

# XYZ Customer Profile

October 2008 - September 2009

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

Please direct any queries to [enquiries@roymorganonlinestore.com](mailto:enquiries@roymorganonlinestore.com)

Roy Morgan Research  
401 Collins Street, Melbourne VIC 3000  
Telephone: 1800 633 813

**INTRODUCTION** ..... 5

**HOW TO READ** ..... 6

**DEMOGRAPHICS**

Gender, Age and State Summary.....9

Gender and Age .....10

State.....12

Work Status.....14

Respondent Income.....16

Occupation.....18

Socio-Economic Status .....20

Discretionary Expenditure.....22

Life-Cycle Segments and Number of Children.....24

Generations .....26

Roy Morgan Value Segments .....28



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

**ATTITUDES**

Health and Fitness .....30

Government and Societal.....32

Environmental.....34

Personal .....36

Shopping and Product.....38

Food.....40

Advertising and Media.....42

Family and Home.....44

Finance.....46

Holiday.....48

**ACTIVITIES**

Activities in the Last 3 Months - Eating Out/Fast Food .....50

Activities in the Last 3 Months - Leisure.....52

Activities in the Last 3 Months - Entertainment.....54

Sports Watched on TV.....56

Sports and Activities Participated In.....60

**MEDIA**

Media Usage Summary .....64

Newspaper and Magazine Readership .....66

Weekday Commercial TV Viewing and Radio Listening .....68

Internet Usage and Cinema Attendance .....70

Addressed and Unaddressed Mail Readership .....72

Type of Newspaper Read .....74

Type of Magazine Read .....76

Type of TV Show Watched .....78

Additional Insights .....80

**GLOSSARY .....82**

## About this Report

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

## Roy Morgan Single Source

Roy Morgan Single Source has been designed and engineered to represent the ideal single source model. It provides an integrated understanding of consumers; what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. In Australia, Roy Morgan Single Source incorporates over 50,000 interviews face-to-face in both city and country areas, each year with people aged 14+ . Weekly interviewing is conducted continuously allowing for trending of data. More than 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 competitor's) profitable customers be delineated by what they think, do, 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 market place.

## About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, Indonesia, United States and United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 60 years' experience in collecting objective, independent information on consumers. In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intention and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

*\*Please refer to glossary for detailed explanations of Segments.*

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

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

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

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

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

Company XYZ		
TOTAL Sample Size		18117
TOTAL 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 of an estimated 2,128,000 35-49 year olds.

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

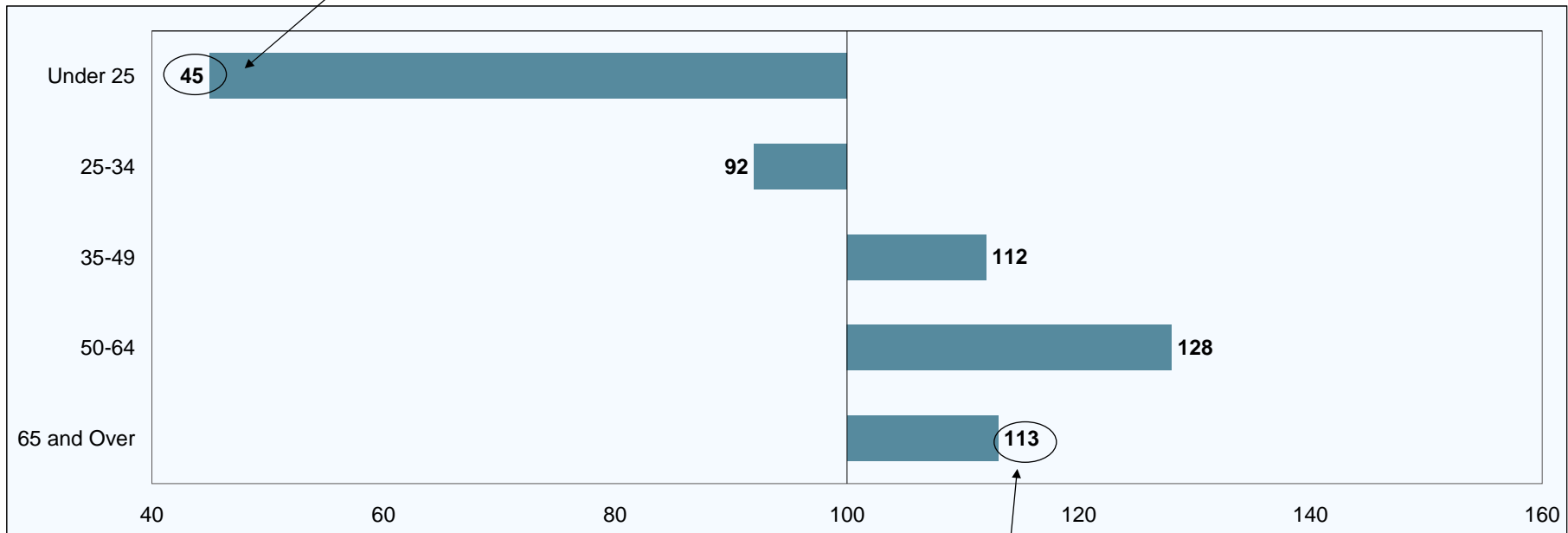
Company XYZ Customers are 12% more likely than the average Australian to be aged 35-49.

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

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

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

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



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

## ***The world's best research at your fingertips.***

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

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

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

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*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 competitor's customers - based on thousands of interviews – backed by the credibility of Australia's leading independent research company. And it can be on your desk within the hour. If you can't find the research you're looking for, there's still a good chance it's available but hasn't made it into our catalogue, so please email us or give us a call on the one-eight-hundred number.*

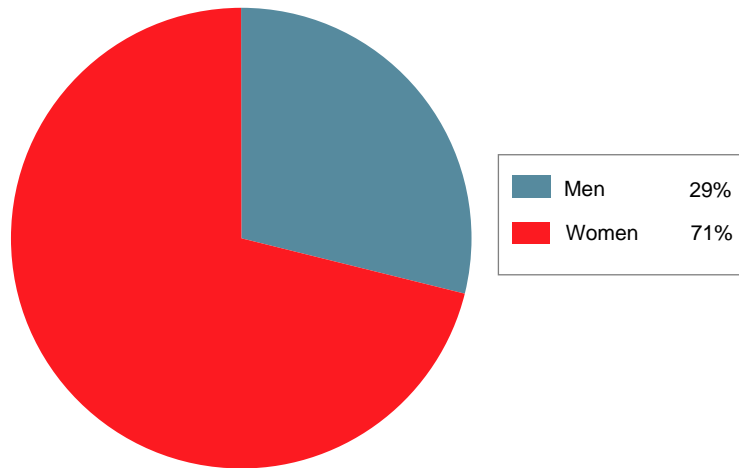
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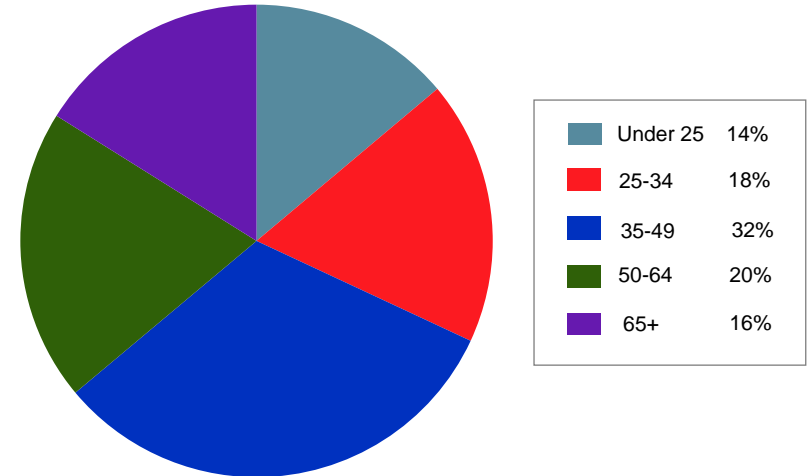
## XYZ Customer Profile Gender, Age and State

These charts show the profile of the target profile group by Gender, Age and State.

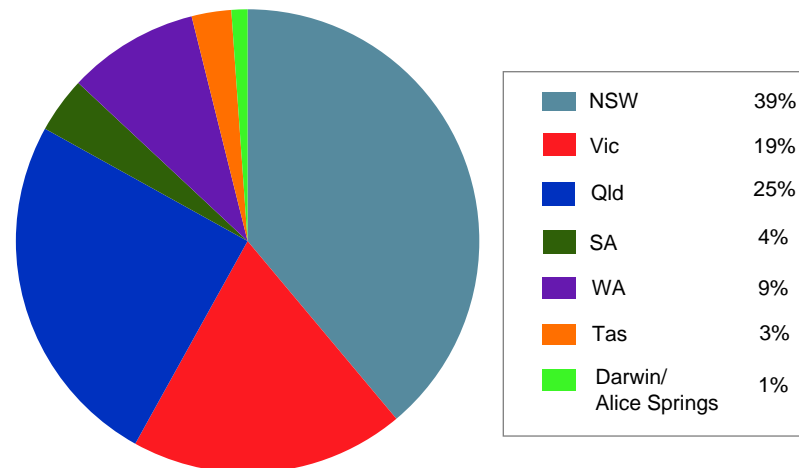
### Gender



### Age



### State



## XYZ Customer Profile Gender and Age

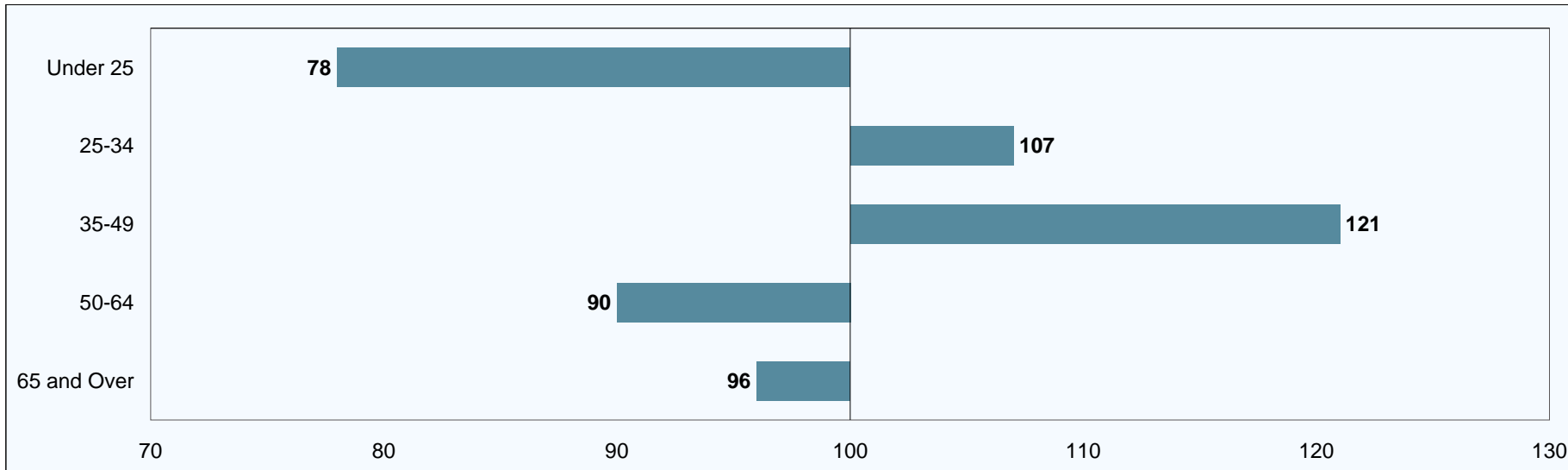
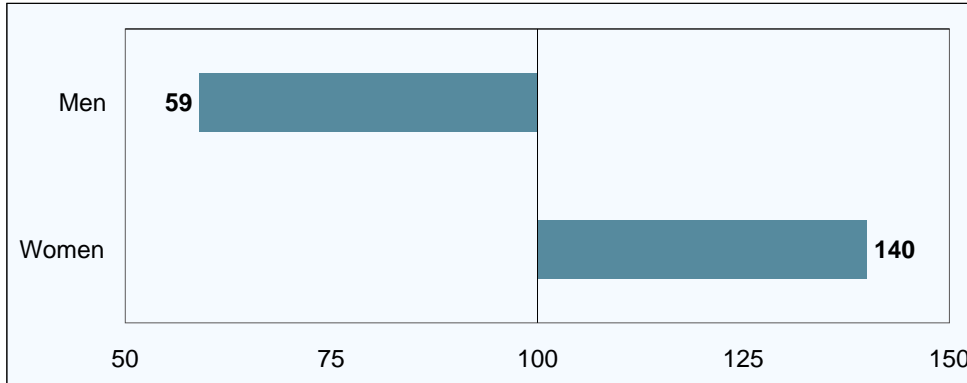
These tables show the Gender and Age of the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
GENDER		
Men	WC	790
	V%	29%
	IX	59
Women	WC	1925
	V%	71%
	IX	140

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
AGE		
Under 25	WC	371
	V%	14%
25-34	IX	78
	WC	491
35-49	V%	18%
	IX	107
50-64	WC	882
	V%	32%
65 and Over	IX	121
	WC	549
	V%	20%
	IX	90
	WC	422
	V%	16%
	IX	96

## XYZ Customer Profile Gender and Age

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



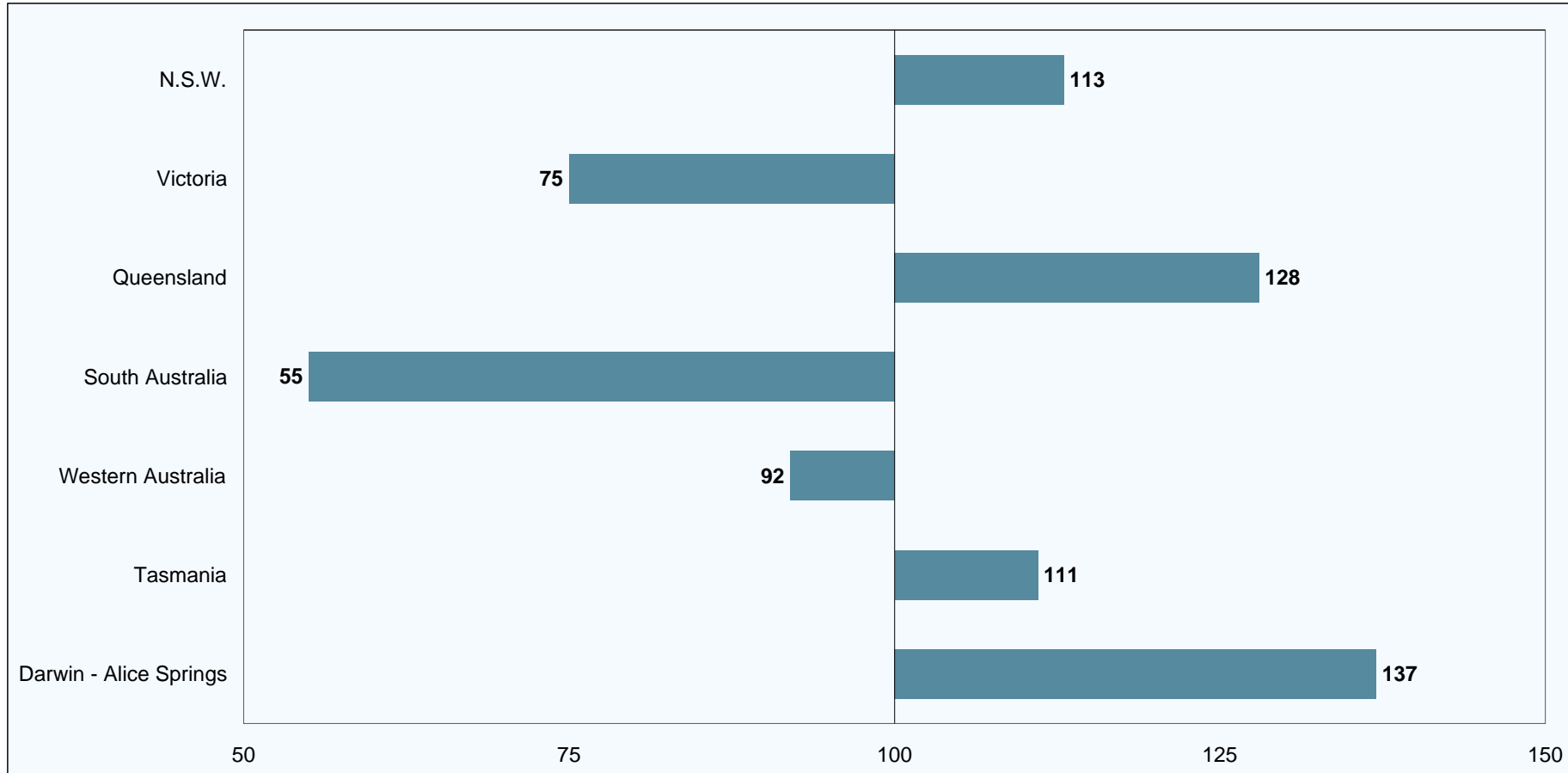
## XYZ Customer Profile States

This table shows the State of the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
STATES		
N.S.W.	WC	1,051
	V%	39%
	IX	113
Victoria	WC	512
	V%	19%
	IX	75
Queensland	WC	690
	V%	25%
	IX	128
South Australia	WC	113
	V%	4%
	IX	55
Western Australia	WC	255
	V%	9%
	IX	92
Tasmania	WC	70
	V%	3%
	IX	111
Darwin - Alice Springs	WC	24
	V%	1%
	IX	137

## XYZ Customer 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.



## XYZ Customer Profile Work Status

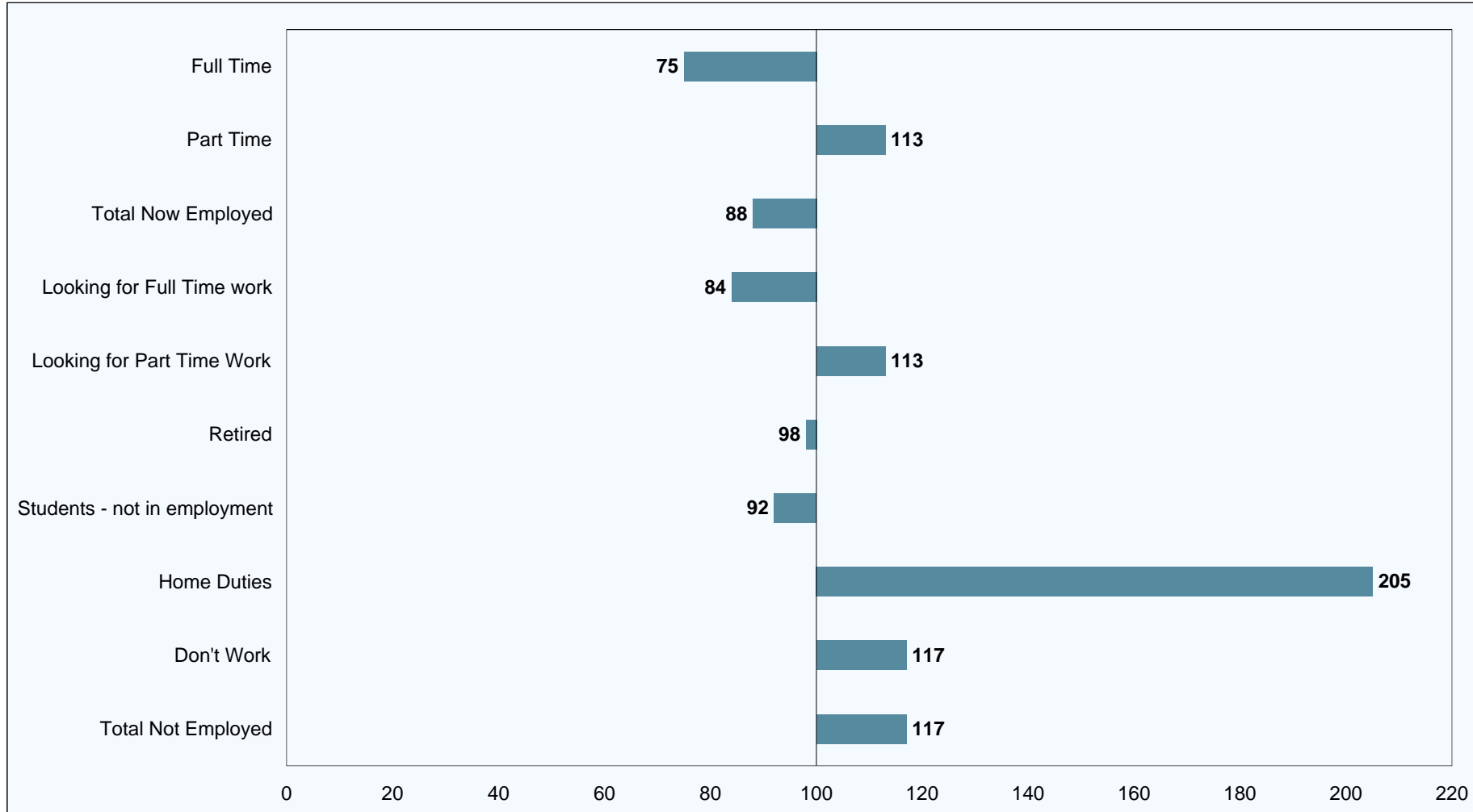
This table shows the Work Status of the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
WORK STATUS OF RESPONDENT		
Full Time	WC	788
	V%	29%
	IX	75
Part Time	WC	626
	V%	23%
	IX	113
Total Now Employed	WC	1415
	V%	52%
	IX	88

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
WORK STATUS OF RESPONDENT		
Looking for Full Time work	WC	49
	V%	2%
	IX	84
Looking for Part Time Work	WC	65
	V%	2%
	IX	113
Retired	WC	512
	V%	19%
	IX	98
Students - not in employment	WC	176
	V%	6%
	IX	92
Home Duties	WC	396
	V%	15%
	IX	205
Don't Work	WC	103
	V%	4%
	IX	117
Total Not Employed	WC	1301
	V%	48%
	IX	117

