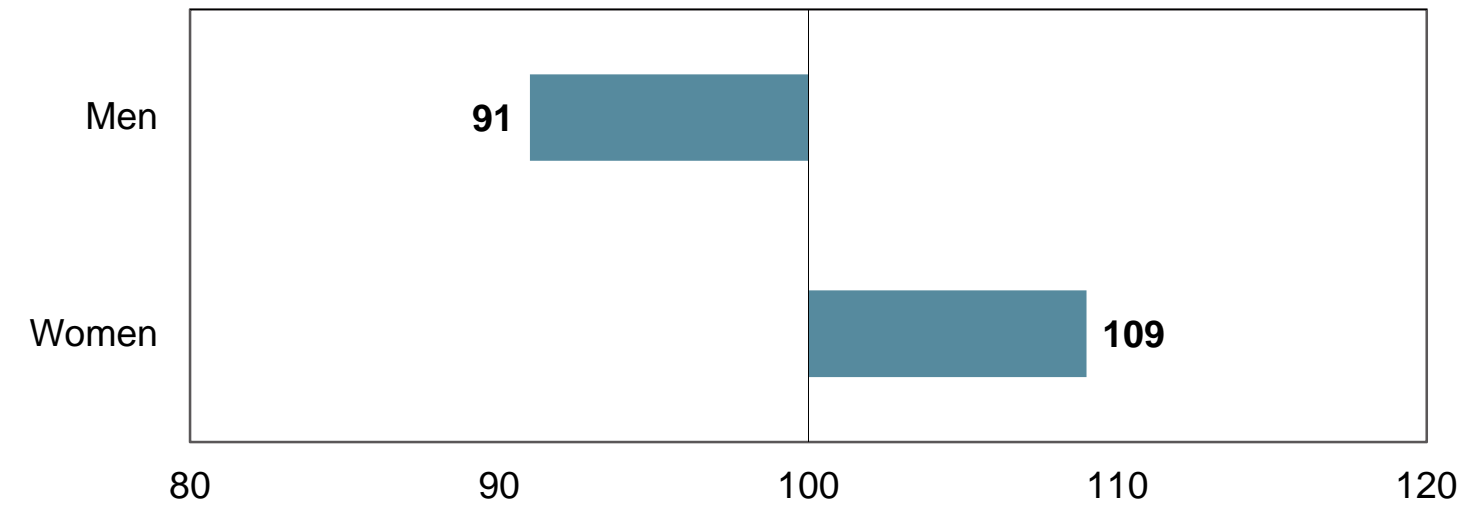
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
GENDER		
Men	WC	862
	V%	44%
	IX	91
Women	WC	1084
	V%	56%
	IX	109

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
AGE		
Under 25	WC	248
	V%	13%
	IX	68
25-34	WC	319
	V%	16%
	IX	92
35-49	WC	443
	V%	23%
	IX	99
50-64	WC	493
	V%	25%
	IX	112
65 and Over	WC	444
	V%	23%
	IX	127

XYZ Customers Profile

Gender and Age

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



XYZ Customers Profile

Regions

This table shows the regions of New Zealand the target profile group lives in.

XYZ Customers		
	Total Sample Size	3302
	Population (000's)	1946
REGIONS		
Auckland	WC	578
	V%	30%
	IX	92
Wellington	WC	209
	V%	11%
	IX	95
Other North Island	WC	680
	V%	35%
	IX	109
Canterbury	WC	265
	V%	14%
	IX	103
Other South Island	WC	215
	V%	11%
	IX	97

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

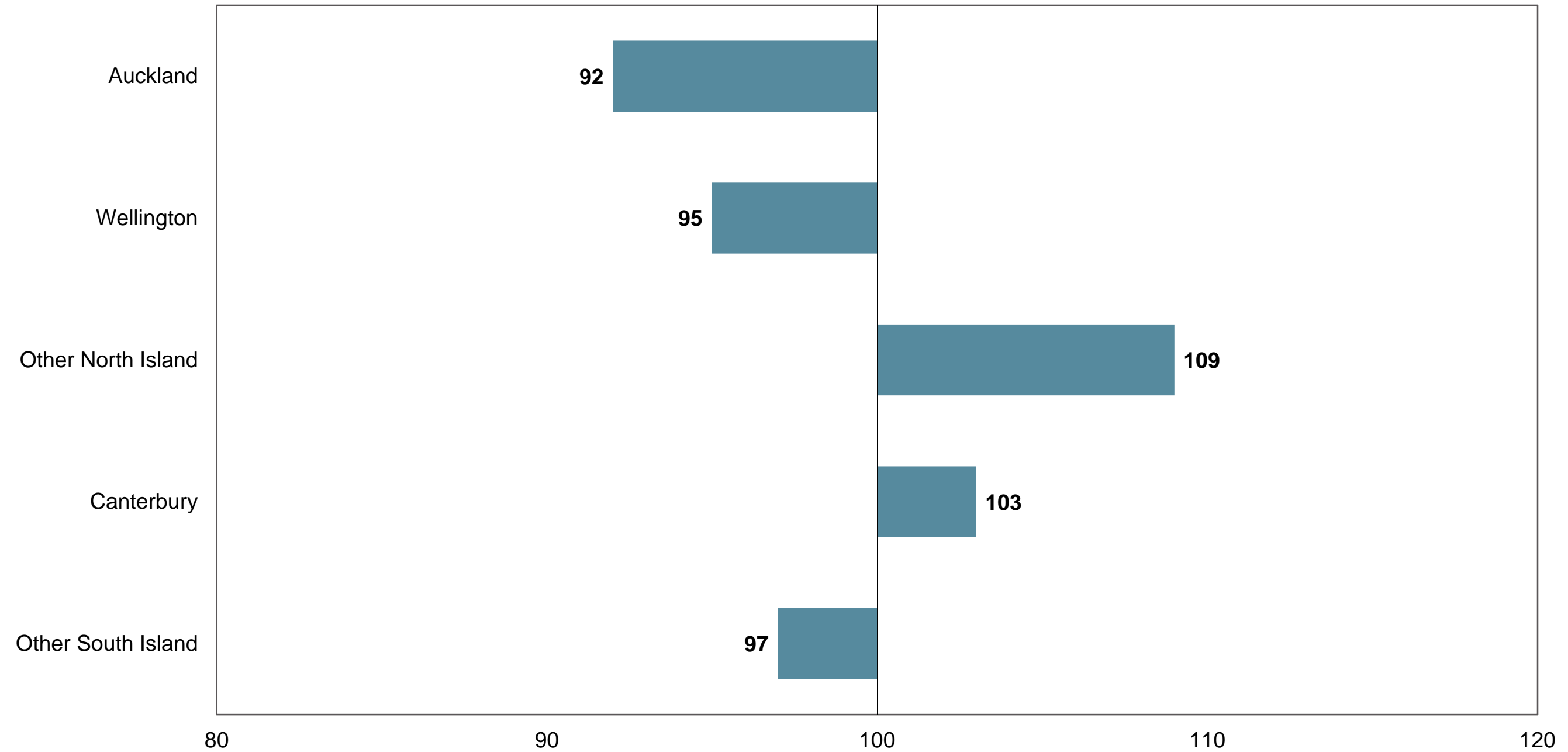
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Regions

This chart shows the index of the target profile group compared to the average New Zealander in terms of the region they live in.



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

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Education

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

XYZ Customers		
	Total Sample Size	3302
	Population (000's)	1946
EDUCATION		
Primary School	WC	21
	V%	1%
	IX	118
Some Secondary/ Tech/ Commercial/ Polytechnic	WC	317
	V%	16%
	IX	103
Passed 4th Form/ Some Intermediate	WC	55
	V%	3%
	IX	87
Fifth Form/ Year 11, 12 or 13/ Finished Tech/ AS & A Levels/ IB (1st & 2nd years)	WC	443
	V%	23%
	IX	94
Some/ Now at University	WC	180
	V%	9%
	IX	100
Have Diploma or Degree	WC	930
	V%	48%
	IX	103

Please interpret with caution as Primary School represents less than 1% of the total population.

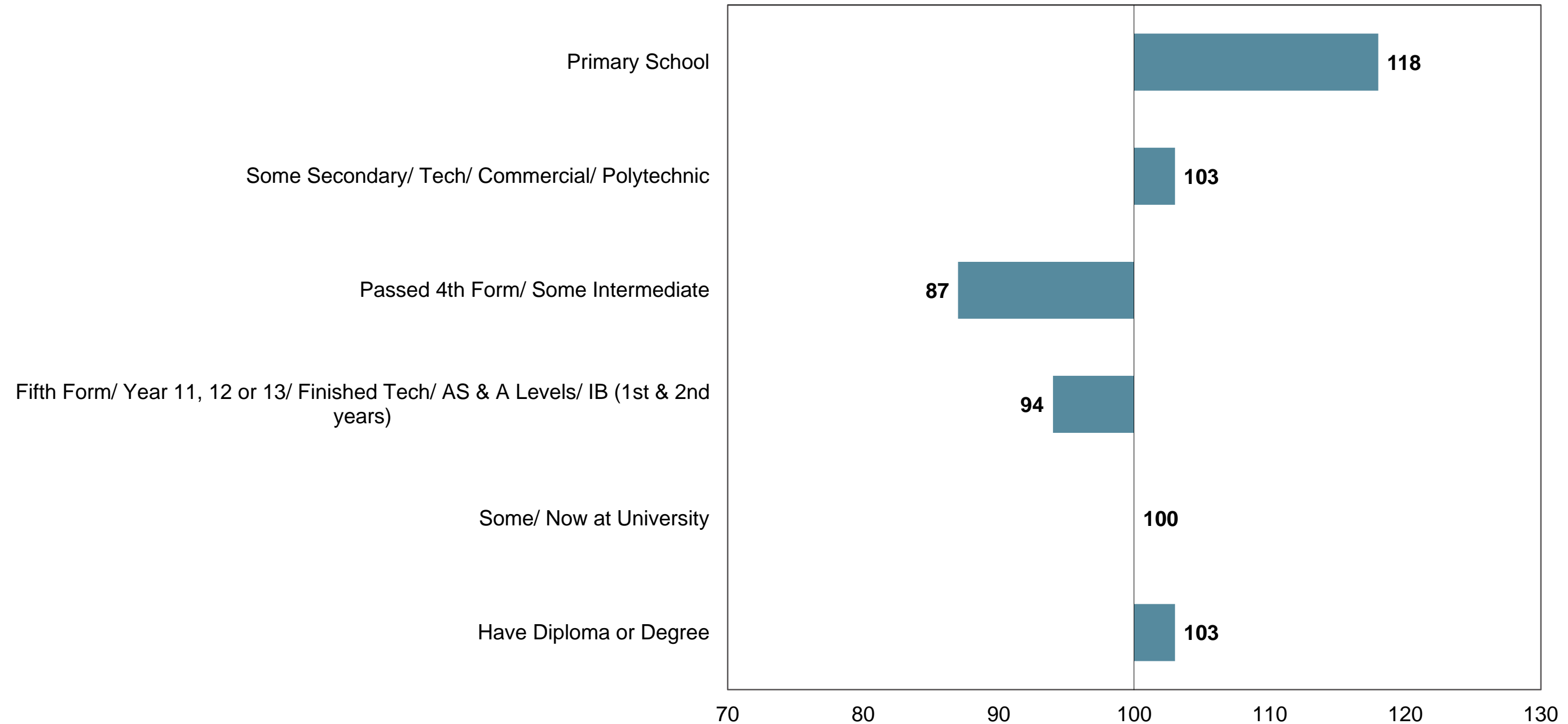
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Education

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



Please interpret with caution as Primary School represents less than 1% of the total population.

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Work Status

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

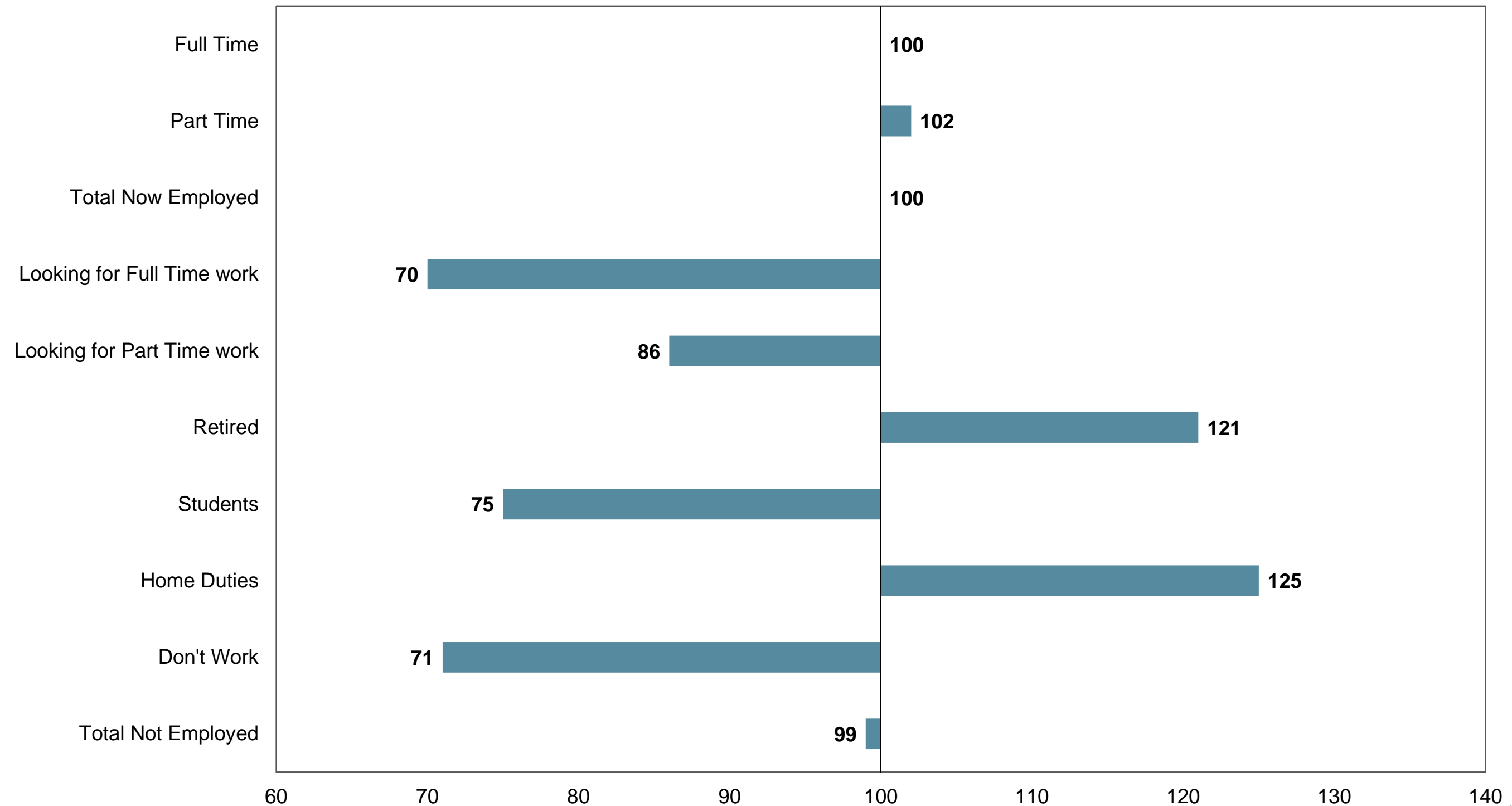
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
WORK STATUS OF RESPONDENT		
Full Time	WC	801
	V%	41%
	IX	100
Part Time	WC	434
	V%	22%
	IX	102
Total Now Employed	WC	1236
	V%	63%
	IX	100

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
WORK STATUS OF RESPONDENT		
Looking for Full Time work	WC	33
	V%	2%
	IX	70
Looking for Part Time work	WC	46
	V%	2%
	IX	86
Retired	WC	338
	V%	17%
	IX	121
Students	WC	113
	V%	6%
	IX	75
Home Duties	WC	116
	V%	6%
	IX	125
Don't Work	WC	64
	V%	3%
	IX	71
Total Not Employed	WC	711
	V%	37%
	IX	99

XYZ Customers Profile

Work Status

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



XYZ Customers Profile

Respondent Income

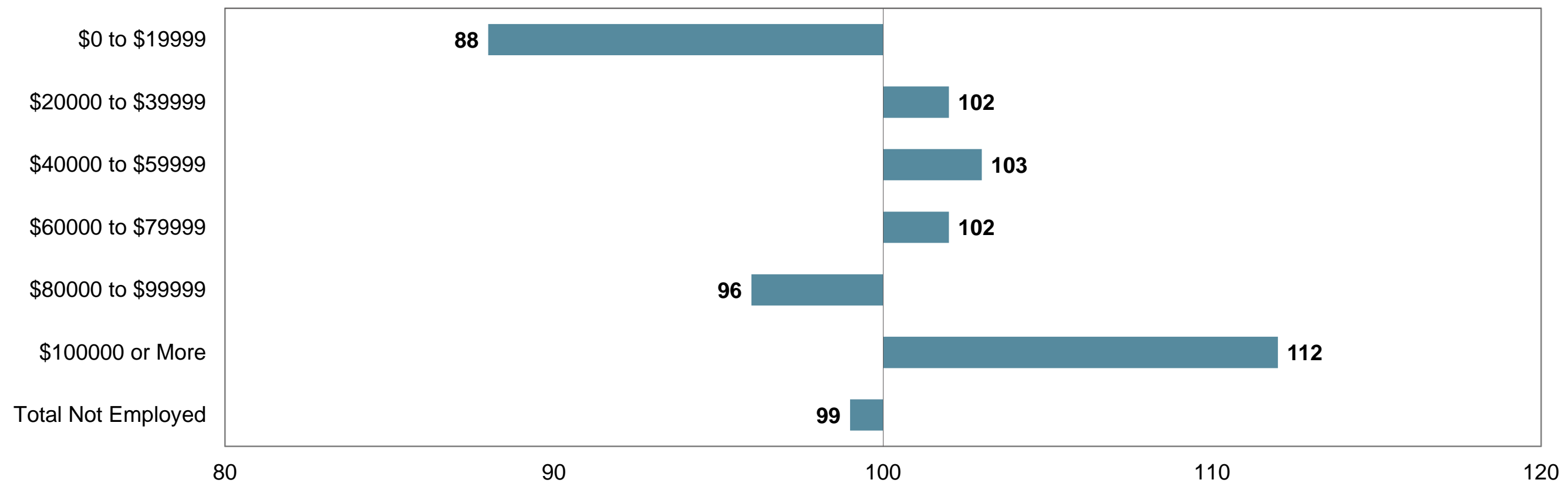
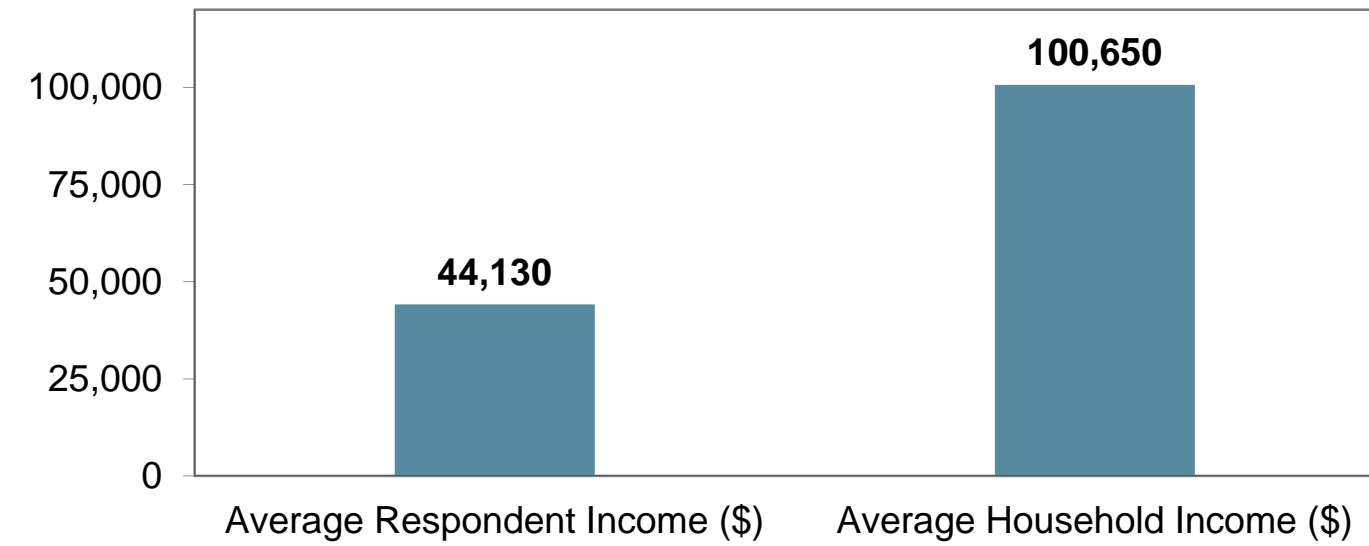
This table shows the Respondent Income, Average Respondent Income and Average Household Income of the target profile group.

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
RESPONDENT INCOME (All Workers)		
\$0 to \$19999	WC	190
	V%	10%
	IX	88
\$20000 to \$39999	WC	315
	V%	16%
	IX	102
\$40000 to \$59999	WC	306
	V%	16%
	IX	103
\$60000 to \$79999	WC	186
	V%	10%
	IX	102
\$80000 to \$99999	WC	96
	V%	5%
	IX	96
\$100000 or More	WC	143
	V%	7%
	IX	112
Total Not Employed	WC	711
	V%	37%
	IX	99
Average Respondent Income (\$)	mn	44,130
Average Household Income (\$)	mn	100,650

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 New Zealander in terms of Respondent Income.



