

# People who are Self-Employed Profile

July 2008 - June 2009

This profile is based on responses to  
'Is your occupation - in the public service - in private  
industry - or self-employed?'

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

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## 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.

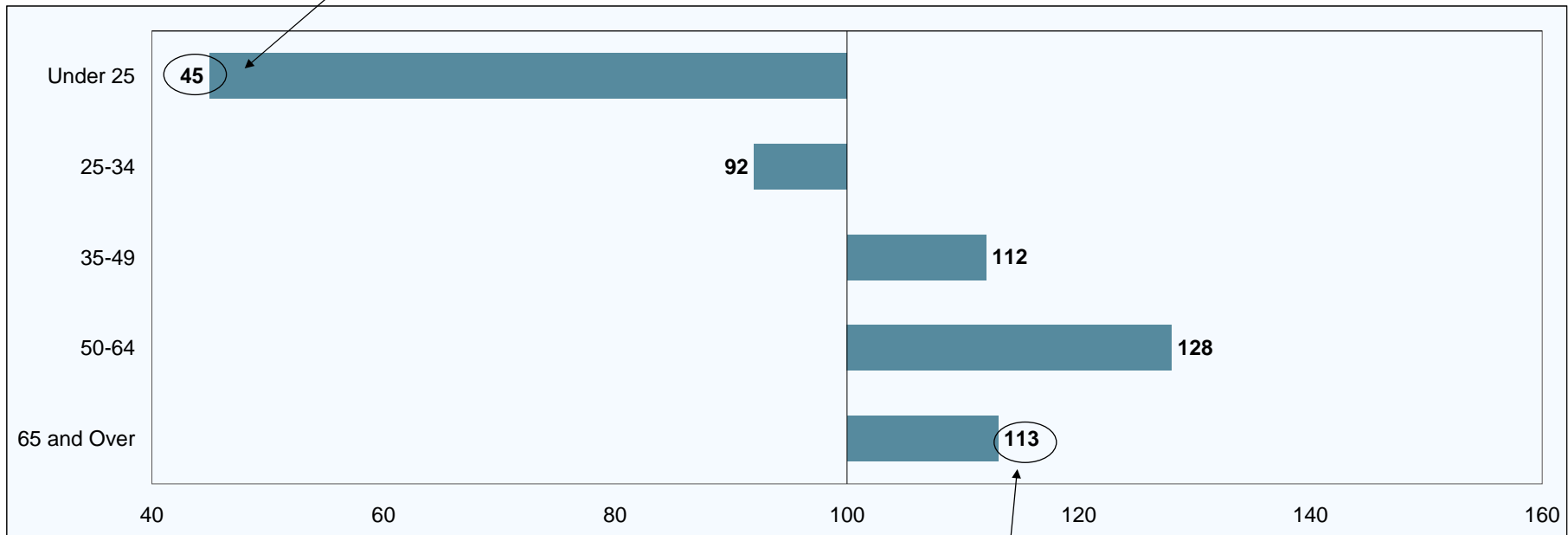
Company XYZ Customers are 12% more likely than the average Australian to be aged 35-49.

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.*

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

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

*Often, for less than the cost of one focus group you could have an in-depth profile of your customers or key 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.*

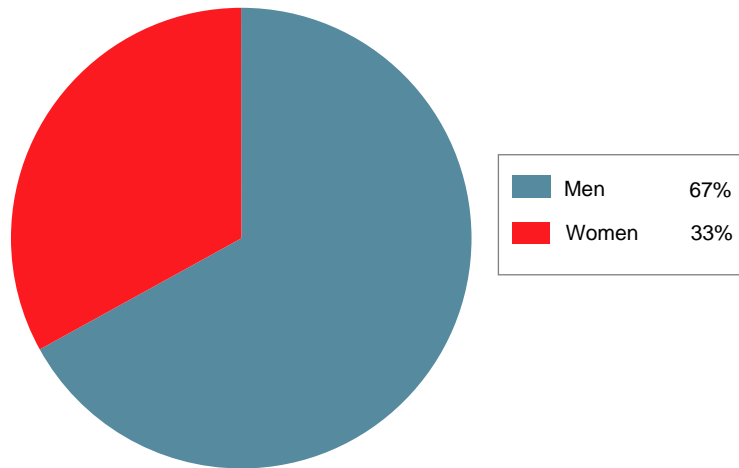
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☎ 1800 633 813

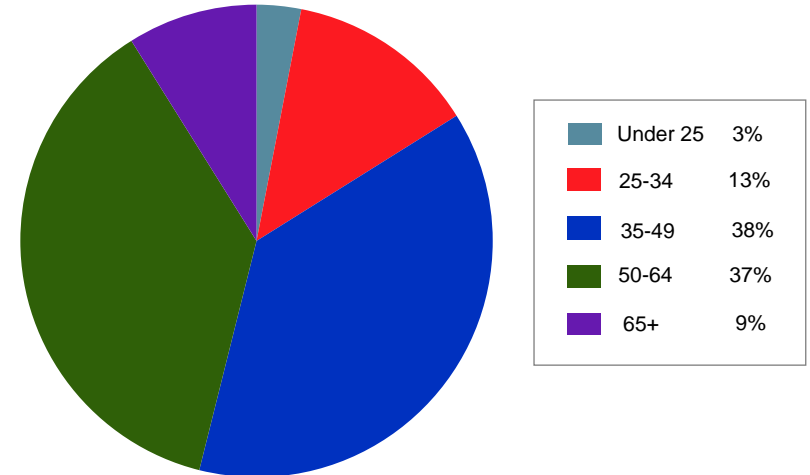
## People who are Self-Employed Profile Gender, Age and State

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

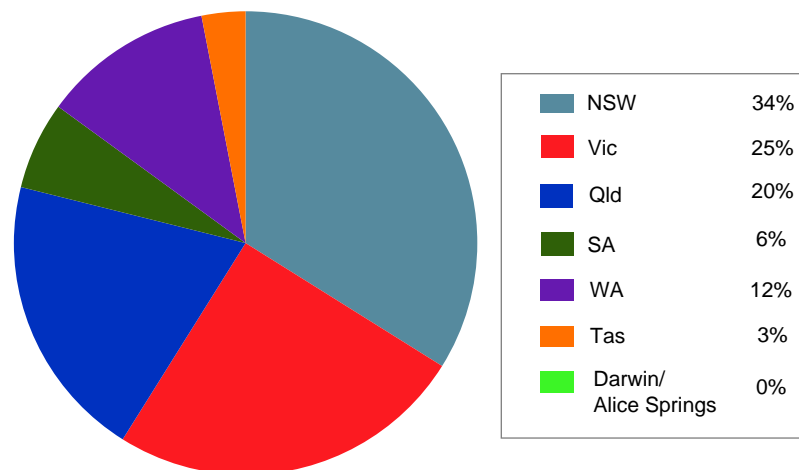
### Gender



### Age



### State



## People who are Self-Employed Profile Gender and Age

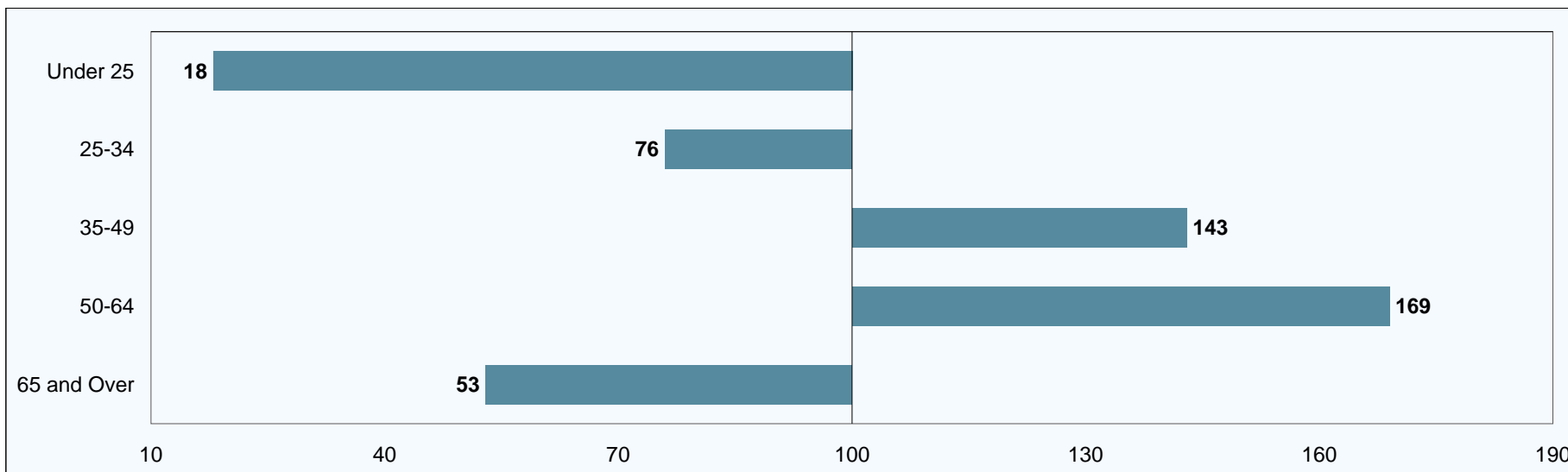
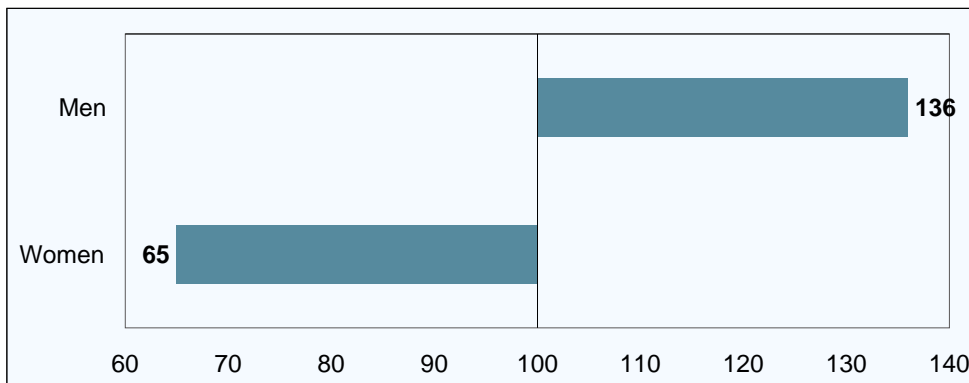
These tables show the Gender and Age of the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
GENDER		
Men	WC	634
	V%	67%
	IX	136
Women	WC	310
	V%	33%
	IX	65

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
AGE		
Under 25	WC	31
	V%	3%
	IX	18
25-34	WC	122
	V%	13%
	IX	76
35-49	WC	358
	V%	38%
	IX	143
50-64	WC	350
	V%	37%
	IX	169
65 and Over	WC	83
	V%	9%
	IX	53

## People who are Self-Employed 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.



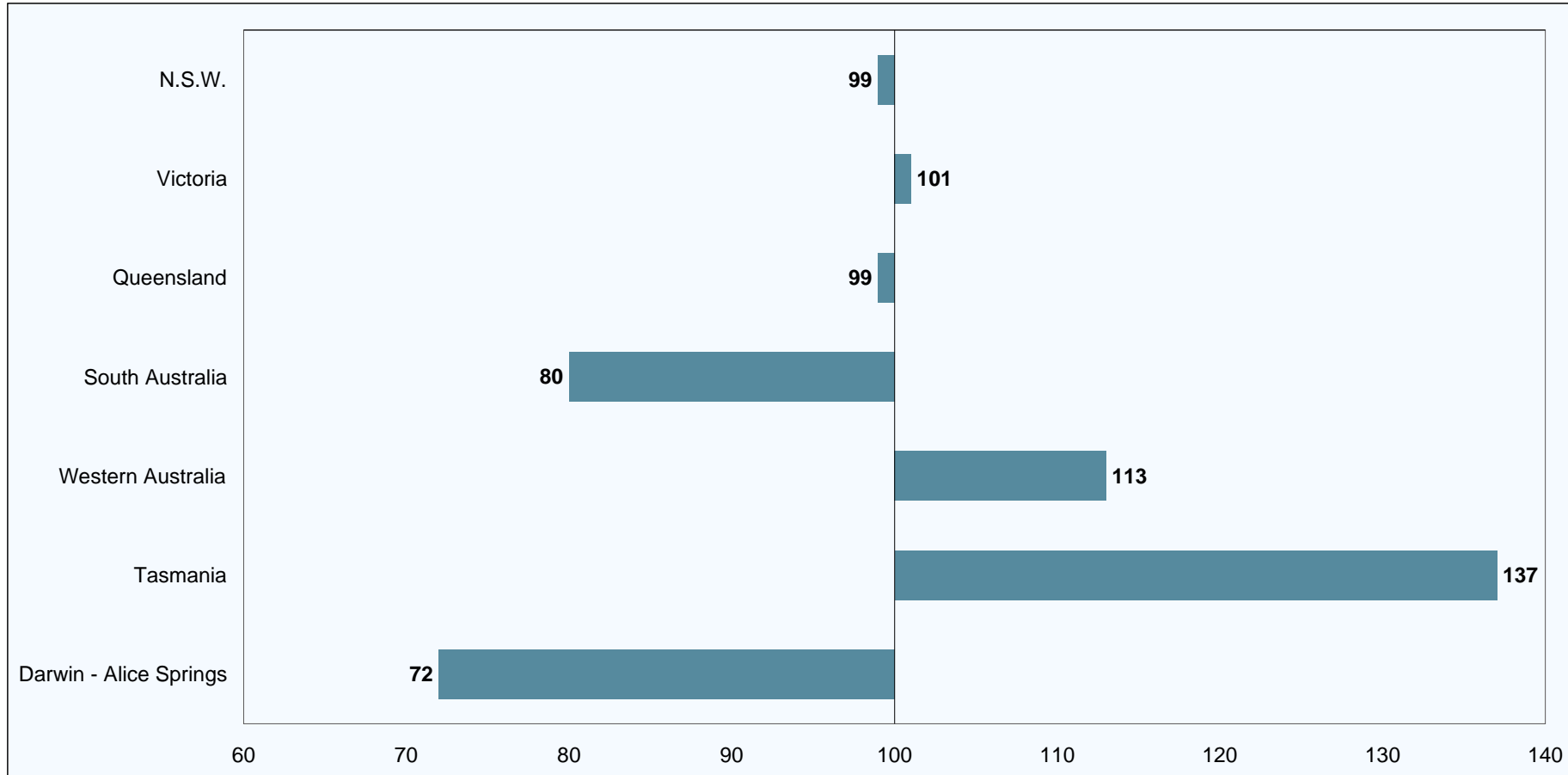
## People who are Self-Employed Profile States

This table shows the State of the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>STATES</b>		
<b>N.S.W.</b>	WC	321
	V%	34%
	IX	99
<b>Victoria</b>	WC	238
	V%	25%
	IX	101
<b>Queensland</b>	WC	185
	V%	20%
	IX	99
<b>South Australia</b>	WC	57
	V%	6%
	IX	80
<b>Western Australia</b>	WC	109
	V%	12%
	IX	113
<b>Tasmania</b>	WC	30
	V%	3%
	IX	137
<b>Darwin - Alice Springs</b>	WC	4
	V%	0%
	IX	72

## People who are Self-Employed 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.



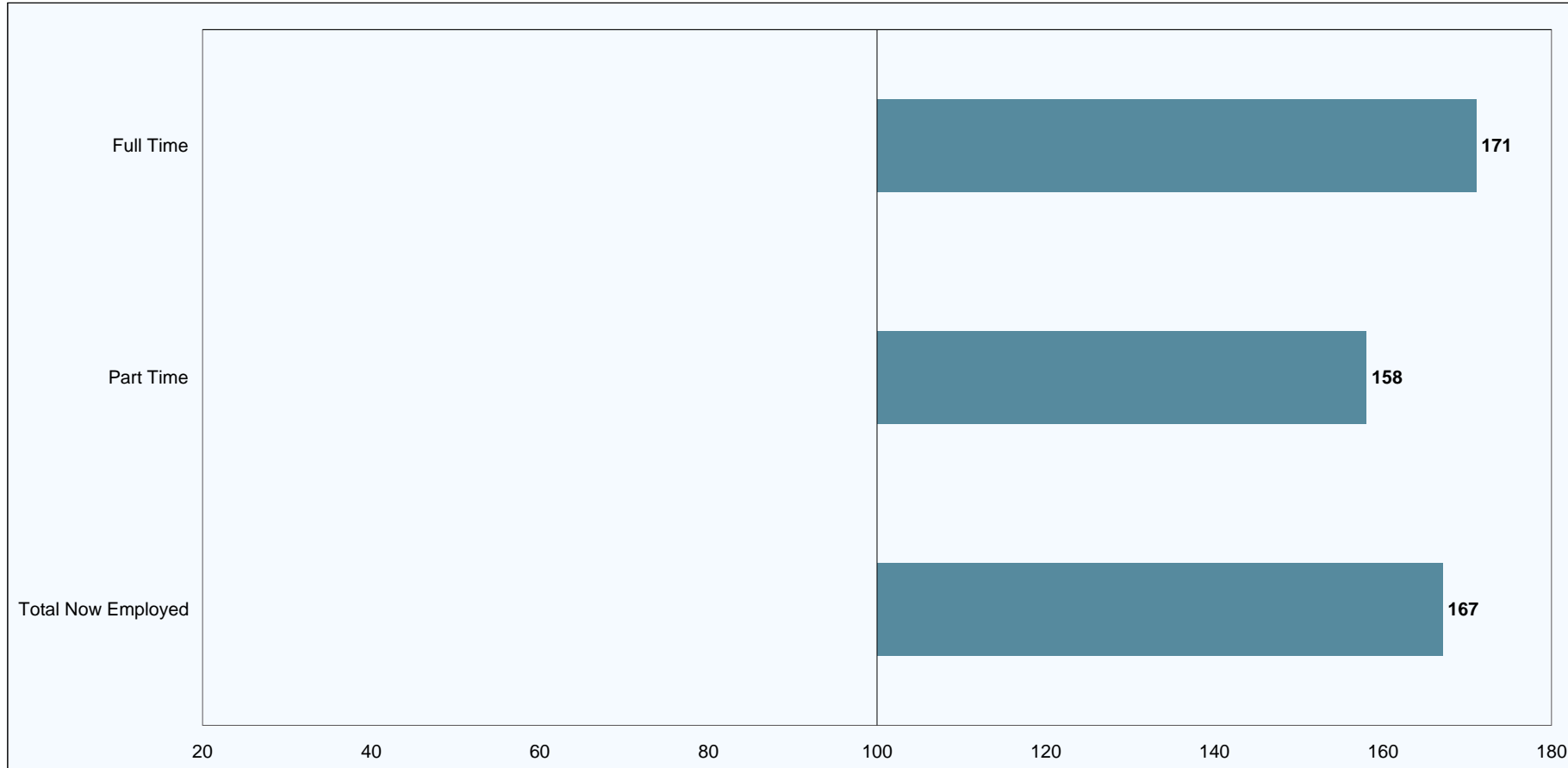
## People who are Self-Employed Profile Work Status

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
WORK STATUS OF RESPONDENT		
<b>Full Time</b>	WC	<b>655</b>
	V%	<b>69%</b>
	IX	<b>171</b>
<b>Part Time</b>	WC	<b>289</b>
	V%	<b>31%</b>
	IX	<b>158</b>
<b>Total Now Employed</b>	WC	<b>945</b>
	V%	<b>100%</b>
	IX	<b>167</b>

## People who are Self-Employed Profile Work Status

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



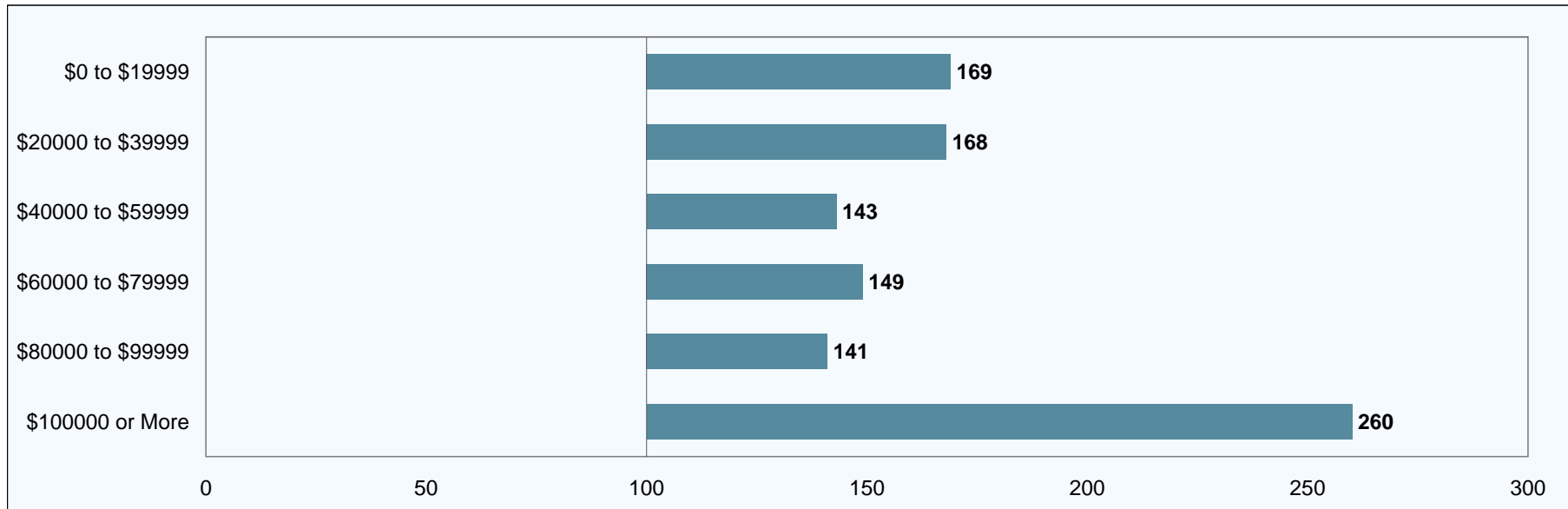
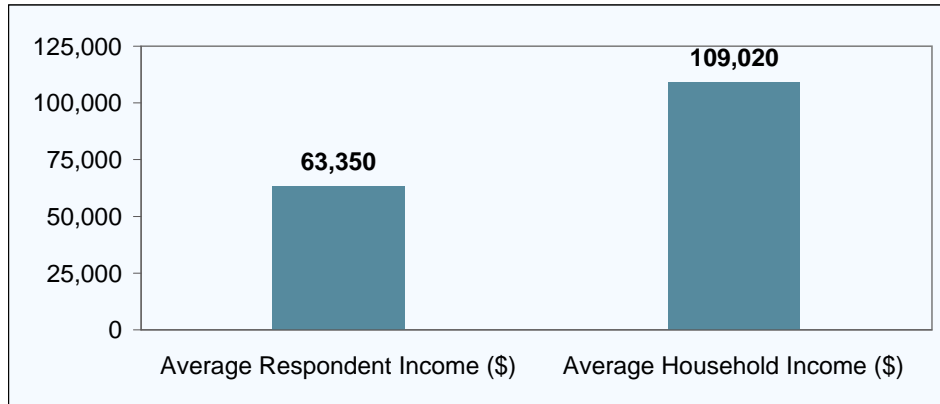
## People who are Self-Employed Profile Respondent Income

