Data Accuracy
A compilation of examples
Australia - June 2020
<table>
<thead>
<tr>
<th>Comparative Statistics</th>
<th>External Data Source (all ages unless otherwise stated)</th>
<th>Roy Morgan Single Source (aged 14+ unless otherwise stated)</th>
</tr>
</thead>
</table>
| Country of Birth        | Australia - 67.1%  
Canada - 0.2%  
Italy - 1.0%  
New Zealand - 2.7%  
United Kingdom - 5.9%  
USA - 0.4%  
Middle East - 1.6%  
Africa - 2.0%  
Other - 5.6%  
(Aged 15+)  
Australian Bureau of Statistics  
August 2016 Census | Australia - 69.8%  
Asia - 12.4%  
Canada - 0.3%  
Greece - 0.2%  
Italy - 0.5%  
New Zealand - 2.7%  
United Kingdom - 5.5%  
USA - 0.6%  
Middle East - 1.2%  
Africa - 2.3%  
Other - 4.5%  
(Aged 15+)  
12 months to June 2020 |
| Labour Force (Employed or Looking for work) | 13.5 million  
(Aged 15+)  
Australian Bureau of Statistics  
Catalogue No. 6202.0  
June 2020 | 14.0 million  
(Aged 15+)  
12 months to June 2020 |
| Labour Force Participation Rate | 64.0%  
(Aged 15+)  
Australian Bureau of Statistics  
Catalogue No. 6202.0  
June 2020 | 67.6%  
(Aged 15+)  
12 months to June 2020 |
| Place of Usual residence - Number of Years Lived at Current Address | 1 year or more - 83% (Aged 1+)  
5 years or more - 57% (Aged 5+)  
Australian Bureau of Statistics  
August 2016 Census | 1 year or more - 84%  
5 years or more - 54%  
12 months to June 2020 |
| Number of Mobile Handsets | 27.5 million  
Australian Communications and Media Authority  
Communications Report 2018-19  
May 2019 | 22.7 million  
12 months to June 2020  
(22.2 million - 12 months to June 2019) |
<table>
<thead>
<tr>
<th>Comparative Statistics</th>
<th>External Data Source (all ages unless otherwise stated)</th>
<th>Roy Morgan Single Source (aged 14+ unless otherwise stated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of People Who Earn $3,000 or More Per Week</td>
<td>4.2% (Aged 20-64) Australian Bureau of Statistics August 2016 Census</td>
<td>6.2% (Aged 20-64) 12 months to June 2020 (4.2% - 12 months to September 2016)</td>
</tr>
<tr>
<td>Average Household Income (Annualised)</td>
<td>$83,085 (Aged 15+) Australian Bureau of Statistics August 2016 Census</td>
<td>$96,658 (Aged 15+) 12 months to June 2020 ($87,150 - 12 months to September 2016)</td>
</tr>
<tr>
<td>Superannuation Assets Held</td>
<td>$2,874 billion Australian Prudential Regulation Authority (APRA) Quarter to June 2020</td>
<td>$2,843 billion 12 months to June 2020</td>
</tr>
<tr>
<td>Comparative Statistics</td>
<td>External Data Source (all ages unless otherwise stated)</td>
<td>Roy Morgan Single Source (aged 14+ unless otherwise stated)</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------------------------------------</td>
<td>-----------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Cinema Attendance - Annual Visits | 84.7 million  
Motion Picture Distributors Association of Australia  
12 months to December 2019 | 72.7 million  
12 months to June 2020  
(86.3 million - 12 months to December 2019) |
| Population with Private Health Insurance (Total Have Hospital Cover) | 45%  
(Aged 14+)  
Australian Prudential Regulation Authority  
June 2020 | 47%  
12 months to June 2020 |
| Internet Users | 17.7 million users*  
(Aged 18+)  
Australian Communications and Media Authority  
Communications Report 2018-19  
May 2019  
(*Note: Accessed the internet in the last 6 months) | 17.6 million users*  
(Aged 18+)  
12 months to June 2020  
(*Note: People who did one or more internet activities in the last 4 weeks) |
| Percentage of Persons Purchasing or Ordering Goods or Services via the Internet for Private Use in the last 6 months (% of Population) | 78%  
(Aged 18+)  
Australian Communications and Media Authority  
Communications Report 2018-19  
May 2019  
(*Note: Accessed the internet in the last 6 months) | 81%  
(Aged 18+)  
Quarter to June 2020 |
| Educational Attainment - Tertiary Degree or Higher | 5.7* million  
(Aged 15-74)  
Australian Bureau of Statistics  
Catalogue No. 6227.0  
May 2020  
(*Note: Highest Qualification Completed) | 7.1* million  
(Aged 15-74)  
12 months to June 2020  
(*Note: Highest Qualification Reached) |
| Now Studying - Secondary School | 1.1 million  
(Age 14+)  
Australian Bureau of Statistics  
Catalogue No. 4221.0  
12 months to December 2019 | 1.1 million  
12 months to June 2020 |
<table>
<thead>
<tr>
<th>Comparative Statistics</th>
<th>External Data Source (all ages unless otherwise stated)</th>
<th>Roy Morgan Single Source (aged 14+ unless otherwise stated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Population with Home Internet Connection</td>