XYZ Customers Profile

Occupation

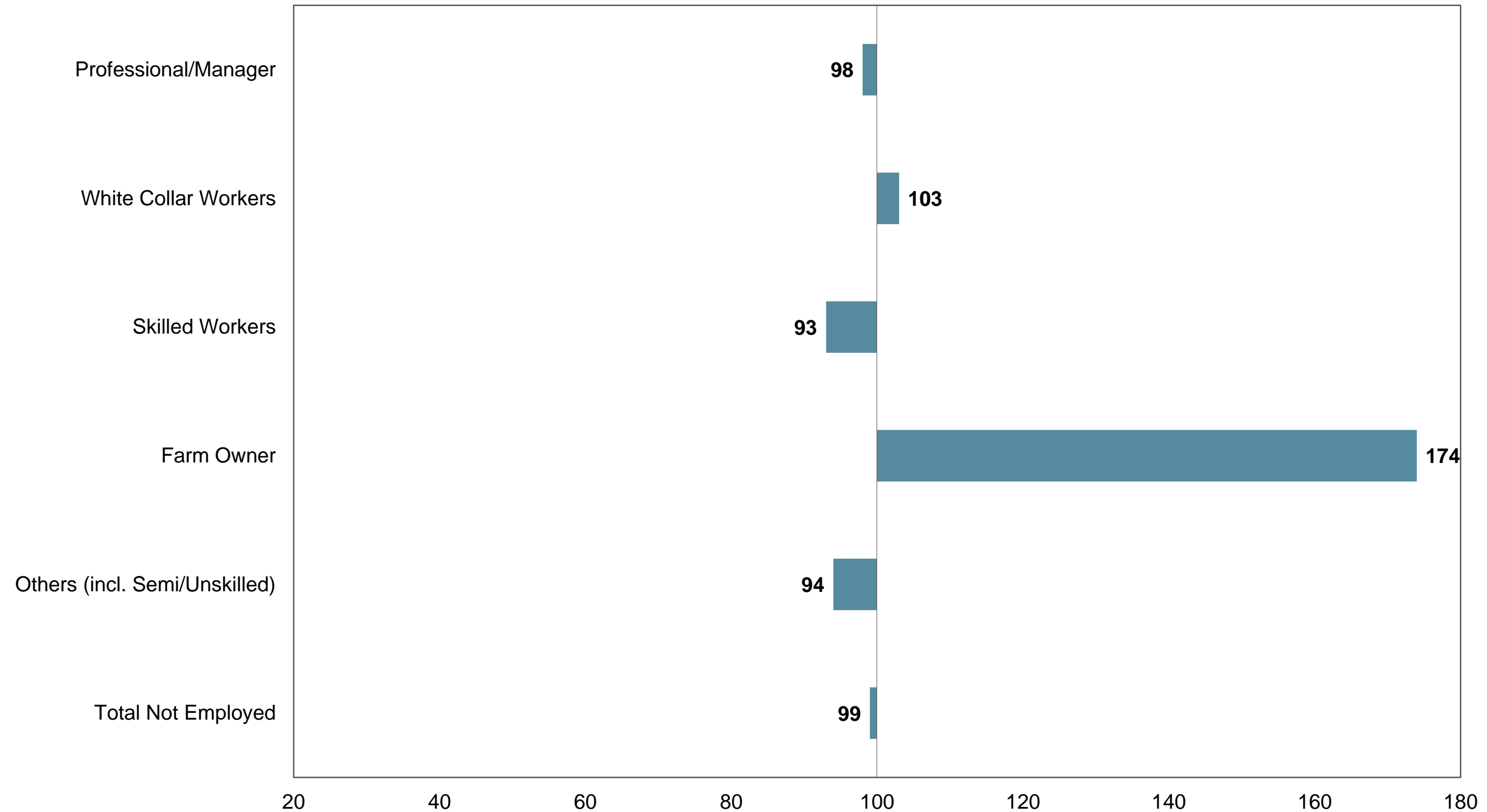
This table shows the Occupation of the target profile group.

XYZ Customers		
	Total Sample Size	3302
	Population (000's)	1946
OCCUPATION OF RESPONDENT		
Professional/Manager	WC	298
	V%	15%
	IX	98
White Collar Workers	WC	494
	V%	25%
	IX	103
Skilled Workers	WC	116
	V%	6%
	IX	93
Farm Owner	WC	49
	V%	3%
	IX	174
Others (incl. Semi/Unskilled)	WC	280
	V%	14%
	IX	94
Total Not Employed	WC	711
	V%	37%
	IX	99

XYZ Customers Profile

Occupation

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



XYZ Customers Profile

Socio-Economic Status*

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

XYZ Customers		
	Total Sample Size	3302
	Population (000's)	1946
SOCIO-ECONOMIC STATUS*		
AB Quintile	WC	403
	V%	21%
	IX	103
C Quintile	WC	387
	V%	20%
	IX	99
D Quintile	WC	384
	V%	20%
	IX	99
E Quintile	WC	391
	V%	20%
	IX	101
FG Quintile	WC	382
	V%	20%
	IX	98

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

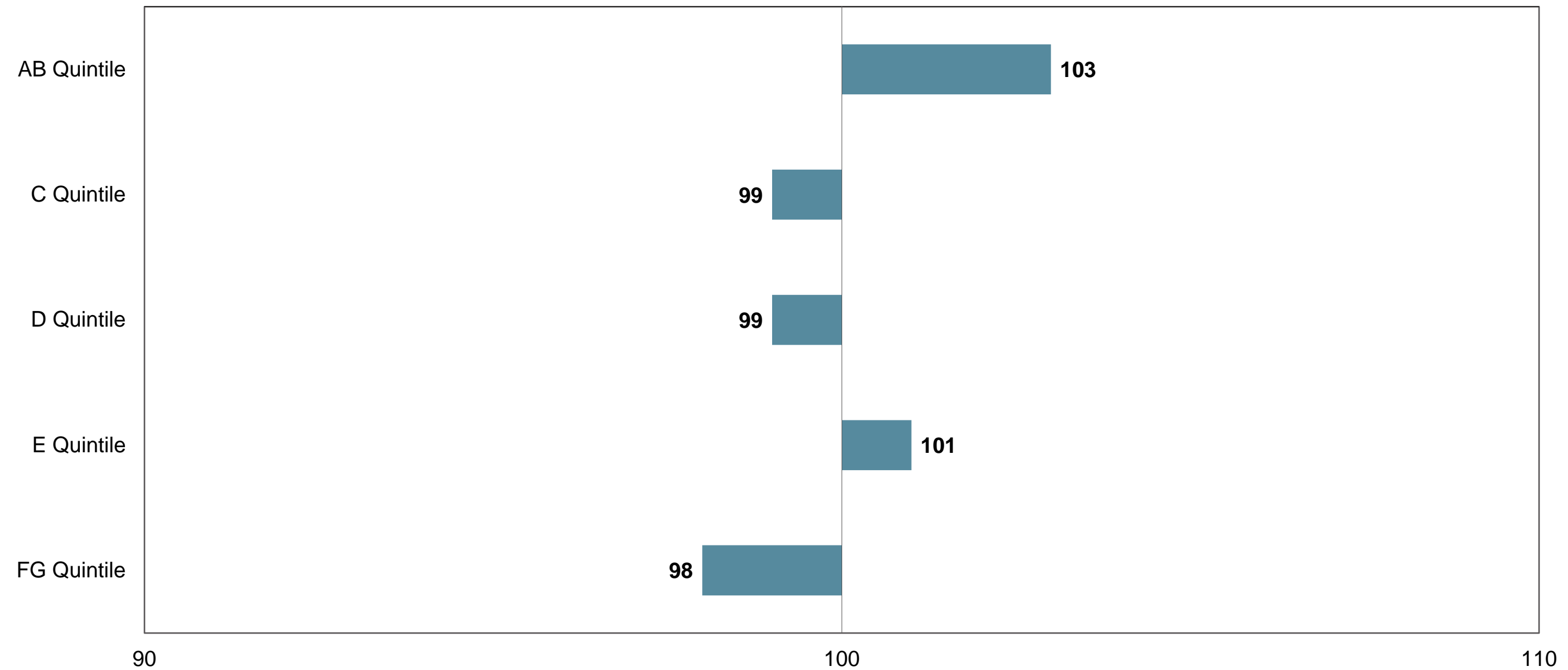
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Socio-Economic Status*

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



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

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Discretionary Expenditure*

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

XYZ Customers		
	Total Sample Size	3302
	Population (000's)	1946
DISCRETIONARY EXPENDITURE*		
Big spenders	WC	766
	V%	39%
Medium spenders	IX	118
	WC	637
Light spenders	V%	33%
	IX	98
	WC	543
	V%	28%
	IX	84

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

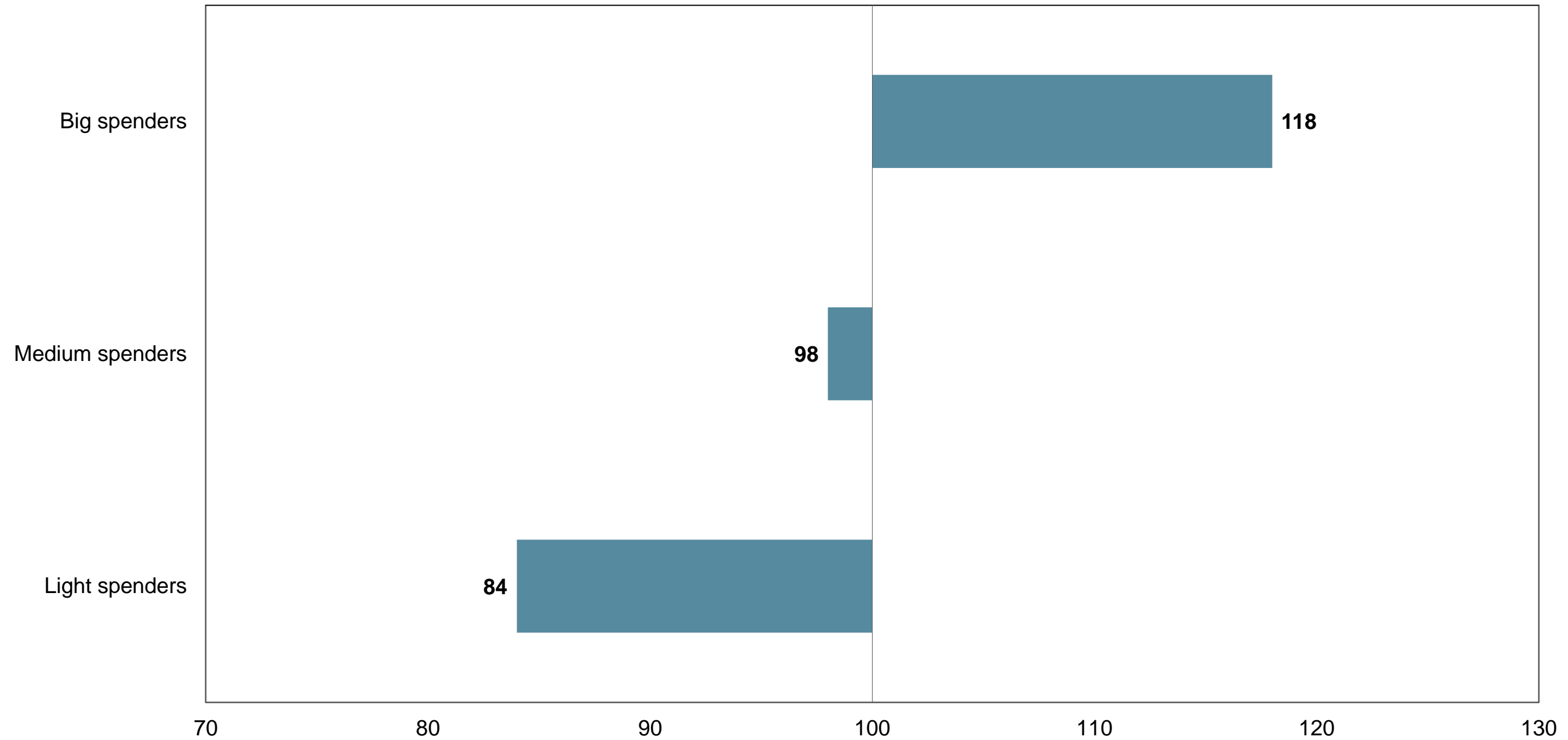
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Discretionary Expenditure*

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



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

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Life-Cycle Segments and Number of Children

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
LIFE-CYCLE OF RESPONDENT		
Single 14-34 no Children	WC	305
	V%	16%
	IX	67
Single 14-34 Children	WC	34
	V%	2%
	IX	125
Married 14-34 no Children	WC	94
	V%	5%
	IX	90
Married 14-34 Children	WC	134
	V%	7%
	IX	108
Married 35+ Children	WC	309
	V%	16%
	IX	106
Married 35+ no Children	WC	732
	V%	38%
	IX	118
Single 35+ Children	WC	61
	V%	3%
	IX	114
Single 35+ no Children	WC	277
	V%	14%
	IX	102

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
CHILDREN IN HOUSEHOLD		
No Children in HH	WC	1263
	V%	65%
	IX	99
Have child aged 0-5	WC	289
	V%	15%
	IX	103
Have child aged 6-11	WC	300
	V%	15%
	IX	94
Have child aged 12-15	WC	340
	V%	17%
	IX	105
Total Have Children	WC	684
	V%	35%
	IX	101

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
HOUSEHOLD LIFE-CYCLE*		
Young Singles	WC	163
	V%	8%
	IX	77
Young Couples	WC	112
	V%	6%
	IX	92
Young Parents	WC	366
	V%	19%
	IX	99
Mid-life Families	WC	294
	V%	15%
	IX	104
Mid-life Households	WC	540
	V%	28%
	IX	94
Older Households	WC	471
	V%	24%
	IX	122

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

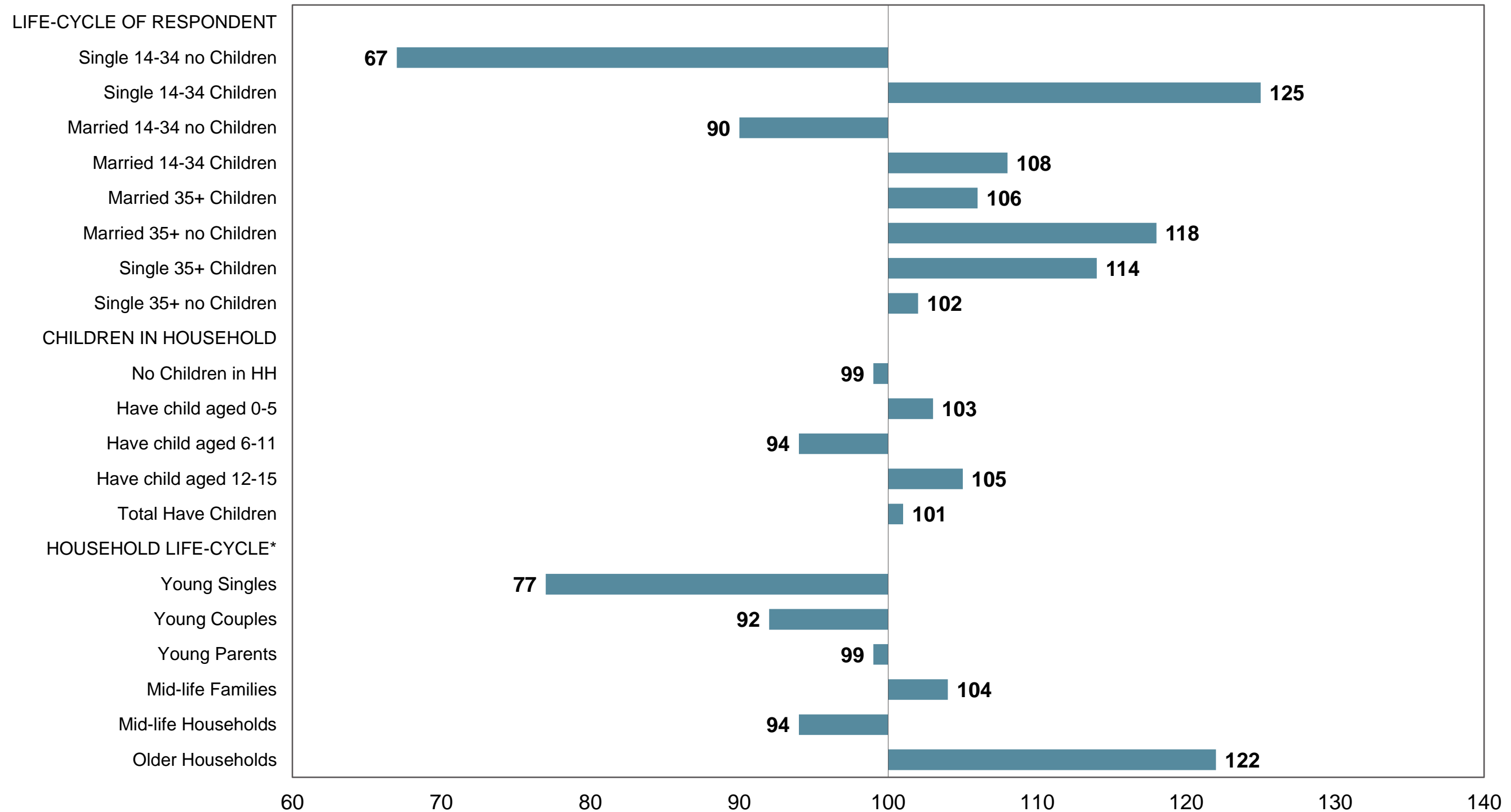
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Life-Cycle Segments and Number of Children

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



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

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Generations*

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

XYZ Customers		
	Total Sample Size	3302
	Population (000's)	1946
GENERATIONS*		
Pre-Boomers (Pre 1946)	WC	238
	V%	12%
	IX	126
Baby Boomers (1946-1960)	WC	478
	V%	25%
	IX	117
Generation X (1961-1975)	WC	508
	V%	26%
	IX	109
Generation Y (1976-1990)	WC	444
	V%	23%
	IX	91
Generation Z (1991-2005)	WC	278
	V%	14%
	IX	70

*Please refer to glossary for detailed explanation of Generations.

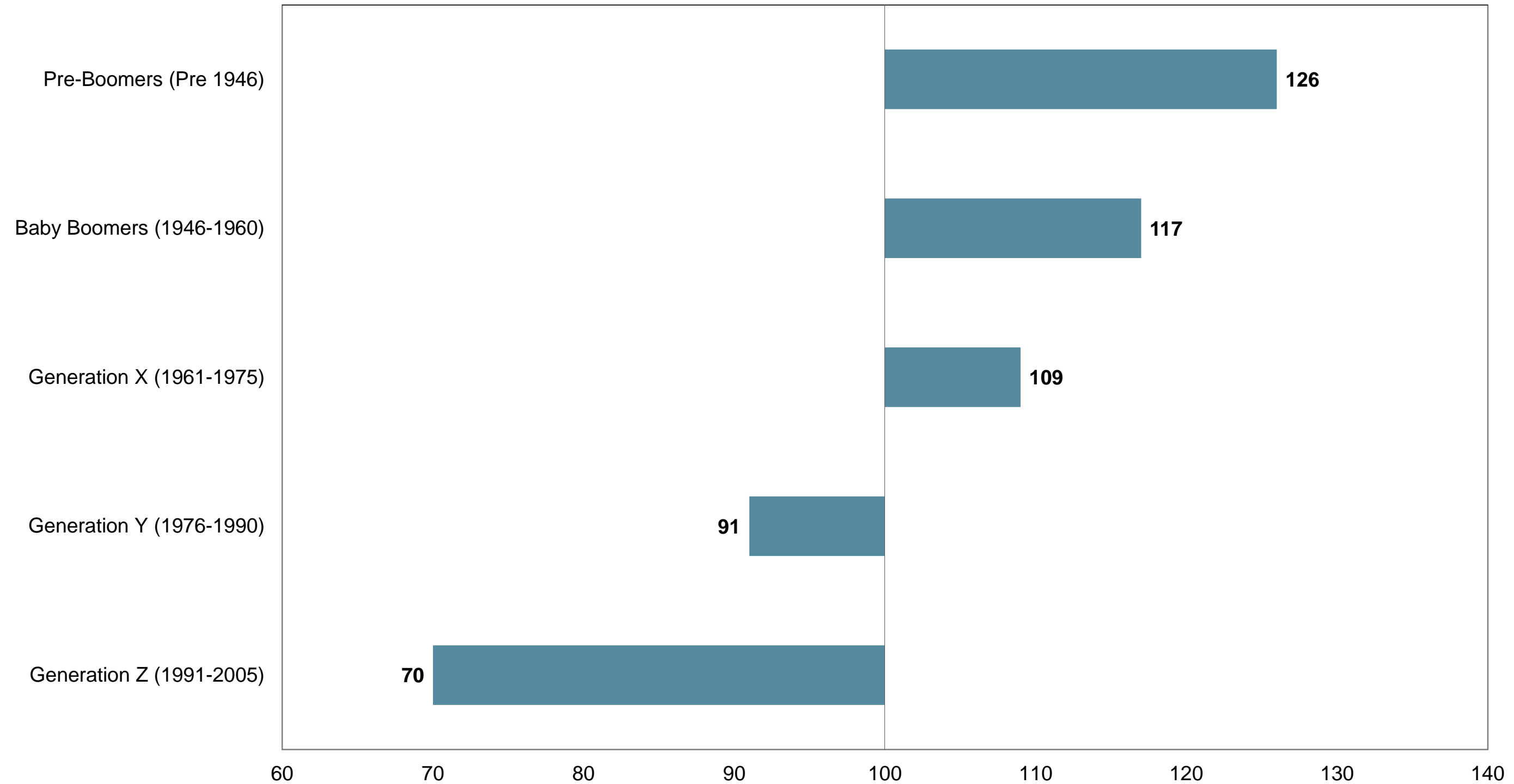
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Generations*

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



*Please refer to glossary for detailed explanation of Generations.