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>RESPONDENT INCOME</b>		
\$0 to \$19999	WC	148
	V%	16%
	IX	169
\$20000 to \$39999	WC	251
	V%	27%
	IX	168
\$40000 to \$59999	WC	195
	V%	21%
	IX	143
\$60000 to \$79999	WC	133
	V%	14%
	IX	149
\$80000 to \$99999	WC	60
	V%	6%
	IX	141
\$100000 or More	WC	159
	V%	17%
	IX	260
Average Respondent Income (\$)	mn	63,350
Average Household Income (\$)	mn	109,020

## People who are Self-Employed 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.



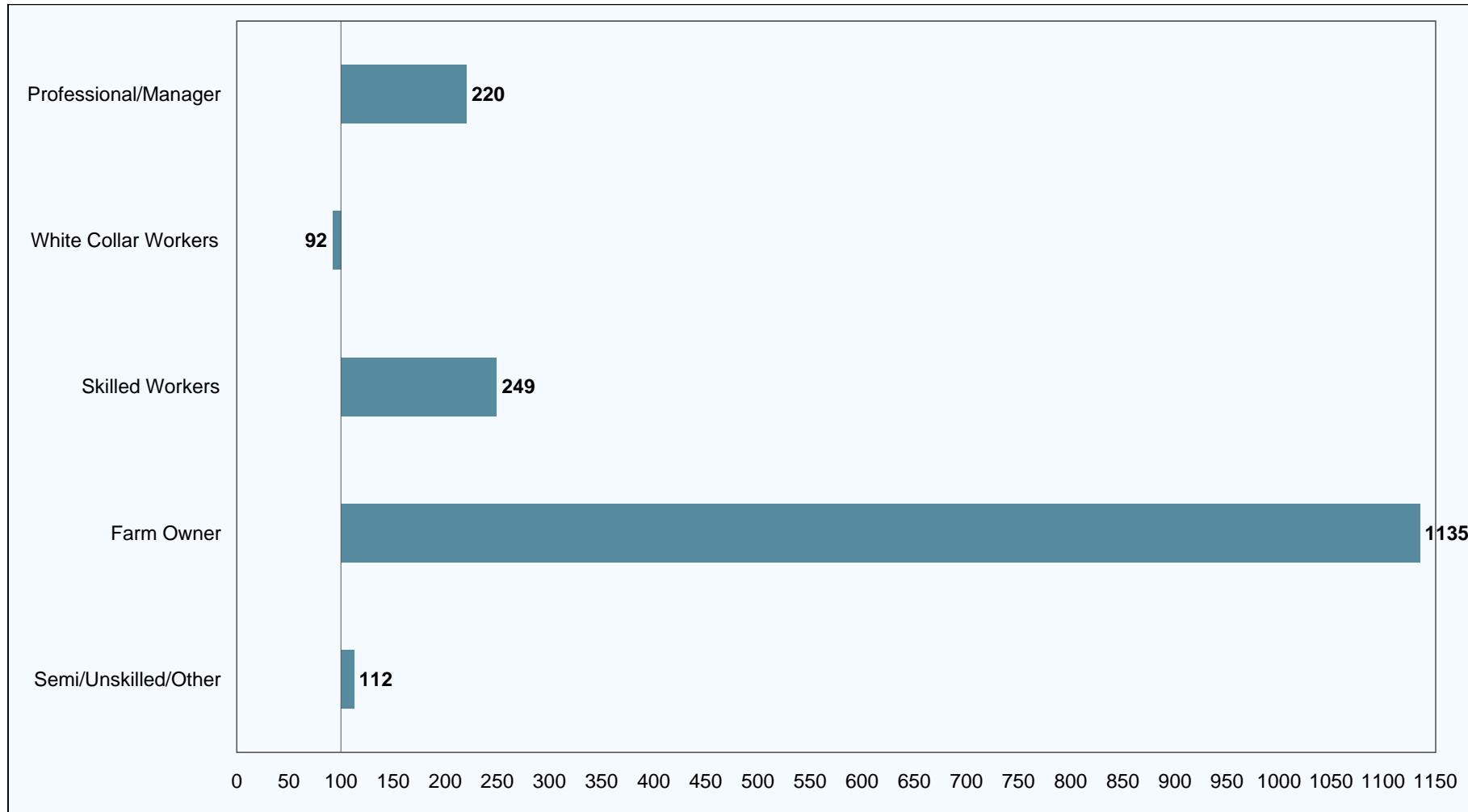
## People who are Self-Employed Profile Occupation

This table shows the Occupation of the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
OCCUPATION OF RESPONDENT		
Professional/Manager	WC	399
	V%	42%
	IX	220
White Collar Workers	WC	158
	V%	17%
	IX	92
Skilled Workers	WC	171
	V%	18%
	IX	249
Farm Owner	WC	60
	V%	6%
	IX	1135
Semi/Unskilled/Other	WC	156
	V%	16%
	IX	112

## People who are Self-Employed Profile Occupation

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



## People who are Self-Employed Profile Socio-Economic Status\*

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
SOCIO-ECONOMIC STATUS*		
AB Quintile	WC	236
	V%	25%
C Quintile	IX	132
	WC	241
D Quintile	V%	26%
	IX	134
E Quintile	WC	224
	V%	24%
FG Quintile	IX	117
	WC	153
	V%	16%
	IX	81
	WC	91
	V%	10%
	IX	44

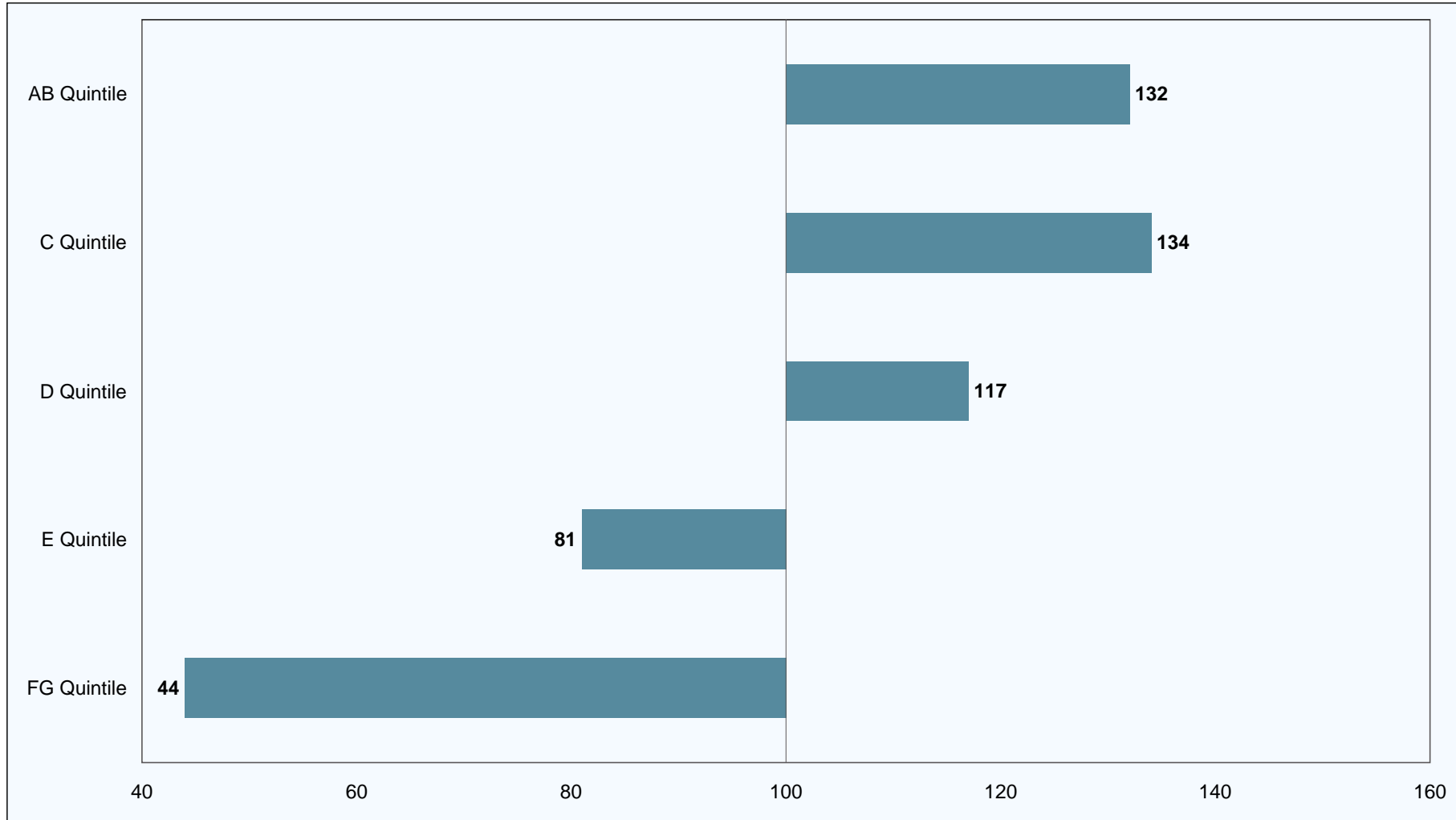
\*Please refer to glossary for detailed explanation of Socio-Economic Status.

Source: Roy Morgan Research July 2008 - June 2009

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## People who are Self-Employed 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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## People who are Self-Employed Profile Discretionary Expenditure\*

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>DISCRETIONARY EXPENDITURE*</b>		
<b>Big spenders</b>	WC	466
	V%	49%
	IX	148
<b>Medium spenders</b>	WC	287
	V%	30%
	IX	91
<b>Light spenders</b>	WC	192
	V%	20%
	IX	61

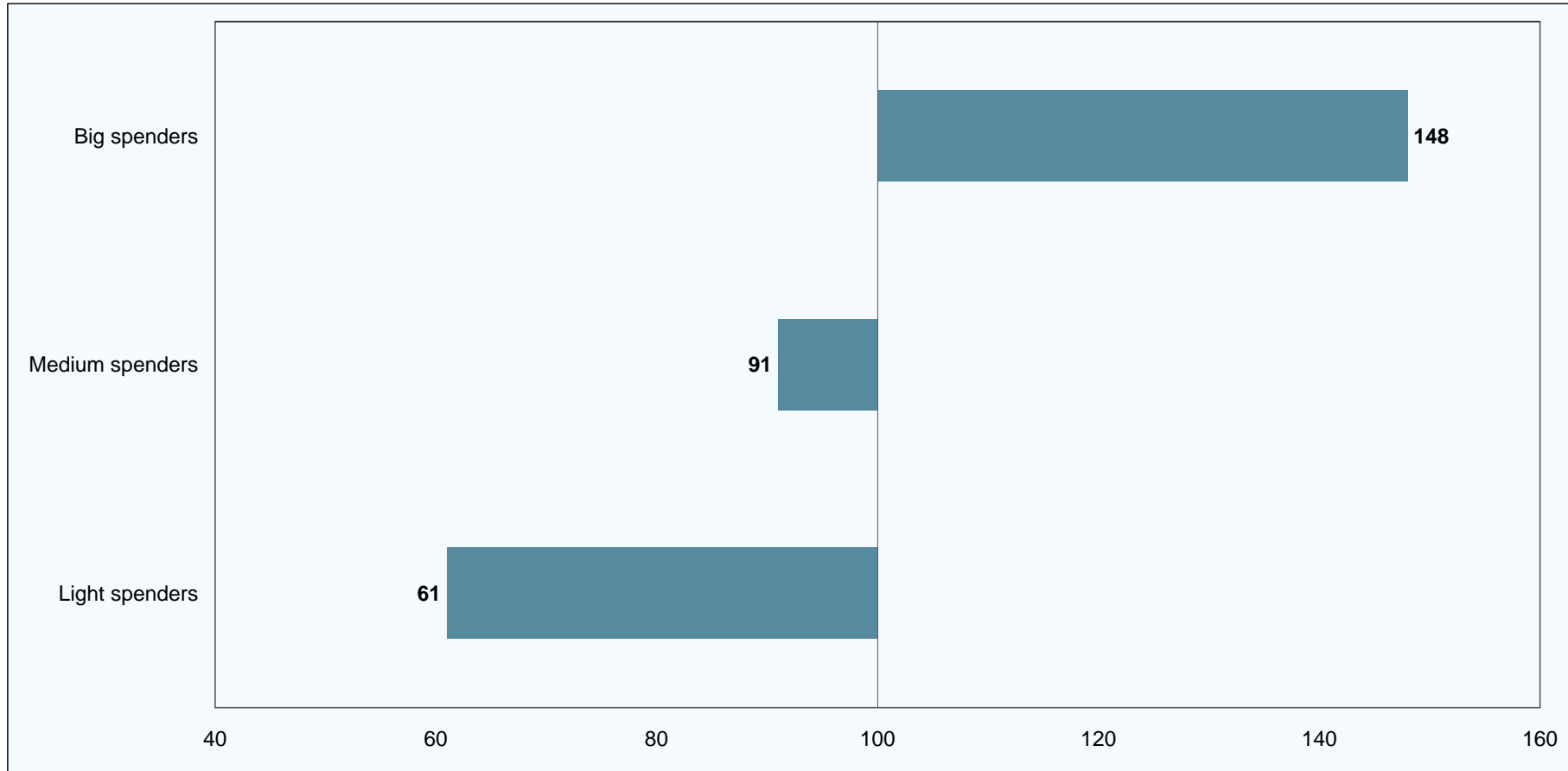
\*Please refer to glossary for detailed explanation of Discretionary Expenditure Segments.

Source: Roy Morgan Research July 2008 - June 2009

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## People who are Self-Employed 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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## People who are Self-Employed Profile Life-Cycle Segments and Number of Children

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>LIFE-CYCLE OF RESPONDENT</b>		
Single 14-34 no Children	WC	62
	V%	7%
	IX	31
Single 14-34 Children	WC	10
	V%	1%
	IX	59
Married 14-34 no Children	WC	25
	V%	3%
	IX	50
Married 14-34 Children	WC	57
	V%	6%
	IX	86
Married 35+ Children	WC	261
	V%	28%
	IX	165
Married 35+ no Children	WC	411
	V%	43%
	IX	140
Single 35+ Children	WC	23
	V%	2%
	IX	91
Single 35+ no Children	WC	97
	V%	10%
	IX	70

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>CHILDREN IN HOUSEHOLD</b>		
No Children	WC	573
	V%	61%
	IX	96
Have child aged 0-5	WC	164
	V%	17%
	IX	108
Have child aged 6-11	WC	194
	V%	21%
	IX	122
Have child aged 12-15	WC	164
	V%	17%
	IX	102
Total with Children	WC	371
	V%	39%
	IX	107

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>HOUSEHOLD LIFE-CYCLE*</b>		
Young Singles	WC	59
	V%	6%
	IX	61
Young Couples	WC	63
	V%	7%
	IX	90
Young Parents	WC	222
	V%	23%
	IX	102
Mid-Life Families	WC	146
	V%	15%
	IX	118
Mid-Life Households	WC	363
	V%	38%
	IX	134
Older Households	WC	91
	V%	10%
	IX	55

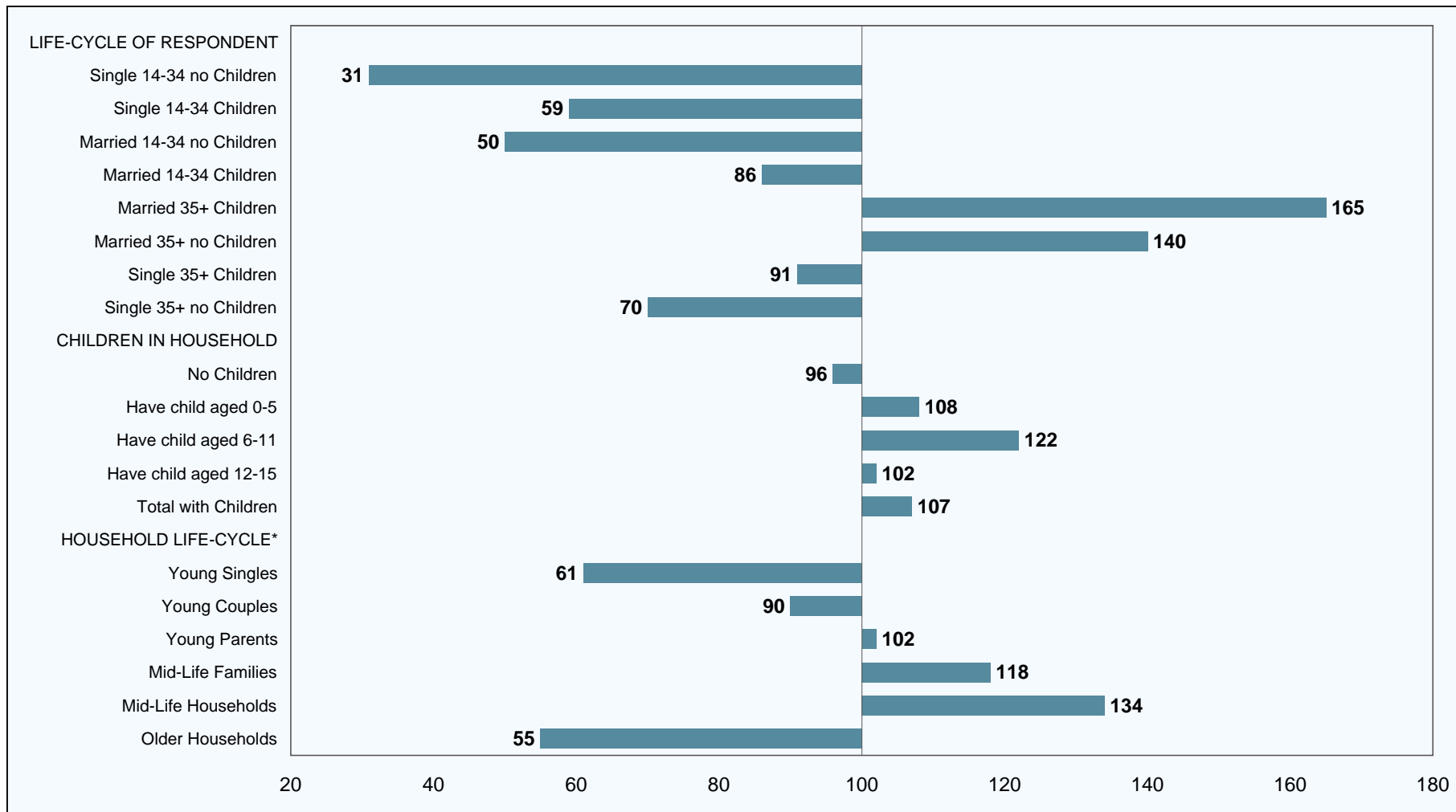
\*Please refer to glossary for detailed explanation of Household Life-Cycle Segment

Source: Roy Morgan Research July 2008 - June 2009

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## People who are Self-Employed 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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## People who are Self-Employed Profile Generations\*

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
GENERATIONS*		
Pre-Boomers	WC	123
	V%	13%
	IX	68
Baby Boomers	WC	379
	V%	40%
	IX	170
Gen X	WC	328
	V%	35%
	IX	131
Gen Y	WC	113
	V%	12%
	IX	49
Gen Z	WC	2
	V%	0%
	IX	3

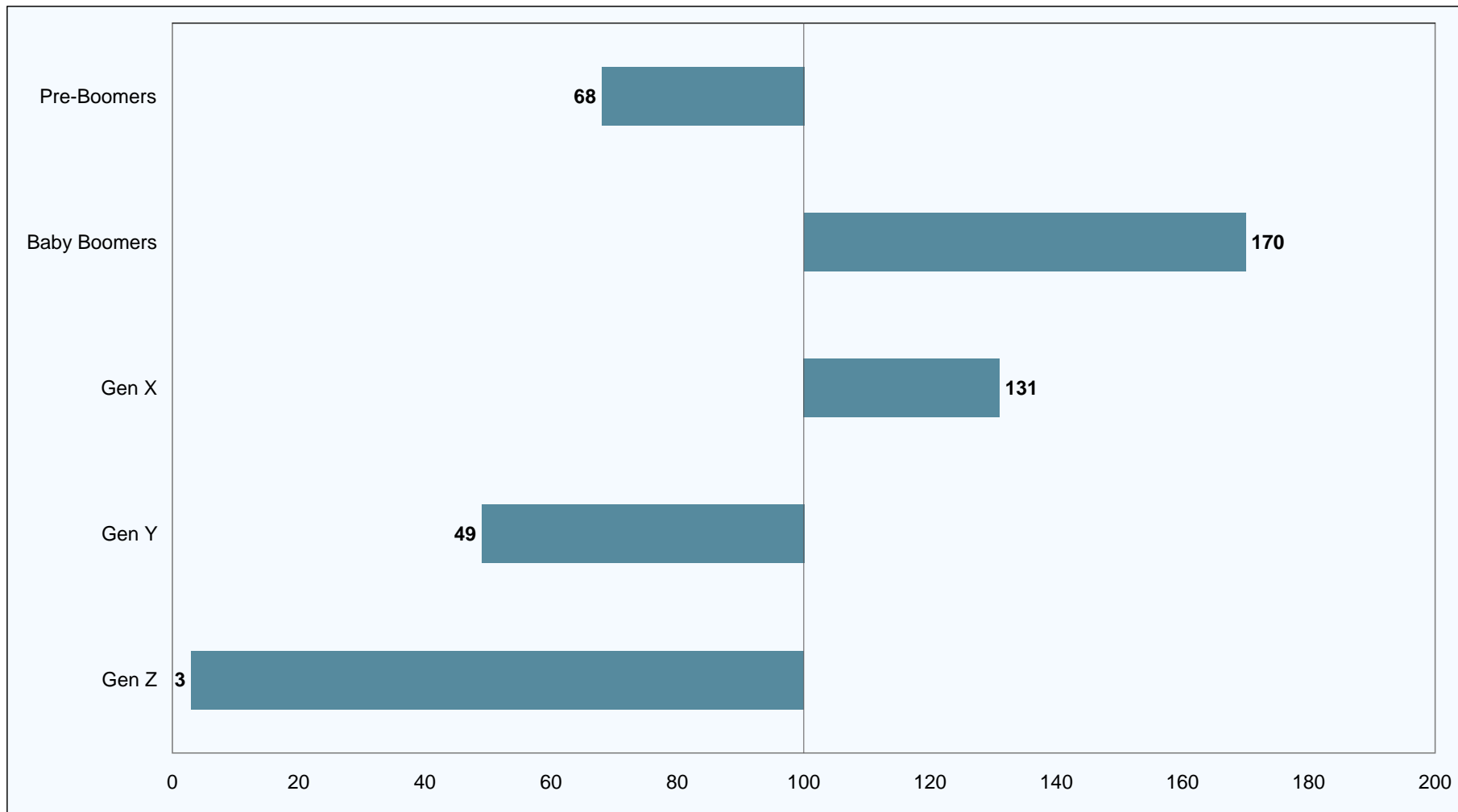
\*Please refer to glossary for detailed explanation of Generations

