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.
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
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.

**101 - BLUECHIP**
Highly educated and cultured, Bluechips enjoy the kind of privileged lifestyle enjoyed by the average Australian. Boasting the highest income and highest proportion of home ownership in the Leading Lifestyles Community, Bluechips are big spenders and live mostly in Sydney in separate houses.

- **266k** people 2.8% of the nation

**102 - SMART MONEY**
High income, highly educated and cultured and success focused, consumers in the Smart Money Persona enjoy sophisticated inner city living to the max. You’ll find many mid-life and older households among them, living in Melbourne and Sydney along with a smaller cluster in Perth.

- **257k** people 1.5% of the nation

**103 - SOCIAL PROGRESSIVES**
Educated, high income, intellectual and focused on success. Social Progressives are living the big city dream. A mix of young singles and couples and mid-life households, you’ll find this highly progressive, civic minded Persona living in inner city areas of Sydney and Melbourne.

- **276k** people 1.1% of the nation

**104 - HAVING IT ALL**
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, along with a very high proportion of mortgage holders. You’ll find them living in Sydney and Canberra, along with smaller clusters in Brisbane and Perth.

- **219k** people 0.9% of the nation

**105 - VISIBLE SUCCESS**
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. Most live in metro areas of Australia, clustered most significantly in Melbourne, Brisbane and Perth.

- **666k** people 2.8% of the nation

**106 - SELF-MADE LIFESTYLERS**
High income and focused on success, you’ll find almost all of the people who belong to the Self-Made Lifestyles Persona living in affluent suburbs of Melbourne, Sydney and Brisbane. Mostly Australian born, this Persona consists of a mix of mid-life households, mid-life families and young parents.

- **260k** people 2.2% of the nation

**107 - DOMESTIC BLISS**
Domestic Bliss is a culturally diverse Persona. Just under half were born overseas, with a significant proportion hailing from Asia, along with a smaller proportion of those born in Europe. You’ll find lots of mid-life householders among them, along with mid-life families and older households, living predominately in the suburbs of Sydney and Melbourne.

- **248k** people 3.1% of the nation

**108 - CAREER ACHIEVERS**
Career Achievers are highly focused on success and value demonstrating their achievements to the world. You’ll find a mix of households among them, including many mid-life households along with smaller proportions of older households, young parents and mid-life families, living in Sydney and Melbourne, along with smaller clusters in Brisbane and Perth.

- **402k** people 1.7% of the nation

**109 - HUMANITARIANS**
Humanitarians are high income, young and upcoming professionals with a firm left leaning. Highly educated and cultured, they embrace the best of city living but do so with a solid social conscience.

- **643k** people 2.7% of the nation

**110 - WORLDLY AND WISE**
This Persona sits at the higher end of the Leading Lifestyles incomes scale and boasts one of community’s highest proportions of outright home ownership. Living almost exclusively in Sydney, Worldly and Wise also skew older compared to some of its counterparts in the Leading Lifestyles Community.

- **664k** people 1.9% of the nation

**111 - SUCCESS MATTERS**
Achievement is paramount for those belonging to the Success Matters Persona. These young families and young couples are highly focused on creating success and showing their achievements to the world – be it through their home, the car they drive or the designer labels they wear. You’ll find about half living in metropolitan Sydney, particularly the North West, along with a smaller cluster in Melbourne.

- **19k** people 0.7% of the nation

**112 - SAVVY SELF-STARTERS**
You’ll find a mix of household types in the Savvy Self Starters Persona including mid-life households, young parents and mid-life families. The majority are Australian born and more conservative when it comes to mindset compared to their Leading Lifestyles peers. You’ll find them living in a mix of houses, townhouses and apartments in metropolitan Sydney, along with a smaller cluster in Melbourne.

- **326k** people 1.3% of the nation

**113 - CULTURED EPICUREANS**
Cultured Epicureans skew older than their Leading Lifestyles peers – you’ll find many older households among them, along with mid-life householders. Most of the people in this culture and food loving Persona are located in metro Melbourne and Sydney, along with a significant proportion in outer urban areas of Queensland and New South Wales.

- **258k** people 1.1% of the nation
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.
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.
102: SMART MONEY

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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.

Many are childless – the majority are middle 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.