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Roy Morgan Values Segments*

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ROY MORGAN VALUES SEGMENTS*		
Basic Needs	WC	31
	V%	2%
	IX	104
Fairer Deal	WC	147
	V%	8%
	IX	92
Traditional Family Life	WC	448
	V%	23%
	IX	121
Conventional Family Life	WC	168
	V%	9%
	IX	94
Look At Me	WC	111
	V%	6%
	IX	69

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ROY MORGAN VALUES SEGMENTS*		
Something Better	WC	174
	V%	9%
	IX	90
Real Conservatism	WC	28
	V%	1%
	IX	100
Young Optimism	WC	140
	V%	7%
	IX	71
Visible Achievement	WC	378
	V%	19%
	IX	117
Socially Aware	WC	320
	V%	16%
	IX	106

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

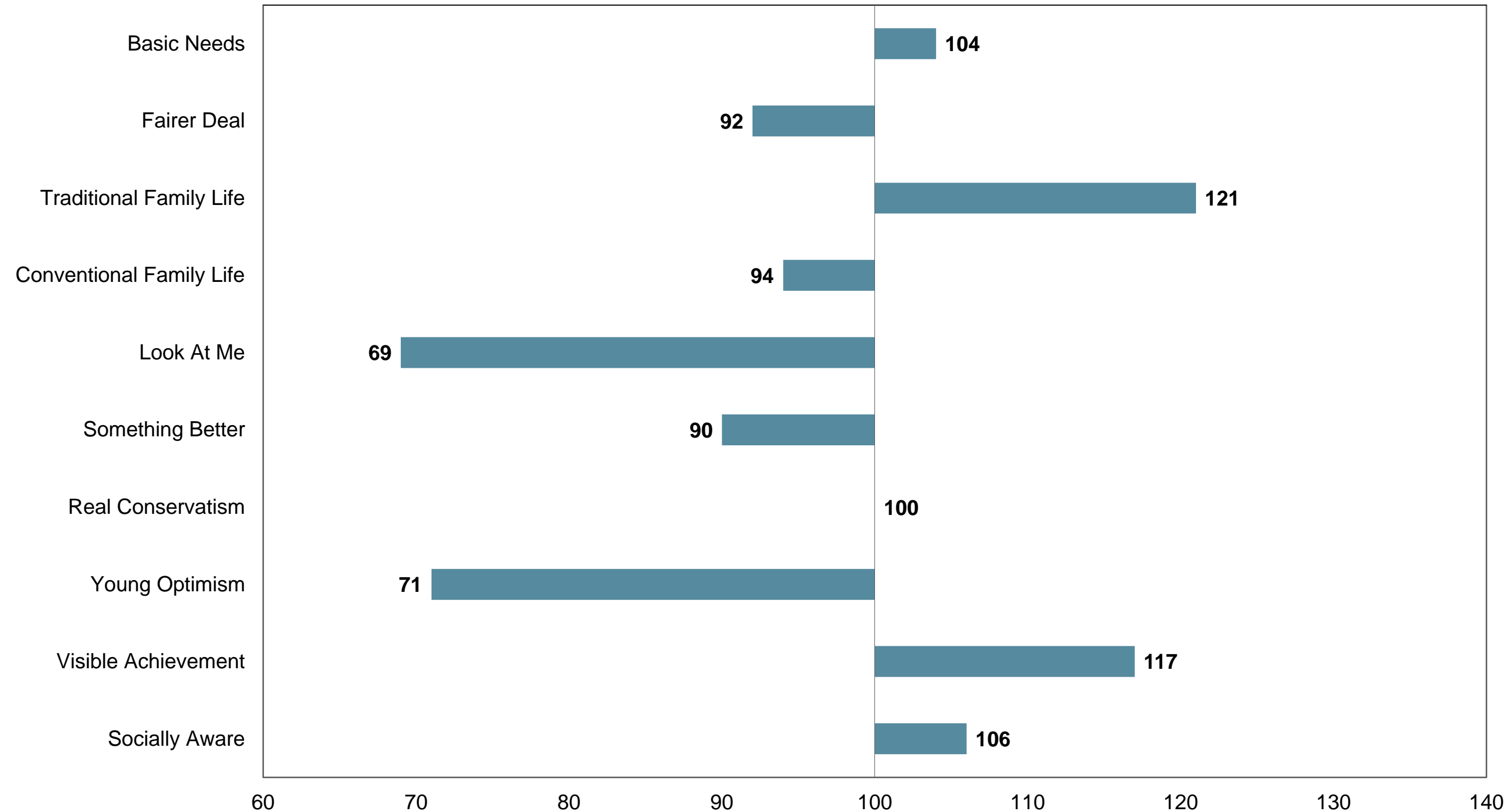
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Roy Morgan Values Segments*

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



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

Source: Roy Morgan January 2018 - December 2018

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Attitudes

XYZ Customers Profile

Health and Fitness

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

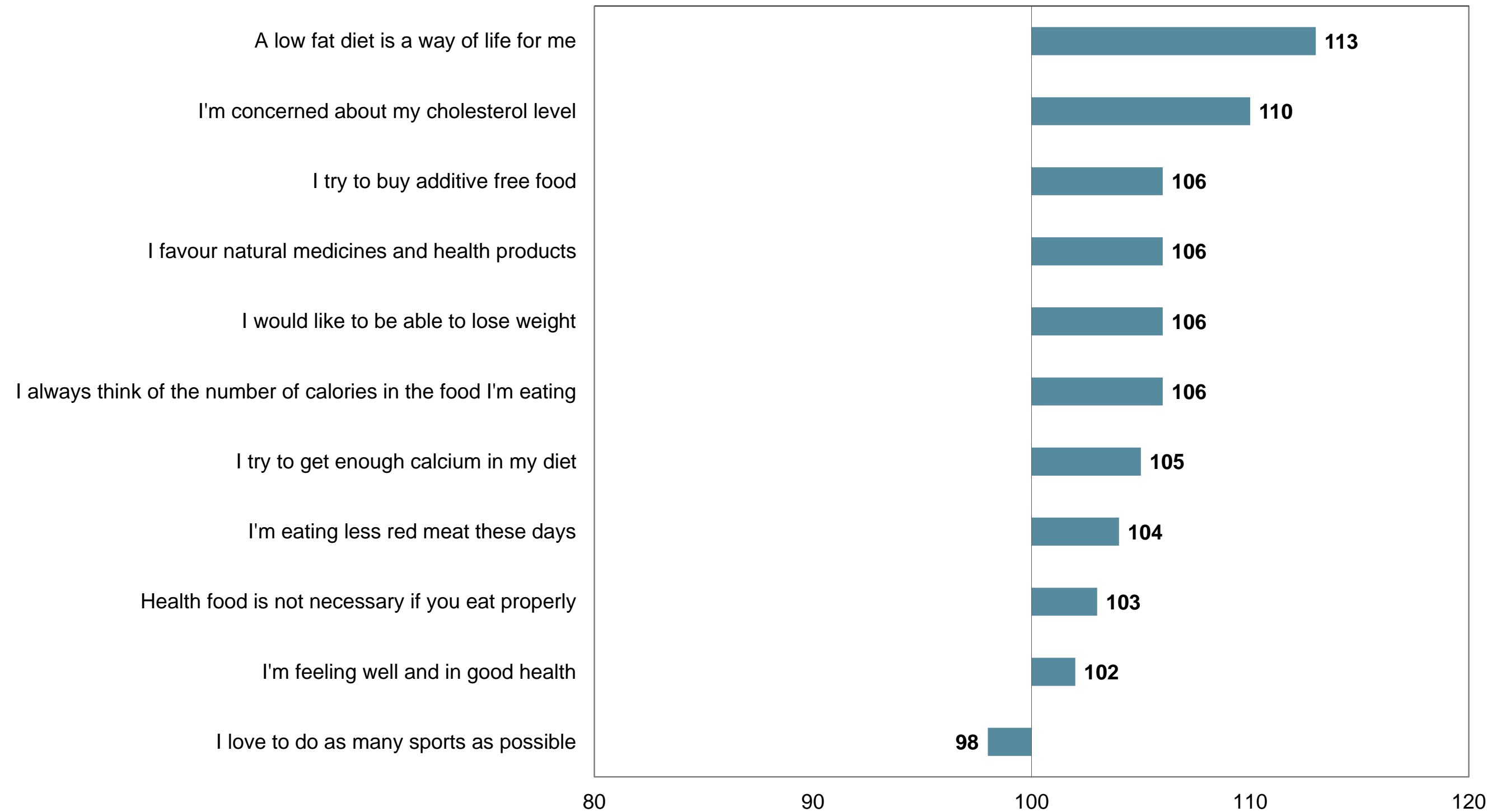
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
HEALTH AND FITNESS ATTITUDES - AGREE		
A low fat diet is a way of life for me	WC	607
	V%	31%
	IX	113
I'm concerned about my cholesterol level	WC	657
	V%	34%
	IX	110
I try to buy additive free food	WC	1055
	V%	54%
	IX	106
I favour natural medicines and health products	WC	887
	V%	46%
	IX	106
I would like to be able to lose weight	WC	1290
	V%	66%
	IX	106
I always think of the number of calories in the food I'm eating	WC	484
	V%	25%
	IX	106

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
HEALTH AND FITNESS ATTITUDES - AGREE		
I try to get enough calcium in my diet	WC	1297
	V%	67%
	IX	105
I'm eating less red meat these days	WC	1045
	V%	54%
	IX	104
Health food is not necessary if you eat properly	WC	1476
	V%	76%
	IX	103
I'm feeling well and in good health	WC	1539
	V%	79%
	IX	102
I love to do as many sports as possible	WC	457
	V%	23%
	IX	98

XYZ Customers Profile

Health and Fitness

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



XYZ Customers Profile

Government and Societal

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

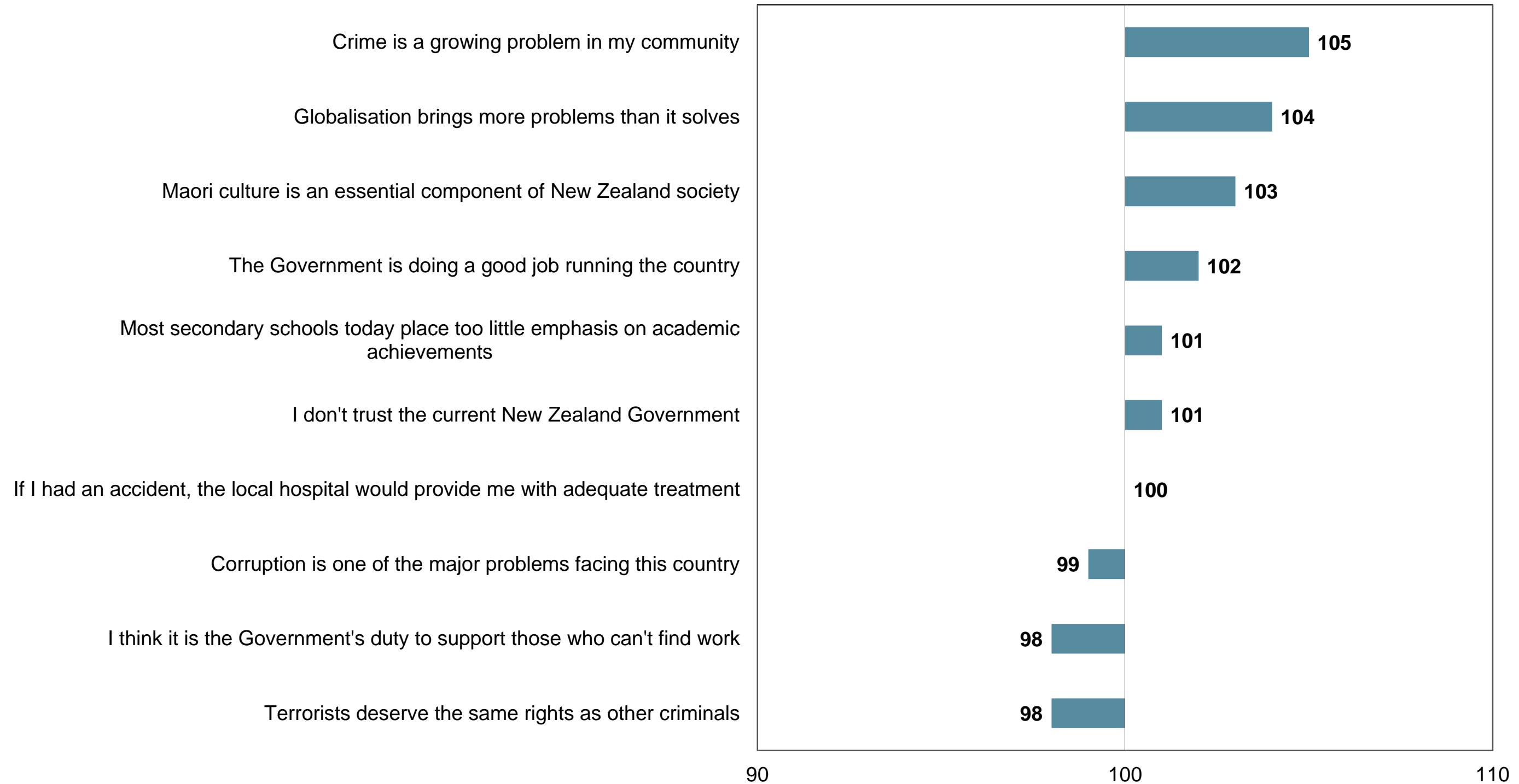
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
Crime is a growing problem in my community	WC	1173
	V%	60%
	IX	105
Globalisation brings more problems than it solves	WC	1136
	V%	58%
	IX	104
Maori culture is an essential component of New Zealand society	WC	1409
	V%	72%
	IX	103
The Government is doing a good job running the country	WC	1170
	V%	60%
	IX	102
Most secondary schools today place too little emphasis on academic achievements	WC	945
	V%	49%
	IX	101

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
GOVERNMENT AND SOCIETAL ATTITUDES - AGREE		
I don't trust the current New Zealand Government	WC	708
	V%	36%
	IX	101
If I had an accident, the local hospital would provide me with adequate treatment	WC	1634
	V%	84%
	IX	100
Corruption is one of the major problems facing this country	WC	737
	V%	38%
	IX	99
I think it is the Government's duty to support those who can't find work	WC	1160
	V%	60%
	IX	98
Terrorists deserve the same rights as other criminals	WC	655
	V%	34%
	IX	98

XYZ Customers Profile

Government and Societal

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



XYZ Customers Profile

Environmental

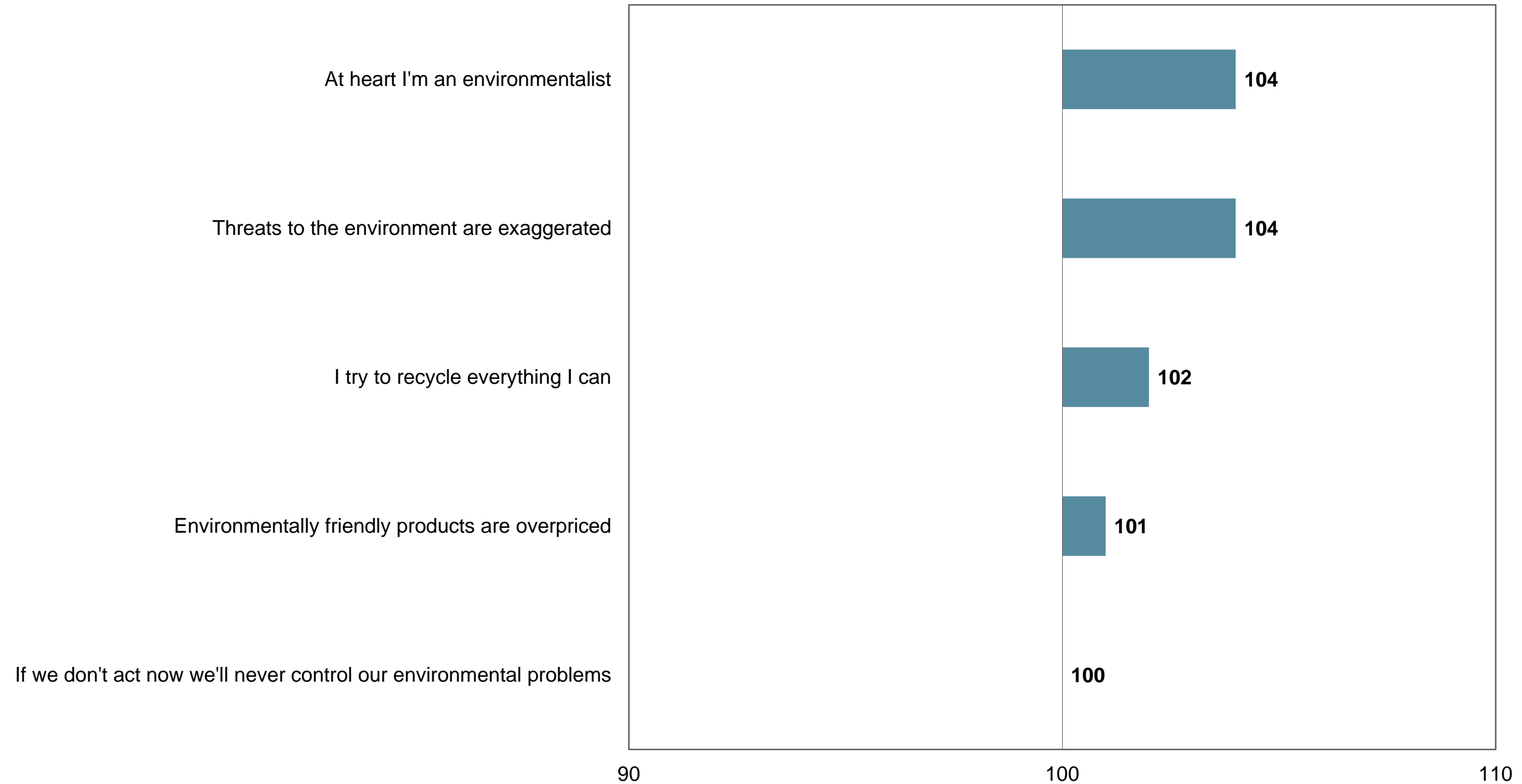
This table shows the target profile group's attitudes to a range of Environmental Statements.

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ENVIRONMENTAL ATTITUDES - AGREE		
At heart I'm an environmentalist	WC	1333
	V%	68%
Threats to the environment are exaggerated	IX	104
	WC	593
I try to recycle everything I can	V%	30%
	IX	104
Environmentally friendly products are overpriced	WC	1716
	V%	88%
If we don't act now we'll never control our environmental problems	IX	102
	WC	1603
	V%	82%
	IX	101
	WC	1622
	V%	83%
	IX	100

XYZ Customers Profile

Environmental

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



XYZ Customers Profile

Personal

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

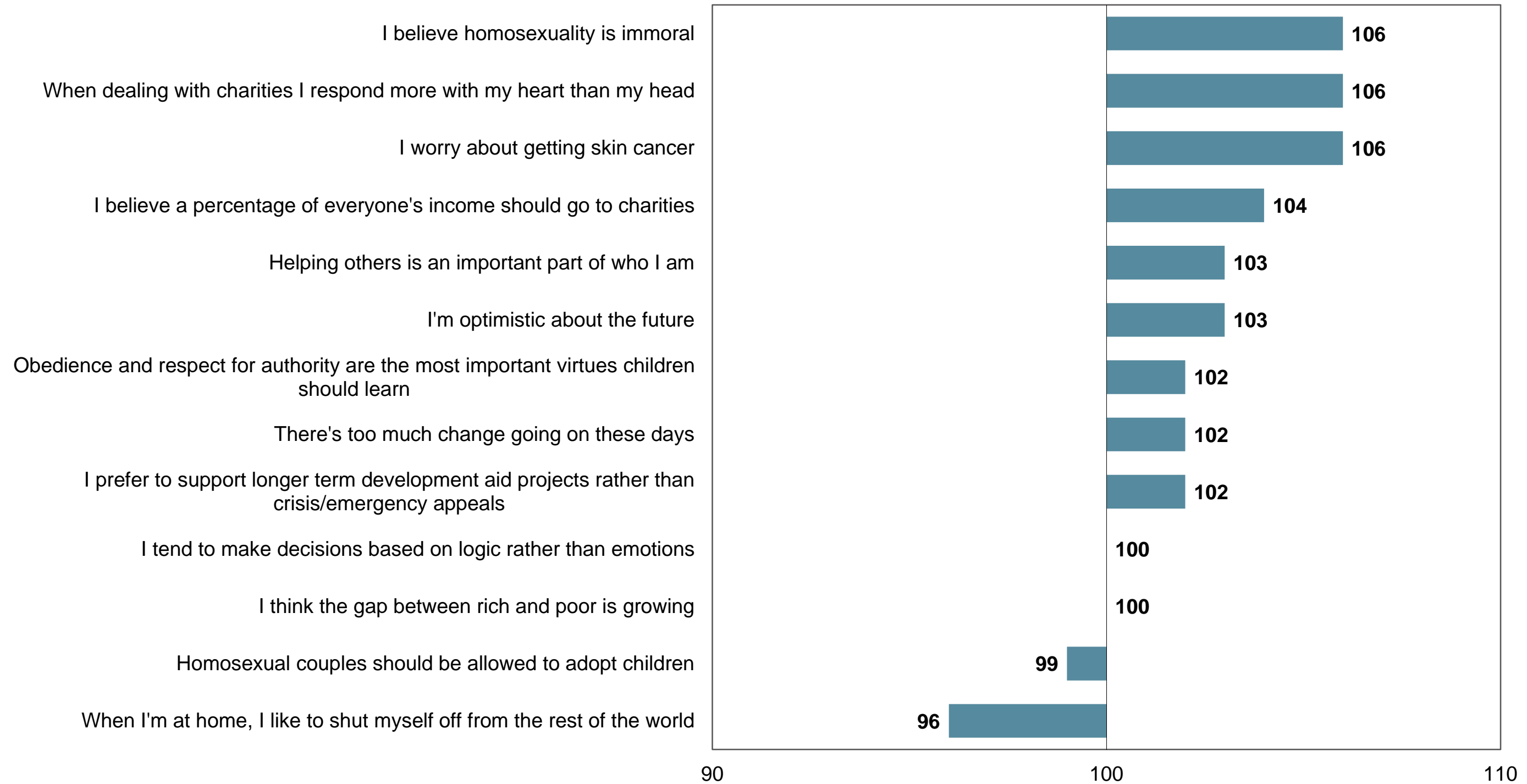
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
PERSONAL ATTITUDES - AGREE		
I believe homosexuality is immoral	WC	468
	V%	24%
	IX	106
When dealing with charities I respond more with my heart than my head	WC	905
	V%	46%
	IX	106
I worry about getting skin cancer	WC	1027
	V%	53%
	IX	106
I believe a percentage of everyone's income should go to charities	WC	500
	V%	26%
	IX	104
Helping others is an important part of who I am	WC	1661
	V%	85%
	IX	103
I'm optimistic about the future	WC	1571
	V%	81%
	IX	103
Obedience and respect for authority are the most important virtues children should learn	WC	1033
	V%	53%
	IX	102