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## People who are Self-Employed 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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## People who are Self-Employed Profile

### Roy Morgan Values Segments\*

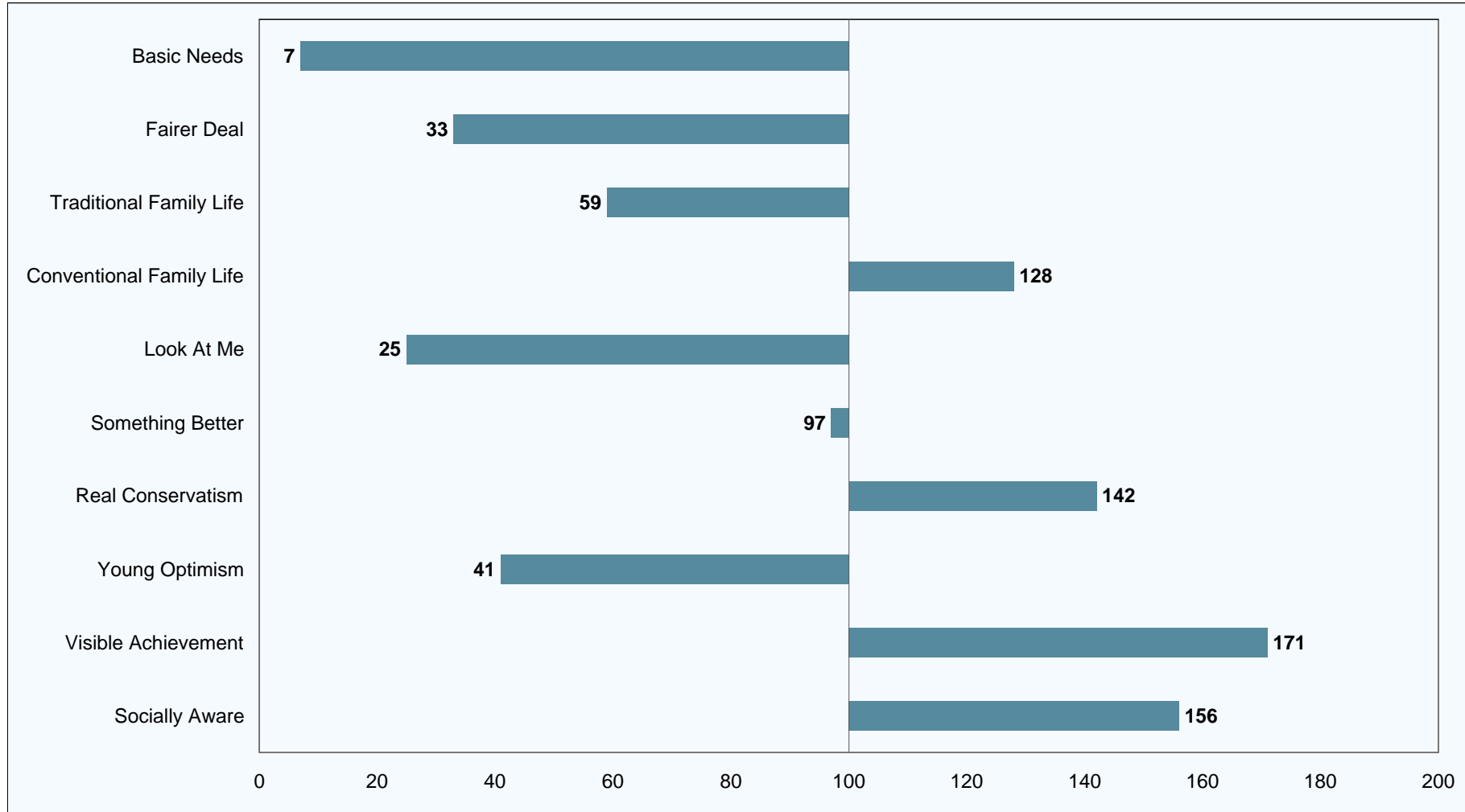
This table shows the Roy Morgan Values Segments\* of the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
ROY MORGAN VALUES SEGMENTS*		
Basic Needs	WC	1
	V%	0%
	IX	7
Fairer Deal	WC	11
	V%	1%
	IX	33
Traditional Family Life	WC	110
	V%	12%
	IX	59
Conventional Family Life	WC	147
	V%	16%
	IX	128
Look At Me	WC	27
	V%	3%
	IX	25

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
ROY MORGAN VALUES SEGMENTS*		
Something Better	WC	58
	V%	6%
	IX	97
Real Conservatism	WC	64
	V%	7%
	IX	142
Young Optimism	WC	30
	V%	3%
	IX	41
Visible Achievement	WC	281
	V%	30%
	IX	171
Socially Aware	WC	215
	V%	23%
	IX	156

## People who are Self-Employed 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\*.



## People who are Self-Employed Profile Health and Fitness

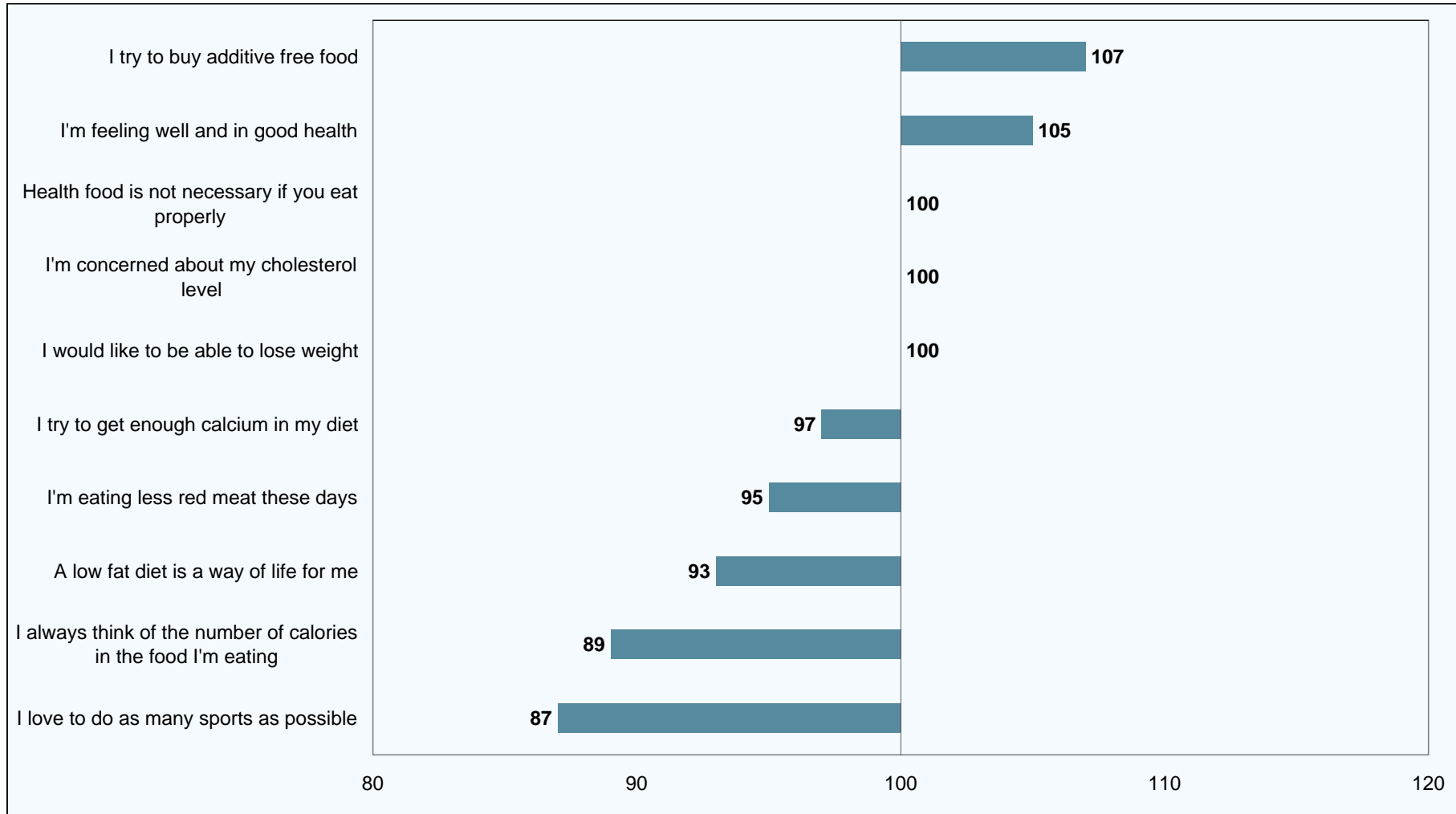
This table shows the target profile group's attitudes to a range of Health and Fitness Statements.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>HEALTH AND FITNESS ATTITUDES - AGREE</b>		
I try to buy additive free food	WC	460
	V%	49%
	IX	107
I'm feeling well and in good health	WC	785
	V%	83%
	IX	105
Health food is not necessary if you eat properly	WC	701
	V%	74%
	IX	100
I'm concerned about my cholesterol level	WC	358
	V%	38%
	IX	100
I would like to be able to lose weight	WC	597
	V%	63%
	IX	100

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>HEALTH AND FITNESS ATTITUDES - AGREE</b>		
I try to get enough calcium in my diet	WC	676
	V%	72%
	IX	97
I'm eating less red meat these days	WC	454
	V%	48%
	IX	95
A low fat diet is a way of life for me	WC	305
	V%	32%
	IX	93
I always think of the number of calories in the food I'm eating	WC	199
	V%	21%
	IX	89
I love to do as many sports as possible	WC	207
	V%	22%
	IX	87

## People who are Self-Employed Profile Health and Fitness

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



## People who are Self-Employed Profile Government and Societal

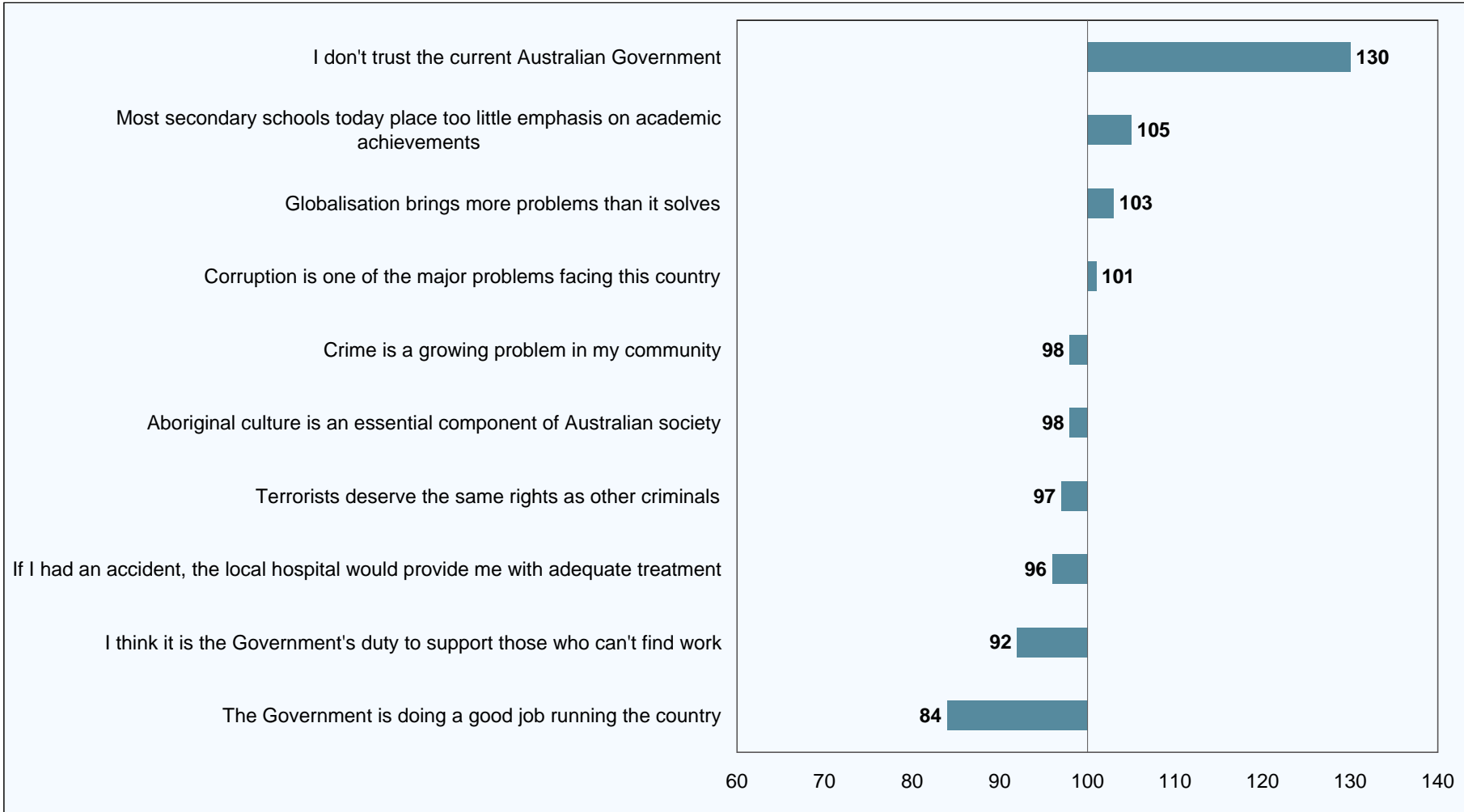
This table shows the target profile group's attitudes to a range of Government and Societal Statements.

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>GOVERNMENT AND SOCIETAL ATTITUDES - AGREE</b>			
I don't trust the current Australian Government	WC	437	
	V%	46%	
	IX	130	
Most secondary schools today place too little emphasis on academic achievements	WC	467	
	V%	49%	
	IX	105	
Globalisation brings more problems than it solves	WC	549	
	V%	58%	
	IX	103	
Corruption is one of the major problems facing this country	WC	482	
	V%	51%	
	IX	101	
Crime is a growing problem in my community	WC	588	
	V%	62%	
	IX	98	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>GOVERNMENT AND SOCIETAL ATTITUDES - AGREE</b>			
Aboriginal culture is an essential component of Australian society	WC	643	
	V%	68%	
	IX	98	
Terrorists deserve the same rights as other criminals	WC	286	
	V%	30%	
	IX	97	
If I had an accident, the local hospital would provide me with adequate treatment	WC	659	
	V%	70%	
	IX	96	
I think it is the Government's duty to support those who can't find work	WC	493	
	V%	52%	
	IX	92	
The Government is doing a good job running the country	WC	427	
	V%	45%	
	IX	84	

## People who are Self-Employed Profile Government and Societal

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



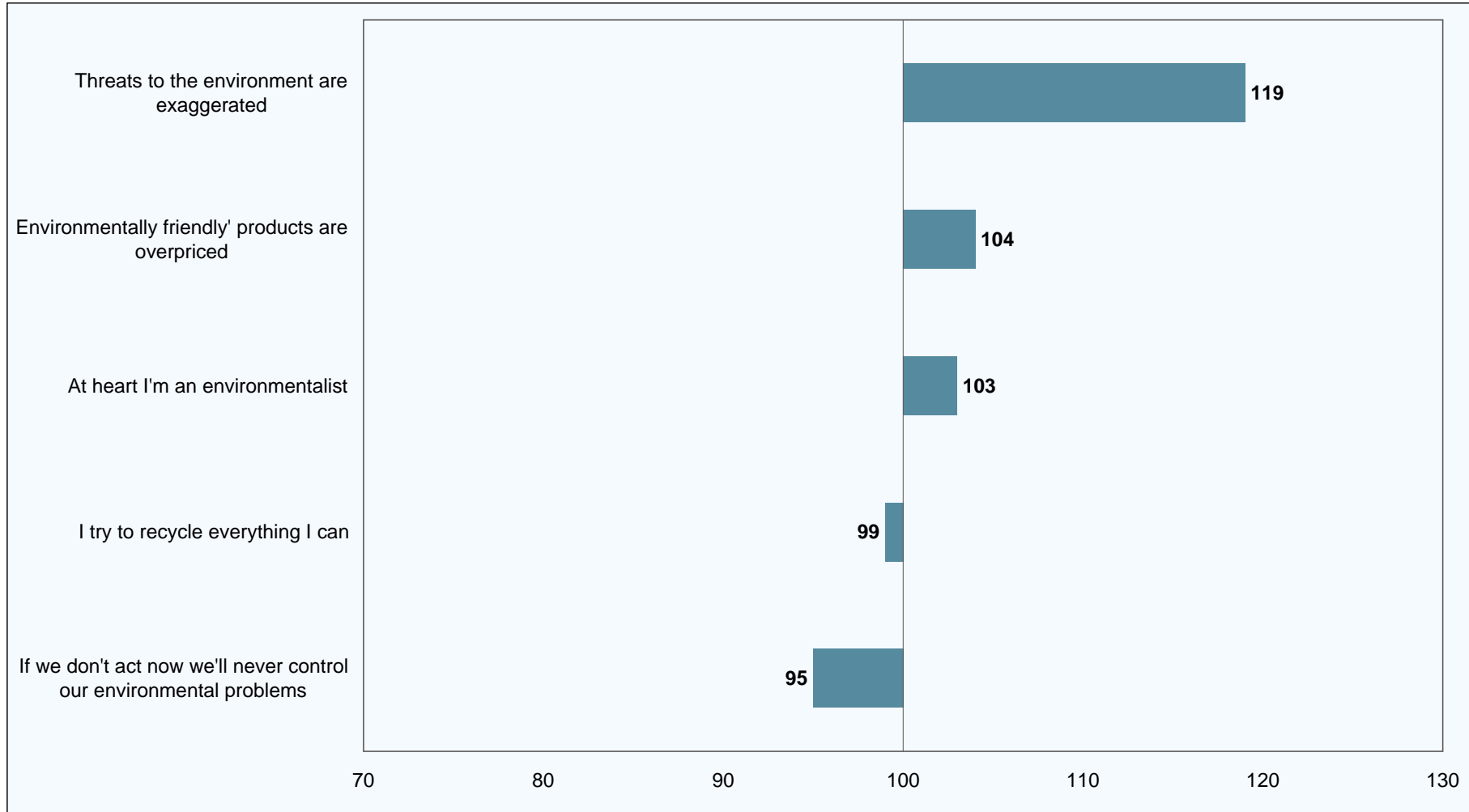
## People who are Self-Employed Profile Environmental

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>ENVIRONMENTAL ATTITUDES - AGREE</b>		
Threats to the environment are exaggerated	WC	346
	V%	37%
Environmentally friendly' products are overpriced	IX	119
	WC	668
At heart I'm an environmentalist	V%	71%
	IX	104
I try to recycle everything I can	WC	624
	V%	66%
If we don't act now we'll never control our environmental problems	IX	103
	WC	825
	V%	87%
	IX	99
	WC	742
	V%	79%
	IX	95

## People who are Self-Employed Profile Environmental

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



## People who are Self-Employed Profile Personal

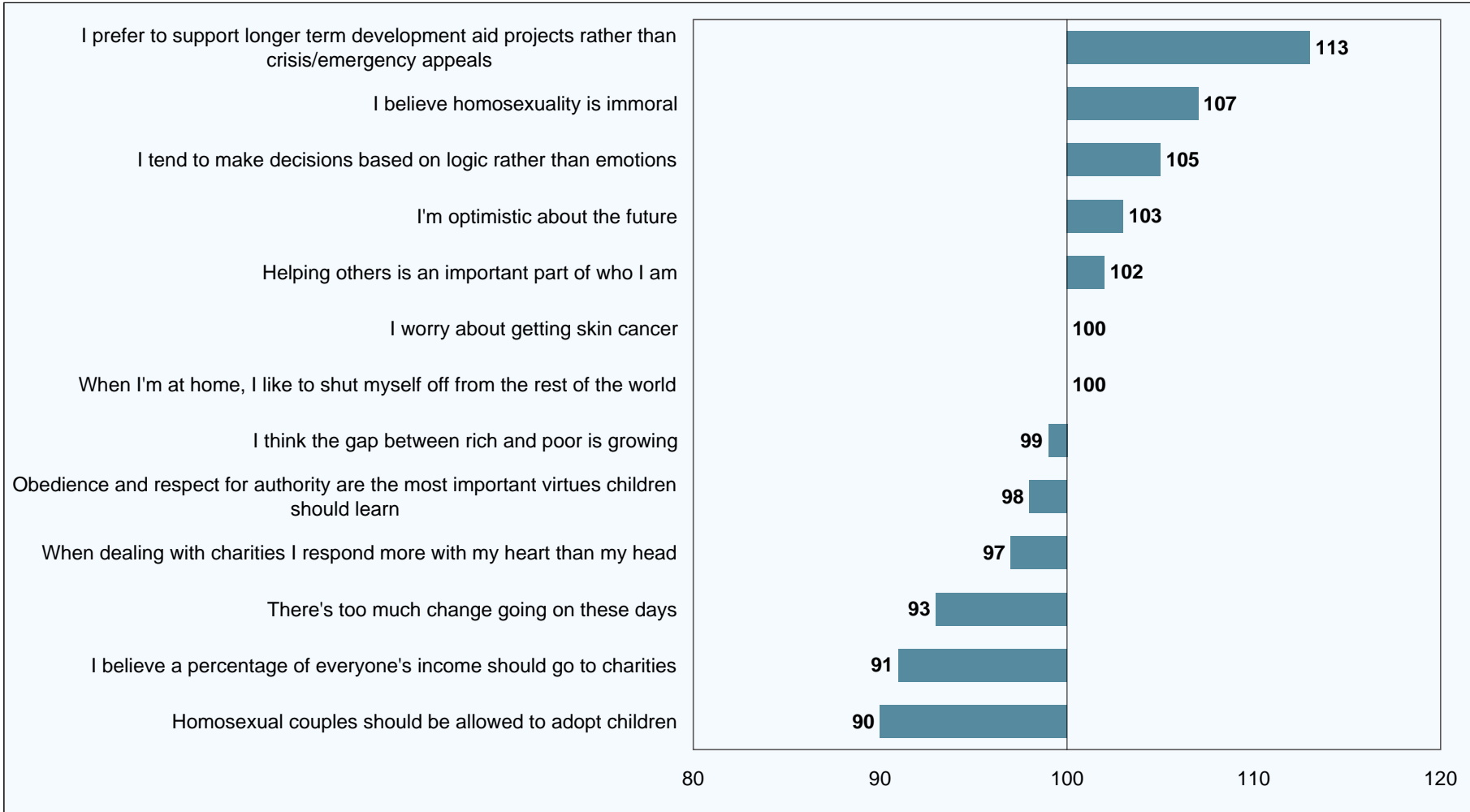
This table shows the target profile group's attitudes to a range of Personal Statements.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>PERSONAL ATTITUDES - AGREE</b>		
I prefer to support longer term development aid projects rather than crisis/emergency appeals	WC V% IX	552 58% 113
I believe homosexuality is immoral	WC V% IX	288 30% 107
I tend to make decisions based on logic rather than emotions	WC V% IX	669 71% 105
I'm optimistic about the future	WC V% IX	756 80% 103
Helping others is an important part of who I am	WC V% IX	797 84% 102
I worry about getting skin cancer	WC V% IX	543 57% 100
When I'm at home, I like to shut myself off from the rest of the world	WC V% IX	303 32% 100

