

# HELIX PERSONAS

## AUSTRALIA

### Helix Personas Predicting Consumer Behaviour

Helix Personas is a classification system for each type of Australian consumer and the communities of which they are a part. It provides a view of Australians that reaches beyond geo-demographic modelling to incorporate attitudes, values and behavioural aspects and provide psychographic modelling on a grand scale.

Helix Personas divides the Australian population into 54 individual segments – Personas – that are then grouped into 6 Helix Communities using a combination of data and existing segmentation models from Roy Morgan Single Source, the ABS Census and third party data.

Helix Personas uses deep psychographic insights, far beyond simple demographics, to segment consumers into targetable groups. The tool incorporates values, beliefs and attitudes which are the best predictors of consumer behaviour, so you can reach your customers most effectively with messages that resonate.



 <p><b>100 Leading Lifestyles</b></p> <p>Focused on success and career and family, people in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.</p> <ul style="list-style-type: none"> <li>101 Bluechip</li> <li>102 Smart Money</li> <li>103 Social Progressives</li> <li>104 Having It All</li> <li>105 Visible Success</li> <li>106 Self-made Lifestylers</li> <li>107 Domestic Bliss</li> <li>108 Career Achievers</li> <li>109 Humanitarians</li> <li>110 Worldly and Wise</li> <li>111 Success Mothers</li> <li>112 Savvy Self-starters</li> <li>113 Cultured Epicureans</li> </ul>	 <p><b>200 Metrotechs</b></p> <p>Socially aware, successful, career focussed and culturally diverse, Metrotechs are trend and tech focused. They are committed experience seekers, willing to spend big on the best of city life and thrive on being out and about in the world.</p> <ul style="list-style-type: none"> <li>201 Young and Platinum</li> <li>202 Healthy, Wealthy and Wise</li> <li>203 Culture Leaders</li> <li>204 High Life</li> <li>205 Libertarians</li> <li>206 Fit and Fab</li> <li>207 Seasoned Lifestylers</li> <li>208 Future Focus</li> <li>209 Sociable Trendsetters</li> <li>210 Academic Optimists</li> </ul>	 <p><b>300 Aspirationalists</b></p> <p>Driven by dreams of a big future, Aspirationalists are highly ambitious and culturally diverse up-and-comers. Careful spenders, they're working hard today to create a more successful tomorrow.</p> <ul style="list-style-type: none"> <li>301 Savvy Shoppers</li> <li>302 Getting Ahead</li> <li>303 Prosperous Future</li> <li>304 Lifestyle Seekers</li> <li>305 Trend Hunters</li> <li>306 Fad-tastic</li> <li>307 Experience Seekers</li> </ul>	 <p><b>400 Hearth and Home</b></p> <p>Closest to the average Australian, life revolves around the home for these contented Australians who embrace conventional family life. Perennial home improvers, they see their homes as an expression of their status and achievements.</p> <ul style="list-style-type: none"> <li>401 Home Improvers</li> <li>402 Working Hard</li> <li>403 Rustic Heartland</li> <li>404 Traditional Values</li> <li>405 Safe and Secure</li> <li>406 Building Security</li> <li>407 House Proud</li> <li>408 Cautious Conservatives</li> <li>409 Relaxed Living</li> </ul>	 <p><b>500 Doing Fine</b></p> <p>Modest but contented, people in the Doing Fine Community are happily making their way through life and value simple pleasures. Price sensitive and tight spenders, they take a pragmatic approach to what they buy.</p> <ul style="list-style-type: none"> <li>501 Making Ends Meet</li> <li>502 Tech Life</li> <li>503 Fun First</li> <li>504 Home Entertainment</li> <li>505 Faith and Wellbeing</li> <li>506 Making the Rent</li> <li>507 Active Social</li> <li>508 Frugal Living</li> </ul>	 <p><b>600 Fair Go</b></p> <p>Struggling to make ends meet, looking for a better deal in life, making the best of things or simply pessimistic, cynical and likely to feel they get a raw deal out of life, the Fair Go community are lower income Australians.</p> <ul style="list-style-type: none"> <li>601 Simple Living</li> <li>602 Tough Times</li> <li>603 Quiet Home Life</li> <li>604 Budget Living</li> <li>605 Filling Time</li> <li>606 Basic Lifestyle</li> <li>607 Raw Deal</li> </ul>
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# Partners

Our extensive partner network spans both media activation and solutions across a broad number of media channels.

Our Solution partners help us to ensure our data works harder for you, across more business applications. If you are interested in becoming a partner of Roy Morgan Live, please get in touch.

Reach your target audience, including Helix Personas, where they are most receptive by utilising our media partners. Contact us to see which of our media partners can help you with your media delivery requirements.

Please call: +61 3 9629 6888 or email: [live@roymorgan.com](mailto:live@roymorgan.com)

## Solution Partners



# Partners

## Media Partners

Premium Display



Social



Programmatic



OOH



Mobile



Video



Unaddressed Mail



Direct Mail





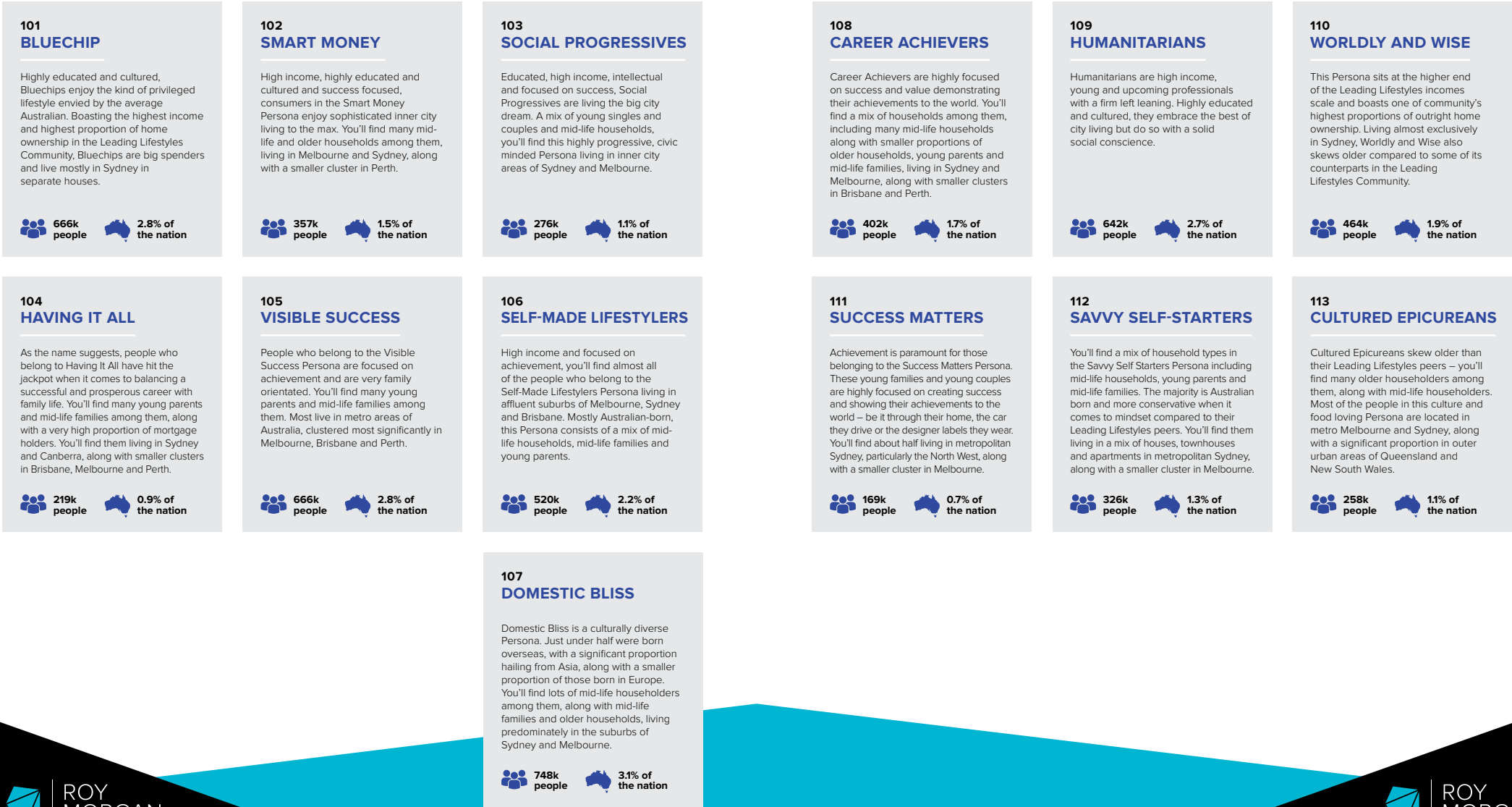


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# 100 - LEADING LIFESTYLES

Focused on success and career and family, people in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.





100

LEADING  
LIFESTYLES

## 100: LEADING LIFESTYLES



Population: 5744k



Population Percentage: 23.8%



Average Household Income: \$133k

High income, highly educated, progressive and success and career focused, people in the Leading Lifestyles Community enjoy sophisticated city living to the max. From eating out and soaking up the cultural life of their city to indulging in their passion for international travel, Leading Lifestylers are truly living the good life. They've worked hard for their success and place value on demonstrating their status and achievements to the world. However, they also care passionately about the big issues that affect society at large and those less fortunate than themselves.

## LIKES



Holidays Overseas



Food &amp; Wine



Galleries &amp; Museums



Entertaining



Seminars

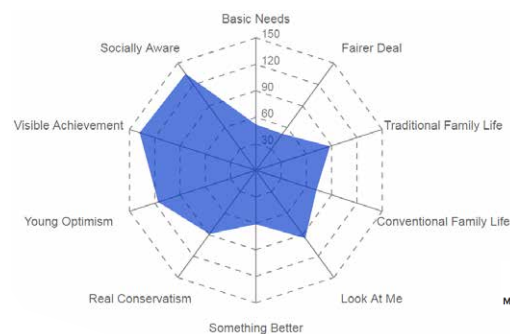


Renovating

## THOUGHT CLOUD

It's important to look fashionable  
I am in the 'Medium Spender' segment  
Computers and technology give me more control over my life  
'Environmentally friendly' products are overpriced  
I'm worried about invasion of my privacy through new technology  
Success is important to me  
I need to have security in my job  
I go out less now than I used to  
I worry about getting skin cancer  
I believe in taking risks  
It is important that I have responsibility in my job  
Aboriginal culture is an essential component of Australian society  
There are not enough hours in the day  
I'm security conscious  
I consider myself an Australian  
I'm more extrovert than introvert  
It is important to have a full social life  
I wear clothes that will get the notice  
I regularly go to church or my place of worship  
I find it difficult to switch off from work  
I try to buy additive free food  
I live a full and busy life  
I try to get enough calcium in my diet  
I try to look stylish  
I like tough physical activity  
At heart I'm an environmentalist  
I'm eating less red meat these days  
I would like to be able to lose weight  
I use to be part of a crowd of people  
I consider myself a leader more than a follower  
I'm concerned about my sugar intake  
I'm not very good with mechanical things  
The fundamental values of our society are under serious threat

## VALUE SEGMENTS\*



## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

100

LEADING  
LIFESTYLESPopulation: **666k**Population Percentage: **2.8%**Average Household Income: **\$182k**

Highly educated and cultured, Bluechips enjoy the kind of privileged lifestyle envied by the average Australian. Boasting the highest income and highest proportion of home ownership in the Leading Lifestyles Community, Bluechips spend big on their heart's desires, from home interiors to season theatre tickets and meals at the best restaurants.

They aren't shy about displaying their achievements but at the same time are also highly socially aware; they believe in social equality and care about the plight of those suffering social disadvantage. They also care about the environment and they are likely to keep an eye on how the government is managing the economy.

Culturally homogenous – most are Australian born, with a small proportion from the UK – half of this Persona is located in Sydney, along with smaller clusters in Melbourne, Brisbane and Perth.

Bluechips are likely to be married and around a third have children under 16 living at home. Overall, the Persona is comprised of a mix of mid-life families, mid-life households and older households.

Despite juggling demanding jobs and busy social lives, Bluechips still find the time to be highly engaged in the world via the arts and culture. They are also big consumers of a broad range of media, particularly on the ABC and SBS – from news and current affairs through to business and lifestyle content.

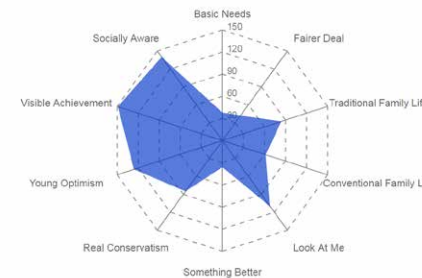
They are also highly techy, boasting a high proportion of Early Adopters. You'll find many working in finance, business and property, with a significant proportion of professionals and managers among them.



## THOUGHT CLOUD

I'm concerned about my cholesterol level  
I would like to be able to lose weight  
I'm worried about invasion of my privacy through new technology  
I really want to enjoy things now because I just don't know what the future will bring  
I think it is the Government's duty to support those who can't find work  
Homosexual couples should be allowed to adopt children  
I'm more extrovert than introvert  
Success is important to me  
I try to buy additive free food  
A low fat diet is a way of life for me  
Health food is not necessary if you eat properly  
I go out less now than I used to  
I try to recycle everything I can  
I live a full and busy life  
I'm security conscious  
I believe in taking risks  
I am in the 'Big Spender' segment  
I'm eating less red meat these days  
I worry about getting skin cancer  
My Food Segment is 'Entertainer'  
I'm a bit of an intellectual  
It is important to have a full social life  
I'm feeling well and in good health  
I consider myself an Australian  
I try to look stylish  
I like to be with a crowd of people  
Aboriginal culture is an essential component of Australian society  
I try to get enough calcium in my diet  
It's important to look fashionable  
I find it difficult to switch off from work  
I need to have security in my job  
It is important that I have responsibility in my job  
At heart I'm an environmentalist  
I consider myself a leader more than a follower  
My Food Segment is 'Just Feed Me'  
Computers and technology give me more control over my life

## VALUE SEGMENTS\*



## LIKES



Entertaining



Sports Events



Cinema

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



100

LEADING  
LIFESTYLES

## 102: SMART MONEY

-  Population: 357k
-  Population Percentage: 1.5%
-  Average Household Income: \$170k

High income, highly educated, cultured and success focused, consumers in the Smart Money Persona enjoy sophisticated city living to the max. From eating out and catching live theatre and sporting events, through to shopping and regular international travel, Smart Money is living the good life.

Like other Personas in Leading Lifestyles, Smart Money are predominantly Australian born, with a small but significant proportion from the UK as well. Mostly inner city dwellers and home owners, with the highest home ownership rate among all Personas.

You'll find most Smart Money in Melbourne and Sydney, along with a smaller cluster in Perth. The majority live in separate houses, along with a significant proportion living in town houses and semis.

Many are childless – the majority are mid-life and older households. Smart Money enjoy a strong sense of financial stability and are highly engaged in media, newspapers particularly.

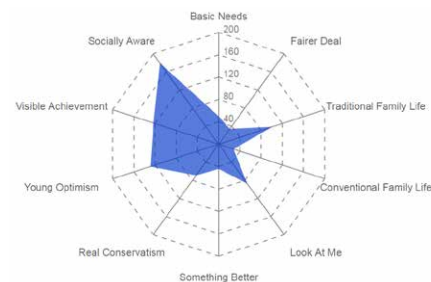
People in the Smart Money Persona are highly social and love engaging with the world via the arts, food, travel and entertaining. They are also health focused and into exercise and sport. Not surprisingly they report high levels of wellbeing.

Like their Community counterparts, Smart Money are progressive and socially aware. They rank the environment as one of their top concerns and like to keep an eye on the economy.

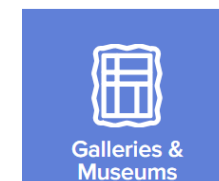
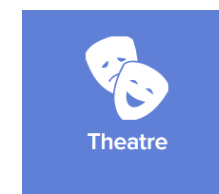
## THOUGHT CLOUD

It is important that I have responsibility in my job  
 Success is important to me  
 I try to get enough calcium in my diet  
 At heart I'm an environmentalist  
 I'm optimistic about the future  
 Homosexual couples should be allowed to adopt children  
 I think the gap between rich and poor is growing  
 I'm security conscious  
 I consider myself an Australian  
 I would like to be able to lose weight  
 I'm feeling well and in good health  
 It's important to look fashionable  
 I try to recycle everything I can  
 Health food is not necessary if you eat properly  
 Aboriginal culture is an essential component of Australian society  
 I think it is the Government's duty to support those who can't find work  
 I really want to enjoy things now because I just don't know what the future will bring  
 I go out less now than I used to  
 I'm more extrovert than introvert  
 I believe in taking risks  
 I try to buy additive free food  
 I need to have security in my job  
 I'm a bit of an intellectual  
 I try to look stylish  
 I love to do as many sports as possible  
 I am in the 'Medium Spender' segment  
 I always drink or the number of calories in the food I'm eating

## VALUE SEGMENTS\*



## LIKES



## PROGRESSIVENESS





100

LEADING  
LIFESTYLES

Population: 276k



Population Percentage: 1.1%



Average Household Income: \$162k

While a strong social conscience defines this Persona's mindset, it certainly doesn't diminish their desire to display their achievements and indulge their passion for the best of big city living. They are the most highly educated of all of the Leading Lifestyles Personas. On the weekends you'll find them soaking up the cultural life at the theatre, cinema, museums and galleries. They also enjoy dining in restaurants and cafes or attending sports events.

A mix of young singles & couples, and mid-life households, you'll find this highly progressive, civic minded Persona living in inner city areas of Sydney and Melbourne.

They're also wealthy – almost half fall into the AB Socio Economic Quintile. With all of that spare cash it's not surprising that they're also big spenders. You'll also find many technology early adopters among them.

Amongst the most intellectual and progressive of the Leading Lifestyles Community, this Persona is likely left-leaning and passionate about social issues and the environment.

People who belong to this Persona are driven by a desire for an exciting life. They embrace change and are always on the hunt for new things and ideas and love overseas travel.

A strong sense of curiosity about the world drives high engagement with news and current affairs, particularly with the ABC. Not surprisingly, you won't find many watching commercial TV on a weeknight. As heavy internet users, they're more likely reading the business or global news section of the newspaper on their phones instead.

They also find time for sport and exercise in their busy lives.

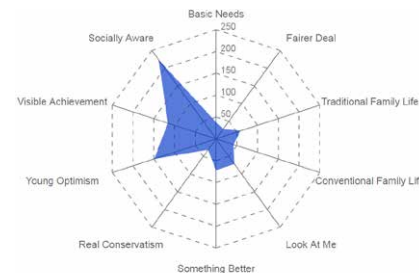


## 103: SOCIAL PROGRESSIVES

### THOUGHT CLOUD

A low fat diet is a way of life for me It is important to have a full social life  
I would like to be able to lose weight  
Computers and technology give me more control over my life  
There are not enough hours in the day I love to do as many sports as possible  
I like tough physical activity I go out less now than I used to  
I find it difficult to switch off from work I try to look stylish I need to have security in my job  
It's important to look fashionable I consider myself an Australian I like to be with a crowd of people  
I try to recycle everything I can Success is important to me  
I live a full and busy life I believe in taking risks  
I worry about getting skin cancer At heart I'm an environmentalist  
I'm feeling well and in good health I'm a bit of an intellectual  
Health food is not necessary if you eat properly  
I'm security conscious I try to get enough calcium in my diet  
I look for new experiences every day It is important that I have responsibility in my job  
I try to buy additive free food I'm concerned about my sugar intake  
I am in the 'Big Spender' segment I'm not very good with mechanical things  
I'm eating less red meat these days I'm more extrovert than introvert  
I consider myself a leader more than a follower I always think of the number of calories in the food I'm eating

### VALUE SEGMENTS\*



### LIKES

Galleries &  
Museums

Exercise



Seminars

### PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

100

LEADING  
LIFESTYLES

## 104: HAVING IT ALL

Population: **219k**Population Percentage: **0.9%**Average Household Income: **\$138k**

As the name suggests, people who belong to Having It All have hit the jackpot when it comes to balancing a successful and prosperous career with family life. You'll find many young parents and mid-life families among them, living in separate houses in Sydney and Canberra, along with smaller clusters in Brisbane, Melbourne and Perth.

People who belong to the Having It All Persona very much value demonstrating their achievements to the world. They're also big spenders, splashing the cash on their hearts' desires including updating their home interiors, renovating, buying the latest kitchen appliances and upgrading their tech gadgets. They embrace technology, so you'll find many early adopters and heavy internet users among them.

Juggling work and family means this Persona is super busy – so they shop online to save time and happily rely on convenience foods, home delivery or takeaway to help them get through the mad rush of the working week. However, once the weekend rolls over, they're more than happy to devote time to making home cooked meals for family and friends.

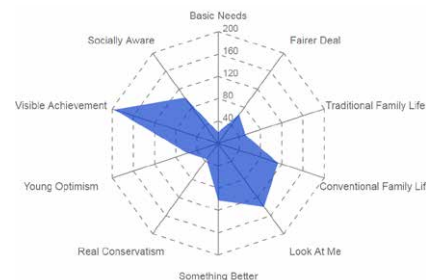
While career success and building wealth is a major focus for this Persona, the weekends revolve around family life; getting out and about with the kids to the zoo and the beach, exercising and playing sport, attending professional sports events, eating out and holding dinner parties with friends at home.



## THOUGHT CLOUD

Aboriginal culture is an essential component of Australian society  
It is important that I have responsibility in my job  
'Environmentally friendly' products are overpriced  
I consider myself an Australian  
I live a full and busy life  
I need to have security in my job  
I'm feeling well and in good health  
I'm a bit of an intellectual  
I'm concerned about my sugar intake  
I'm a 'Mr Fix It' type of person  
I believe in taking risks  
My Food Segment is 'Entertainer'  
I would have difficulty coping with a demanding job or career  
I try to recycle everything I can  
I'm security conscious  
I'm worried about getting skin cancer  
Success is important to me  
Health food is not necessary if you eat properly  
I try to look stylish  
I go out less now than I used to  
Computers and technology give me more control over my life  
At heart I'm an environmentalist  
The fundamental values of our society are under serious threat  
I sometimes use force to get things done  
I love to do as many sports as possible  
I like tough physical activity  
It's important to look fashionable  
I am in the 'Big Spender' segment  
I'm shy in social situations  
My Food Segment is 'Old-fashioned Cook'  
My Food Segment is 'Teen money'I find it difficult to switch off from work  
I would like to be able to lose weight

## VALUE SEGMENTS\*



## LIKES



Department Stores



Exercise



Magazines

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



100

LEADING  
LIFESTYLES

## 105: VISIBLE SUCCESS

Population: **698k**Population Percentage: **2.9%**Average Household Income: **\$132k**

People who belong to the Visible Success Persona are focused on achievement and are very family orientated. You'll find many young parents and mid-life families among them.