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
PERSONAL ATTITUDES - AGREE		
There's too much change going on these days	WC	876
	V%	45%
	IX	102
I prefer to support longer term development aid projects rather than crisis/emergency appeals	WC	1209
	V%	62%
	IX	102
I tend to make decisions based on logic rather than emotions	WC	1432
	V%	74%
	IX	100
I think the gap between rich and poor is growing	WC	1672
	V%	86%
	IX	100
Homosexual couples should be allowed to adopt children	WC	1363
	V%	70%
	IX	99
When I'm at home, I like to shut myself off from the rest of the world	WC	879
	V%	45%
	IX	96

XYZ Customers Profile

Personal

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



XYZ Customers Profile

Shopping and Product

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

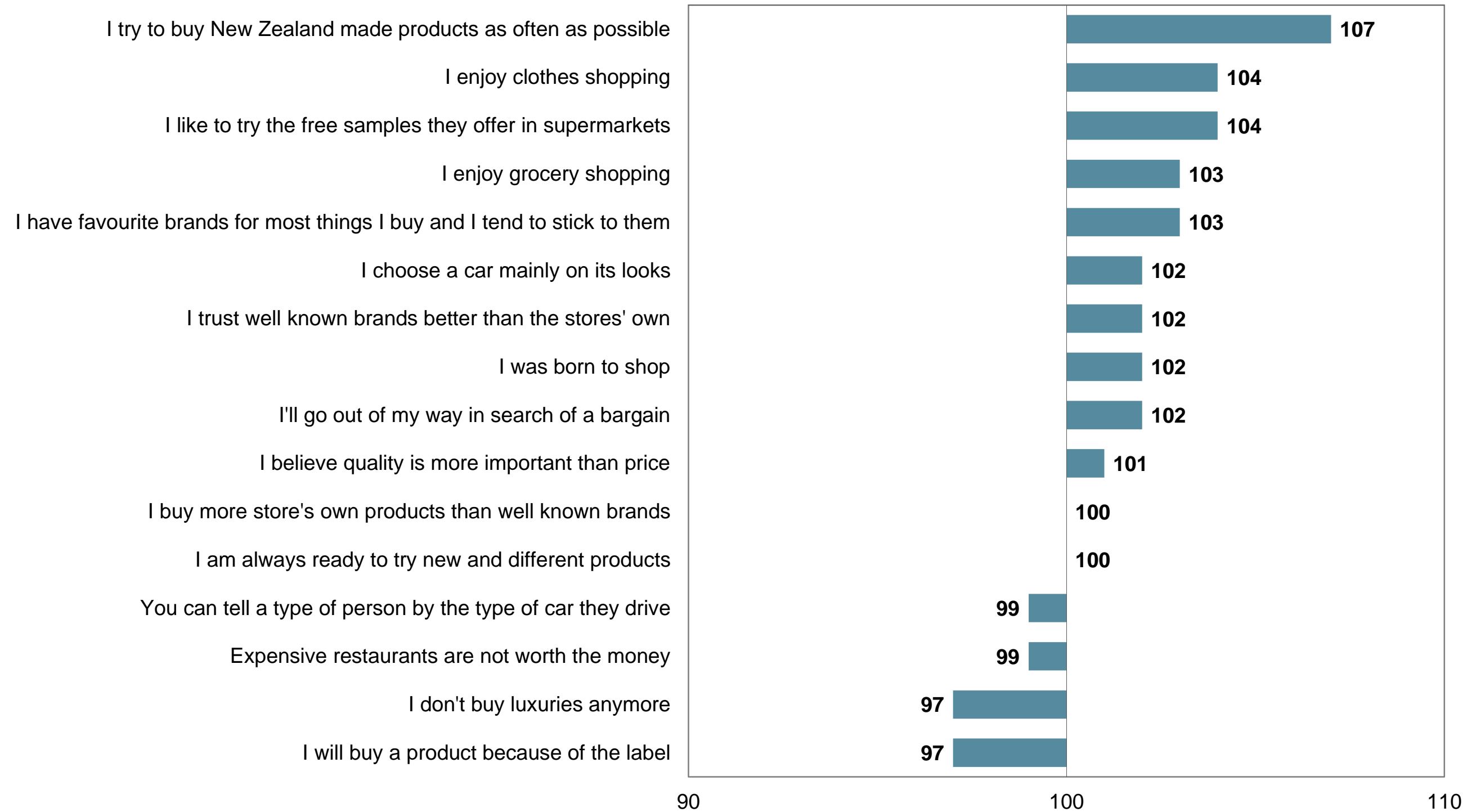
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I try to buy New Zealand made products as often as possible	WC	1171
	V%	60%
	IX	107
I enjoy clothes shopping	WC	816
	V%	42%
	IX	104
I like to try the free samples they offer in supermarkets	WC	1155
	V%	59%
	IX	104
I enjoy grocery shopping	WC	1082
	V%	56%
	IX	103
I have favourite brands for most things I buy and I tend to stick to them	WC	1278
	V%	66%
	IX	103
I choose a car mainly on its looks	WC	373
	V%	19%
	IX	102
I trust well known brands better than the stores' own	WC	850
	V%	44%
	IX	102
I was born to shop	WC	340
	V%	17%
	IX	102

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SHOPPING AND PRODUCT ATTITUDES - AGREE		
I'll go out of my way in search of a bargain	WC	1096
	V%	56%
	IX	102
I believe quality is more important than price	WC	1346
	V%	69%
	IX	101
I buy more store's own products than well known brands	WC	868
	V%	45%
	IX	100
I am always ready to try new and different products	WC	1157
	V%	59%
	IX	100
You can tell a type of person by the type of car they drive	WC	534
	V%	27%
	IX	99
Expensive restaurants are not worth the money	WC	1217
	V%	63%
	IX	99
I don't buy luxuries anymore	WC	1030
	V%	53%
	IX	97
I will buy a product because of the label	WC	452
	V%	23%
	IX	97

XYZ Customers Profile

Shopping and Product

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



XYZ Customers Profile

Food

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
FOOD ATTITUDES - AGREE		
I like to drink wine with my meals	WC	589
	V%	30%
	IX	112
I buy much more fresh or chilled foods than I used to	WC	1204
	V%	62%
	IX	107
I avoid dairy foods whenever possible	WC	371
	V%	19%
	IX	106
I like to buy products that have no artificial colours or flavours	WC	1183
	V%	61%
	IX	106
I'm constantly watching my weight	WC	910
	V%	47%
	IX	106
People often compliment me on my cooking	WC	1106
	V%	57%
	IX	106
I won't buy genetically modified food if I can help it	WC	1068
	V%	55%
	IX	105
I restrict how much fattening food I eat	WC	1148
	V%	59%
	IX	105

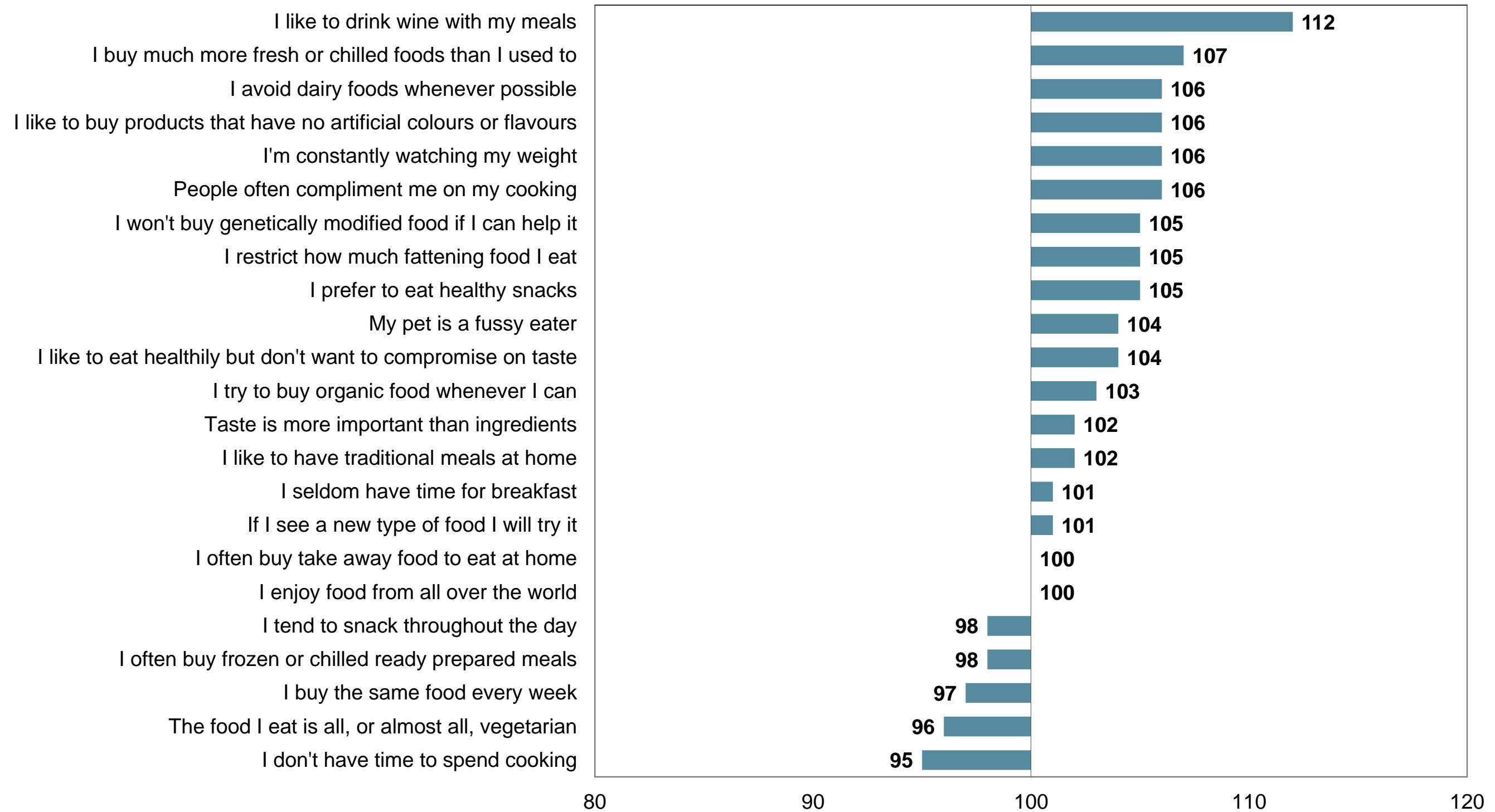
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
FOOD ATTITUDES - AGREE		
I prefer to eat healthy snacks	WC	1293
	V%	66%
	IX	105
My pet is a fussy eater	WC	586
	V%	30%
	IX	104
I like to eat healthily but don't want to compromise on taste	WC	1541
	V%	79%
	IX	104
I try to buy organic food whenever I can	WC	589
	V%	30%
	IX	103
Taste is more important than ingredients	WC	1104
	V%	57%
	IX	102
I like to have traditional meals at home	WC	1396
	V%	72%
	IX	102
I seldom have time for breakfast	WC	602
	V%	31%
	IX	101
If I see a new type of food I will try it	WC	1235
	V%	63%
	IX	101

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
FOOD ATTITUDES - AGREE		
I often buy take away food to eat at home	WC	632
	V%	32%
	IX	100
I enjoy food from all over the world	WC	1557
	V%	80%
	IX	100
I tend to snack throughout the day	WC	909
	V%	47%
	IX	98
I often buy frozen or chilled ready prepared meals	WC	379
	V%	19%
	IX	98
I buy the same food every week	WC	877
	V%	45%
	IX	97
The food I eat is all, or almost all, vegetarian	WC	300
	V%	15%
	IX	96
I don't have time to spend cooking	WC	473
	V%	24%
	IX	95

XYZ Customers Profile

Food

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



XYZ Customers Profile

Advertising and Media

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I regularly read my suburban/free local newspaper	WC	1146
	V%	59%
	IX	115
I enjoy buying magazines	WC	524
	V%	27%
	IX	114
I always watch the news on TV to keep me up-to-date	WC	1117
	V%	57%
	IX	113
I always read the business section of the newspaper	WC	483
	V%	25%
	IX	111
I often enter competitions which are on packets or labels on products	WC	538
	V%	28%
	IX	109
I find TV advertising interesting	WC	494
	V%	25%
	IX	109
I use coupons I find in magazines or on packets	WC	767
	V%	39%
	IX	109
I record TV programs if I can't watch them	WC	1026
	V%	53%
	IX	108

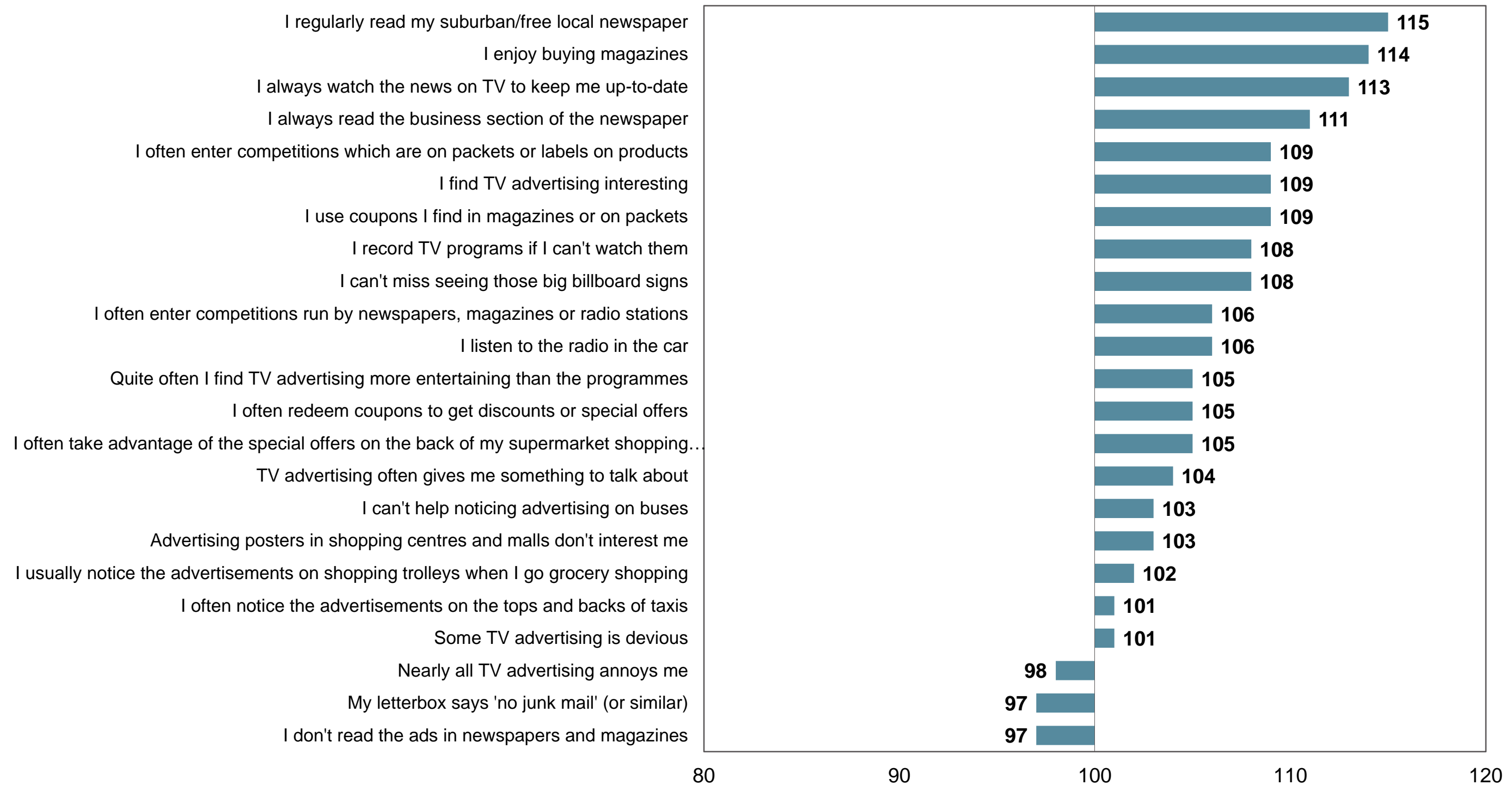
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ADVERTISING AND MEDIA ATTITUDES - AGREE		
I can't miss seeing those big billboard signs	WC	929
	V%	48%
	IX	108
I often enter competitions run by newspapers, magazines or radio stations	WC	502
	V%	26%
	IX	106
I listen to the radio in the car	WC	1525
	V%	78%
	IX	106
Quite often I find TV advertising more entertaining than the programmes	WC	460
	V%	24%
	IX	105
I often redeem coupons to get discounts or special offers	WC	893
	V%	46%
	IX	105
I often take advantage of the special offers on the back of my supermarket shopping docket	WC	381
	V%	20%
	IX	105
TV advertising often gives me something to talk about	WC	468
	V%	24%
	IX	104
I can't help noticing advertising on buses	WC	905
	V%	47%
	IX	103

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ADVERTISING AND MEDIA ATTITUDES - AGREE		
Advertising posters in shopping centres and malls don't interest me	WC	1374
	V%	71%
	IX	103
I usually notice the advertisements on shopping trolleys when I go grocery shopping	WC	307
	V%	16%
	IX	102
I often notice the advertisements on the tops and backs of taxis	WC	290
	V%	15%
	IX	101
Some TV advertising is devious	WC	1435
	V%	74%
	IX	101
Nearly all TV advertising annoys me	WC	1174
	V%	60%
	IX	98
My letterbox says 'no junk mail' (or similar)	WC	602
	V%	31%
	IX	97
I don't read the ads in newspapers and magazines	WC	1034
	V%	53%
	IX	97

XYZ Customers Profile

Advertising and Media

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



XYZ Customers Profile

Family and Home

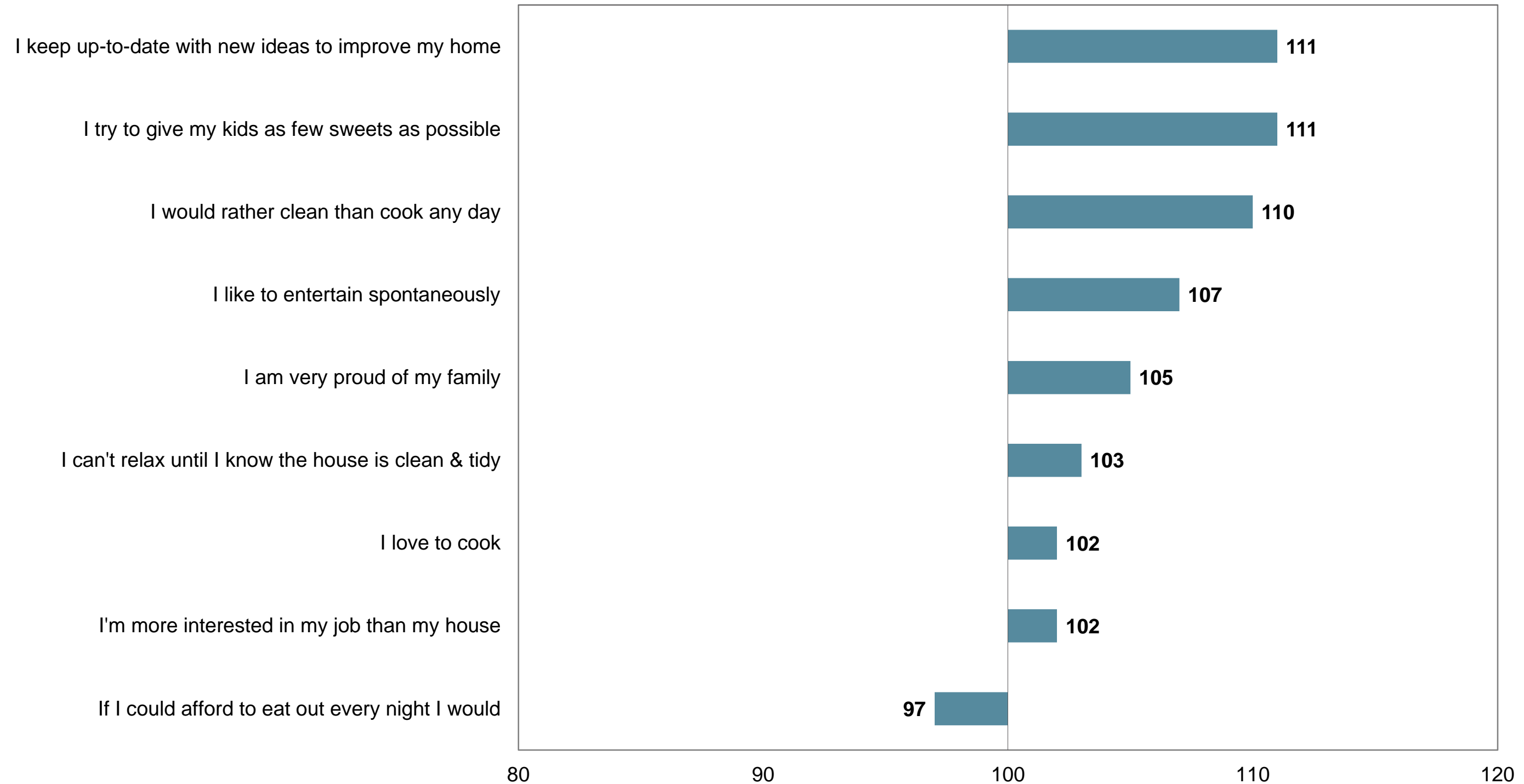
This table shows the target profile group's attitudes to a range of Family and Home Statements.