## XYZ Customer Profile Work Status

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



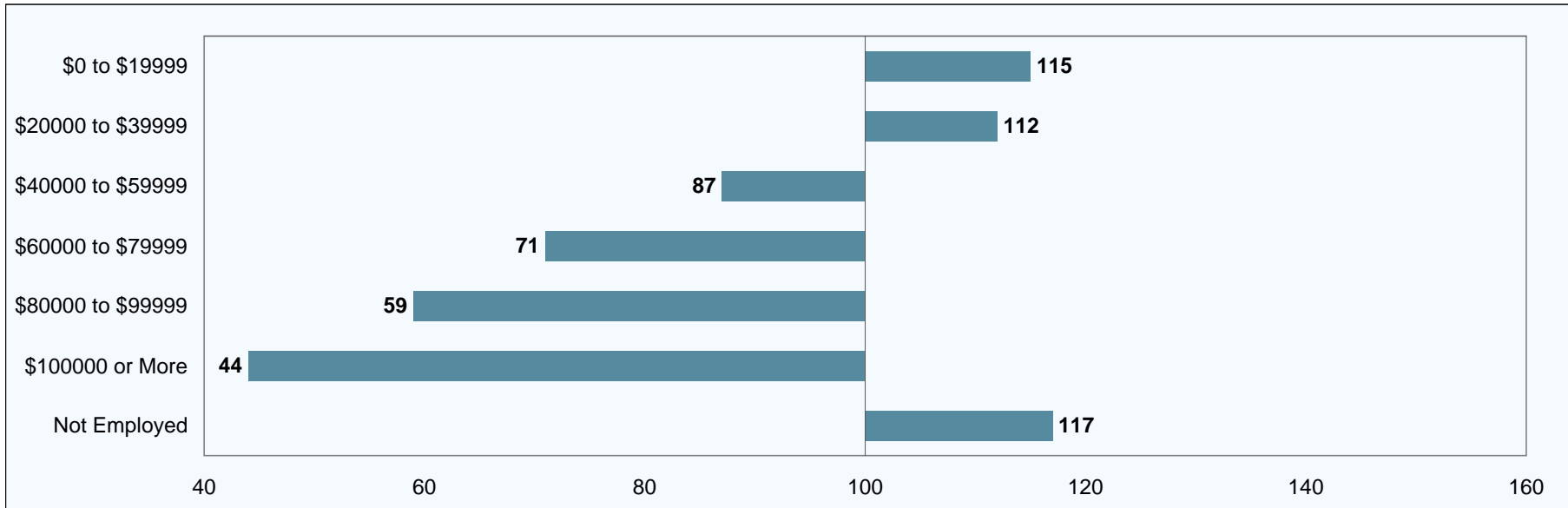
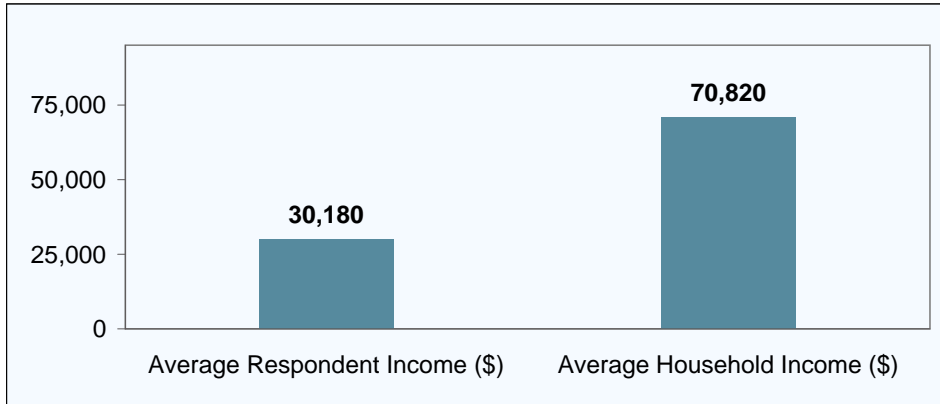
## XYZ Customer Profile Respondent Income

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>RESPONDENT INCOME</b>		
<b>\$0 to \$19999</b>	WC	295
	V%	11%
	IX	115
<b>\$20000 to \$39999</b>	WC	449
	V%	17%
	IX	112
<b>\$40000 to \$59999</b>	WC	336
	V%	12%
	IX	87
<b>\$60000 to \$79999</b>	WC	183
	V%	7%
	IX	71
<b>\$80000 to \$99999</b>	WC	79
	V%	3%
	IX	59
<b>\$100000 or More</b>	WC	73
	V%	3%
	IX	44
<b>Not Employed</b>	WC	1301
	V%	48%
	IX	117
<b>Average Respondent Income (\$)</b>	mn	30,180
<b>Average Household Income (\$)</b>	mn	70,820

## XYZ Customer Profile Respondent Income

These charts show the index of the target profile group compared to the average Australian in terms of Respondent Income and Household Income.



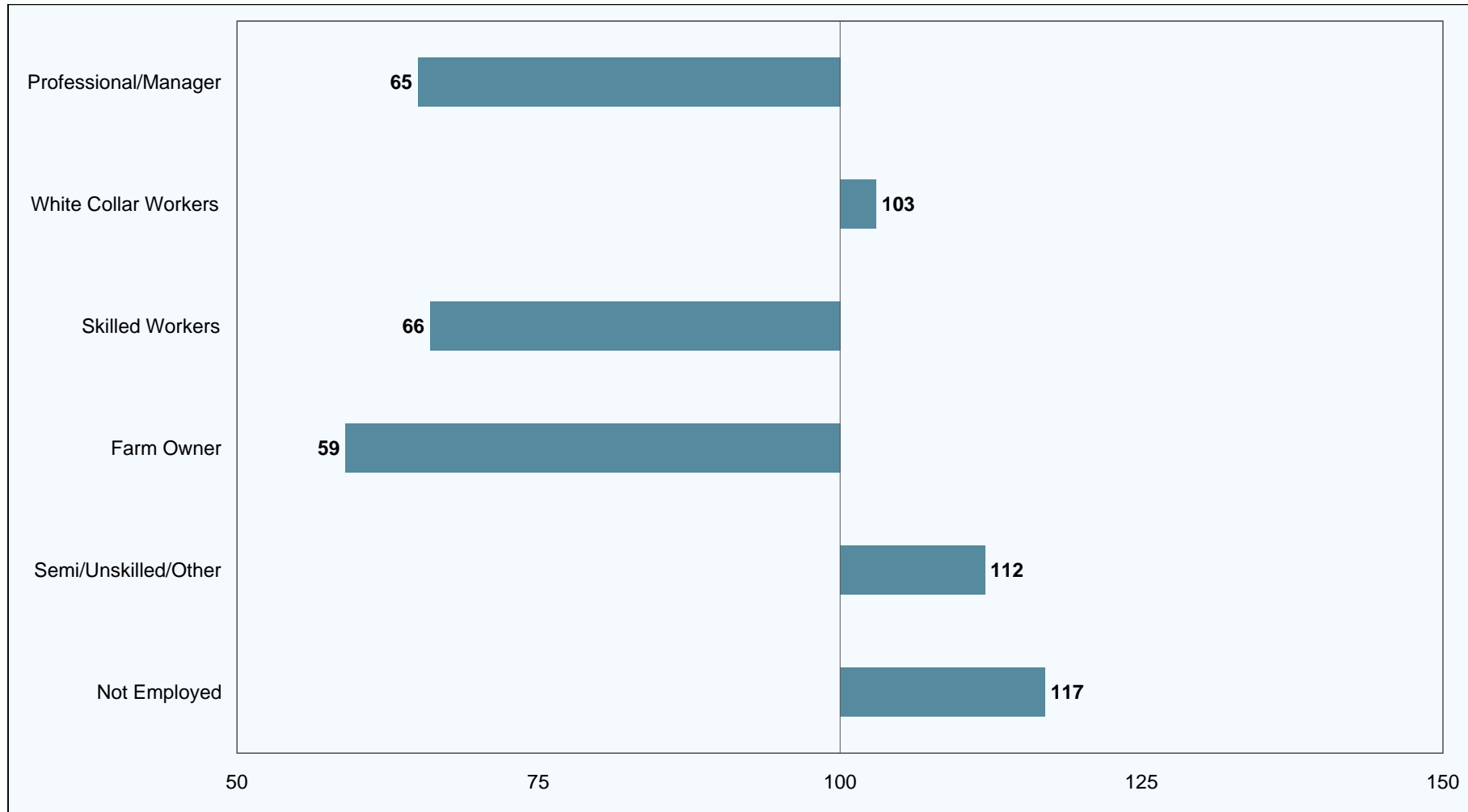
## XYZ Customer Profile Occupation

This table shows the Occupation of the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
OCCUPATION OF RESPONDENT		
Professional/Manager	WC	348
	V%	13%
	IX	65
White Collar Workers	WC	519
	V%	19%
	IX	103
Skilled Workers	WC	113
	V%	4%
	IX	66
Farm Owner	WC	9
	V%	0%
	IX	59
Semi/Unskilled/Other	WC	426
	V%	16%
	IX	112
Not Employed	WC	1301
	V%	48%
	IX	117

## XYZ Customer Profile Occupation

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



## XYZ Customer Profile Socio-Economic Status\*

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
SOCIO-ECONOMIC STATUS*		
AB Quintile	WC	334
	V%	12%
	IX	62
C Quintile	WC	471
	V%	17%
	IX	87
D Quintile	WC	541
	V%	20%
	IX	100
E Quintile	WC	644
	V%	24%
	IX	119
FG Quintile	WC	725
	V%	27%
	IX	133

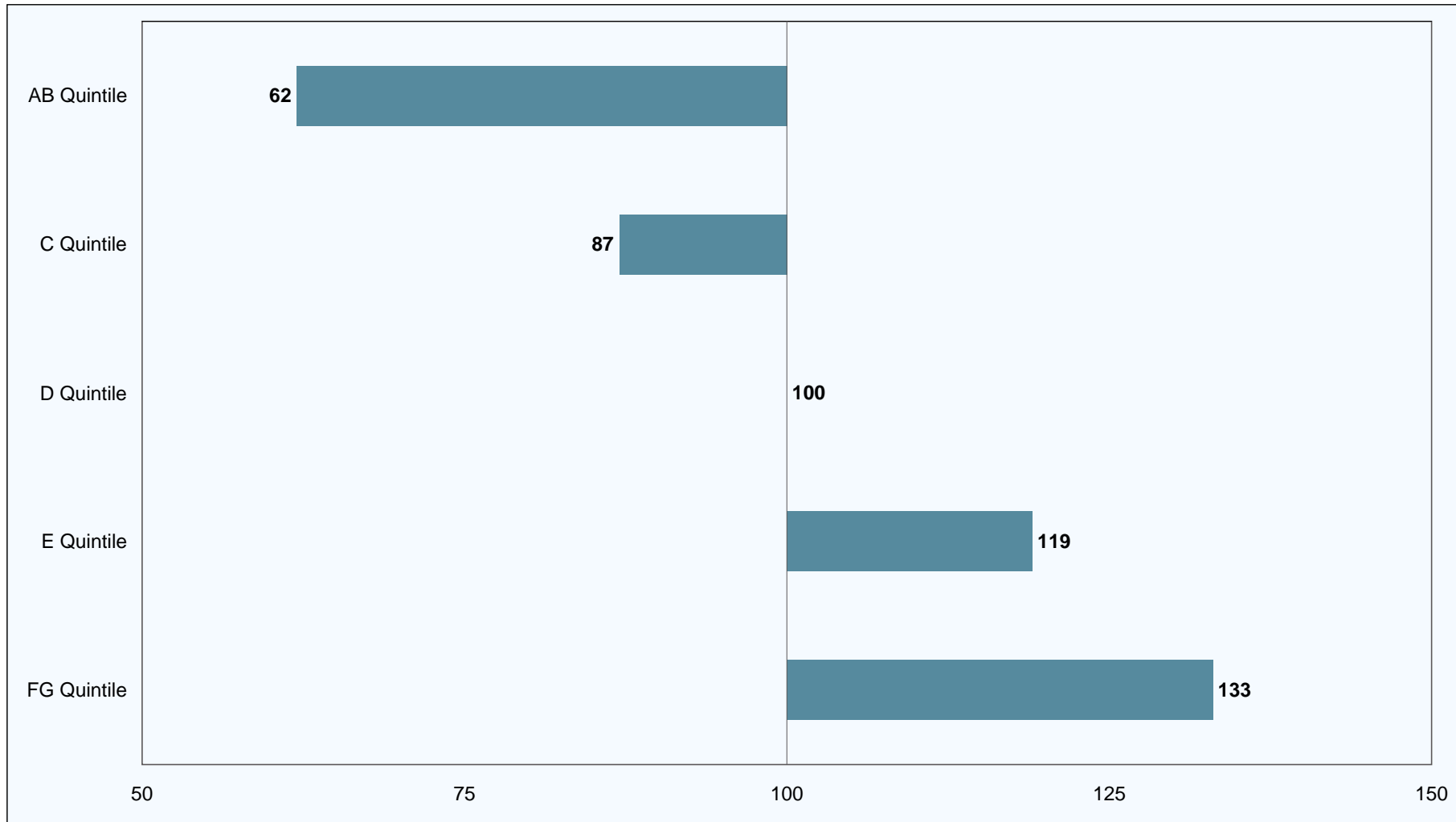
\*Please refer to glossary for detailed explanation of Socio-Economic Status.

Source: Roy Morgan Research - October 2008 - September 2009

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## XYZ Customer Profile Socio-Economic Status\*

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



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

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## XYZ Customer Profile Discretionary Expenditure\*

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

		XYZ
Total Sample Size		3128
Total Population (000's)		2715
<b>DISCRETIONARY EXPENDITURE*</b>		
<b>Big spenders</b>	WC	<b>796</b>
	V%	<b>29%</b>
	IX	<b>87</b>
<b>Medium spenders</b>	WC	<b>942</b>
	V%	<b>35%</b>
	IX	<b>105</b>
<b>Light spenders</b>	WC	<b>977</b>
	V%	<b>36%</b>
	IX	<b>109</b>

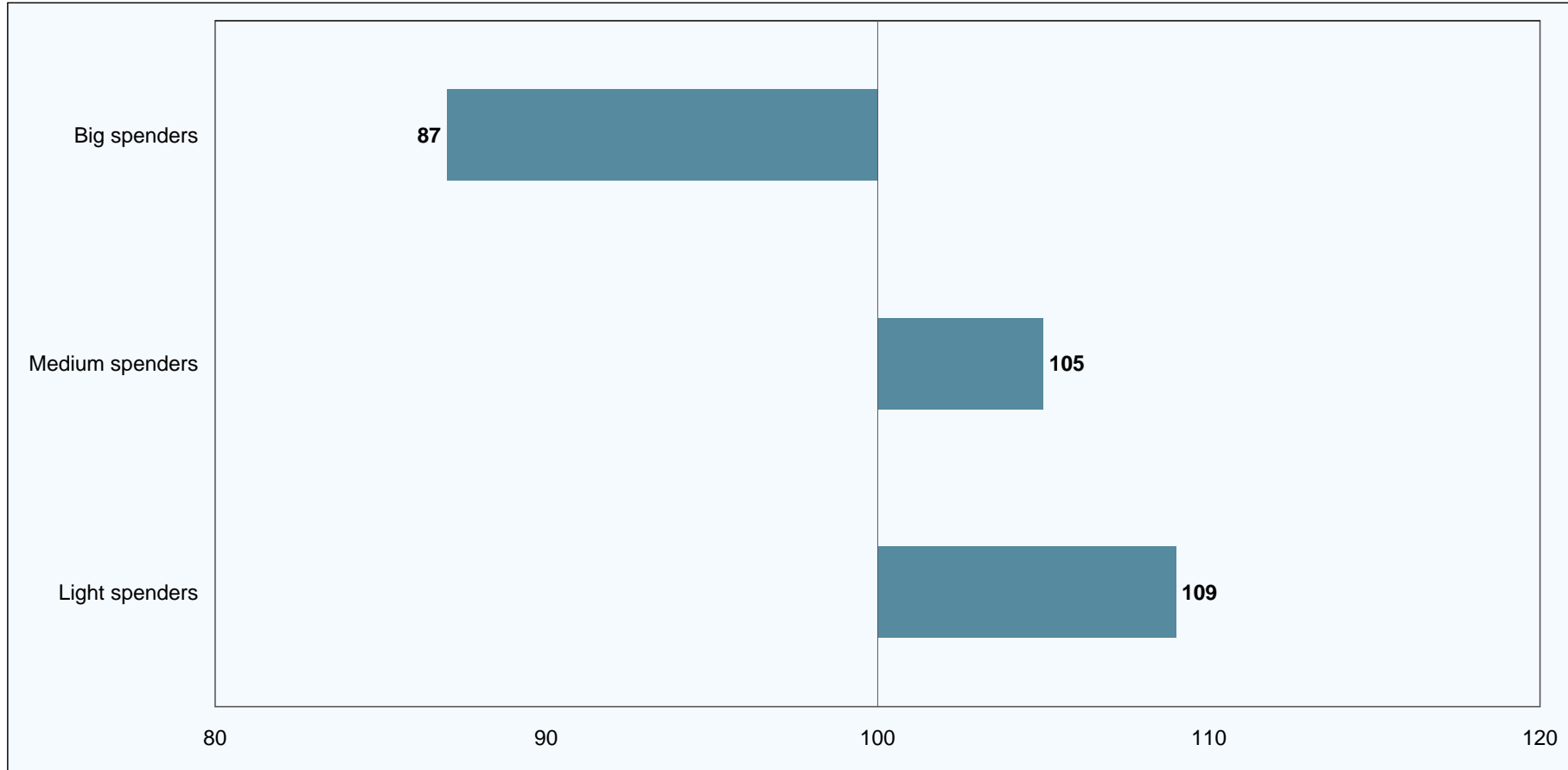
\*Please refer to glossary for detailed explanation of Discretionary Expenditure Segments.

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## XYZ Customer Profile Discretionary Expenditure\*

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



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

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# XYZ Customer 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		
Total Sample Size		3128
Total Population (000's)		2715
<b>LIFE-CYCLE OF RESPONDENT</b>		
Single 14-34 no Children	WC	359
	V%	13%
	IX	66
Single 14-34 Children	WC	84
	V%	3%
	IX	214
Married 14-34 no Children	WC	93
	V%	3%
	IX	60
Married 14-34 Children	WC	326
	V%	12%
	IX	166
Married 35+ Children	WC	605
	V%	22%
	IX	134
Married 35+ no Children	WC	802
	V%	30%
	IX	90
Single 35+ Children	WC	118
	V%	4%
	IX	186
Single 35+ no Children	WC	329
	V%	12%
	IX	87

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>CHILDREN IN HOUSEHOLD</b>		
No Children	WC	1358
	V%	50%
	IX	78
Have child aged 0-5	WC	660
	V%	24%
	IX	156
Have child aged 6-11	WC	615
	V%	23%
	IX	139
Have child aged 12-15	WC	576
	V%	21%
	IX	126
Total with Children	WC	1357
	V%	50%
	IX	139

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>HOUSEHOLD LIFE-CYCLE*</b>		
Young Singles	WC	145
	V%	5%
	IX	59
Young Couples	WC	130
	V%	5%
	IX	63
Young Parents	WC	867
	V%	32%
	IX	147
Mid-Life Families	WC	477
	V%	18%
	IX	125
Mid-Life Households	WC	646
	V%	24%
	IX	77
Older Households	WC	451
	V%	17%
	IX	98

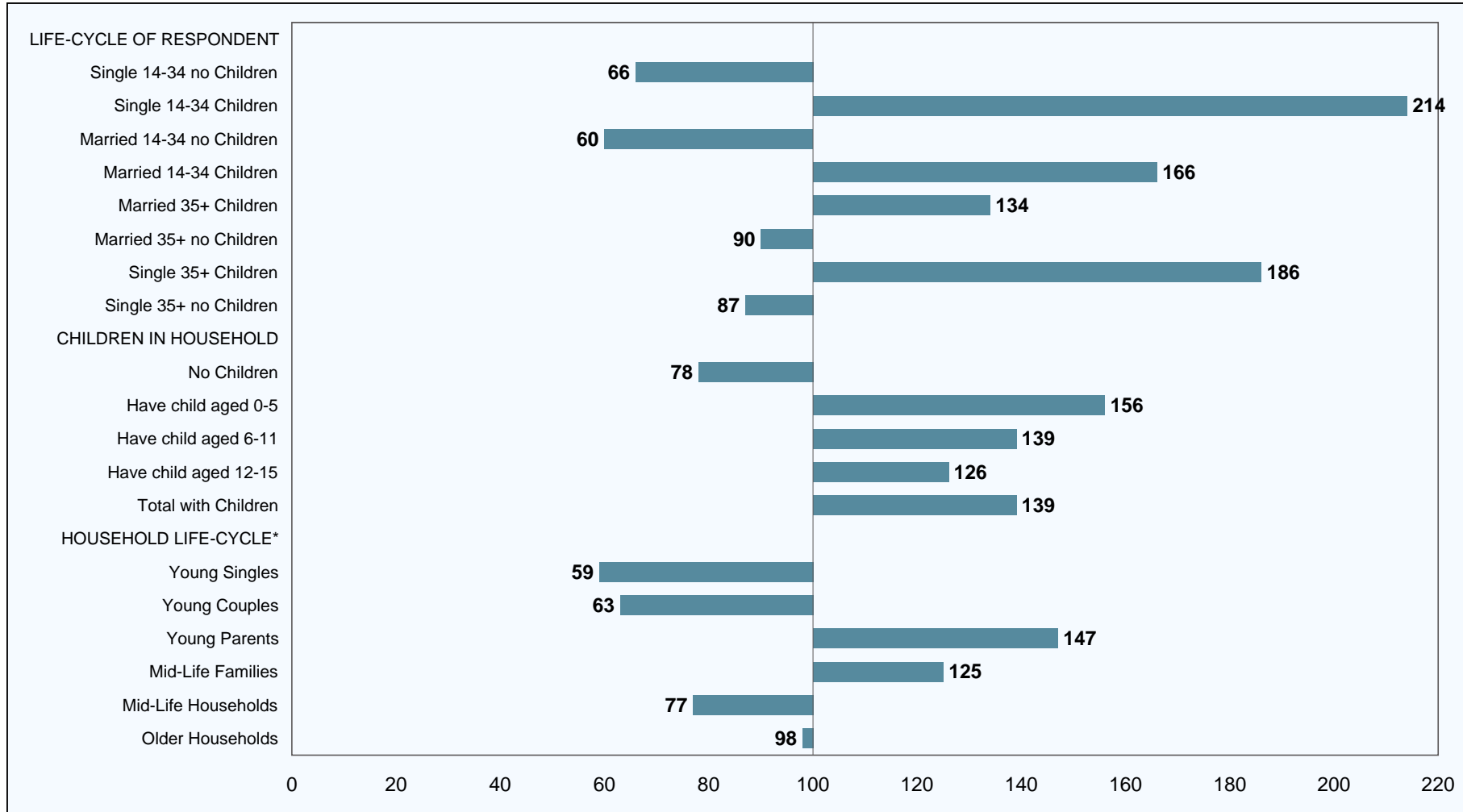
\*Please refer to glossary for detailed explanation of Household Life-Cycle Segment

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## XYZ Customer Profile Life-Cycle Segments and Number of Children