The majority live in metro areas of Australia, clustered most significantly in Melbourne, Sydney, Brisbane and Perth. Most are Australian born, along with a small proportion from the UK. Almost all of the people who belong to this Persona live in separate houses, although more than a half are still paying a mortgage.

Two incomes drive these high-earning households, where about half have a university degree.

They are big spenders and prefer to stick to their favourite brands. However, they also love to hunt down a bargain and sift through catalogues to save on everyday essentials. Technology is also a priority – you'll find many early adopters among them.

When it comes to mindset, they are less likely to be socially aware than their Community peers and tend to worry about the pace of change and hold conservative views when it comes to social issues. Family and the desire for security are the key life goals for this Persona.

## THOUGHT CLOUD

I need to have security in my job I don't trust the current Australian Government  
 Aboriginal culture is an essential component of Australian society  
 I would like to be able to lose weight  
 'Environmentally friendly' products are overpriced It's important to look fashionable  
 It is important that I have responsibility in my job I don't enjoy taking risks  
 At heart I'm an environmentalist Health food is not necessary if you eat properly  
 I'm optimistic about the future Success is important to me  
 I'm shy in social situations There are not enough hours in the day  
 I am in the 'Medium Spender' segment I'm feeling well and in good health  
 I try to get enough calcium in my diet I go out less now than I used to  
 I like tough physical activity I consider myself an Australian  
 I try to recycle everything I can I try to look stylish  
 I'm security conscious I live a full and busy life  
 Homosexual couples should be allowed to adopt children I have to do as many sports as possible  
 I'm worried about invasion of my privacy through new technology  
 I feel less safe than I used to I worry about getting skin cancer  
 Crime is a growing problem in my community I am in the 'Big Spender' segment  
 I find it difficult to switch off from work When I'm at home, I like to shut myself off from the rest of the world

## VALUE SEGMENTS\*



## LIKES



Bargains



Technology



Amusement Parks

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



100

LEADING  
LIFESTYLES**106: SELF-MADE LIFESTYLERS**Population: **520k**Population Percentage: **2.2%**Average Household Income: **\$132k**

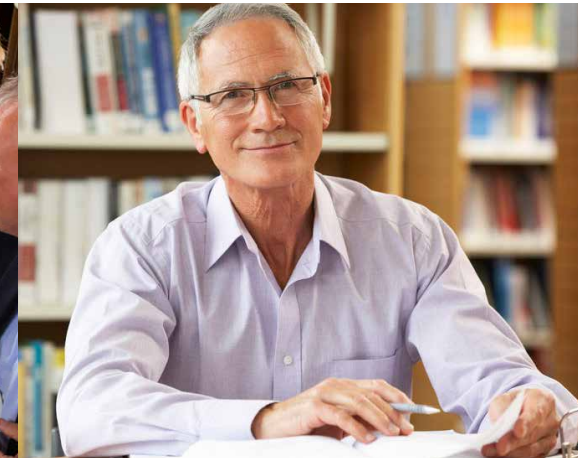
For the Self-made Lifestylers, weekends are filled with restaurant and café meals and getting out and about, including attending professional sports events. Despite their busy lifestyle, they make time to exercise and keep up to date with what's happening in the world via newspapers and watching the news regularly on TV.

High income and focused on achievement and success, you'll find almost all of the people who belong to this Persona living in Sydney in some of the more affluent suburbs in the North, North West and South.

Mostly Australian-born with a small proportion of those born in the UK, this Persona consists of a mix of household types, including mid-life households, mid-life families and young parents. They tend to live in separate houses.

They're high income and financially stable but are also big spenders. You'll find them spending freely on renovating, updating their home interiors and shopping for their favourite brands online and in department stores.

Between work and family life they're super busy but love socialising and having a glass of wine or a premium beer with dinner or over a special meal on a weekend getaway. Travel is a passion – you'll likely find them planning their next holiday – be it in Australia or overseas.

**THOUGHT CLOUD**

Aboriginal culture is an essential component of Australian society  
Health food is not necessary if you eat properly  
I am in the 'Big Spender' segment  
I'm feeling well and in good health  
I'm optimistic about the future  
I try to buy additive free food  
I live a full and busy life  
I consider myself an Australian  
I think the gap between rich and poor is growing  
I try to look stylish  
I find technology is changing so fast, it's difficult to keep up with it  
'Environmentally friendly' products are overpriced  
I'm worried about invasion of my privacy through new technology  
I'm shy in social situations  
I like tough physical activity  
My Food Segment is 'House Proud'

I'm concerned about my sugar intake  
I'm eating less red meat these days  
I would like to be able to lose weight  
I try to recycle everything I can  
I try to get enough calcium in my diet  
I worry about getting skin cancer  
I believe in taking risks  
At heart I'm an environmentalist  
My Food Segment is 'Just Food We'

I'm more extrovert than introvert  
Success is important to me  
Homosexual couples should be allowed to adopt children  
There are not enough hours in the day  
The fundamental values of our society are under serious threat

**VALUE SEGMENTS\*****LIKES**

Sports Events



TV Current Affairs

Jazz and Classical  
Concerts**PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

100

LEADING  
LIFESTYLESPopulation: **748k**Population Percentage: **3.1%**Average Household Income: **\$132k**

In the Domestic Bliss Persona you'll find lots of mid-life householders, along with mid-life families and older households. Most are married and some have children under 16 at home.

They are among the most quintessential Australians in Leading Lifestyle. 4 in 5 are born in Australia, and a significant proportion from the UK.

You'll find them clustered most significantly in Sydney and Melbourne, with smaller clusters in Brisbane and Perth, living in separate houses.

Domestic Bliss are doing well on the financial front. A high income along with a high proportion of outright home ownership bestows them with a sense of financial security, giving them confidence when it comes to money.

Content and optimistic, people who belong to the Domestic Bliss Persona are also enthusiastic consumers – with many big spenders among them. They're willing to spend on things big and small – from renovating their homes and updating its interiors to an annual overseas holiday, as well as their favourite brands on the supermarket shelf.

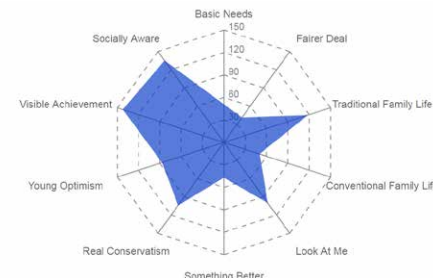
Highly educated, they are also socially aware and progressive. They enjoy watching the ABC and SBS to stay up-to-date with world affairs. Culture is a priority too – on the weekends you'll find them at the theatre and the cinema, as well as dining in restaurants and cafes. Other times they enjoy a quiet weekend at home, absorbed in a novel and enjoying a glass of wine.



## THOUGHT CLOUD

'Environmentally friendly' products are overpriced  
I think it is the Government's duty to support those who can't find work  
Homosexual couples should be allowed to adopt children  
I'm worried about invasion of my privacy through new technology  
I try to recycle everything I can  
I try to get enough calcium in my diet  
I'm feeling well and in good health  
I like to be with a crowd of people  
It's important to look fashionable  
My Food Segment is 'Just Feed Me'  
A low fat diet is a way of life for me  
No technology means happiness is closer, but expensive  
I am in the 'Medium Spender' segment  
I need to have security in my job  
I would like to be able to lose weight  
I'm more extrovert than introvert  
I try to buy additive free food  
I don't enjoy taking risks  
I am in the 'Big Spender' segment  
I consider myself an Australian  
Success is important to me  
I live a full and busy life  
I go out less now than I used to  
I'm security conscious  
I'm optimistic about the future  
I try to look stylish  
I worry about getting skin cancer  
Aboriginal culture is an essential component of Australian society  
Health food is not necessary if you eat properly  
At heart I'm an environmentalist  
I'm concerned about my sugar intake  
I find technology is changing so fast, it's difficult to keep up with it  
It is important that I have responsibility in my job  
The Government is doing a good job running the country  
It is important to have a full social life

## VALUE SEGMENTS\*



## LIKES



Cafes



Books



Renovating

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



100

LEADING  
LIFESTYLES

Population: 402k



Population Percentage: 1.7%



Average Household Income: \$126k

Career Achievers are highly focused on success and value demonstrating their achievements and status to the world. Technology is a priority too – you'll find many early adopters among them, as well as heavy internet users. They are also highly mobile-centric when it comes to how they tend to spend their time online. You'll find a mix of households among them, mostly mid-life households along with smaller proportions of older households, young parents and mid-life families.

They are also culturally diverse. Just under half were born overseas, with a significant proportion hailing from Asia, along with a smaller proportion of those born in Europe.

Most live in Sydney and Melbourne, along with smaller clusters in Brisbane and Perth, mostly in separate houses, along with a small proportion in townhouses. About half of them own their house outright.

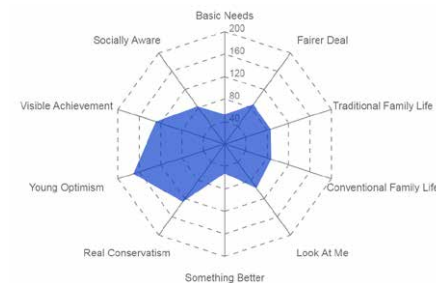
Career Achievers are highly optimistic and like to keep an eye on the economy. They are highly educated, wealthy and big spenders – spending on their homes, annual overseas travel and the latest tech gadgets.

They love going out and being with a crowd, as well as eating out in restaurants and cafes, and spending time immersed in cultural pursuits. They place value on appearances, investing in fashion and regular exercise. They are also careful with what they eat, to keep them looking good.

## THOUGHT CLOUD

The Government is doing a good job running the country  
I am in the 'Medium Spender' segment  
I look for new experiences every day  
My Food Segment is 'Just Feed Me'  
I live a full and busy life  
I like to be with a crowd of people  
I'm not very good with mechanical things  
I worry about getting skin cancer  
I like tough physical activity  
I would like to be able to lose weight  
I consider myself an Australian  
It is important that I have responsibility in my job  
I try to recycle everything I can  
'Environmentally friendly' products are overpriced  
Computers and technology give me more control over my life  
I feel less safe than I used to  
I sometimes use force to get things done  
I try to look stylish  
It is important to have a full social life  
Obedience and respect for authority are the most important virtues children should learn  
I'm concerned about my cholesterol level  
The fundamental values of our society are under serious threat  
I find it difficult to switch off from work  
I consider myself a leader more than a follower  
It's important to look fashionable  
There are not enough hours in the day  
I need to have security in my job  
I'm security conscious  
I'm concerned about my sugar intake  
Success is important to me  
I try to get enough calcium in my diet  
Health food is not necessary if you eat properly  
I go out less now than I used to  
I'm feeling well and in good health  
At heart I'm an environmentalist  
I am in the 'Big Spender' segment  
I believe in taking risks  
I'm more extrovert than introvert  
I wear clothes that will get me noticed

## VALUE SEGMENTS\*



## LIKES



Restaurants



Holidays Overseas



Faith

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



100

LEADING  
LIFESTYLES

## 109: HUMANITARIANS

Population: **642k**Population Percentage: **2.7%**Average Household Income: **\$125k**

Humanitarians are high income professionals – many employed in the public service or self-employed. They are also highly digital – you'll find many technology early adopters among them – and they embrace the full suite of social channels. All this time spent online also means they are likely to skip commercial TV altogether. Highly educated and cultured, they embrace the best of city living but do so with a solid social conscience.

The majority are Australian-born. You'll find them living in metro areas of Australia, clustered most significantly in Melbourne, followed by smaller clusters in Sydney and Brisbane, where they live mostly in separate houses with the rest mainly in townhouse and semis.

You'll find many mid-life householders in this Persona, along with young parents and young singles.

Highly educated, progressive and very socially aware, this Persona cares passionately about the world and the big issues that affect people's lives. Health and wellbeing are also high on their priority list for this Persona.

People who belong to this Persona are optimistic and consider themselves to be intellectuals, and are stimulated by new ideas. They love new experiences and are committed to making a difference in life. A desire for an important and exciting life drives them.

They're big spenders and prioritise spending on experiences rather than material wealth. They are highly social and love culture, so on the weekends you'll find them packing out cafes in between catching the latest theatre and art shows, movies and public lectures, or holding a dinner party at home with friends and enjoying a nice bottle of wine.



## THOUGHT CLOUD

I need to have security in my job  
Computers and technology give me more control over my life  
I try to get enough calcium in my diet  
It is important to have a full social life  
It is important that I have responsibility in my job  
I try to look stylish  
I try to recycle everything I can  
I consider myself an Australian  
I'm security conscious  
I like to be with friends  
It's important to look fashionable  
I live a full and busy life  
I'm feeling well and in good health  
My social segment is 'Socialiser'  
We find Segment is 'Socialiser'  
A low fat diet is a way of life for me  
Aboriginal culture is an essential component of Australian society  
Homosexual couples should be allowed to adopt children  
Health food is not necessary if you eat properly  
Success is important to me  
At heart I'm an environmentalist  
I believe in taking risks  
I'm more extrovert than introvert  
I think it is the Government's duty to support those who can't find work  
I am in the 'Big Spender' segment  
I go out less now than I used to  
I love to do as many sports as possible  
I'm not very good with mechanical things  
I worry about getting skin cancer  
I really want to enjoy things now because I just don't know what the future will bring  
My food segment is 'Eater'

## VALUE SEGMENTS\*



## LIKES



Seminars



Exercise

Galleries &  
Museums

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

100

LEADING  
LIFESTYLES

Population: 464k



Population Percentage: 1.9%



Average Household Income: \$119k

Family life and a desire for security are the drivers for the Worldly and Wise Persona, but they are also very proud of their achievements and place value on demonstrating their success to the world.

Health and fitness are high on the priority list for people belonging to this Persona. They like to watch their weight by keeping an eye on calories and exercising regularly.

You'll find people belonging to the Worldly and Wise Persona living in North West and Southern Sydney and Central Melbourne, mostly living in separate houses.

About half own their home outright, the rest split between paying off their home and renting. You'll find many young parents, mid-life families and midlife householders among them.

While the majority are Australian-born, this Persona is also culturally diverse, with a mix of those born in Asia and Europe.

Worldly and Wise are highly educated and intellectual. A significant proportion work in the public service. They are also information seekers – they like to read the business section of the newspaper, and enjoy researching home renovation and health & nutrition.

Life is busy for this career focused Persona – they're big on home delivered takeaway and convenience foods to get them through the busy working week.

When it comes to finances, they are very confident and big spenders. They like to keep an eye on the economy and business conditions.



## THOUGHT CLOUD

I look for new experiences every day I am in the 'Medium Spender' segment  
I favour natural medicines and health products  
I'm eating less red meat these days  
The fundamental values of our society are under serious threat  
Health food is not necessary if you eat properly I'm concerned about my cholesterol level  
I go out less now than I used to I try to look stylish I don't enjoy taking risks  
Success is important to me I'm security conscious It's important to look fashionable  
I like tough physical activity I find it difficult to switch off from work I'm concerned about my sugar intake  
I try to get enough calcium in my diet I have to do as many sports as possible  
I am in the 'Big Spender' segment I'm a bit of an intellectual I'm a 'Mr Fix It' type of person  
I live a full and busy life I consider myself an Australian I wear clothes that will get me noticed  
I'm feeling well and in good health There are not enough hours in the day  
I would like to be able to lose weight I'm shy in social situations I feel less safe than I used to  
I like to be with a crowd of people I need to have security in my job I believe in taking risks  
I regularly go to church or my place of worship It is important that I have responsibility in my job  
I always think of the number of calories in the food I'm eating I consider myself a leader more than a follower  
My Technology Adoption Segment is 'Professional Technology Mainstream' It is important to have a full social life  
I would have difficulty coping with a demanding job or career

## VALUE SEGMENTS\*



## LIKES



Holidays Overseas



Health &amp; Nutrition



Fashion

## PROGRESSIVENESS

More Traditional More Progressive

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



100

LEADING  
LIFESTYLES

## 111: SUCCESS MATTERS

Population: **169k**Population Percentage: **0.7%**Average Household Income: **\$110k**

Highly educated and career orientated, those belonging to the Success Matters Persona are likely to be young families and young couples, intently focused on success and demonstrating their achievements to the world.

About half live in metropolitan Sydney, along with a smaller cluster in Melbourne, Brisbane and the ACT. Mostly they live in townhouses or semis, with an even mix of home ownership, paying off their home and renting. A high proportion are renting, while a significant proportion are still paying off their homes.

While the majority are Australian born, you'll also find a significant proportion of people from Asia in this Persona, hailing from a mix of countries including China and India.

They're socially aware and embrace change. Technology is high on the priority list – you'll find many early adopters among them and they use technology to stay on top of their busy lives.

They're also social and love getting out and about. On the weekends you'll find them at the cinema, attending professional sports events, indulging in a bit of retail therapy at the department stores or enjoying a glass of wine over a meal at an upmarket pub or licenced cafe.

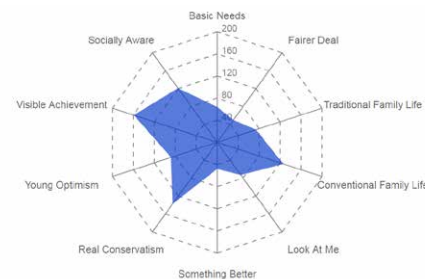
During the busy work week, they often look to convenience foods and takeaway – which they likely work off the next morning at their regular gym session.



### THOUGHT CLOUD

I really want to enjoy things now because I just don't know what the future will bring  
It is important to have a full social life  
I would like to be able to lose weight  
I try to buy additive free food  
I'm a bit of an intellectual  
I regularly go to church or my place of worship  
It is important that I have responsibility in my job  
I believe in taking risks  
Success is important to me  
Health food is not necessary if you eat properly  
I am in the 'Big Spender' segment  
I like tough physical activity  
I try to look stylish  
I try to recycle everything I can  
I try to get enough calcium in my diet  
I need to have security in my job  
I consider myself an Australian  
I live a full and busy life  
I'm more extrovert than introvert  
I'm concerned about my sugar intake  
I don't enjoy taking risks  
I'm security conscious  
I worry about getting skin cancer  
I'm feeling well and in good health  
Computers and technology give me more control over my life  
I go out less now than I used to  
I love to do as many sports as possible  
I'm concerned about my cholesterol level  
There are not enough hours in the day  
I like to be with a crowd of people  
'Environmentally friendly' products are overpriced  
The fundamental values of our society are under serious threat  
I'm eating less red meat these days  
I always think of the number of calories in the food I'm eating  
I'm not very good with mechanical things

### VALUE SEGMENTS\*



### LIKES



Pub Drinks



Socialising



Delivered Food

### PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



100

LEADING  
LIFESTYLES**112: SAVVY SELF-STARTERS**Population: **326k**Population Percentage: **1.3%**Average Household Income: **\$98k**

While they are focused on achievement and demonstrating their success to the world, Savvy Self Starters are more cautious and conservative than most of their Leading Lifestyles peers when it comes to mindset. They are much more likely to embrace religion and hold traditional views and values when it comes to social issues.

You'll find a mix of household types in the Savvy Self Starters Persona including mid-life households, young parents and mid-life families. While most are Australian born, this Persona is also culturally diverse – 1 in 3 was born overseas, hailing mainly from Asia and Europe. You'll find them living mostly in separate houses in metropolitan Sydney, particularly in the Southern suburbs, along with a significant cluster in Central Melbourne.

Close to half already own their homes outright, with the remainder split between renters and mortgage holders.

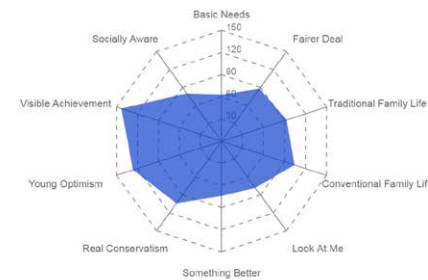
Savvy Self Starters take a practical approach to life and are very family focused. But they also love getting out and about; eating out in restaurants and travelling overseas regularly.

They tend to be careful about what they eat and are interested in health food and natural remedies.

While they are at the lower end of the Leading Lifestyles income scale, they value quality and are willing to pay more for trusted, well known brands and labels.

**THOUGHT CLOUD**

I favour natural medicines and health products  
I'm concerned about my cholesterol level  
There are not enough hours in the day  
I try to get enough calcium in my diet  
The fundamental values of our society are under serious threat  
I go out less now than I used to  
I worry about getting skin cancer  
It is important that I have responsibility in my job  
I'm a bit of an intellectual  
I feel less safe than I used to  
I like to be with a crowd of people  
A low fat diet is a way of life for me  
I'm security conscious  
I'm feeling well and in good health  
I'm eating less red meat these days  
I try to recycle everything I can  
I find it difficult to switch off from work  
I need to have security in my job  
I look for new experiences every day  
Success is important to me  
Computers and technology give me more control over my life  
I'm not very good with mechanical things  
I would have difficulty coping with a demanding job or career  
I don't trust the current Australian Government  
I'm concerned about my sugar intake  
I'm shy in social situations  
I sometimes use force to get things done  
It's important to look fashionable  
I live a full and busy life  
I don't enjoy taking risks  
I consider myself an Australian  
I am in the 'Big Spender' segment  
I regularly go to church or my place of worship  
I like things to stay the same  
I always think of the number of calories in the food I'm eating

**VALUE SEGMENTS\*****LIKES**

Magazines



Holidays Overseas



New Brands

**PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

100

LEADING  
LIFESTYLES**113: CULTURED EPICUREANS**Population: **258k**Population Percentage: **1.1%**Average Household Income: **\$81k**

They are highly educated and socially aware. As the name suggests, Cultured Epicureans are big art and culture lovers. They are regular theatre goers and love perusing art galleries and museums. Ideas drive them – they are big readers of both novels and non-fiction and enjoy attending short courses and public seminars to learn something new and interesting.

Cultured Epicureans skew older than their Leading Lifestyles peers – you'll find many older householders among them, along with mid-life householders.

They live in metro Melbourne and Sydney, along with a significant proportion in outer urban area of Queensland and New South Wales in a mix of separate houses and townhouses.

Many are already retired, living a comfortable lifestyle on healthy retirement incomes now that the expenses and financial obligations of family life are behind them.

The majority of Cultured Epicureans are Australian born, with a significant proportion hailing from Europe and North America.

Regular overseas travel also satiates their desire for learning and new experiences. They're also big food and wine lovers; shopping at farmers markets for the best produce, dining out in restaurants regularly and holding diner parties for friends and family.

While life still revolves around family, Cultured Epicureans enjoy indulging in the finer things – from filling the house with fresh flowers to enjoying a luxurious beauty treatment.