<td>91%*&lt;br&gt;Australian Communications and Media Authority Communications Report 2018-19&lt;br&gt;May 2019&lt;br&gt;(*Note: Includes ADSL, cable, fibre, fixed wireless, mobile wireless internet services. Excludes Mobile Handset)</td>
<td>90%&lt;br&gt;12 months to June 2020&lt;br&gt;(87% - 12 months to June 2019)</td>
</tr>
<tr>
<td>% of Population with Mobile Internet Connection</td>
<td>80%&lt;br&gt;Australian Communications and Media Authority Communications Report 2018-19&lt;br&gt;May 2019</td>
<td>75%&lt;br&gt;12 months to June 2020</td>
</tr>
<tr>
<td>Smoking Incidence</td>
<td>15.1%&lt;br&gt;(Aged 18+)&lt;br&gt;Australian Bureau of Statistics&lt;br&gt;Catalogue No. 4364.0&lt;br&gt;12 months to June 2018</td>
<td>14.7%&lt;br&gt;(Aged 18+)&lt;br&gt;12 months to June 2020&lt;br&gt;(16.1% - 12 months to June 2018)</td>
</tr>
<tr>
<td>Alcohol Consumption (Drunk Alcohol in the last 7 days)</td>
<td>55.0%&lt;br&gt;(Aged 18+)&lt;br&gt;Australian Bureau of Statistics&lt;br&gt;Catalogue No. 4364.0&lt;br&gt;12 months to June 2018</td>
<td>55.2%&lt;br&gt;(Aged 18+)&lt;br&gt;Quarter to June 2020&lt;br&gt;(57.6% - 12 months to June 2018)</td>
</tr>
<tr>
<td>Total Have Pay TV (Foxtel)</td>
<td>3.1 million&lt;br&gt;Australian Communications and Media Authority Communications Report 2018-19&lt;br&gt;May 2019</td>
<td>5.0 million&lt;br&gt;12 months to June 2020&lt;br&gt;(5.5 million - 12 months to June 2019)</td>
</tr>
<tr>
<td>Comparative Statistics</td>
<td>External Data Source (all ages unless otherwise stated)</td>
<td>Roy Morgan Single Source (aged 14+ unless otherwise stated)</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Online Retail Spending - Total                               | $8.7 billion  
Quarter to June 2020  
($5.9 Billion - Quarter to March 2020)  
Australian Bureau of Statistics  
Catalogue No. 8501.0 | $8.3 Billion  
Quarter to June 2020  
($6.3 Billion - Quarter to March 2020) |
| Premises connected to NBN                                  | 7.4 million*  
NBN Wholesale Market Indicators Report  
Australian Competition & Consumer Commission (ACCC)  
June 2020  
(*Note: Homes and Businesses connected) | 5.4 million*  
Quarter to June 2020  
(*Note: Households connected) |
| Number of Registered Vehicles (Passenger and Light Commercial Vehicles) | 18.1* million  
Motor Vehicle Census  
Australian Bureau of Statistics  
Catalogue No. 9309.0  
January 2020  
(*Note: Registered Vehicles) | 17.4* million  
12 months to June 2020  
(*Note: Vehicles in the Household) |
| Total Kilometres Driven in the last 12 months               | 238 billion kilometres  
Survey of Motor Vehicle Use  
Australian Bureau of Statistics  
Catalogue No. 9208.0  
12 months to June 2020 | 236 billion kilometres  
Qtr to June 2020 |
| Average Distance Travelled to Work                          | 16.0* kilometres  
Australian Bureau of Statistics  
August 2016 Census  
(*Note: Connection with main job and excludes people who travelled 250 km or more) | 16.9 kilometres  
(Aged 15+)  
12 months to June 2020  
(16.7 kilometres - 12 months to September 2016) |
<table>
<thead>
<tr>
<th>Comparative Statistics</th>
<th>External Data Source (all ages unless otherwise stated)</th>
<th>Roy Morgan Single Source (aged 14+ unless otherwise stated)</th>
</tr>
</thead>
</table>
| Percentage of Population with an Overweight Body Mass Index | Men - 42.6%  
Women - 30.3%  
(Aged 18+)  
Australian Bureau of Statistics  
Catalogue No. 4364.0  
12 months to June 2018 | Men - 40.2%  
Women - 26.1%  
(Aged 18+)  
12 months to June 2020 |
| Average Height                                              | Men - 175 cm  
Women - 161 cm  
(Aged 18+)  
Australian Bureau of Statistics  
Catalogue No. 4364.0  
12 months to June 2018 | Men - 177 cm  
Women - 164 cm  
(Aged 18+)  
12 months to June 2020 |
| Most Popular Holiday Destination                            | 656,000 holiday departures to New Zealand*  
(Catalogue No. 3401.0  
12 months to June 2020)  
(*Note: Number of traveller trips rather than number of travellers) | 679,000 Australians travelled to New Zealand in the last 12 months  
12 months to June 2020 |
| Participation in Sport and Physical Activity                | 64%  
(Aged 15+)  
Sport Australia  
AusPlay Survey  
12 months to December 2019  
(Note: Participate at least 3 times per week) | 68%  
(Aged 15+)  
6 months to June 2020  
(Note: Regularly participate) |
<table>
<thead>
<tr>
<th>Comparative Statistics</th>
<th>External Data Source (all ages unless otherwise stated)</th>
<th>Roy Morgan Single Source (aged 14+ unless otherwise stated)</th>
</tr>
</thead>
</table>
| Hours Worked in the last 7 days | Employed - 34.2  
Full Time - 41.3  
Part Time - 18.2  