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



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

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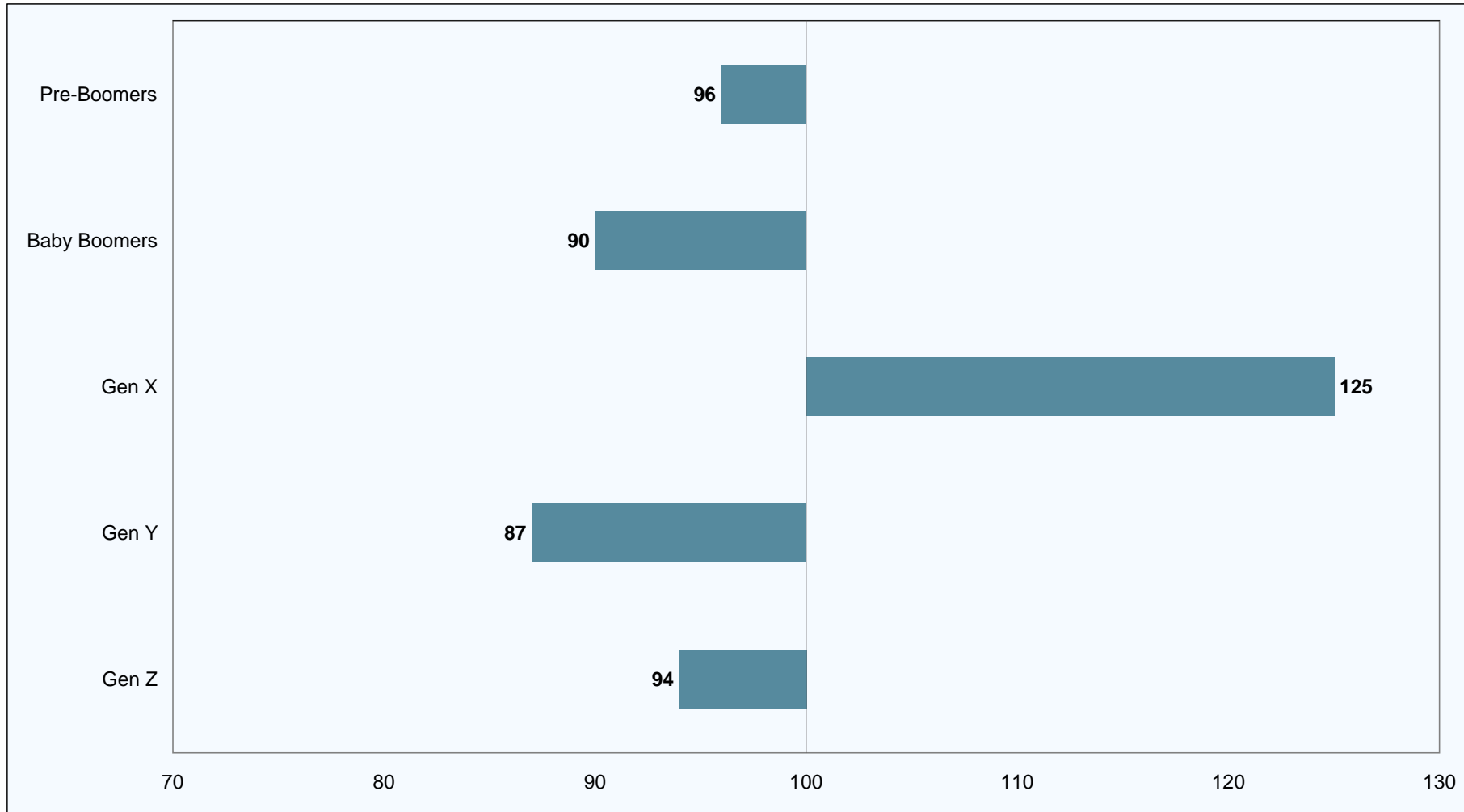
## XYZ Customer Profile Generations\*

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
GENERATIONS*		
Pre-Boomers	WC	487
	V%	18%
	IX	96
Baby Boomers	WC	598
	V%	22%
	IX	90
Gen X	WC	903
	V%	33%
	IX	125
Gen Y	WC	554
	V%	20%
	IX	87
Gen Z	WC	174
	V%	6%
	IX	94

## XYZ Customer Profile Generations\*

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



\*Please refer to glossary for detailed explanation of Generations

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## XYZ Customer Profile

### Roy Morgan Values Segments\*

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
ROY MORGAN VALUES SEGMENTS*		
Basic Needs	WC	57
	V%	2%
	IX	110
Fairer Deal	WC	116
	V%	4%
	IX	147
Traditional Family Life	WC	583
	V%	21%
	IX	108
Conventional Family Life	WC	479
	V%	18%
	IX	144
Look At Me	WC	258
	V%	9%
	IX	87

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
ROY MORGAN VALUES SEGMENTS*		
Something Better	WC	210
	V%	8%
	IX	133
Real Conservatism	WC	166
	V%	6%
	IX	128
Young Optimism	WC	129
	V%	5%
	IX	61
Visible Achievement	WC	465
	V%	17%
	IX	93
Socially Aware	WC	252
	V%	9%
	IX	61

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

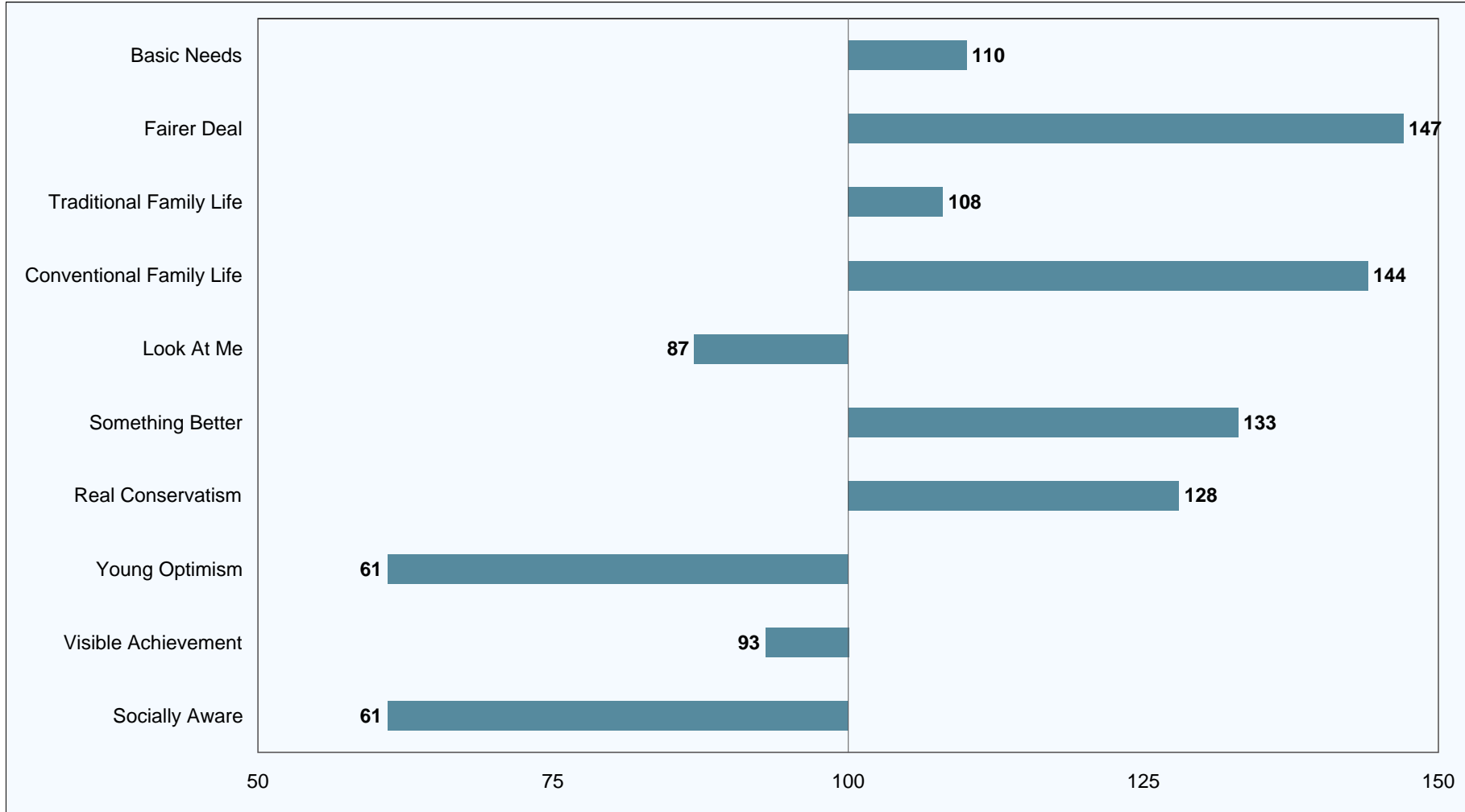
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## XYZ Customer Profile

### Roy Morgan Values Segments\*

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



## XYZ Customer Profile Health and Fitness

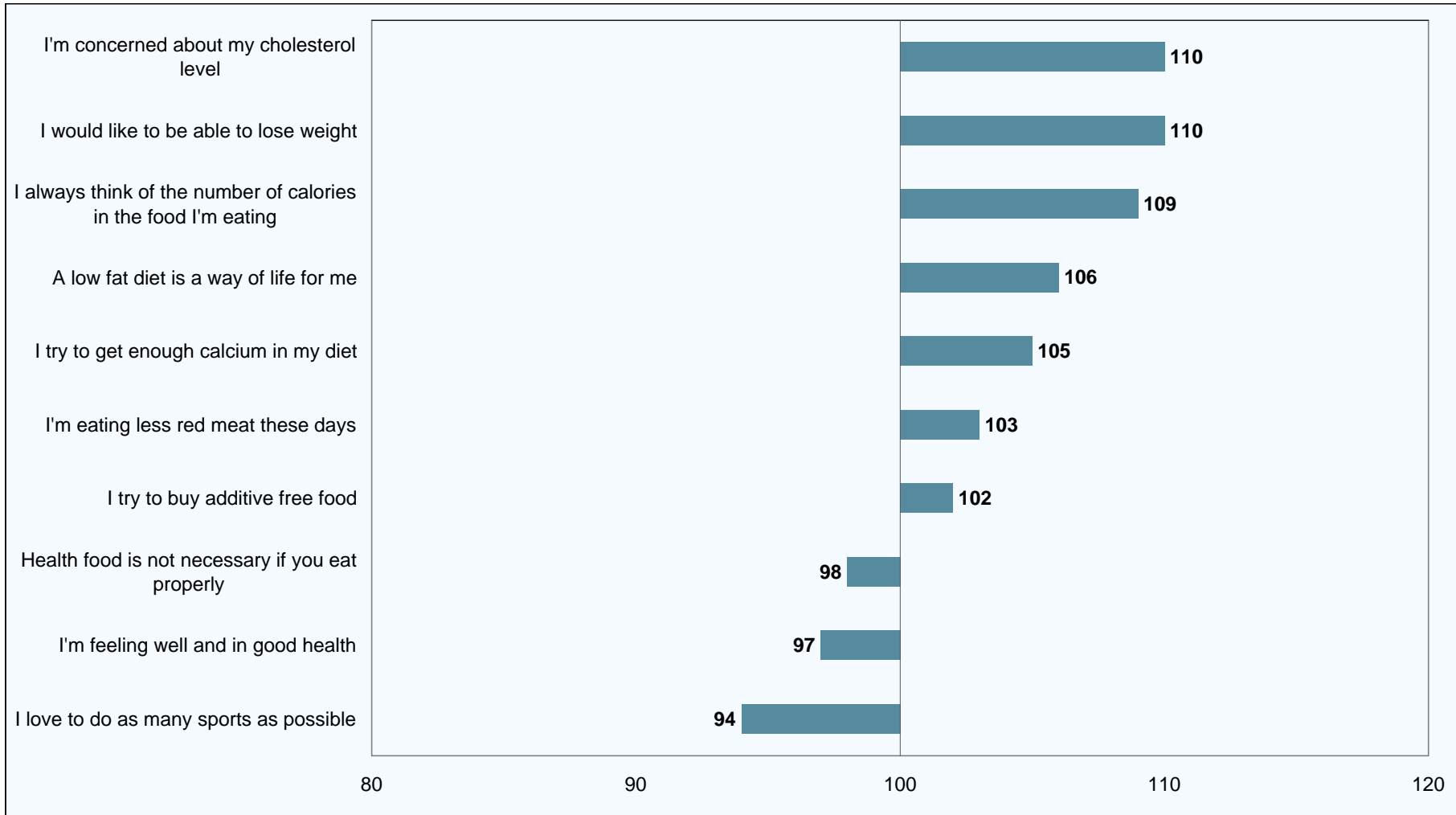
This table shows the target profile group's attitudes to a range of Health and Fitness Statements.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>HEALTH AND FITNESS ATTITUDES - AGREE</b>		
I'm concerned about my cholesterol level	WC	1134
	V%	42%
	IX	110
I would like to be able to lose weight	WC	1895
	V%	70%
	IX	110
I always think of the number of calories in the food I'm eating	WC	720
	V%	27%
	IX	109
A low fat diet is a way of life for me	WC	995
	V%	37%
	IX	106
I try to get enough calcium in my diet	WC	2090
	V%	77%
	IX	105

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>HEALTH AND FITNESS ATTITUDES - AGREE</b>		
I'm eating less red meat these days	WC	1401
	V%	52%
	IX	103
I try to buy additive free food	WC	1261
	V%	46%
	IX	102
Health food is not necessary if you eat properly	WC	1977
	V%	73%
	IX	98
I'm feeling well and in good health	WC	2077
	V%	76%
	IX	97
I love to do as many sports as possible	WC	652
	V%	24%
	IX	94

## XYZ Customer Profile Health and Fitness

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



## XYZ Customer Profile Government and Societal

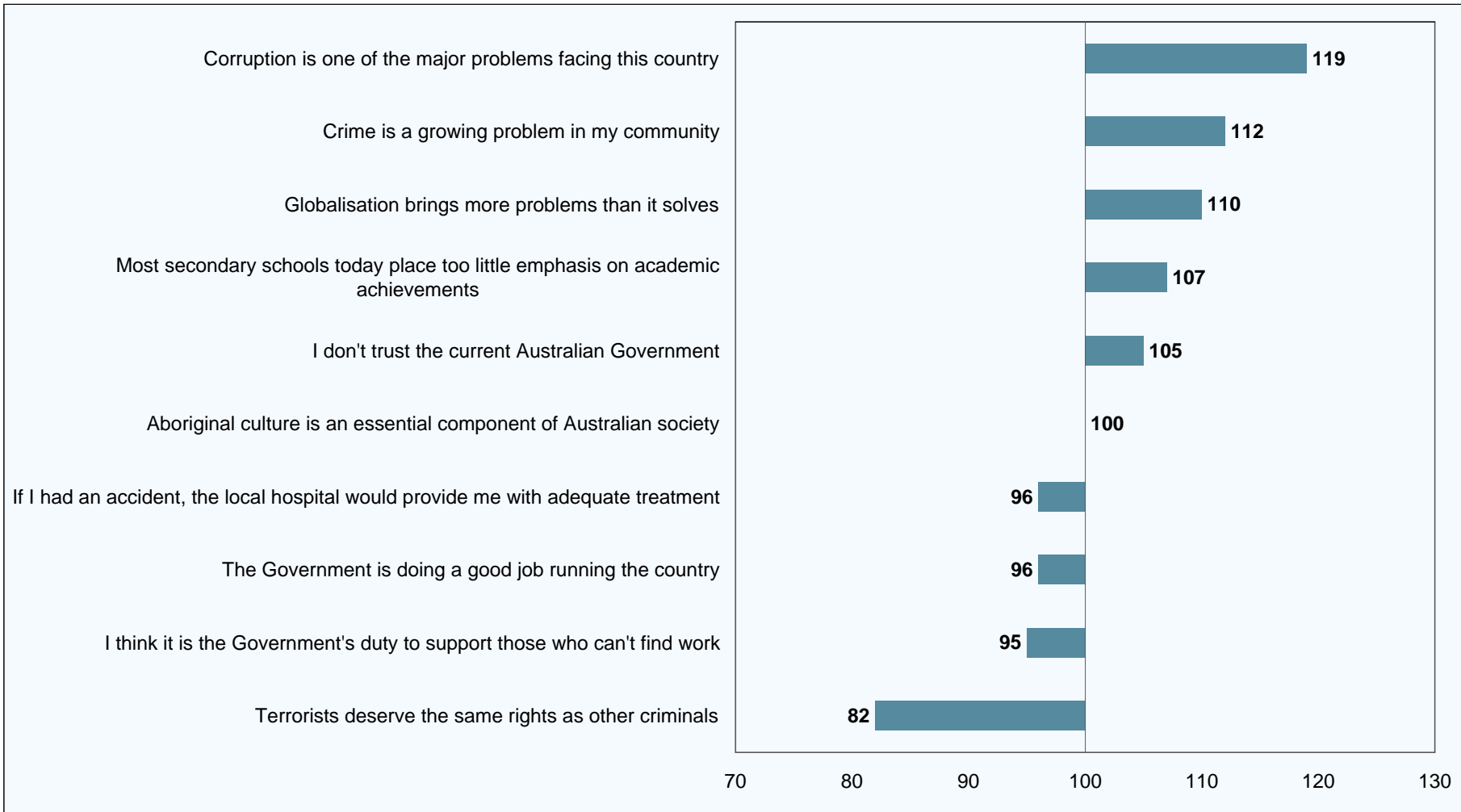
This table shows the target profile group's attitudes to a range of Government and Societal Statements.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>GOVERNMENT AND SOCIETAL ATTITUDES - AGREE</b>		
Corruption is one of the major problems facing this country	WC	1637
	V%	60%
	IX	119
Crime is a growing problem in my community	WC	1950
	V%	72%
	IX	112
Globalisation brings more problems than it solves	WC	1689
	V%	62%
	IX	110
Most secondary schools today place too little emphasis on academic achievements	WC	1375
	V%	51%
	IX	107
I don't trust the current Australian Government	WC	998
	V%	37%
	IX	105

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>GOVERNMENT AND SOCIETAL ATTITUDES - AGREE</b>		
Aboriginal culture is an essential component of Australian society	WC	1887
	V%	70%
	IX	100
If I had an accident, the local hospital would provide me with adequate treatment	WC	1890
	V%	70%
	IX	96
The Government is doing a good job running the country	WC	1450
	V%	53%
	IX	96
I think it is the Government's duty to support those who can't find work	WC	1500
	V%	55%
	IX	95
Terrorists deserve the same rights as other criminals	WC	702
	V%	26%
	IX	82

## XYZ Customer Profile Government and Societal

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



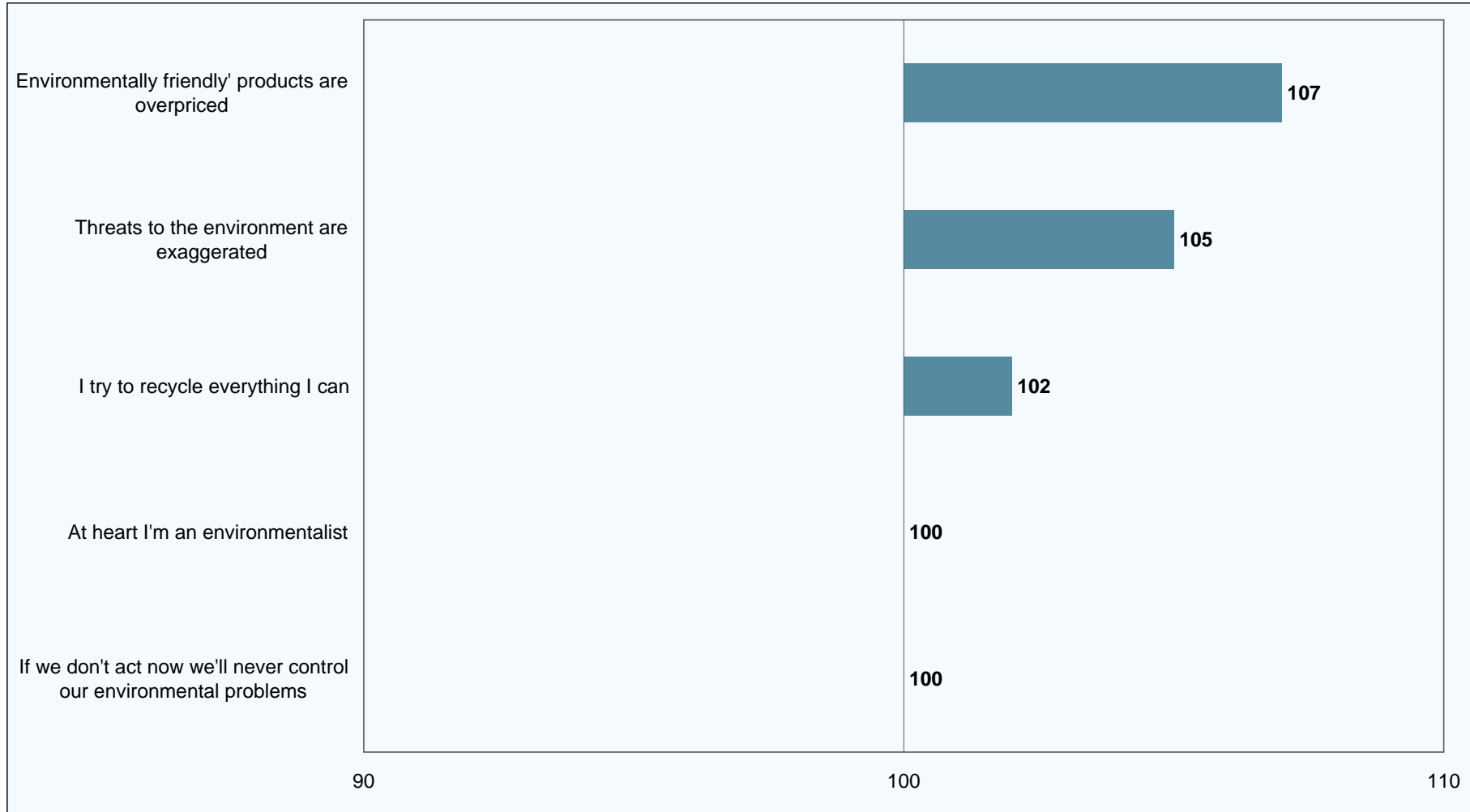
## XYZ Customer Profile Environmental

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>ENVIRONMENTAL ATTITUDES - AGREE</b>		
Environmentally friendly' products are overpriced	WC	1988
	V%	73%
	IX	107
Threats to the environment are exaggerated	WC	906
	V%	33%
	IX	105
I try to recycle everything I can	WC	2432
	V%	90%
	IX	102
At heart I'm an environmentalist	WC	1763
	V%	65%
	IX	100
If we don't act now we'll never control our environmental problems	WC	2222
	V%	82%
	IX	100