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>PERSONAL ATTITUDES - AGREE</b>		
I think the gap between rich and poor is growing	WC V% IX	790 84% 99
Obedience and respect for authority are the most important virtues children should learn	WC V% IX	570 60% 98
When dealing with charities I respond more with my heart than my head	WC V% IX	449 48% 97
There's too much change going on these days	WC V% IX	374 40% 93
I believe a percentage of everyone's income should go to charities	WC V% IX	195 21% 91
Homosexual couples should be allowed to adopt children	WC V% IX	368 39% 90

## People who are Self-Employed Profile Personal

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



## People who are Self-Employed Profile Shopping and Product

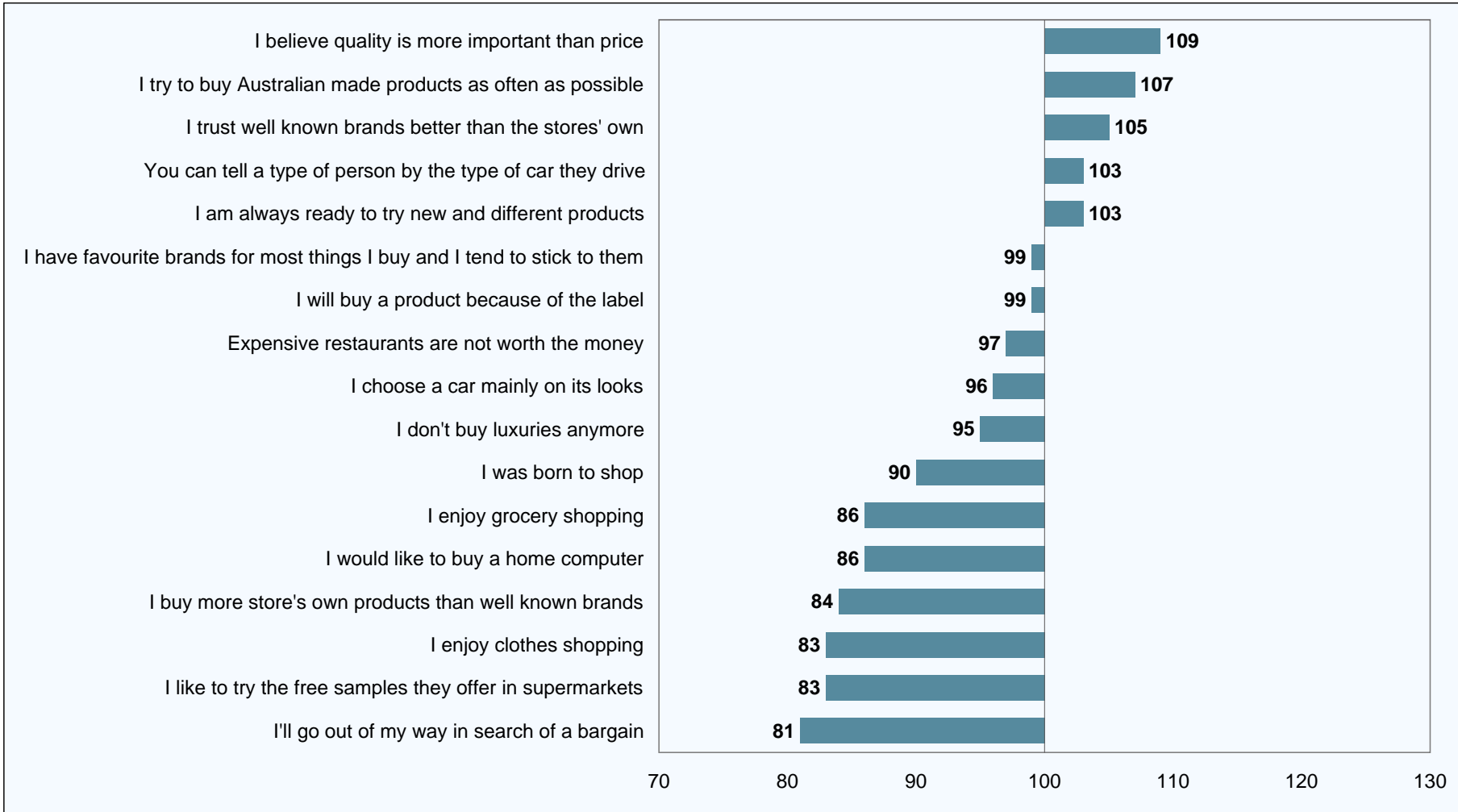
This table shows the target profile group's attitudes to a range of Shopping and Product Statements.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SHOPPING AND PRODUCT ATTITUDES - AGREE</b>		
I believe quality is more important than price	WC	763
	V%	81%
	IX	109
I try to buy Australian made products as often as possible	WC	720
	V%	76%
	IX	107
I trust well known brands better than the stores' own	WC	462
	V%	49%
	IX	105
You can tell a type of person by the type of car they drive	WC	232
	V%	25%
	IX	103
I am always ready to try new and different products	WC	530
	V%	56%
	IX	103
I have favourite brands for most things I buy and I tend to stick to them	WC	620
	V%	66%
	IX	99
I will buy a product because of the label	WC	215
	V%	23%
	IX	99
Expensive restaurants are not worth the money	WC	633
	V%	67%
	IX	97
I choose a car mainly on its looks	WC	150
	V%	16%
	IX	96

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SHOPPING AND PRODUCT ATTITUDES - AGREE</b>		
I don't buy luxuries anymore	WC	503
	V%	53%
	IX	95
I was born to shop	WC	116
	V%	12%
	IX	90
I enjoy grocery shopping	WC	349
	V%	37%
	IX	86
I would like to buy a home computer	WC	259
	V%	27%
	IX	86
I buy more store's own products than well known brands	WC	292
	V%	31%
	IX	84
I enjoy clothes shopping	WC	328
	V%	35%
	IX	83
I like to try the free samples they offer in supermarkets	WC	399
	V%	42%
	IX	83
I'll go out of my way in search of a bargain	WC	312
	V%	33%
	IX	81

## People who are Self-Employed Profile Shopping and Product

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



## People who are Self-Employed Profile Food

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

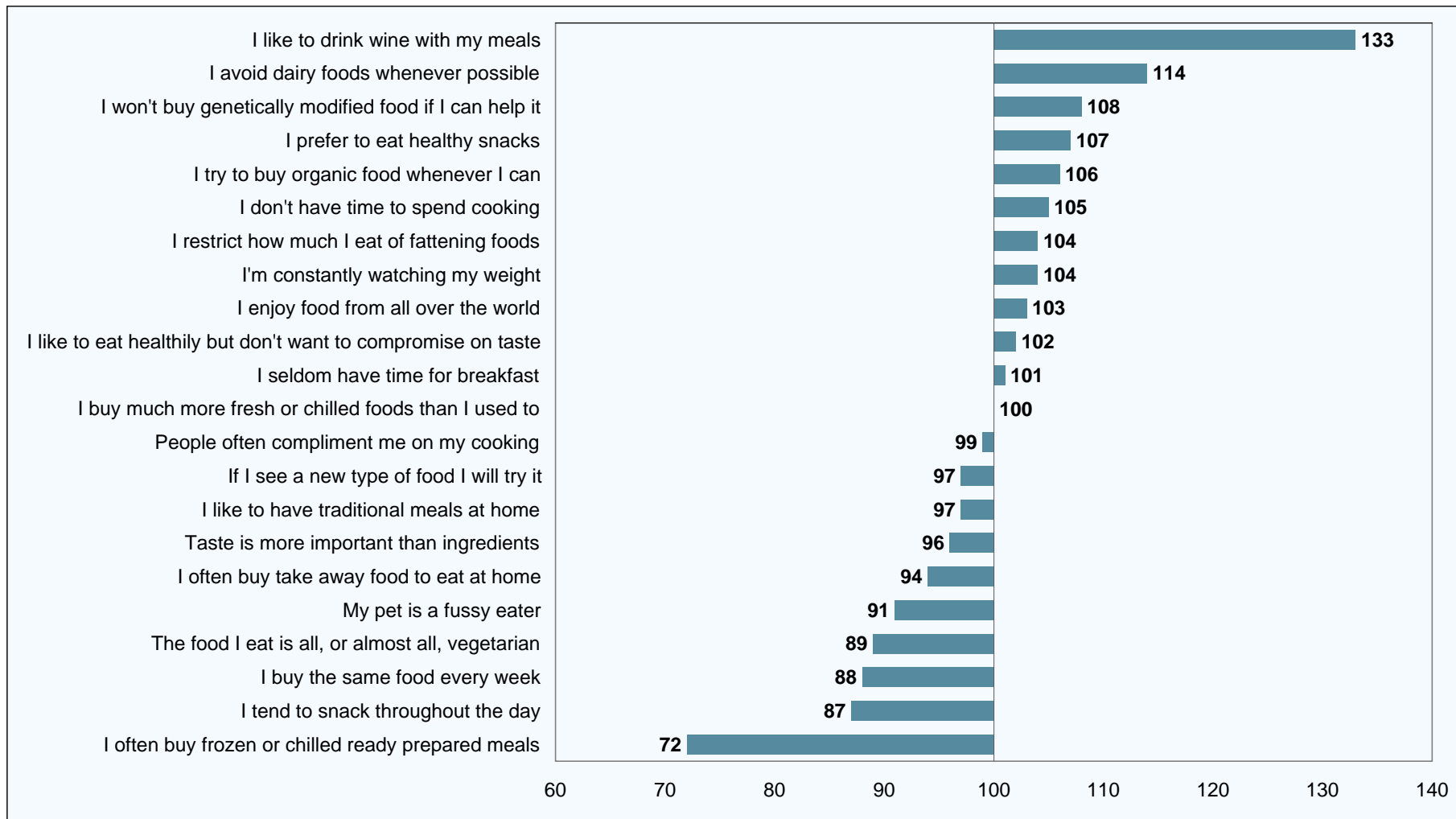
People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>FOOD ATTITUDES - AGREE</b>			
I like to drink wine with my meals	WC	334	
	V%	35%	
	IX	133	
I avoid dairy foods whenever possible	WC	120	
	V%	13%	
	IX	114	
I won't buy genetically modified food if I can help it	WC	508	
	V%	54%	
	IX	108	
I prefer to eat healthy snacks	WC	637	
	V%	67%	
	IX	107	
I try to buy organic food whenever I can	WC	231	
	V%	24%	
	IX	106	
I don't have time to spend cooking	WC	194	
	V%	20%	
	IX	105	
I restrict how much I eat of fattening foods	WC	592	
	V%	63%	
	IX	104	
I'm constantly watching my weight	WC	401	
	V%	42%	
	IX	104	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>FOOD ATTITUDES - AGREE</b>			
I enjoy food from all over the world	WC	641	
	V%	68%	
	IX	103	
I like to eat healthily but don't want to compromise on taste	WC	653	
	V%	69%	
	IX	102	
I seldom have time for breakfast	WC	227	
	V%	24%	
	IX	101	
I buy much more fresh or chilled foods than I used to	WC	517	
	V%	55%	
	IX	100	
People often compliment me on my cooking	WC	490	
	V%	52%	
	IX	99	
If I see a new type of food I will try it	WC	478	
	V%	51%	
	IX	97	
I like to have traditional meals at home	WC	607	
	V%	64%	
	IX	97	
Taste is more important than ingredients	WC	412	
	V%	44%	
	IX	96	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>FOOD ATTITUDES - AGREE</b>			
I often buy take away food to eat at home	WC	188	
	V%	20%	
	IX	94	
My pet is a fussy eater	WC	179	
	V%	19%	
	IX	91	
The food I eat is all, or almost all, vegetarian	WC	77	
	V%	8%	
	IX	89	
I buy the same food every week	WC	245	
	V%	26%	
	IX	88	
I tend to snack throughout the day	WC	319	
	V%	34%	
	IX	87	
I often buy frozen or chilled ready prepared meals	WC	109	
	V%	12%	
	IX	72	

## People who are Self-Employed Profile Food

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



## People who are Self-Employed Profile Advertising and Media

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

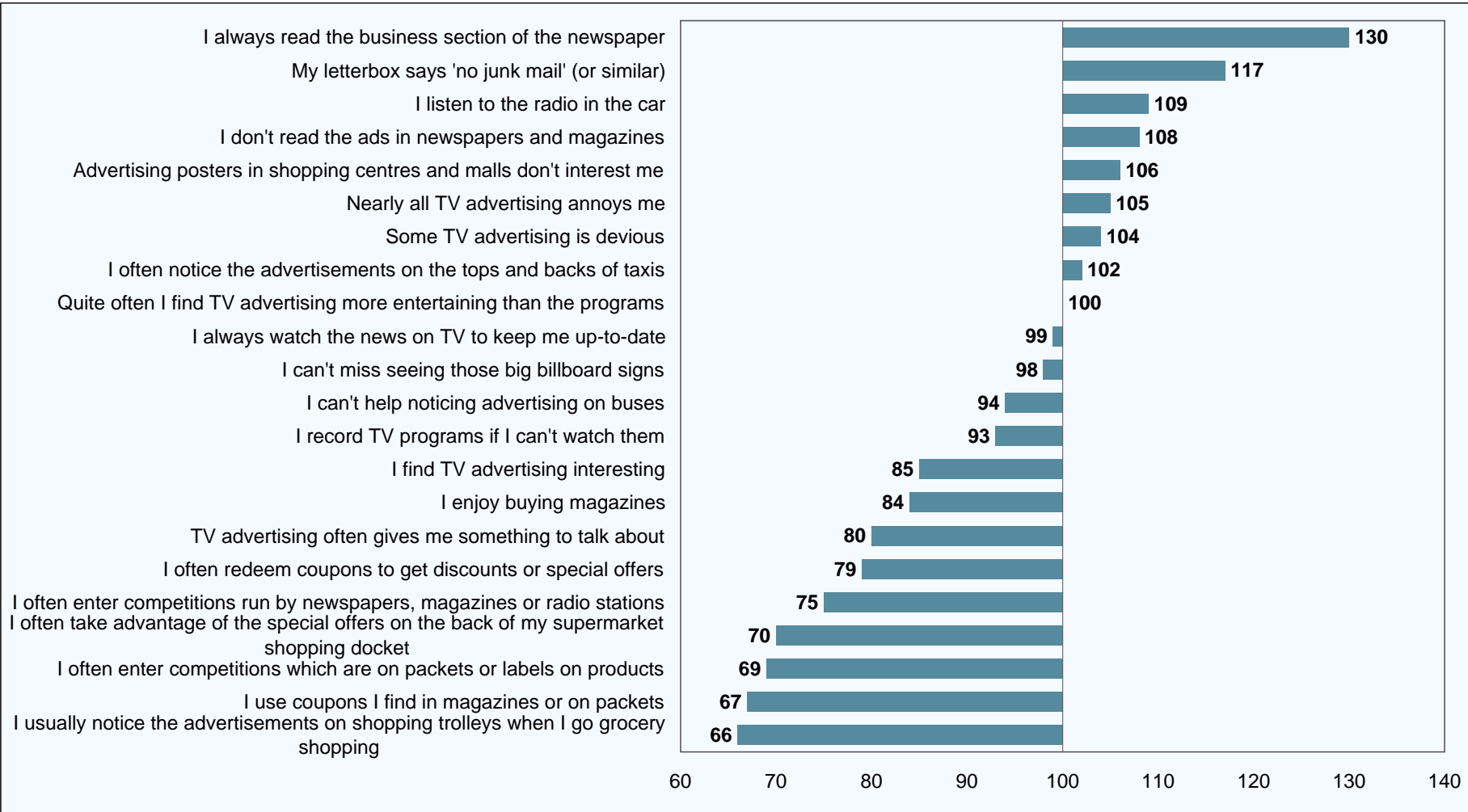
People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>			
I always read the business section of the newspaper	WC	242	
	V%	26%	
	IX	130	
My letterbox says 'no junk mail' (or similar)	WC	180	
	V%	19%	
	IX	117	
I listen to the radio in the car	WC	797	
	V%	84%	
	IX	109	
I don't read the ads in newspapers and magazines	WC	405	
	V%	43%	
	IX	108	
Advertising posters in shopping centres and malls don't interest me	WC	683	
	V%	72%	
	IX	106	
Nearly all TV advertising annoys me	WC	578	
	V%	61%	
	IX	105	
Some TV advertising is devious	WC	757	
	V%	80%	
	IX	104	
I often notice the advertisements on the tops and backs of taxis	WC	218	
	V%	23%	
	IX	102	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>			
Quite often I find TV advertising more entertaining than the programs	WC	178	
	V%	19%	
	IX	100	
I always watch the news on TV to keep me up-to-date	WC	643	
	V%	68%	
	IX	99	
I can't miss seeing those big billboard signs	WC	530	
	V%	56%	
	IX	98	
I can't help noticing advertising on buses	WC	521	
	V%	55%	
	IX	94	
I record TV programs if I can't watch them	WC	403	
	V%	43%	
	IX	93	
I find TV advertising interesting	WC	212	
	V%	22%	
	IX	85	
I enjoy buying magazines	WC	299	
	V%	32%	
	IX	84	
TV advertising often gives me something to talk about	WC	223	
	V%	24%	
	IX	80	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>ADVERTISING AND MEDIA ATTITUDES - AGREE</b>			
I often redeem coupons to get discounts or special offers	WC	291	
	V%	31%	
	IX	79	
I often enter competitions run by newspapers, magazines or radio stations	WC	125	
	V%	13%	
	IX	75	
I often take advantage of the special offers on the back of my supermarket shopping docket	WC	135	
	V%	14%	
	IX	70	
I often enter competitions which are on packets or labels on products	WC	94	
	V%	10%	
	IX	69	
I use coupons I find in magazines or on packets	WC	200	
	V%	21%	
	IX	67	
I usually notice the advertisements on shopping trolleys when I go grocery shopping	WC	66	
	V%	7%	
	IX	66	

## People who are Self-Employed Profile Advertising and Media

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



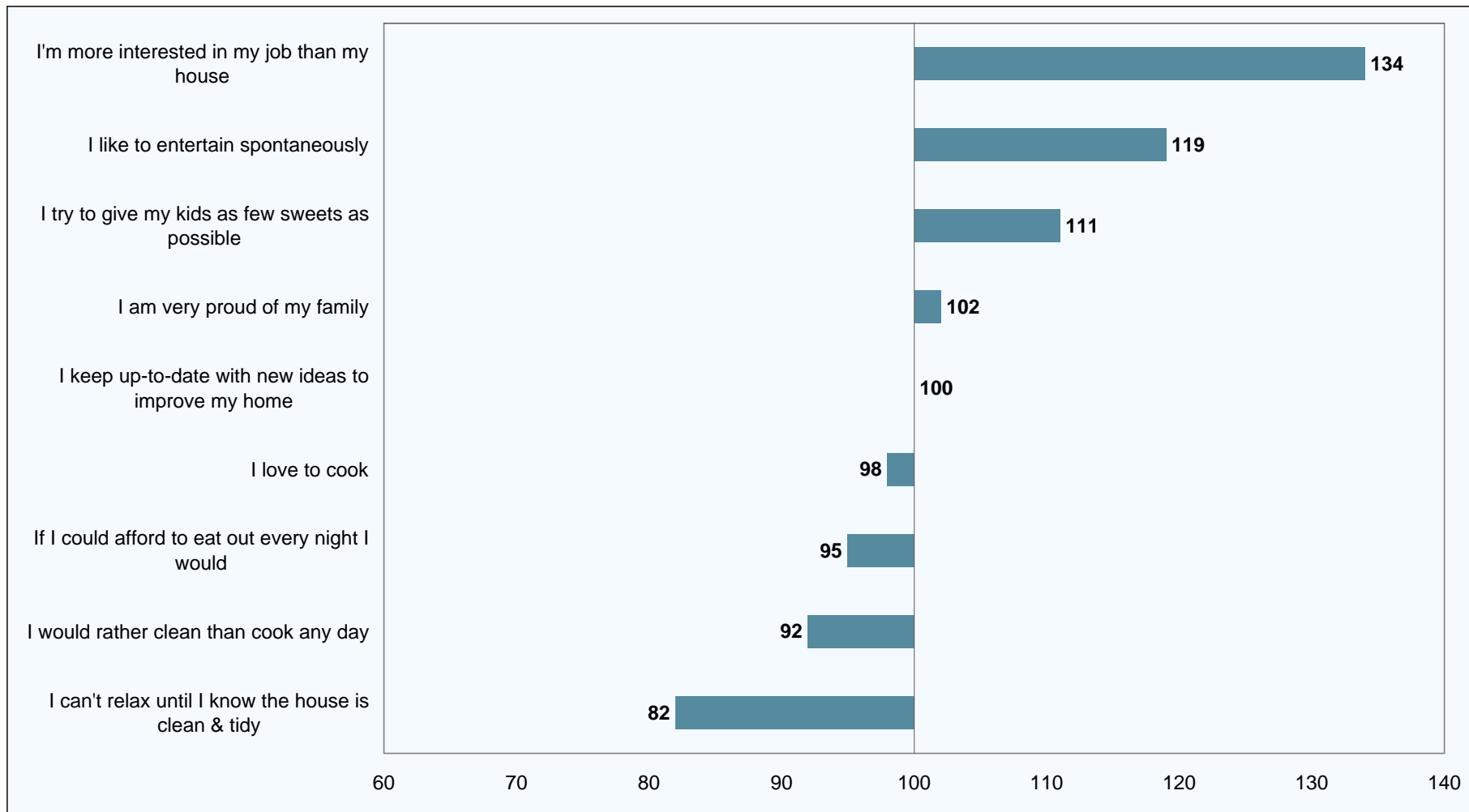
## People who are Self-Employed Profile Family and Home