(Aged 15+)  
Australian Bureau of Statistics  
Catalogue No. 6202.0  
12 months to June 2020 | Employed - 32.6  
Full Time - 38.1  
Part Time - 21.4  
(Aged 15+)  
12 months to June 2020 |
| Total Hours worked - Annual | 20.9 billion hours  
Australian Bureau of Statistics  
Catalogue No. 6202.0  
12 months to June 2020 | 21.1 billion hours  
12 months to June 2020 |
| Hours Worked - Students in the Workforce | 16.1 Hours per Week  
(Aged 15-24)  
Australian Bureau of Statistics  
August 2016 Census | 19.4 Hours per Week  
(Aged 15-24)  
12 months to June 2020  
(17.8 Hours per week - 12 months to September 2016) |
| Average Time Spent Watching TV | 2.5 Hours per Day  
Australian Multi-Screen Report  
Q4, 2017 | 2.4 Hours per Day  
12 months to June 2020 |
| Trade Union Membership | 1.5* million  
(Aged 15+)  
Australian Bureau of Statistics  
Catalogue No. 6333.0  
August 2020  
(*Note: Connection with main job) | 1.9* million  
(Aged 15+)  
12 months to June 2020  
(*Note: Connection with any job) |
<table>
<thead>
<tr>
<th>Comparative Statistics</th>
<th>External Data Source (all ages unless otherwise stated)</th>
<th>Roy Morgan Single Source (aged 14+ unless otherwise stated)</th>
</tr>
</thead>
</table>
| Average Time Spent Listening to Radio  | 14.7 Hours per Week (Aged 15+)  
Community Radio  
National Listener Survey  
Community Broadcasting Association of Australia  
December 2019                                                                 | 13.5 Hours per Week (Aged 15+)  
12 months to June 2020                                              |
| People Who Speak a Language Other Than English at Home | 22.9%  
(Aged 14+)  
Australian Bureau of Statistics  
August 2016 Census                                                                 | 22.9%  
12 months to June 2020                                                |
| Solar Installation Penetration (% of Households) | 27%  
Australian Bureau of Statistics  
Catalogue 4631.0  
12 months to June 2019                                                  | 29%  
12 months to June 2020                                                |
| Cat Ownership (% of Households)        | 27%  
Animal Medicine Australia  
Pets in Australia Report  
2019                                                                       | 24%  
Quarter to June 2020 (22% - Quarter to June 2019)                     |
| Dog Ownership (% of Households)        | 40%  
Animal Medicine Australia  
Pets in Australia Report  
2019                                                                       | 35%  
Quarter to June 2020 (37% - Quarter to June 2019)                     |
### Health Conditions (Proportion of Population)

<table>
<thead>
<tr>
<th>Condition</th>
<th>Comparative Statistics</th>
<th>External Data Source (all ages unless otherwise stated)</th>
<th>Roy Morgan Single Source (aged 14+ unless otherwise stated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disorders of the Thyroid</td>
<td>5.0%</td>
<td>5.1%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Type 1 Diabetes</td>
<td>0.7%</td>
<td>0.9%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Type 2 Diabetes</td>
<td>5.3%</td>
<td>6.2%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Total Diabetes</td>
<td>6.2%</td>
<td>6.5%</td>
<td>6.5%</td>
</tr>
<tr>
<td>High Cholesterol</td>
<td>7.8%</td>
<td>7.3%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Depression/other mood disorders</td>
<td>13.3%</td>
<td>17.4%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Epilepsy</td>
<td>0.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Migraine</td>
<td>7.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glaucoma</td>
<td>1.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cataract</td>
<td>2.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Macular Degeneration</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Angina</td>
<td>1.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asthma</td>
<td>11.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hernia</td>
<td>2.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psoriasis</td>
<td>3.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthritis</td>
<td>19.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rheumatoid</td>
<td>2.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rheumatism</td>
<td>1.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Aged 18+)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Bureau of Statistics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catalogue No. 4364.0</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 months to June 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>