## XYZ Customer Profile Environmental

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



## XYZ Customer Profile Personal

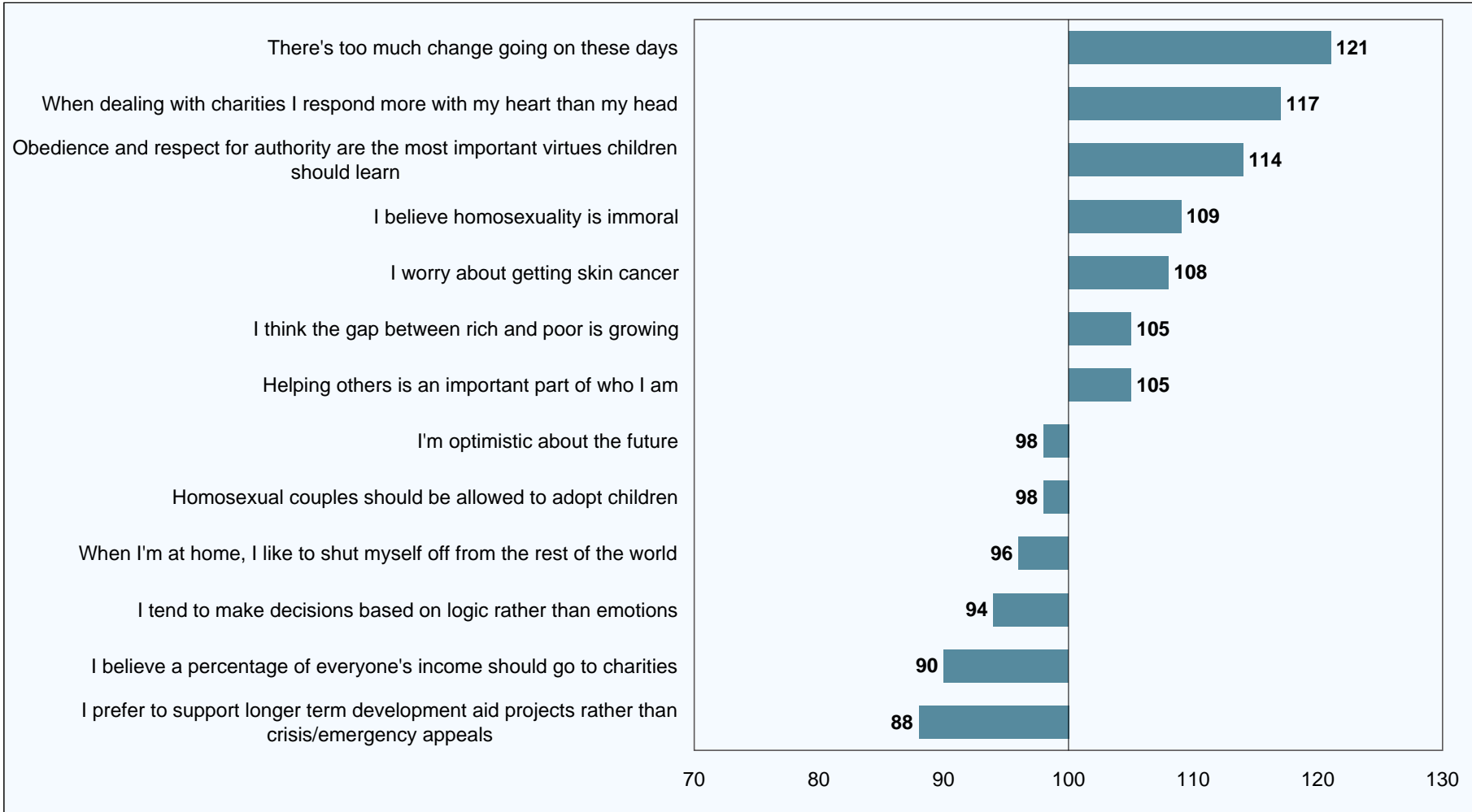
This table shows the target profile group's attitudes to a range of Personal Statements.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>PERSONAL ATTITUDES - AGREE</b>		
There's too much change going on these days	WC	1403
	V%	52%
	IX	121
When dealing with charities I respond more with my heart than my head	WC	1548
	V%	57%
	IX	117
Obedience and respect for authority are the most important virtues children should learn	WC	1948
	V%	72%
	IX	114
I believe homosexuality is immoral	WC	840
	V%	31%
	IX	109
I worry about getting skin cancer	WC	1668
	V%	61%
	IX	108
I think the gap between rich and poor is growing	WC	2387
	V%	88%
	IX	105
Helping others is an important part of who I am	WC	2353
	V%	87%
	IX	105

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>PERSONAL ATTITUDES - AGREE</b>		
I'm optimistic about the future	WC	2108
	V%	78%
	IX	98
Homosexual couples should be allowed to adopt children	WC	1166
	V%	43%
	IX	98
When I'm at home, I like to shut myself off from the rest of the world	WC	847
	V%	31%
	IX	96
I tend to make decisions based on logic rather than emotions	WC	1715
	V%	63%
	IX	94
I believe a percentage of everyone's income should go to charities	WC	566
	V%	21%
	IX	90
I prefer to support longer term development aid projects rather than crisis/emergency appeals	WC	1231
	V%	45%
	IX	88

## XYZ Customer Profile Personal

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



## XYZ Customer Profile Shopping and Product

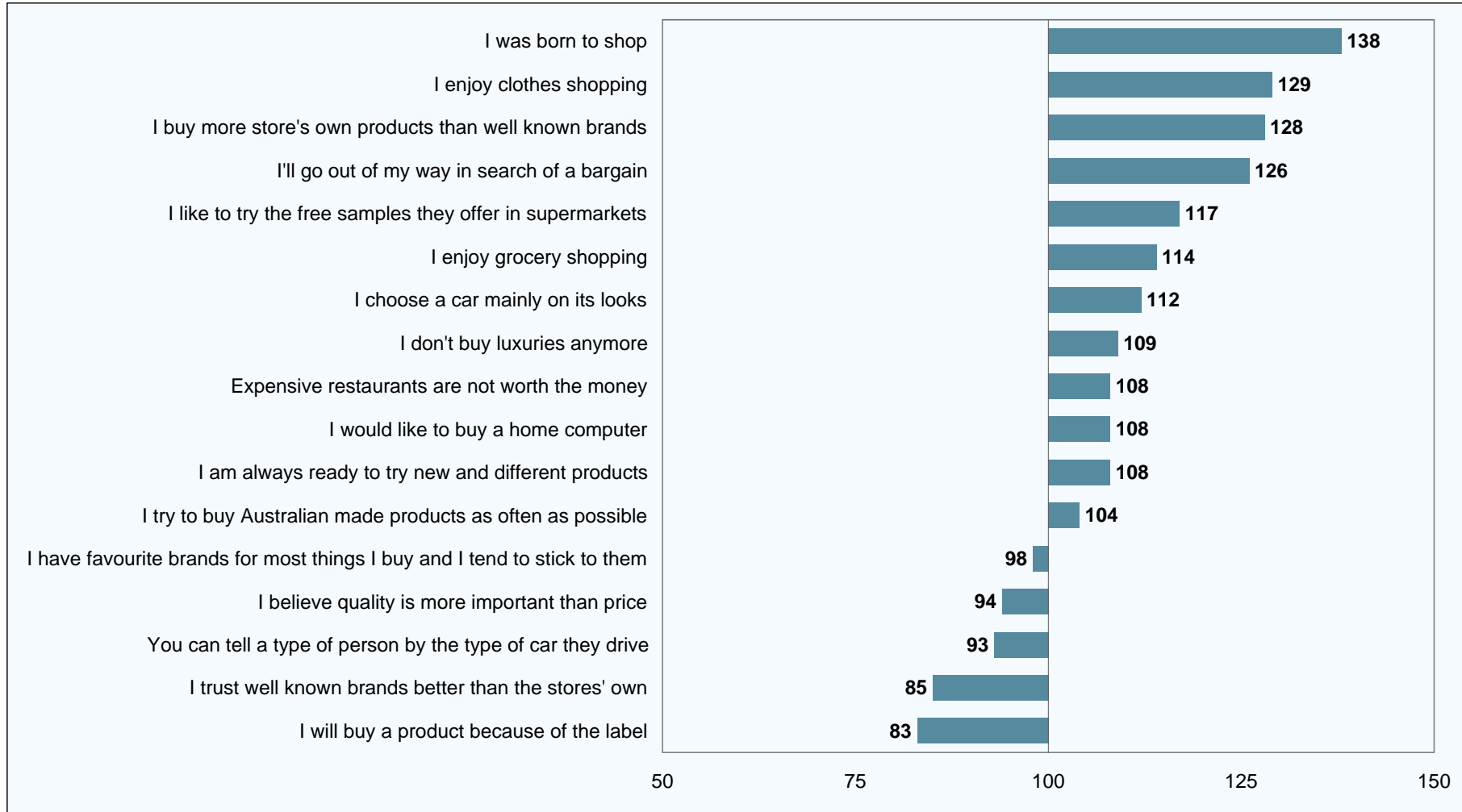
This table shows the target profile group's attitudes to a range of Shopping and Product Statements.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SHOPPING AND PRODUCT ATTITUDES - AGREE</b>		
	WC	503
I was born to shop	V%	19%
	IX	138
	WC	1446
I enjoy clothes shopping	V%	53%
	IX	129
	WC	1292
I buy more store's own products than well known brands	V%	48%
	IX	128
	WC	1393
I'll go out of my way in search of a bargain	V%	51%
	IX	126
	WC	1612
I like to try the free samples they offer in supermarkets	V%	59%
	IX	117
	WC	1332
I enjoy grocery shopping	V%	49%
	IX	114
	WC	501
I choose a car mainly on its looks	V%	18%
	IX	112
	WC	1648
I don't buy luxuries anymore	V%	61%
	IX	109
	WC	2023
Expensive restaurants are not worth the money	V%	74%
	IX	108

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SHOPPING AND PRODUCT ATTITUDES - AGREE</b>		
	WC	955
I would like to buy a home computer	V%	35%
	IX	108
	WC	1589
I am always ready to try new and different products	V%	59%
	IX	108
	WC	1993
I try to buy Australian made products as often as possible	V%	73%
	IX	104
	WC	1765
I have favourite brands for most things I buy and I tend to stick to them	V%	65%
	IX	98
	WC	1889
I believe quality is more important than price	V%	70%
	IX	94
	WC	616
You can tell a type of person by the type of car they drive	V%	23%
	IX	93
	WC	1082
I trust well known brands better than the stores' own	V%	40%
	IX	85
	WC	513
I will buy a product because of the label	V%	19%
	IX	83

## XYZ Customer Profile Shopping and Product

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



# XYZ Customer Profile

## Food

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

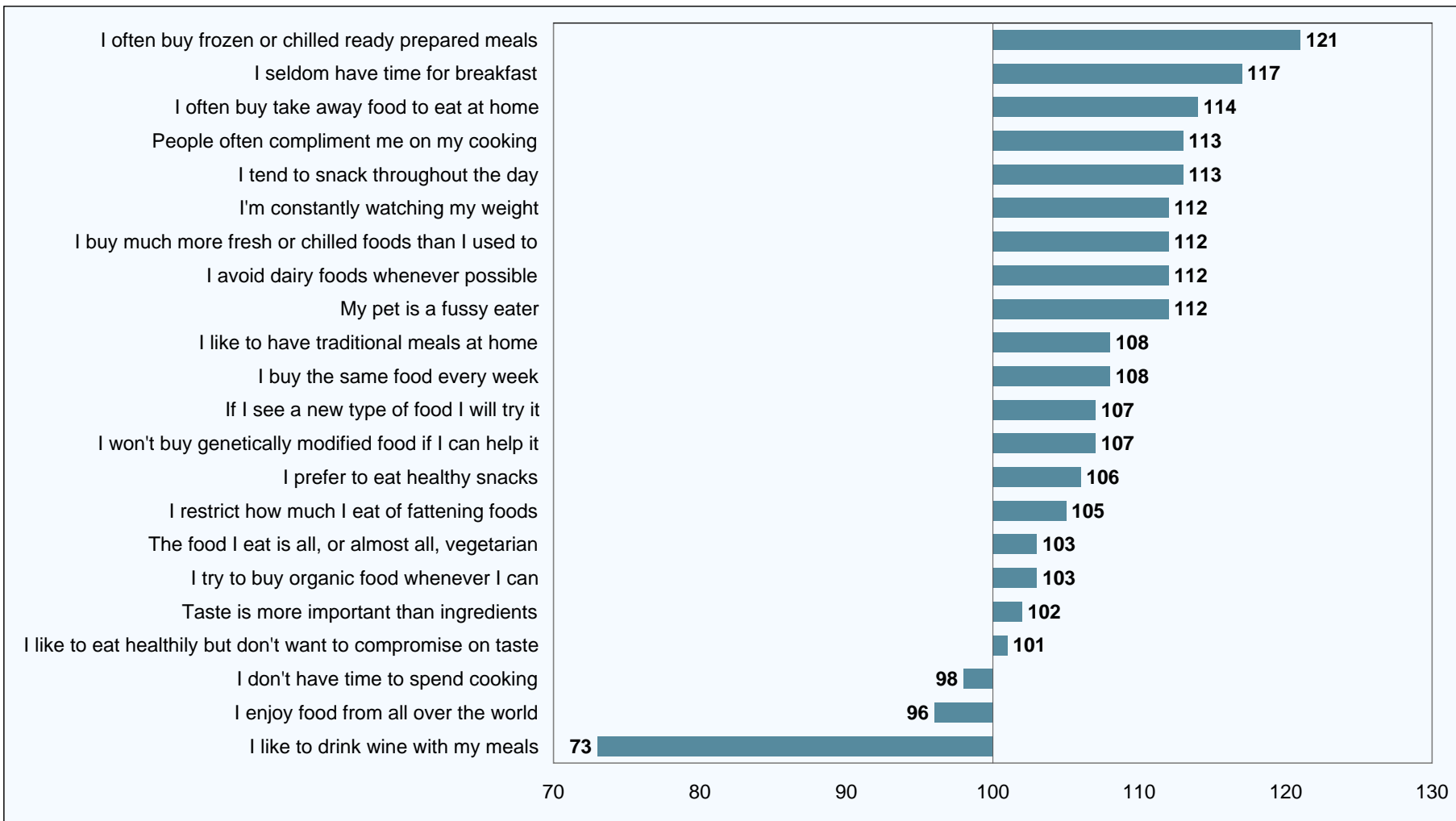
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>FOOD ATTITUDES - AGREE</b>		
I often buy frozen or chilled ready prepared meals	WC	519
	V%	19%
	IX	121
I seldom have time for breakfast	WC	747
	V%	28%
	IX	117
I often buy take away food to eat at home	WC	638
	V%	24%
	IX	114
People often compliment me on my cooking	WC	1596
	V%	59%
	IX	113
I tend to snack throughout the day	WC	1194
	V%	44%
	IX	113
I'm constantly watching my weight	WC	1260
	V%	46%
	IX	112
I buy much more fresh or chilled foods than I used to	WC	1669
	V%	61%
	IX	112
I avoid dairy foods whenever possible	WC	336
	V%	12%
	IX	112

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>FOOD ATTITUDES - AGREE</b>		
My pet is a fussy eater	WC	645
	V%	24%
	IX	112
I like to have traditional meals at home	WC	1951
	V%	72%
	IX	108
I buy the same food every week	WC	879
	V%	32%
	IX	108
If I see a new type of food I will try it	WC	1528
	V%	56%
	IX	107
I won't buy genetically modified food if I can help it	WC	1472
	V%	54%
	IX	107
I prefer to eat healthy snacks	WC	1816
	V%	67%
	IX	106
I restrict how much I eat of fattening foods	WC	1707
	V%	63%
	IX	105
The food I eat is all, or almost all, vegetarian	WC	262
	V%	10%
	IX	103

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>FOOD ATTITUDES - AGREE</b>		
I try to buy organic food whenever I can	WC	639
	V%	24%
	IX	103
Taste is more important than ingredients	WC	1305
	V%	48%
	IX	102
I like to eat healthily but don't want to compromise on taste	WC	1885
	V%	69%
	IX	101
I don't have time to spend cooking	WC	522
	V%	19%
	IX	98
I enjoy food from all over the world	WC	1731
	V%	64%
	IX	96
I like to drink wine with my meals	WC	534
	V%	20%
	IX	73

## XYZ Customer Profile Food

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



## XYZ Customer Profile Advertising and Media

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

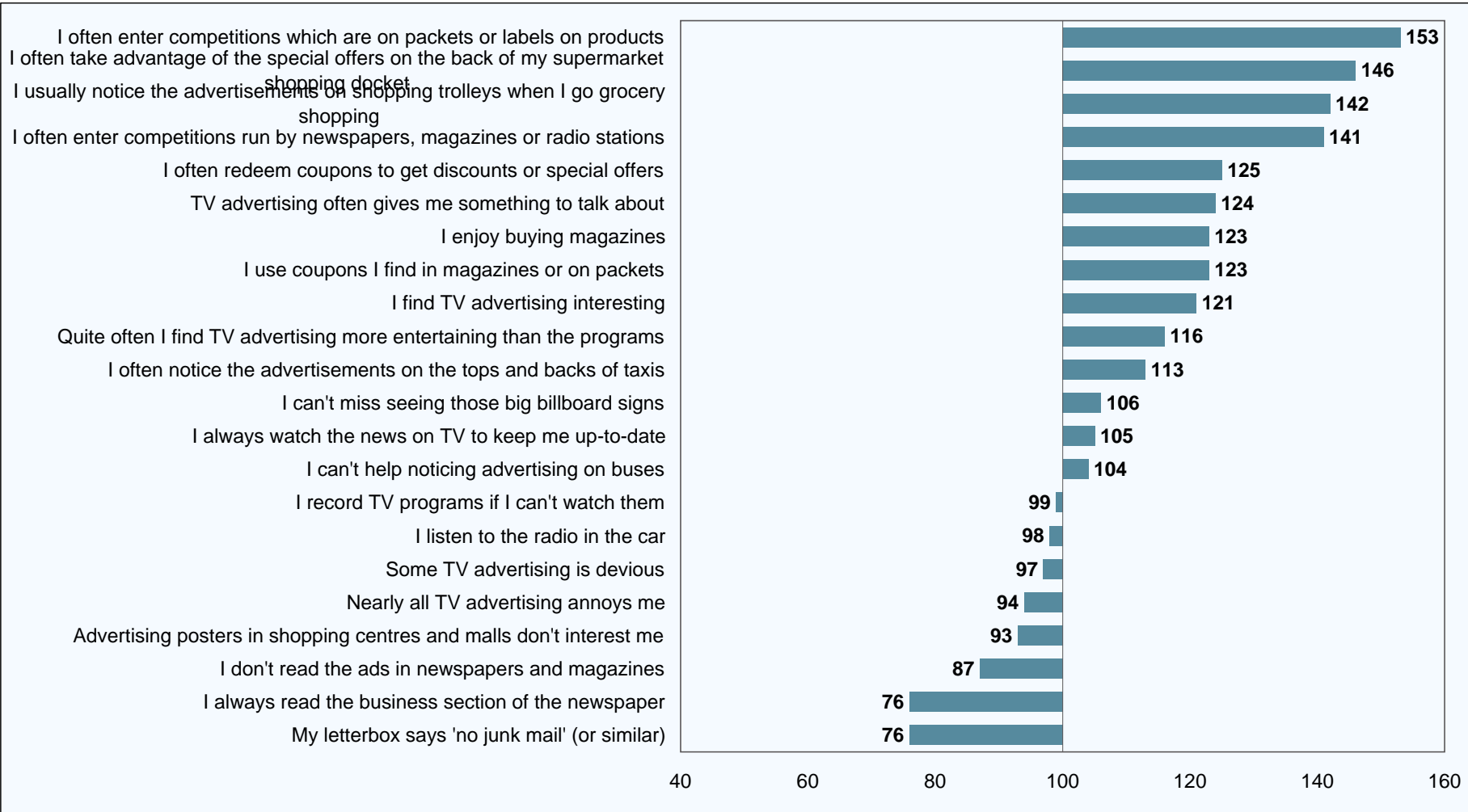
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>		
I often enter competitions which are on packets or labels on products	WC	596
	V%	22%
	IX	153
I often take advantage of the special offers on the back of my supermarket shopping docket	WC	807
	V%	30%
	IX	146
I usually notice the advertisements on shopping trolleys when I go grocery shopping	WC	417
	V%	15%
	IX	142
I often enter competitions run by newspapers, magazines or radio stations	WC	661
	V%	24%
	IX	141
I often redeem coupons to get discounts or special offers	WC	1328
	V%	49%
	IX	125
TV advertising often gives me something to talk about	WC	980
	V%	36%
	IX	124
I enjoy buying magazines	WC	1243
	V%	46%
	IX	123
I use coupons I find in magazines or on packets	WC	1063
	V%	39%
	IX	123

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>		
I find TV advertising interesting	WC	850
	V%	31%
	IX	121
Quite often I find TV advertising more entertaining than the programs	WC	583
	V%	21%
	IX	116
I often notice the advertisements on the tops and backs of taxis	WC	699
	V%	26%
	IX	113
I can't miss seeing those big billboard signs	WC	1654
	V%	61%
	IX	106
I always watch the news on TV to keep me up-to-date	WC	1947
	V%	72%
	IX	105
I can't help noticing advertising on buses	WC	1650
	V%	61%
	IX	104
I record TV programs if I can't watch them	WC	1212
	V%	45%
	IX	99
I listen to the radio in the car	WC	2073
	V%	76%
	IX	98

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>		
Some TV advertising is devious	WC	2033
	V%	75%
	IX	97
Nearly all TV advertising annoys me	WC	1486
	V%	55%
	IX	94
Advertising posters in shopping centres and malls don't interest me	WC	1709
	V%	63%
	IX	93
I don't read the ads in newspapers and magazines	WC	942
	V%	35%
	IX	87
I always read the business section of the newspaper	WC	404
	V%	15%
	IX	76
My letterbox says 'no junk mail' (or similar)	WC	337
	V%	12%
	IX	76