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>FAMILY AND HOME ATTITUDES - AGREE</b>		
I'm more interested in my job than my house	WC	219
	V%	23%
	IX	134
I like to entertain spontaneously	WC	502
	V%	53%
	IX	119
I try to give my kids as few sweets as possible	WC	596
	V%	63%
	IX	111
I am very proud of my family	WC	875
	V%	93%
	IX	102
I keep up-to-date with new ideas to improve my home	WC	298
	V%	31%
	IX	100
I love to cook	WC	570
	V%	60%
	IX	98
If I could afford to eat out every night I would	WC	169
	V%	18%
	IX	95
I would rather clean than cook any day	WC	179
	V%	19%
	IX	92
I can't relax until I know the house is clean & tidy	WC	312
	V%	33%
	IX	82

## People who are Self-Employed Profile Family and Home

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



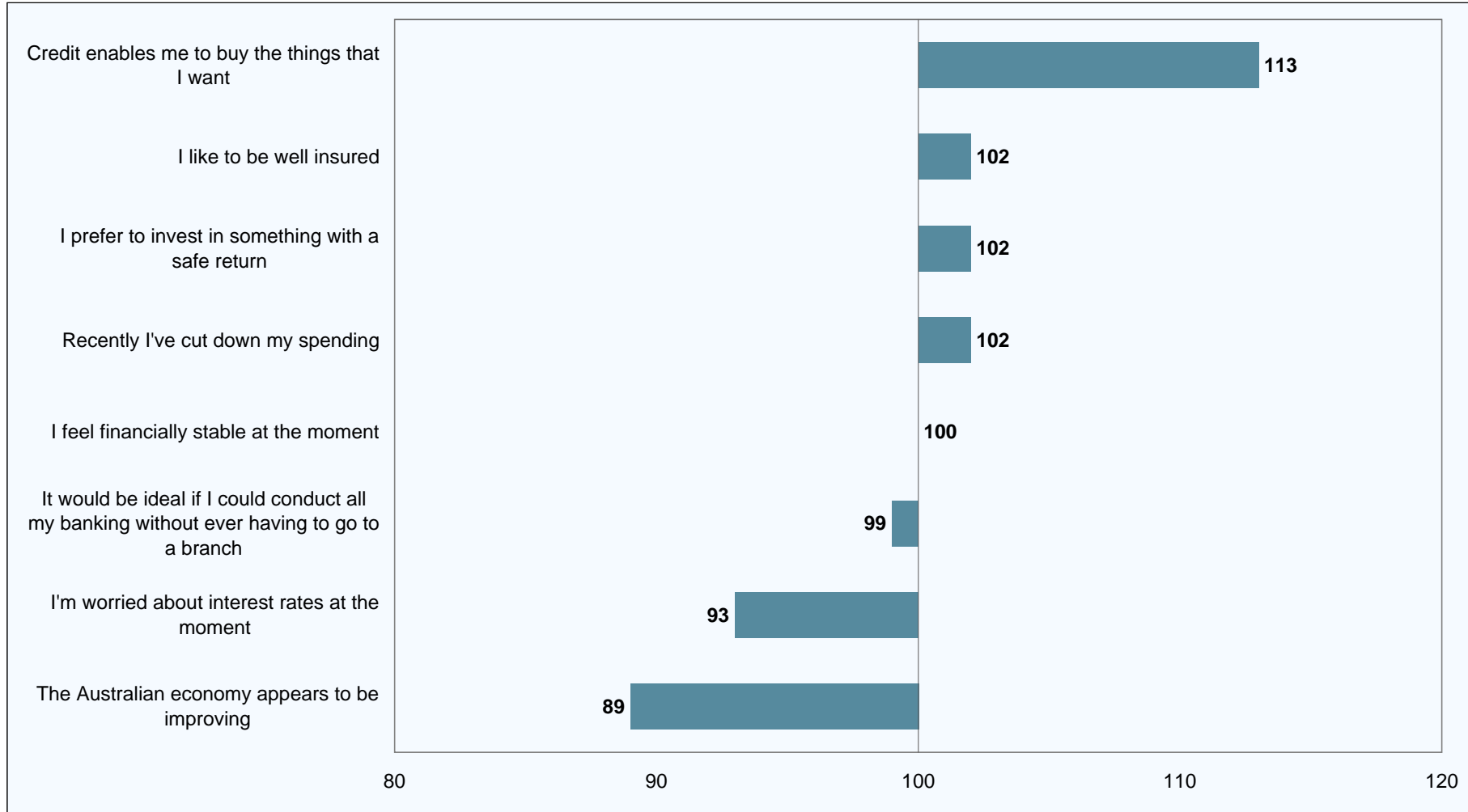
## People who are Self-Employed Profile Finance

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>FINANCE ATTITUDES - AGREE</b>		
Credit enables me to buy the things that I want	WC	347
	V%	37%
	IX	113
I like to be well insured	WC	702
	V%	74%
	IX	102
I prefer to invest in something with a safe return	WC	782
	V%	83%
	IX	102
Recently I've cut down my spending	WC	659
	V%	70%
	IX	102
I feel financially stable at the moment	WC	519
	V%	55%
	IX	100
It would be ideal if I could conduct all my banking without ever having to go to a branch	WC	463
	V%	49%
	IX	99
I'm worried about interest rates at the moment	WC	350
	V%	37%
	IX	93
The Australian economy appears to be improving	WC	185
	V%	20%
	IX	89

## People who are Self-Employed Profile Finance

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



## People who are Self-Employed Profile Holiday

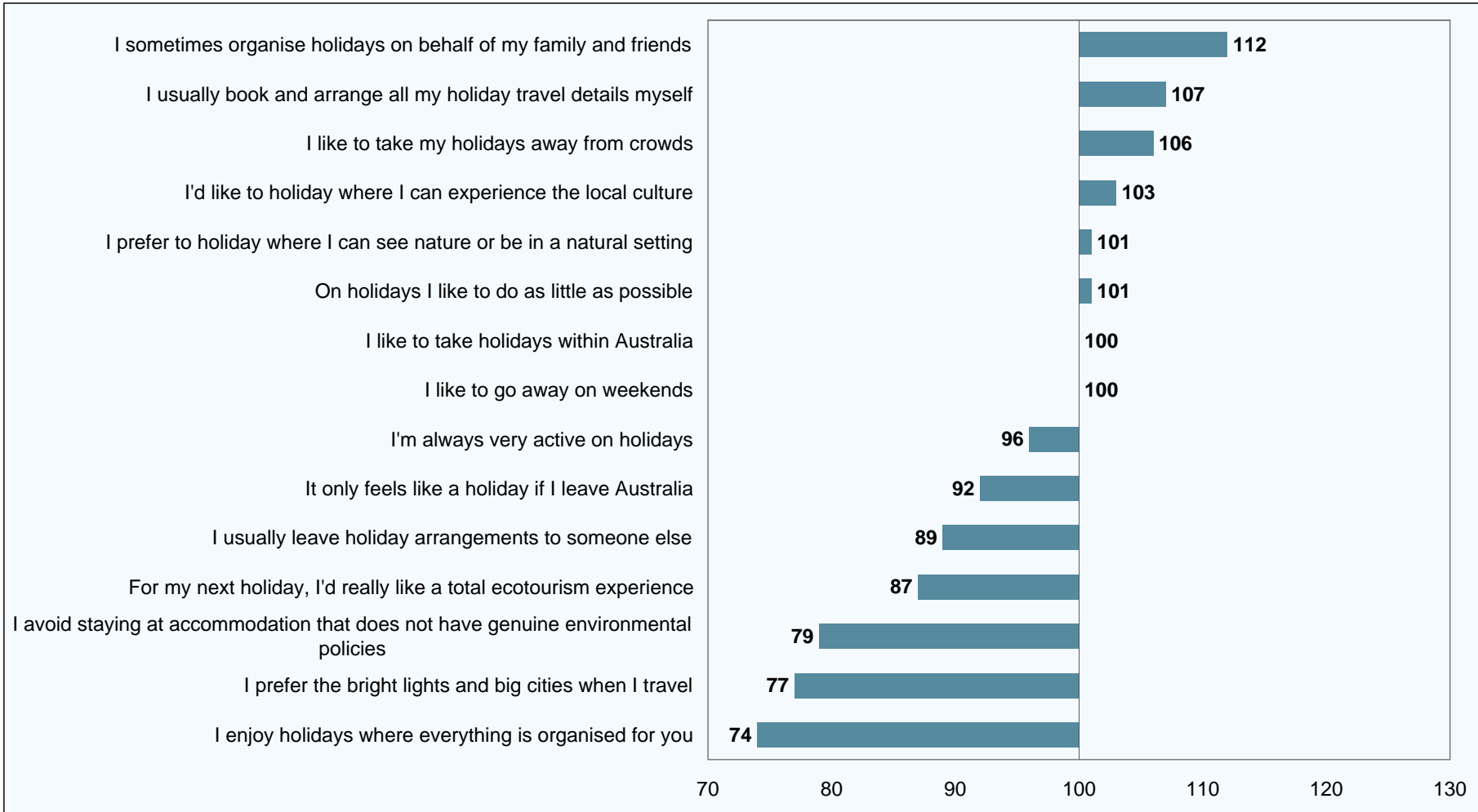
This table shows the target profile group's attitudes to a range of Holiday Statements.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>HOLIDAY ATTITUDES - AGREE</b>		
I sometimes organise holidays on behalf of my family and friends	WC	255
	V%	27%
	IX	112
I usually book and arrange all my holiday travel details myself	WC	631
	V%	67%
	IX	107
I like to take my holidays away from crowds	WC	722
	V%	76%
	IX	106
I'd like to holiday where I can experience the local culture	WC	664
	V%	70%
	IX	103
I prefer to holiday where I can see nature or be in a natural setting	WC	689
	V%	73%
	IX	101
On holidays I like to do as little as possible	WC	445
	V%	47%
	IX	101
I like to take holidays within Australia	WC	762
	V%	81%
	IX	100
I like to go away on weekends	WC	442
	V%	47%
	IX	100

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>HOLIDAY ATTITUDES - AGREE</b>		
I'm always very active on holidays	WC	408
	V%	43%
	IX	96
It only feels like a holiday if I leave Australia	WC	73
	V%	8%
	IX	92
I usually leave holiday arrangements to someone else	WC	199
	V%	21%
	IX	89
For my next holiday, I'd really like a total ecotourism experience	WC	164
	V%	17%
	IX	87
I avoid staying at accommodation that does not have genuine environmental policies	WC	126
	V%	13%
	IX	79
I prefer the bright lights and big cities when I travel	WC	117
	V%	12%
	IX	77
I enjoy holidays where everything is organised for you	WC	193
	V%	20%
	IX	74

## People who are Self-Employed Profile Holiday

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



## People who are Self-Employed Profile

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

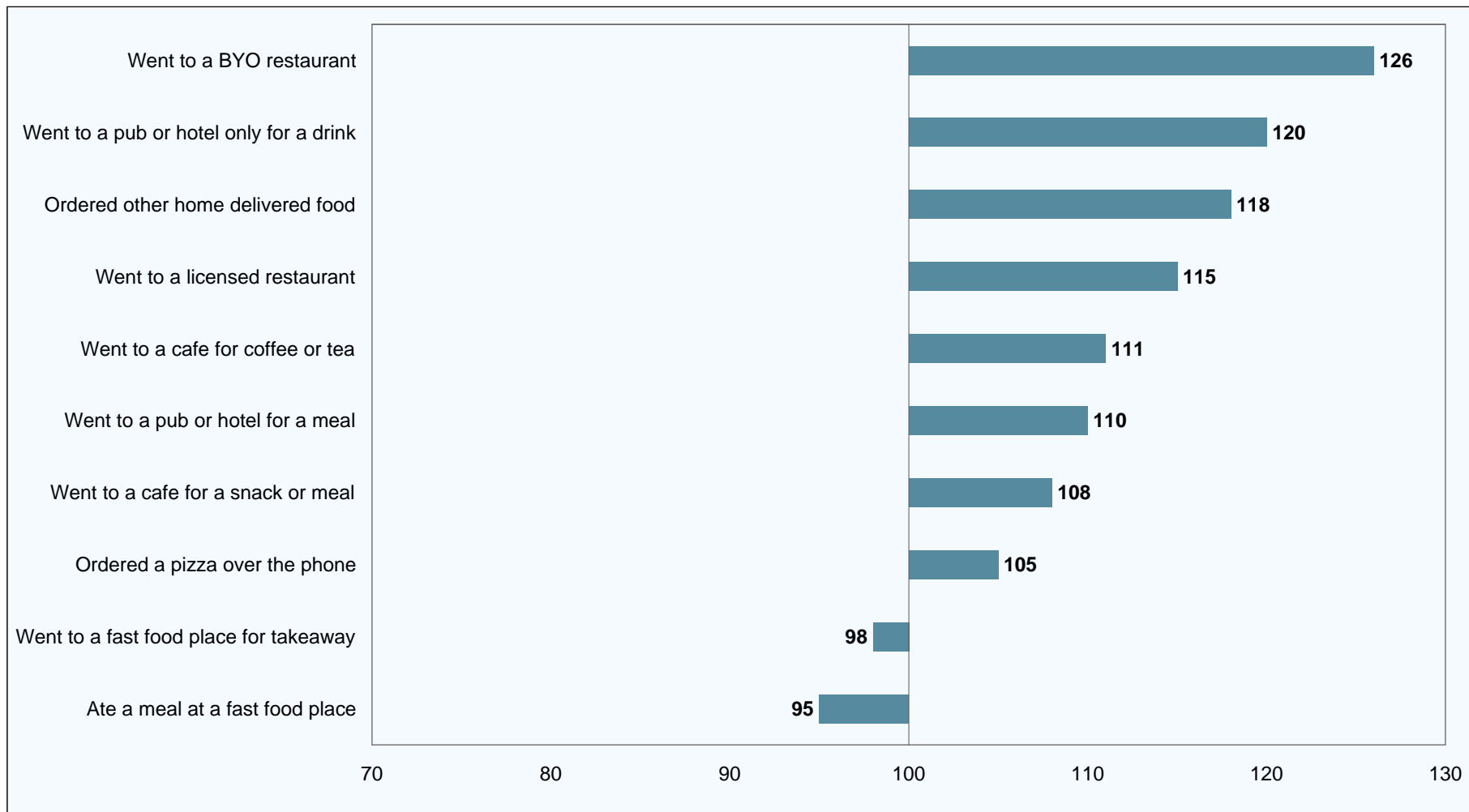
This table shows Eating Out/ Fast Food activities of the the target profile group in the last 3 months.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>EATING OUT / FAST FOOD IN THE LAST 3 MONTHS</b>		
Went to a BYO restaurant	WC	278
	V%	29%
	IX	126
Went to a pub or hotel only for a drink	WC	293
	V%	31%
	IX	120
Ordered other home delivered food	WC	127
	V%	13%
	IX	118
Went to a licensed restaurant	WC	556
	V%	59%
	IX	115
Went to a cafe for coffee or tea	WC	541
	V%	57%
	IX	111

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>EATING OUT / FAST FOOD IN THE LAST 3 MONTHS</b>		
Went to a pub or hotel for a meal	WC	407
	V%	43%
	IX	110
Went to a cafe for a snack or meal	WC	415
	V%	44%
	IX	108
Ordered a pizza over the phone	WC	393
	V%	42%
	IX	105
Went to a fast food place for takeaway	WC	531
	V%	56%
	IX	98
Ate a meal at a fast food place	WC	417
	V%	44%
	IX	95

## People who are Self-Employed 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.



## People who are Self-Employed Profile Activities in the Last 3 Months - Leisure

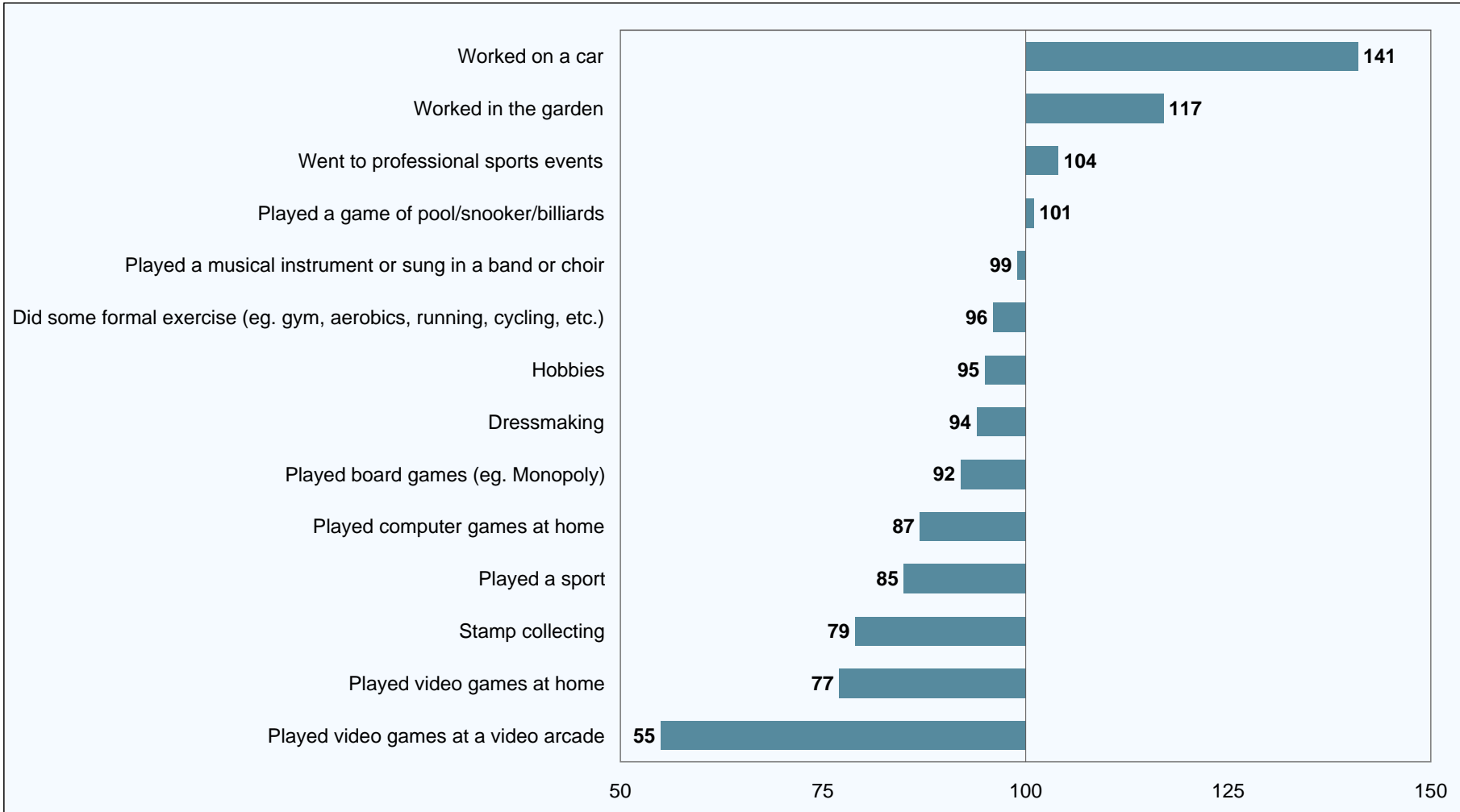
This table shows Leisure activities of the the target profile group in the last 3 months.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>LEISURE ACTIVITIES IN THE LAST 3 MONTHS</b>		
	WC	234
Worked on a car	V%	25%
	IX	141
	WC	667
Worked in the garden	V%	71%
	IX	117
	WC	123
Went to professional sports events	V%	13%
	IX	104
	WC	127
Played a game of pool/snooker/billiards	V%	13%
	IX	101
	WC	109
Played a musical instrument or sung in a band or choir	V%	12%
	IX	99
	WC	425
Did some formal exercise (eg. gym, aerobics, running, cycling, etc.)	V%	45%
	IX	96
	WC	273
Hobbies	V%	29%
	IX	95

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>LEISURE ACTIVITIES IN THE LAST 3 MONTHS</b>		
	WC	68
Dressmaking	V%	7%
	IX	94
	WC	207
Played board games (eg. Monopoly)	V%	22%
	IX	92
	WC	289
Played computer games at home	V%	31%
	IX	87
	WC	188
Played a sport	V%	20%
	IX	85
	WC	15
Stamp collecting	V%	2%
	IX	79
	WC	140
Played video games at home	V%	15%
	IX	77
	WC	14
Played video games at a video arcade	V%	1%
	IX	55

## People who are Self-Employed 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.



## People who are Self-Employed Profile Activities in the Last 3 Months - Entertainment

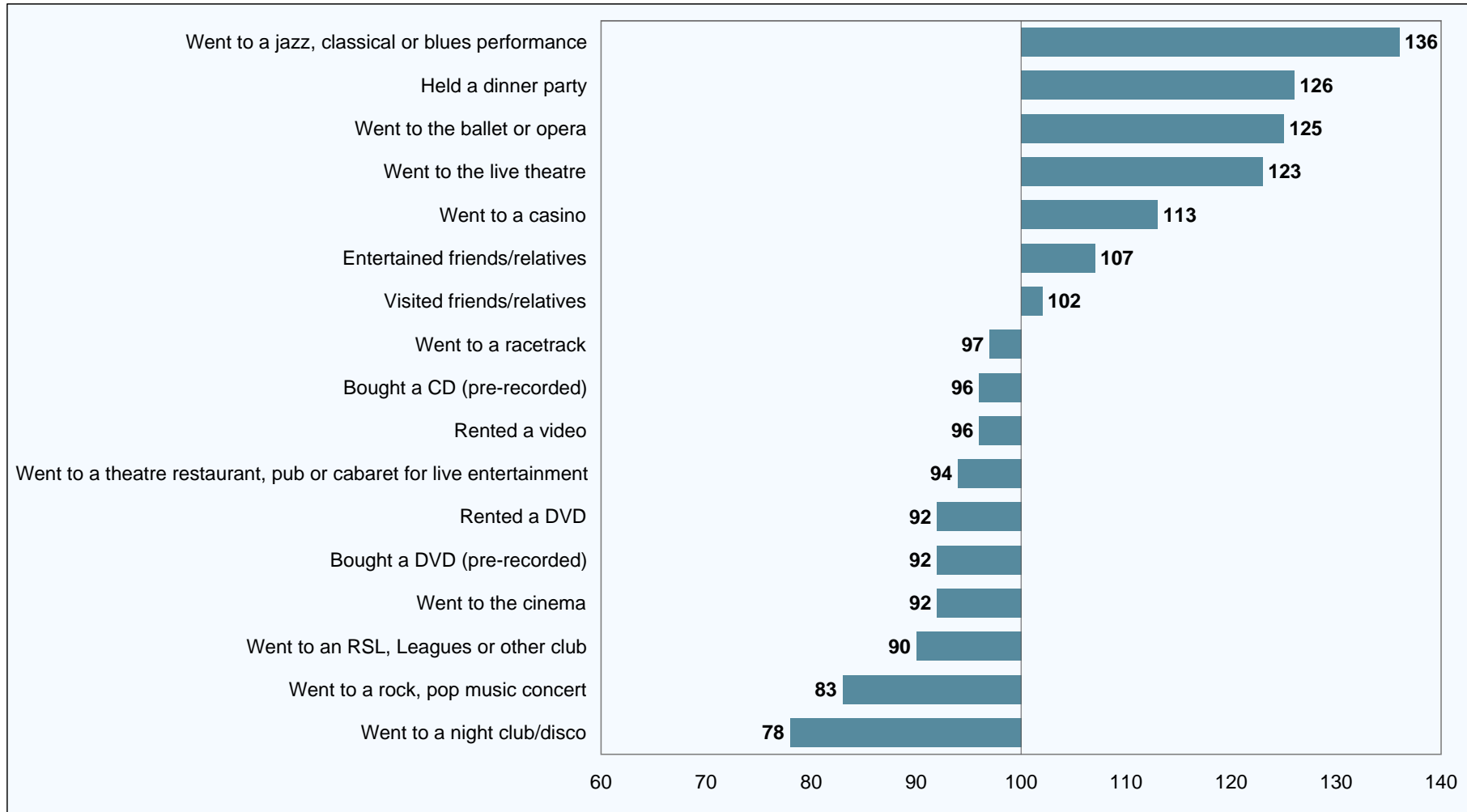
This table shows Entertainment activities of the target profile group in the last 3 months.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS</b>		
Went to a jazz, classical or blues performance	WC	55
	V%	6%
	IX	136
Held a dinner party	WC	290
	V%	31%
	IX	126
Went to the ballet or opera	WC	32
	V%	3%
	IX	125
Went to the live theatre	WC	143
	V%	15%
	IX	123
Went to a casino	WC	90
	V%	10%
	IX	113
Entertained friends/relatives	WC	667
	V%	71%
	IX	107
Visited friends/relatives	WC	822
	V%	87%
	IX	102
Went to a racetrack	WC	40
	V%	4%
	IX	97
Bought a CD (pre-recorded)	WC	197
	V%	21%
	IX	96