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
FAMILY AND HOME ATTITUDES - AGREE		
I keep up-to-date with new ideas to improve my home	WC	787
	V%	40%
	IX	111
I try to give my kids as few sweets as possible	WC	1268
	V%	65%
	IX	111
I would rather clean than cook any day	WC	567
	V%	29%
	IX	110
I like to entertain spontaneously	WC	906
	V%	47%
	IX	107
I am very proud of my family	WC	1787
	V%	92%
	IX	105
I can't relax until I know the house is clean & tidy	WC	870
	V%	45%
	IX	103
I love to cook	WC	1240
	V%	64%
	IX	102
I'm more interested in my job than my house	WC	437
	V%	22%
	IX	102
If I could afford to eat out every night I would	WC	557
	V%	29%
	IX	97

XYZ Customers Profile

Family and Home

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



XYZ Customers Profile

Finance

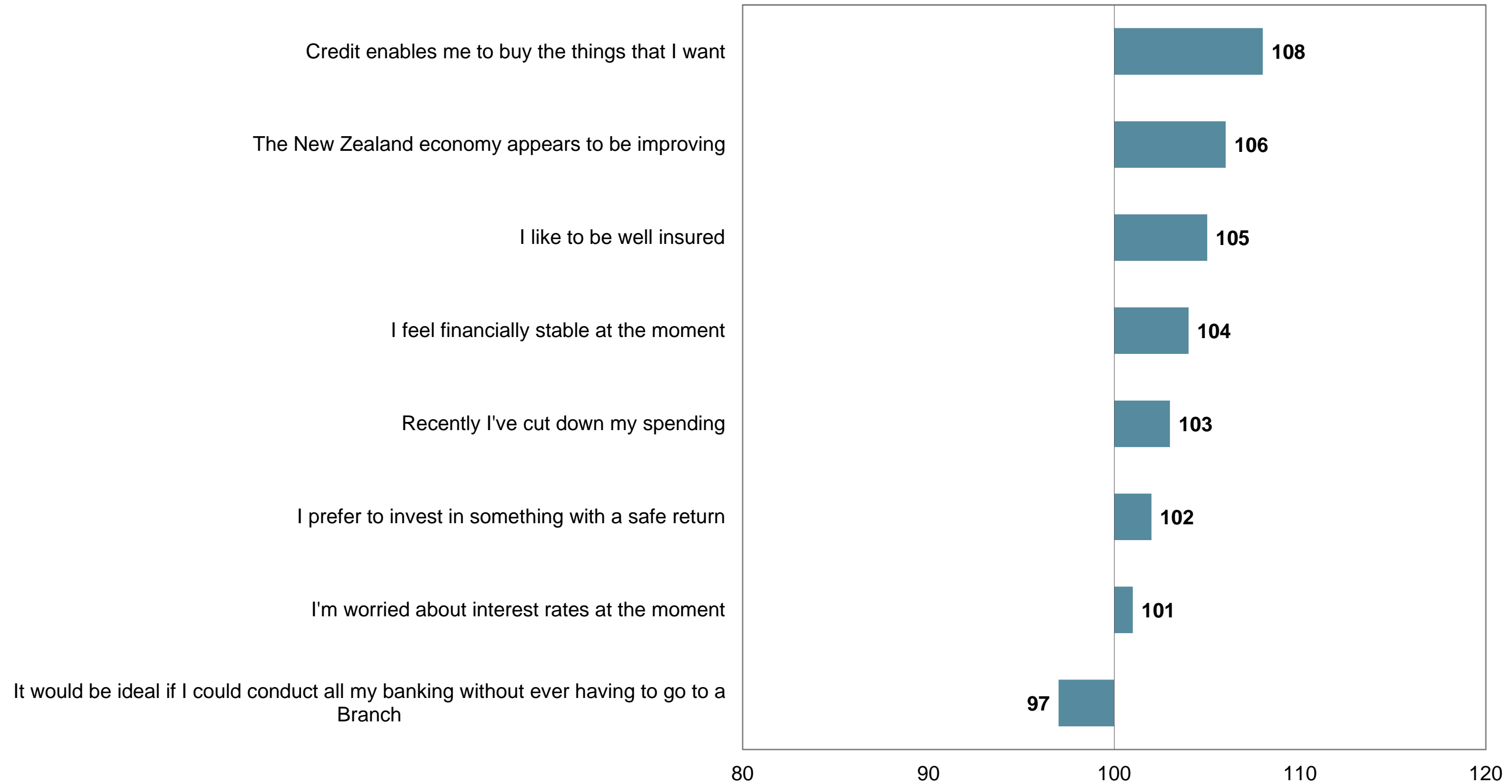
This table shows the target profile group's attitudes to a range of Finance Statements.

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
FINANCE ATTITUDES - AGREE		
Credit enables me to buy the things that I want	WC	980
	V%	50%
	IX	108
The New Zealand economy appears to be improving	WC	986
	V%	51%
	IX	106
I like to be well insured	WC	1513
	V%	78%
	IX	105
I feel financially stable at the moment	WC	1297
	V%	67%
	IX	104
Recently I've cut down my spending	WC	1287
	V%	66%
	IX	103
I prefer to invest in something with a safe return	WC	1610
	V%	83%
	IX	102
I'm worried about interest rates at the moment	WC	662
	V%	34%
	IX	101
It would be ideal if I could conduct all my banking without ever having to go to a Branch	WC	1070
	V%	55%
	IX	97

XYZ Customers Profile

Finance

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



XYZ Customers Profile

Holiday

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
HOLIDAY ATTITUDES - AGREE		
I avoid staying at accommodation that does not have genuine environmental policies	WC	477
	V%	25%
	IX	113
I sometimes organise holidays on behalf of my family and friends	WC	689
	V%	35%
	IX	108
I usually book and arrange all my holiday travel details myself	WC	1391
	V%	71%
	IX	105
I prefer to holiday where I can see nature or be in a natural setting	WC	1340
	V%	69%
	IX	104
I like to take holidays within New Zealand	WC	1643
	V%	84%
	IX	104
On holidays I like to do as little as possible	WC	925
	V%	48%
	IX	104
I'd like to holiday where I can experience the local culture	WC	1460
	V%	75%
	IX	103
I like to go away on weekends	WC	944
	V%	49%
	IX	103

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
HOLIDAY ATTITUDES - AGREE		
I like to take my holidays away from crowds	WC	1502
	V%	77%
	IX	103
I'm always very active on holidays	WC	1029
	V%	53%
	IX	102
For my next holiday, I'd really like a total ecotourism experience	WC	426
	V%	22%
	IX	102
I enjoy holidays where everything is organised for you	WC	659
	V%	34%
	IX	101
I prefer the bright lights and big cities when I travel	WC	567
	V%	29%
	IX	95
I usually leave holiday arrangements to someone else	WC	497
	V%	26%
	IX	93
It only feels like a holiday if I leave New Zealand	WC	321
	V%	16%
	IX	91

XYZ Customers Profile

Holiday

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



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.

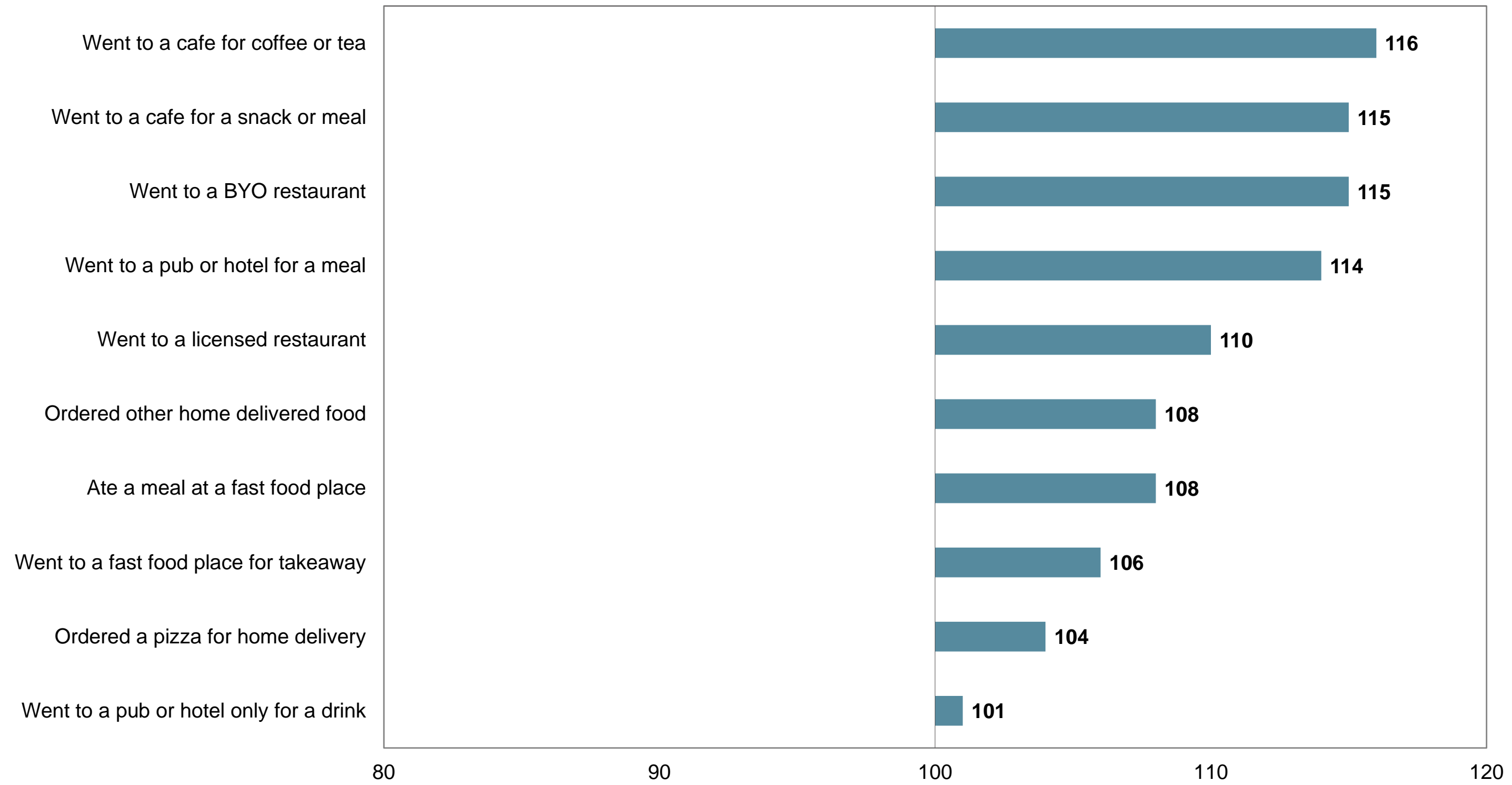
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a cafe for coffee or tea	WC	1074
	V%	55%
	IX	116
Went to a cafe for a snack or meal	WC	889
	V%	46%
	IX	115
Went to a BYO restaurant	WC	281
	V%	14%
	IX	115
Went to a pub or hotel for a meal	WC	425
	V%	22%
	IX	114
Went to a licensed restaurant	WC	865
	V%	44%
	IX	110

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Ordered other home delivered food	WC	206
	V%	11%
	IX	108
Ate a meal at a fast food place	WC	781
	V%	40%
	IX	108
Went to a fast food place for takeaway	WC	1153
	V%	59%
	IX	106
Ordered a pizza for home delivery	WC	430
	V%	22%
	IX	104
Went to a pub or hotel only for a drink	WC	266
	V%	14%
	IX	101

XYZ Customers Profile

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

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



XYZ Customers Profile

Activities in the Last 3 Months - Leisure

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

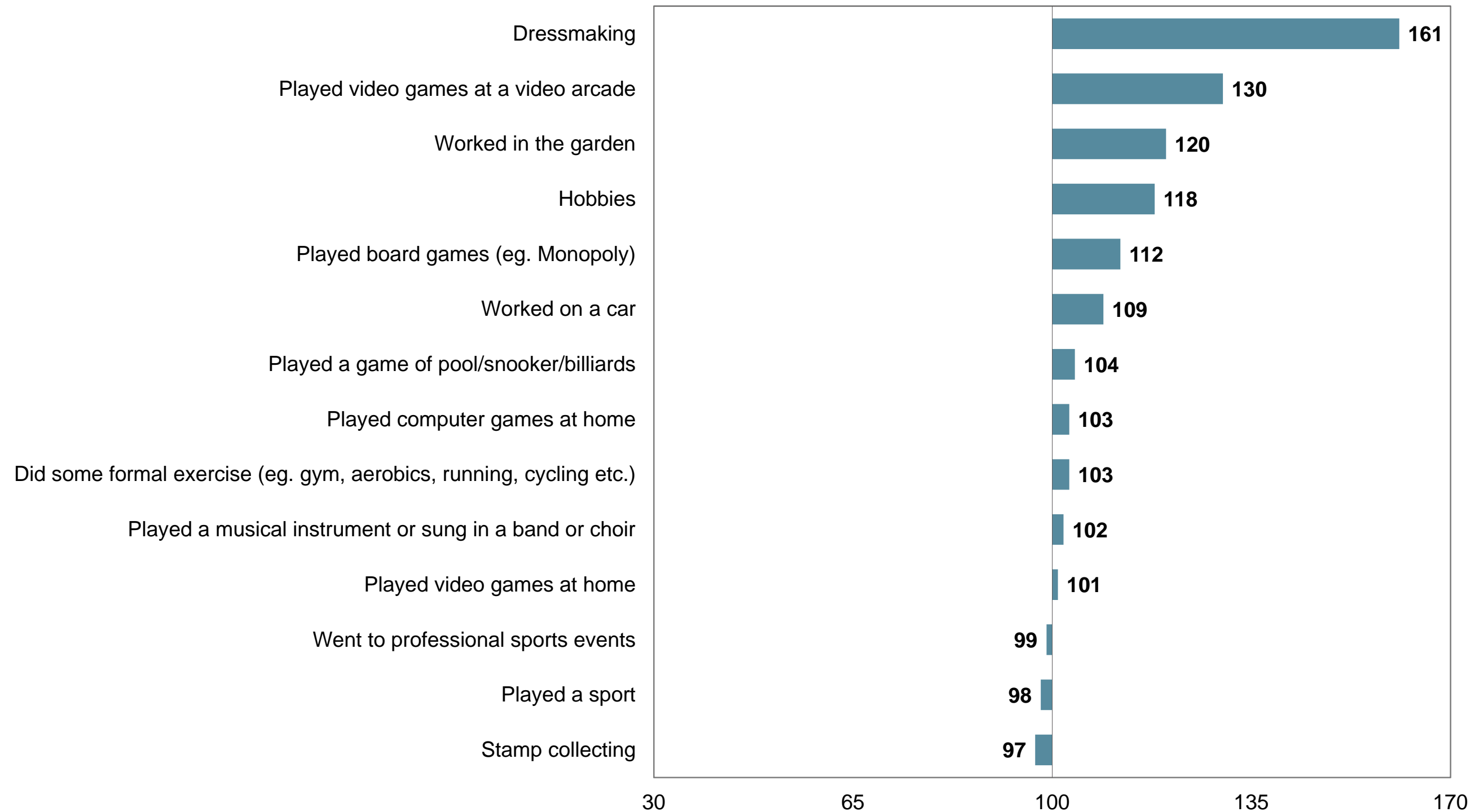
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Dressmaking	WC	136
	V%	7%
Played video games at a video arcade	IX	161
	WC	43
Worked in the garden	V%	2%
	IX	130
Hobbies	WC	1004
	V%	52%
Played board games (eg. Monopoly)	IX	120
	WC	592
Worked on a car	V%	30%
	IX	118
Played a game of pool/snooker/billiards	WC	422
	V%	22%
	IX	112
	WC	255
	V%	13%
	IX	109
	WC	121
	V%	6%
	IX	104

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
LEISURE ACTIVITIES IN THE LAST 3 MONTHS		
Played computer games at home	WC	608
	V%	31%
Did some formal exercise (eg. gym, aerobics, running, cycling etc.)	IX	103
	WC	677
Played a musical instrument or sung in a band or choir	V%	35%
	IX	103
Played video games at home	WC	178
	V%	9%
Went to professional sports events	IX	102
	WC	330
Played a sport	V%	17%
	IX	101
Stamp collecting	WC	120
	V%	6%
	IX	99
	WC	337
	V%	17%
	IX	98
	WC	21
	V%	1%
	IX	97

XYZ Customers Profile

Activities in the Last 3 Months - Leisure

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



XYZ Customers Profile

Activities in the Last 3 Months - Entertainment

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

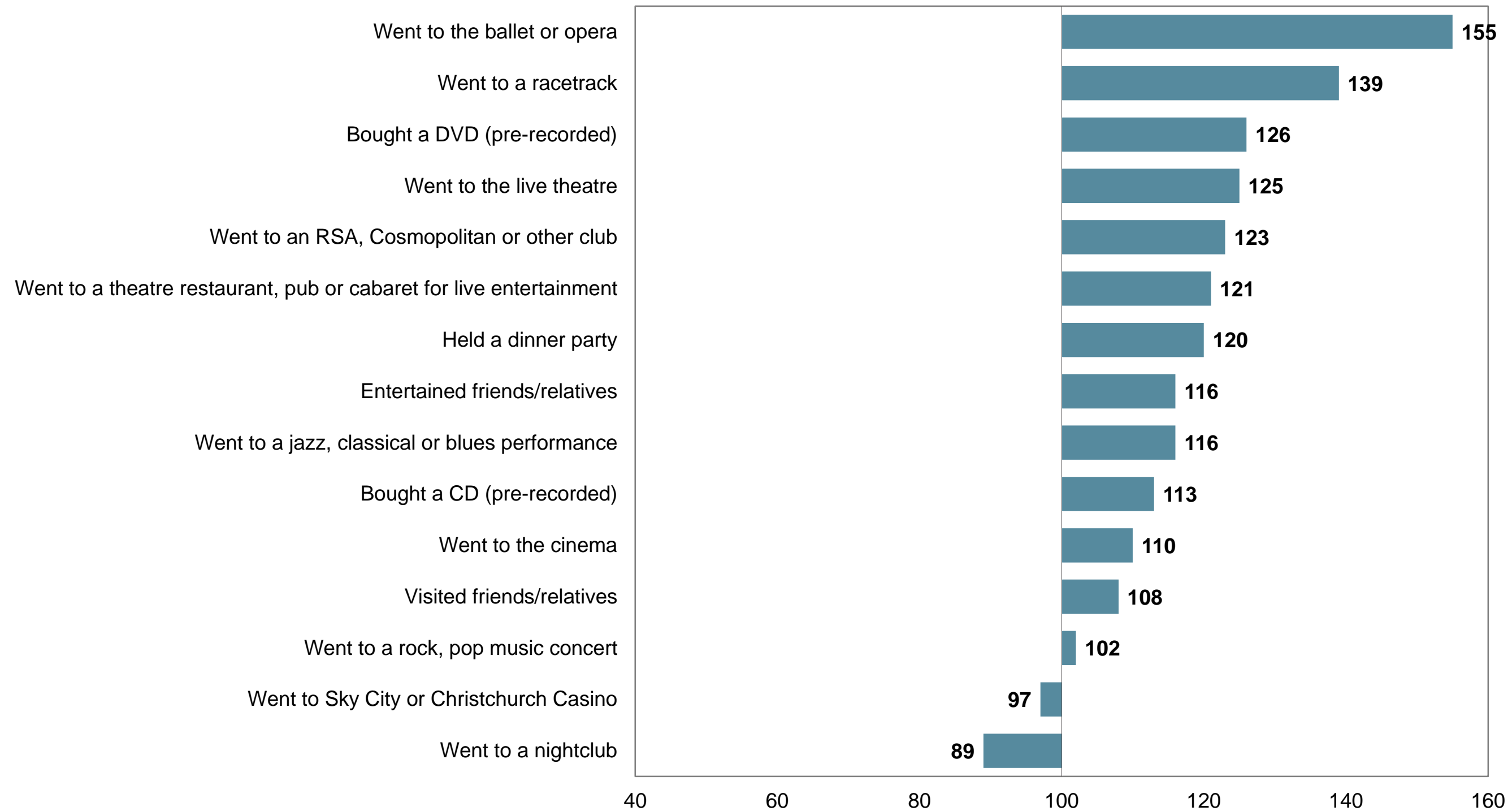
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Went to the ballet or opera	WC	54
	V%	3%
	IX	155
Went to a racetrack	WC	62
	V%	3%
	IX	139
Bought a DVD (pre-recorded)	WC	180
	V%	9%
	IX	126
Went to the live theatre	WC	206
	V%	11%
	IX	125
Went to an RSA, Cosmopolitan or other club	WC	198
	V%	10%
	IX	123
Went to a theatre restaurant, pub or cabaret for live entertainment	WC	63
	V%	3%
	IX	121
Held a dinner party	WC	292
	V%	15%
	IX	120
Entertained friends/relatives	WC	973
	V%	50%
	IX	116