## XYZ Customer Profile Advertising and Media

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



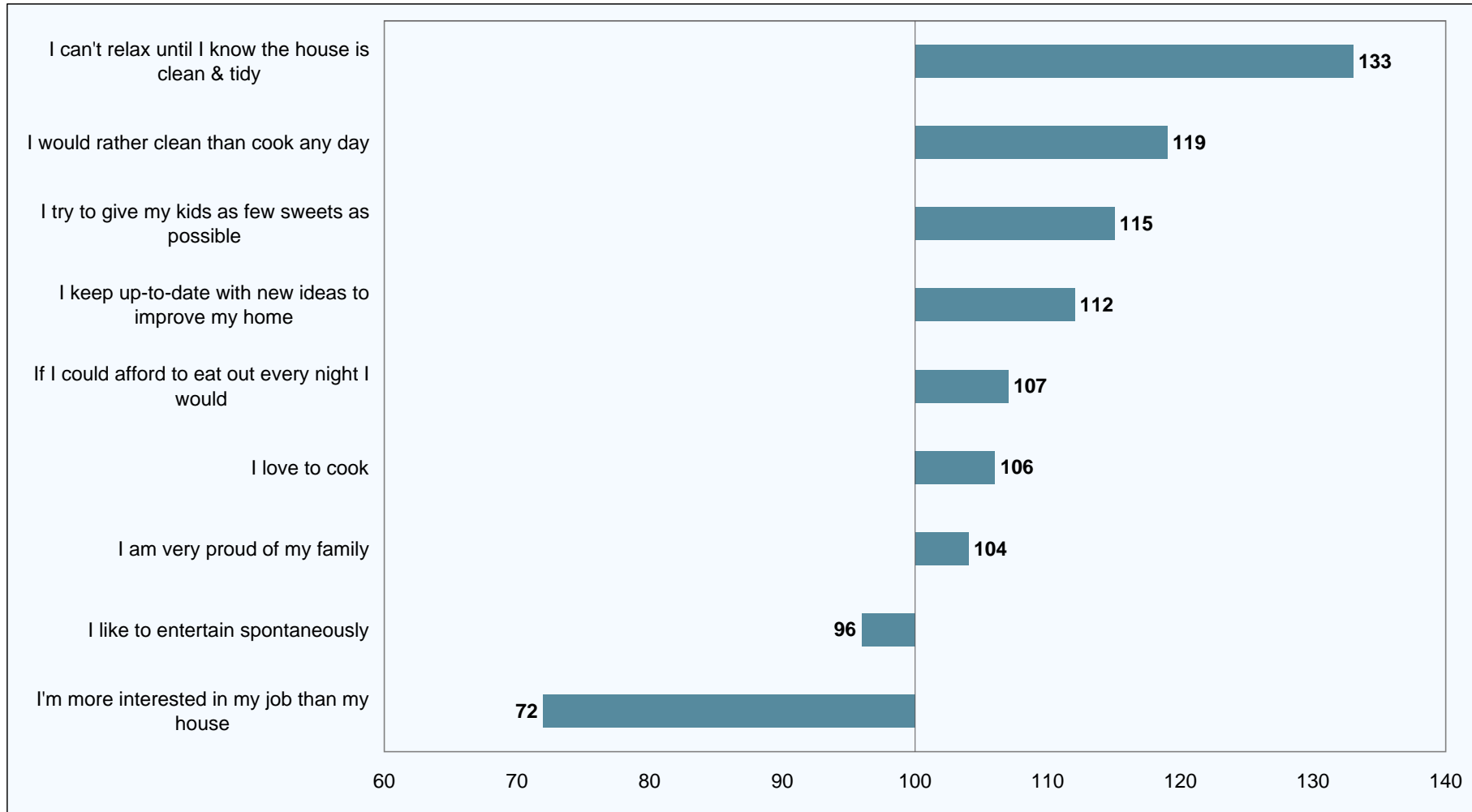
## XYZ Customer Profile Family and Home

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>FAMILY AND HOME ATTITUDES - AGREE</b>		
I can't relax until I know the house is clean & tidy	WC	1445
	V%	53%
	IX	133
I would rather clean than cook any day	WC	673
	V%	25%
	IX	119
I try to give my kids as few sweets as possible	WC	1789
	V%	66%
	IX	115
I keep up-to-date with new ideas to improve my home	WC	949
	V%	35%
	IX	112
If I could afford to eat out every night I would	WC	557
	V%	21%
	IX	107
I love to cook	WC	1766
	V%	65%
	IX	106
I am very proud of my family	WC	2551
	V%	94%
	IX	104
I like to entertain spontaneously	WC	1171
	V%	43%
	IX	96
I'm more interested in my job than my house	WC	348
	V%	13%
	IX	72

## XYZ Customer Profile Family and Home

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



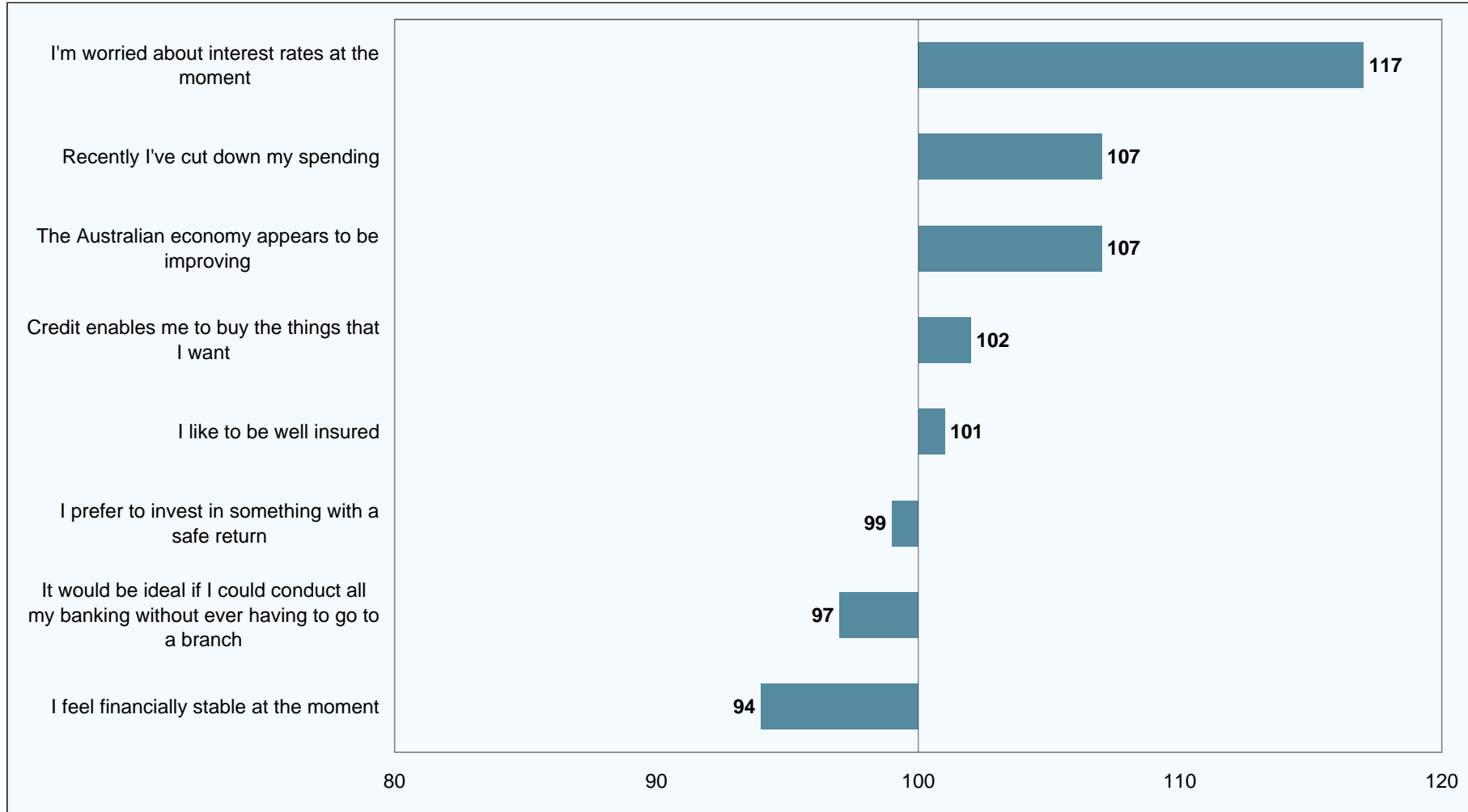
## XYZ Customer Profile Finance

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>FINANCE ATTITUDES - AGREE</b>		
I'm worried about interest rates at the moment	WC	1160
	V%	43%
	IX	117
Recently I've cut down my spending	WC	1954
	V%	72%
	IX	107
The Australian economy appears to be improving	WC	848
	V%	31%
	IX	107
Credit enables me to buy the things that I want	WC	905
	V%	33%
	IX	102
I like to be well insured	WC	2019
	V%	74%
	IX	101
I prefer to invest in something with a safe return	WC	2181
	V%	80%
	IX	99
It would be ideal if I could conduct all my banking without ever having to go to a branch	WC	1286
	V%	47%
	IX	97
I feel financially stable at the moment	WC	1434
	V%	53%
	IX	94

## XYZ Customer Profile Finance

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



## XYZ Customer Profile Holiday

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>HOLIDAY ATTITUDES - AGREE</b>		
I enjoy holidays where everything is organised for you	WC	894
	V%	33%
	IX	117
I avoid staying at accommodation that does not have genuine environmental policies	WC	557
	V%	21%
	IX	116
I sometimes organise holidays on behalf of my family and friends	WC	744
	V%	27%
	IX	115
On holidays I like to do as little as possible	WC	1414
	V%	52%
	IX	114
For my next holiday, I'd really like a total ecotourism experience	WC	607
	V%	22%
	IX	110
I like to go away on weekends	WC	1344
	V%	50%
	IX	106
I usually book and arrange all my holiday travel details myself	WC	1743
	V%	64%
	IX	103
I like to take holidays within Australia	WC	2248
	V%	83%
	IX	102

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>HOLIDAY ATTITUDES - AGREE</b>		
I prefer to holiday where I can see nature or be in a natural setting	WC	1959
	V%	72%
	IX	100
I'm always very active on holidays	WC	1206
	V%	44%
	IX	99
I'd like to holiday where I can experience the local culture	WC	1830
	V%	67%
	IX	98
I like to take my holidays away from crowds	WC	1900
	V%	70%
	IX	97
I prefer the bright lights and big cities when I travel	WC	410
	V%	15%
	IX	91
I usually leave holiday arrangements to someone else	WC	576
	V%	21%
	IX	88
It only feels like a holiday if I leave Australia	WC	197
	V%	7%
	IX	83

## XYZ Customer Profile Holiday

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



## XYZ Customer Profile

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

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

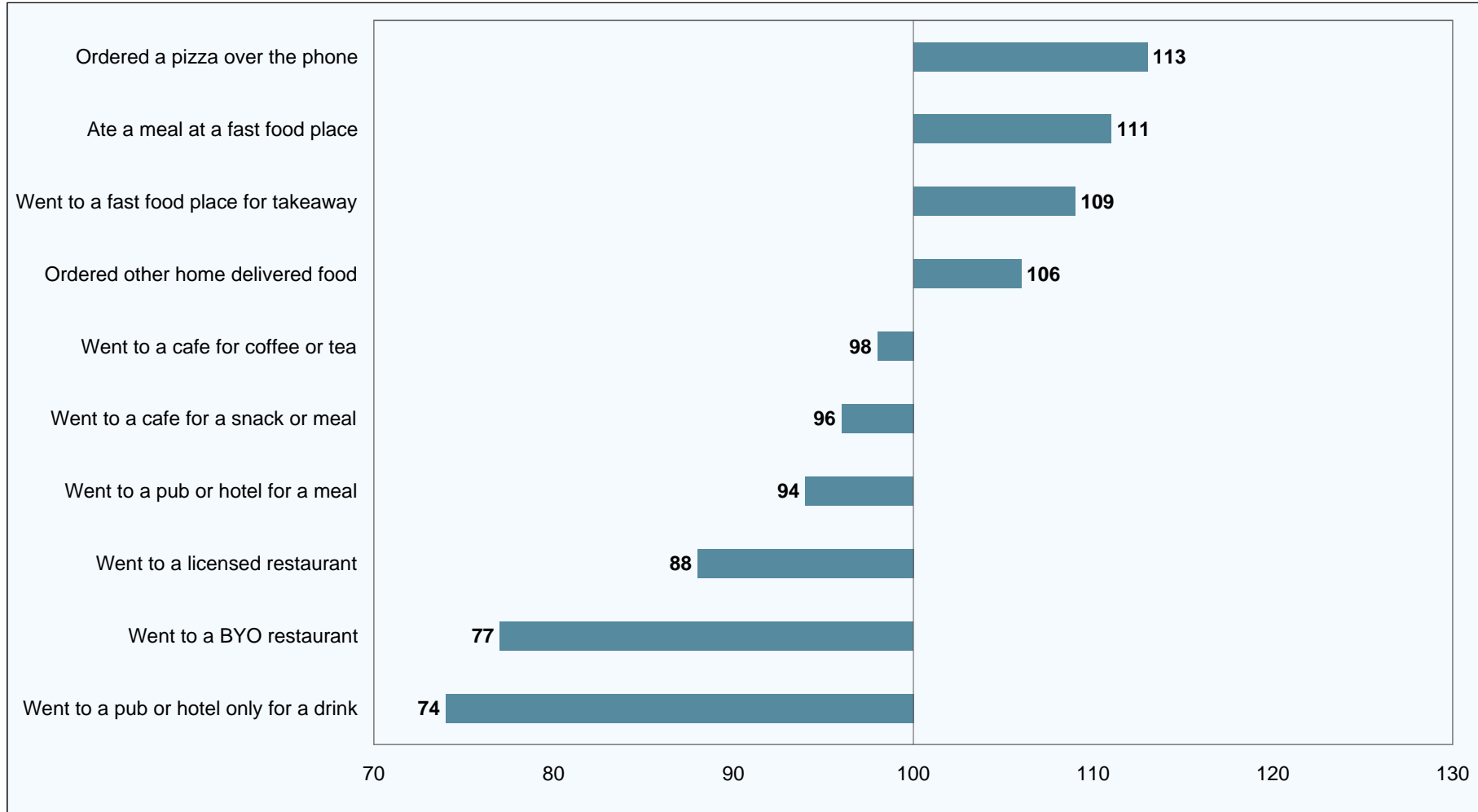
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Ordered a pizza over the phone	WC	1207
	V%	44%
	IX	113
Ate a meal at a fast food place	WC	1402
	V%	52%
	IX	111
Went to a fast food place for takeaway	WC	1670
	V%	62%
	IX	109
Ordered other home delivered food	WC	330
	V%	12%
	IX	106
Went to a cafe for coffee or tea	WC	1387
	V%	51%
	IX	98

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
EATING OUT / FAST FOOD IN THE LAST 3 MONTHS		
Went to a cafe for a snack or meal	WC	1065
	V%	39%
	IX	96
Went to a pub or hotel for a meal	WC	1006
	V%	37%
	IX	94
Went to a licensed restaurant	WC	1245
	V%	46%
	IX	88
Went to a BYO restaurant	WC	495
	V%	18%
	IX	77
Went to a pub or hotel only for a drink	WC	526
	V%	19%
	IX	74

## XYZ Customer Profile

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

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



## XYZ Customer Profile

### Activities in the Last 3 Months - Leisure

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

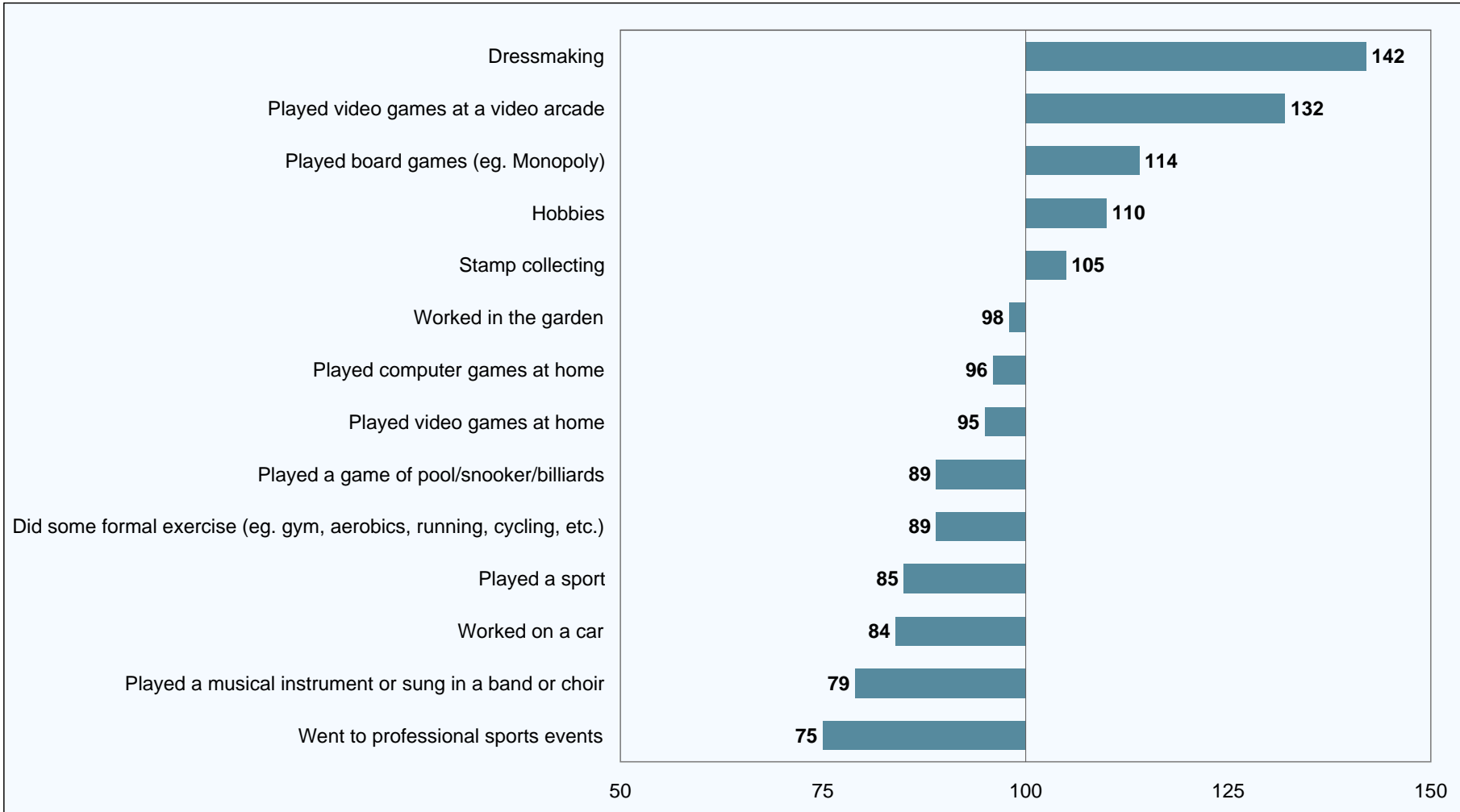
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>LEISURE ACTIVITIES IN THE LAST 3 MONTHS</b>		
Dressmaking	WC	288
	V%	11%
	IX	142
Played video games at a video arcade	WC	98
	V%	4%
	IX	132
Played board games (eg. Monopoly)	WC	745
	V%	27%
	IX	114
Hobbies	WC	919
	V%	34%
	IX	110
Stamp collecting	WC	53
	V%	2%
	IX	105
Worked in the garden	WC	1614
	V%	59%
	IX	98
Played computer games at home	WC	918
	V%	34%
	IX	96

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>LEISURE ACTIVITIES IN THE LAST 3 MONTHS</b>		
Played video games at home	WC	503
	V%	19%
	IX	95
Played a game of pool/snooker/billiards	WC	324
	V%	12%
	IX	89
Did some formal exercise (eg. gym, aerobics, running, cycling, etc.)	WC	1128
	V%	42%
	IX	89
Played a sport	WC	545
	V%	20%
	IX	85
Worked on a car	WC	396
	V%	15%
	IX	84
Played a musical instrument or sung in a band or choir	WC	254
	V%	9%
	IX	79
Went to professional sports events	WC	248
	V%	9%
	IX	75

## XYZ Customer Profile

### Activities in the Last 3 Months - Leisure

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



## XYZ Customer Profile

### Activities in the Last 3 Months - Entertainment

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

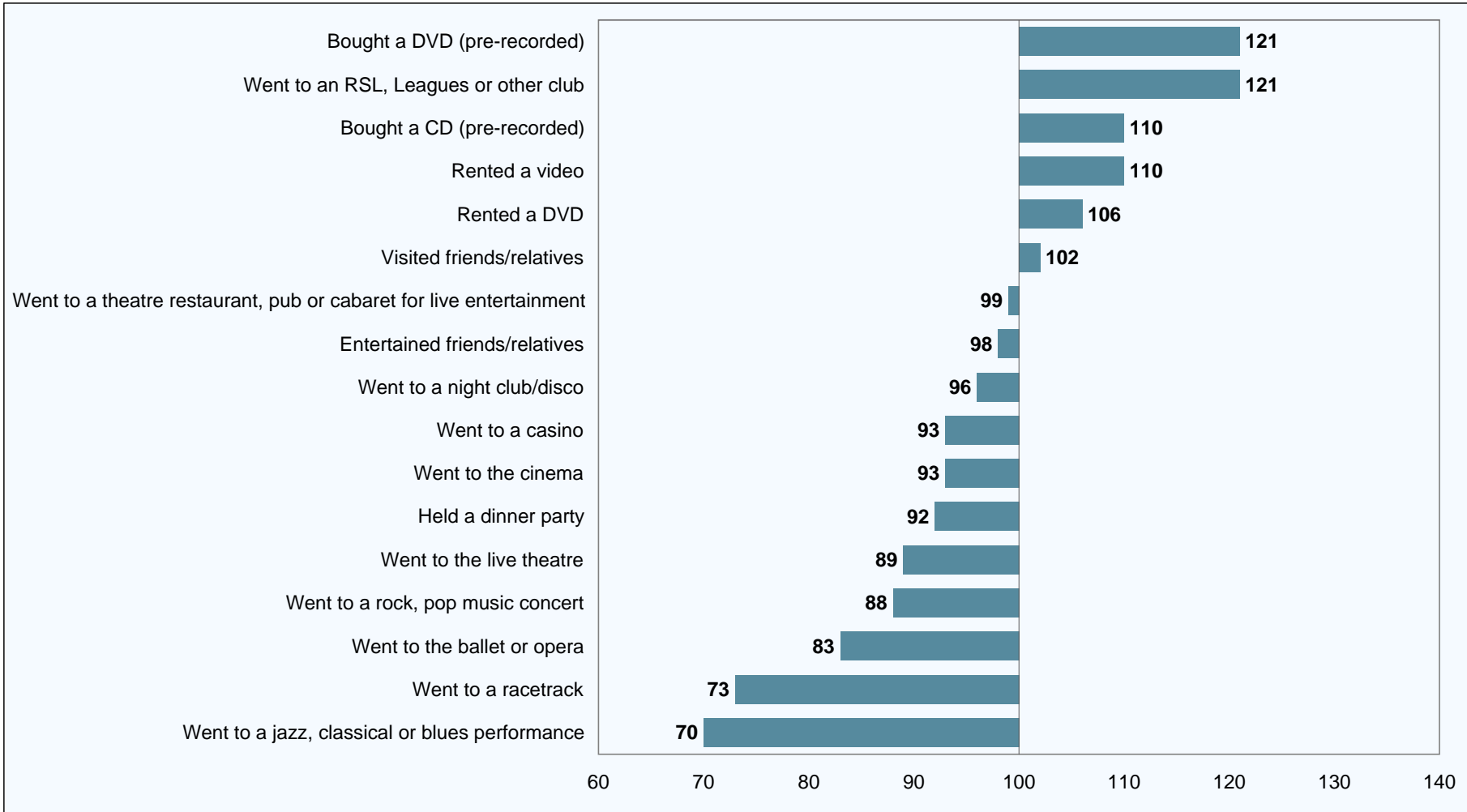
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Bought a DVD (pre-recorded)	WC	1161
	V%	43%
	IX	121
Went to an RSL, Leagues or other club	WC	875
	V%	32%
	IX	121
Bought a CD (pre-recorded)	WC	654
	V%	24%
	IX	110
Rented a video	WC	252
	V%	9%
	IX	110
Rented a DVD	WC	1004
	V%	37%
	IX	106
Visited friends/relatives	WC	2349
	V%	86%
	IX	102
Went to a theatre restaurant, pub or cabaret for live entertainment	WC	230
	V%	8%
	IX	99
Entertained friends/relatives	WC	1751
	V%	64%
	IX	98
Went to a night club/disco	WC	256
	V%	9%
	IX	96