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THOUGHT CLOUD

- It is important that I have responsibility in my job
- Success is important to me
- Environmentally friendly products are overpriced
- I try to get enough calcium in my diet
- At heart I am an environmentalist
- I'm optimistic about the future
- I am in the 'Big Spender' segment
- Homosexual couples should be allowed to adopt children
- I think the gap between rich and poor is growing
- I'm security conscious
- I try to buy additive free food
- I consider myself an Australian
- I need to have security in my job
- I would like to be able to lose weight
- I live a full and busy life
- I'm feeling well and in good health
- I try to look stylish
- 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 do not intend to retire ever

VALUE SEGMENTS*

- Basic Needs
- Farmer Class
- Socially Aware
- Young Optimist
- Healthy Conscientious
- Something Better
- Local Art
- Lost At Life
- Traditional Family Life
- Convivial Family Life
- Conventional Family Life

PROGRESSIVENESS

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network
103: SOCIAL PROGRESSIVES

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.
104: HAVING IT ALL

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.
105: VISIBLE SUCCESS

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.

VALUE SEGMENTS*

1. Visible Achievement
2. Young Optimism
3. Conventional Family Life
4. Status Seeker
5. Lover of Amusement Parks

LIKES

1. Bargains
2. Technology
3. Amusement Parks

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.
It is important that I have responsibility in my job.
I don’t enjoy taking risks.
Health food is not necessary if you eat properly.
I am in the ‘Medium Spender’ segment.
I am 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 try to recycle everything I can.
I consider myself an Australian.
I try to look stylish.
I am security conscious.
I live a full and busy life.
Homosexual couples should be allowed to adopt children.
I’m worried about invasion of my privacy through new technology.
I would like to see more laws introduced to protect children.
Crime is a growing problem in my community.
I am in the ‘Big Spender’ segment.
When I’m at home, I like to shut myself off from the rest of the world.

PROGRESSIVENESS

More Traditional: More Progressive

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network
106: SELF-MADE LIFESTYLERS

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.
107: DOMESTIC BLISS

Population: 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.

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network.*
108: CAREER ACHIEVERS

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.
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.
**110: WORLDLY AND WISE**

- **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, midlife 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 conveniences 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.
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.
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.
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.
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.

201 YOUNG AND PLATINUM
Highly educated, successful, uber-techy and intensely social, these inner-city apartment dwellers living in Sydney and Melbourne represent the purest expression of the Metrotech lifestyle and mindset.

202 HEALTHY, WEALTHY AND WISE
Healthy, Wealthy & Wise are young singles & couples, highly educated and high income, driven by the desire for an exciting life. Career focused and socially aware, you’ll find the majority living in Sydney in apartments.

203 CULTURE LEADERS
Cultural Leaders are the most highly educated of all the Personas in the Metrotech Community. They have a passion for culture and tend to avoid mainstream media. You’ll find the majority of this persona living in Sydney, mostly renting a mix of apartments, house and separate houses.

204 HIGH LIFE
High Life are highly techy, culture and nightlife loving young singles and couples, many living in shared households in Melbourne and Sydney, along with smaller clusters in Brisbane and Perth.

205 LIBERTARIANS
Libertarians are socially aware, progressive and open minded. They are amongst the most culturally diverse of the Metrotechs – close to half were born in Asia, with many hailing from China. They are highly educated and many are young singles, with many living in shared households. You’ll find most of those in inner-city apartment dwellers renting in Melbourne, along with smaller clusters in Sydney, Brisbane and Perth.

206 FIT AND FAB
Fad loving and tech-oriented, Fit and Fab are amongst the youngest of the Metrotechs. One 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.

207 SEASONED LIFESTYLERS
Seasoned Lifestylers skew older than most of their Metrotech counterparts – more than half are middle families, middle households and older households – embracing the Metrotech lifestyle and mindset to the fullest. You’ll find them living in a mix of separate houses, apartments and townhouses in Melbourne and Sydney.

208 FUTURE FOCUS
A mix of singles and young families, the Future Focus Persona intend on working hard to build the foundation for a successful life. You’ll find them living in apartments in Melbourne, Perth and Brisbane.

209 SOCIABLE TRENDSETTERS
Sociable Trendsetters are amongst the most culturally diverse of all the Metrotechs. 4 in 10 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 a mix of apartments, houses and townhouses in Sydney along with a smaller cluster in Melbourne.

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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.
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.

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.