**THOUGHT CLOUD**

Obedience and respect for authority are the most important virtues children should learn  
I consider myself a leader more than a follower  
The fundamental values of our society are under serious threat  
It is important that I have responsibility in my job  
A low fat diet is a way of life for me  
I'm feeling well and in good health  
I try to recycle everything I can  
It is important to have a full social life  
There are not enough hours in the day  
I'm concerned about my cholesterol level  
I try to get enough calcium in my diet  
I consider myself an Australian  
My Food Segment is 'Healthy Proud'  
I worry about getting skin cancer  
I'm a bit of an intellectual  
I'm security conscious  
I love to do as many sports as possible  
I am in the 'Big Spender' segment  
My Food Segment is 'Entertainer'  
I'm more extrovert than introvert  
At heart I'm an environmentalist  
Health food is not necessary if you eat properly  
I'm a 'Mr Fix It' type of person  
I'm eating less red meat these days  
I live a full and busy life  
I don't trust the current Australian Government  
I would like to be able to lose weight  
I go out less now than I used to  
I need to have security in my job  
Success is important to me  
'Environmentally friendly' products are overpriced  
I find it difficult to switch off from work  
I try to look stylish  
I try to buy additive free food  
I'm worried about invasion of my privacy through new technology  
I favour natural medicines and health products  
Computers and technology give me more control over my life  
I wear clothes that will get me noticed  
It's important to look fashionable

**VALUE SEGMENTS\*****LIKES**

Entertaining



Galleries &amp; Museums



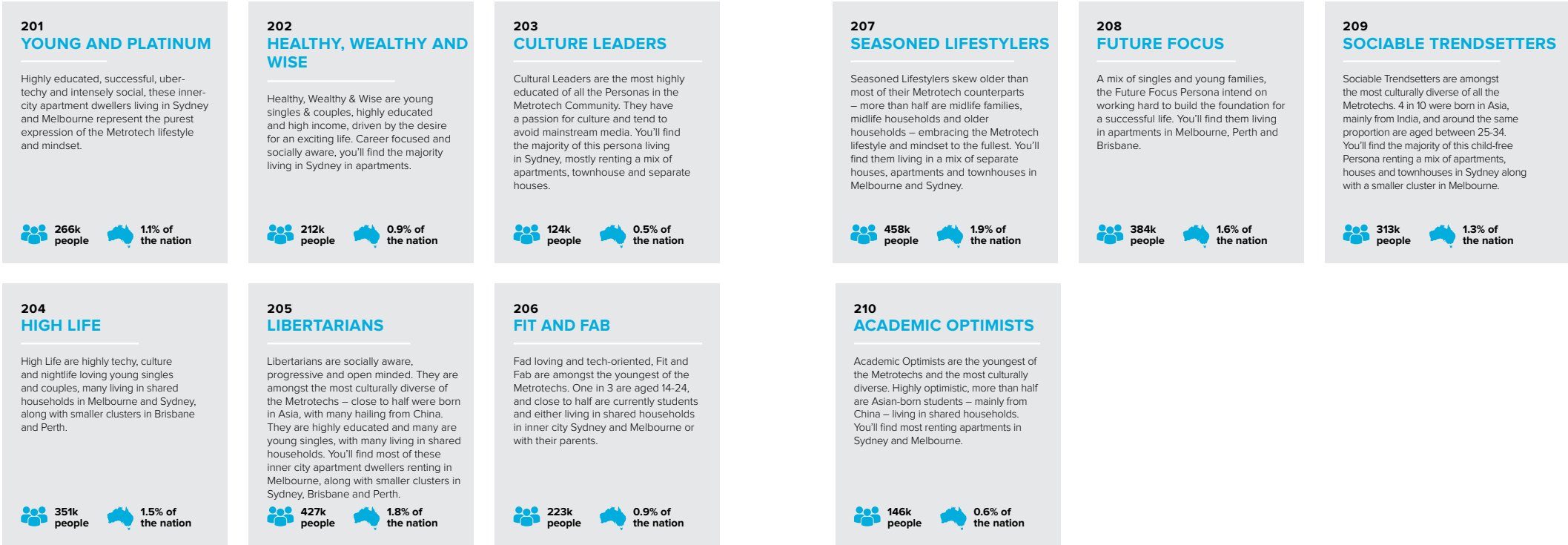
Theatre

**PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



# 200 - METROTECHS

Socially aware, successful, career focussed and culturally diverse, Metrotechs are trend and tech focused. They are committed experience seekers, willing to spend big on the best of city life and thrive on being out and about in the world.





COMMUNITIES | 200: METROTECHS

200

METROTECHS



## 200: METROTECHS



Population: 2903k



Population Percentage: 12.0%



Average Household Income: \$97k

Highly educated, socially aware, hard-working, ambitious and culturally diverse. Introducing the Metrotech.

Their swanky rented apartments could be straight out of a premium beer commercial, while their action-packed social schedules are almost as demanding as their day jobs. No wonder Metrotechs take such good care of their health, exercising regularly — how else could they keep up the pace?

Sure, they plan to settle down and buy their own place one day, but there's plenty of time for that later. For now, they just want to enjoy the freedom that their upward mobility brings: the overseas travel, the fancy restaurants, the designer clothes, the techie toys. You could say they're a marketer's dream.

Unsurprisingly, Metrotechs don't have much time to watch TV, but when they do, they steer clear of commercial channels.

While you'll find Metrotechs packed with young singles and couples, you'll also find some 'young minded' midlife and older household among them, who embrace cultured city living to the max.

They are also the most culturally diverse of all the Helix communities — 1 in 4 was born in Asia.

## THOUGHT CLOUD

I am in the 'Medium Spender' segment  
I'm eating less red meat these days  
I'm not very good with mechanical things  
It's important to look fashionable  
I'm concerned about my sugar intake  
Computers and technology give me more control over my life  
I try to buy additive free food  
I'm security conscious  
My Food Segment is 'House Proud'  
I live a full and busy life  
I try to get enough calcium in my diet  
I consider myself an Australian  
I like tough physical activity  
A low fat diet is a way of life for me  
I would like to be able to lose weight  
There are not enough hours in the day  
My Technology Adoption Segment is 'Digital Life'  
My Technology Adoption Segment is 'Technology Early Adopters'

Freedom is more important than the law  
I look for new experiences every day  
I favour natural medicines and health products  
'Environmentally friendly' products are overpriced  
It is important to have a full social life  
I try to look stylish  
I love to do as many sports as possible  
Health food is not necessary if you eat properly  
Success is important to me  
I'm in the 'Big Spender' segment  
I wear clothes that will get me noticed  
I consider myself a leader more than a follower  
It is important that I have responsibility in my job  
I find it difficult to switch off from work  
I go out less now than I used to  
I'm a bit of an intellectual  
I need to have security in my job  
I believe in taking risks  
I sometimes use force to get things done  
I regularly go to church or my place of worship  
My Technology Adoption Segment is 'Professional/Technology Mainstream'

I like to be with a crowd of people  
I'm in the 'Big Spender' segment  
I wear clothes that will get me noticed  
I consider myself a leader more than a follower  
It is important that I have responsibility in my job  
I find it difficult to switch off from work  
I go out less now than I used to  
I'm a bit of an intellectual  
I need to have security in my job  
I believe in taking risks  
I sometimes use force to get things done  
I regularly go to church or my place of worship  
My Technology Adoption Segment is 'Professional/Technology Mainstream'

## LIKES



Takeaway Food

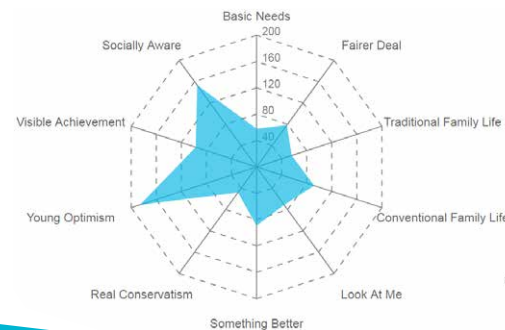


Environmental Conservation



Entertaining

## VALUE SEGMENTS\*



## PROGRESSIVENESS

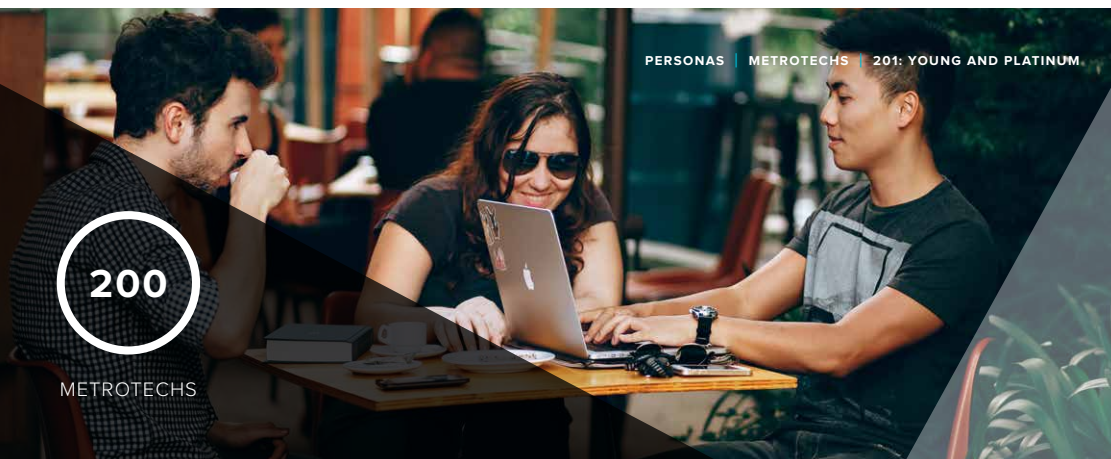


ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE

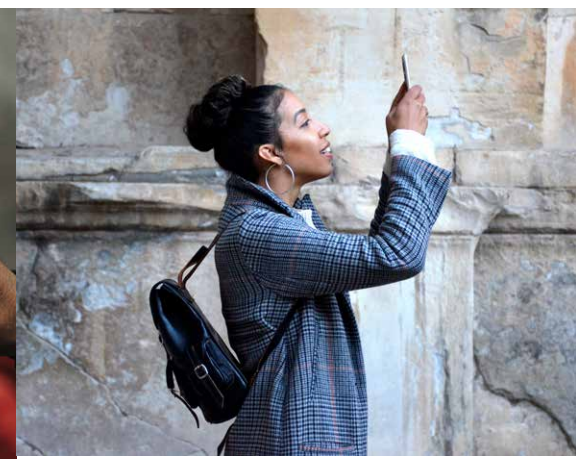




PERSONAS | METROTECHS | 201: YOUNG AND PLATINUM

200

METROTECHS



## 201: YOUNG AND PLATINUM



Population: **266k**



Population Percentage: **1.1%**



Average Household Income: **\$124k**

As the name suggests, life is really good for Young and Platinums, who enjoy the kind of lifestyle the average young Australian dreams of.

Predominately young singles and couples, Young and Platinum are also highly social, big spenders and always on the hunt for the shiny, new and cool – be it the hottest new restaurant or cult beauty buy.

They are amongst the most highly educated of all the Metrotechs, so there are opportunities abound for these metro-based, inner city apartment dwellers. They are also culturally diverse; 4 in 10 were born overseas, mainly hailing from Asia and Europe.

Around 1 in 3 lives in shared households. They are cashed-up and optimistic, they are confident and extroverted and driven by a desire for an exciting life. They see themselves as leaders and aren't shy about displaying their achievements.

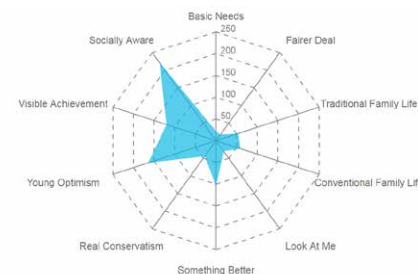
Young and Platinum are amongst the most 'techy' of all the Metrotechs, boasting the highest proportion of Digital Early Adopters. Unsurprisingly, they are also highly mobile centric.

On weekdays you'll find them hard at work in the CBDs of Sydney and Melbourne, likely working in business, finance or property. On the weekends they're packing out cafés and restaurants and heading to rock and pop concerts and nightclubs.

### THOUGHT CLOUD

I'm eating less red meat these days I am in the 'Big Spender' segment  
I'm more extrovert than introvert It's important to look fashionable  
There are not enough hours in the day I wear clothes that will get me noticed  
I like tough physical activity I need to have security in my job  
I try to buy additive free food I believe in taking risks I like to be with a crowd of people  
My Food Segment is 'Trendy' I try to recycle everything I can My Food Segment is 'Trendsetter'  
I'm feeling well and in good health I go out less now than I used to  
I love to do as many sports as possible I'm security conscious  
It is important to have a full social life I consider myself a homosexual  
I live a full and busy life Success is important to me  
Computers and technology give me more control over my life  
I'm concerned about my sugar intake I'm shy in social situations  
I try to look stylish I'm a bit of an intellectual  
It is important that I have responsibility in my job  
I am in the 'Medium Spender' segment I consider myself a leader more than a follower  
A low fat diet is a way of life for me I try to get enough calcium in my diet  
Health food is not necessary if you eat properly

### VALUE SEGMENTS\*



### LIKES



Restaurants



Fashion & Beauty



Nightlife

### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE





PERSONAS | METROTECHS | 202: HEALTHY, WEALTHY AND WISE

200

METROTECHS



## 202: HEALTHY, WEALTHY AND WISE

-  Population: **212k**
-  Population Percentage: **0.9%**
-  Average Household Income: **\$117k**

This Persona embraces the quintessential Australian active outdoor lifestyle, heading out to exercise and play sport regularly and watching what they eat.

Healthy, Wealthy & Wise are highly educated and confident. They revel in the cut and thrust of fast-paced Sydney life, taking advantage of all the city has to offer – particularly when it comes to the cultural life and the restaurant & café scene.

3 in 10 were born overseas, mainly hailing from Asia and Europe. You'll find many young singles and couples among them, as well as a smattering of young parents and mid-life households.

They're also highly optimistic and driven by a desire for an exciting life. They care passionately about social issues, particularly the environment.

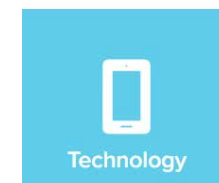
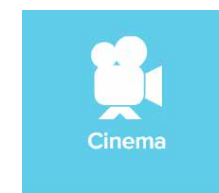
A strong focus on career and socialising means that home is little more than a place to sleep and occasionally eat – and often that's a home delivered meal served up at the end of a long and busy work day.

They are highly digital and big app users – you'll find many heavy internet users among them, as well as enthusiastic online shoppers.

### THOUGHT CLOUD

I consider myself a leader more than a follower  
There are not enough hours in the day  
I need to have security in my job  
I worry about getting skin cancer  
I believe in taking risks  
Health food is not necessary if you eat properly  
It is important that I have responsibility in my job  
I consider myself an Australian  
Success is important to me  
I try to recycle everything I can  
I'm feeling well and in good health  
I find it difficult to switch off from work  
It is important to have a full social life  
I'm concerned about my sugar intake  
I live a full and busy life  
I am in the 'Big Spender' segment  
I would like to be able to lose weight  
'Environmentally friendly' products are overpriced  
Computers and technology give me more control over my life  
I don't trust the current Australian Government  
I look for new experiences every day  
I try to buy additive free food  
I sometimes use force to get things done  
I wear clothes that will get me noticed  
I'm security conscious  
I'm a bit of an intellectual  
I try to look stylish  
I go out less now than I used to  
I am in the 'Medium Spender' segment  
I love to do as many sports as possible

### LIKES



### VALUE SEGMENTS\*



### PROGRESSIVENESS

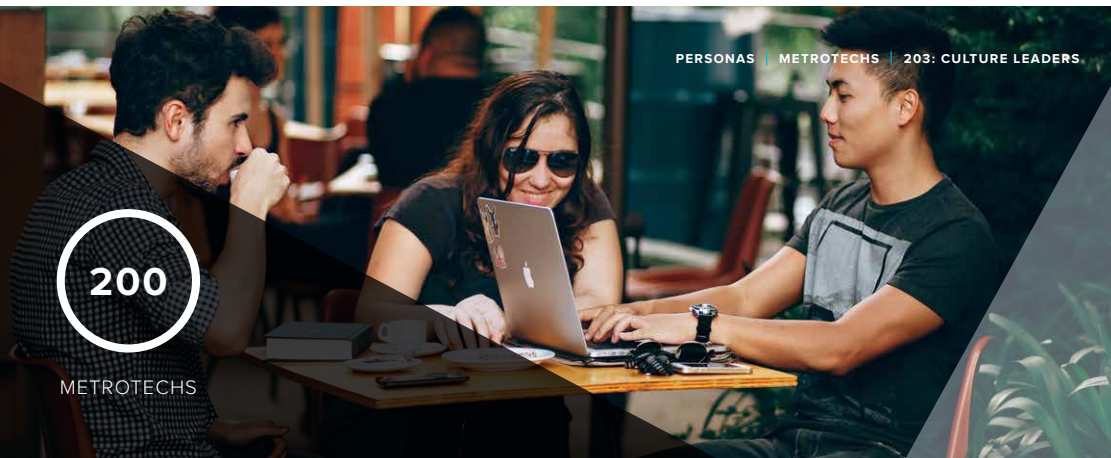


ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE





PERSONAS | METROTECHS | 203: CULTURE LEADERS

200

METROTECHS



## 203: CULTURE LEADERS



Population: **124k**



Population Percentage: **0.5%**



Average Household Income: **\$118k**

You'll find the majority of this Persona living in Sydney, mostly renting apartments as well as a small cluster around Gold Coast and other regions of Queensland. A mix of Australian born, European and Asian born make up this culturally diverse Persona.

Cultural Leaders are highly educated – indeed they are the most educated of all the Personas in the Metrotech Community.

They are career focused and highly intellectual but also value family life, making them a little less brash than some of their Community peers.

When it comes to mindset they are highly progressive and socially aware. Issues like global warming and climate change rank among their top concerns. But all of this concern about serious issues doesn't mean that they don't like to live it up; they're social, love fashion, shopping online, eating out and enjoying a glass of wine or premium beer at upmarket pubs.

They are also passionate about culture – theatre, books and going to the cinema particularly. They tend to avoid mainstream media – commercial TV particularly, in fact many skip it altogether. Instead they prefer to stream content via SVOD platforms such as Netflix. They also like to keep abreast of what's happening in the economy by reading the business section of the newspaper.

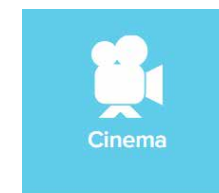
### THOUGHT CLOUD

I am in the 'Big Spender' segment  
I'm eating less red meat these days  
Homosexual couples should be allowed to adopt children  
I would like to be able to lose weight  
I try to buy additive free food  
I try to recycle everything I can  
Aboriginal culture is an essential component of Australian society  
I don't trust the current Australian Government  
Health food is not necessary if you eat properly  
I'm more extrovert than introvert  
I'm a bit of an intellectual  
Success is important to me  
It is important to have a full social life  
I believe in taking risks  
I'm optimistic about the future  
I try to get enough calcium in my diet  
I consider myself a leader more than a follower  
Computers and technology give me more control over my life  
I look for new experiences every day  
I go out less now than I used to  
I'm worried about invasion of my privacy through new technology

### VALUE SEGMENTS\*



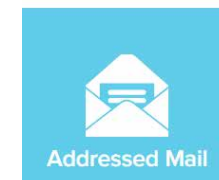
### LIKES



Cinema



Books



Addressed Mail

### PROGRESSIVENESS

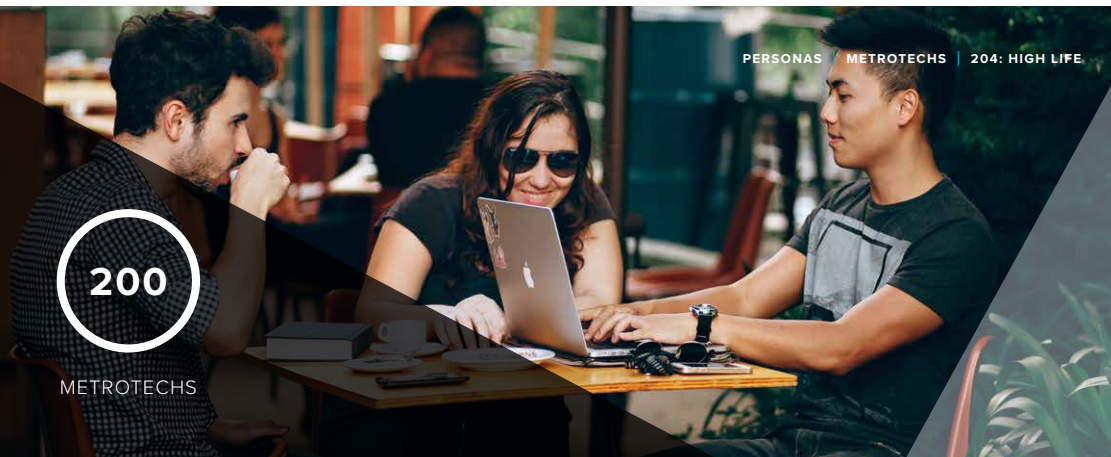
More Traditional  More Progressive



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE



PERSONAS | METROTECHS | 204: HIGH LIFE

200

METROTECHS



## 204: HIGH LIFE



Population: **351k**



Population Percentage: **1.5%**



Average Household Income: **\$102k**

High Life distinguish themselves from their peers in their love of big city nightlife – you'll find them hitting the nightclubs, bars and pubs in the evenings with gusto wearing new outfits, boasting another of their passions – fashion.

High Life are highly techy, culture and nightlife loving young singles and couples, living in Melbourne and Sydney, along with smaller clusters in Brisbane and Perth. Around one third live in shared households and a quarter are still studying.

Almost half are renters, living in mix of apartments and houses, close to the city's entertainment centre and nightlife. Most are Australian born, along with a significant proportion born in Asia, the UK and New Zealand. A significant proportion work in the public service.

They are highly techy – you'll find many early adopters among them and they are heavy internet users; they don't hesitate to update their devices and gadgets.

Like their Metrotech peers, High Life are highly educated, socially aware and optimistic. They are stimulated by new experiences and big ideas.

When it comes to attitudes to social issues, you'll find High Life sitting firmly left of centre; care about issues that affect society at large and place a great value on the protection of personal freedoms.