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>ENTERTAINMENT ACTIVITIES IN THE LAST 3 MONTHS</b>		
Rented a video	WC	79
	V%	8%
	IX	96
Went to a theatre restaurant, pub or cabaret for live entertainment	WC	77
	V%	8%
	IX	94
Rented a DVD	WC	308
	V%	33%
	IX	92
Bought a DVD (pre-recorded)	WC	312
	V%	33%
	IX	92
Went to the cinema	WC	390
	V%	41%
	IX	92
Went to an RSL, Leagues or other club	WC	228
	V%	24%
	IX	90
Went to a rock, pop music concert	WC	69
	V%	7%
	IX	83
Went to a night club/disco	WC	74
	V%	8%
	IX	78

## People who are Self-Employed 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.



## People who are Self-Employed Profile Sports Watched on TV

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

People who are Self-Employed		
Total Sample Size	2812	
Total Population (000's)	945	
<b>TV SPORTS WATCHED - SUMMARY</b>		
Motorcycle Racing	WC	141
	V%	15%
	IX	147
Car racing	WC	368
	V%	39%
	IX	122
Olympic Games	WC	527
	V%	56%
	IX	109
Golf	WC	173
	V%	18%
	IX	107
Horse Racing/Harness racing	WC	342
	V%	36%
	IX	106
AFL	WC	373
	V%	39%
	IX	104
Rugby Union	WC	196
	V%	21%
	IX	104
Cricket	WC	435
	V%	46%
	IX	103
NRL	WC	294
	V%	31%
	IX	101

People who are Self-Employed		
Total Sample Size	2812	
Total Population (000's)	945	
<b>TV SPORTS WATCHED - SUMMARY</b>		
Swimming/Diving	WC	200
	V%	21%
	IX	100
Soccer	WC	187
	V%	20%
	IX	98
Tennis	WC	286
	V%	30%
	IX	96
Lawn Bowls	WC	58
	V%	6%
	IX	71
Basketball	WC	50
	V%	5%
	IX	68
Total watched sport on TV	WC	814
	V%	86%
	IX	104

People who are Self-Employed		
Total Sample Size	2812	
Total Population (000's)	945	
<b>TV SPORTS WATCHED</b>		
AFL - on ch7/Ch10	WC	365
	V%	39%
	IX	104
AFL - on Pay TV	WC	87
	V%	9%
	IX	112
NRL club round on Ch9	WC	211
	V%	22%
	IX	100
NRL club round on Pay TV	WC	77
	V%	8%
	IX	109
Rugby League NRL State of Origin	WC	246
	V%	26%
	IX	99
Rugby Union Super 14	WC	86
	V%	9%
	IX	106
Rugby Union International	WC	133
	V%	14%
	IX	100
Rugby World Cup	WC	154
	V%	16%
	IX	100
FIFA World Cup Soccer	WC	163
	V%	17%
	IX	101

CONTINUED ↓

## People who are Self-Employed Profile Sports Watched on TV

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

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>TV SPORTS WATCHED</b>			
	WC	69	
A-League Soccer	V%	7%	
	IX	88	
	WC	68	
Other Soccer	V%	7%	
	IX	94	
	WC	19	
American basketball	V%	2%	
	IX	57	
	WC	34	
Australian basketball	V%	4%	
	IX	92	
	WC	27	
Women's basketball	V%	3%	
	IX	66	
	WC	79	
Netball	V%	8%	
	IX	93	
	WC	15	
American baseball	V%	2%	
	IX	66	
	WC	14	
American football	V%	2%	
	IX	50	
	WC	29	
Beach volleyball	V%	3%	
	IX	95	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>TV SPORTS WATCHED</b>			
	WC	363	
Cricket - Test match	V%	38%	
	IX	100	
	WC	378	
One Day Cricket Match	V%	40%	
	IX	102	
	WC	271	
Twenty20 Cricket Match	V%	29%	
	IX	82	
	WC	272	
Bathurst 1000	V%	29%	
	IX	130	
	WC	186	
Formula 1 car racing	V%	20%	
	IX	135	
	WC	76	
Indy car events	V%	8%	
	IX	139	
	WC	225	
V8 supercars	V%	24%	
	IX	121	
	WC	101	
Rally car racing	V%	11%	
	IX	146	
	WC	85	
Drag racing	V%	9%	
	IX	124	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>TV SPORTS WATCHED</b>			
	WC	70	
Other car racing	V%	7%	
	IX	153	
	WC	141	
Motorcycle racing	V%	15%	
	IX	147	
	WC	337	
Horse racing - Melbourne Cup	V%	36%	
	IX	107	
	WC	115	
Horse racing - Caulfield Cup	V%	12%	
	IX	105	
	WC	93	
Horse racing - Cox Plate	V%	10%	
	IX	109	
	WC	62	
Horse racing - Golden Slipper	V%	7%	
	IX	99	
	WC	65	
Horse racing - Other	V%	7%	
	IX	107	
	WC	21	
Trotting (Harness racing)	V%	2%	
	IX	97	
	WC	25	
Horse riding/Equestrian	V%	3%	
	IX	81	

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## People who are Self-Employed Profile Sports Watched on TV

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

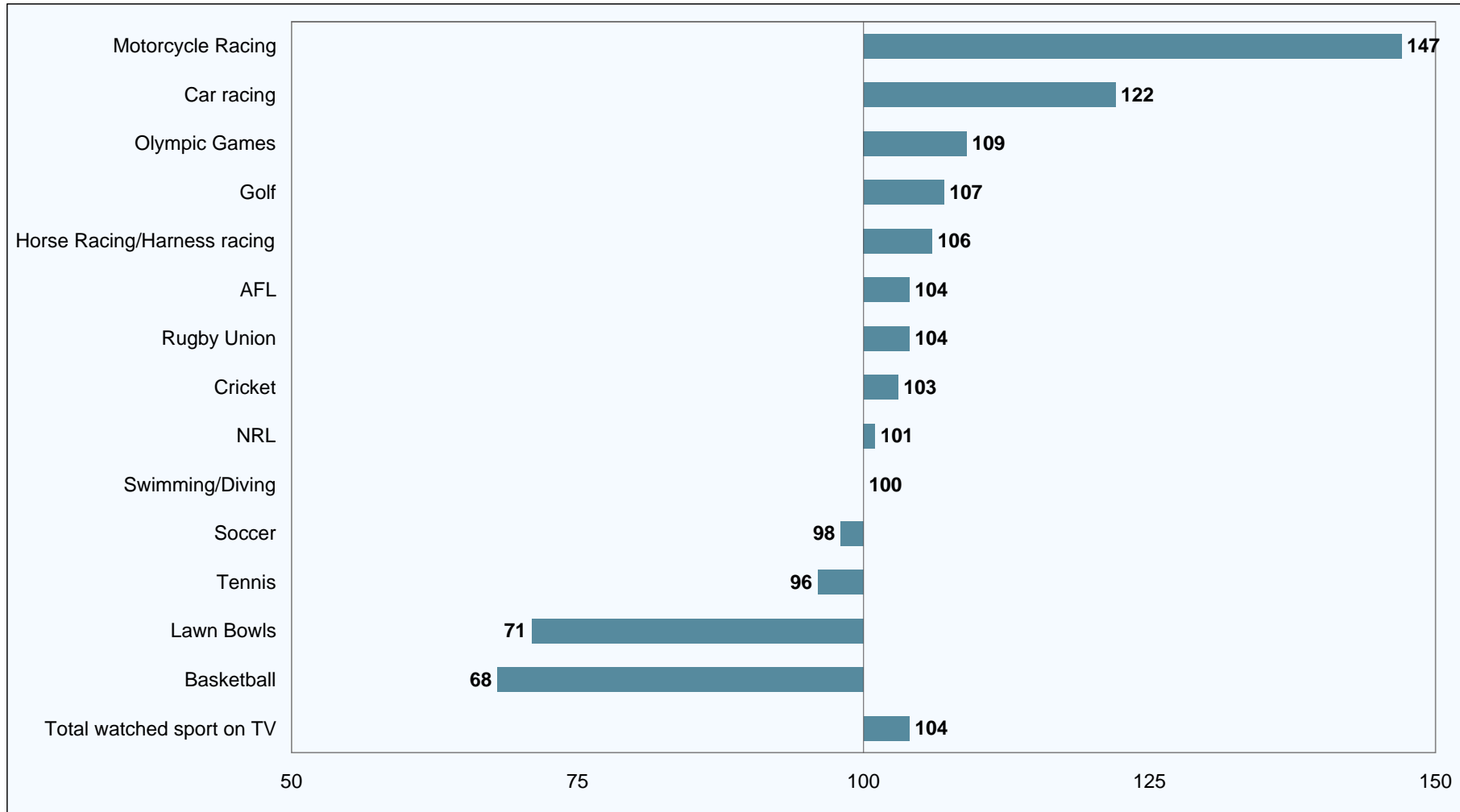
People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>TV SPORTS WATCHED</b>			
Greyhound racing	WC	15	
	V%	2%	
	IX	74	
Golf	WC	173	
	V%	18%	
	IX	107	
Cycling	WC	113	
	V%	12%	
	IX	119	
Gymnastics	WC	80	
	V%	8%	
	IX	105	
Body building	WC	4	
	V%	0%	
	IX	51	
Boxing	WC	65	
	V%	7%	
	IX	96	
Wrestling	WC	42	
	V%	4%	
	IX	76	
Field hockey	WC	28	
	V%	3%	
	IX	106	
Ice hockey	WC	13	
	V%	1%	
	IX	79	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>TV SPORTS WATCHED</b>			
Figure skating	WC	45	
	V%	5%	
	IX	95	
Iron Man contests	WC	62	
	V%	7%	
	IX	118	
Athletics/Track & field	WC	78	
	V%	8%	
	IX	115	
Marathons/Running	WC	31	
	V%	3%	
	IX	91	
Triathlon	WC	37	
	V%	4%	
	IX	98	
Snooker/Billiards/Pool	WC	39	
	V%	4%	
	IX	112	
Lawn bowls	WC	58	
	V%	6%	
	IX	71	
Squash	WC	5	
	V%	0%	
	IX	67	
Tennis	WC	286	
	V%	30%	
	IX	96	

People who are Self-Employed			
Total Sample Size		2812	
Total Population (000's)		945	
<b>TV SPORTS WATCHED</b>			
Snow skiing/Snowboarding	WC	29	
	V%	3%	
	IX	99	
Ski jumping/Aerials	WC	15	
	V%	2%	
	IX	72	
Surfing	WC	59	
	V%	6%	
	IX	122	
Wind surfing/Sailboarding	WC	12	
	V%	1%	
	IX	191	
Sailing	WC	26	
	V%	3%	
	IX	132	
Swimming	WC	182	
	V%	19%	
	IX	97	
Diving	WC	83	
	V%	9%	
	IX	118	
Water skiing	WC	13	
	V%	1%	
	IX	120	
Rowing	WC	20	
	V%	2%	
	IX	89	
Olympic Games	WC	527	
	V%	56%	
	IX	109	

## People who are Self-Employed 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.



# People who are Self-Employed 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.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SPORTS PARTICIPATE IN - SUMMARY</b>		
Shooting	WC	38
	V%	4%
	IX	200
Flying (Pilot Licence)	WC	9
	V%	1%
	IX	188
Winter Sports	WC	54
	V%	6%
	IX	132
Motor Sports	WC	39
	V%	4%
	IX	129
Yoga	WC	65
	V%	7%
	IX	124
Horse Riding	WC	28
	V%	3%
	IX	124
Dancing	WC	89
	V%	9%
	IX	122
Outdoor Activities	WC	327
	V%	35%
	IX	118
Fishing	WC	172
	V%	18%
	IX	116

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SPORTS PARTICIPATE IN - SUMMARY</b>		
Hiking/Bushwalking	WC	166
	V%	18%
	IX	115
Water Sports	WC	337
	V%	36%
	IX	104
Individual Sports	WC	330
	V%	35%
	IX	104
Athletic Activities (inc. Walking for exercise)	WC	729
	V%	77%
	IX	97
Combative Sports	WC	30
	V%	3%
	IX	85
Team Sports	WC	120
	V%	13%
	IX	70
Total participated in any sport/leisure activity regularly or occasionally (inc. walking)	WC	844
	V%	89%
	IX	100

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SPORTS PARTICIPATE IN</b>		
Aerobics	WC	51
	V%	5%
	IX	98
Cycling	WC	128
	V%	14%
	IX	102
Gym/Weight training	WC	177
	V%	19%
	IX	94
Gymnastics	WC	5
	V%	1%
	IX	46
Jogging	WC	110
	V%	12%
	IX	72
Power walking	WC	89
	V%	9%
	IX	95
Roller blading/Skating	WC	21
	V%	2%
	IX	164
Marathons/Running	WC	15
	V%	2%
	IX	62
Athletics/Track & field	WC	8
	V%	1%
	IX	34

CONTINUED ↓

## People who are Self-Employed 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.

People who are Self-Employed		
Total Sample Size	2812	
Total Population (000's)	945	
<b>SPORTS PARTICIPATE IN</b>		
Triathlons	WC	5
	V%	1%
	IX	58
Walking for exercise	WC	674
	V%	71%
	IX	99
Australian Rules football	WC	25
	V%	3%
	IX	90
Basketball	WC	17
	V%	2%
	IX	41
Cricket	WC	30
	V%	3%
	IX	56
Field Hockey	WC	5
	V%	1%
	IX	42
Netball	WC	19
	V%	2%
	IX	59
Rugby League	WC	6
	V%	1%
	IX	32
Rugby Union	WC	3
	V%	0%
	IX	34

People who are Self-Employed		
Total Sample Size	2812	
Total Population (000's)	945	
<b>SPORTS PARTICIPATE IN</b>		
Soccer	WC	42
	V%	4%
	IX	62
Softball	WC	4
	V%	0%
	IX	43
Baseball	WC	7
	V%	1%
	IX	97
Volleyball	WC	9
	V%	1%
	IX	38
Golf	WC	112
	V%	12%
	IX	116
Lawn bowls	WC	26
	V%	3%
	IX	76
Pool/Snooker/Billiards	WC	117
	V%	12%
	IX	115
Darts	WC	37
	V%	4%
	IX	87
Dirt biking	WC	22
	V%	2%
	IX	109

People who are Self-Employed		
Total Sample Size	2812	
Total Population (000's)	945	
<b>SPORTS PARTICIPATE IN</b>		
Squash	WC	17
	V%	2%
	IX	81
Badminton	WC	14
	V%	2%
	IX	81
Table tennis	WC	45
	V%	5%
	IX	95
Tennis	WC	72
	V%	8%
	IX	93
Ten Pin bowling	WC	88
	V%	9%
	IX	96
Boxing	WC	10
	V%	1%
	IX	56
Martial arts	WC	20
	V%	2%
	IX	92
Body surfing	WC	62
	V%	7%
	IX	139
Jet skiing	WC	13
	V%	1%
	IX	137

CONTINUED ↓

## People who are Self-Employed 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.

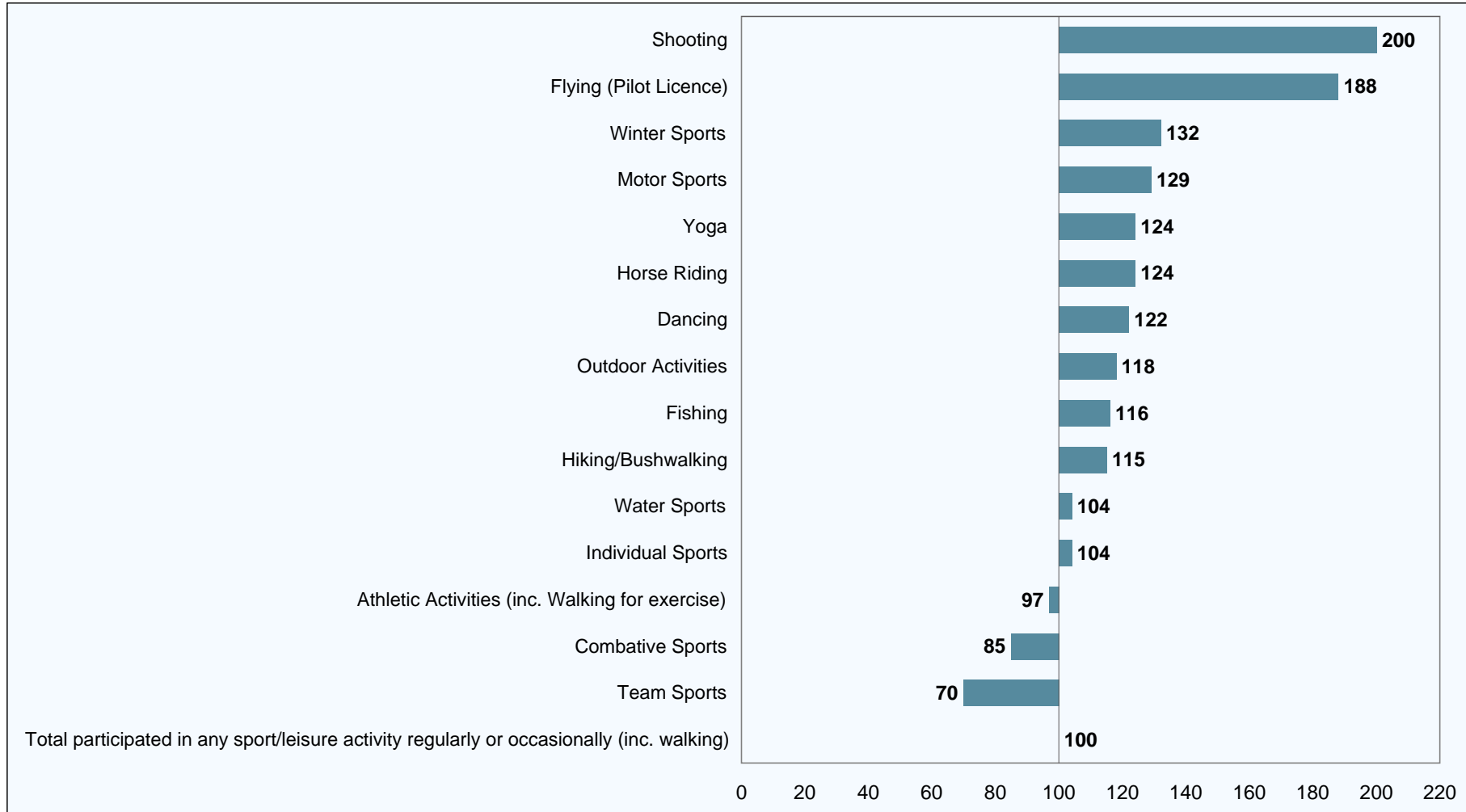
People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SPORTS PARTICIPATE IN</b>		
	WC	40
Power boating	V%	4%
	IX	185
	WC	16
Rowing	V%	2%
	IX	127
	WC	14
Wind surfing/Sailboarding	V%	2%
	IX	396
	WC	31
Sailing	V%	3%
	IX	174
	WC	44
Surfing	V%	5%
	IX	138
	WC	275
Swimming	V%	29%
	IX	99
	WC	26
Scuba diving	V%	3%
	IX	179
	WC	41
Snorkelling/Skin diving	V%	4%
	IX	131
	WC	29
Water skiing	V%	3%
	IX	164
	WC	6
Ice/Figure skating	V%	1%
	IX	62

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SPORTS PARTICIPATE IN</b>		
	WC	45
Snow skiing	V%	5%
	IX	175
	WC	7
Snowboarding	V%	1%
	IX	65
	WC	80
Fishing - fresh water	V%	8%
	IX	108
	WC	152
Fishing - salt water	V%	16%
	IX	120
	WC	166
Hiking/Bushwalking	V%	18%
	IX	115
	WC	28
Horse Riding	V%	3%
	IX	124
	WC	13
Clay/Target shooting	V%	1%
	IX	161
	WC	29
Hunting or Game Shooting	V%	3%
	IX	204
	WC	7
Archery	V%	1%
	IX	88

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>SPORTS PARTICIPATE IN</b>		
	WC	9
Rock climbing/Abseiling	V%	1%
	IX	64
	WC	12
Motorcycle racing	V%	1%
	IX	163
	WC	18
Motor racing	V%	2%
	IX	206
	WC	19
Ballet/Jazz/Tap/Modern dancing	V%	2%
	IX	139
	WC	14
Ballroom dancing	V%	1%
	IX	114
	WC	4
Line dancing	V%	0%
	IX	69
	WC	67
Other dancing	V%	7%
	IX	123
	WC	65
Yoga	V%	7%
	IX	124
	WC	9
Flying (Pilot Licence)	V%	1%
	IX	188

