
DEMOGRAPHIC SEGMENTS: DID YOU KNOW



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Roy Morgan
— Research —

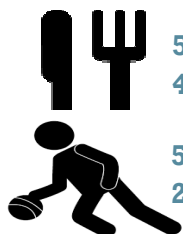
Sinks/Dinks – 18-49 & No Children

5,887,000 Sinks/Dinks in Australia

- 43.7% AB or C Quintile
- 20.6% Earning \$70k+
- 46.5% Renting
- 41.5% Living with 3-4 people in HH
- 46.6% Employed full time
- 16.3% Are Professionals or Managers
- 47.9% Have a degree or diploma
- 6% Less likely to live in Country Areas



Activities



- 59.4%** Went to a restaurant
- 49.1%** Went to a pub for a meal
- 57.7%** Exercised
- 29.2%** Played a sport

Travel Preferences



- 12.1%** Would like to visit Brisbane (ix 135)
- 11.5%** Would like to visit Surfers Paradise (ix. 125)

Media Consumption



- 20%** More likely to have been to the Cinema in the last 4 weeks
- 40%** More likely have watched pay TV in the last 7 days

Attitudes	v%	ix
I look for new experiences every day	42.0%	125
I prefer bright lights and big cities when I travel	27.6%	164
I believe in taking risks	53.6%	147
If I could afford to eat out every night I would	32.6%	161
I like to take weekends away	47.7%	101
It only feels like a holiday if I leave Australia	15.8%	177

How to read: 43.7% of Sinks/Dinks in Australia from April 2016 – March 2017 were in the AB or C Quintile

Base: Australians 18-49 and not parent of children under 18 in the household Apr16-Mar17 n=2,177

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Young Family – Families with oldest child younger than 5



2,076,000 Young Families in Australia

- 61.2% Have a diploma or a degree
- 22.7% Are Professionals or Managers
- 44.2% Work full time
- 11.1% Born in Asia
- 45.5% Paying off home
- 29.4% Earning \$70k +
- 52.4% AB or C Quintile
- 6.1% Born in Europe

Activities



24.8% Went to a Zoo/Wildlife Park
6.5% Went to an Amusement Park



50.0% Took a day trip in a car
6.4% Rented a car for leisure

Travel Preferences



22.9% Would like to visit Gold Coast (ix. 146)
9.2% Would like to visit the Whitsundays (ix. 124)

Media Consumption



67.4% Listen to commercial radio on an average weekday
21% Less likely to read a magazine in an average week

Attitudes	v%	ix
I find it difficult to switch off from work	37.0%	129
Prefer a holiday to see nature or in a natural setting	77.2%	107
Usually book and arrange all travel details myself	75.4%	120
There are not enough hours in the day	65.3%	111
I don't buy luxuries anymore	63.4%	119
I believe in taking risks	50.3%	138

How to read: 50.0% of Young Families in Australia from April 2016 – March 2017 took a day trip in a car

Base: Australian parent of children no older than 4 Apr16-Mar17 n=895

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Older Family – Families with youngest child 5 years or over



3,284,000 Older Families in Australia

- 69.8% Have 3-4 people in household
- 53.4% Work full time
- 57.5% Paying off home
- 56.1% AB or C Quintile
- 23.7% Are Professionals or Managers
- 40.3% Earning \$70k +
- 35.1% Have 2 children under 16 in household

Activities



- 48.9%** Went to a Beach
- 6.1%** Went to an Amusement Park

Travel Preferences



- 22.5%** Would like to visit Gold Coast (ix. 144)
- 13.3%** Would like to visit Sunshine Coast (ix. 137)

Media Consumption



- 70.8%** Listen to commercial radio on an average weekday
- 37.3%** Read a local newspaper in the last 4 weeks

Attitudes	v%	ix
I usually book all travel details myself	75.8%	121
Credit enables me to buy things that I want	37.2%	113
I'll go out of my way in search of a bargain	47.8%	113
I enjoy food from all over the world	78.5%	115
I go out less now than I used to	81.2%	116
I need to have security in my job	73.7%	125

How to read: 35.1% of Older Families in Australia from April 2016 – March 2017 had 2 children aged between 5 and 16 years in the household

Base: Australian parents of children no younger than 5 Apr16-Mar17 n=1,444

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Empty Nesters – 50+ with no children at home



7,287,000 Empty Nesters in Australia

- 70.1% Married/De Facto
- 55.1% Retired
- 66.8% Own home
- 40.7% Are from Country Areas
- 16.8% Some secondary education
- 49.6% Earning \$10k-40k
- 11.3% Born in the UK/Ireland

Activities



- 12.6% Visited an historical house
- 15.7% Went to live theatre



- 44.3% Took a day trip in a car
- 21.8% Went to an art gallery or museum

Travel Preferences



- 9.4% Would like to visit the Gold Coast
- 8.9% would like to visit Tropical North Queensland

Media Consumption



- 65.6% Read a newspaper in an average week
- 81.2% Read a magazine in an average week

Attitudes	v%	ix
I like to drink wine with my meals	32.1%	120
I don't buy luxuries anymore	64.5%	121
I don't enjoy taking risks	53.9%	121
I would like things to stay the same	46.6%	115
I don't read the ads in newspapers and magazines	53.2%	124
I always watch the news on TV to keep up-to-date	78.0%	119

How to read: 12.6% of Empty Nesters in Australia from April 2016 – March 2017 visited an historical house

Base: Australians 50+ that are not parents of children under 18 in the household Apr16-Mar17 n=9,141

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