## THOUGHT CLOUD

Freedom is more important than the law  
My Food Segment is 'House Proud'  
I would like to be able to lose weight  
There are not enough hours in the day  
I really want to enjoy things now because I just don't know what the future will bring  
I am in the 'Big Spender' segment  
I'm security conscious  
I consider myself an Australian  
Computers and technology give me more control over my life  
I try to recycle everything I can  
I live a full and busy life  
I try to get enough calcium in my diet  
I need to have security in my job  
I like tough physical activity  
I'm feeling well and in good health  
I'm a bit of an intellectual  
I go out less now than I used to  
I try to buy additive free food  
At heart I'm an environmentalist  
It is important that I have responsibility in my job  
I wear clothes that will get me noticed  
I believe in taking risks  
I try to look stylish  
Success is important to me  
I look for new experiences every day  
My Technology Adoption Segment is 'Technology Early Adopters'  
It's important to look fashionable  
It is important to have a full social life  
I like to be with a crowd of people  
I find it difficult to switch off from work  
Health food is not necessary if you eat properly  
I sometimes use force to get things done  
I worry about getting skin cancer  
I consider myself a leader more than a follower  
I'm eating less red meat these days  
I love to do as many sports as possible  
I'm not very good with mechanical things

## VALUE SEGMENTS\*



## LIKES



Department Stores



Nightlife



Cinema

## PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE





PERSONAS | METROTECHS | 205: LIBERTARIANS

200

METROTECHS



## 205: LIBERTARIANS



Population: **427k**



Population Percentage: **1.8%**



Average Household Income: **\$102k**

Libertarians are highly intellectual, focused on success and believe in taking risks to make their dreams come true.

Most are Australian born, along with a significant proportion of those born in Asia, the UK and New Zealand. A significant proportion work in the public service.

They are highly educated and many are young singles, and close to a quarter are still studying. You'll find most of these inner city semi-detached terrace and townhouse occupiers renting in Melbourne, along with smaller clusters in Sydney, Brisbane and Perth.

They are highly social and spend much of their time out and about or in the air – travelling for work and leisure both domestically and overseas. Home is little more than a place to sleep – meals are either eaten out in restaurants and cafes or home delivered, enjoyed with a premium beer or glass of wine.

They shun traditional media, particularly commercial TV, instead relying on mobile for entertainment and information to organise their busy work, study and social lives.

### THOUGHT CLOUD

It's important to look fashionable  
There are not enough hours in the day  
I don't trust the current Australian Government  
I love to do as many sports as possible  
My Food Segment is 'House Proud'  
I'm a bit of an intellectual  
It is important to have a full social life  
I am in the 'Big Spender' segment  
I try to get enough calcium in my diet  
I'm concerned about my sugar intake  
It is important that I have responsibility in my job  
I try to buy additive free food  
I consider myself an Australian  
I try to look stylish  
I try to recycle everything I can  
I'm feeling well and in good health  
Health food is not necessary if you eat properly  
I go out less now than I used to  
I live a full and busy life  
I believe in taking risks  
I need to have security in my job  
A low fat diet is a way of life for me  
I'm not very good with mechanical things  
I find it difficult to switch off from work  
I'm eating less red meat these days  
Computers and technology give me more control over my life  
I consider myself a leader more than a follower  
I'm a 'Mr Fix It' type of person  
I like to be with a crowd of people  
I'm security conscious  
I look for new experiences every day  
I'm more extrovert than introvert  
Freedom is more important than the law  
I worry about getting skin cancer  
I like tough physical activity  
I wear clothes that will get me noticed  
I would like to be able to lose weight  
'Environmentally friendly' products are overpriced

### VALUE SEGMENTS\*



### LIKES



Holidays Overseas



Sports Events



Seminars

### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE

200

METROTECHS

## 206: FIT AND FAB



Population: 223k



Population Percentage: 0.9%



Average Household Income: \$88k

People belonging to the Fit and Fab Persona are full of youthful enthusiasm and optimism, focused on the present; embracing city life to the max by having fun and seeking out new and exciting experiences, rather than thinking about the future. They love fashion and beauty products, and are quick to embrace and consume new trends and products.

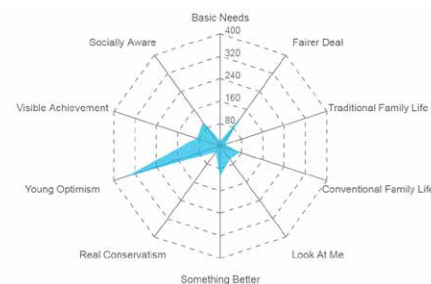
Fit and Fab are amongst the youngest of the Metrotechs – 1 in 3 are aged 14-24, and close to half are currently students and either living in shared households in inner city Sydney and Melbourne or with their parents. They are also amongst the most culturally diverse, with only 3 in 10 born in Australia. Almost half were born in Asia, with the rest from Europe along with a small proportion from the Middle East.

They tend to shun traditional media, commercial TV particularly. Technology plays a big role in their lives and they are highly mobile centric, relying on their mobile for information, and entertainment, and to organise their busy social, work and study lives. Not surprisingly, they don't hesitate to upgrade their devices and gadgets.

### THOUGHT CLOUD

My Food Segment is 'Take-it-away' I'm concerned about my sugar intake  
 I'm eating less red meat these days I try to buy additive free food  
 I try to look stylish I'm feeling well and in good health  
 Success is important to me I consider myself a homosexual  
 I'm security conscious I'm a bit of an intellectual  
 It is important that I have responsibility in my job  
 I'm more extrovert than introvert It is important to have a full social life  
 I wear clothes that will get me noticed I like to be with a crowd of people  
 A low fat diet is a way of life for me I worry about getting skin cancer I look for new experiences every day  
 I need to have security in my job I live a full and busy life  
 I like tough physical activity I favour natural medicines and health products  
 I try to recycle everything I can I would like to be able to lose weight  
 I go out less now than I used to I believe in taking risks  
 My Technology Adoption Segment is 'Digital Life' Health food is not necessary if you eat properly  
 I really want to enjoy things now because I just don't know what the future will bring  
 I love to do as many sports as possible It's important to look fashionable

### VALUE SEGMENTS\*



### LIKES



Takeaway Food



Nightlife



Socialising

### PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE





PERSONAS | METROTECHS | 207: SEASONED LIFESTYLERS

200

METROTECHS

## 207: SEASONED LIFESTYLERS



Population: 458k



Population Percentage: 1.9%



Average Household Income: \$94k

Seasoned Lifestylers are typical Metrotechs in that they are highly socially aware and proud of their achievements. But they're not as overtly success driven as some of their counterparts – likely owing to the fact that many are old enough to have already achieved some of their big goals in life. Many have families – 1 in 3 have children under 16 living at home.

Seasoned Lifestylers skew older than most of their Metrotech counterparts – more than half are midlife families, midlife households and older households, and they wholly embrace the Metrotech lifestyle and mindset. They are also culturally diverse, 1 in 5 was born in Asia.

Likely owing to the age skew, they are the Metrotech Persona most likely to have conquered the big city dream of home ownership. Just under half own their homes outright, with almost 9 in 10 living in separate houses in Melbourne and Sydney.

They're passionate about issues that affect society at large, such as the environment and climate change, and care about helping those who are socially disadvantaged by donating to charities.

They are also keen followers of the economy and business conditions, reading the business section of the newspaper to keep up the latest news. While not especially techy, they find technology empowering and see it as a tool to help manage their lives and go out of their way to keep up with how it is changing.



### THOUGHT CLOUD

I look for new experiences every day  
I like to be with a crowd of people  
I am in the 'Medium Spender' segment  
I regularly go to church or my place of worship  
I'm concerned about my cholesterol level  
I sometimes use force to get things done  
The fundamental values of our society are under serious threat  
Computers and technology give me more control over my life  
I love to do as many sports as possible  
I try to look stylish  
Success is important to me  
My Technology Adoption Segment is 'Digital Lifer'  
I feel less safe than I used to  
'Environmentally friendly' products are overpriced  
I'm a bit of an intellectual  
I'm a 'Mr Fix It' type of person  
My Food Segment is 'Foodie'  
I try to get enough calcium in my diet  
A low fat diet is a way of life for me  
My Food Segment is 'Dietit'  
I'm feeling well and in good health  
It's important to look fashionable  
I believe in taking risks  
There are not enough hours in the day  
I consider myself an Australian  
I'm concerned about my sugar intake  
I'm eating less red meat these days  
Health food is not necessary if you eat properly  
I am in the 'Light Spender' segment  
It is important that I have responsibility in my job  
I'm not very good with mechanical things  
I need to have security in my job  
I live a full and busy life  
I try to buy additive free food  
I'm security conscious  
I'm more extrovert than introvert  
I favour natural medicines and health products  
I go out less now than I used to  
Freedom is more important than the law  
I would like to be able to lose weight  
It is important to have a full social life  
I always think of the number of calories in the food I'm eating  
My Technology Adoption Segment is 'Technology Early Adopter'  
My Food Segment is 'Just Food Me'  
I find it difficult to switch off from work

### VALUE SEGMENTS\*



### LIKES



Galleries & Museums



Fashion & Beauty



Dieting

### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE



200

METROTECHS

## 208: FUTURE FOCUS



Population: 384k



Population Percentage: 1.6%



Average Household Income: \$80k

While enthusiastic about big city life and socially progressive, Future Focus are more introverted than some of their more extroverted and status-driven Metrotech counterparts. Security and family are more important to them than recognition and prestige.

A mix of singles and young families, the Future Focus Persona is intent on working hard to build the foundation for a successful life. The majority live in semis or town houses, spread across Melbourne, Perth and Brisbane. Just over half are renting and they are also culturally diverse – 4 in 10 were born overseas.

They are less likely to be out and about than some of their more gregarious peers, preferring to be homebodies.

Despite being at the lower end of the income scale in the Metrotech Community, Future Focus are optimistic about the future and confident in managing their money. As moderate spenders, they aren't easily seduced by the glimmer and glitter of brands unless they really love it. Health and fitness is important to them, particularly sport.

### THOUGHT CLOUD

I always think of the number of calories in the food I'm eating  
It's important to look fashionable  
I am in the 'Light Spender' segment  
I favour natural medicines and health products  
I believe in taking risks  
The fundamental values of our society are under serious threat  
Computers and technology give me more control over my life  
I regularly go to church or my place of worship  
'Environmentally friendly' products are overpriced  
Success is important to me  
I like tough physical activity  
I find it difficult to switch off from work  
I consider myself an Australian  
I go out less now than I used to  
I'm a bit of an intellectual  
I'm security conscious  
I try to get enough calcium in my diet  
It is important to have a full social life  
I'm shy in social situations  
I'm feeling well and in good health  
I would like to be able to lose weight  
I try to look stylish  
I like to be with a crowd of people  
Health food is not necessary if you eat properly  
It is important that I have responsibility in my job  
Freedom is more important than the law  
I don't enjoy taking risks  
I live a full and busy life  
I need to have security in my job  
I'm eating less red meat these days  
I worry about getting skin cancer  
I look for new experiences every day  
There are not enough hours in the day  
My Food Segment is 'Zapped'  
I love to do as many sports as possible  
The Government is doing a good job running the country  
I don't trust the current Australian Government  
I'm concerned about my cholesterol level  
I sometimes use force to get things done  
I wear clothes that will get me noticed

### VALUE SEGMENTS\*



### LIKES



Family &amp; Home



Bargains



Environmental Conservation

### PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE





PERSONAS | METROTECHS | 209: SOCIABLE TRENDSETTERS

METROTECHS

## 209: SOCIABLE TRENDSETTERS



Population: 313k



Population Percentage: 1.3%



Average Household Income: \$76k

People belonging to this Persona share a youthful optimism, embrace changes and are driven by the desire for an exciting life. They love fashion and care about how they look. They see themselves as the kind of people who set trends rather than follow them and don't hesitate to try a new brand or product if it has the right kind of buzz to attract their attention. Not surprisingly, they are also likely to be extroverted and love being in a crowd.

4 in 10 Sociable Trendsetters were born in Asia, mainly from India, and around the same proportion are aged between 25-34. You'll find the majority of this child-free Persona renting an apartments in Sydney along with a smaller cluster in Melbourne.

Around a third are still studying, while a similar proportion lives in shared households.

While they love to jump on the wagon when it comes to a new health food, they are also big consumers of takeaway.

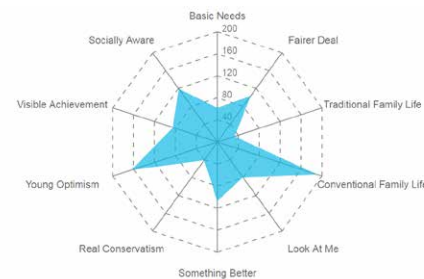
Sociable Trendsetters are likely to skip traditional media – commercial TV in particular – in favour of mobile, which they rely on for information and entertainment and to organize their busy social lives. However, when it comes to advertising, they are much less cynical than their Metrotech peers – indeed they tend to find ads interesting and welcome ads on their mobile.



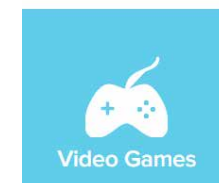
### THOUGHT CLOUD

I sometimes use force to get things done I find it difficult to switch off from work  
 Freedom is more important than the law I'm concerned about my cholesterol level  
 I love to do as many sports as possible A low fat diet is a way of life for me  
 I would like to be able to lose weight I'm concerned about my sugar intake  
 I believe in taking risks I like to be with a crowd of people  
 I go out less now than I used to I'm eating less red meat these days  
 I try to look stylish I need to have security in my job  
 I'm more independent than my parents  
 There are not enough hours in the day I favour natural medicines and health products  
 I try to buy additive free food Success is important to me  
 I consider myself a leader more than a follower It's important to look fashionable  
 I like tough physical activity It is important that I have responsibility in my job  
 Health food is not necessary if you eat properly I'm a bit of an intellectual  
 I consider myself an Australian I'm security conscious  
 I live a full and busy life I'm feeling well and in good health  
 It is important to have a full social life  
 I regularly go to church or my place of worship I try to get enough calcium in my diet  
 I'm shy in social situations I am in the 'Light Spender' segment  
 Computers and technology give me more control over my life  
 I wear clothes that will get me noticed I look for new experiences every day

### VALUE SEGMENTS\*



### LIKES



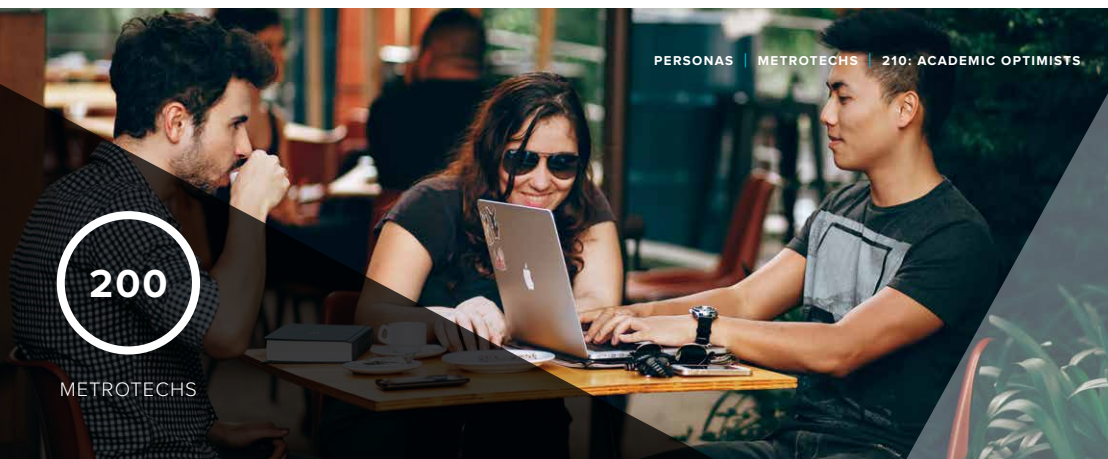
### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE



PERSONAS | METROTECHS | 210: ACADEMIC OPTIMISTS

200

METROTECHS



## 210: ACADEMIC OPTIMISTS



Population: **146k**



Population Percentage: **0.6%**



Average Household Income: **\$49k**

Academic Optimists are highly optimistic and love trying new things and seek out new experiences. They are committed followers of trends, quick to race out and buy the latest make-up and fashion and try the latest fad diet or health food – especially the cheap and cheerful kind.

They are the youngest of the Metrotechs. More than half are Asian-born students – mainly from China – living in shared households. You'll find most renting apartments in Sydney and Melbourne.

Fulltime study means Academic Optimists are living off modest incomes but this doesn't dampen their love of getting out and about.

While typical of their Australian born peers when it comes to their exuberance and enthusiasm, they are more conservative despite their youth, with a strong focus on family and traditional values.

Technology is central for Academic Optimists. They are likely to be heavy Internet users and are the most likely of all the Metrotechs to skip commercial TV altogether.

However, when it comes to advertising, they are much less cynical than most other Metrotechs– indeed they tend to find ads interesting and welcome ads on their mobile.

## THOUGHT CLOUD

I am in the 'Medium Spender' segment  
My Food Segment is 'Zappit'

I worry about getting skin cancer  
I would like to be able to lose weight

I need to have security in my job  
At heart I'm an environmentalist

I try to look stylish  
I sometimes use force to get things done

I'm security conscious  
I live a full and busy life  
I find it difficult to switch off from work

It is important to have a full social life  
Success is important to me

I'm shy in social situations  
I'm a bit of an intellectual

**I'm concerned about my sugar intake**  
It is important that I have responsibility in my job

I go out less now than I used to  
I look for new experiences every day

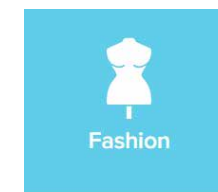
I'm feeling well and in good health  
I'm concerned about my cholesterol level

It's important to look fashionable  
I regularly go to the gym or to my gym at work

I try to get enough calcium in my diet  
I go out of my way to learn everything I can about new technology

My Food Segment is 'Take a break'  
I like to be with a crowd of people

## LIKES



## VALUE SEGMENTS\*



## PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE



# 300 - ASPIRATIONALS

Driven by dreams of a big future, Aspirationals are highly ambitious and culturally diverse up-and-comers. Careful spenders, they're working hard today to create a more successful tomorrow.

## 301 SAVVY SHOPPERS

Savvy Shoppers are high income, well educated, highly aspirational families living in outer urban areas in Queensland and Western Australia in separate houses. You'll find many young parents among them, focused on creating a successful future for their children.



## 302 GETTING AHEAD

Getting Ahead are culturally diverse young families focused on creating a prosperous life in their new home. More than half were born overseas, mainly Asia. Most are living in Melbourne, along with smaller clusters in Sydney and Perth.



## 303 PROSPEROUS FUTURE

Prosperous Future are well educated families focused on accumulating wealth. They're also techy, with many early adopters among them. They're focused on tomorrow and live in a mix of metro, rural and outer urban areas, clustered most significantly in Queensland, Western Australia and the Northern Territory, living in separate houses.



## 304 LIFESTYLE SEEKERS

Lifestyle Seekers Persona are well educated and more progressive and socially aware than most of their Aspirational community counterparts. They also skew older – 4 in 10 are 50+. You'll find Lifestyle Seekers clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas in QLD.



## 305 TREND HUNTERS

Trend Hunters are amongst the youngest and most culturally diverse of all the Aspirationals. Half were born in Asia, a mix of China, India and other parts of Asia, while 8 in 10 are aged under 35. You'll find them living exclusively in Sydney, renting apartments, with a significant proportion living in shared households.



## 306 FAD-TASTIC

Fad-tastic are amongst the youngest of the Aspirationals Community – three quarters are aged under 35. More than half were born in Australia, with the rest a diverse mix of those born in Europe, New Zealand, The Middle East, India and other parts of Asia. You'll find most living in Brisbane, along with smaller clusters in Sydney and Melbourne.



## 307 EXPERIENCE SEEKERS

Experience Seekers include a high proportion of young people – teenagers still living at home with their parents and young adults taking their first steps to independence by living out of home. They are culturally diverse, just under half were born in Australia. Most of those born overseas hail from India and other parts of Asia (excluding China).



300

ASPIRATIONALS

## 300: ASPIRATIONALS



Population: 2723k



Population Percentage: 11.3%



Average Household Income: \$100k

Meet the Leading Lifestyles and Metrotechs of tomorrow. Aspirationalists are hard at work building the life of their dreams. Whether they are young families or young single and couples, these ambitious, culturally diverse, up-and-coming Australians share the same motivations – they are status conscious and committed to creating a successful future.

## LIKES



Takeaway Food



Amusement Parks



Gambling



Technology



Gardening

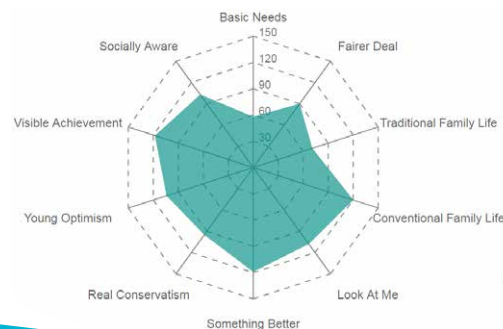


Watching Sport

## THOUGHT CLOUD

I always think of the number of calories in the food I'm eating  
I'm concerned about my cholesterol level  
I find it difficult to switch off from work  
I like tough physical activity  
I favour natural medicines and health products  
I'm eating less red meat these days  
I try to get enough calcium in my diet  
It is important that I have responsibility in my job  
Health food is not necessary if you eat properly  
I'm security conscious  
'Environmentally friendly' products are overpriced  
It is important to have a full social life  
I need to have security in my job  
I go out less now than I used to  
I'm a 'Mr Fix It' type of person  
I live a full and busy life  
I consider myself an Australian  
I look for new experiences every day  
There are not enough hours in the day  
I would like to be able to lose weight  
I try to look stylish  
I'm feeling well and in good health  
Success is important to me  
I'm concerned about my sugar intake  
I try to recycle everything I can  
I believe in taking risks  
I love to do as many sports as possible  
The fundamental values of our society are under serious threat  
I consider myself a leader more than a follower  
I like to be with a crowd of people  
I'm a bit of an intellectual  
Computers and technology give me more control over my life  
I regularly go to church or my place of worship  
A low fat diet is a way of life for me  
I'm more extrovert than introvert  
My Technology Adoption Segment is "Digital Life"  
I sometimes use force to get things done  
I don't like to know too much about what's going on in the world these days  
My Technology Adoption Segment is "Professional Technology Mastermind"

## VALUE SEGMENTS\*



## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



300

ASPIRATIONALS

## 301: SAVVY SHOPPERS

Population: **190k**Population Percentage: **0.8%**Average Household Income: **\$125k**

Moderate spenders, Savvy Shoppers are focused on building wealth for a more prosperous future, seek information on finance and investments and being careful with their spending. As the name suggests, they are 'savvy' shoppers; they enjoy hunting down a bargain, are more likely to buy store's own products and will happily invest the time in combing through catalogues to make savings on everyday essentials.

They are high income, well educated, highly aspirational, status conscious families living in outer urban areas in Queensland and Western Australia in separate houses.

You'll find many young parents among them, aged between 35-49. They are driven by a desire to create a successful future for their children and believe that education is the best ticket to a well-paid career for their offspring.

They also prioritise learning and knowledge for themselves, attending short courses and seminars to empower themselves by learning something new.

