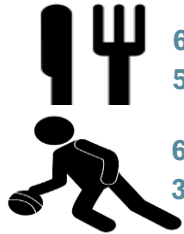


# SINKS/DINKS

## 5,803,000 SINKS/DINKS in Australia

- 56.6% Have a degree or diploma
- 28.9% Earning \$70k+
- 53.8% Living with 3-4 people in Household
- 23.2% Are Professionals or Managers
- 51.4% Employed full time
- 12.0% Less likely to live in Country Areas
- 40.8% Renting

### Activities



- 64.4% Went to a restaurant
- 50.3% Went to a pub for a meal
- 60.0% Exercised
- 31.6% Played a sport

### Media Consumption



- 22% More likely to have been to the Cinema in the last 4 weeks
- 3% More likely have watched pay TV in the last 7 days

Attitudes	%
Success is important to me	68.10%
There are not enough hours in the day	64.80%
I believe in taking risks	51.90%
I like to take weekends away	51.00%
I will go out of the way in search of a bargain	49.30%
I find it difficult to switch off from work	34.10%

How to read: 28.9% of Sinks/Dinks in Australia from July 2015 – June 2016 were earning \$70K+

Base: Australians 18-49 and not parent of children under 18 in the household Jul15-Jun16 n=2,357

# Young Family

## 1,397,000 Australians in this segment

- 62.3% Have a diploma or a degree
- 51.1% Work full time
- 50.0% Paying off home
- 30.9% Earning \$70k +
- 25.3% Are Professionals or Managers
- 17.2% Born in Asia
- 9.8% Born in India

### Activities



- 30.5%** Went to a Zoo/Wildlife Park
- 10.1%** Went to an Amusement Park



- 49.5%** Took a day trip in a car
- 7.4%** Rented a car for leisure

### Media Consumption



- 64.7%** Listen to commercial radio in an average week
- 14%** Less likely to read a magazine in an average week

Attitudes	%
Prefer a holiday to see nature or in a natural setting	77.30%
I usually book and arrange holidays myself	75.70%
I live a full and busy life	72.50%
There are not enough hours in the day	64.80%
I will go out of the way in search of a bargain	57.20%
I like to take weekends away	54.00%

How to read: 49.5% of Young Families in Australia from July 2015 – June 2016 took a day trip in a car

Base: Australian parent of children no older than 5 Jul15-Jun16 n=662

Discover your *edge*

Roy Morgan  
Research

# Older Family

## 3,066,000 Australians in this segment

- 69.6% Have 3-4 people in household
- 55.3% Work full time
- 55.4% Paying off home
- 27.9% Are Professionals or Managers
- 39.9% Earning \$70k +
- 34.6% Have 2 children under 16 in household

### Activities



- 49% Went to a Beach
- 7% Went to an Amusement Park

### Media Consumption



- 71.7% Listen to commercial radio in an average week
- 38.9% Read a local newspaper in the last 4 weeks

Attitudes	%
I enjoy food from all over the world	77.00%
I go out less that I used to	75.50%
Prefer a holiday to see nature or in a natural setting	74.60%
I like to take holidays away from crowds	73.50%
There are not enough hours in the day	65.60%
I find it difficult to switch off from work	38.20%

How to read: 34.6% of Older Families in Australia from July 2015 – June 2016 had 2 children younger than 16 in the household

Base: Australian parents of children no younger than 6 Jul15-Jun16 n=1,553

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Research

# Empty Nesters

## 7,287,000 Empty Nesters in Australia

72.1% Married/De Facto

67.2% Own home

54.4% Retired

49.9% Earning \$10k-40k

41.1% Are from Country Areas

16.7% Some secondary education

11.1% Born in the UK/Ireland

### Activities



**16.0%** Went to live theatre

**13.2%** Visited an historical house



**45.6%** Took a day trip in a car

**22.0%** Went to an art gallery or museum

### Media Consumption



**81.6%** Read a magazine in an average week

**67.0%** Read a newspaper in an average week

Attitudes	%
I like to experience the local culture on holiday	72.10%
I am security conscious	71.10%
I don't buy luxuries anymore	63.20%
I don't enjoy taking risks	55.50%
I would like things to stay the same	47.10%
Quite often I find ads more entertaining than TV	17.50%

How to read: 13.2% of Empty Nesters in Australia from July 2015 – June 2016 visited an historical house

Base: Australians 50+ that are not parents of children under 18 in the household Jul15-Jun16 n=9,230