## People who are Self-Employed 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.



## People who are Self-Employed Profile Media Usage Summary

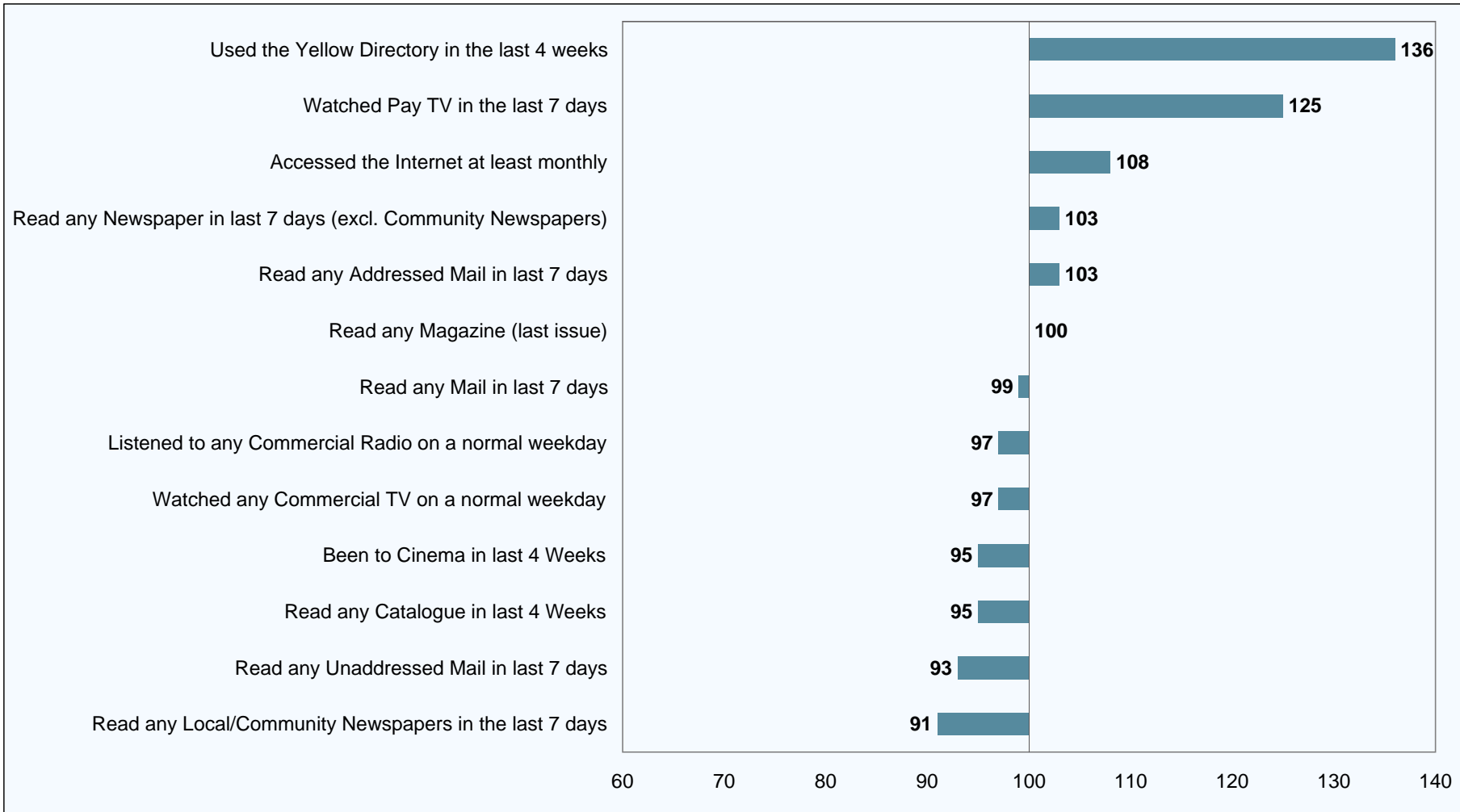
This table shows a Summary of Media Usage for the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>MEDIA USAGE SUMMARY</b>		
Used the Yellow Directory in the last 4 weeks	WC	250
	V%	26%
	IX	136
Watched Pay TV in the last 7 days	WC	244
	V%	26%
	IX	125
Accessed the Internet at least monthly	WC	773
	V%	82%
	IX	108
Read any Newspaper in last 7 days (excl. Community Newspapers)	WC	740
	V%	78%
	IX	103
Read any Addressed Mail in last 7 days	WC	708
	V%	75%
	IX	103
Read any Magazine (last issue)	WC	767
	V%	81%
	IX	100
Read any Mail in last 7 days	WC	808
	V%	85%
	IX	99

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>MEDIA USAGE SUMMARY</b>		
Listened to any Commercial Radio on a normal weekday	WC	579
	V%	61%
	IX	97
Watched any Commercial TV on a normal weekday	WC	856
	V%	91%
	IX	97
Been to Cinema in last 4 Weeks	WC	241
	V%	25%
	IX	95
Read any Catalogue in last 4 Weeks	WC	672
	V%	71%
	IX	95
Read any Unaddressed Mail in last 7 days	WC	583
	V%	62%
	IX	93
Read any Local/Community Newspapers in the last 7 days	WC	374
	V%	40%
	IX	91

## People who are Self-Employed 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.



## People who are Self-Employed Profile Newspaper and Magazine Readership

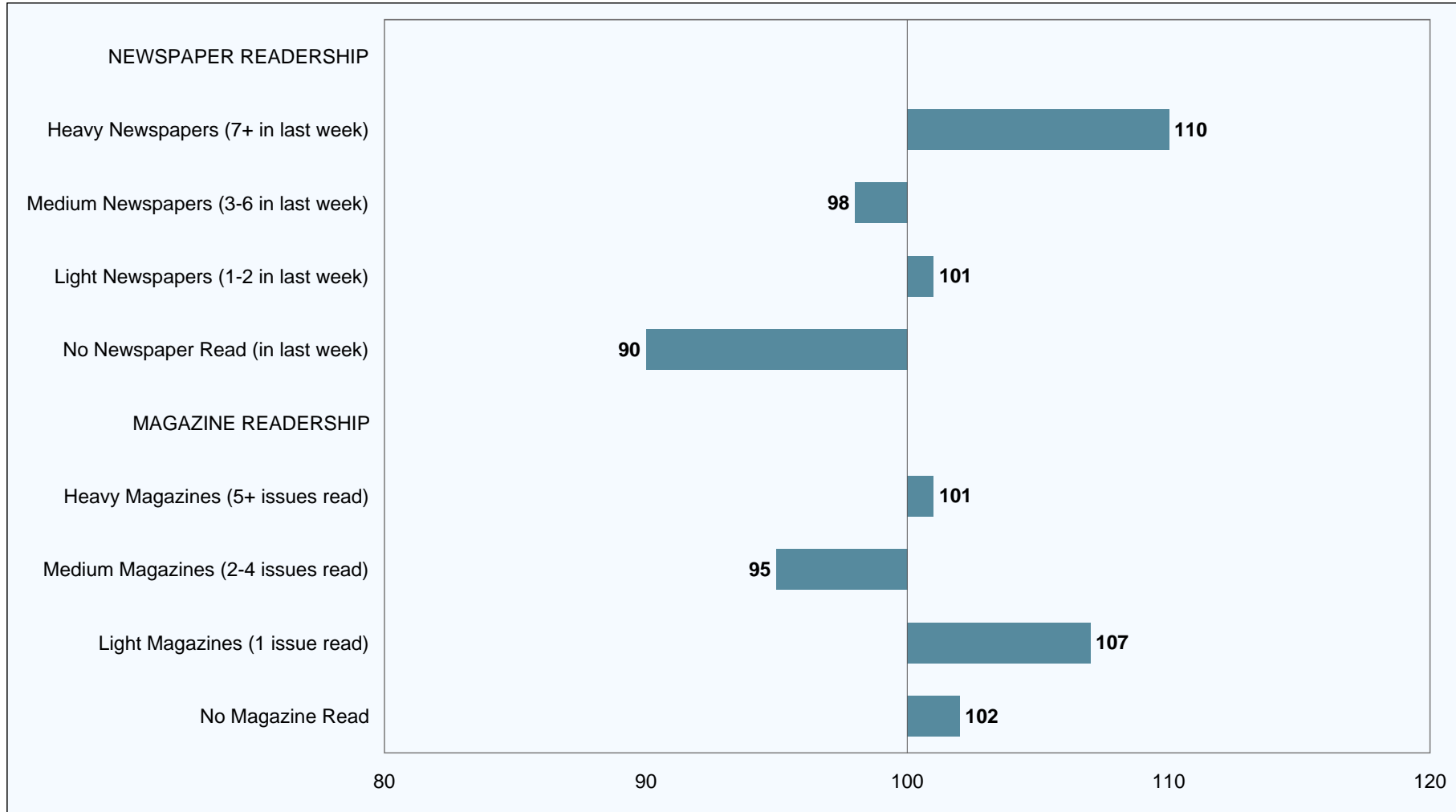
These tables show Newspaper and Magazine Readership of the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
NEWSPAPER READERSHIP		
Heavy Newspapers (7+ in last week)	WC	271
	V%	29%
	IX	110
Medium Newspapers (3-6 in last week)	WC	212
	V%	22%
	IX	98
Light Newspapers (1-2 in last week)	WC	256
	V%	27%
	IX	101
No Newspaper Read (in last week)	WC	205
	V%	22%
	IX	90

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
MAGAZINE READERSHIP		
Heavy Magazines (5+ issues read)	WC	260
	V%	28%
	IX	101
Medium Magazines (2-4 issues read)	WC	340
	V%	36%
	IX	95
Light Magazines (1 issue read)	WC	166
	V%	18%
	IX	107
No Magazine Read	WC	178
	V%	19%
	IX	102

## People who are Self-Employed 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.



## People who are Self-Employed Profile

### Weekday Commercial TV Viewing and Radio Listening

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

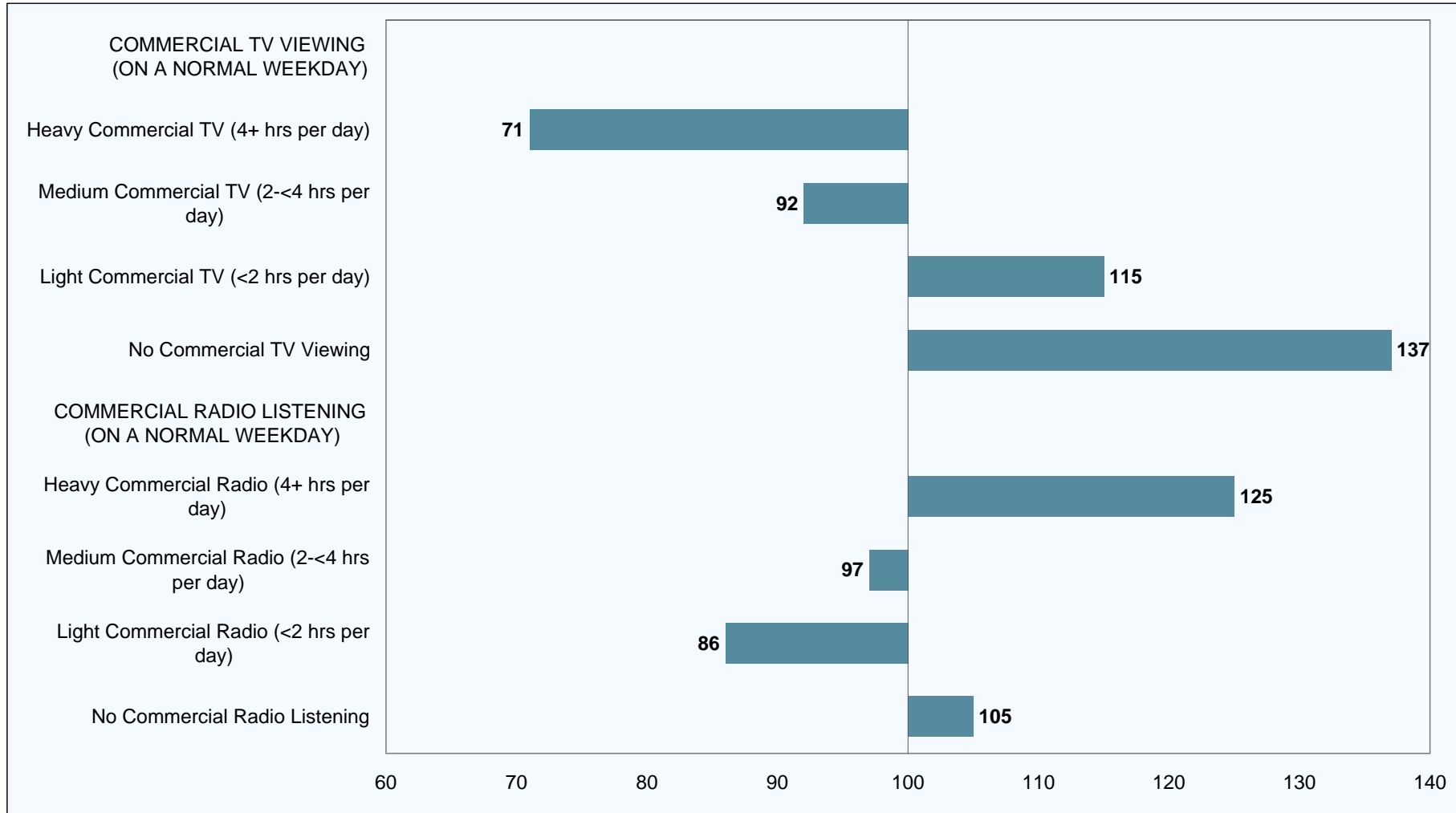
People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>COMMERCIAL TV VIEWING (ON A NORMAL WEEKDAY)</b>		
Heavy Commercial TV (4+ hrs per day)	WC	114
	V%	12%
	IX	71
Medium Commercial TV (2-<4 hrs per day)	WC	343
	V%	36%
	IX	92
Light Commercial TV (<2 hrs per day)	WC	399
	V%	42%
	IX	115
No Commercial TV Viewing	WC	88
	V%	9%
	IX	137

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>COMMERCIAL RADIO LISTENING (ON A NORMAL WEEKDAY)</b>		
Heavy Commercial Radio (4+ hrs per day)	WC	161
	V%	17%
	IX	125
Medium Commercial Radio (2-<4 hrs per day)	WC	134
	V%	14%
	IX	97
Light Commercial Radio (<2 hrs per day)	WC	284
	V%	30%
	IX	86
No Commercial Radio Listening	WC	365
	V%	39%
	IX	105

## People who are Self-Employed 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.



## People who are Self-Employed Profile Internet Usage and Cinema Attendance

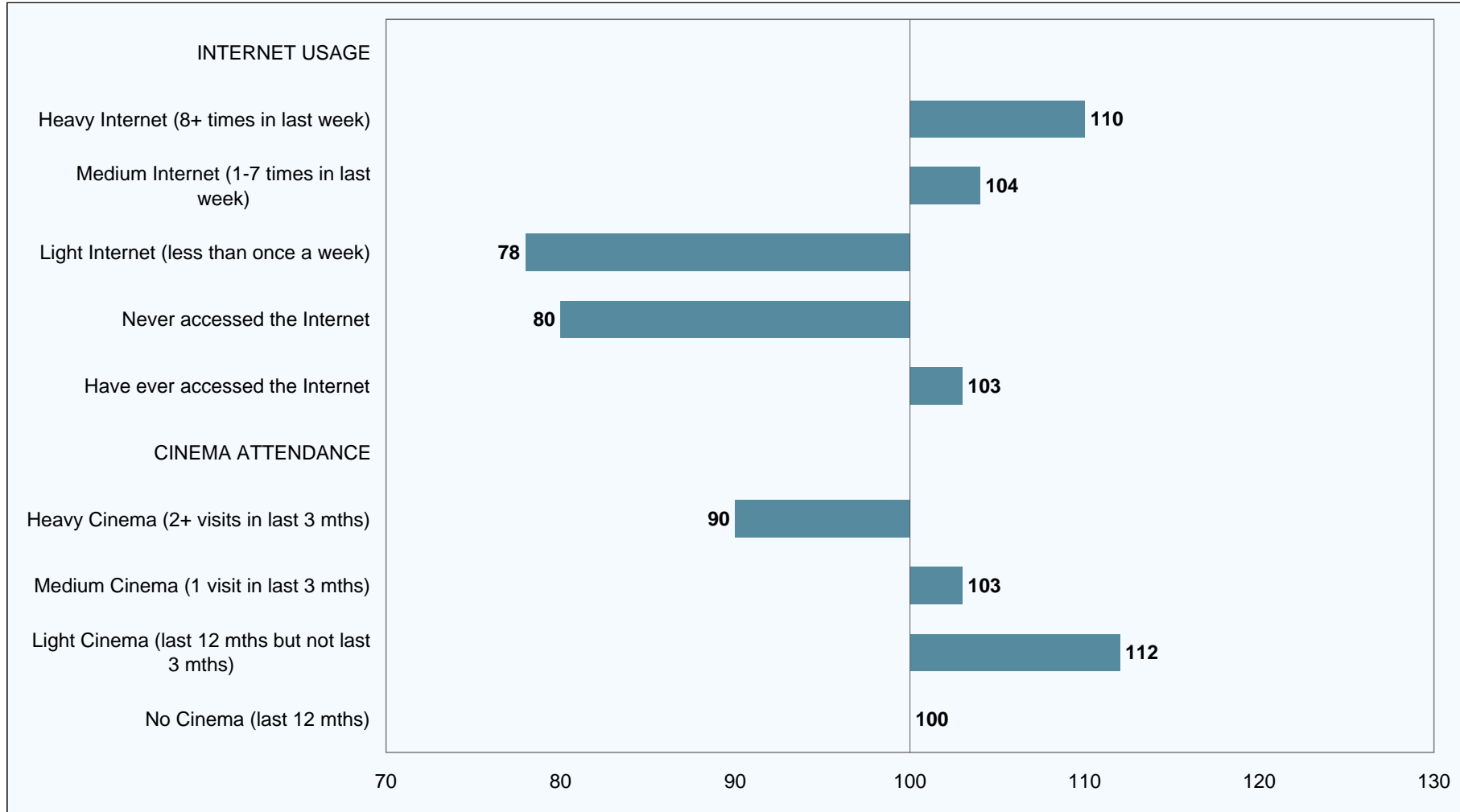
These tables show Internet Usage and Cinema Attendance of the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>INTERNET USAGE</b>		
Heavy Internet (8+ times in last week)	WC	480
	V%	51%
	IX	110
Medium Internet (1-7 times in last week)	WC	260
	V%	27%
	IX	104
Light Internet (less than once a week)	WC	115
	V%	12%
	IX	78
Never accessed the Internet	WC	91
	V%	10%
	IX	80
Have ever accessed the Internet	WC	854
	V%	90%
	IX	103

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>CINEMA ATTENDANCE</b>		
Heavy Cinema (2+ visits in last 3 mths)	WC	236
	V%	25%
	IX	90
Medium Cinema (1 visit in last 3 mths)	WC	188
	V%	20%
	IX	103
Light Cinema (last 12 mths but not last 3 mths)	WC	170
	V%	18%
	IX	112
No Cinema (last 12 mths)	WC	350
	V%	37%
	IX	100

## People who are Self-Employed 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.



## People who are Self-Employed Profile Addressed and Unaddressed Mail Readership

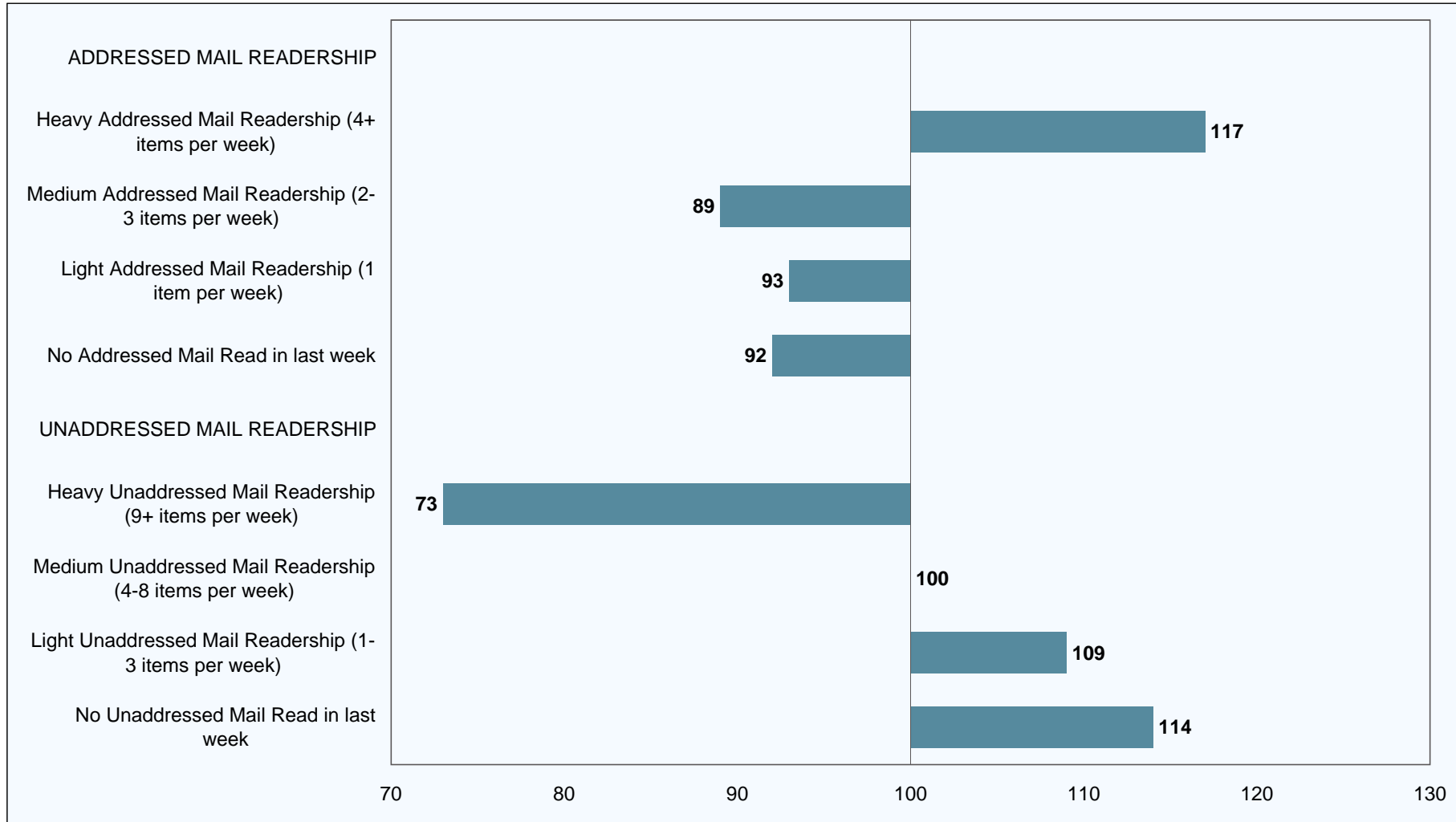
These tables show Addressed and Unaddressed Mail Readership of the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>ADDRESSED MAIL READERSHIP</b>		
Heavy Addressed Mail Readership (4+ items per week)	WC	371
	V%	39%
	IX	117
Medium Addressed Mail Readership (2-3 items per week)	WC	205
	V%	22%
	IX	89
Light Addressed Mail Readership (1 item per week)	WC	132
	V%	14%
	IX	93
No Addressed Mail Read in last week	WC	237
	V%	25%
	IX	92