When it comes to leisure, Savvy Shoppers love decorating their homes and entertaining. But during the busy working week they're also likely to rely on takeaway to get them through the mad juggle between work and the kids.



### THOUGHT CLOUD

The fundamental values of our society are under serious threat

I consider myself a leader more than a follower

I need to have security in my job

There are not enough hours in the day

I'm more extrovert than introvert

I'm concerned about my sugar intake

I try to recycle everything I can

I try to look stylish

I live a full and busy life

I go out less now than I used to

I'm shy in social situations

I try to get enough calcium in my diet

I consider myself an Australian

I believe in taking risks

I'm worried about invasion of my privacy through new technology

I worry about getting skin cancer

I'm eating less red meat these days

I'm security conscious

I'm feeling well and in good health

It is important that I have responsibility in my job

I like tough physical activity

I don't trust the current Australian Government

Success is important to me

I'm a 'Mr Fix It' type of person

At heart I'm an environmentalist

I love to do as many sports as possible

Aboriginal culture is an essential component of Australian society

I would like to be able to lose weight

I try to buy additive free food

I look for new experiences every day

### VALUE SEGMENTS\*



### LIKES



Online Shopping



### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE

300

ASPIRATIONALS

## 302: GETTING AHEAD



Population: 519k



Population Percentage: 2.1%



Average Household Income: \$111k

Likely to be married with two incomes coming into the household, this Persona sits at the higher end of the Aspirational's income scale. However, they aren't keen on splashing their hard earned cash on simple everyday essentials. Instead you'll find them combing through catalogues in search of a bargain and redeeming coupons to make savings.

Getting Ahead are culturally diverse young families focused on creating a prosperous life in their new home. More than a third were born overseas, with a quarter hailing from Asia; particularly India and other parts of Asia, rather than China.

You'll find most living in Melbourne, along with smaller clusters in Sydney and Perth in separate houses. They are focused on building wealth via the family home, a very high proportion are currently paying a mortgage

Getting Ahead are well educated, optimistic, ambitious and hard working. They place value on demonstrating their achievements to the world and are highly aspirational.

They are also very receptive to other forms marketing; in general they don't mind advertising, including ads popping on their mobile and they are likely to notice ambient & outdoor advertising.

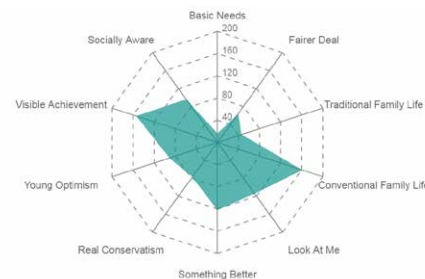
Leisure time revolves around entertainment at home. While they're not particularly techy, they do love Streaming content and PayTV, and are quick to update their home electronics.



## THOUGHT CLOUD

I go out of my way to learn everything I can about new technology  
When I'm at home, I like to shut myself off from the rest of the world  
I sometimes use force to get things done  
The Government is doing a good job running the country  
I'm a 'Mr Fix It' type of person  
A low fat diet is a way of life for me  
It's important to look fashionable  
I'm concerned about my cholesterol level  
It is important that I have responsibility in my job  
'Environmentally friendly' products are overpriced  
I try to recycle everything I can  
I live a full and busy life  
I'm concerned about my sugar intake  
Success is important to me  
Health food is not necessary if you eat properly  
At heart I'm an environmentalist  
The fundamental values of our society are under serious threat  
I favour natural medicines and health products  
I am in the 'Medium Spender' segment  
I would have difficulty coping with a demanding job or career  
I love to do as many sports as possible  
I'm eating less red meat these days  
I try to get enough calcium in my diet  
I consider myself an Australian  
I like tough physical activity  
I try to look stylish  
I'm security conscious  
I'm shy in social situations  
I like to be with a crowd of people  
I find it difficult to switch off from work  
I'm feeling well and in good health  
I'm a bit of an intellectual  
I am in the 'Big Spender' segment  
I like things to stay the same  
There are not enough hours in the day  
I worry about getting skin cancer  
I regularly go to church or my place of worship  
Computers and technology give me more control over my life

## VALUE SEGMENTS\*



## LIKES



Streaming Entertainment



Bargains



Technology

## PROGRESSIVENESS

More Traditional More Progressive



300

ASPIRATIONALS

## 303: PROSPEROUS FUTURE

Population: **436k**Population Percentage: **1.8%**Average Household Income: **\$109k**

Prosperous Future are well educated families focused on tomorrow. They are highly aspirational and optimistic, and place a lot of value on demonstrating their success to the world. They value risk taking and see it as par for the course in getting ahead. They value learning and will attend short courses and seminars to improve their knowledge.

They live in a mix of metro, rural and outer urban areas, clustered most significantly in Queensland, Western Australia and the Northern Territory, living in separate houses.

While most are Australian born, this Persona is also culturally diverse with a mix of Asian and UK born citizens among them, along with some New Zealanders.

Prosperous Future are working hard to build wealth to ensure a bright and abundant future ahead. Close to half are mortgage holders and the majority are two income households.

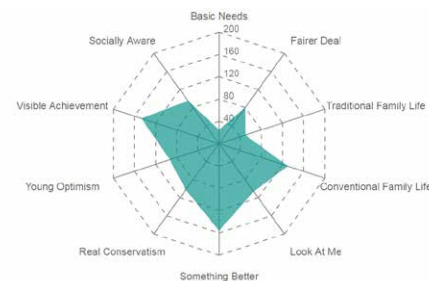
They are well educated, and as a result you'll find many professionals, white collars and skilled workers among them.

They're also highly techy – you'll find a significant proportion of Early Adopters in this Persona and they don't hesitate to race out and upgrade their phones and other gadgets, including home entertainment systems, gaming consoles and other home electronics.

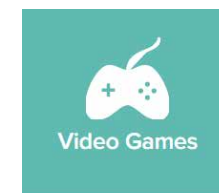
## THOUGHT CLOUD

The fundamental values of our society are under serious threat  
 Aboriginal culture is an essential component of Australian society  
 I really want to enjoy things now because I just don't know what the future will bring  
 I go out of my way to learn everything I can about new technology  
 I look for new experiences every day  
 I sometimes use force to get things done  
 It is important that I have responsibility in my job  
 I try to get enough calcium in my diet  
 I am in the 'Medium Spender' segment  
 I'm worried about invasion of my privacy through new technology  
 My Food Segment is 'House Proud'  
 I need to have security in my job  
 At heart I'm an environmentalist  
 I consider myself an Australian  
 There are not enough hours in the day  
 I don't trust the current Australian Government  
 I am in the 'Big Spender' segment  
 I would like to be able to lose weight  
 It's important to look fashionable  
 I try to look stylish  
 I live a full and busy life  
 I'm security conscious  
 I'm feeling well and in good health  
 I believe in taking risks  
 I'm more extroverted than introverted  
 I try to recycle everything I can  
 I'm optimistic about the future  
 'Environmentally friendly' products are overpriced  
 Health food is not necessary if you eat properly  
 I find it difficult to switch off from work  
 I worry about getting skin cancer  
 I like to be with a crowd of people  
 I worry about getting skin cancer  
 My Technology Adoption Segment is 'Organic Life'

## VALUE SEGMENTS\*



## LIKES



PayTV



## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

300

ASPIRATIONALS

## 304: LIFESTYLE SEEKERS



Population: 874k



Population Percentage: 3.6%



Average Household Income: \$100k

People who belong to this Persona are well educated and more progressive and socially aware than most of their Aspirational Community counterparts. They care about issues that affect society at large, and believe that we should all be doing our bit by donating to charity regularly.

You'll find Lifestyle Seekers clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas in QLD.

The majority are Australian born. Likely married, this Persona skews older – 4 in 10 are aged 50+, and as a result boasts a high proportion of outright home owners, followed by those paying a mortgage.

They enjoy entertaining and embrace the lifestyle advantages that come with having the demands of a young family largely behind them. That means more time and money for eating out, socialising with friends and indulging in their passion for culture. They love cinema and sport, particularly. And when they're at home you'll find them streaming their favourite TV series and movies.

While family and security are important to them, they are also driven by a desire to build an important life.

Unlike some of their Community counterparts, Lifestyle Seekers are not status driven and unlikely to buy into brands purely out of hype or novelty.



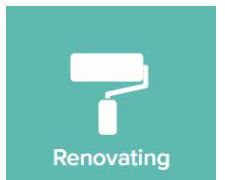
### THOUGHT CLOUD

Crime is a growing problem in my community  
 I find technology is changing so fast, it's difficult to keep up with it  
 It is important that I have responsibility in my job  
 I am in the 'Big Spender' segment  
 'Environmentally friendly' products are overpriced  
 I would like to be able to lose weight  
 I try to look stylish  
 I like tough physical activity  
 Health food is not necessary if you eat properly  
 I'm concerned about my sugar intake  
 I'm more extroverted than introverted  
 I'm a bit of an intellectual  
 I believe in taking risks  
 I try to recycle everything I can  
 I'm eating less red meat these days  
 I consider myself an Australian  
 I'm security conscious  
 Success is important to me  
 I think the gap between rich and poor is growing  
 I'm a 'Mr Fix It' type of person  
 I worry about getting skin cancer  
 I'm feeling well and in good health  
 I live a full and busy life  
 I'm optimistic about the future  
 I try to get enough calcium in my diet  
 Aboriginal culture is an essential component of Australian society  
 I need to have security in my job  
 I go out less now than I used to  
 I try to buy additive free food  
 At heart I'm an environmentalist  
 Homosexual couples should be allowed to adopt children  
 I'm worried about invasion of my privacy through new technology

### VALUE SEGMENTS\*



### LIKES



### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE



300

ASPIRATIONALS

## 305: TREND HUNTERS

Population: **194k**Population Percentage: **0.8%**Average Household Income: **\$96k**

Bursting with youthful optimism, Trend Hunters love fashion and beauty and will seek out new trends that will attract attention and get them noticed. They thrive off new experiences and dream of an exciting life and prosperous future.

You'll find almost all of the people who belong to this Persona living in Sydney clustered in Central Sydney, the North West, Northern and Southern suburbs, renting apartments, with around one quarter living in shared households.

Trend Hunters are the most culturally diverse Persona in the Aspirational Community; only 4 in 10 were born in Australia. Half were born in Asia – a mix of China, India and other parts of Asia.

They are also amongst the youngest of the Aspirational Community – 8 in 10 are under 35 and of those, half are under 24.

They are highly educated, optimistic, career-focused and geared towards success, and place value on demonstrating their achievements to the world.

They shun traditional media, particularly commercial TV, instead spending much of their leisure time online. Technology plays a central role in their lives – they are highly mobile centric, relying on their phones for information and entertainment and to manage their busy social lives. Not surprisingly, they don't hesitate to upgrade their phones when a new iteration is released.

### THOUGHT CLOUD

I try to get enough calcium in my diet  
It's important to look fashionable  
I'm a bit of an intellectual  
I wear clothes that will get me noticed  
I believe in taking risks  
Computers and technology give me more control over my life  
I'm feeling well and in good health  
I look for new experiences every day  
It is important that I have responsibility in my job  
'Environmentally friendly' products are overpriced  
Success is important to me  
I need to have security in my job  
I'm shy in social situations  
A low fat diet is a way of life for me  
Freedom is more important than the law  
My Technology Adoption Segment is 'Digital Life'  
There are not enough hours in the day  
I would like to be able to lose weight  
I'm eating less red meat these days  
I worry about getting skin cancer  
I like tough physical activity  
I like to be with a crowd of people  
I go out less now than I used to  
I consider myself an Australian  
My Technology Adoption Segment is 'Technology Early Adopters'  
It is important to have a full social life  
Health food is not necessary if you eat properly  
I live a full and busy life  
I love to do as many sports as possible  
I sometimes use force to get things done

### VALUE SEGMENTS\*



### LIKES



Health &amp; Nutrition



Video Games



Technology

### PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

300

ASPIRATIONALS

## 306: FAD-TASTIC



Population: 177k



Population Percentage: 0.7%



Average Household Income: \$74k

Fad-tastic are well educated, socially aware and focused on building their careers to create a successful future. But they are also highly focused on the present. Fun and more fun is a top priority. They are big lovers of nightlife – you'll find them filling pubs, bars and nightclubs on the weekend and having a flutter at the TAB or over a big night out at the casino. And during the day on the weekends you'll find them enjoying themselves at theme and amusement parks.

All of this fun doesn't leave much time for cooking, so they rely on takeaway and convenience health foods like fresh drinks from juice bars and energy drinks to refuel.

Fad-tastic are amongst the youngest of the Aspirational Community – three quarters are aged under 35. More than half were born in Australia, with the rest a diverse mix of those born in Europe, New Zealand, India and other parts of Asia (excluding China).

You'll find most living in Brisbane, along with smaller clusters in Sydney and Melbourne, renting a range of dwelling types, and represent a mix of young couples and shared households. You'll also find a handful of single parents among them, as well as those living alone.

People belonging to the Fad-tastic Persona love new things – be it a new drink, gadget, new fashion label or cult beauty brand.

With most sitting on graduate or early career salaries, people belonging to the Fad-tastic Persona also love a bargain to make savings on everyday essentials.

## THOUGHT CLOUD

I love to do as many sports as possible  
Freedom is more important than the law  
I live a full and busy life  
I like things to stay the same  
Success is important to me  
At heart I'm an environmentalist  
Health food is not necessary if you eat properly  
I sometimes use force to get things done  
'Environmentally friendly' products are overpriced  
I'm shy in social situations  
I like tough physical activity  
I try to look stylish  
It is important to have a full social life  
I try to recycle everything I can  
It is important that I have responsibility in my job  
The fundamental values of our society are under serious threat  
I'm a 'Mr Fix It' type of person  
I consider myself a leader more than a follower  
I'm not very good with mechanical things  
I look for new experiences every day  
Computers and technology give me more control over my life  
I don't trust the current Australian Government  
I try to get enough calcium in my diet  
I'm security conscious  
I consider myself an Australian  
A low fat diet is a way of life for me  
I wear clothes that will get me noticed  
I like to be with a crowd of people  
It's important to look fashionable  
I'm a bit of an intellectual  
I go out less now than I used to  
I believe in taking risks  
I'm feeling well and in good health  
I'm eating less red meat these days  
I would like to be able to lose weight  
I find it difficult to switch off from work  
My Food Segment is 'Take-it-away'  
There are not enough hours in the day

## VALUE SEGMENTS\*



## LIKES



Takeaway Food



Cinema



Juice Bars

## PROGRESSIVENESS





300

ASPIRATIONALS

## 307: EXPERIENCE SEEKERS



Population: 334k



Population Percentage: 1.4%



Average Household Income: \$73k

Experience Seekers are bursting with youthful optimism and have high hopes for the future, dreaming of a successful and prosperous life ahead. They seek new experiences every day and look to fashion to express their personalities to the world.

Members of this Persona skew young – a high proportion are aged 14-24 and around a third are living at home with their parents. They are culturally diverse, about 4 in 10 were born overseas, with a significant proportion hailing from India, China and other parts of Asia.

The majority live in separate houses, many are renting, with the rest a mix of outright home owners and those paying off a mortgage. More than half live in Sydney – in the North West and South West – and the rest are spread across Melbourne.

Experience Seekers aren't as well educated as their Community peers, owing to the young age skew, many are currently studying or still in high school.

They are likely to shun traditional media – commercial TV and print media particularly – instead spending most of their time online and on social media.



### THOUGHT CLOUD

I always think of the number of calories in the food I'm eating  
Computers and technology give me more control over my life  
Freedom is more important than the law  
I'm a bit of an intellectual  
The fundamental values of our society are under serious threat  
I would like to be able to lose weight  
I'm concerned about my sugar intake  
It is important that I have responsibility in my job  
I need to have security in my job  
I try to recycle everything I can  
Success is important to me  
There are not enough hours in the day  
'Environmentally friendly' products are overpriced  
I like tough physical activity  
I try to get enough calcium in my diet  
I feel less safe than I used to  
I look for new experiences every day  
I consider myself an Australian  
I worry about getting skin cancer  
I'm eating less red meat these days  
I'm concerned about my cholesterol level  
I'm feeling well and in good health  
I live a full and busy life  
I believe in taking risks  
I go out less now than I used to  
I'm security conscious  
I am in the 'Light Spender' segment  
At heart I'm an environmentalist  
I try to look stylish  
My Food Segment is 'Zappit'  
It is important to have a full social life  
A low fat diet is a way of life for me  
I favour natural medicines and health products  
I don't trust the current Australian Government  
It's important to look fashionable  
My Technology Adoption Segment is 'Digital Life'  
I like to be with a crowd of people  
Health food is not necessary if you eat properly

### VALUE SEGMENTS\*



### LIKES



Health &amp; Nutrition



Fashion



Bargains

### PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE


# 400 - HEARTH AND HOME


Closest to the average Australian, life revolves around the home for these contented Australians who embrace conventional family life. Perennial home improvers, they see their homes as an expression of their status and achievements.

401

HOME IMPROVERS

Life revolves around the home for Home Improvers, who are very house proud and see their homes as a symbol of their status and achievements in life. They are likely to be midlife family and midlife householders, living in a mix of metro and outer urban areas, clustered most significantly in New South Wales, Queensland and Victoria.


 954k people


 3.9% of the nation

402

WORKING HARD

Working Hard are young families making their way in life, focused on the kids and home life. Juggling a mortgage and the financial demands of a big family household, people belonging to this Persona are clustered most significantly in Queensland, on the Gold Coast and Brisbane, and New South Wales in the Outer West and South West.


 838k people


 3.5% of the nation

403

RUSTIC HEARTLAND

The majority of people belonging to Rustic Heartland Persona live in rural Australia and are traditional when it comes to their values. They are likely to be older – around half are aged 50+ and many are already retired. You'll find them living in New South Wales, Queensland and Victoria.


 379k people


 1.6% of the nation

407

HOUSE PROUD

As the name suggests, people belonging to the House Proud Persona are focused on home and are perennial home improvers. You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.


 977k people


 4.0% of the nation

408

CAUTIOUS CONSERVATIVES

Traditional and wary of change, Cautious Conservatives are amongst the oldest in the 400 Hearth and Home Community. The majority are 50+, including many already retired. The great majority are Australian born, living mainly in country areas of New South Wales and Victoria.


 534k people


 2.2% of the nation

409

RELAXED LIVING

Relaxed Living enjoy the fruits of a successful life. Socially aware and engaged in arts and culture, the majority are aged 50+ and many are already retired. You'll find them living in rural areas of Victoria and New South Wales.


 257k people


 1.1% of the nation

404

TRADITIONAL VALUES

Traditional Values are house proud and conservative minded older Australians – many are aged 65+ and already retired. You'll find most living in regional New South Wales and Queensland, living in separate houses.


 725k people


 3.0% of the nation

405

SAFE AND SECURE

Safe and Secure are busy young parents and midlife families, along with some single parents, focused on building security and paying off the mortgage. You'll find them clustered most significantly in the outer suburbs of Queensland and Victoria.


 740k people


 3.1% of the nation

406


BUILDING SECURITY

Building Security is the most culturally diverse persona in the 400 Hearth and Home Community – half were born overseas, including a significant proportion from India and other parts of Asia, as well as the Middle East. Among them you'll find many young parents and young adults living with their parents, residing in the outer suburbs of Sydney and Melbourne.


 740k people

 2.3% of the nation

78

 ROY MORGAN  
LIVE

79

 ROY MORGAN  
LIVE



400

HEARTH AND  
HOME

## 400: HEARTH AND HOME



Population: 5965k



Population Percentage: 24.7%



Average Household Income: \$89k

Closest to the average Australian, life revolves around the home for these contented families and empty nesters. They are heavily invested in their homes, financially and emotionally, seeing them as an expression of their status and achievements. Perennial 'tinkerers' and home improvers, they also love nature and the outdoors.

## LIKES



Renovating



Gambling



Catalogues



Discount



Domestic Holidays

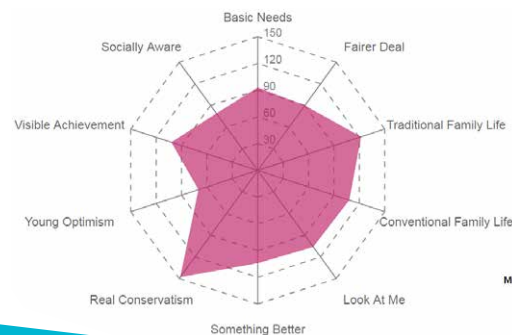


Books

## THOUGHT CLOUD

Crime is a growing problem in my community I like things to stay the same  
 I'm worried about invasion of my privacy through new technology  
 I find technology is changing so fast, it's difficult to keep up with it  
 I try to get enough calcium in my diet I don't enjoy taking risks  
 I go out less now than I used to At heart I'm an environmentalist  
 I live a full and busy life I consider myself an Australian  
 'Environmentally friendly' products are overpriced  
 I try to recycle everything I can I'm shy in social situations  
 The fundamental values of our society are under serious threat  
 I think the gap between rich and poor is growing  
 I try to buy additive free food  
 My Food Segment is 'House Proud' I'm feeling well and in good health My Food Segment is 'Just Food Me'  
 Health food is not necessary if you eat properly  
 I would like to be able to lose weight I'm optimistic about the future  
 Aboriginal culture is an essential component of Australian society  
 I worry about getting skin cancer Globalisation brings more problems than it solves  
 I'm eating less red meat these days I'm security conscious Success is important to me  
 There are not enough hours in the day I need to have security in my job  
 Threats to the environment are exaggerated I don't like to know too much about what's going on in the world these days

## VALUE SEGMENTS\*



## PROGRESSIVENESS





PERSONAS | HEARTH AND HOME | 401: HOME IMPROVERS

400

HEARTH AND HOME



## 401: HOME IMPROVERS

-  Population: **954k**
-  Population Percentage: **3.9%**
-  Average Household Income: **\$109k**

Life revolves around the home for Home Improvers, who are very house proud and see their homes as a symbol of their status and achievements in life. They are likely to be midlife family and midlife householders, living in a mix of metro and outer urban areas, clustered most significantly in New South Wales, Queensland and Victoria.

They are perennial improvers – they've always got something on the go around the house, be it a major renovation or DIY project, refurbishing or redecorating. Working through an endless list of general maintenance and upgrading projects, which they love to do themselves.

Home Improvers are also likely to be big spenders. On the weekends you'll find them at hardware stores and home exhibition shows looking for inspiration for their next DIY project.

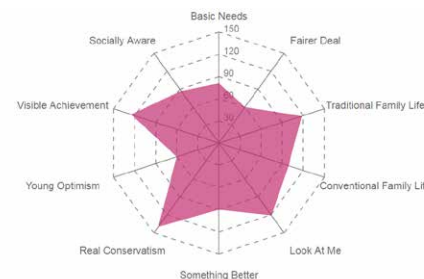
They are also hugely invested in their homes from a financial perspective – a very high proportion own their homes outright, along with a similarly high proportion of those paying a mortgage.