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Went to a jazz, classical or blues performance	WC	57
	V%	3%
	IX	116
Bought a CD (pre-recorded)	WC	100
	V%	5%
	IX	113
Went to the cinema	WC	831
	V%	43%
	IX	110
Visited friends/relatives	WC	1346
	V%	69%
	IX	108
Went to a rock, pop music concert	WC	139
	V%	7%
	IX	102
Went to Sky City or Christchurch Casino	WC	62
	V%	3%
	IX	97
Went to a nightclub	WC	107
	V%	5%
	IX	89

XYZ Customers Profile

Activities in the Last 3 Months - Entertainment

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



XYZ Customers Profile

Sports Watched on TV

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED - SUMMARY		
Horse Racing/Harness Racing	WC	255
	V%	13%
Lawn Bowls	IX	132
	WC	108
Swimming/Diving	V%	6%
	IX	123
Golf	WC	192
	V%	10%
Basketball	IX	122
	WC	224
Olympic Games	V%	12%
	IX	121
Tennis	WC	411
	V%	21%
Cricket	IX	119
	WC	615
Rugby Union	V%	32%
	IX	117
	WC	378
	V%	19%
	IX	116
	WC	584
	V%	30%
	IX	113
	WC	923
	V%	47%
	IX	112

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED - SUMMARY		
Car Racing	WC	488
	V%	25%
Soccer	IX	111
	WC	348
Rugby League	V%	18%
	IX	110
Australian Rules Football	WC	469
	V%	24%
Motorcycle racing	IX	110
	WC	94
Total watched sport on TV	V%	5%
	IX	106
	WC	169
	V%	9%
	IX	106
	WC	1327
	V%	68%
	IX	108

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED		
Formula 1 car racing	WC	359
	V%	18%
IndyCar events	IX	115
	WC	195
Rally car racing	V%	10%
	IX	109
Touring car racing	WC	242
	V%	12%
Production car racing	IX	114
	WC	207
Drag racing	V%	11%
	IX	111
Other car racing	WC	177
	V%	9%
Motorcycle racing	IX	111
	WC	136
American basketball	V%	7%
	IX	109
	WC	149
	V%	8%
	IX	106
	wc	169
	v%	9%
	ix	106
	WC	240
	V%	12%
	IX	113

CONTINUED ↓

XYZ Customers Profile

Sports Watched on TV

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED		
New Zealand basketball	WC	316
	V%	16%
	IX	126
Australian basketball	WC	119
	V%	6%
	IX	114
Women's basketball	WC	116
	V%	6%
	IX	132
Rugby League - NRL	WC	452
	V%	23%
	IX	109
Rugby League - Other	WC	229
	V%	12%
	IX	121
Rugby Union Super Rugby (Super15)	WC	660
	V%	34%
	IX	115
Rugby Union International	WC	707
	V%	36%
	IX	111
Rugby Union - Mitre 10 Cup	WC	485
	V%	25%
	IX	114
Rugby Union - other	WC	297
	V%	15%
	IX	116

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED		
Rugby World Cup	WC	670
	V%	34%
	IX	115
Touch rugby	WC	115
	V%	6%
	IX	107
American football	WC	149
	V%	8%
	IX	112
Australian Rules football	WC	94
	V%	5%
	IX	106
FIFA World Cup Soccer	WC	309
	V%	16%
	IX	111
A-League Soccer	WC	149
	V%	8%
	IX	107
Other Soccer	WC	128
	V%	7%
	IX	104
Netball	WC	449
	V%	23%
	IX	128
American baseball	WC	94
	V%	5%
	IX	113

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED		
Beach volleyball	WC	95
	V%	5%
	IX	120
Cricket - Test Match	WC	434
	V%	22%
	IX	112
One day Cricket match	WC	525
	V%	27%
	IX	112
Twenty20 Cricket match	WC	463
	V%	24%
	IX	111
Horse racing	WC	199
	V%	10%
	IX	130
Trotting	WC	141
	V%	7%
	IX	142
Horse Riding/Equestrian	WC	137
	V%	7%
	IX	136
Greyhound racing	WC	70
	V%	4%
	IX	121
Golf	WC	224
	V%	12%
	IX	121

CONTINUED ↓

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XYZ Customers Profile

Sports Watched on TV

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED		
Cycling	WC	176
	V%	9%
	IX	126
Gymnastics	WC	221
	V%	11%
	IX	123
Body building	WC	56
	V%	3%
	IX	115
Boxing	WC	212
	V%	11%
	IX	114
Wrestling	WC	82
	V%	4%
	IX	115
Field hockey	WC	136
	V%	7%
	IX	120
Ice hockey	WC	80
	V%	4%
	IX	107
Figure skating	WC	172
	V%	9%
	IX	128
Iron Man contests	WC	92
	V%	5%
	IX	125

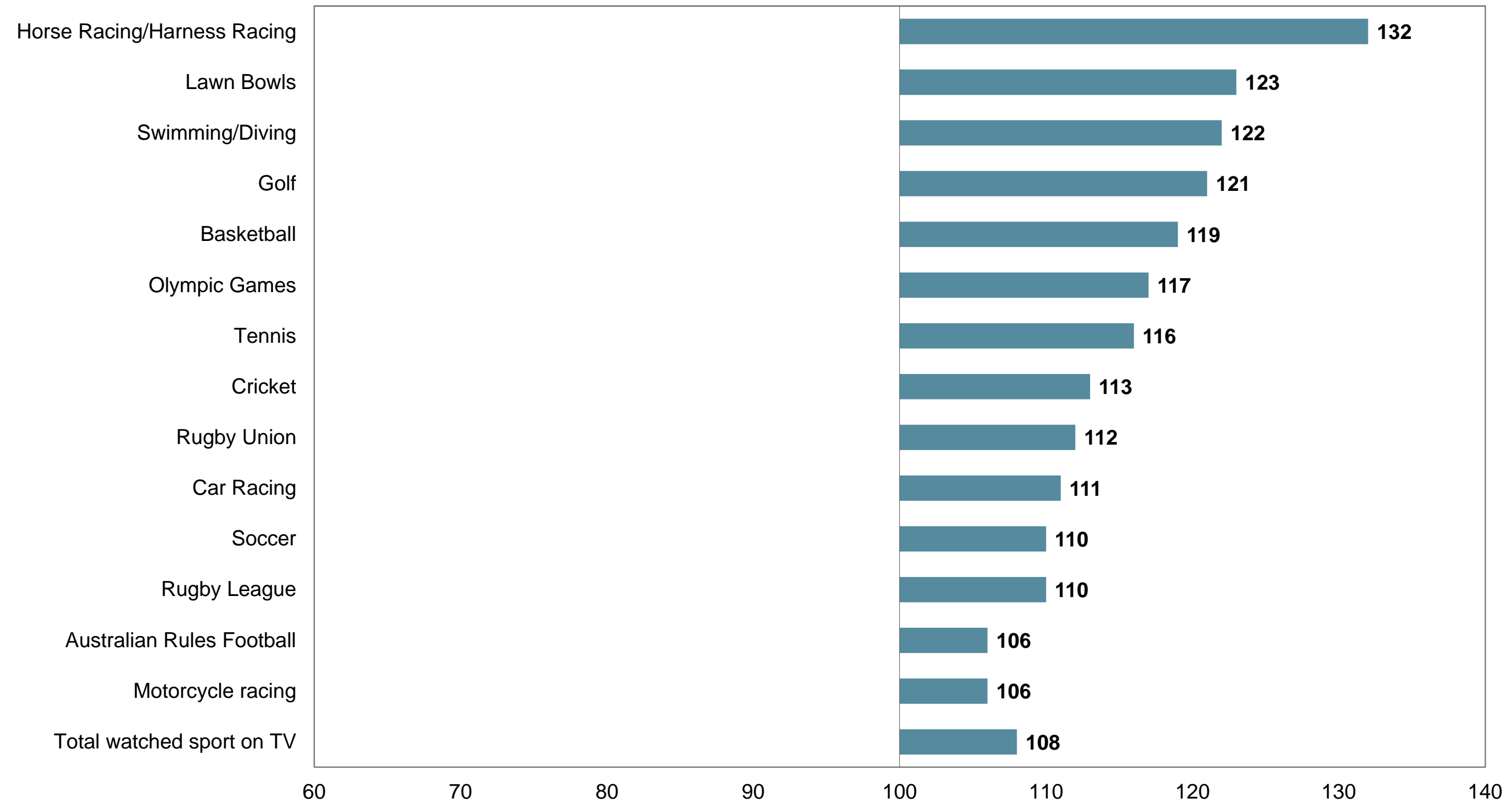
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED		
Athletics/Track & field	WC	194
	V%	10%
	IX	120
Marathons/Running	WC	105
	V%	5%
	IX	121
Triathlon	WC	128
	V%	7%
	IX	125
Snooker/Billiards/Pool	WC	107
	V%	6%
	IX	116
Lawn bowls	WC	108
	V%	6%
	IX	123
Squash	WC	63
	V%	3%
	IX	112
Tennis	WC	378
	V%	19%
	IX	116
Snow Skiing/Snowboarding	WC	145
	V%	7%
	IX	121
Ski jumping/Aerials	WC	102
	V%	5%
	IX	116

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TV SPORTS WATCHED		
Surfing	WC	118
	V%	6%
	IX	114
Windsurfing/Sailboarding	WC	65
	V%	3%
	IX	128
Sailing	WC	172
	V%	9%
	IX	121
Swimming	WC	163
	V%	8%
	IX	123
Diving	WC	120
	V%	6%
	IX	128
Water skiing	WC	48
	V%	2%
	IX	121
Rowing	WC	209
	V%	11%
	IX	131
Olympic Games	WC	615
	V%	32%
	IX	117
Other	WC	106
	V%	5%
	IX	108

XYZ Customers Profile

Sports Watched on TV

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



XYZ Customers Profile

Sports and Activities Participated In

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN - SUMMARY		
Dancing	WC	33
	V%	2%
	IX	145
Horse riding	WC	36
	V%	2%
	IX	133
Flying (Pilot licence)	WC	7
	V%	0%
	IX	130
Pilates	WC	76
	V%	4%
	IX	119
Clay/Target shooting	WC	21
	V%	1%
	IX	116
Fishing	WC	157
	V%	8%
	IX	113
Motor Sports	WC	32
	V%	2%
	IX	110
Water Sports	WC	389
	V%	20%
	IX	109
Individual Sports	WC	321
	V%	16%
	IX	105

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN - SUMMARY		
Bushwalking/Tramping	WC	372
	V%	19%
	IX	104
Outdoor Activities	WC	526
	V%	27%
	IX	104
Athletic Activities (inc. Walking for exercise)	WC	1437
	V%	74%
	IX	103
Yoga	WC	122
	V%	6%
	IX	96
Team Sports	WC	249
	V%	13%
	IX	95
Winter Sports	WC	57
	V%	3%
	IX	93
Combative Sports	WC	44
	V%	2%
	IX	84

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN		
Aerobics	WC	59
	V%	3%
	IX	115
Cycling	WC	202
	V%	10%
	IX	108
Mountain biking	WC	61
	V%	3%
	IX	93
Gym/Weight training	WC	280
	V%	14%
	IX	93
Gymnastics	WC	20
	V%	1%
	IX	91
Jogging	WC	262
	V%	13%
	IX	91
Roller blading/skating	WC	11
	V%	1%
	IX	68
Marathons/Running	WC	74
	V%	4%
	IX	92
Athletics/Track & field	WC	29
	V%	1%
	IX	88

CONTINUED ↴

Please interpret with caution as Roller blading/Skating, Rugby League, Softball, Baseball, Jet Skiing, Rowing, Windsurfing/Sailboarding, Water Skiing, Ice/Figure skating, Clay/Target shooting, Archery, Rock climbing/Abseiling, Dirt biking, Motorcycle racing, Ballroom Dancing, Ballet/Jazz/Tap/Modern dancing and Flying (Pilot licence) are below 1% of the total population.

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Sports and Activities Participated In

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN		
Triathlons	WC	31
	V%	2%
	IX	117
Walking for exercise	WC	1297
	V%	67%
	IX	107
Basketball	WC	41
	V%	2%
	IX	82
Cricket	WC	53
	V%	3%
	IX	105
Field hockey	WC	24
	V%	1%
	IX	109
Netball	WC	48
	V%	2%
	IX	88
Touch Rugby	WC	39
	V%	2%
	IX	80
Rugby League	WC	15
	V%	1%
	IX	89
Rugby Union	WC	37
	V%	2%
	IX	112

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN		
Soccer	WC	83
	V%	4%
	IX	87
Softball	WC	20
	V%	1%
	IX	159
Baseball	WC	5
	V%	0%
	IX	161
Volleyball	WC	30
	V%	2%
	IX	91
Badminton	WC	59
	V%	3%
	IX	106
Golf	WC	107
	V%	5%
	IX	113
Lawn Bowls	WC	26
	V%	1%
	IX	124
Pool/Snooker/Billiards	WC	59
	V%	3%
	IX	104
Squash	WC	22
	V%	1%
	IX	99

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN		
Tennis	WC	60
	V%	3%
	IX	96
Table tennis	WC	36
	V%	2%
	IX	81
Ten Pin bowling	WC	39
	V%	2%
	IX	87
Darts	WC	45
	V%	2%
	IX	116
Boxing	WC	17
	V%	1%
	IX	56
Martial arts	WC	34
	V%	2%
	IX	119
Body surfing	WC	25
	V%	1%
	IX	97
Jet Skiing	WC	22
	V%	1%
	IX	163
Power boating	WC	34
	V%	2%
	IX	141

CONTINUED ↴

Please interpret with caution as Roller blading/Skating, Rugby League, Softball, Baseball, Jet Skiing, Rowing, Windsurfing/Sailboarding, Water Skiing, Ice/Figure skating, Clay/Target shooting, Archery, Rock climbing/Abseiling, Dirt biking, Motorcycle racing, Ballroom Dancing, Ballet/Jazz/Tap/Modern dancing and Flying (Pilot licence) are below 1% of the total population.

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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		3302
Population (000's)		1946
SPORTS PARTICIPATED IN		
Rowing	WC	18
	V%	1%
	IX	98
Windsurfing/Sailboarding	WC	10
	V%	0%
	IX	190
Sailing	WC	28
	V%	1%
	IX	130
Scuba diving	WC	28
	V%	1%
	IX	128
Snorkelling/Skin diving	WC	32
	V%	2%
	IX	112
Surfing	WC	20
	V%	1%
	IX	75
Swimming	WC	315
	V%	16%
	IX	111
Water Skiing	WC	19
	V%	1%
	IX	138
Ice/Figure skating	WC	5
	V%	0%
	IX	91

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN		
Snow skiing	WC	46
	V%	2%
	IX	96
Snowboarding	WC	19
	V%	1%
	IX	97
Fishing - fresh water	WC	65
	V%	3%
	IX	134
Fishing - salt water	WC	134
	V%	7%
	IX	114
Bushwalking/Tramping	WC	372
	V%	19%
	IX	104
Horse riding	WC	36
	V%	2%
	IX	133
Clay/Target shooting	WC	21
	V%	1%
	IX	116
Hunting or Game shooting	WC	43
	V%	2%
	IX	102
Archery	WC	14
	V%	1%
	IX	101

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
SPORTS PARTICIPATED IN		
Rock climbing/Abseiling	WC	16
	V%	1%
	IX	89
Dirt biking	WC	8
	V%	0%
	IX	74
Motorcycle racing	WC	21
	V%	1%
	IX	159
Motor racing	WC	12
	V%	1%
	IX	122
Ballroom Dancing	WC	16
	V%	1%
	IX	142
Ballet/Jazz/Tap/Modern dancing	WC	24
	V%	1%
	IX	161
Other dancing	WC	54
	V%	3%
	IX	124
Yoga	WC	122
	V%	6%
	IX	96
Flying (Pilot licence)	WC	7
	V%	0%
	IX	130

Please interpret with caution as Roller blading/Skating, Rugby League, Softball, Baseball, Jet Skiing, Rowing, Windsurfing/Sailboarding, Water Skiing, Ice/Figure skating, Clay/Target shooting, Archery, Rock climbing/Abseiling, Dirt biking, Motorcycle racing, Ballroom Dancing, Ballet/Jazz/Tap/Modern dancing and Flying (Pilot licence) are below 1% of the total population.

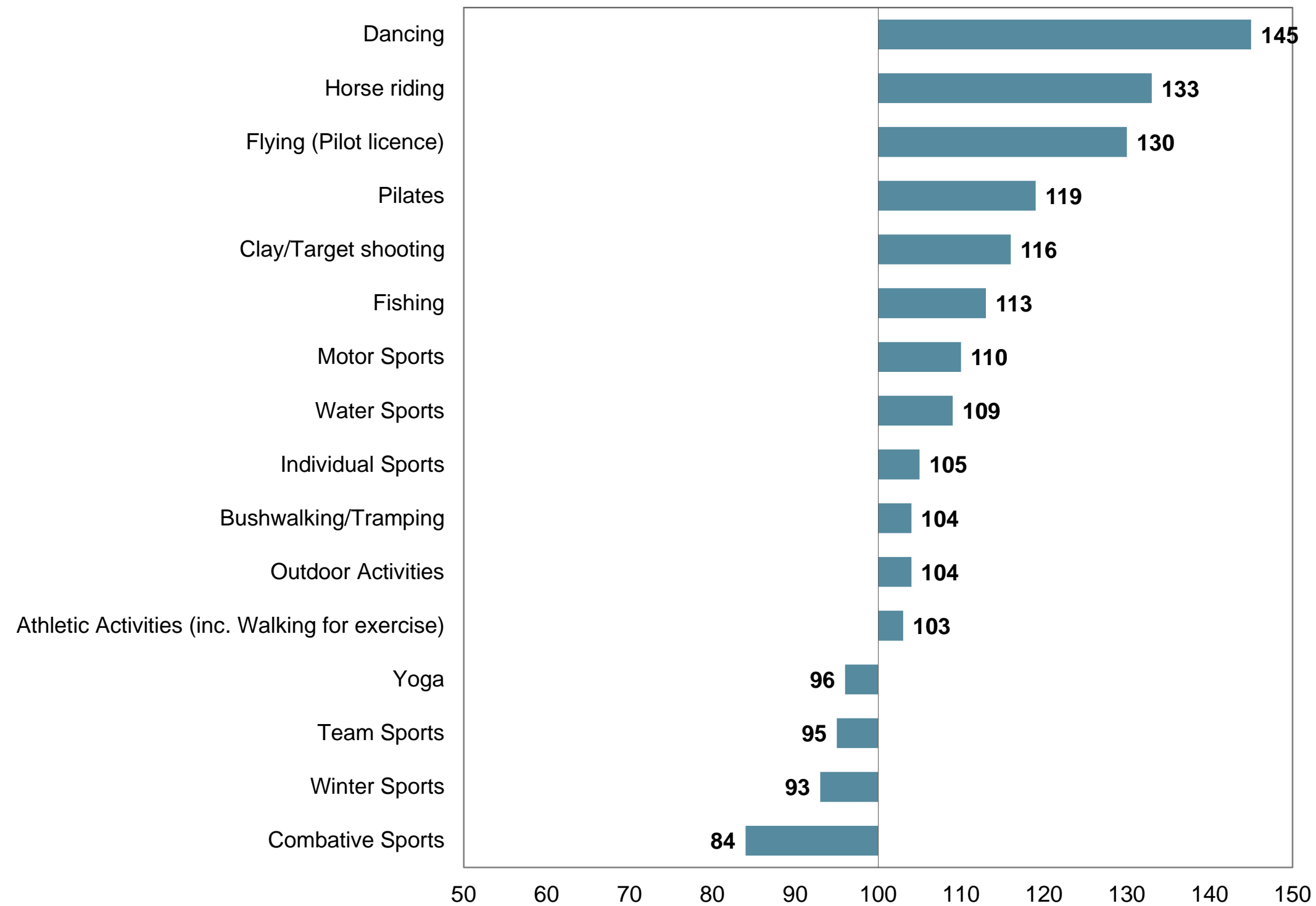
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Sports and Activities Participated In

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



Please interpret with caution as Clay/Target Shooting and Flying (Pilot Licence) are below 1% of the total population.