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS		
Went to a casino	WC	218
	V%	8%
	IX	93
Went to the cinema	WC	1133
	V%	42%
	IX	93
Held a dinner party	WC	617
	V%	23%
	IX	92
Went to the live theatre	WC	299
	V%	11%
	IX	89
Went to a rock, pop music concert	WC	214
	V%	8%
	IX	88
Went to the ballet or opera	WC	56
	V%	2%
	IX	83
Went to a racetrack	WC	87
	V%	3%
	IX	73
Went to a jazz, classical or blues performance	WC	81
	V%	3%
	IX	70

## XYZ Customer Profile

### Activities in the Last 3 Months - Entertainment

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



## XYZ Customer 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		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED - SUMMARY</b>		
Swimming/Diving	WC	665
	V%	24%
	IX	117
NRL	WC	925
	V%	34%
	IX	113
Basketball	WC	231
	V%	9%
	IX	111
Olympic Games	WC	1354
	V%	50%
	IX	101
Horse Racing/Harness racing	WC	907
	V%	33%
	IX	100
Lawn Bowls	WC	217
	V%	8%
	IX	98
Tennis	WC	810
	V%	30%
	IX	97
Car racing	WC	808
	V%	30%
	IX	95
Soccer	WC	494
	V%	18%
	IX	92

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED - SUMMARY</b>		
Cricket	WC	1124
	V%	41%
	IX	92
AFL	WC	909
	V%	33%
	IX	90
Rugby Union	WC	463
	V%	17%
	IX	88
Motorcycle Racing	WC	232
	V%	9%
	IX	86
Golf	WC	372
	V%	14%
	IX	85
Total watched sport on TV	WC	2255
	V%	83%
	IX	101

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED</b>		
AFL - on ch7/Ch10	WC	882
	V%	32%
	IX	90
AFL - on Pay TV	WC	176
	V%	6%
	IX	80
NRL club round on Ch9	WC	671
	V%	25%
	IX	113
NRL club round on Pay TV	WC	228
	V%	8%
	IX	112
Rugby League NRL State of Origin	WC	791
	V%	29%
	IX	113
Rugby Union Super 14	WC	219
	V%	8%
	IX	93
Rugby Union International	WC	288
	V%	11%
	IX	79
Rugby World Cup	WC	373
	V%	14%
	IX	87
FIFA World Cup Soccer	WC	406
	V%	15%
	IX	91

CONTINUED ↓

## XYZ Customer 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		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED</b>		
	WC	219
A-League Soccer	V%	8%
	IX	98
	WC	193
Other Soccer	V%	7%
	IX	94
	WC	111
American basketball	V%	4%
	IX	113
	WC	117
Australian basketball	V%	4%
	IX	115
	WC	125
Women's basketball	V%	5%
	IX	114
	WC	295
Netball	V%	11%
	IX	120
	WC	63
American baseball	V%	2%
	IX	90
	WC	44
American football	V%	2%
	IX	55
	WC	90
Beach volleyball	V%	3%
	IX	107

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED</b>		
	WC	927
Cricket - Test match	V%	34%
	IX	89
	WC	829
Cricket - International One Day match	V%	31%
	IX	85
	WC	252
Cricket - State One Day match	V%	9%
	IX	87
	WC	544
Bathurst 1000	V%	20%
	IX	92
	WC	317
Formula 1 car racing	V%	12%
	IX	82
	WC	159
Indy car events	V%	6%
	IX	109
	WC	494
V8 supercars	V%	18%
	IX	95
	WC	180
Rally car racing	V%	7%
	IX	94
	WC	189
Drag racing	V%	7%
	IX	100

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED</b>		
	WC	133
Other car racing	V%	5%
	IX	106
	WC	232
Motorcycle racing	V%	9%
	IX	86
	WC	892
Horse racing - Melbourne Cup	V%	33%
	IX	101
	WC	277
Horse racing - Caulfield Cup	V%	10%
	IX	90
	WC	218
Horse racing - Cox Plate	V%	8%
	IX	89
	WC	180
Horse racing - Golden Slipper	V%	7%
	IX	99
	WC	166
Horse racing - Other	V%	6%
	IX	96
	WC	56
Trotting (Harness racing)	V%	2%
	IX	90
	WC	88
Horse riding/Equestrian	V%	3%
	IX	108

CONTINUED ↓

## XYZ Customer Profile Sports Watched on TV

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

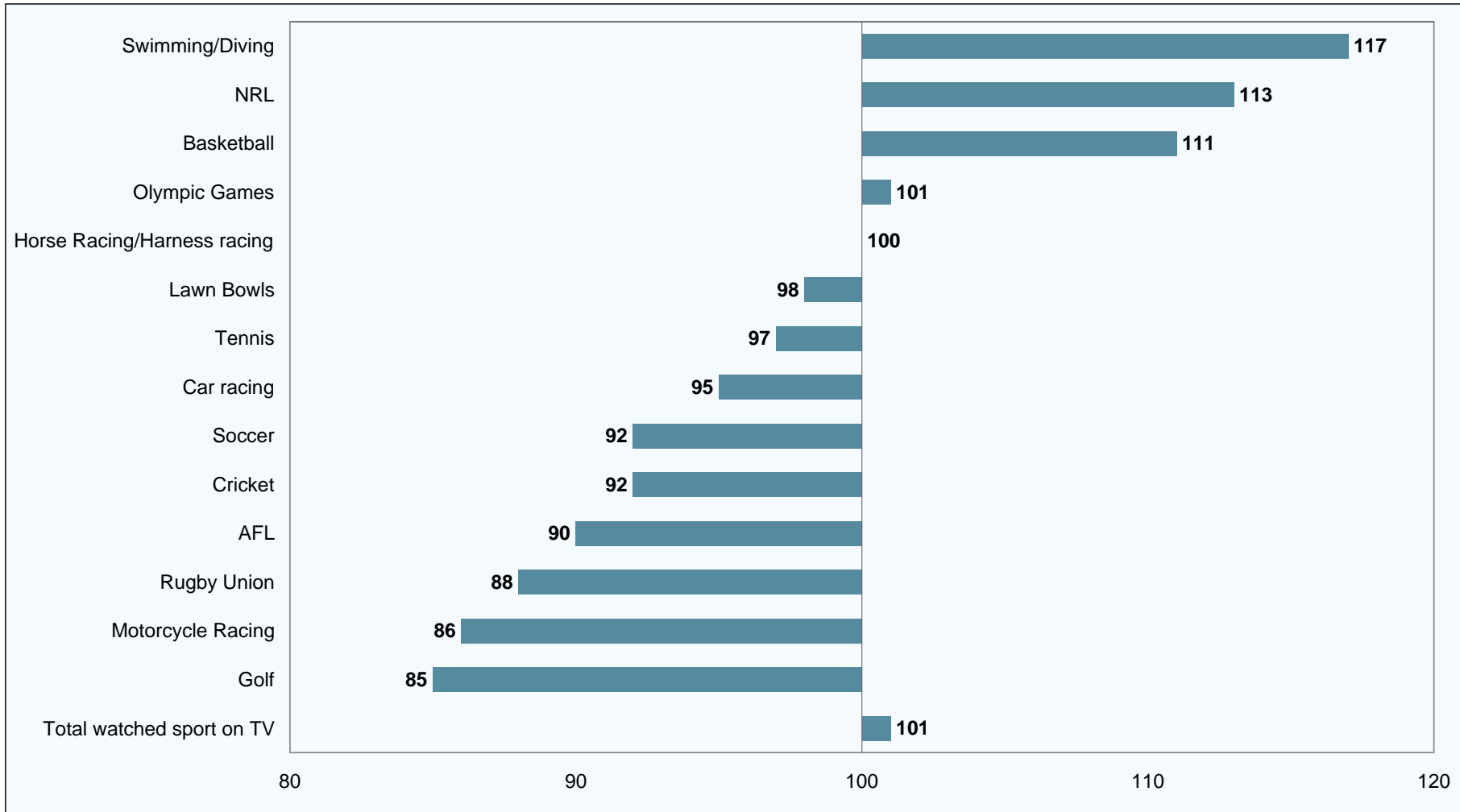
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED</b>		
Greyhound racing	WC	67
	V%	2%
	IX	107
Golf	WC	372
	V%	14%
	IX	85
Cycling	WC	197
	V%	7%
	IX	74
Gymnastics	WC	267
	V%	10%
	IX	125
Body building	WC	27
	V%	1%
	IX	139
Boxing	WC	189
	V%	7%
	IX	99
Wrestling	WC	214
	V%	8%
	IX	135
Field hockey	WC	68
	V%	2%
	IX	90
Ice hockey	WC	42
	V%	2%
	IX	100

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED</b>		
Figure skating	WC	188
	V%	7%
	IX	141
Iron Man contests	WC	150
	V%	6%
	IX	101
Athletics/Track & field	WC	173
	V%	6%
	IX	90
Marathons/Running	WC	94
	V%	3%
	IX	95
Triathlon	WC	82
	V%	3%
	IX	77
Snooker/Billiards/Pool	WC	89
	V%	3%
	IX	97
Lawn bowls	WC	217
	V%	8%
	IX	98
Squash	WC	17
	V%	1%
	IX	97
Tennis	WC	810
	V%	30%
	IX	97

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>TV SPORTS WATCHED</b>		
Snow skiing/Snowboarding	WC	68
	V%	3%
	IX	80
Ski jumping/Aerials	WC	50
	V%	2%
	IX	84
Surfing	WC	111
	V%	4%
	IX	76
Wind surfing/Sailboarding	WC	16
	V%	1%
	IX	90
Sailing	WC	50
	V%	2%
	IX	84
Swimming	WC	619
	V%	23%
	IX	116
Diving	WC	270
	V%	10%
	IX	129
Water skiing	WC	38
	V%	1%
	IX	128
Rowing	WC	53
	V%	2%
	IX	87
Olympic Games	WC	1354
	V%	50%
	IX	101

## XYZ Customer Profile Sports Watched on TV

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



# XYZ Customer Profile

## Sports and Activities Participate In

This table shows a Summary and a detailed list of Sports and Activities Participated in by the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
SPORTS PARTICIPATE IN - SUMMARY		
Dancing	WC	274
	V%	10%
	IX	132
Horse Riding	WC	78
	V%	3%
	IX	112
Athletic Activities (inc. Walking for exercise)	WC	2172
	V%	80%
	IX	100
Fishing	WC	423
	V%	16%
	IX	98
Team Sports	WC	476
	V%	18%
	IX	97
Water Sports	WC	922
	V%	34%
	IX	97
Outdoor Activities	WC	735
	V%	27%
	IX	92
Yoga	WC	143
	V%	5%
	IX	92
Individual Sports	WC	810
	V%	30%
	IX	91

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
SPORTS PARTICIPATE IN - SUMMARY		
Hiking/Bushwalking	WC	373
	V%	14%
	IX	89
Combative Sports	WC	92
	V%	3%
	IX	88
Shooting	WC	43
	V%	2%
	IX	78
Winter Sports	WC	92
	V%	3%
	IX	73
Motor Sports	WC	59
	V%	2%
	IX	70
Flying (Pilot Licence)	WC	6
	V%	0%
	IX	38
Total participated in any sport/leisure activity regularly or occasionally (inc. walking)	WC	2396
	V%	88%
	IX	99

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
SPORTS PARTICIPATE IN		
Aerobics	WC	179
	V%	7%
	IX	114
Cycling	WC	259
	V%	10%
	IX	69
Gym/Weight training	WC	420
	V%	15%
	IX	77
Gymnastics	WC	47
	V%	2%
	IX	139
Jogging	WC	381
	V%	14%
	IX	85
Power walking	WC	289
	V%	11%
	IX	109
Roller blading/Skating	WC	45
	V%	2%
	IX	118
Marathons/Running	WC	50
	V%	2%
	IX	65
Athletics/Track & field	WC	67
	V%	2%
	IX	97

CONTINUED ↓

# XYZ Customer Profile

## Sports and Activities Participate In

This table shows a Summary and a detailed list of Sports and Activities Participated in by the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SPORTS PARTICIPATE IN</b>		
Triathlons	WC	19
	V%	1%
	IX	68
Walking for exercise	WC	2044
	V%	75%
	IX	105
Australian Rules football	WC	55
	V%	2%
	IX	69
Basketball	WC	106
	V%	4%
	IX	85
Cricket	WC	141
	V%	5%
	IX	89
Field Hockey	WC	38
	V%	1%
	IX	113
Netball	WC	114
	V%	4%
	IX	134
Rugby League	WC	68
	V%	3%
	IX	117
Rugby Union	WC	33
	V%	1%
	IX	101

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SPORTS PARTICIPATE IN</b>		
Soccer	WC	195
	V%	7%
	IX	100
Softball	WC	34
	V%	1%
	IX	127
Baseball	WC	21
	V%	1%
	IX	110
Volleyball	WC	72
	V%	3%
	IX	109
Golf	WC	147
	V%	5%
	IX	56
Lawn bowls	WC	85
	V%	3%
	IX	85
Pool/Snooker/Billiards	WC	237
	V%	9%
	IX	83
Darts	WC	109
	V%	4%
	IX	89
Squash	WC	51
	V%	2%
	IX	88

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SPORTS PARTICIPATE IN</b>		
Badminton	WC	42
	V%	2%
	IX	81
Table tennis	WC	140
	V%	5%
	IX	98
Tennis	WC	189
	V%	7%
	IX	89
Ten Pin bowling	WC	314
	V%	12%
	IX	117
Boxing	WC	34
	V%	1%
	IX	69
Martial arts	WC	65
	V%	2%
	IX	95
Body surfing	WC	116
	V%	4%
	IX	86
Jet skiing	WC	22
	V%	1%
	IX	75
Power boating	WC	39
	V%	1%
	IX	62

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# XYZ Customer Profile

## Sports and Activities Participate In

This table shows a Summary and a detailed list of Sports and Activities Participated in by the target profile group.

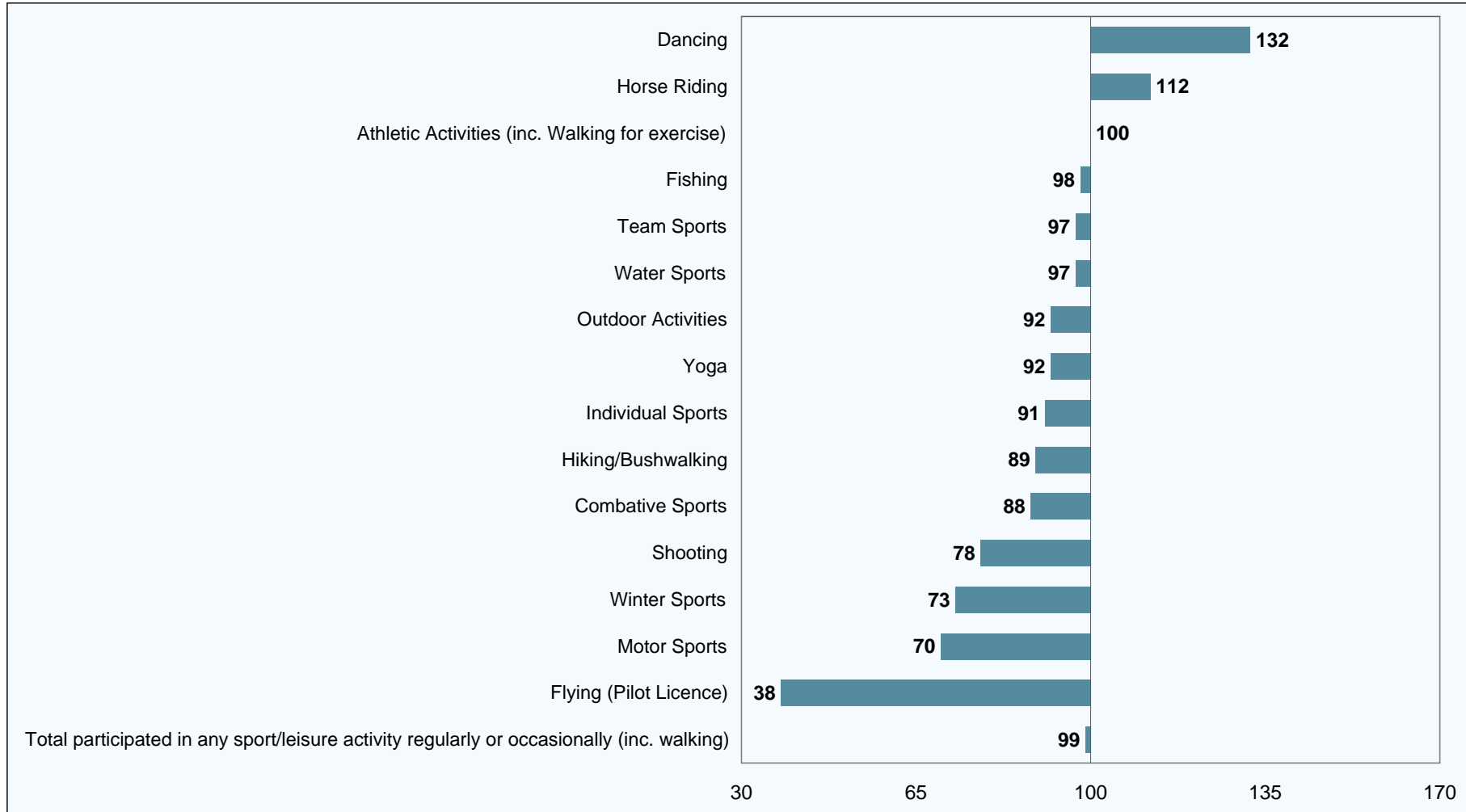
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SPORTS PARTICIPATE IN</b>		
Rowing	WC	33
	V%	1%
	IX	81
Wind surfing/Sailboarding	WC	6
	V%	0%
	IX	49
Sailing	WC	33
	V%	1%
	IX	69
Surfing	WC	62
	V%	2%
	IX	64
Swimming	WC	850
	V%	31%
	IX	105
Scuba diving	WC	27
	V%	1%
	IX	56
Snorkelling/Skin diving	WC	74
	V%	3%
	IX	83
Water skiing	WC	55
	V%	2%
	IX	105
Ice/Figure skating	WC	48
	V%	2%
	IX	142

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SPORTS PARTICIPATE IN</b>		
Snow skiing	WC	42
	V%	2%
	IX	53
Snowboarding	WC	12
	V%	0%
	IX	37
Fishing - fresh water	WC	191
	V%	7%
	IX	88
Fishing - salt water	WC	358
	V%	13%
	IX	97
Hiking/Bushwalking	WC	373
	V%	14%
	IX	89
Horse Riding	WC	78
	V%	3%
	IX	112
Clay/Target shooting	WC	20
	V%	1%
	IX	73
Hunting or Game Shooting	WC	33
	V%	1%
	IX	80
Archery	WC	13
	V%	0%
	IX	58

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>SPORTS PARTICIPATE IN</b>		
Rock climbing/Abseiling	WC	38
	V%	1%
	IX	81
Dirt biking	WC	30
	V%	1%
	IX	53
Motorcycle racing	WC	21
	V%	1%
	IX	111
Motor racing	WC	15
	V%	1%
	IX	56
Ballet/Jazz/Tap/Modern dancing	WC	53
	V%	2%
	IX	130
Ballroom dancing	WC	49
	V%	2%
	IX	132
Line dancing	WC	37
	V%	1%
	IX	178
Other dancing	WC	203
	V%	7%
	IX	130
Yoga	WC	143
	V%	5%
	IX	92
Flying (Pilot Licence)	WC	6
	V%	0%
	IX	38

## XYZ Customer Profile Sports and Activities Participate In

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



## XYZ Customer Profile Media Usage Summary

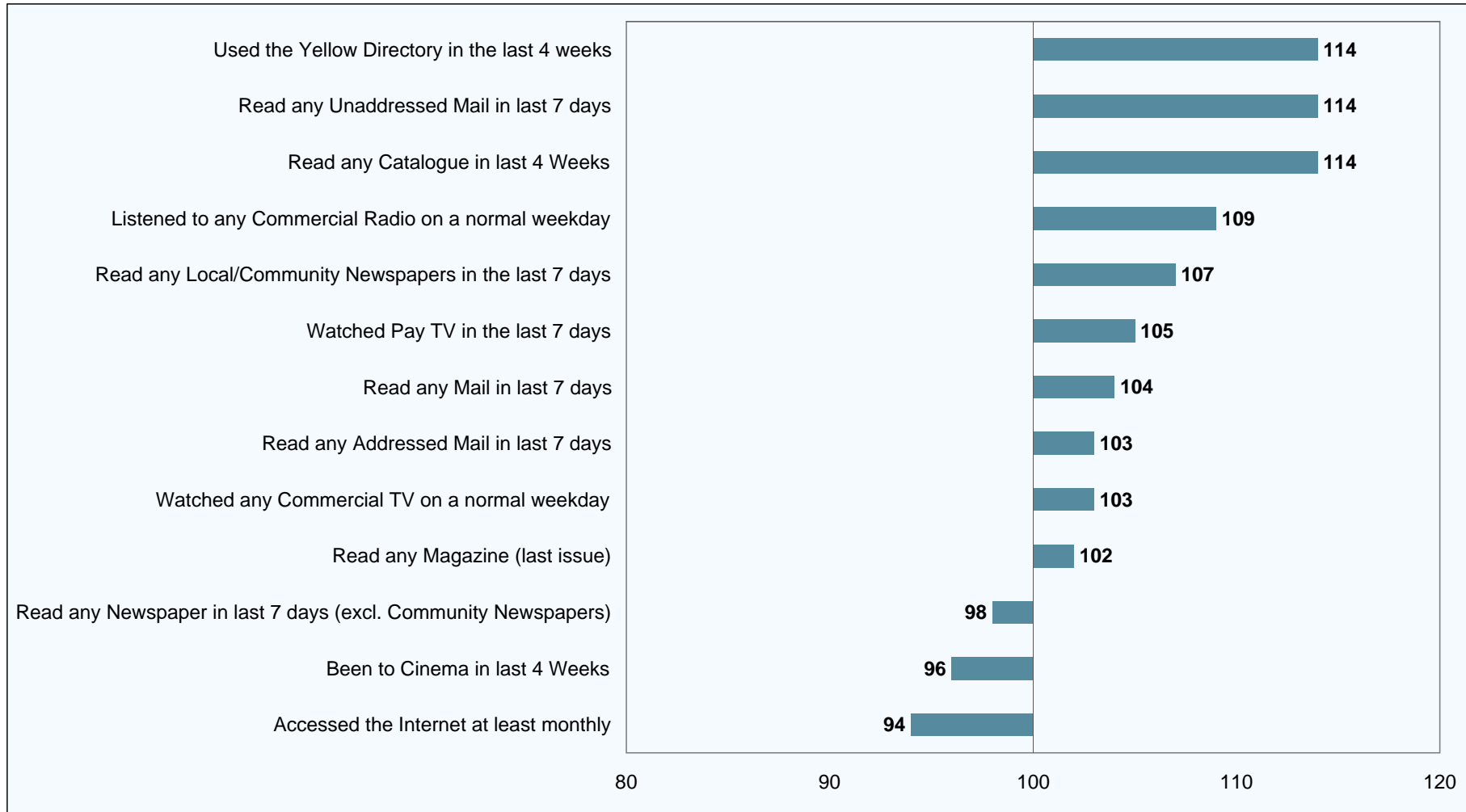
This table shows a Summary of Media Usage for the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>MEDIA USAGE SUMMARY</b>		
Used the Yellow Directory in the last 4 weeks	WC	574
	V%	21%
	IX	114
Read any Unaddressed Mail in last 7 days	WC	2056
	V%	76%
	IX	114
Read any Catalogue in last 4 Weeks	WC	2289
	V%	84%
	IX	114
Listened to any Commercial Radio on a normal weekday	WC	1901
	V%	70%
	IX	109
Read any Local/Community Newspapers in the last 7 days	WC	1351
	V%	50%
	IX	107
Watched Pay TV in the last 7 days	WC	577
	V%	21%
	IX	105
Read any Mail in last 7 days	WC	2414
	V%	89%
	IX	104

