






ROY
MORGAN







Data Accuracy






A compilation of examples






Australia - June 2019













| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|--|--|--|--|
|  | Country of Birth | Australia - 67.1% Asia - 13.0% Canada - 0.2% Greece - 0.5% Italy - 1.0% New Zealand - 2.7% United Kingdom - 5.9% USA - 0.4% Middle East - 1.6% Africa - 2.0% Other - 5.6% (Aged 15+) Australian Bureau of Statistics August 2016 Census | Australia - 68.2% Asia - 13.8% Canada - 0.3% Greece - 0.2% Italy - 0.5% New Zealand - 2.6% United Kingdom - 5.3% USA - 0.4% Middle East - 1.4% Africa - 2.2% Other - 5.1% (Aged 15+) 6 months to June 2019 |
|  | Labour Force (Employed or Looking for work) | 13.6 million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2019 | 13.6 million (Aged 15+) 12 months to June 2019 |
|  | Labour Force Participation Rate | 66.0% (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2019 | 66.9% 12 months to June 2019 |
|  | Place of Usual residence - Number of Years Lived at Current Address | 1 year or more - 83% (Aged 1+) 5 years or more - 57% (Aged 5+) Australian Bureau of Statistics August 2016 Census | 1 year or more - 84% 5 years or more - 55% 12 months to June 2019 |
|  | Percentage of People Who Earn \$3,000 or More Per Week | 4.2% (Aged 20-64) Australian Bureau of Statistics August 2016 Census | 5.0% (Aged 20-64) 12 months to June 2019 (4.2% - 12 months to September 2016) |







| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|--|--|---|--|
|  | Average Household Income (Annualised) | \$83,085 (Aged 15+) Australian Bureau of Statistics August 2016 Census | \$90,240 (Aged 15+) 12 months to June 2019 (\$87,150 - 12 months to September 2016) |
|  | Average Weekly Income - Total Employed (Annualised) | Total - \$67,012 Male - \$79,321 Female - \$54,772 Australian Bureau of Statistics Catalogue No. 6306.0 May 2018 | Total - \$70,720 Male - \$79,620 Female - \$60,600 12 months to June 2019 |
|  | Educational Attainment - Tertiary Degree or Higher | 5.0* million (Aged 15-74) Australian Bureau of Statistics Catalogue No. 6227.0 May 2018 (*Note: Highest Qualification Completed) | 6.8* million (Aged 15-74) Qtr to June 2019 (*Note: Highest Qualification Reached) |
|  | Now Studying - Secondary School | 1.1 million (Age 14+) Australian Bureau of Statistics Catalogue No. 4221.0 12 months to December 2018 | 1.1 million Qtr to June 2019 |
|  | Superannuation Assets Held | \$2,749 billion Australian Prudential Regulation Authority (APRA) 12 months to June 2019 | \$2,624 billion 12 months to June 2019 |
|  | Average Weekly Income - Full Time Employed Annualised | \$88,150 (Aged 21+) Australian Bureau of Statistics Catalogue No. 6302.0 May 2019 | \$88,617 (Aged 21+) 12 months to June 2019 |

| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|--|--|---|---|
|  | Population with Private Health Insurance (Total Have Hospital Cover) | 46% (Aged 14+) Australian Prudential Regulation Authority June 2019 | 46% 12 months to June 2019 |
|  | Internet Users | 16.6 million users* (Aged 15+) Australian Bureau of Statistics Catalogue No. 8146.0 12 months to June 2017 (*Note: People who accessed the Internet in the last three months) | 17.5 million users* (Aged 15+) 12 months to June 2019 (*Note: People who did one or more internet activities in the last 4 weeks) |
|  | Percentage of Persons Purchasing or Ordering Goods or Services via the Internet for Private Use in the last 3 months (% of Population) | 63% (Aged 15+) Australian Bureau of Statistics Catalogue No. 8146.0 12 months to June 2017 | 65% (Aged 15+) 12 months to June 2019 |
|  | Households with Internet Connection (Household Penetration) | 86% Australian Bureau of Statistics Catalogue No. 8146.0 12 months to June 2017 | 87% 12 months to June 2019 |
|  | Cinema Attendance - Annual Visits | 89.8 million Motion Picture Distributors Association of Australia 12 months to December 2018 | 88.9 million 12 months to June 2019 |

| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|--|--|--|---|
|  | Smoking Incidence | 15.1% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018 | 15.5% (Aged 18+) 12 months to June 2019 |
|  | Alcohol Consumption (Drunk Alcohol in the last 7 days) | 55.0% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018 | 55.0% (Aged 18+) 12 months to June 2019 |
|  | Number of Registered Vehicles (Passenger and Light Commercial Vehicles) | 17.8* million Motor Vehicle Census Australian Bureau of Statistics Catalogue No. 9309.0 January 2019 (*Note: Registered Vehicles) | 17.5* million 12 months to June 2019 (*Note: Vehicles in the Household) |
|  | Total Have a Smartphone as main mobile phone (Household Penetration) | 84% Australian Video Viewing Report Q4, 2017 | 89% 12 months to June 2019 (85% - 12 months to December 2017) |
|  | Premises connected to NBN | 5.6 million* June 2019 (*Note: Homes and Businesses connected) | 4.1 million* Qtr to June 2019 (*Note: Households connected) |

| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|--|---|---|--|
|  | Percentage of Population with an Overweight Body Mass Index | Men - 42.6% Women - 30.3% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018 | Men - 40.5% Women - 25.5% (Aged 18+) Qtr to June 2019 |
|  | Average Height | Men - 175 cm Women - 161 cm (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018 | Men - 176 cm Women - 164 cm (Aged 18+) Qtr to June 2019 |
|  | Total Kilometres Driven in the last 12 months | 255 billion kilometres Survey of Motor Vehicle Use Australian Bureau of Statistics Catalogue No. 9208.0 12 months to June 2018 | 257 billion kilometres 6 months to June 2019 |
|  | Average Distance Travelled to Work | 16.0* kilometres Australian Bureau of Statistics August 2016 Census (*Note: Connection with main job and excludes people who travelled 250 km or more) | 17.3 kilometres (Aged 15+) 12 months to June 2019 (16.7 kilometres - 12 months to September 2016) |
|  | Solar Installation Penetration (% of Households) | 24% Australian Bureau of Statistics Catalogue 4631.0 12 months to June 2018 | 28% Qtr to June 2019 |

| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|--|--|---|---|
|  | Most Popular Holiday Destination | 826,000 holiday departures to New Zealand* Catalogue No. 3401.0 12 months to June 2019 (*Note: Number of traveller trips rather than number of travellers) | 783,000 Australians travelled to New Zealand in the last 12 months Qtr to June 2019 |
|  | Participation in Sport and Physical Activity | 63% (Aged 15+) Sport Australia AusPlay Survey 12 months to December 2018 (Note: Participate at least 3 times per week) | 69% (Aged 15+) 12 months to June 2019 (Note: Regularly participate) |
|  | Hours Worked in the last 7 days | Employed - 34.7 Full Time - 42.0 Part Time - 18.6 (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2019 | Employed - 33.4 Full Time - 39.4 Part Time - 20.9 (Aged 15+) Qtr to June 2019 |
|  | Total Hours worked - Annual | 21.2 billion hours Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2019 | 20.5 billion hours 12 months to June 2019 |
|  | Hours Worked - Students in the Workforce | 16.1 Hours per Week (Aged 15-24) Australian Bureau of Statistics August 2016 Census | 16.7 Hours per Week (Aged 15-24) Qtr to June 2019 |

| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|--|--|--|---|
|  | Average Time Spent Watching TV | 2.5 Hours per Day Australian Multi-Screen Report Q4, 2017 | 2.5 Hours per Day 12 months to June 2019 |
|  | Average Amount in Savings and Investments | \$272,000 Per Person Australian Bureau of Statistics Catalogue No. 5232.0 June 2019 | \$266,000 Per Person 12 months to June 2019 |
|  | Trade Union Membership | 1.5* million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6333.0 August 2018 (*Note: Connection with main job) | 1.8* million (Aged 15+) 6 months to June 2019 (*Note: Connection with any job) |
|  | Listened to Radio in the last 7 days | 83% (Aged 15+) Community Radio National Listener Survey Community Broadcasting Association of Australia July 2019 | 79% (Aged 15+) 12 months to June 2019 |
|  | Average Time Spent Listening to Radio | 15.7 Hours per Week (Aged 15+) Community Radio National Listener Survey Community Broadcasting Association of Australia July 2019 | 13.2 Hours per Week (Aged 15+) Qtr to June 2019 |
|  | People Who Speak a Language Other Than English at Home | 22.9% (Aged 14+) Australian Bureau of Statistics August 2016 Census | 22.8% 12 months to June 2019 |

| Comparative Statistics | | External Data Source (all ages unless otherwise stated) | Roy Morgan Single Source (aged 14+ unless otherwise stated) |
|------------------------|--|---|--|
| + | Health Conditions (Proportion of Population) | Disorders of the Thyroid - 5.0% Type 1 Diabetes - 0.7% Type 2 Diabetes - 5.3% Total Diabetes - 6.2% High Cholesterol - 7.8% Mood (affective) problems - 13.3% Epilepsy - 0.7% Migraine - 7.6% Glaucoma - 1.1% Cataract - 2.2% Macular Degeneration - 1.3% Angina - 1.2% Asthma - 11.5% Hernia - 2.6% Psoriasis - 3.1% Arthritis - 19.4% Rheumatoid - 2.5% Rheumatism - 1.1% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018 | Disorders of the Thyroid - 4.5% Type 1 Diabetes - 0.5% Type 2 Diabetes - 5.9% Total Diabetes - 6.4% High Cholesterol - 7.5% Mood (affective) problems - 10.8% Epilepsy - 0.7% Migraine - 9.6% Glaucoma - 1.3% Cataract - 4.3% Macular Degeneration - 1.0% Angina - 0.7% Asthma - 11.8% Hernia - 2.3% Psoriasis - 3.2% Arthritis - 20.4% Rheumatoid - 2.8% Rheumatism - 1.3% (Aged 18+) Qtr to June 2019 |