The great majority of Home Improvers are Australian born and you'll find many farm workers and self-employed among them. When it comes to mindset, Home Improvers are likely to be right of centre – you'll find many Liberal and One Nation voters among them.

### THOUGHT CLOUD

Crime is a growing problem in my community I'm a 'Mr Fix It' type of person  
 I would like to be able to lose weight I like things to stay the same  
 'Environmentally friendly' products are overpriced  
 The fundamental values of our society are under serious threat  
 Health food is not necessary if you eat properly I feel less safe than I used to  
 I'm feeling well and in good health I don't enjoy taking risks  
 I'm security conscious I try to recycle everything I can  
 I try to get enough calcium in my diet At heart I'm an environmentalist  
 I need to have security in my job I consider myself an Australian  
 I try to look stylish I believe homosexuality is immoral I think the gap between rich and poor is growing  
 There are not enough hours in the day I go out less now than I used to  
 I worry about getting skin cancer I'm optimistic about the future  
 I find technology is changing so fast, it's difficult to keep up with it  
 I'm worried about invasion of my privacy through new technology  
 Success is important to me Aboriginal culture is an essential component of Australian society  
 It is important that I have responsibility in my job  
 Threats to the environment are exaggerated

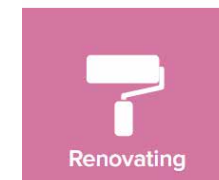
### VALUE SEGMENTS\*



### LIKES



Radio



### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE



400

HEARTH AND  
HOME**402: WORKING HARD**Population: **838k**Population Percentage: **3.5%**Average Household Income: **\$97k**

Working Hard are young families making their way in life, focused on the kids and home life. Juggling a mortgage and the financial demands of the family household, people belonging to this Persona are clustered most significantly in Queensland, on the Gold Coast and Brisbane, and New South Wales in the Outer West and South West.

The majority are Australian born and a very high proportion are paying a mortgage. You'll find many skilled and unskilled workers among them, working in manufacturing, construction and retail.

Life is centered on family – which is likely to be big – you'll find many 5 people + households in this Persona.

Leisure time is spent around the home, streaming movies and TV shows, playing computer games and tinkering around the house. Aside from accessing entertainment they can consume at home, people who belong to this Persona aren't particularly techy – though you will find some Early Adopters among them.

When it comes to mindset, people who belong to this Persona are proud of their achievements in life and care about how they are perceived by others. When it comes to the rest of the world however, they are likely to be inwardly focused. They'd rather not engage in social issues and the woes of the world, instead focusing on their own lives.

**THOUGHT CLOUD**

Threats to the environment are exaggerated  
I live a full and busy life  
I don't trust the current Australian Government  
Aboriginal culture is an essential component of Australian society  
My Food Segment is 2/10  
Crime is a growing problem in my community  
Health food is not necessary if you eat properly  
I try to look stylish  
There are not enough hours in the day  
I try to recycle everything I can  
I consider myself an Australian  
I'm security conscious  
I'm feeling well and in good health  
I'm shy in social situations  
At heart I'm an environmentalist  
I go out less now than I used to  
I am in the 'Big Spender' segment  
Success is important to me  
I would like to be able to lose weight  
I'm optimistic about the future  
I need to have security in my job  
I feel less safe than I used to  
I'm concerned about my sugar intake  
It's important to look fashionable  
'Environmentally friendly' products are overpriced  
I'm worried about invasion of my privacy through new technology  
I'm a 'Mr Fix It' type of person  
Homosexual couples should be allowed to adopt children  
I like things to stay the same  
I try to get enough calcium in my diet  
The fundamental values of our society are under serious threat

**VALUE SEGMENTS\*****LIKES****PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



PERSONAS | HEARTH AND HOME | 403: RUSTIC HEARTLAND

400

HEARTH AND HOME



## 403: RUSTIC HEARTLAND



Population: **379k**



Population Percentage: **1.6%**



Average Household Income: **\$90k**

As the name suggests, Rustic Heartlanders live in rural Australia and are traditional when it comes to their values. You'll find some small business owners among them along with a high proportion who work in agriculture. When it comes to household income, they sit close to the average Australian. Around half own their homes outright, bestowing them with a sense of financial security.

The great majority are Australian born and live in separate houses. They are likely to be older, around half are aged 50+ and many are already retired.

The majority of them live in rural Australia. You'll find them spread fairly evenly around New South Wales, Queensland and Victoria, along with smaller clusters in Western Australia.

Rustic Heartlanders are content with their lot in life, which revolves around the home. They love doing DIY projects around the house. They are proud of their achievements and place value on demonstrating them to the world.

When it comes to leisure, fishing and watching sport are big passions amongst Rustic Heartlanders.

They are conservative when it comes to mindset and likely to lament society's shifting values. You'll find many Liberal/National voters among them and they look to the government to manage the economy, take care of national security and illegal immigration.

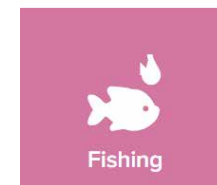
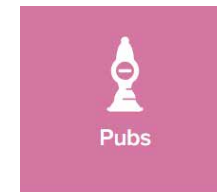
### THOUGHT CLOUD

Aboriginal culture is an essential component of Australian society  
 I try to get enough calcium in my diet  
 I'm a 'Mr Fix It' type of person  
 At heart I'm an environmentalist  
 'Environmentally friendly' products are overpriced  
 The fundamental values of our society are under serious threat  
 I'm worried about invasion of my privacy through new technology  
 I think the gap between rich and poor is growing  
 I go out less now than I used to  
 I live a full and busy life  
 I'm feeling well and in good health  
 I'm security conscious  
 I'm optimistic about the future  
 I don't enjoy taking risks  
 I consider myself an Australian  
 I find technology is changing so fast, it's difficult to keep up with it  
 I'm shy in social situations  
 There are not enough hours in the day  
 I try to recycle everything I can  
 Threats to the environment are exaggerated  
 If we don't act now we'll never control our environmental problems  
 Health food is not necessary if you eat properly  
 I worry about getting skin cancer  
 I like tough physical activity  
 Crime is a growing problem in my community  
 If I had an accident, the local hospital would provide me with adequate treatment  
 I find it difficult to switch off from work  
 My Food Segment is 'Just Feed Me'

### VALUE SEGMENTS\*



### LIKES



### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE





400

HEARTH AND HOME



## 404: TRADITIONAL VALUES



Population: **725k**



Population Percentage: **3.0%**



Average Household Income: **\$88k**

Like their 400s peers, life revolves around the home for Traditional Values, and they see their homes as an important symbol of their status and achievements. Home improvement is a passion and a past time, you'll find many wandering the aisles of hardware stores on weekends, picking up supplies for their latest DIY project, big renovation and general tinkering around the house.

Traditional Values are house proud and conservative minded older Australians. One in 3 are aged 65+ and already retired.

You'll find most living in regional New South Wales in Newcastle, South Coastal area and the North Eastern part of the state, and on the Sunshine Coast in Queensland. Most are married.

A very high proportion own their homes outright, giving them a strong sense of financial security.

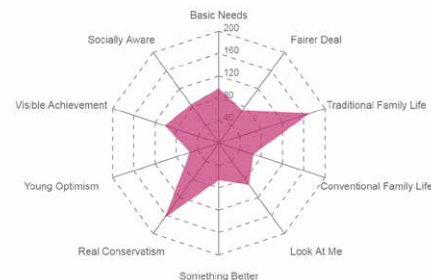
When they're not working around the house, leisure time is likely taken up watching commercial TV and perusing catalogues to make savings on the weekly shop, along with a regular meal at the local pub or club.

The great majority are Australian born. They are also better educated than some of their Community peers. When it comes to mindset, people who belong to the Traditional Values Persona are likely to hold conservative values – indeed come election time you'll find many voting Liberal and One Nation at the ballot box.

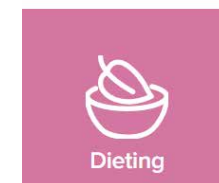
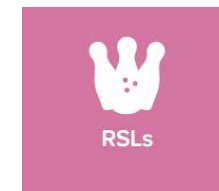
### THOUGHT CLOUD

It is important that I have responsibility in my job I am in the 'Big Spender' segment  
There are not enough hours in the day I don't trust the current Australian Government  
Obedience and respect for authority are the most important virtues children should learn  
I need to have security in my job I worry about getting skin cancer I'm more extrovert than introvert  
My Food Segment is 'Just Feed Me' I would like to be able to lose weight I like things to stay the same  
I don't enjoy taking risks At heart I'm an environmentalist  
Aboriginal culture is an essential component of Australian society  
Success is important to me Health food is not necessary if you eat properly  
I try to recycle everything I can I'm a 'Mr Fix It' type of person  
I try to look stylish I'm optimistic about the future My Food Segment is 'House Proud'  
I consider myself an Australian I'm eating less red meat these days  
I live a full and busy life I try to buy additive free food  
I'm security conscious I'm feeling well and in good health  
I find technology is changing so fast, it's difficult to keep up with it  
I go out less now than I used to I try to get enough calcium in my diet  
The fundamental values of our society are under serious threat  
'Environmentally friendly' products are overpriced I feel less safe than I used to  
I'm worried about invasion of my privacy through new technology

### VALUE SEGMENTS\*



### LIKES



### PROGRESSIVENESS





400

HEARTH AND  
HOME**405: SAFE AND SECURE**Population: **740k**Population Percentage: **3.1%**Average Household Income: **\$86k**

Safety and security are key concerns for this Persona; they worry about crime and protecting their personal safety and that of their family. This general sense of vigilance also makes them likely to be suspicious of the motivations of others, particularly government and corporations.

Safe and Secure are busy young parents and midlife families, along with some single parents, focused on building security and paying off the mortgage. You'll find them clustered most significantly in the outer suburbs of Queensland and Victoria.

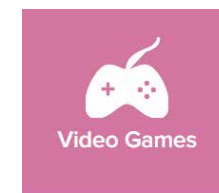
A very high proportion are paying off their home, which is likely to be a full house – you'll find many 5+ person households among them.

They are mostly Australian born. When it comes to mindset, they are more shy and introverted than their Community peers, preferring to stay in and focus on their own lives than venture out too much or engage with woes of the world. Watching commercial TV – reality TV and sport – take up a large slice of leisure time.

They are also keen consumers of fast food, takeaway and home delivery. Apart from spending on food and the odd flutter at the TAB or the casino, they tend to be careful with spending and enjoy bargain hunting, reading catalogues and shopping in discount stores to make savings.

**THOUGHT CLOUD**

I'm a 'Mr Fix It' type of person  
It is important that I have responsibility in my job  
Aboriginal culture is an essential component of Australian society  
I'm shy in social situations  
I would like to be able to lose weight  
There are not enough hours in the day  
Threats to the environment are exaggerated  
I try to get enough calcium in my diet  
The fundamental values of our society are under serious threat  
I feel less safe than I used to  
'Environmentally friendly' products are overpriced  
I try to recycle everything I can  
I don't trust the current Australian Government  
I live a full and busy life  
I consider myself an Australian  
I'm feeling well and in good health  
I'm security conscious  
I'm optimistic about the future  
I go out less now than I used to  
Health food is not necessary if you eat properly  
I'm worried about invasion of my privacy through new technology  
I need to have security in my job  
I worry about getting skin cancer  
I find technology is changing so fast, it's difficult to keep up with it  
I'm eating less red meat these days  
I don't enjoy taking risks  
I am in the 'Light Spender' segment

**VALUE SEGMENTS\*****LIKES****PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE





400

HEARTH AND HOME

## 406: BUILDING SECURITY



Population: **560k**



Population Percentage: **2.3%**



Average Household Income: **\$85k**

Like most young Australians, Building Security love fashion, playing sport and sharing a home delivered pizza with friends. But when it comes to values, they are distinctly different to their peers. Despite their youth, people belonging to this Persona are likely to hold traditional and conservative values and are likely to be religious – one quarter regularly attends a place of worship.

Building Security is the most culturally diverse Persona in the 400 Hearth and Home Community – 3 in 10 were born overseas, including a significant proportion from India and other parts of Asia (excluding China).

Among them you'll find many young parents and young adults living with their parents, residing in the outer suburbs of Sydney and Melbourne.

People belonging to this Persona have average educational levels and are focused on building a secure and successful future, particularly those who are new to Australia.

Their attitudes to advertising also set them apart. They are much more likely to say that advertising is interesting and gives them something to talk about than the average Australia.

High taxation is one of their key complaints. They love bargain hunting – combing through catalogues and shopping in discount stores to make savings.

### THOUGHT CLOUD

My Technology Adoption Segment is 'Digital Life'  
Freedom is more important than the law  
I don't enjoy taking risks  
I'm eating less red meat these days  
There are not enough hours in the day  
The fundamental values of our society are under serious threat  
I'm shy in social situations  
Success is important to me  
I'm security conscious  
I worry about getting skin cancer  
I like things to stay the same  
I'm concerned about my sugar intake  
I'm a bit of an intellectual  
Health food is not necessary if you eat properly  
'Environmentally friendly' products are overpriced  
I feel less safe than I used to  
I consider myself an Australian  
It's important to look fashionable  
I'm not very good with mechanical things  
I sometimes use force to get things done  
I like to be with a crowd of people  
I'm feeling well and in good health  
A low fat diet is a way of life for me  
I go out less now than I used to  
I'm concerned about my cholesterol level  
I try to recycle everything I can  
I would like to be able to lose weight  
I live a full and busy life  
I try to get enough calcium in my diet  
I need to have security in my job  
It is important that I have responsibility in my job  
Computers and technology give me more control over my life  
I favour natural medicines and health products  
My Food Segment is 'Just Food Me'  
It is important to have a full social life

### VALUE SEGMENTS\*



### LIKES



Catalogues



TV Reality Shows



Faith

### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE

400

HEARTH AND  
HOME**407: HOUSE PROUD**Population: **977k**Population Percentage: **4.0%**Average Household Income: **\$82k**

As the name suggests, people belonging to the House Proud Persona are home focused and perennial home improvers like their Community peers. And like their counterparts, they see their homes as an expression of their status in the world.

You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.

In their spare time you'll find them happily juggling DIY projects, redecorating, gardening and doing general maintenance around the home – activities which also count as leisure time.

House Proud's are Aussie through and through – not only were the great majority born here, their Australian roots reach back at least one generation.

When it comes to mindset, they tend to be conservative. Too much change tends to overwhelm them and they worry about society's shifting values. And when it comes to social issues, crime and the maintenance of law order top their concerns.

They take a considered approach to technology- many feel overwhelmed by the pace of change and fall into the 'Traditionalist' technology adoption segments, and most are light internet users. Instead of spending time online, they prefer to watch commercial TV. They don't mind the odd flutter on the pokies.

**THOUGHT CLOUD**

I'm worried about invasion of my privacy through new technology  
 Health food is not necessary if you eat properly  
 I find technology is changing so fast, it's difficult to keep up with it  
 I go out less now than I used to  
 At heart I'm an environmentalist  
 The fundamental values of our society are under serious threat  
 I'm a 'Mr Fix It' type of person  
 Threats to the environment are exaggerated  
 I am in the 'Light Spender' segment  
 'Environmentally friendly' products are overpriced  
 I like things to stay the same  
 I worry about getting skin cancer  
 I feel less safe than I used to  
 I don't enjoy taking risks  
 I try to recycle everything I can  
 I'm optimistic about the future  
 I'm feeling well and in good health  
 Success is important to me  
 I consider myself an Australian  
 I believe homosexuality is immoral  
 I think the gap between rich and poor is growing  
 I try to get enough calcium in my diet  
 I live a full and busy life  
 Crime is a growing problem in my community  
 I need to have security in my job  
 I'm eating less red meat these days  
 I'm security conscious  
 I'm shy in social situations  
 There are not enough hours in the day  
 I would like to be able to lose weight  
 Aboriginal culture is an essential component of Australian society  
 I don't trust the current Australian Government  
 I try to buy additive free food

**VALUE SEGMENTS\*****LIKES**

Gambling



Family &amp; Home



Domestic Holidays

**PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



400

HEARTH AND  
HOME**408: CAUTIOUS CONSERVATIVES**Population: **534k**Population Percentage: **2.2%**Average Household Income: **\$72k**

Cautious Conservatives are amongst the oldest in the 400 Hearth and Home Community; the majority are 50+. As the name suggests, Cautious Conservatives are likely to be very traditional when it comes to mindset and are wary of new things and ideas. One in 3 are aged over 65 and already retired. Despite living off limited retirement incomes, Cautious Conservatives enjoy a strong sense of financial security, owing to a very high proportion of outright home ownership.

Most enjoy life away from the hustle and bustle of big cities in country areas of Victoria and New South Wales in separate houses, among smaller clusters in other states.

Life revolves around the home, tinkering around the house and doing home improvement projects, or watching TV and flicking through catalogues in search of a bargain.

They prefer traditional media, happily leaving technology and the internet to the grandkids.

They are likely to feel overwhelmed by too much change, on both a social and personal level, and to lament society's shifting values. You'll find many Liberal voters among them.

**THOUGHT CLOUD**

My Food Segment is 'House Proud' I don't enjoy taking risks I'm eating less red meat these days  
I'm shy in social situations I worry about getting skin cancer  
Aboriginal culture is an essential component of Australian society  
I'm not very good with mechanical things Crime is a growing problem in my community  
I try to buy additive free food 'Environmentally friendly' products are overpriced  
I consider myself an Australian I live a full and busy life  
At heart I'm an environmentalist I would like to be able to lose weight  
I like things to stay the same  
I try to recycle everything I can  
The fundamental values of our society are under serious threat  
I'm feeling well and in good health I go out less now than I used to  
Threats to the environment are exaggerated I'm optimistic about the future  
Health food is not necessary if you eat properly I feel less safe than I used to  
I am in the 'Medium Spender' segment I try to get enough calcium in my diet  
I need to have security in my job I am in the 'Light Spender' segment  
I'm worried about invasion of my privacy through new technology  
I'm concerned about my cholesterol level I'm security conscious I believe homosexuality is immoral  
I would have difficulty coping with a demanding job or career There are not enough hours in the day  
A low fat diet is a way of life for me There's too much change going on these days My Food Segment is Just Feed Me!  
The Government is doing a good job running the country I'm a 'Mr Fix It' type of person

**VALUE SEGMENTS\*****LIKES**

Australian Made



Dieting



Gardening

**PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



PERSONAS | HEARTH AND HOME | 409: RELAXED LIVING

400

HEARTH AND HOME

## 409: RELAXED LIVING



Population: **257k**



Population Percentage: **1.1%**



Average Household Income: **\$68k**

Relaxed Living enjoy the fruits of a successful life. Socially aware and engaged in arts and culture, the majority are aged 50+ and many are already retired. They love being out in nature – walking along the beach, spending time in the garden or a day out on the water fishing. They're also social and engaged in arts and culture.

You'll find them living in rural areas of Victoria and New South Wales. Amongst those who are still working, you'll find many self-employed and farm workers.

Despite living on limited retirement incomes, people belonging to the Relaxed Living Persona enjoy a strong sense of financial security, owing to a high proportion of outright home ownership. Most are married, along with a significant proportion living alone.

Relaxed Living are more socially aware and progressive than some of their Community peers. The ABC and SBS are their preferred TV channels, and they like to keep up with what's happening with the economy and business conditions by reading the newspaper.



### THOUGHT CLOUD

My Food Segment is 'Old-fashioned Cook' Threats to the environment are exaggerated There are not enough hours in the day  
I would like to be able to lose weight The fundamental values of our society are under serious threat  
My Food Segment is 'Just Food Me'

'Environmentally friendly' products are overpriced I am in the 'Big Spender' segment  
I'm optimistic about the future I live a full and busy life  
try to buy additive free food I consider myself an Australian  
Success is important to me I'm feeling well and in good health My Food Segment is 'House Proud'  
I'm security conscious I try to recycle everything I can  
I find technology is changing so fast, it's difficult to keep up with it  
I am in the 'Light Spender' segment I go out less now than I used to  
Health food is not necessary if you eat properly A low fat diet is a way of life for me  
I don't enjoy taking risks I try to get enough calcium in my diet  
At heart I'm an environmentalist I worry about getting skin cancer  
Aboriginal culture is an essential component of Australian society  
I'm worried about invasion of my privacy through new technology  
I'm eating less red meat these days I'm a 'Mr Fix It' type of person  
I'm more extrovert than introvert I think it is the Government's duty to support those who can't find work  
Homosexual couples should be allowed to adopt children My Technology Adoption Segment is 'Technophiles'  
It is important that I have responsibility in my job I need to have security in my job

### VALUE SEGMENTS\*



### LIKES



Hardware Stores



Food & Wine

### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE




# 500 - DOING FINE


Modest but contented, people in the Doing Fine Community are happily making their way through life and value simple pleasures. Price sensitive and light spenders, they take a pragmatic approach to what they buy.

501

MAKING ENDS MEET

Making Ends Meet are predominately Australian born young parents, who love shopping and getting out and about. You'll find them renting separate houses in Brisbane and on the Gold Coast.


 341k people


 1.4% of the nation

502

TECH LIFE

Tech Life are tech & trend loving young singles living with their parents, young couples and young parents. Close to half were born in Asia – India and other parts of Asia rather than China. You'll find them living in suburban Sydney and Melbourne.


 300k people


 1.2% of the nation

503

FUN FIRST

Fun First are sport loving and fun loving young singles, living it up and enjoying life. You'll find many live in shared households in metro and country areas of Queensland, Western Australia and New South Wales, in a mix of apartments, separate houses and townhouses.


 119k people


 0.5% of the nation

507

ACTIVE SOCIAL

Active Social are likely to be Australian born and aged 50+ and more than 1 in 3 are already retired. However, retirement from work doesn't mean retirement from life – people in this Persona are still highly social and love getting out and about. You'll find them living in a mix of metro and regional areas of Victoria, New South Wales and Queensland.


 127k people


 0.5% of the nation

508

FRUGAL LIVING

Frugal Living is the oldest Persona in the Doing Fine Community – just over half are aged 65 and over. Life revolves around the home for these contented older householders, who are enjoying their retirement years. Many live alone and you'll find them residing in rural and outer urban areas of New South Wales, Victoria and Queensland.


 127k people


 2.7% of the nation

504

HOME ENTERTAINMENT

Life revolves around the home for this mostly Australian born tech and entertainment focused Persona. You'll find a mix of house ages and household types among them, spread evenly between city and country areas of Victoria, Queensland and New South Wales.


 800k people


 3.3% of the nation

505

FAITH AND WELLBEING

Faith and Wellbeing are optimistic young singles and couples renting in Sydney, with many still studying and living in shared households. It is the most culturally diverse Persona in the Doing Fine Community – close to 8 in 10 were born overseas, with more than half from Asia – mainly India and other parts of Asia, rather than China.