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>MEDIA USAGE SUMMARY</b>		
Read any Addressed Mail in last 7 days	WC	2010
	V%	74%
	IX	103
Watched any Commercial TV on a normal weekday	WC	2647
	V%	97%
	IX	103
Read any Magazine (last issue)	WC	2315
	V%	85%
	IX	102
Read any Newspaper in last 7 days (excl. Community Newspapers)	WC	2034
	V%	75%
	IX	98
Been to Cinema in last 4 Weeks	WC	725
	V%	27%
	IX	96
Accessed the Internet at least monthly	WC	1949
	V%	72%
	IX	94

## XYZ Customer Profile Media Usage Summary

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



## XYZ Customer Profile

### Newspaper and Magazine Readership

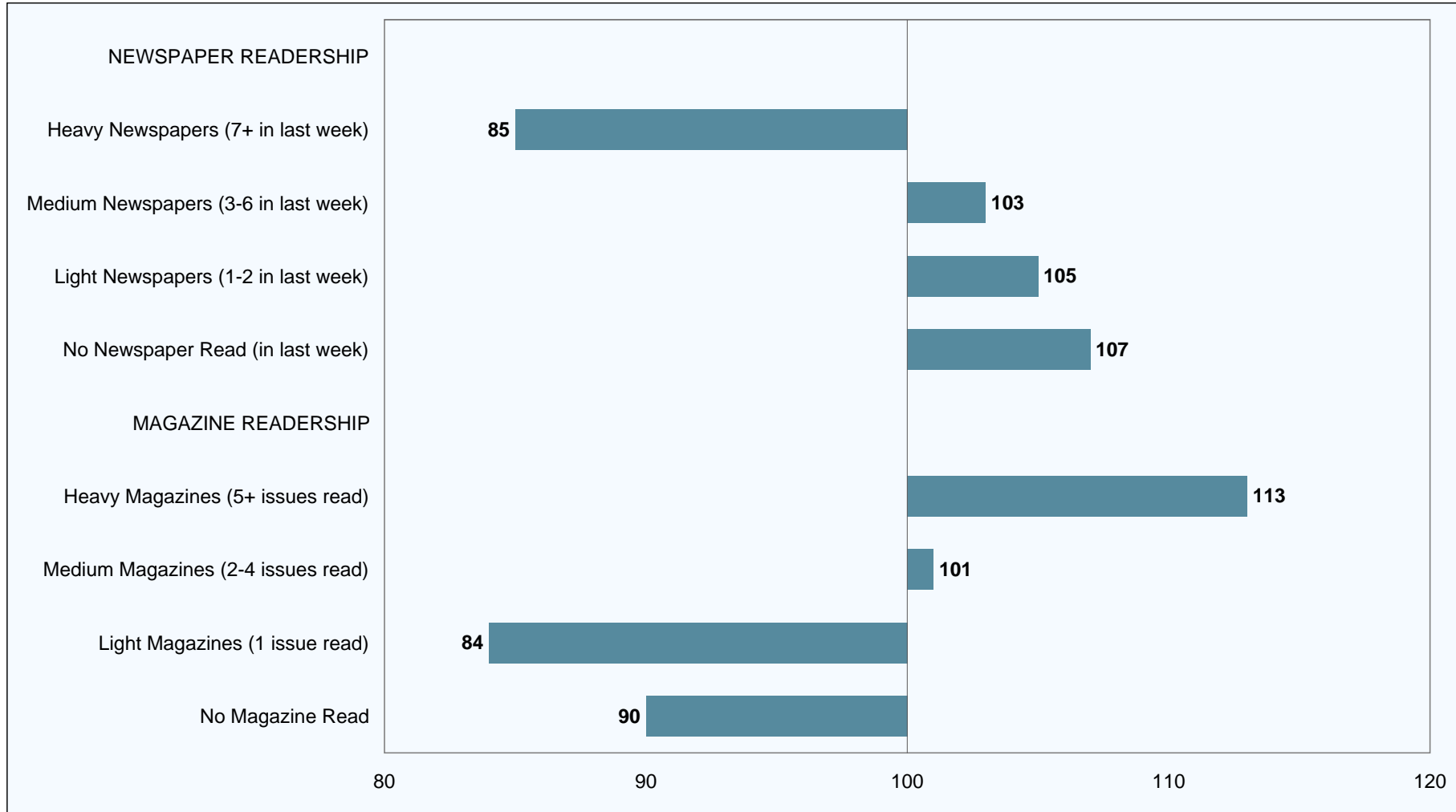
These tables show Newspaper and Magazine Readership of the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>NEWSPAPER READERSHIP</b>		
Heavy Newspapers (7+ in last week)	WC	611
	V%	23%
	IX	85
Medium Newspapers (3-6 in last week)	WC	650
	V%	24%
	IX	103
Light Newspapers (1-2 in last week)	WC	773
	V%	28%
	IX	105
No Newspaper Read (in last week)	WC	681
	V%	25%
	IX	107

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>MAGAZINE READERSHIP</b>		
Heavy Magazines (5+ issues read)	WC	884
	V%	33%
	IX	113
Medium Magazines (2-4 issues read)	WC	1070
	V%	39%
	IX	101
Light Magazines (1 issue read)	WC	361
	V%	13%
	IX	84
No Magazine Read	WC	400
	V%	15%
	IX	90

## XYZ Customer Profile Newspaper and Magazine Readership

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



## XYZ Customer Profile

### Weekday Commercial TV Viewing and Radio Listening

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

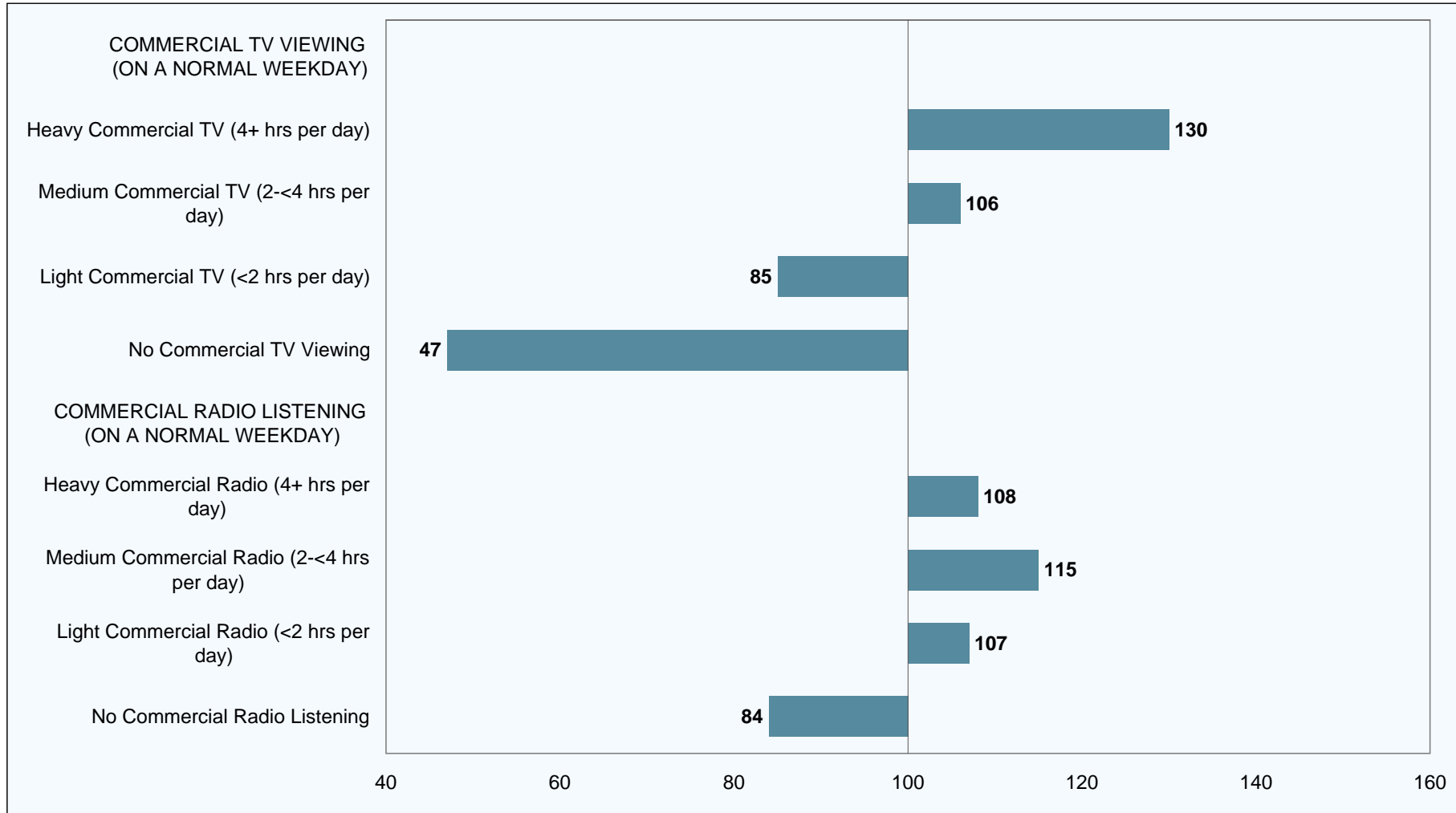
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>COMMERCIAL TV VIEWING (ON A NORMAL WEEKDAY)</b>		
Heavy Commercial TV (4+ hrs per day)	WC	675
	V%	25%
	IX	130
Medium Commercial TV (2-<4 hrs per day)	WC	1166
	V%	43%
	IX	106
Light Commercial TV (<2 hrs per day)	WC	805
	V%	30%
	IX	85
No Commercial TV Viewing	WC	69
	V%	3%
	IX	47

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>COMMERCIAL RADIO LISTENING (ON A NORMAL WEEKDAY)</b>		
Heavy Commercial Radio (4+ hrs per day)	WC	399
	V%	15%
	IX	108
Medium Commercial Radio (2-<4 hrs per day)	WC	462
	V%	17%
	IX	115
Light Commercial Radio (<2 hrs per day)	WC	1040
	V%	38%
	IX	107
No Commercial Radio Listening	WC	815
	V%	30%
	IX	84

## XYZ Customer Profile

### Weekday Commercial TV Viewing and Radio Listening

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



## XYZ Customer Profile

### Internet Usage and Cinema Attendance

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

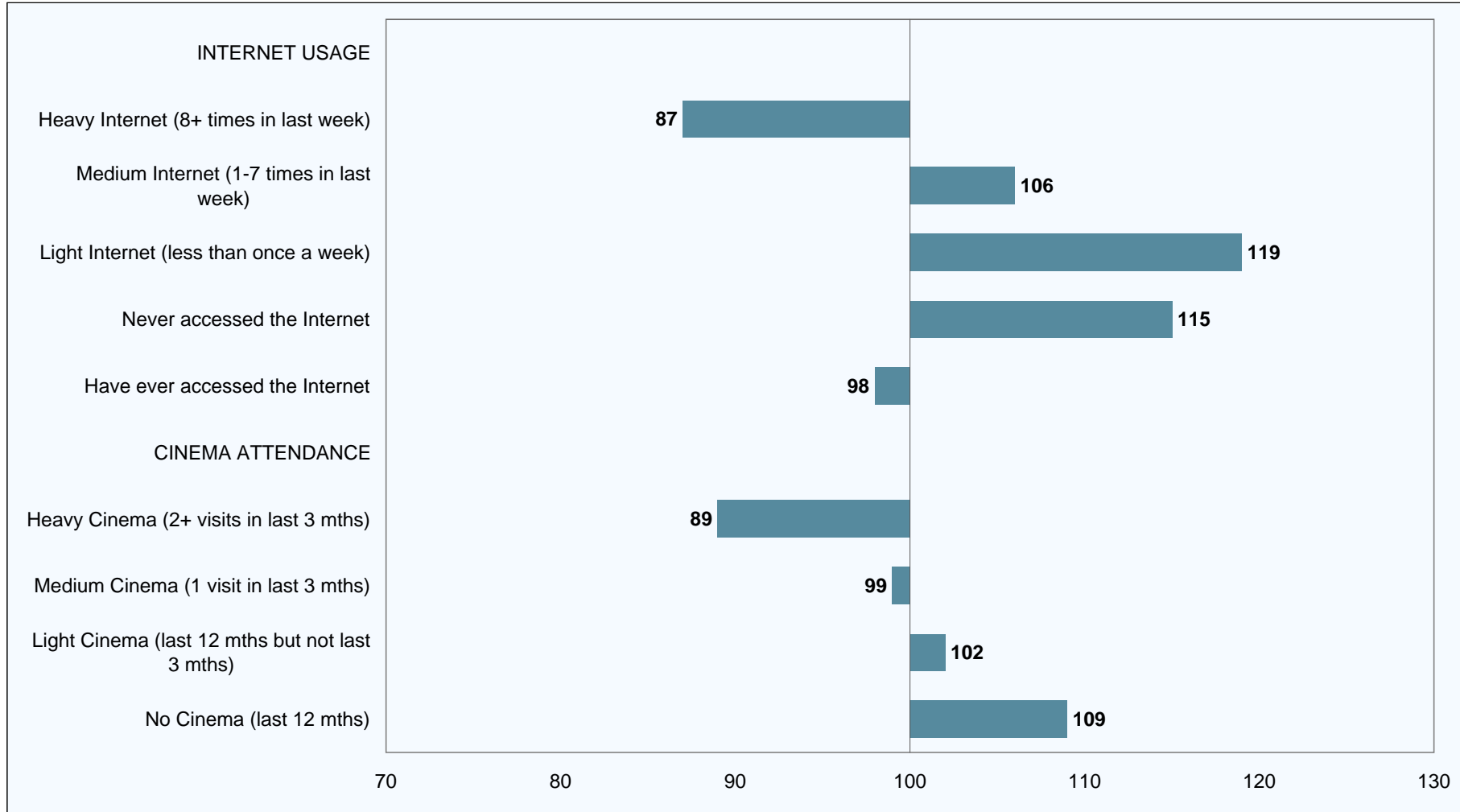
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>INTERNET USAGE</b>		
Heavy Internet (8+ times in last week)	WC	1100
	V%	41%
	IX	87
Medium Internet (1-7 times in last week)	WC	754
	V%	28%
	IX	106
Light Internet (less than once a week)	WC	493
	V%	18%
	IX	119
Never accessed the Internet	WC	369
	V%	14%
	IX	115
Have ever accessed the Internet	WC	2347
	V%	86%
	IX	98

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>CINEMA ATTENDANCE</b>		
Heavy Cinema (2+ visits in last 3 mths)	WC	669
	V%	25%
	IX	89
Medium Cinema (1 visit in last 3 mths)	WC	553
	V%	20%
	IX	99
Light Cinema (last 12 mths but not last 3 mths)	WC	472
	V%	17%
	IX	102
No Cinema (last 12 mths)	WC	1021
	V%	38%
	IX	109

## XYZ Customer Profile

### Internet Usage and Cinema Attendance

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



## XYZ Customer Profile

### Addressed and Unaddressed Mail Readership

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

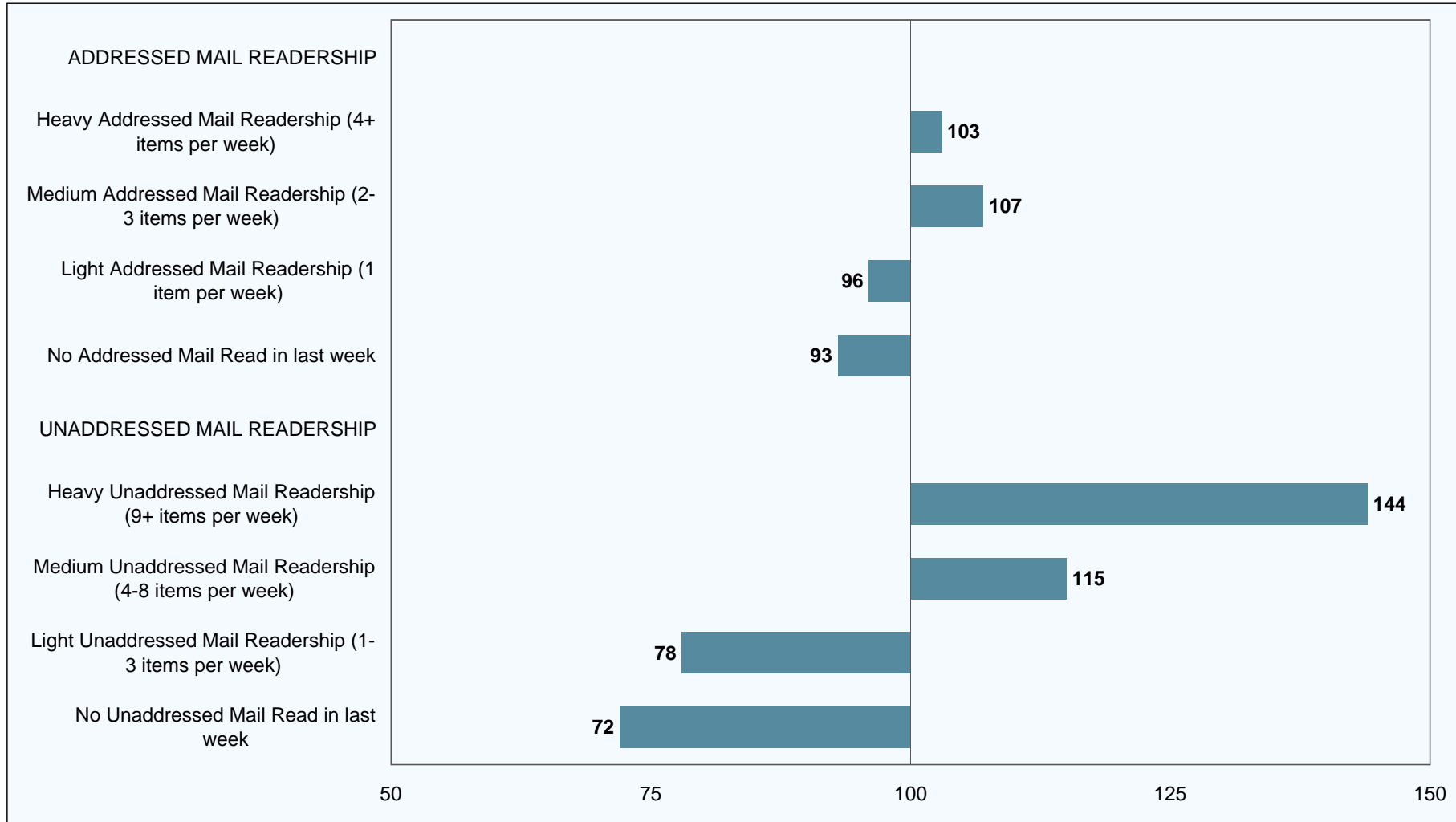
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>ADDRESSED MAIL READERSHIP</b>		
Heavy Addressed Mail Readership (4+ items per week)	WC	925
	V%	34%
	IX	103
Medium Addressed Mail Readership (2-3 items per week)	WC	691
	V%	25%
	IX	107
Light Addressed Mail Readership (1 item per week)	WC	394
	V%	15%
	IX	96
No Addressed Mail Read in last week	WC	705
	V%	26%
	IX	93

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
<b>UNADDRESSED MAIL READERSHIP</b>		
Heavy Unaddressed Mail Readership (9+ items per week)	WC	936
	V%	34%
	IX	144
Medium Unaddressed Mail Readership (4-8 items per week)	WC	693
	V%	26%
	IX	115
Light Unaddressed Mail Readership (1-3 items per week)	WC	427
	V%	16%
	IX	78
No Unaddressed Mail Read in last week	WC	660
	V%	24%
	IX	72