Source: Roy Morgan January 2018 - December 2018

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Media

XYZ Customers Profile

Media Usage Summary

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

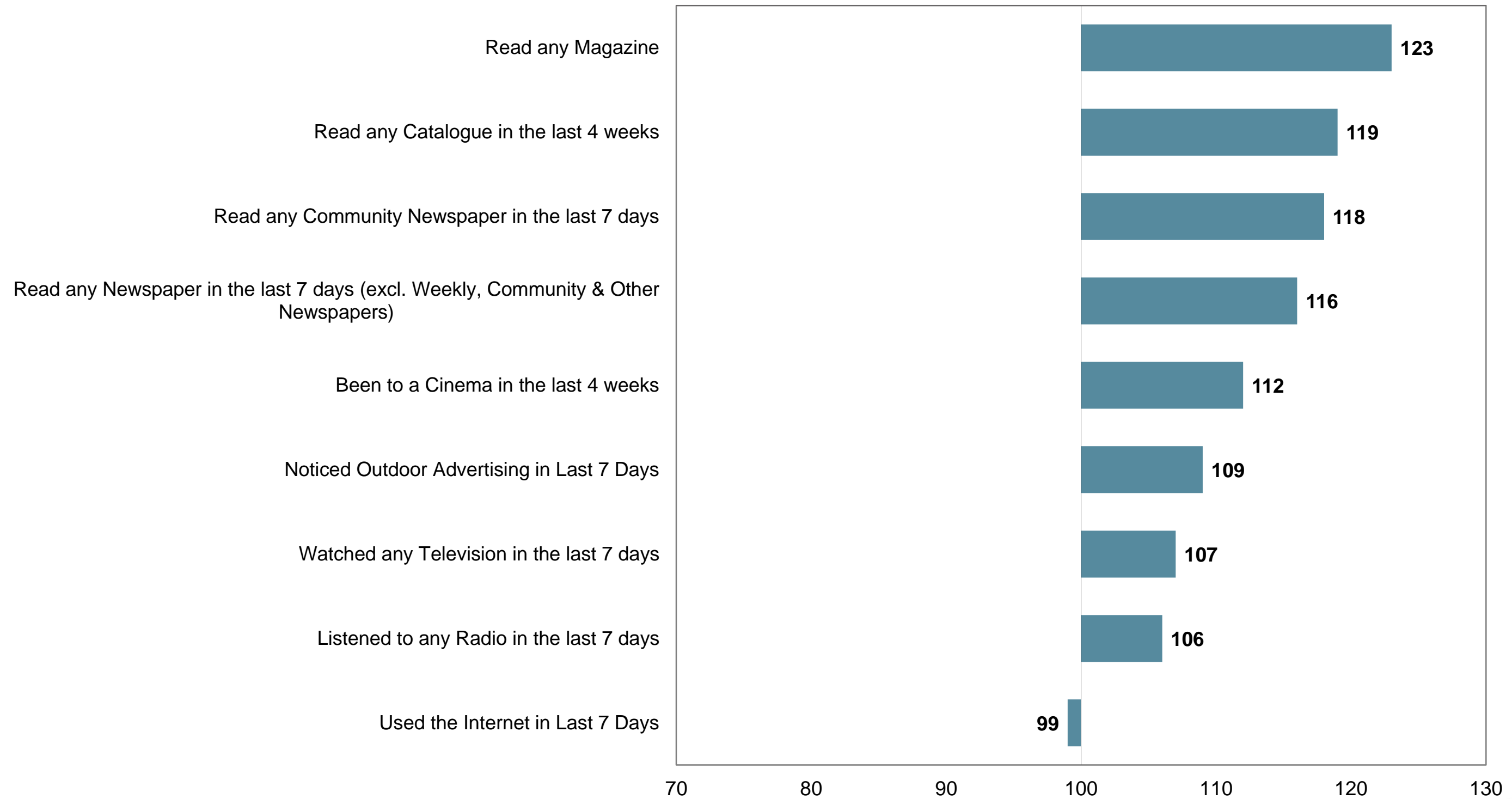
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
MEDIA USAGE SUMMARY		
Read any Magazine	WC	1313
	V%	67%
	IX	123
Read any Catalogue in the last 4 weeks	WC	1304
	V%	67%
	IX	119
Read any Community Newspaper in the last 7 days	WC	1134
	V%	58%
	IX	118
Read any Newspaper in the last 7 days (excl. Weekly, Community & Other Newspapers)	WC	1094
	V%	56%
	IX	116
Been to a Cinema in the last 4 weeks	WC	676
	V%	35%
	IX	112

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
MEDIA USAGE SUMMARY		
Noticed Outdoor Advertising in Last 7 Days	WC	1303
	V%	67%
	IX	109
Watched any Television in the last 7 days	WC	1629
	V%	84%
	IX	107
Listened to any Radio in the last 7 days	WC	1609
	V%	83%
	IX	106
Used the Internet in Last 7 Days	WC	1868
	V%	96%
	IX	99

XYZ Customers Profile

Media Usage Summary

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



XYZ Customers Profile

Newspaper and Magazine Readership

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

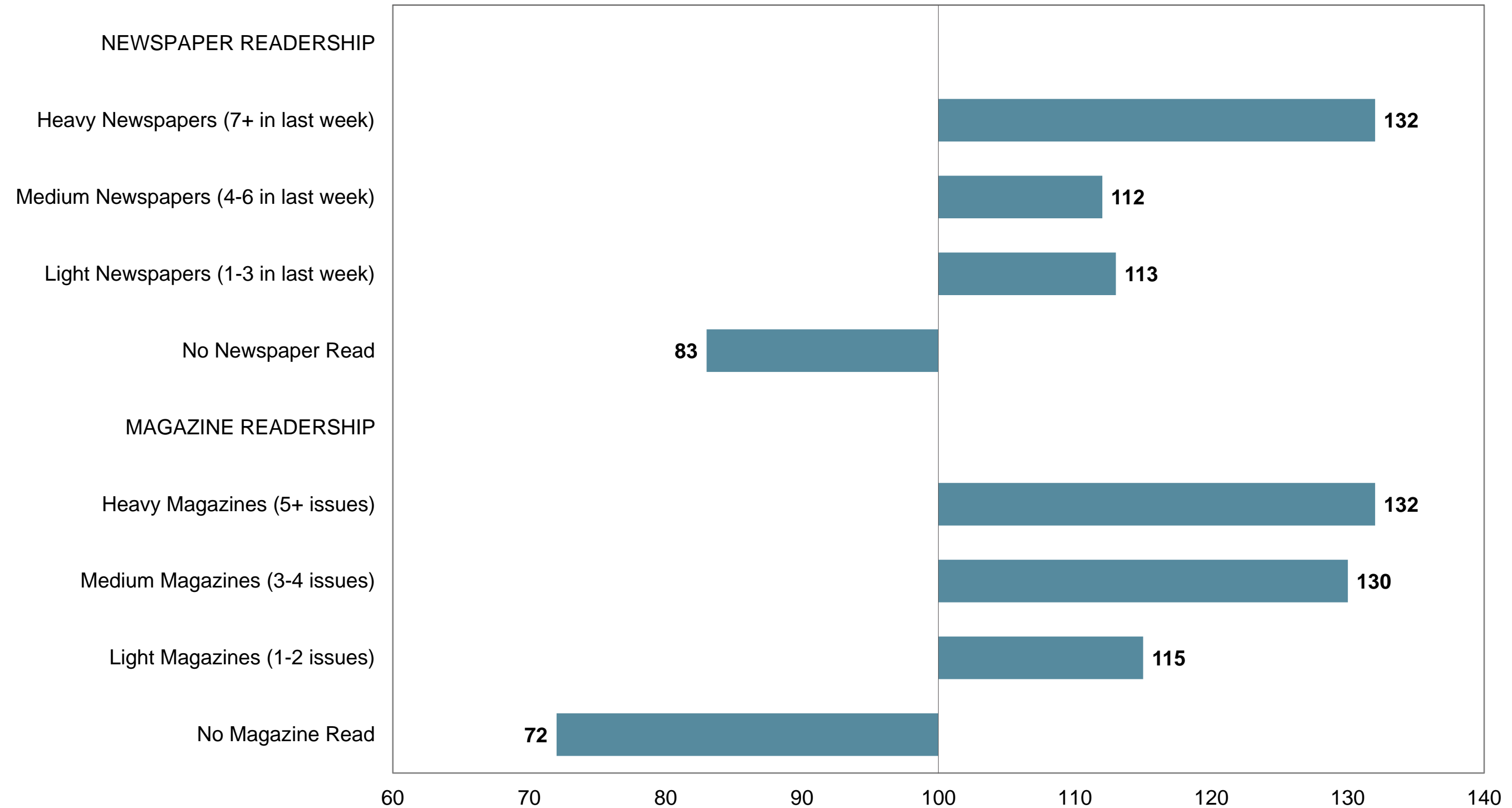
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
NEWSPAPER READERSHIP		
Heavy Newspapers (7+ in last week)	WC	310
	V%	16%
Medium Newspapers (4-6 in last week)	IX	132
	WC	354
Light Newspapers (1-3 in last week)	V%	18%
	IX	112
No Newspaper Read	WC	465
	V%	24%
	IX	113
	WC	817
	V%	42%
	IX	83

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
MAGAZINE READERSHIP		
Heavy Magazines (5+ issues)	WC	369
	V%	19%
Medium Magazines (3-4 issues)	IX	132
	WC	327
Light Magazines (1-2 issues)	V%	17%
	IX	130
No Magazine Read	WC	617
	V%	32%
	IX	115
	WC	633
	V%	33%
	IX	72

XYZ Customers Profile

Newspaper and Magazine Readership

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



XYZ Customers Profile

Weekday Commercial TV Viewing and Radio Listening

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

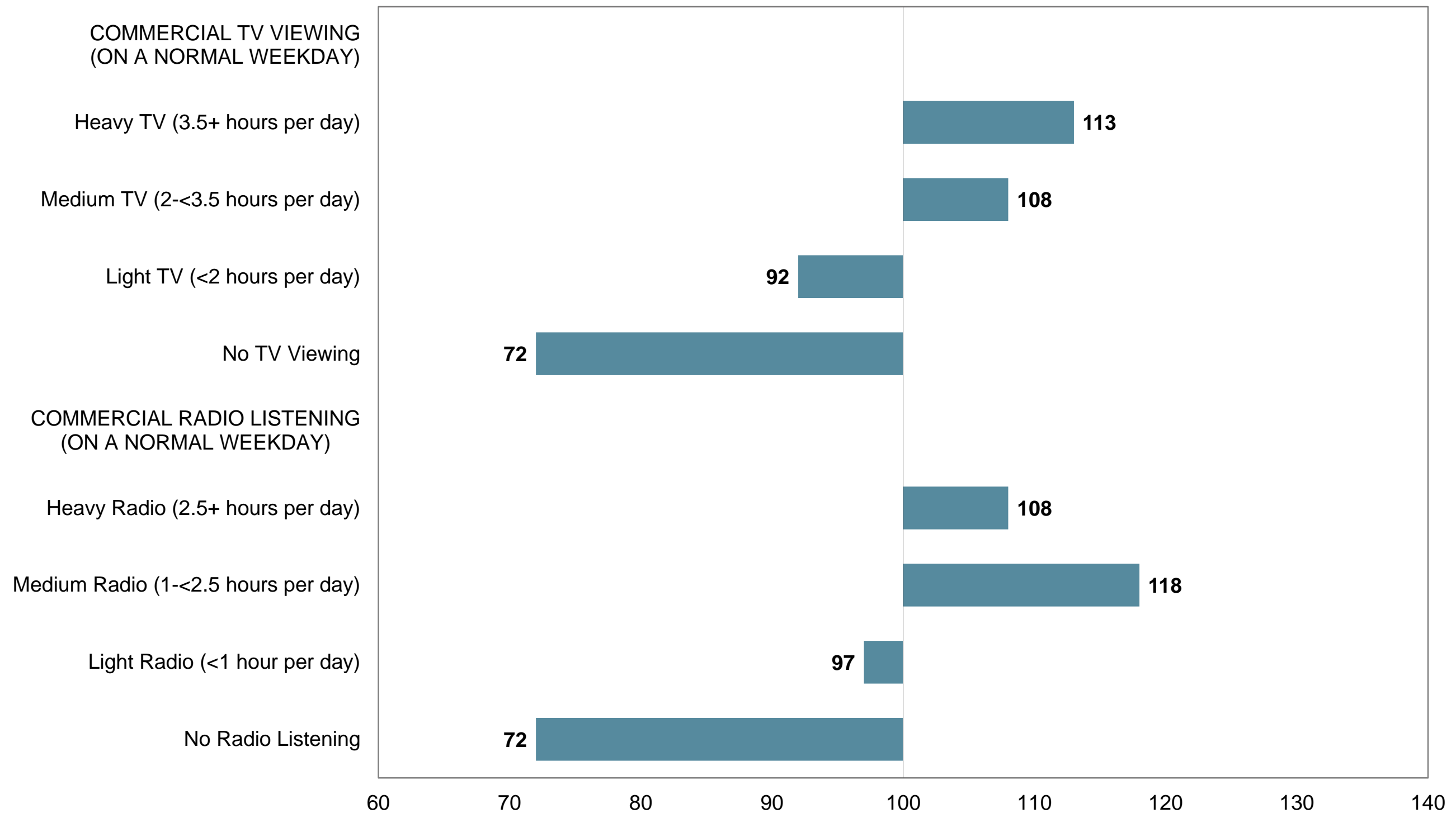
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
COMMERCIAL TV VIEWING (ON A NORMAL WEEKDAY)		
Heavy TV (3.5+ hours per day)	WC	549
	V%	28%
Medium TV (2-<3.5 hours per day)	IX	113
	WC	608
Light TV (<2 hours per day)	V%	31%
	IX	108
No TV Viewing	WC	668
	V%	34%
	IX	92
	WC	121
	V%	6%
	IX	72

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
COMMERCIAL RADIO LISTENING (ON A NORMAL WEEKDAY)		
Heavy Radio (2.5+ hours per day)	WC	531
	V%	27%
Medium Radio (1-<2.5 hours per day)	IX	108
	WC	476
Light Radio (<1 hour per day)	V%	24%
	IX	118
No Radio Listening	WC	698
	V%	36%
	IX	97
	WC	242
	V%	12%
	IX	72

XYZ Customers Profile

Weekday Commercial TV Viewing and Radio Listening

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



XYZ Customers Profile

Internet Usage and Cinema Attendance

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

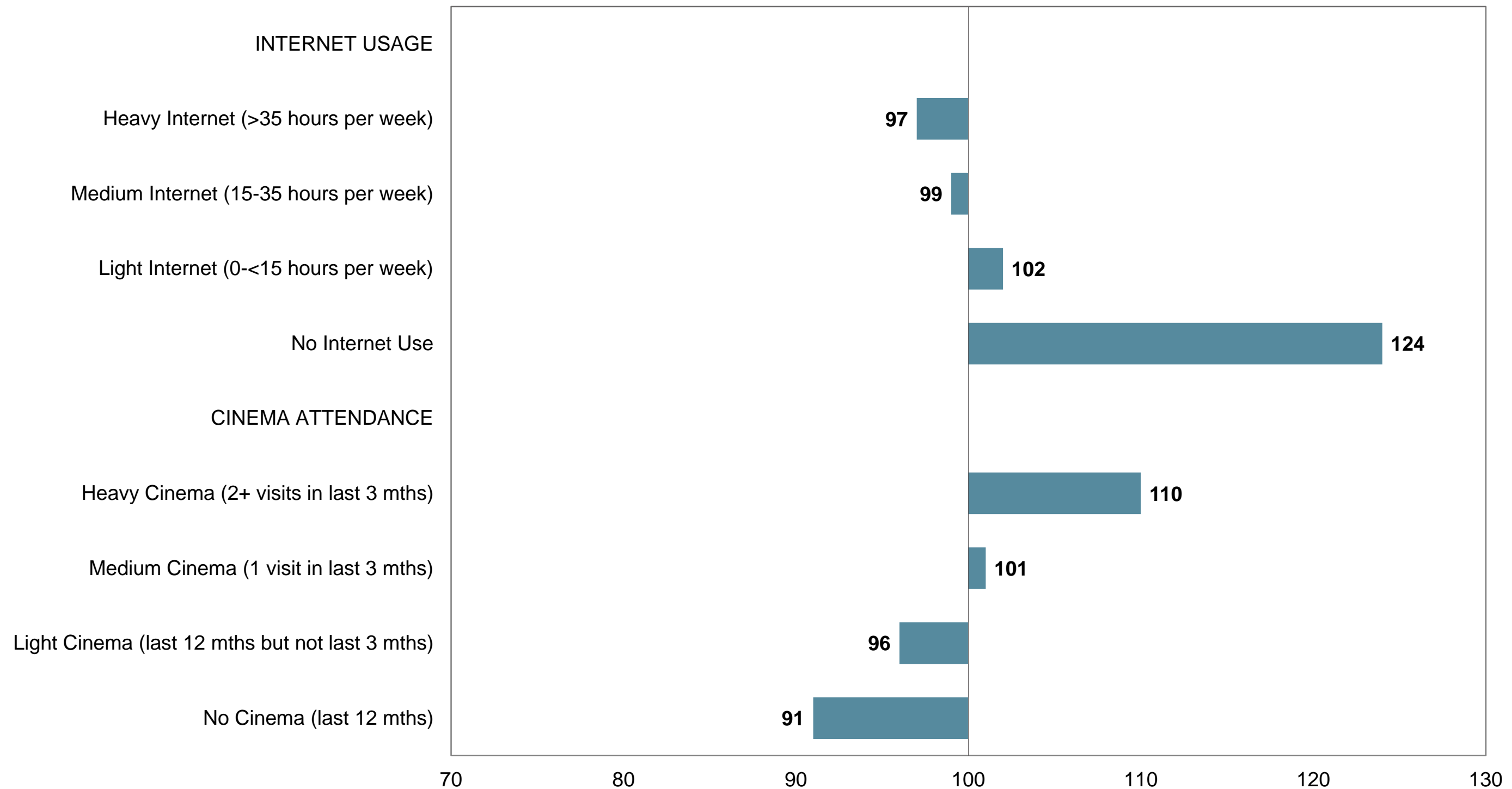
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
INTERNET USAGE		
Heavy Internet (>35 hours per week)	WC	594
	V%	31%
Medium Internet (15-35 hours per week)	IX	97
	WC	484
Light Internet (0-<15 hours per week)	V%	25%
	IX	99
No Internet Use	WC	790
	V%	41%
	IX	102
	WC	79
	V%	4%
	IX	124

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
CINEMA ATTENDANCE		
Heavy Cinema (2+ visits in last 3 mths)	WC	675
	V%	35%
Medium Cinema (1 visit in last 3 mths)	IX	110
	WC	473
Light Cinema (last 12 mths but not last 3 mths)	V%	24%
	IX	101
No Cinema (last 12 mths)	WC	205
	V%	11%
	IX	96
	WC	594
	V%	31%
	IX	91

XYZ Customers Profile

Internet Usage and Cinema Attendance

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



XYZ Customers Profile

Type of Newspaper Read

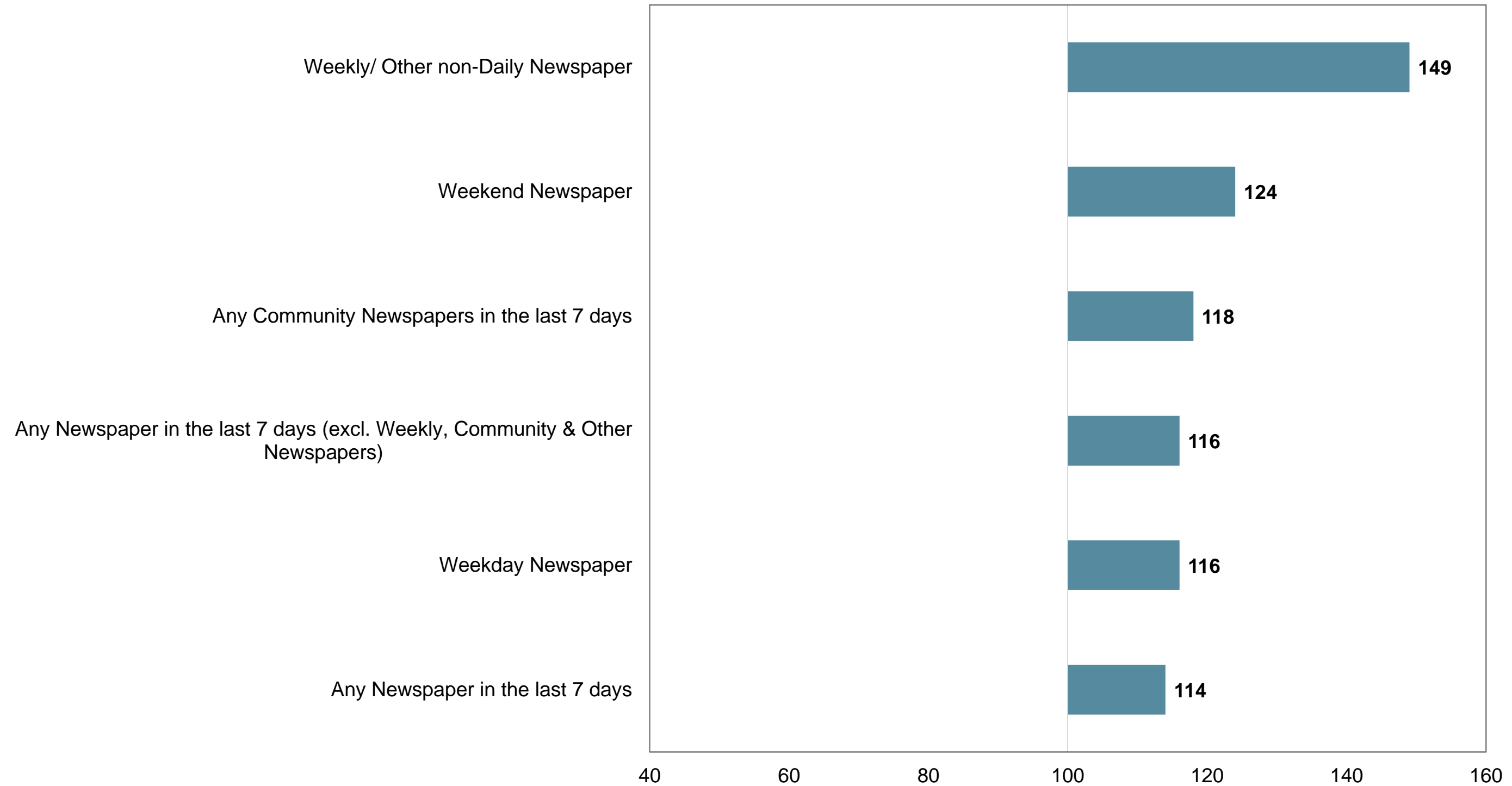
This table shows a Summary of the Type of Newspaper read by the target profile group.

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TYPE OF NEWSPAPER READ		
Weekly/ Other non-Daily Newspaper	WC	168
	V%	9%
	IX	149
Weekend Newspaper	WC	811
	V%	42%
	IX	124
Any Community Newspapers in the last 7 days	WC	1134
	V%	58%
	IX	118
Any Newspaper in the last 7 days (excl. Weekly, Community & Other Newspapers)	WC	1094
	V%	56%
	IX	116
Weekday Newspaper	WC	1017
	V%	52%
	IX	116
Any Newspaper in the last 7 days	WC	1492
	V%	77%
	IX	114

XYZ Customers Profile

Type of Newspaper Read

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



XYZ Customers Profile

Type of Magazine Read

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

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TYPE OF MAGAZINE READ		
Youth	WC	7
	V%	0%
	IX	162
Farming	WC	207
	V%	11%
	IX	154
Sports	WC	122
	V%	6%
	IX	143
Women's Lifestyle	WC	203
	V%	10%
	IX	140
Home & Garden	WC	305
	V%	16%
	IX	135
Health & Family	WC	131
	V%	7%
	IX	133

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TYPE OF MAGAZINE READ		
TV	WC	210
	V%	11%
	IX	133
Mass Women's	WC	407
	V%	21%
	IX	130
Business, Financial or Airline	WC	174
	V%	9%
	IX	130
Bike, Boat & Truck	WC	33
	V%	2%
	IX	130
Food & Entertainment	WC	193
	V%	10%
	IX	129
General	WC	465
	V%	24%
	IX	128

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TYPE OF MAGAZINE READ		
Motoring	WC	367
	V%	19%
	IX	127
Real Estate	WC	76
	V%	4%
	IX	127
Women's Fashion	WC	87
	V%	4%
	IX	126
Newspaper Inserts (NIMs)	WC	478
	V%	25%
	IX	125
Fishing	WC	54
	V%	3%
	IX	114

Please interpret with caution as Youth Magazines is below 1% of the total population.