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

**VALUE SEGMENTS**

- **Brain Heads:**
  - **Gender:**
    - Young Optimist
  - **Relationship:**
    - Conventional Family Life
  - **Occupation:**
    - Farmer Final
  - **Social Value:**
    - Fairness

**PROGRESSIVENESS**

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network*
### 207: SEASONED LIFESTYLERS

<table>
<thead>
<tr>
<th>Population:</th>
<th>458k</th>
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<tbody>
<tr>
<td>Population Percentage:</td>
<td>1.9%</td>
</tr>
<tr>
<td>Average Household Income:</td>
<td>$94k</td>
</tr>
</tbody>
</table>

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.

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**VALUE SEGMENTS**

- **Basic Needs**
- **Society Aware**
- **Visible Achievement**
- **Taster Diet**
- **Young Optimist**
- **Traditional Family Life**
- **Conventional Family Life**
- **Real Conscientious**
- **Something Better**
- **Look At Me**

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**PROGRESSIVENESS**

- More Traditional
- More Progressive

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

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.

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.

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

**THOUGHT CLOUD**

- Freedom is more important than the law
- I love to do as many sports as possible
- I would like to be able to lose weight
- I go out less now than I used to
- I try to buy additive free food
- There are not enough hours in the day
- I try to buy additive free food
- Success is important to me
- I consider myself a leader more than a follower
- It is important that I have responsibility in my job
- Health food is not necessary if you eat properly
- I consider myself an Australian
- I’m feeling well and in good health
- It is important to have a full social life
- I try to get enough calcium in my diet
- I’m a bit of an intellectual
- If I’m in the ‘Light Spender’ segment
- Computers and technology give me more control over my life
- I wear clothes that will get me noticed

**VALUE SEGMENTS**

- Basic Needs
- Sociable Aware
- Family Duty
- Young Optimist
- Real Consumers
- Look At Me

**LIKES**

- Department Stores
- Technology
- Video Games

**PROGRESSIVENESS**

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network.*
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.
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 are well educated and more progressive and socially aware than most of their Aspirationals community counterparts. They also skew older – 4 in 10 are 50+.

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).
Meet the Leading Lifestyles and Metrotechs of tomorrow. Aspirationals 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.

**300: ASPIRATIONALS**
- Population: 2723k
- Population Percentage: 11.3%
- Average Household Income: $100k

**LIKES**
- Takeaway Food
- Amusement Parks
- Gambling
- Technology
- Gardening
- Watching Sport

**VALUE SEGMENTS**

**PROGRESSIVENESS**

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network*
301: SAVVY SHOPPERS

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.
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 Aspirationals’ income scale. However, they aren’t keen on splashing their hard earned cash on simple everyday essentials. Instead you’ll find them combing through catalogue 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 of 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.
**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.
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 Aspirationals Community counterparts. They care about issues that affect society at large, and believe that they should all be doing their 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 would like to be able to lose weight.
Health food is not necessary if you eat properly.
I try to recycle everything I can.
I’m concerned about my sugar intake.
I’m a bit of an intellectual.
I’m feeling well and in good health.
I worry about getting skin cancer.
I think the gap between rich and poor is growing.
I live a full and busy life.
I’m feeling well and in good health.
I try to get enough calcium in my diet.
I’m optimistic about the future.
I try to buy additive free food.
I’m a bit of a hipster type of person.
At heart I’m an environmentalist.
I’m worried about invasion of my privacy through new technology.

VALUE SEGMENTS*

PROGRESSIVENESS

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network
305: TREND HUNTERS

They are also amongst the youngest of the Aspirationals 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.
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 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, 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.
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.
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.

<table>
<thead>
<tr>
<th>Persona</th>
<th>Percentage of Nation</th>
<th>Number of People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Improvers</td>
<td>3.9%</td>
<td>954,000</td>
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<tr>
<td>Working Hard</td>
<td>3.5%</td>
<td>838,000</td>
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<tr>
<td>Rustic Heartland</td>
<td>1.6%</td>
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<tr>
<td>House Proud</td>
<td>4.0%</td>
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<td>Cautious Conservatives</td>
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<tr>
<td>Relaxed Living</td>
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<tr>
<td>Traditional Values</td>
<td>3.0%</td>
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<tr>
<td>Safe and Secure</td>
<td>3.1%</td>
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<tr>
<td>Building Security</td>
<td>2.3%</td>
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</tbody>
</table>
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.
**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.
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.
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 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.
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.
**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.
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.
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.
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.
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.
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.

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.

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.

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.

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.

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.

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.