## XYZ Customer Profile

### Addressed and Unaddressed Mail Readership

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



## XYZ Customer Profile

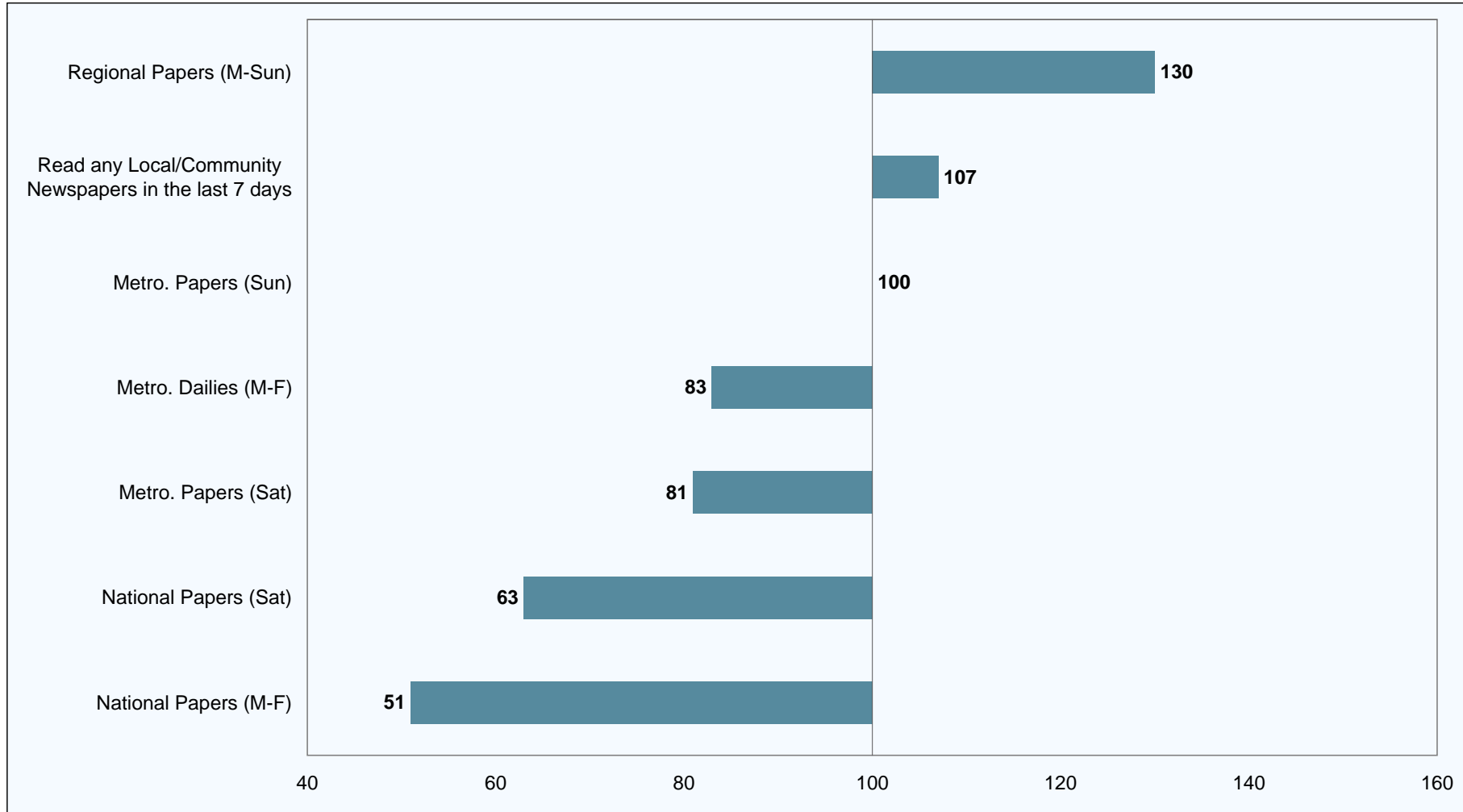
### Type of Newspaper Read

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

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
TYPE OF NEWSPAPER READ		
Regional Papers (M-Sun)	WC	593
	V%	22%
Read any Local/Community Newspapers in the last 7 days	IX	130
	WC	1351
Metro. Papers (Sun)	V%	50%
	IX	107
Metro. Dailies (M-F)	WC	1206
	V%	44%
Metro. Papers (Sat)	IX	100
	WC	989
National Papers (Sat)	V%	36%
	IX	83
National Papers (M-F)	WC	824
	V%	30%
	IX	81
	WC	96
	V%	4%
	IX	63
	WC	73
	V%	3%
	IX	51

## XYZ Customer Profile Type of Newspaper Read

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



# XYZ Customer Profile

## Type of Magazine Read

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

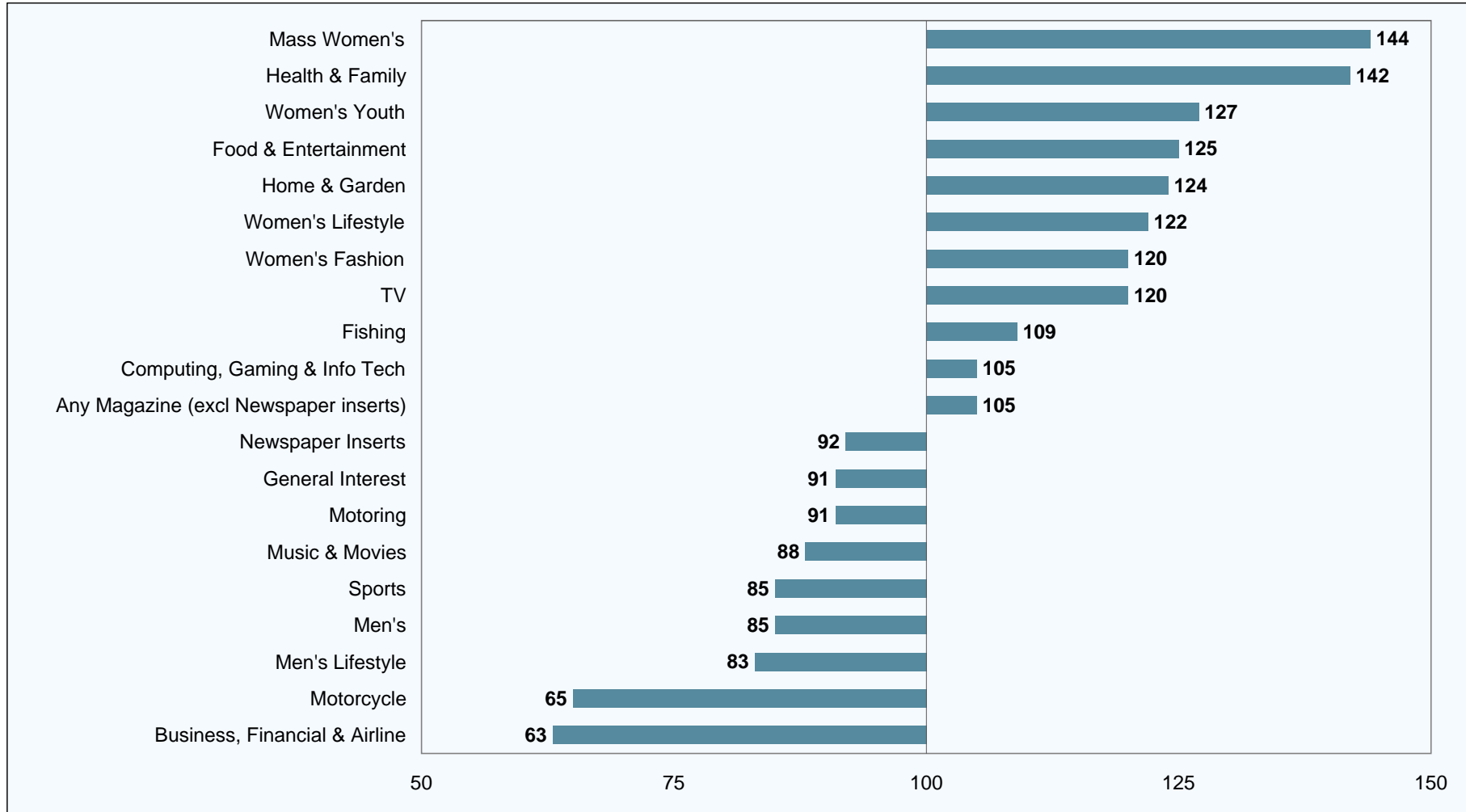
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
TYPE OF MAGAZINE READ		
Mass Women's	WC	1065
	V%	39%
	IX	144
Health & Family	WC	396
	V%	15%
	IX	142
Women's Youth	WC	93
	V%	3%
	IX	127
Food & Entertainment	WC	491
	V%	18%
	IX	125
Home & Garden	WC	611
	V%	23%
	IX	124
Women's Lifestyle	WC	409
	V%	15%
	IX	122
Women's Fashion	WC	198
	V%	7%
	IX	120

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
TYPE OF MAGAZINE READ		
TV	WC	498
	V%	18%
	IX	120
Fishing	WC	52
	V%	2%
	IX	109
Computing, Gaming & Info Tech	WC	130
	V%	5%
	IX	105
Any Magazine (excl Newspaper inserts)	WC	2118
	V%	78%
	IX	105
Newspaper Inserts	WC	1241
	V%	46%
	IX	92
General Interest	WC	750
	V%	28%
	IX	91
Motoring	WC	193
	V%	7%
	IX	91

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
TYPE OF MAGAZINE READ		
Music & Movies	WC	73
	V%	3%
	IX	88
Sports	WC	62
	V%	2%
	IX	85
Men's	WC	26
	V%	1%
	IX	85
Men's Lifestyle	WC	148
	V%	5%
	IX	83
Motorcycle	WC	27
	V%	1%
	IX	65
Business, Financial & Airline	WC	170
	V%	6%
	IX	63

## XYZ Customer Profile Type of Magazine Read

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



# XYZ Customer Profile

## Type of TV Show Watched

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

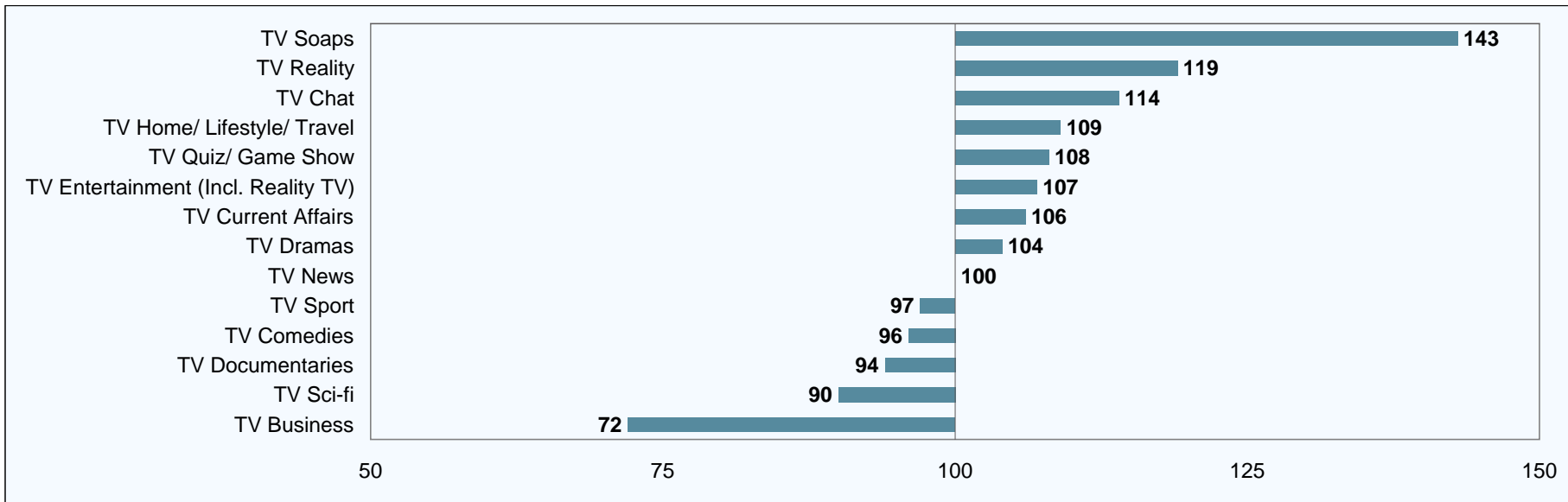
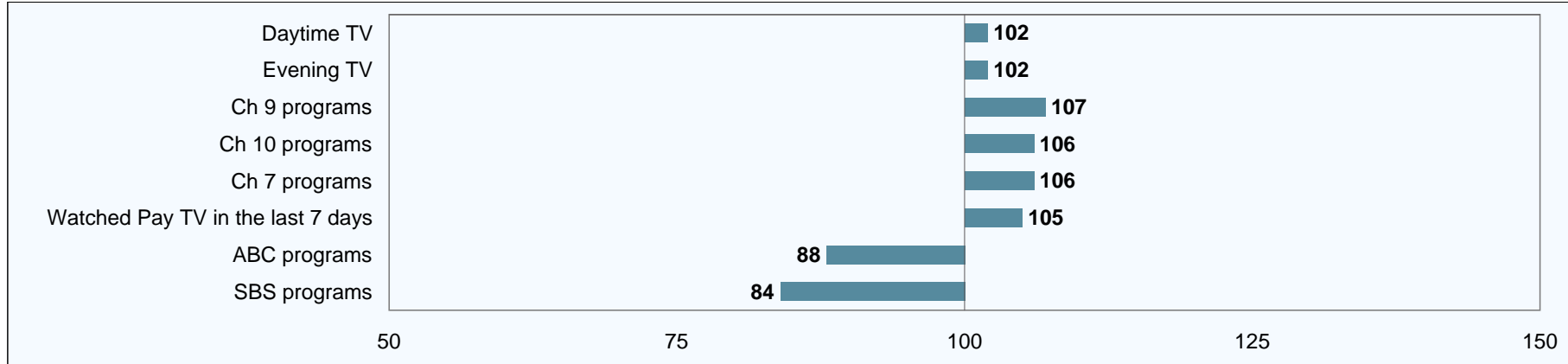
XYZ		
Total Sample Size		3128
Total Population (000's)		2715
TIME OF DAY OR CHANNEL WATCHED		
Daytime TV	WC	2192
	V%	81%
	IX	102
Evening TV	WC	2672
	V%	98%
	IX	102
Ch 9 programs	WC	2175
	V%	80%
	IX	107
Ch 10 programs	WC	2032
	V%	75%
	IX	106
Ch 7 programs	WC	2243
	V%	83%
	IX	106
Watched Pay TV in the last 7 days	WC	577
	V%	21%
	IX	105
ABC programs	WC	1410
	V%	52%
	IX	88
SBS programs	WC	1029
	V%	38%
	IX	84

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
TYPE OF TV SHOW WATCHED		
TV Soaps	WC	801
	V%	30%
	IX	143
TV Reality	WC	1051
	V%	39%
	IX	119
TV Chat	WC	643
	V%	24%
	IX	114
TV Home/ Lifestyle/ Travel	WC	1360
	V%	50%
	IX	109
TV Quiz/ Game Show	WC	971
	V%	36%
	IX	108
TV Entertainment (Incl. Reality TV)	WC	1595
	V%	59%
	IX	107
TV Current Affairs	WC	1318
	V%	49%
	IX	106
TV Dramas	WC	1848
	V%	68%
	IX	104

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
TYPE OF TV SHOW WATCHED		
TV News	WC	2293
	V%	84%
	IX	100
TV Sport	WC	1066
	V%	39%
	IX	97
TV Comedies	WC	1377
	V%	51%
	IX	96
TV Documentaries	WC	1148
	V%	42%
	IX	94
TV Sci-fi	WC	69
	V%	3%
	IX	90
TV Business	WC	23
	V%	1%
	IX	72

## XYZ Customer Profile Type of TV Show Watched

These charts show the index of the target profile group compared to the average Australian in terms of Type of TV Show Watched.



## XYZ Customer Profile Additional Insights

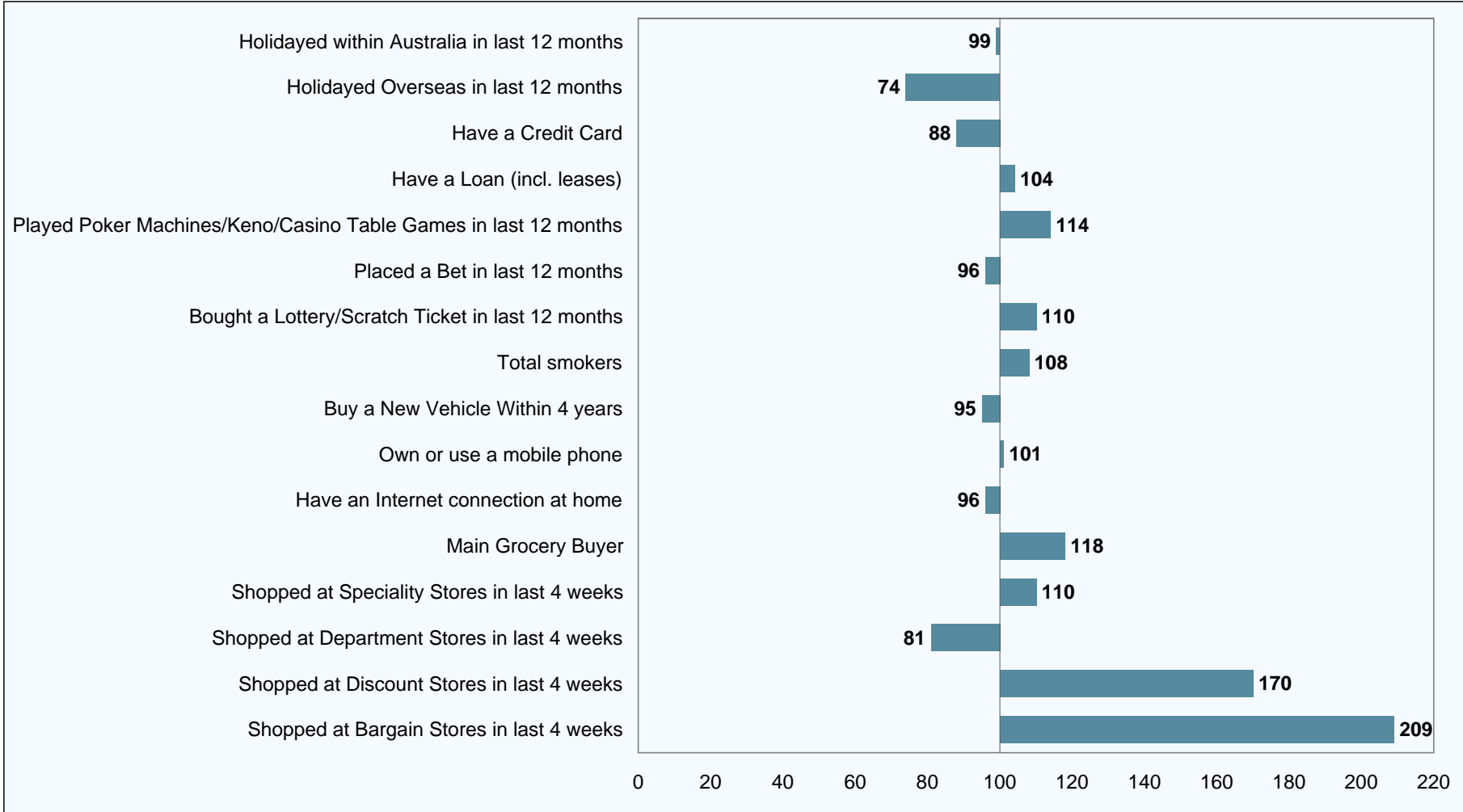
This table shows Additional Insights for a range of Industries for the target profile group.

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
ADDITIONAL INSIGHTS		
Holidays within Australia in last 12 months	WC	1757
	V%	65%
	IX	99
Holidays Overseas in last 12 months	WC	385
	V%	14%
	IX	74
Have a Credit Card	WC	1309
	V%	48%
	IX	88
Have a Loan (incl. leases)	WC	1124
	V%	41%
	IX	104
Played Poker Machines/Keno/Casino Table Games in last 12 months	WC	930
	V%	34%
	IX	114
Placed a Bet in last 12 months	WC	535
	V%	20%
	IX	96
Bought a Lottery/Scratch Ticket in last 12 months	WC	1621
	V%	60%
	IX	110
Total smokers	WC	507
	V%	19%
	IX	108

XYZ		
Total Sample Size		3128
Total Population (000's)		2715
ADDITIONAL INSIGHTS		
Buy a New Vehicle Within 4 years	WC	298
	V%	11%
	IX	95
Own or use a mobile phone	WC	2315
	V%	85%
	IX	101
Have an Internet connection at home	WC	1968
	V%	72%
	IX	96
Main Grocery Buyer	WC	2213
	V%	81%
	IX	118
Shopped at Speciality Stores in last 4 weeks	WC	2191
	V%	81%
	IX	110
Shopped at Department Stores in last 4 weeks	WC	310
	V%	11%
	IX	81
Shopped at Discount Stores in last 4 weeks	WC	2002
	V%	74%
	IX	170
Shopped at Bargain Stores in last 4 weeks	WC	430
	V%	16%
	IX	209

## XYZ Customer Profile Additional Insights

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



## STATES

Please note that the definition of NSW includes ACT.

## SOCIO-ECONOMIC STATUS

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

### 1. EDUCATION LEVEL OF RESPONDENT

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

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

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

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

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

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

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

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

Approximate breakdowns are:

#### Score

144+ - 5th or AB quintile

114 - 143 - 4th or C quintile

94 - 113 - 3rd or D quintile

72 - 93 - 2nd or E quintile

0 - 71 - 1st or FG quintile

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

## DISCRETIONARY EXPENDITURE

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

For example:

Credit cards

Entertainment including cinema attendance

Household appliances and furniture

Mobile phones and Internet

Travel and accommodation

Leisure activities

Personal services, eg. Child care

Internet purchasing

Proposed spending on items like a new car

Fast food

Wine

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

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

We have labelled them:

Big spenders

Medium spenders

Light spender

### HOUSEHOLD LIFE - CYCLE

The categories are designed as follows:

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

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

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

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

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

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

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

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

### GENERATIONS

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

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

**ROY MORGAN VALUES SEGMENTS\***

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

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

- What would change a no decision into a yes or visa 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 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 know to a product or message. This interrelationship of issues becomes the map. The areas where these issues interact to produce different mindsets and responses to issues amongst groups of people become the individual VALUES SEGMENTS.

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

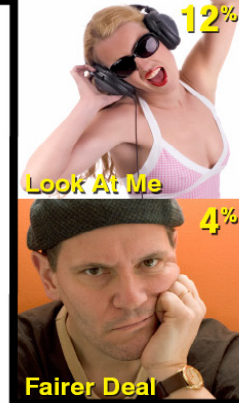
Any research company can provide demographic analysis and tell you who is doing what. Most can even provide psychographic analysis and examine why those individuals behaved in that way. Some can even provide market segmentation and group individuals into similar boxes. But only Roy Morgan Research can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

## ROY MORGAN VALUES SEGMENTS\*

Life Satisfaction  
Individualism  
Quality Expectations



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



Price Expectations  
Innovation  
Progressiveness

Discover your edge

ROY MORGAN VALUES SEGMENTS\*



**Basic Needs**

This segment is usually associated with a pattern of thinking of older or ill people who have less than average income and/or mobility and who tend to be focused on 'getting by' on a day to day basis.



**Something Better**

This segment is usually associated with young families wanting a bigger, better deal out of their life struggling with credit and mortgage bills



**Fairer Deal**

This segment is usually associated with hard working people with low income households and an above average belief that they get a raw deal out of life.



**Real Conservatism**

This segment is usually associated with a cautious approach to new things and ideas, conservative social attitudes and high levels of brand loyalty.



**Traditional Family Life**

This segment is usually associated with the over 50s group who value and try to hold onto traditional family values after becoming empty nest households, post or close to retirement age.



**Young Optimism**

This segment is usually associated with optimism and seeking to improve their prospects in life to gain a respected career and a good place in society.



**Conventional Family Life**

This segment represents the core of the Middle Family Life Australian household with values centered around the significant events in their personal and family life.



**Visible Achievement**

This segment is usually associated with visible success stories living in affluent suburbs and retaining traditional family values and expectations.



**'Look At Me'**

This segment is usually associated with teenage interests, looking for fun and freedom with fellow students and work mates away from their family.



**Socially Aware**

This segment is usually associated with above average levels of post-secondary education community minded and socially active professionals.

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