 119k people


 0.5% of the nation

506

MAKING THE RENT

Along with traditionally minded young couples and young parents, in Making the Rent you'll find some young singles – many still studying and living with their parents. It is one of the most culturally diverse Personas in the Doing Fine Community, with around half born overseas. You'll find them living mostly in metro Melbourne and Sydney.

 382k people

 1.6% of the nation

500

DOING FINE

COMMUNITIES | 500: DOING FINE

## 500: DOING FINE



Population: **2848k**



Population Percentage: **11.8%**



Average Household Income: **\$66k**

Content with their place in life, Doing Fine is comprised of a mix of household types and ages, including many young migrants and some older Australians, happily making their way through life on modest incomes across Australia in a mix of metro, outer urban and rural areas.

## LIKES



Gambling



Faith



Dieting



Amusement Parks



Special Offers

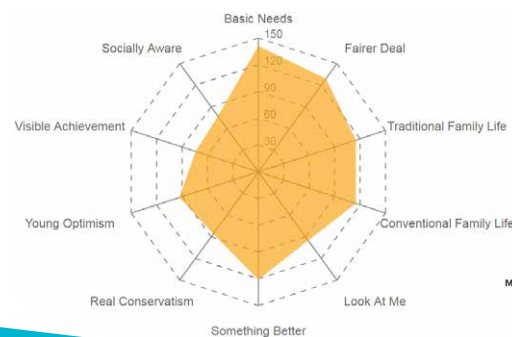


Video Games

## THOUGHT CLOUD

My Technology Adoption Segment is 'Technology Traditionalist' I favour natural medicines and health products  
I worry about getting skin cancer  
It is important that I have responsibility in my job  
I like to be with a crowd of people At heart I'm an environmentalist  
The fundamental values of our society are under serious threat  
Health food is not necessary if you eat properly I look for new experiences every day  
It's important to look fashionable I try to get enough calcium in my diet  
I live a full and busy life I believe in taking risks  
I feel less safe than I used to 'Environmentally friendly' products are overpriced  
I like tough physical activity I'm security conscious Success is important to me  
I'm shy in social situations I consider myself an Australian  
I need to have security in my job I'm feeling well and in good health  
I try to recycle everything I can I'm eating less red meat these days  
I don't trust the current Australian Government I like things to stay the same  
I go out less now than I used to I love to do as many sports as possible  
I'm concerned about my sugar intake I would like to be able to lose weight  
A low fat diet is a way of life for me I am in the 'Light Spender' segment  
I'm concerned about my cholesterol level There are not enough hours in the day  
I would have difficulty coping with a demanding job or career  
I always think of the number of calories in the food I'm eating I don't like to know too much about what's going on in the world these days  
My Technology Adoption Segment is 'Technophobes' My Food Segment is 'Just Feed Me'

## VALUE SEGMENTS\*



## PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE



500

DOING FINE



Population: 341k



Population Percentage: 1.4%



Average Household Income: \$86k

Managing the financial demands of a young family on an income that sits just below the national average means that there isn't a lot of money to spare in a Making Ends Meet household – which is likely to be big, you'll find many households with 5+ people.

Making Ends Meet are predominately Australian born young parents, along with a smaller proportion of young couples, who love shopping and getting out and about. You'll find them in Queensland; mostly renting separate houses in Brisbane and on the Gold Coast.

Despite a limited income, people who belong to this Persona still love getting out of the house. They enjoy having a few drinks on a night out, going to the cinema and heading out with the kids for a day at the beach. Fashion and shopping are also passions.

At home, casual entertaining over a home delivered pizza is the go, as is a relaxing night in front of the TV – soaps and reality TV in particular – or streaming their favourite TV shows and movies. They are also highly digital and mobile centric, spending much of their time online on mobile and replying on their phones to help them stay organised.

When it comes to concerns, not surprisingly the cost of living and the needs of families top the list, while crime is also a worry.



## THOUGHT CLOUD

When I'm at home, I like to shut myself off from the rest of the world  
The fundamental values of our society are under serious threat  
I try to get enough calcium in my diet At heart I'm an environmentalist  
I live a full and busy life It is important that I have responsibility in my job  
Aboriginal culture is an essential component of Australian society  
I try to look stylish I don't trust the current Australian Government  
I'm feeling well and in good health I'm security conscious  
I'm concerned about my sugar intake I like things to stay the same  
Success is important to me I consider myself a leader more than a follower  
I worry about getting skin cancer I go out less now than I used to  
I would like to be able to lose weight I like tough physical activity  
I'm worried about invasion of my privacy through new technology  
I sometimes use force to get things done I'm a 'Mr Fix It' type of person  
I try to recycle everything I can I feel less safe than I used to  
'Environmentally friendly' products are overpriced  
I believe in taking risks I consider myself an Australian I find it difficult to switch off from work  
I need to have security in my job I look for new experiences every day  
Health food is not necessary if you eat properly I am in the 'Medium Spender' segment  
There are not enough hours in the day I am in the 'Light Spender' segment

## VALUE SEGMENTS\*



## LIKES



PayTV



Shopping



Exhibitions

## PROGRESSIVENESS



500

DOING FINE

## 502: TECH LIFE

Population: 300k

Population Percentage: 1.2%

Average Household Income: \$85k

Tech Life are tech & trend loving young singles living with their parents, young couples and young parents. Digital is at the centre of their daily lives; they don't hesitate to upgrade their phones or grab the latest gadgets and computer equipment. Many are still studying. Close to 3 in 10 were born in Asian countries outside of China such as India. You'll find them living in suburban Sydney and Melbourne.

Full of youthful optimism and intent on creating a successful future they can be proud of, people belonging to the Tech Life Persona seek out new experiences.

They love fashion, beauty and lifestyle products and are quick to embrace a new trend or brand.

They're health focused, and love playing sports when their busy schedule allows for it. They also like watching their fat and sugar intake and buying organic. You'll find many vegetarians among them.

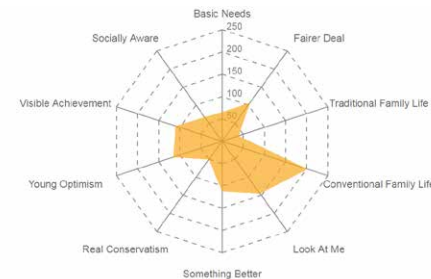
Tech Lifers also distinguish themselves from their peers when it comes to their attitudes to advertising. Unlike some of their more cynical Australian-born counterparts, Tech Lifers are more likely to say they notice advertising and to find it interesting.

Despite their youth and zest for all things shiny and new, people belonging to the Tech Life Persona are more likely to take a conservative view when it comes to social issues and to be religious – many attend a place of worship regularly.

## THOUGHT CLOUD

Health food is not necessary if you eat properly  
The fundamental values of our society are under serious threat  
I'm eating less red meat these days  
I am in the 'Light Spender' segment  
I need to have security in my job  
I'm more excited than introverted  
There are not enough hours in the day  
It is important to have a full social life  
I go out less now than I used to  
I'm shy in social situations  
I feel less safe than I used to  
I try to look stylish  
I'm security conscious  
I wear clothes that will get me noticed  
I'm feeling well and in good health  
I live a full and busy life  
I love to do as many sports as possible  
I would like to be able to lose weight  
I'm a bit of an intellectual  
Success is important to me  
It is important that I have responsibility in my job  
I like to be with a crowd of people  
I try to recycle everything I can  
A low fat diet is a way of life for me  
I like tough physical activity  
I look for new experiences every day  
It's important to look fashionable  
I'm concerned about my sugar intake  
'Environmentally friendly' products are overpriced  
I believe in taking risks  
I consider myself an Australian  
I try to get enough calcium in my diet  
Freedom is more important than the law  
I really want to enjoy things now because I just don't know what the future will bring  
I worry about getting skin cancer  
I favour natural medicines and health products  
I find it difficult to switch off from work  
I'm concerned about my cholesterol level

## VALUE SEGMENTS\*



## LIKES



Bargain Stores



Vegetarian Food



Technology

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



500

DOING FINE

**503: FUN FIRST**Population: **119k**Population Percentage: **0.5%**Average Household Income: **\$82k**

As the name suggests, this Persona is full of youthful optimism and seeks out fun and adventure. They love playing sport and enjoy a night out over drinks at pubs, hotels and clubs. Convenience drives food choices at home – frozen and prepared meals are popular with them, rather than home cooked meals.

Fun First are culturally diverse young singles, living it up and enjoying life. You'll find many live in shared households in metro and country areas of Queensland, Western Australia and New South Wales in a mix of apartments, separate houses and townhouses.

Just under half of the people belonging to this Persona were born overseas; a mix of European, Asian and Latin Americans.

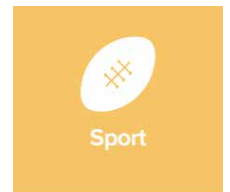
Career is secondary for this Persona – they seek out low stress jobs that don't interfere with their lives outside of work hours or inhibit their ability to have a good time.

When it comes to mindset, this Persona tends to be conservative. They can be suspicious of the motivations of government and corporations and are prone to feeling ripped off and resentful if their expectations are not met.

They are also likely to be light spenders – but will spend on certain items and activities, such as cigarettes and betting & gambling.

**THOUGHT CLOUD**

I don't trust the current Australian Government  
I am in the 'Light Spender' segment  
My Food Segment is 'Traditional'  
I don't like to know too much about what's going on in the world these days  
It is important that I have responsibility in my job  
I'm security conscious  
I'm eating less red meat these days  
My Food Segment is 'Zappit'  
I consider myself an Australian  
I try to recycle everything I can  
I like tough physical activity  
I'm concerned about my sugar intake  
At heart I'm an environmentalist  
I'm worried about invasion of my privacy through new technology  
I believe in taking risks  
I try to get enough calcium in my diet  
I'm feeling well and in good health  
I think it is the Government's duty to support those who can't find work  
Sometimes use force to get things done  
No food is better than a bad food  
Threats to the environment are exaggerated  
Aboriginal culture is an essential component of Australian society  
I'm a bit of an intellectual  
Health food is not necessary if you eat properly  
Success is important to me  
I go out less now than I used to  
I'm a 'Mr Fix It' type of person  
My ideal partner is a companion  
I like to be with a crowd of people  
'Environmentally friendly' products are overpriced  
Homosexual couples should be allowed to adopt children  
It is important to have a full social life  
I live a full and busy life  
I consider myself a leader more than a follower  
I would like to be able to lose weight

**VALUE SEGMENTS\*****LIKES**

Smoking

**PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

500

DOING FINE

Population: **800k**Population Percentage: **3.3%**Average Household Income: **\$76k**

Life revolves around the home for this tech and entertainment focused Persona. You'll find a mix of house ages and household types among them, including some single parents.

As the name suggest, people belonging to this Persona take home electronics seriously. They don't hesitate to rush out and buy the latest TVs, speakers, computers and gaming consoles, along with other gadgets and devices that promise to enhance the home entertainment experience. Not surprisingly, they are also techy – you'll find many early adopters among them.

You'll find them spread evenly between city and country areas of Victoria, Queensland and New South Wales, living in separate houses. Most are Australian born.

When it comes to mindset, people belonging to the Home Entertainment Persona are socially aware and care about the rights of others and those less fortunate than them. They place great value on the protection of personal freedom and tend to be suspicious about the motivations of government.



## THOUGHT CLOUD

The fundamental values of our society are under serious threat  
It is important that I have responsibility in my job  
I think it is the Government's duty to support those who can't find work  
Crime is a growing problem in my community  
I would like to be able to lose weight  
'Environmentally friendly' products are overpriced  
I'm shy in social situations  
I'm worried about invasion of my privacy through new technology  
Aboriginal culture is an essential component of Australian society  
I am in the 'Light Spender' segment  
I try to get enough calcium in my diet  
I consider myself an Australian  
Homosexual couples should be allowed to adopt children  
I try to recycle everything I can  
At heart I'm an environmentalist  
I'm security conscious  
I'm optimistic about the future  
I believe in taking risks  
I go out less now than I used to  
I'm feeling well and in good health  
Health food is not necessary if you eat properly  
I look for new experiences every day  
I try to buy additive free food  
I don't trust the current Australian Government  
I find it difficult to switch off from work  
I live a full and busy life  
Success is important to me  
I need to have security in my job  
I find technology is changing so fast, it's difficult to keep up with it  
I worry about getting skin cancer  
I feel less safe than I used to

## VALUE SEGMENTS\*



## LIKES



New Brands



## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



500

DOING FINE



Population: 119k



Population Percentage: 0.5%



Average Household Income: \$65k

A strong focus on wellbeing drives members of the Faith and Wellbeing Persona to seek out new health food products and natural medicines and remedies. They also try to be careful with what they eat; they love shopping for fresh produce at farmers markets, buy organic, visit juice bars and love trying out the latest new diet trends.

As the name suggests, health and faith are priorities for the people belonging to this Persona. They are amongst the most devout of all the Helix Personas; many regularly attend a place of worship.

Faith and Wellbeing are optimistic young singles and couples, along with some young parents, renting an apartment in Sydney's North West, South and South West. Many are still studying and living in shared households.

It is the most culturally diverse Persona of the Doing Fine Community – almost half were born in Asia – mainly India and other parts of Asia, rather than China, as well as the Middle East.

When it comes to media, they tend to shun traditional channels, particularly commercial TV, altogether. Instead they spend time online and love technology – you'll find many early adopters among them and they don't hesitate to upgrade their phones when a new iteration hits the shelves.

They also have distinct attitudes to marketing and advertising – being much more likely to say they find advert interesting and to be happy to receive mobile and email advertising.



## THOUGHT CLOUD

I really want to enjoy things now because I just don't know what the future will bring  
I consider myself an Australian  
A low fat diet is a way of life for me  
I feel less safe than I used to  
It's important to look fashionable  
I wear clothes that will get me noticed  
Health food is not necessary if you eat properly  
I'm feeling well and in good health  
Freedom is more important than the law  
I'm a bit of an intellectual  
I favour natural medicines and health products  
I'm security conscious  
Success is important to me  
I would like to be able to lose weight  
I am in the 'Light Spender' segment  
I believe in taking risks  
I'm eating less red meat these days  
I need to have security in my job  
It is important that I have responsibility in my job  
I'm more extrovert than introvert  
I like to be with a crowd of people  
I look for new experiences every day  
I'm concerned about my sugar intake  
I love to do as many sports as possible  
I go out less now than I used to  
I regularly go to church or my place of worship  
I'm a 'Mr Fix It' type of person  
I sometimes use force to get things done  
There are not enough hours in the day

## VALUE SEGMENTS\*



## LIKES



## PROGRESSIVENESS



500

DOING FINE



Population: 382k



Population Percentage: 1.6%



Average Household Income: \$64k

While Making the Rent are similar to other young and culturally diverse 500 Doing Fine Personas, particularly Faith and Wellbeing (505) and Tech Life (502), mindset sets them apart from these more optimistic and ambitious peers. Despite their youth, they are more likely to hold traditional and conservative values, and to be living a conventional life centred around family.

You'll find many traditionally minded young couples, young singles and young parents in Making the Rent, with many still studying and living with their parents. You'll find them living mostly in metro Melbourne and Sydney, mostly in separate houses.

Making the Rent is one of the more culturally diverse Personas in the Doing Fine Community, with around 4 in 10 born overseas. While 505 Faith and Wellbeing has a much greater proportion of Asian born (half were born in Asia), Making the Rent is not far behind – a quarter of people belonging to this Persona are from Asia – mainly India, Pakistan, the Middle East and Sri Lanka.

They are likely to be light spenders and will put in the time and energy to hunt down a bargain. They are keen catalogue readers and collectors of coupons to claim discounts.

When it comes to media, they are much like the typical young Australian – they love fashion, going to amusement parks, playing sport and spending a lot of time online.



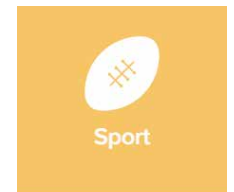
## THOUGHT CLOUD

Freedom is more important than the law When I'm at home, I like to shut myself off from the rest of the world  
Most secondary schools today place too little emphasis on academic achievements I love to do as many sports as possible  
I go out of my way to learn everything I can about new technology  
It is important to have a full social life The fundamental values of our society are under serious threat  
I favour natural medicines and health products I'm security conscious  
I am in the 'Light Spender' segment There are not enough hours in the day  
'Environmentally friendly' products are overpriced I like tough physical activity  
I live a full and busy life I worry about getting skin cancer  
I consider myself an Australian I need to have security in my job  
I try to get enough calcium in my diet Success is important to me It's important to look fashionable  
I'm worried about invasion of my privacy through new technology  
Aboriginal culture is an essential component of Australian society  
I'm feeling well and in good health I'm eating less red meat these days  
At heart I'm an environmentalist I don't trust the current Australian Government  
I go out less now than I used to I try to recycle everything I can I believe in taking risks  
My Food Segment is 'Zapped' I'm concerned about my cholesterol level I sometimes feel forced to get things done  
I really want to enjoy things now because I just don't know what the future will bring I look for new experiences every day  
I would like to be able to lose weight  
Health food is not necessary if you eat properly  
It is important that I have responsibility in my job  
A low fat diet is a way of life for me  
I like to be with a crowd of people  
My Technology Adoption Segment is 'Digital Life'

## VALUE SEGMENTS\*



## LIKES



## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



500

DOING FINE



Population: 127k



Population Percentage: 0.5%



Average Household Income: \$63k

With many living off limited retirement incomes, Active Social are likely to be light spenders. However this doesn't stop them from getting out and about and engaging with the world. They enjoy entertaining friends and family at home, eating out at restaurants and living it up on the odd night out at the casino. And they also enjoy getting out into nature to exercise.

They are likely to be Australian born and aged 50+ and more than 1 in 3 are already retired. However, retirement from work doesn't mean retirement from life – people in this Persona are still highly social and love getting out and about.

You'll find them living in a mix of metro and regional areas of Victoria, New South Wales and Queensland.

The majority live in separate houses. Many own their homes outright, or else rent, and a large proportion live alone.

At home they favour traditional media rather than the Internet – newspapers and TV particularly. They enjoy combing through the weekly catalogues to hunt down a bargain on everyday essentials.



## THOUGHT CLOUD

My Food Segment is 'Old-fashioned Cook' I don't like to know too much about what's going on in the world these days  
The Government is doing a good job running the country I don't trust the current Australian Government  
I consider myself a leader more than a follower I like things to stay the same  
I'm concerned about my cholesterol level I feel less safe than I used to My Food Segment is 'Just Feed Me'  
I like to be with a crowd of people Health food is not necessary if you eat properly  
A low fat diet is a way of life for me I'm eating less red meat these days  
I regularly go to church or my place of worship 'Environmentally friendly' products are overpriced  
I'm feeling well and in good health I live a full and busy life  
Success is important to me I am in the 'Light Spender' segment  
I try to recycle everything I can I would like to be able to lose weight  
The fundamental values of our society are under serious threat  
I consider myself an Australian I don't enjoy taking risks  
I worry about getting skin cancer I go out less now than I used to  
I'm security conscious At heart I'm an environmentalist  
I try to get enough calcium in my diet I'm a 'Mr Fix It' type of person  
It is important that I have responsibility in my job It is important to have a full social life  
I'm more extrovert than introvert There are not enough hours in the day It's important to look fashionable  
I sometimes use force to get things done I need to have security in my job I look for new experiences every day  
My Technology Adoption Segment is 'Older Tech Cooper' Freedom is more important than the law  
I'm shy in social situations I like to do as many sports as possible  
When I'm at home, I like to chat myself up from the rest of the world I wear clothes that will get me noticed

## VALUE SEGMENTS\*



## LIKES



Gambling



Restaurants



Dieting

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE

500

DOING FINE



Population: 660k



Population Percentage: 2.7%



Average Household Income: \$44k

The great majority of Frugal Living are Australian born and likely to be conservative and internally focused when it comes to mindset. Change tends to overwhelm and they likely lament society's shifting values. Issues such as crime, the cost of living and the needs of people living in rural and regional Australia top their list of concerns. You'll find many Liberal/National voters among them.

Frugal Living is the oldest Persona in the Doing Fine Community – just over half are aged 65 and over and retired. Life revolves around the home for these contented older householders, who are enjoying their retirement years. Many live alone and you'll find them residing in rural and outer urban areas of New South Wales, Victoria and Queensland.

Almost all live in separate houses and the majority own them outright.

They're not particularly engaged with technology, taking a more utilitarian approach to help them get things done. You'll also find a significant proportion that skip the online world altogether. Leisure time is likely sedentary and taken up with TV – many fall into the 'heavy' commercial TV consumption category.

Not surprisingly, most are light spenders but will spend on the odd indulgence when the budget permits, such as a meal at the local pub or RSL club, placing a bet at the TAB or trying their luck with a lottery ticket.



## THOUGHT CLOUD

There's too much change going on these days I feel less safe than I used to  
I'm eating less red meat these days  
Crime is a growing problem in my community  
I go out less now than I used to I live a full and busy life  
I consider myself an Australian I'm optimistic about the future  
Globalisation brings more problems than it solves  
I don't enjoy taking risks I try to recycle everything I can  
I'm feeling well and in good health  
I think the gap between rich and poor is growing  
The fundamental values of our society are under serious threat  
At heart I'm an environmentalist I am in the 'Light Spender' segment  
I like things to stay the same I try to get enough calcium in my diet  
'Environmentally friendly' products are overpriced  
Health food is not necessary if you eat properly  
If we don't act now we'll never control our environmental problems  
I'm worried about invasion of my privacy through new technology

## VALUE SEGMENTS\*



## LIKES



Radio



Betting



Newspapers

## PROGRESSIVENESS

ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE



# 600 - FAIR GO

Struggling to make ends meet, looking for a better deal in life, making the best of things or simply pessimistic, cynical and likely to feel they get a raw deal out of life; the Fair Go community are lower income Australians.

## 601 SIMPLE LIVING

The Simple Living Persona includes a mix of ages and household types, including many mid-life householders. Almost all are Australian born and you'll find them living in country areas of New South Wales, Victoria and Queensland in separate houses.

 **461k** people  **1.9% of the nation**

## 602 TOUGH TIMES

You'll find many young parents and single parents in Doing it Tough. They face significant challenges in life – around half are not employed and they survive off a low household income. You'll find them living in most states across Australia, clustered most significantly in metro and outer urban New South Wales and Queensland.

 **777k** people  **3.2% of the nation**

## 604 BUDGET LIVING

Budget Living is comprised of midlife families with teens and young adults still at home with their parents, along with some single parents. You'll find them living in Northern Territory, North Western Queensland and the western suburbs of Sydney, surviving on a modest single income.

 **122k** people  **0.5% of the nation**

## 605 FILLING TIME

Filling Time is comprised of young singles and couples living it up in North Eastern NSW and coastal areas of Queensland, living in a mix of separate houses, apartments and townhouses. You'll also find some single parents and people living alone among them.