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.
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.
501: MAKING ENDS MEET

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 after things. 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
Success is important to me
I worry about getting skin cancer
I try to recycle everything I can
I go out less now than I used to
I would like to be able to lose weight
I’m worried about invasion of my privacy through new technology
I think I fit the type of person
I feel less safe than I used to be
‘Environmentally friendly’ products are overpriced
I believe in taking risks
I consider myself an Australian
I need to have security in my job
Health food is not necessary if you eat properly
I look for more expenditure every day
There are not enough hours in the day
I am the ‘Middle Sponder’ segment
I eat in the ‘Light Sponder’ segment
I am in the ‘Light Sponder’ segment
I try to save but not much

VALUE SEGMENTS*

PROGRESSIVENESS
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.
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.
504: HOME ENTERTAINMENT

- 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.

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.

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.

Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network.
505: FAITH AND WELLBEING

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 advertising interesting and to be happy to receive mobile and email advertising.

Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network
506: MAKING THE RENT

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.
507: ACTIVE SOCIAL

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.

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.

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.
508: FRUGAL LIVING

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
- I go out less now than I used to
- Crime is a growing problem in my community
- I consider myself an Australian
- I live a full and busy life
- I don’t enjoy taking risks
- Globalisation brings more problems than it solves
- I’m optimistic about the future
- I’m feeling well and in good health
- I think the gap between rich and poor is growing
- At heart I’m an environmentalist
- I try to recycle everything I can
- I like things to stay the same
- I try to get enough calcium in my diet
- ‘Environmentally friendly’ products are overpriced
- I’m worried about invasion of my privacy through new technology
- Health food is not necessary if you eat properly
- If we don’t act now we’ll never control our environmental problems
- ‘In my opinion’ is the best thing

VALUE SEGMENTS*

PROGRESSIVENESS

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

- 46% of the nation
- 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.

- 77% people
- 3.2% 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. You’ll find them living in metro and outer urban New South Wales, Queensland and Victoria.

- 886k people
- 3.7% of the nation

**604 BUDGET LIVING**
Budget Living is comprised of middle 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

**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.

- 839k people
- 2.8% of the nation
600: FAIR GO

تعليمات:

- **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 don’t think I would have enough to pay for the groceries
I need to have security in my job
Health food is not necessary if you eat properly
I worry about getting skin cancer
I’m eating less red meat these days
I’m in the ‘Light Spender’ segment
Crime is a growing problem in my community
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 go out less now than I used to
I’m shy in social situations
I’m worried about invasion of my privacy through new technology
At heart I’m an environmentalist
I feel less safe than I used to
I try to get enough calcium in my diet
I don’t trust the current Australian Government
I 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

**VALUE SEGMENTS**

- Socially Aware
- Busy/Novice
- Visible Achievement
- Young Optimism
- Traditional Family Life
- Look At Me
- Real Conservatism
- Something Better

**PROGRESSIVENESS**

- More Traditional
- More Progressive

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network*
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.
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.
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 would like to be able to lose weight
I worry about getting skin cancer
I'm in social situations
I don't enjoy taking risks
I'm a 'M fly' type of person
Health food is not necessary if you eat properly
I try to recycle everything I can
I find technology is changing so fast, it's difficult to keep up with it
The fundamental values of our society are under serious threat
I try to buy additive free food
Environmentally friendly products are overpriced
I like things to stay the same
I'm feeling well and in good health
I feel less safe than I used to
Crime is a growing problem in my community
I try to get enough calcium in my diet
I'm optimistic about the future
At heart I'm an environmentallyalist
Aboriginal culture is an essential component of Australian society
I don't trust the current Australian Government
I would have difficulty coping with a dramatic job or career change

Progressiveness

Value Segments

*Devised by Michele Levine of Roy Morgan and Colin Benjamin of the Horizons Network
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
- ‘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
- I don’t trust the current Australian Government
- I consider myself an Australian
- I try to recycle everything I can
- I try to live a full and busy life
- I believe in taking risks
- I think physical activity is important to me
- I would like to be able to lose weight
- I go out less now than I used to
- I worry about getting skin cancer
- I’d like to get enough calcium in my diet
- I am in the ‘Light Spender’ segment
- I wear clothes that get me noticed
- I like things to stay the same
- I’m worried about invasion of my privacy through new technology
- I consider myself a leader more than a follower
- It is important that I have responsibility in my job
- I feel good about myself
- I’m feeling well and in good health
- It would be difficult for me to give up smoking
- I consider myself more traditional than the average person
- I would like to be more progressive
- I feel less stressed than I used to
- I feel less stressed than I used to
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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.
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.
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.