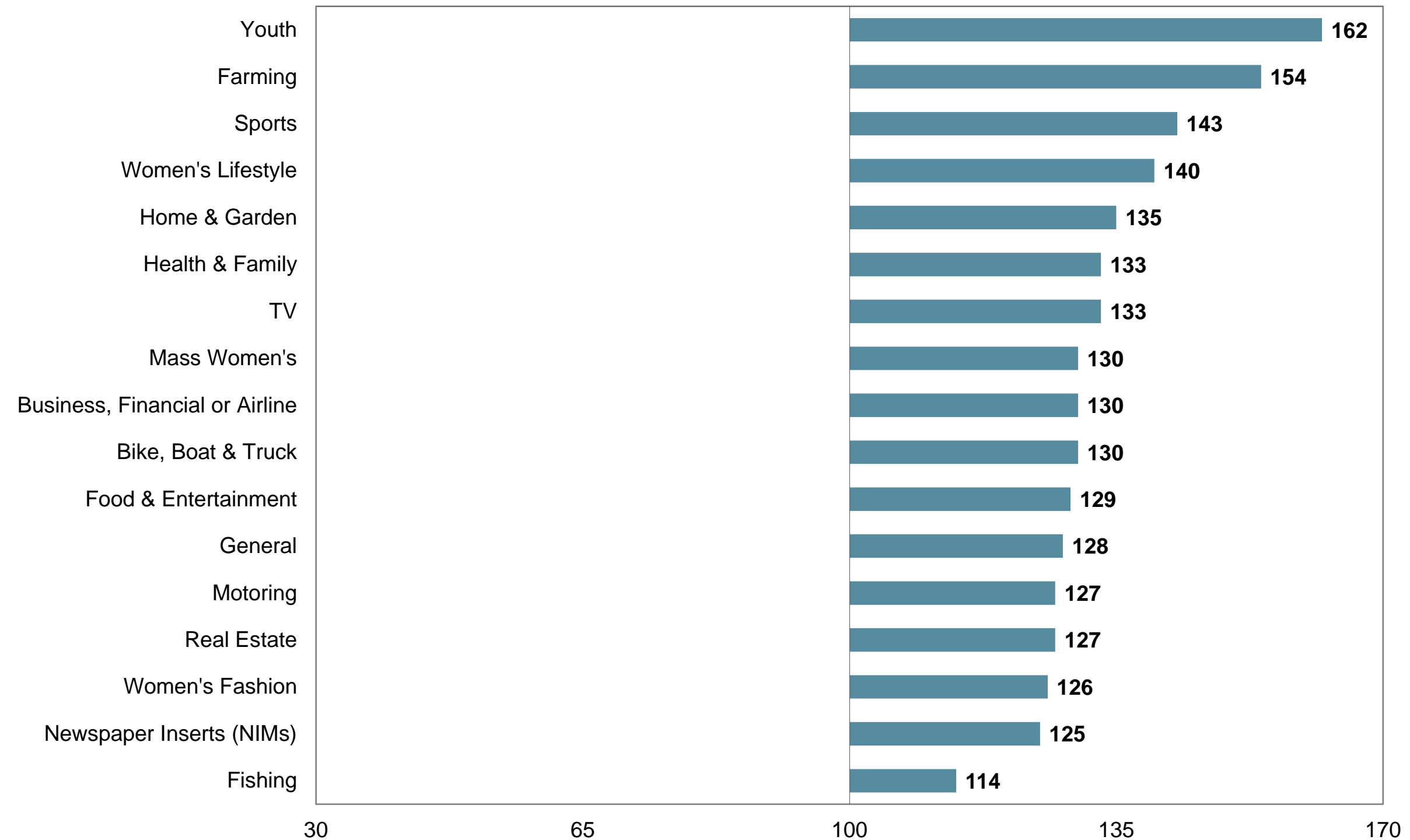
Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Type of Magazine Read

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



Please interpret with caution as Youth Magazines is below 1% of the total population.

Source: Roy Morgan January 2018 - December 2018

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XYZ Customers Profile

Channel of TV Show Watched

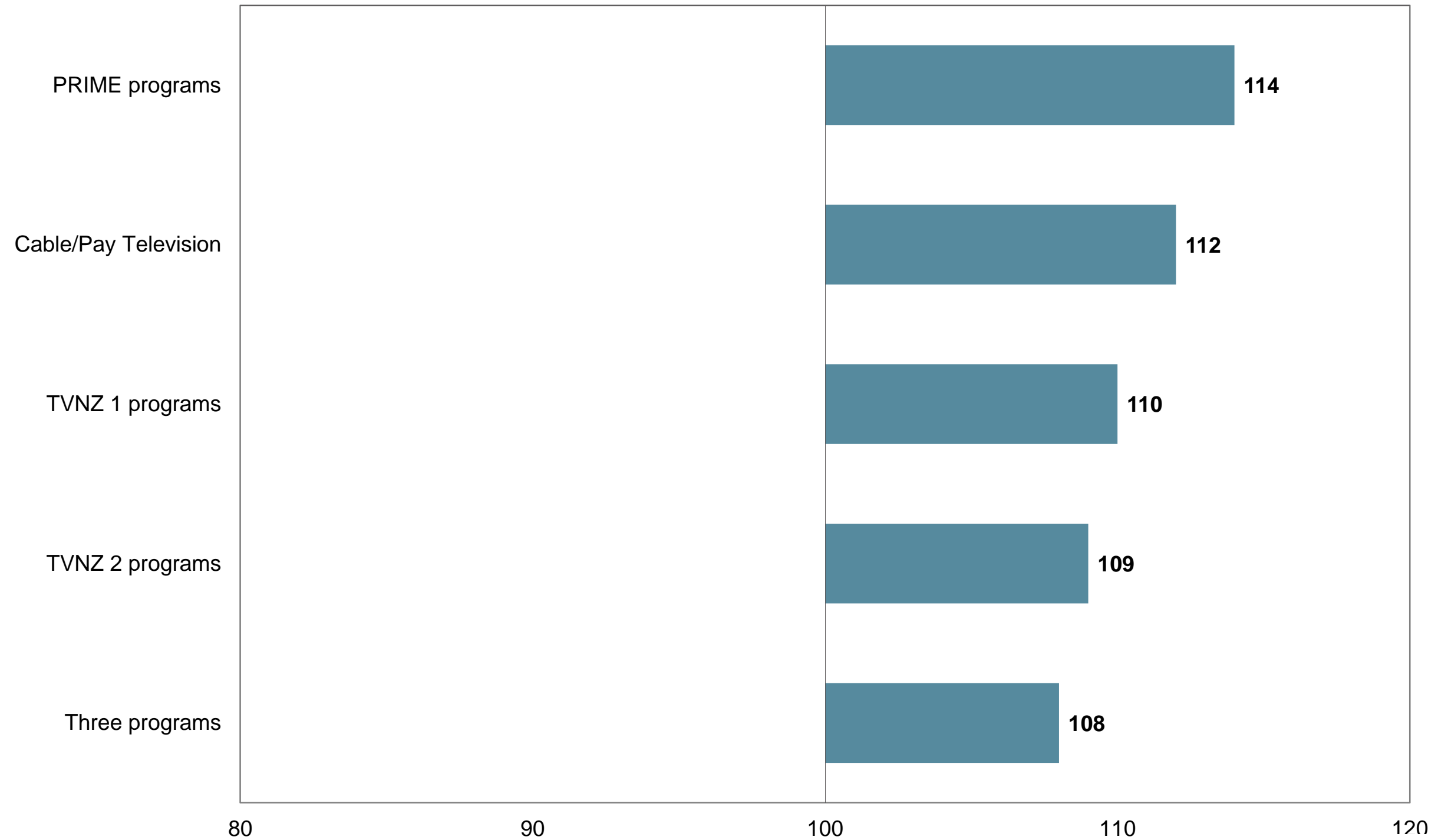
This table shows a Summary of the Channel of TV Show Watched by the target profile group.

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
CHANNEL OF TV SHOW WATCHED		
PRIME programs	WC	797
	V%	41%
Cable/Pay Television	IX	114
	WC	847
TVNZ 1 programs	V%	44%
	IX	112
TVNZ 2 programs	WC	1341
	V%	69%
Three programs	IX	110
	WC	996
	V%	51%
	IX	109
	WC	1040
	V%	53%
	IX	108

XYZ Customers Profile

Channel of TV Show Watched

This chart shows the index of the target profile group compared to the average New Zealander in terms of 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.

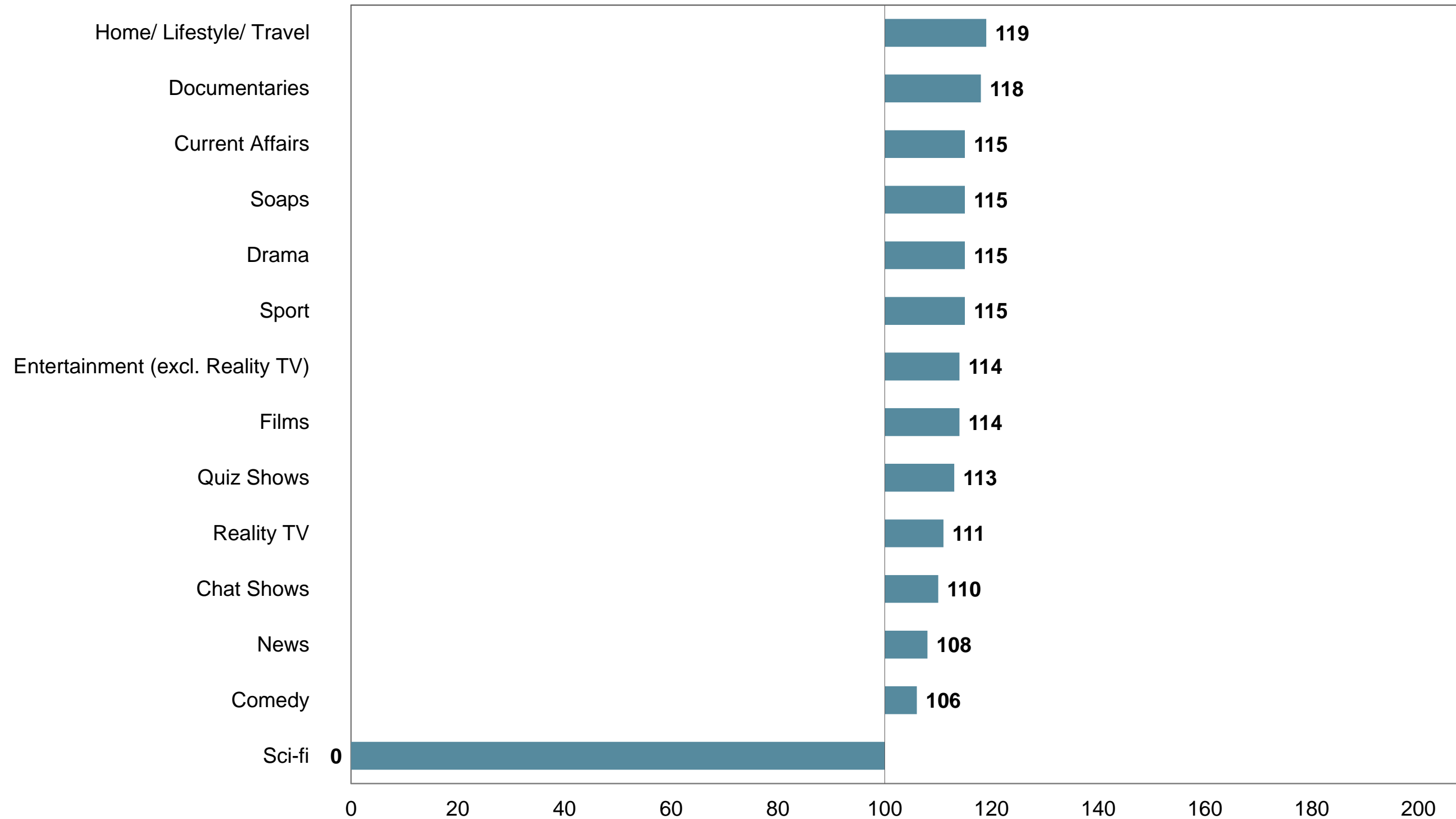
XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TYPE OF TV SHOW WATCHED		
Home/ Lifestyle/ Travel	WC	650
	V%	33%
	IX	119
Documentaries	WC	878
	V%	45%
	IX	118
Current Affairs	WC	874
	V%	45%
	IX	115
Soaps	WC	523
	V%	27%
	IX	115
Drama	WC	919
	V%	47%
	IX	115
Sport	WC	418
	V%	21%
	IX	115
Entertainment (excl. Reality TV)	WC	572
	V%	29%
	IX	114

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
TYPE OF TV SHOW WATCHED		
Films	WC	546
	V%	28%
	IX	114
Quiz Shows	WC	767
	V%	39%
	IX	113
Reality TV	WC	1105
	V%	57%
	IX	111
Chat Shows	WC	528
	V%	27%
	IX	110
News	WC	1315
	V%	68%
	IX	108
Comedy	WC	801
	V%	41%
	IX	106
Sci-fi	WC	0
	V%	0%
	IX	0

XYZ Customers Profile

Type of TV Show Watched

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



XYZ Customers Profile

Additional Insights

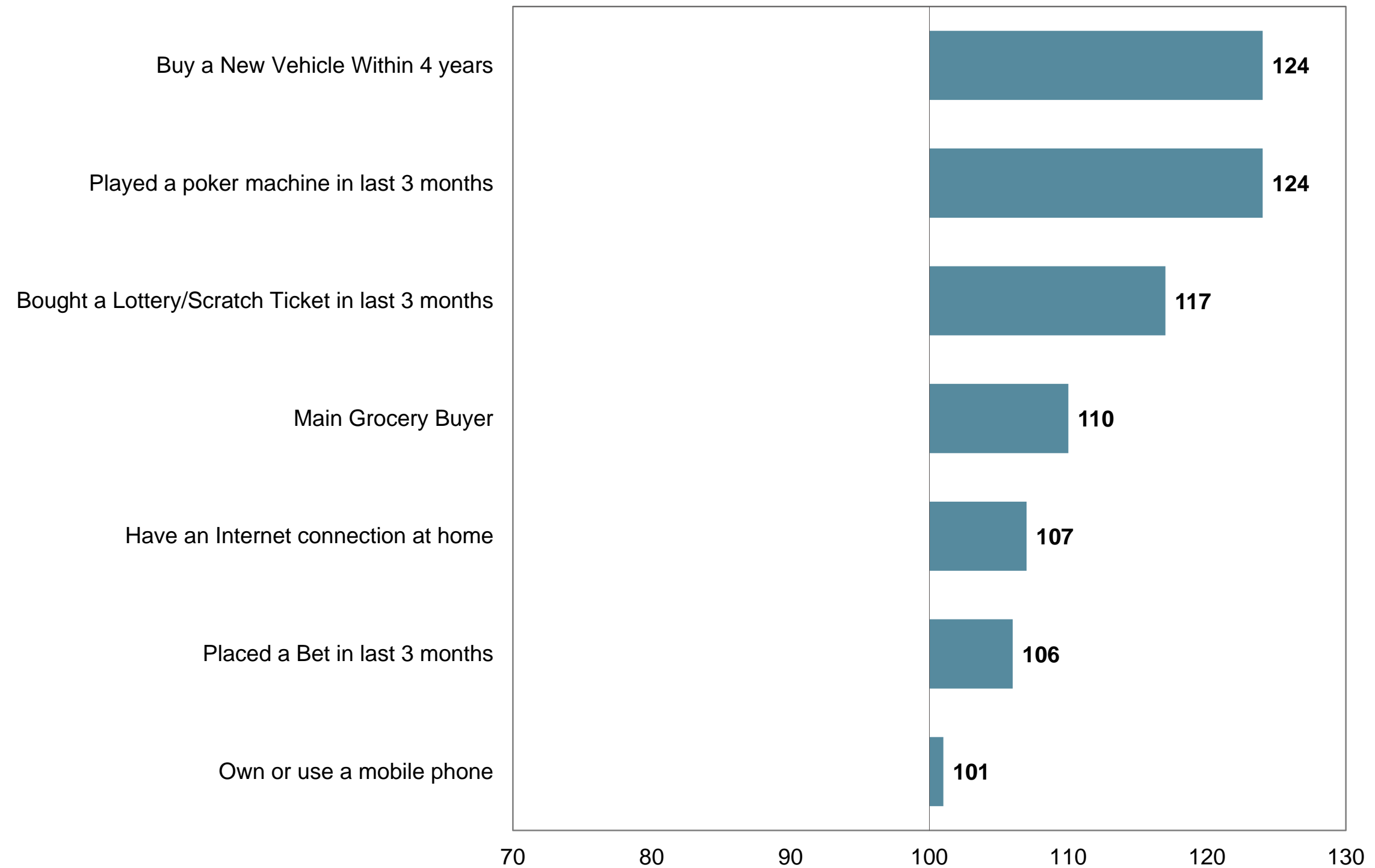
This table shows Additional Insights for a range of Industries for the target profile group.

XYZ Customers		
Total Sample Size		3302
Population (000's)		1946
ADDITIONAL INSIGHTS		
Buy a New Vehicle Within 4 years	WC	292
	V%	15%
	IX	124
Played a poker machine in last 3 months	WC	98
	V%	5%
	IX	124
Bought a Lottery/Scratch Ticket in last 3 months	WC	840
	V%	43%
	IX	117
Main Grocery Buyer	WC	1486
	V%	76%
	IX	110
Have an Internet connection at home	WC	1054
	V%	54%
	IX	107
Placed a Bet in last 3 months	WC	170
	V%	9%
	IX	106
Own or use a mobile phone	WC	1873
	V%	96%
	IX	101

XYZ Customers Profile

Additional Insights

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



Glossary

Glossary

SOCIO-ECONOMIC STATUS

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

1. EDUCATION LEVEL OF RESPONDENT

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

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

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

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

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

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

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

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

Approximate breakdowns are:

Score

144+ - 5th or AB quintile

114 - 143 - 4th or C quintile

94 - 113 - 3rd or D quintile

72 - 93 - 2nd or E quintile

0 - 71 - 1st or FG quintile

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

DISCRETIONARY EXPENDITURE

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

For example:

- Credit cards
- Entertainment including cinema attendance
- Household appliances and furniture
- Mobile phones and Internet
- Travel and accommodation
- Leisure activities
- Personal services, eg. Child care
- Internet purchasing
- Proposed spending on items like a new car
- Fast food
- Wine

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

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

We have labelled them:

- Big spenders
- Medium spenders
- Light spenders

Glossary

HOUSEHOLD LIFE-CYCLE

The categories are designed as follows:

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

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

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

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

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

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

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

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

GENERATIONS

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

Pre 1946: Pre-Boomers

1946-1960: Baby Boomers

1961-1975: Generation X

1976-1990: Generation Y

1991-2005: Generation Z

Glossary

ROY MORGAN VALUES SEGMENTS*

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

In the past it was possible to identify the target audience in terms of birthplace, age, education and income. Consumer markets could also be targeted on the basis of prior purchase behaviour. If it was bought last time, “brand loyalty” might be assumed as the basis of future consumption patterns. With increasing education, income and social mobility comes an increasing degree of individualisation, a reduced acceptance of corporate values, increasing search for diversity, difference and personal development. Market behaviour becomes an opportunity for personal expression, exploration and excitement. These forces conspire to make the task for the marketing and corporate planners very difficult with old instruments.

Demographic analysis of research data can provide an answer to WHO is doing WHAT.

Psychographic analysis can provide information on WHY individuals are behaving in this way.

Standard forms of segmentation can further enhance this description of individual behaviour by adding other things to the equation. They can provide information on which people are more or less likely to say yes or no in their decision to buy your product. However individuals are complex - they rarely behave consistently or according to the box we may choose to put them in. Unless your product is being sold to 60% or more of the population, we simply cannot predict their behaviour in relation to a product or message using demographics, psychographics or even normal segmentations as a typology. A broader model of group behaviour needs to be used if we are to understand some of the most important questions in marketing today:

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

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

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

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

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

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

Glossary

ROY MORGAN VALUES SEGMENTS*

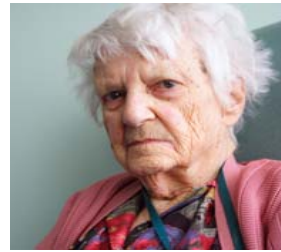


*Devised by Michele Levine CEO, Roy Morgan Research and Colin Benjamin of the Horizons Network.

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

Glossary

ROY MORGAN VALUES SEGMENTS*



Basic Needs

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



Fairer Deal

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



Traditional Family Life

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



Conventional Family Life

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



'Look At Me'

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



Something Better

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



Real Conservatism

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



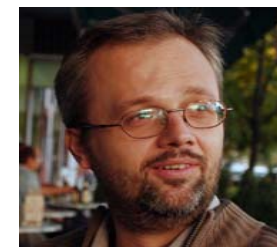
Young Optimism

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



Visible Achievement

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



Socially Aware

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

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

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