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>UNADDRESSED MAIL READERSHIP</b>		
Heavy Unaddressed Mail Readership (9+ items per week)	WC	165
	V%	17%
	IX	73
Medium Unaddressed Mail Readership (4-8 items per week)	WC	209
	V%	22%
	IX	100
Light Unaddressed Mail Readership (1-3 items per week)	WC	210
	V%	22%
	IX	109
No Unaddressed Mail Read in last week	WC	361
	V%	38%
	IX	114

## People who are Self-Employed 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.



## People who are Self-Employed Profile

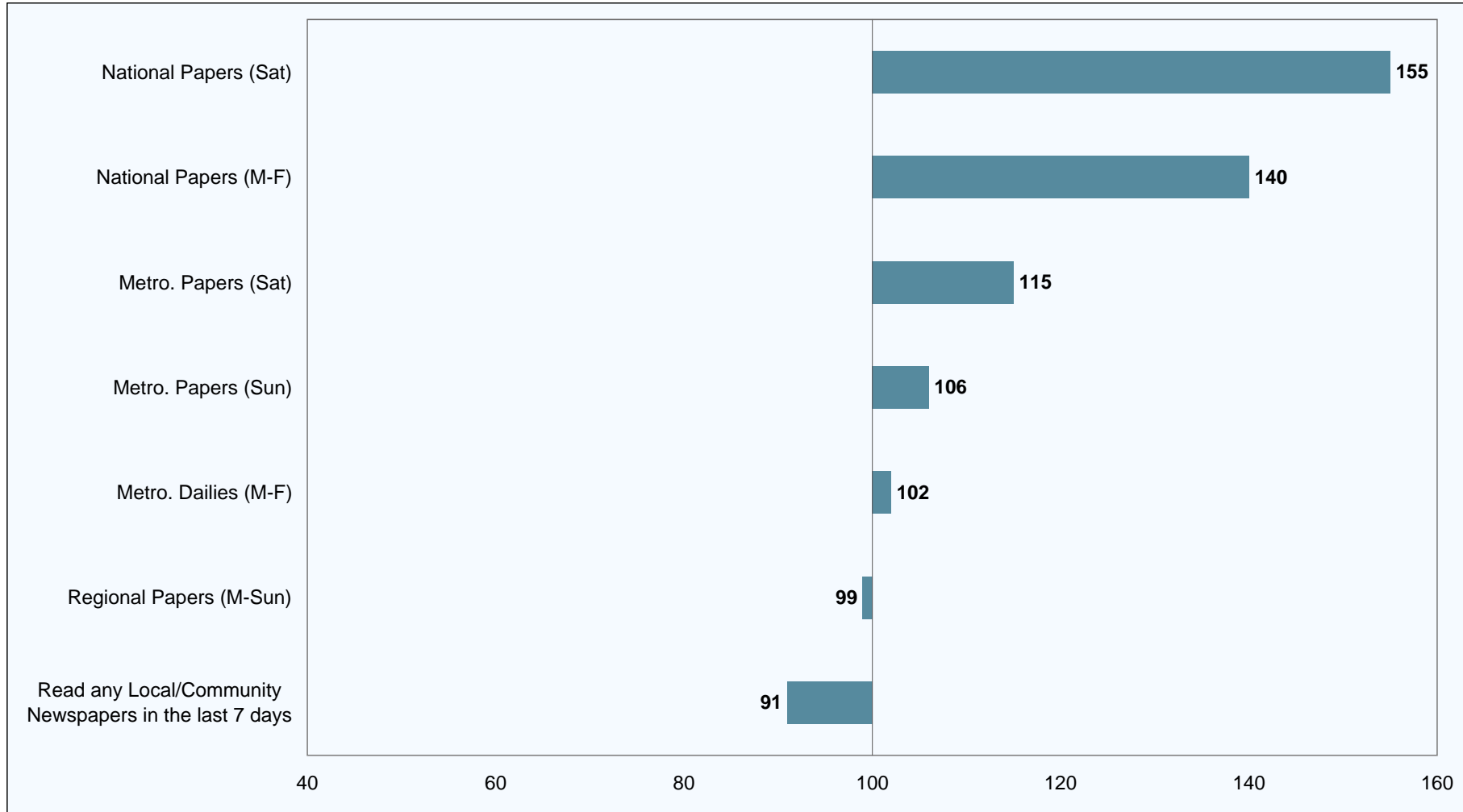
### Type of Newspaper Read

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

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
TYPE OF NEWSPAPER READ		
National Papers (Sat)	WC	83
	V%	9%
	IX	155
National Papers (M-F)	WC	74
	V%	8%
	IX	140
Metro. Papers (Sat)	WC	399
	V%	42%
	IX	115
Metro. Papers (Sun)	WC	429
	V%	45%
	IX	106
Metro. Dailies (M-F)	WC	418
	V%	44%
	IX	102
Regional Papers (M-Sun)	WC	152
	V%	16%
	IX	99
Read any Local/Community Newspapers in the last 7 days	WC	374
	V%	40%
	IX	91

## People who are Self-Employed 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.



## People who are Self-Employed Profile

### Type of Magazine Read

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

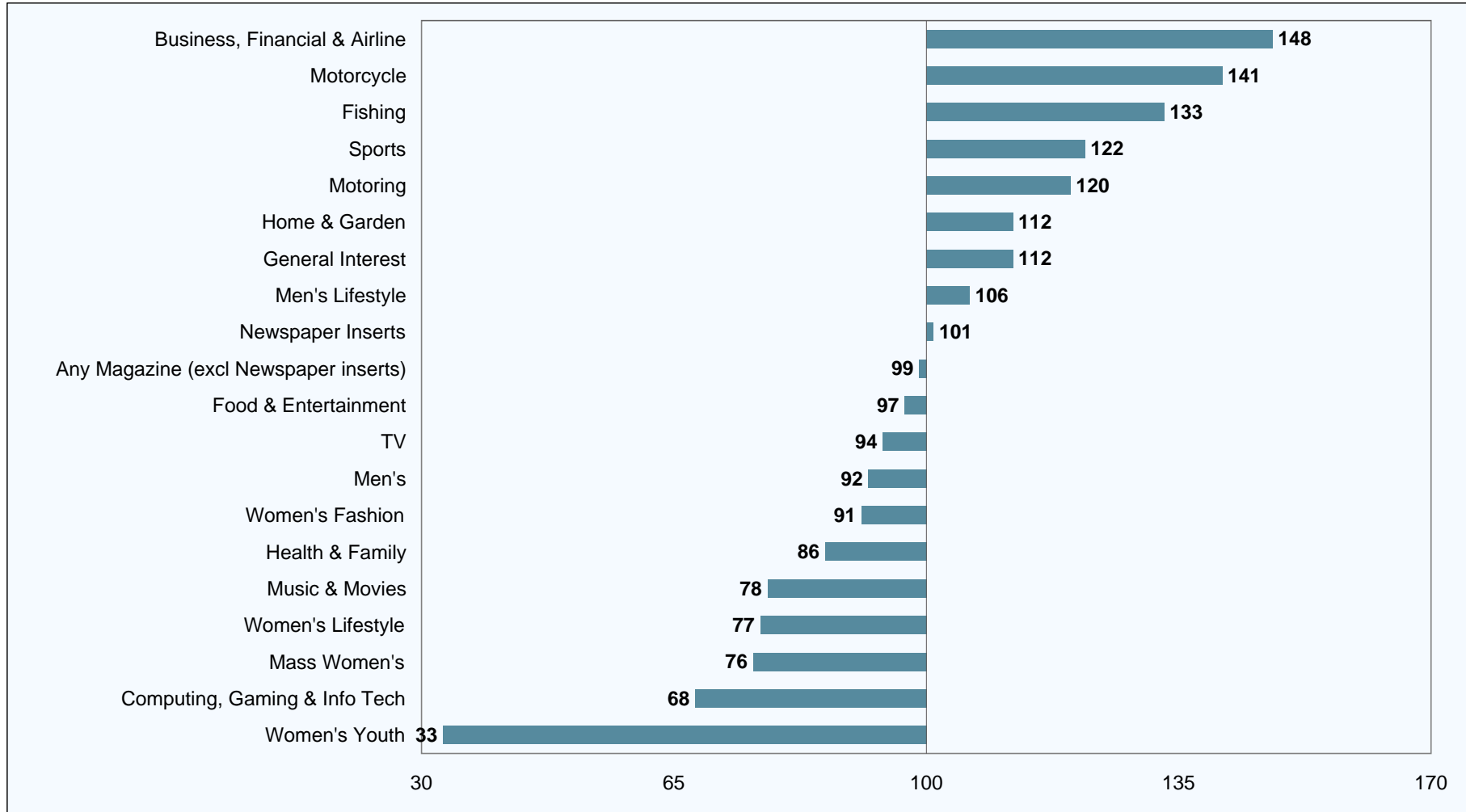
People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>TYPE OF MAGAZINE READ</b>		
Business, Financial & Airline	WC	136
	V%	14%
	IX	148
Motorcycle	WC	20
	V%	2%
	IX	141
Fishing	WC	25
	V%	3%
	IX	133
Sports	WC	26
	V%	3%
	IX	122
Motoring	WC	92
	V%	10%
	IX	120
Home & Garden	WC	180
	V%	19%
	IX	112
General Interest	WC	286
	V%	30%
	IX	112

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>TYPE OF MAGAZINE READ</b>		
Men's Lifestyle	WC	76
	V%	8%
	IX	106
Newspaper Inserts	WC	450
	V%	48%
	IX	101
Any Magazine (excl Newspaper inserts)	WC	668
	V%	71%
	IX	99
Food & Entertainment	WC	124
	V%	13%
	IX	97
TV	WC	128
	V%	14%
	IX	94
Men's	WC	13
	V%	1%
	IX	92
Women's Fashion	WC	56
	V%	6%
	IX	91

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>TYPE OF MAGAZINE READ</b>		
Health & Family	WC	81
	V%	9%
	IX	86
Music & Movies	WC	22
	V%	2%
	IX	78
Women's Lifestyle	WC	96
	V%	10%
	IX	77
Mass Women's	WC	190
	V%	20%
	IX	76
Computing, Gaming & Info Tech	WC	28
	V%	3%
	IX	68
Women's Youth	WC	9
	V%	1%
	IX	33

## People who are Self-Employed 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.



# People who are Self-Employed Profile

## Type of TV Show Watched

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

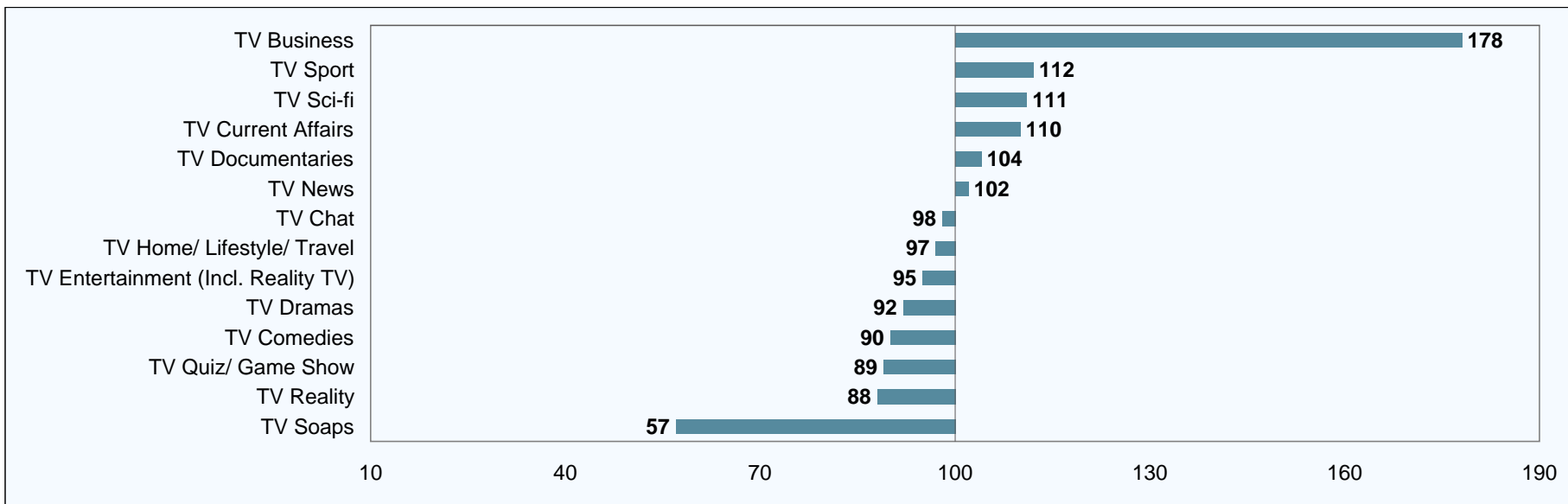
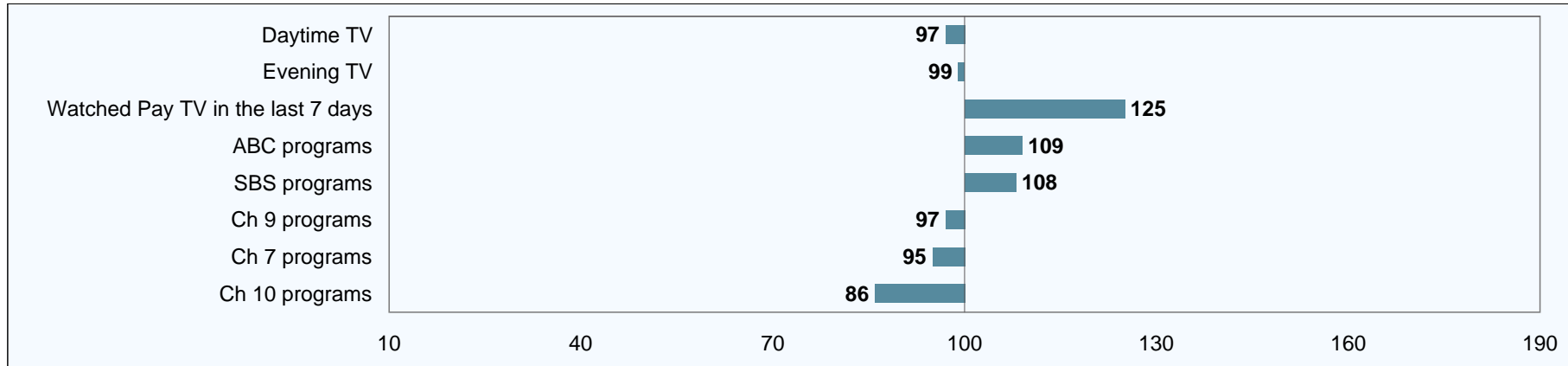
People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>TIME OF DAY OR CHANNEL WATCHED</b>		
Daytime TV	WC	702
	V%	74%
	IX	97
Evening TV	WC	889
	V%	94%
	IX	99
Watched Pay TV in the last 7 days	WC	244
	V%	26%
	IX	125
ABC programs	WC	571
	V%	60%
	IX	109
SBS programs	WC	432
	V%	46%
	IX	108
Ch 9 programs	WC	665
	V%	70%
	IX	97
Ch 7 programs	WC	670
	V%	71%
	IX	95
Ch 10 programs	WC	551
	V%	58%
	IX	86

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>TYPE OF TV SHOW WATCHED</b>		
TV Business	WC	19
	V%	2%
	IX	178
TV Sport	WC	426
	V%	45%
	IX	112
TV Sci-fi	WC	38
	V%	4%
	IX	111
TV Current Affairs	WC	460
	V%	49%
	IX	110
TV Documentaries	WC	413
	V%	44%
	IX	104
TV News	WC	787
	V%	83%
	IX	102
TV Chat	WC	182
	V%	19%
	IX	98
TV Home/ Lifestyle/ Travel	WC	375
	V%	40%
	IX	97

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>TYPE OF TV SHOW WATCHED</b>		
TV Entertainment (Incl. Reality TV)	WC	468
	V%	50%
	IX	95
TV Dramas	WC	518
	V%	55%
	IX	92
TV Comedies	WC	404
	V%	43%
	IX	90
TV Quiz/ Game Show	WC	230
	V%	24%
	IX	89
TV Reality	WC	266
	V%	28%
	IX	88
TV Soaps	WC	110
	V%	12%
	IX	57

## People who are Self-Employed 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.



## People who are Self-Employed Profile Additional Insights

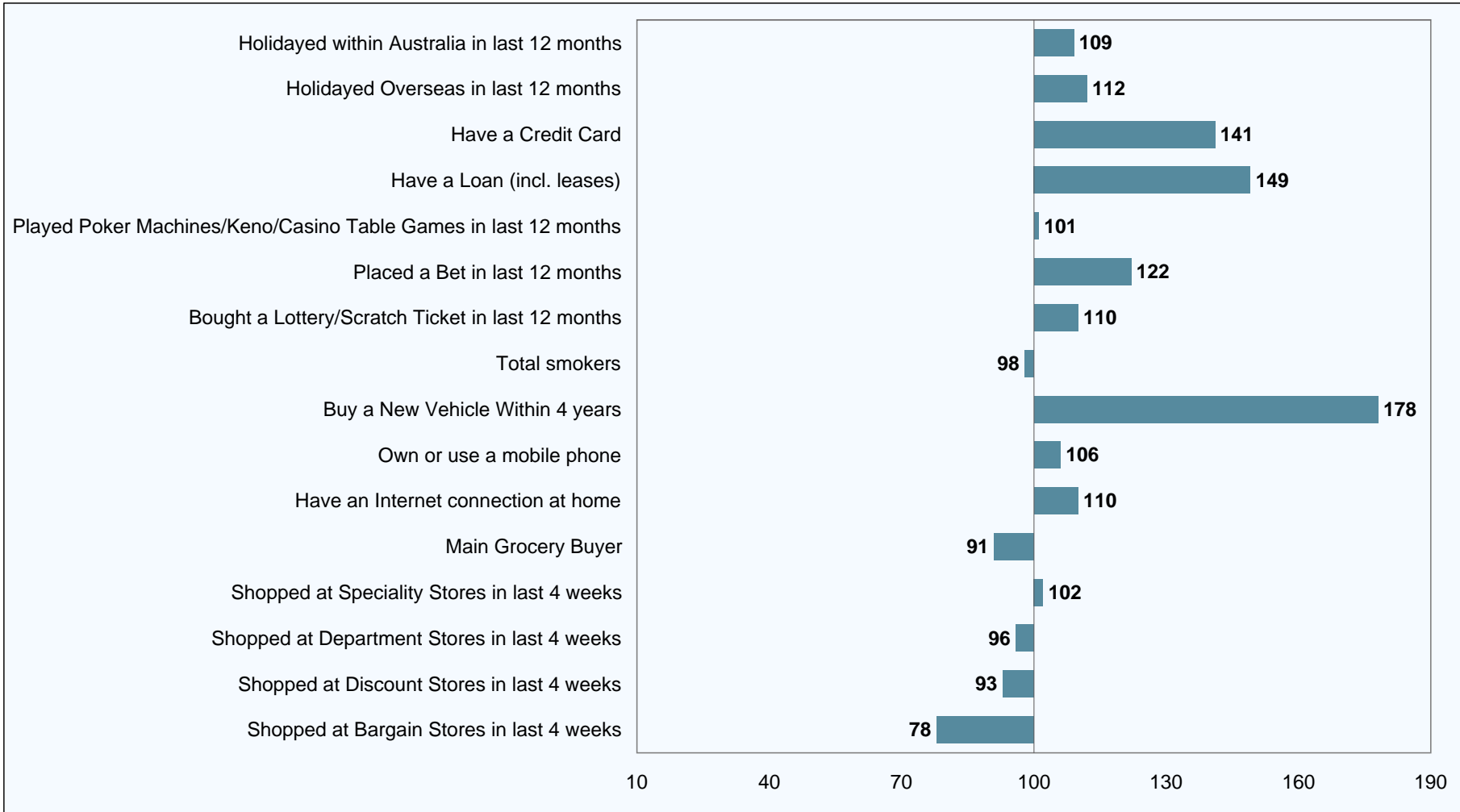
This table shows Additional Insights for a range of Industries for the target profile group.

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>ADDITIONAL INSIGHTS</b>		
Holidays within Australia in last 12 months	WC	673
	V%	71%
	IX	109
Holidays Overseas in last 12 months	WC	195
	V%	21%
	IX	112
Have a Credit Card	WC	679
	V%	72%
	IX	141
Have a Loan (incl. leases)	WC	544
	V%	58%
	IX	149
Played Poker Machines/Keno/Casino Table Games in last 12 months	WC	283
	V%	30%
	IX	101
Placed a Bet in last 12 months	WC	234
	V%	25%
	IX	122
Bought a Lottery/Scratch Ticket in last 12 months	WC	558
	V%	59%
	IX	110
Total smokers	WC	192
	V%	20%
	IX	98

People who are Self-Employed		
Total Sample Size		2812
Total Population (000's)		945
<b>ADDITIONAL INSIGHTS</b>		
Buy a New Vehicle Within 4 years	WC	195
	V%	21%
	IX	178
Own or use a mobile phone	WC	848
	V%	90%
	IX	106
Have an Internet connection at home	WC	785
	V%	83%
	IX	110
Main Grocery Buyer	WC	535
	V%	57%
	IX	91
Shopped at Speciality Stores in last 4 weeks	WC	844
	V%	89%
	IX	102
Shopped at Department Stores in last 4 weeks	WC	197
	V%	21%
	IX	96
Shopped at Discount Stores in last 4 weeks	WC	608
	V%	64%
	IX	93
Shopped at Bargain Stores in last 4 weeks	WC	213
	V%	22%
	IX	78

## People who are Self-Employed 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 include 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.

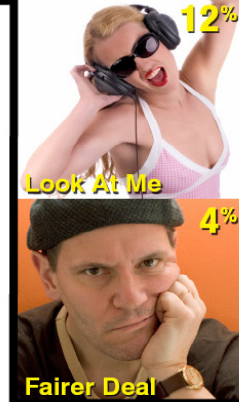
Any research company can provide demographic analysis and tell you who is doing what. Most can even provide psychographic analysis and examine why those individuals behaved in that way. Some can even provide market segmentation and group individuals into similar boxes. But only Roy Morgan Research can 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.