 **487k** people  **2.0% of the nation**

## 603 QUIET HOME LIFE

You'll find many older householders in the Quiet Home Life Persona – more than half are aged 50+, along with some single-person households and single parents among them, living a modest lifestyle in and around large regional cities and coastal towns in New South Wales, Queensland and Victoria.

 **886k** people  **3.7% of the nation**

## 606 BASIC LIFESTYLE

Basic Lifestyle are low-income, Australian born older householders, many living alone or already retired, along with some single parents. You'll find them living in outer urban and rural New South Wales, Victoria and Queensland, in separate houses.

 **605k** people  **2.5% of the nation**

## 607 RAW DEAL

A mix of household types, including those living alone and single parents, Raw Deal face the most difficult circumstances in the Fair Go Community. This Persona has the lowest income and the greatest proportion of those not employed. You'll find them in Sydney, Brisbane and Melbourne.

 **639k** people  **2.6% of the nation**





## 600: FAIR GO



Population: **3977k**



Population Percentage: **16.5%**



Average Household Income: **\$57k**

A mix of ages and household types, including those living alone and single parents, Fair Go are looking for a better deal in life. People belonging to this persona face challenging circumstances presented by low incomes, low employment and low education. They can sometimes feel resentful about the lack of opportunities in their lives and are seeking a better future.

### LIKES



Smoking



Commercial TV



Frozen Meals



Special Offers



Video Games

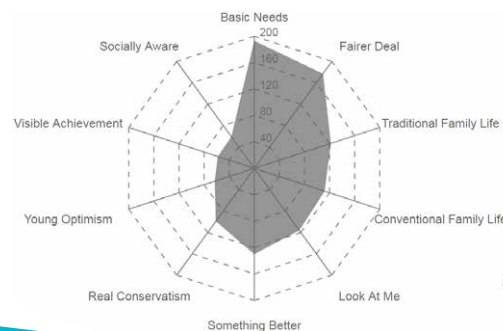


Takeaway Food

### THOUGHT CLOUD

Aboriginal culture is an essential component of Australian society  
 I'm feeling well and in good health  
 I need to have security in my job  
 Health food is not necessary if you eat properly  
 I worry about getting skin cancer  
 The fundamental values of our society are under serious threat  
 I'm eating less red meat these days  
 I am in the 'Light Spender' segment  
 Crime is a growing problem in my community  
 I sometimes use force to get things done  
 I'm security conscious  
 I try to recycle everything I can  
 I consider myself an Australian  
 I'm optimistic about the future  
 I like things to stay the same  
 'Environmentally friendly' products are overpriced  
 I find technology is changing so fast, it's difficult to keep up with it  
 I'm shy in social situations  
 I go out less now than I used to  
 I'm worried about invasion of my privacy through new technology  
 At heart I'm an environmentalist  
 I try to get enough calcium in my diet  
 I feel less safe than I used to  
 I don't trust the current Australian Government  
 I live a full and busy life  
 I would like to be able to lose weight  
 I think it is the Government's duty to support those who can't find work  
 There are not enough hours in the day  
 There's too much change going on these days  
 I don't like to know too much about what's going on in the world these days  
 Freedom is more important than the law

### VALUE SEGMENTS\*



### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE





## 601: SIMPLE LIVING



Population: **461k**



Population Percentage: **1.9%**



Average Household Income: **\$70k**

A high proportion of outright home ownership means people in the Simple Living Persona enjoy a sense of financial security, despite living off a modest income. You'll find them working in a range of industries, with many farm owners & workers and self-employed among them.

The Simple Living Persona includes a mix of ages and household types, including many mid-life householders. Almost all are Australian born and you'll find them living in country areas of New South Wales, Victoria and Queensland in separate houses.

When it comes to mindset, they are conservative and tend to be internally focused, preferring to concentrate on their own lives instead of broader social issues. Too much change tends to overwhelm them.

You'll find many Liberal/National voters among them and they look to the government to manage the needs of people like them who live outside of big cities, as well as maintaining law and order by keeping crime under control.

When it comes to lifestyle, Simple Living aren't especially social and tend to live a fairly sedentary life. They aren't particularly engaged in technology so watching TV takes up a large slice of their leisure time, along with a regular flutter at the race track and the pokies.

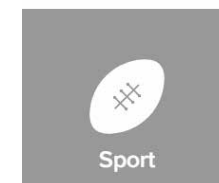
### THOUGHT CLOUD

Homosexual couples should be allowed to adopt children  
I believe in taking risks  
I would like to be able to lose weight  
I like things to stay the same  
I don't trust the current Australian Government  
The fundamental values of our society are under serious threat  
I find technology is changing so fast, it's difficult to keep up with it  
I'm feeling well and in good health  
I am in the 'Light Spender' segment  
I look for new experiences every day  
I'm security conscious  
I go out less now than I used to  
I'm worried about invasion of my privacy through new technology  
I need to have security in my job  
At heart I'm an environmentalist  
I consider myself an Australian  
I'm shy in social situations  
I try to recycle everything I can  
I try to get enough calcium in my diet  
'Environmentally friendly' products are overpriced  
Success is important to me  
Aboriginal culture is an essential component of Australian society  
Health food is not necessary if you eat properly  
I worry about getting skin cancer  
I feel less safe than I used to  
I live a full and busy life  
I'm a 'Mr Fix It' type of person  
I'm concerned about my sugar intake  
There are not enough hours in the day  
It is important that I have responsibility in my job  
I like tough physical activity  
I think it is the Government's duty to support those who can't find work  
My Food Segment is 'Just Food Mix'

### VALUE SEGMENTS\*



### LIKES



### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE

600

FAIR GO

## 602: TOUGH TIMES

-  Population: **777k**
-  Population Percentage: **3.2%**
-  Average Household Income: **\$64k**

You'll find a mix of household types in the Doing it Tough Persona, with many young parents among them as well as some single parents. They face some challenges in life – around half are not employed and they survive on a low household income, which sees them lagging well behind the average Australian. Close to half are renting and they are much less likely than the average Australian to have a university degree.

Not surprisingly, they lack confidence when it comes to their finances. They are light spenders and will comb through the weekly catalogues to hunt down a bargain, but will loosen the purse strings for a round on the poker machines.

You'll find people belonging to this Persona living in most states across Australia, clustered most significantly in metro and outer urban New South Wales and Queensland. Almost all live in separate houses and the majority are Australian born.

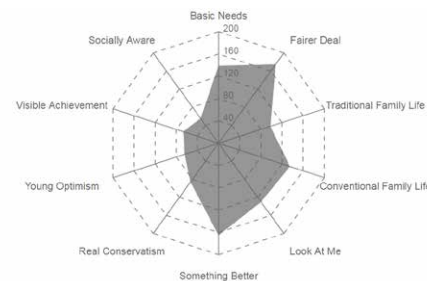
When it comes to mindset, they hold conservative views and are internally focused, preferring to concentrate on their own lives. They also tend to feel a little resentful about their lot in life and can be suspicious of the motivations of government and corporations.

You'll find many One Nation voters amongst them. They look to the government to keep issues such as the cost of living and crime under control. Leisure is likely sedentary, with commercial TV taking up a large slice of down time.

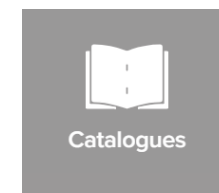
### THOUGHT CLOUD

I find technology is changing so fast, it's difficult to keep up with it  
 Threats to the environment are exaggerated  
 I don't trust the current Australian Government  
 Globalisation brings more problems than it solves  
 I believe homosexuality is immoral  
 'Environmentally friendly' products are overpriced  
 I'm a 'Mr Fix It' type of person  
 I'm security conscious  
 I live a full and busy life  
 I feel less safe than I used to  
 I consider myself an Australian  
 I think the gap between rich and poor is growing  
 I'm optimistic about the future  
 I go out less now than I used to  
 I'm shy in social situations  
 I try to recycle everything I can  
 I would have difficulty coping with a demanding job or career  
 I need to have security in my job  
 Crime is a growing problem in my community  
 I'm worried about invasion of my privacy through new technology  
 The fundamental values of our society are under serious threat  
 I would like to be able to lose weight  
 I like things to stay the same  
 Health food is not necessary if you eat properly  
 I'm eating less red meat these days  
 I'm feeling well and in good health  
 I am in the 'Light Spender' segment  
 I try to get enough calcium in my diet  
 I worry about getting skin cancer  
 At heart I'm an environmentalist

### VALUE SEGMENTS\*



### LIKES



### PROGRESSIVENESS







## 603: QUIET HOME LIFE



Population: **886k**



Population Percentage: **3.7%**



Average Household Income: **\$64k**

Life revolves around the home for those in the Quiet Home Life Persona, with commercial TV taking up a large slice of leisure time, as well as combing through the weekly catalogues in search of a bargain on every day essentials.

You'll find many older householders in the Quiet Home Life Persona – more than half are aged 50+, along with some single-person households and single parents among them, living a modest lifestyle in and around regional cities and coastal towns in New South Wales, Queensland and Victoria. Few have a tertiary education and the great majority are Australian-born.

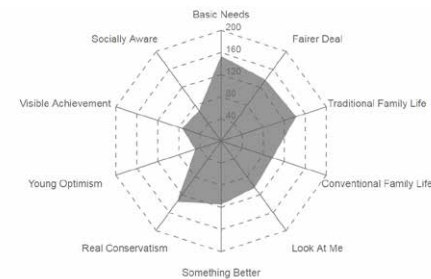
Despite having a low average household income people in the Quiet Home Life Persona are better off than some of their peers in the Fair Go Community in a financial sense, thanks to a high proportion of outright home ownership.

When it comes to mindset, this Persona is risk averse and traditional and conservative in their views. Too much change tends to overwhelm them. They worry about crime and tend to be suspicious of the motivations of government and corporations.

### THOUGHT CLOUD

There are not enough hours in the day I live a full and busy life  
 I would like to be able to lose weight I am in the 'Medium Spender' segment  
 I'm worried about invasion of my privacy through new technology  
 I worry about getting skin cancer I go out less now than I used to  
 I'm shy in social situations I don't enjoy taking risks I consider myself an Australian  
 I'm a 'Mr Fix It' type of person Health food is not necessary if you eat properly  
 I try to recycle everything I can I'm security conscious  
 I find technology is changing so fast, it's difficult to keep up with it  
 My Food Segment is 'House Proud' My Food Segment is 'Just Feed Me' My Food Segment is 'Super'  
 The fundamental values of our society are under serious threat  
 I try to buy additive free food I like things to stay the same 'Environmentally friendly' products are overpriced  
 I feel less safe than I used to I'm feeling well and in good health I believe honesty/quality is immoral  
 Crime is a growing problem in my community  
 I try to get enough calcium in my diet I'm eating less red meat these days  
 I'm optimistic about the future At heart I'm an environmentalist  
 Aboriginal culture is an essential component of Australian society  
 I don't trust the current Australian Government  
 I would have difficulty coping with a demanding job or career

### VALUE SEGMENTS\*



### LIKES



Catalogues



Renovating



RSLs

### PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE

600

FAIR GO

**604: BUDGET LIVING**Population: **122k**Population Percentage: **0.5%**Average Household Income: **\$58k**

The majority are renters and single income households, so life can be a financial struggle for these families, which are often large – 5 people or more. They are also more likely to be out of work than the average Australian and few have a tertiary education. Not surprisingly, they are light spenders.

Budget Living is comprised of midlife families with teens and young adults still living at home with their parents, along with some single parents, surviving off a modest income. You'll find them living in the Northern Territory, North Western Queensland and the western suburbs of Sydney.

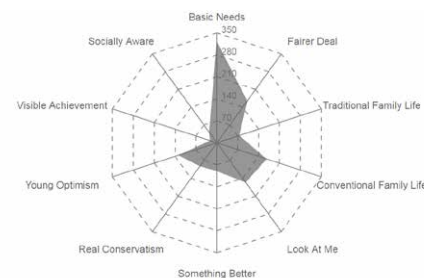
People belonging to this Persona are mostly Australian born, along with a significant proportion born in the Middle East or Pacific Islands.

Many also struggle with their health and would like to lose weight.

People belonging to this Persona are focused on family. When it comes to mindset, too much change tends to overwhelm them and they prefer not to engage too much with the news and the woes of the world. You'll find many ALP voters among them, along with some One Nation voters.

**THOUGHT CLOUD**

There are not enough hours in the day  
I like to be with a crowd of people  
'Environmentally friendly' products are overpriced  
The fundamental values of our society are under serious threat  
I regularly go to church or my place of worship  
At heart I'm an environmentalist  
I consider myself an Australian  
I find it difficult to switch off from work  
I try to recycle everything I can  
My Food Segment is 'Take-it-away'  
I believe in taking risks  
I'm a 'Mr Fix It' type of person  
Success is important to me  
My Food Segment is 'Zappit'  
I feel less safe than I used to  
I live a full and busy life  
I go out less now than I used to  
I don't trust the current Australian Government  
I worry about getting skin cancer  
I am in the 'Light Spender' segment  
I try to get enough calcium in my diet  
I like things to stay the same  
I wear clothes that will get me noticed  
I'm worried about invasion of my privacy through new technology  
I look for new experiences every day  
I sometimes use force to get things done  
It is important that I have responsibility in my job  
I'm feeling well and in good health  
I consider myself a leader more than a follower  
My Technology Adoption Segment is 'Technophobes'  
Health food is not necessary if you eat properly

**VALUE SEGMENTS\*****LIKES**

Energy Drinks



Takeaway Food



Smoking

**PROGRESSIVENESS**ROY  
MORGAN  
LIVEROY  
MORGAN  
LIVE





600

FAIR GO

PERSONAS | FAIR GO | 605: FILLING TIME

## 605: FILLING TIME



Population: 487k



Population Percentage: 2.0%



Average Household Income: \$56k

Career is not a focus for people belonging to the Filling Time Persona. Instead they tend to seek out low stress jobs and life revolves around having fun and filling time, with no particular goals or ambitions driving them. They like drinking at home and in pubs and clubs, gambling and eating takeaway food.

Filling Time is comprised of young singles and couples living it up in North Eastern NSW and coastal areas of Queensland, living in a mix of separate houses, apartments and townhouses. You'll also find some single parents and people living alone among them.

Despite being light spenders, many are smokers.

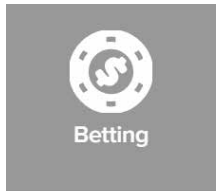
They take a utilitarian approach to technology and prefer traditional forms of media – commercial TV particularly, many are heavy viewers.

When it comes to mindset, people in the Filling Time Persona are much more likely than their Fair Go peers to hold socially progressive views; for example many support the rights of gay Australians and believe marijuana should be legal.

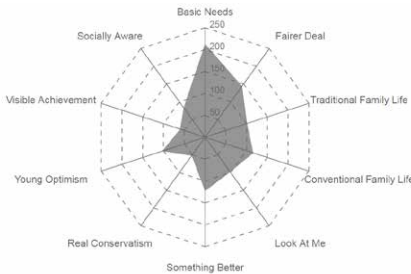
## THOUGHT CLOUD

Homosexual couples should be allowed to adopt children  
 I'm worried about invasion of my privacy through new technology  
 I worry about getting skin cancer  
 I don't trust the current Australian Government  
 I need to have security in my job  
 I'm optimistic about the future  
 Health food is not necessary if you eat properly  
 I think the gap between rich and poor is growing  
 I'm feeling well and in good health  
 At heart I'm an environmentalist  
 I live a full and busy life  
 I try to recycle everything I can  
 Aboriginal culture is an essential component of Australian society  
 I would like to be able to lose weight  
 I consider myself an Australian  
 If we don't act now we'll never control our environmental problems  
 I go out less now than I used to  
 I'm security conscious  
 I try to get enough calcium in my diet  
 I'm shy in social situations  
 I am in the 'Light Spender' segment  
 I think it is the Government's duty to support those who can't find work  
 Crime is a growing problem in my community  
 Freedom is more important than the law  
 'Environmentally friendly' products are overpriced  
 I'm eating less red meat these days  
 I favour natural medicines and health products

## LIKES

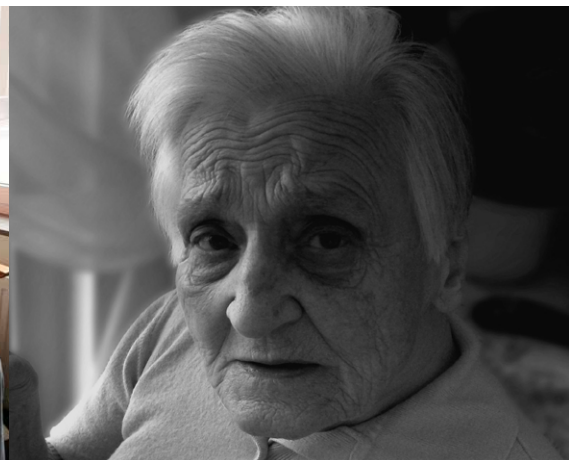


## VALUE SEGMENTS\*



## PROGRESSIVENESS





## 606: BASIC LIFESTYLE



Population: **605k**



Population Percentage: **2.5%**



Average Household Income: **\$51k**

When it comes to mindset, Basic Lifestyle are driven by traditional family values and are likely conservative in their views. They tend not to embrace change and lament society's shifting values. They also tend to be suspicious of the motivations of government and corporations. Issues such as crime and national security dominate their concerns.

Basic Lifestyle are low-income older householders, many living alone or already retired, along with some single parents. You'll find them living mostly in outer urban and rural New South Wales, Victoria and Queensland, in separate houses.

Life can be a struggle for people in this Persona, who subsist on a very low average household income. Almost half fall into the bottom SES Socio Economic Quintile.

The great majority are Australian-born and most have roots that go back at least one generation. Among those still in the workforce you'll find them working in agriculture, retail, construction and community services.

Not surprisingly, they live a modest lifestyle and are careful with their purse strings. They also tend to be a little resentful about their circumstances.

Many are already retired and they tend to be homebodies. Leisure time is likely made up of daytime TV and tinkering in the garage.

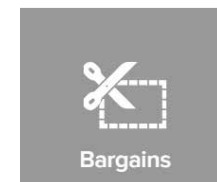
### THOUGHT CLOUD

My Food Segment is 'House Proud' I don't like to know too much about what's going on in the world these days  
 I'm worried about invasion of my privacy through new technology  
 I try to get enough calcium in my diet I'm shy in social situations  
 At heart I'm an environmentalist I go out less now than I used to  
 Health food is not necessary if you eat properly I feel less safe than I used to  
 I believe homosexuality is immoral  
 My Food Segment is 'Just Feed Me' Crime is a growing problem in my community  
 I find technology is changing so fast, it's difficult to keep up with it  
 My Technology Adoption Segment is 'Digital Laggard' I'm security conscious  
 I don't enjoy taking risks  
 I try to recycle everything I can  
 The fundamental values of our society are under serious threat  
 I'm feeling well and in good health I am in the 'Light Spender' segment  
 Globalisation brings more problems than it solves  
 My Food Segment is 'Disinterested Cook' I consider myself an Australian I like things to stay the same  
 I think the gap between rich and poor is growing  
 I live a full and busy life  
 'Environmentally friendly' products are overpriced  
 I'm optimistic about the future I would like to be able to lose weight  
 I don't trust the current Australian Government I'm eating less red meat these days  
 I think it is the Government's duty to support those who can't find work

### VALUE SEGMENTS\*



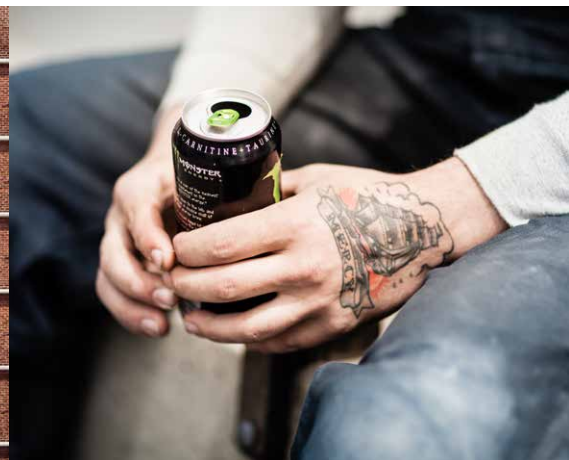
### LIKES



### PROGRESSIVENESS







## 607: RAW DEAL



Population: **639k**



Population Percentage: **2.6%**



Average Household Income: **\$40k**

Raw Deal face the most difficult circumstances in the Fair Go Community. The difficulties presented by very low incomes and low employment have a significant impact on the mindset of the Raw Deal Persona. They are much more likely than their peers to be resentful of their circumstances and lack of opportunities – many believe that they get a raw deal out of life.

This Persona has the lowest income and the greatest proportion of those not employed, which sees the majority out of work and very few have a tertiary education. They are also far more likely to believe that the government is obliged to support those out of work.

The majority are renters, living in a mix of separate houses, apartments and townhouses in Sydney, Melbourne and Brisbane. Most are single and living off one income.

They aren't often on technology – you'll find many technophobes among them. Instead they prefer traditional media, commercial TV particularly, which takes up large slice of leisure time at home. They also enjoy gambling and drinking in pubs. Many are smokers.

## THOUGHT CLOUD

I feel less safe than I used to  
Health food is not necessary if you eat properly  
The fundamental values of our society are under serious threat  
I would like to be able to lose weight  
I go out less now than I used to  
I think it is the Government's duty to support those who can't find work  
I find technology is changing so fast, it's difficult to keep up with it  
My Food Segment is 'House Proud'  
I'm shy in social situations  
I am in the 'Light Spender' segment  
I'm security conscious  
I consider myself an Australian  
I think the gap between rich and poor is growing  
I'm worried about invasion of my privacy through new technology  
Crime is a growing problem in my community  
I'm feeling well and in good health  
I'm optimistic about the future  
My Food Segment is 'Zappit'  
I try to recycle everything I can  
I worry about getting skin cancer  
'Environmentally friendly' products are overpriced  
Globalisation brings more problems than it solves  
I believe homosexuality is immoral  
I don't trust the current Australian Government  
I like things to stay the same  
There's too much change going on these days  
Aboriginal culture is an essential component of Australian society  
Threats to the environment are exaggerated  
I'm concerned about my cholesterol level

## LIKES



Gambling

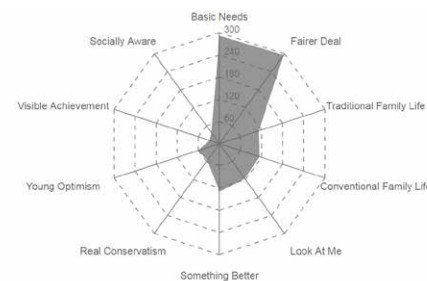


RSLs



Frozen Meals

## VALUE SEGMENTS\*



## PROGRESSIVENESS



ROY  
MORGAN  
LIVE



ROY  
MORGAN  
LIVE

## NOTES

[illegible]