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People who are Self-Employed Profile

July 2008 - June 2009

This profile is based on responses to: 'Is your occupation -
in the public service - in private industry - or self-employed?'

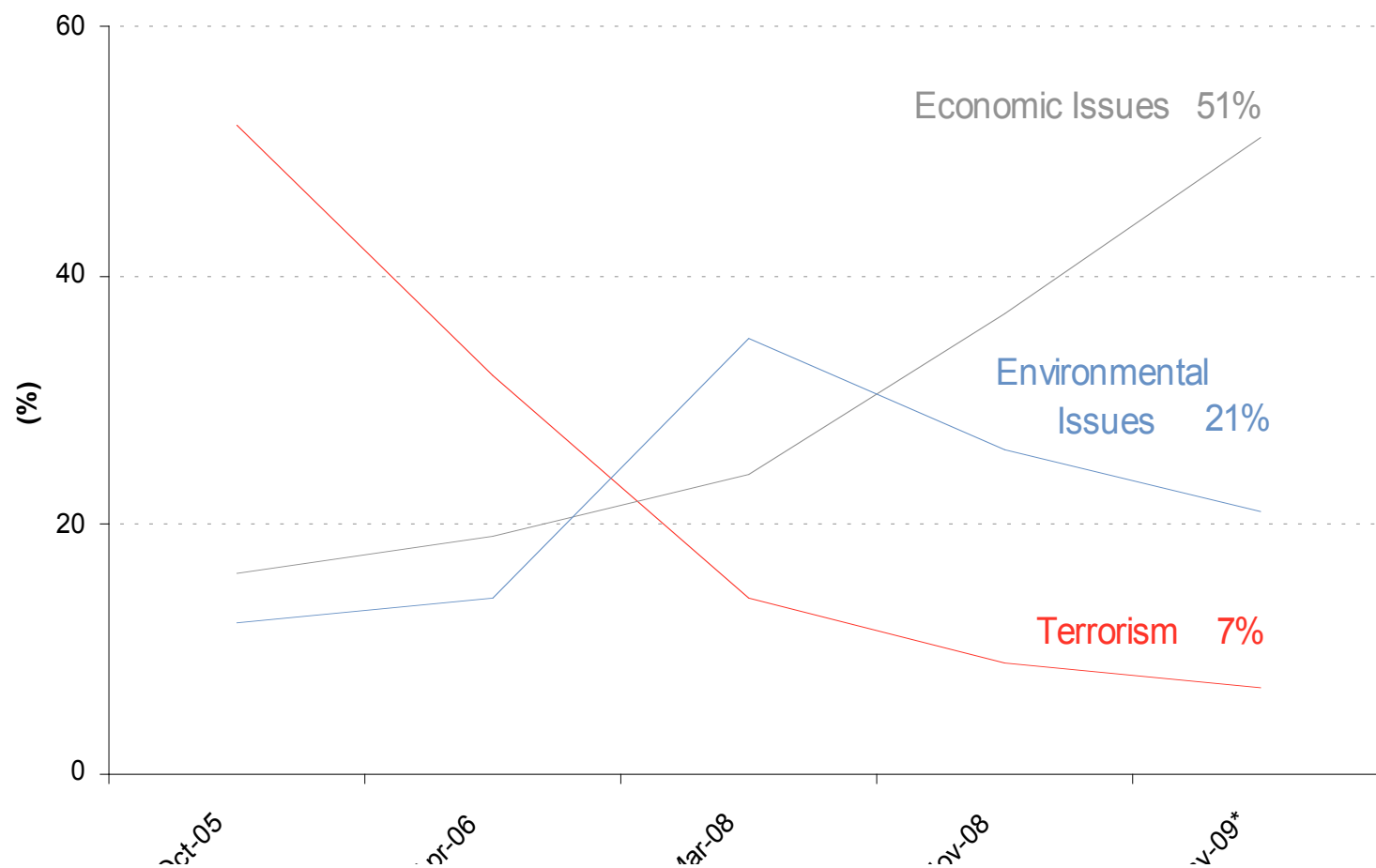
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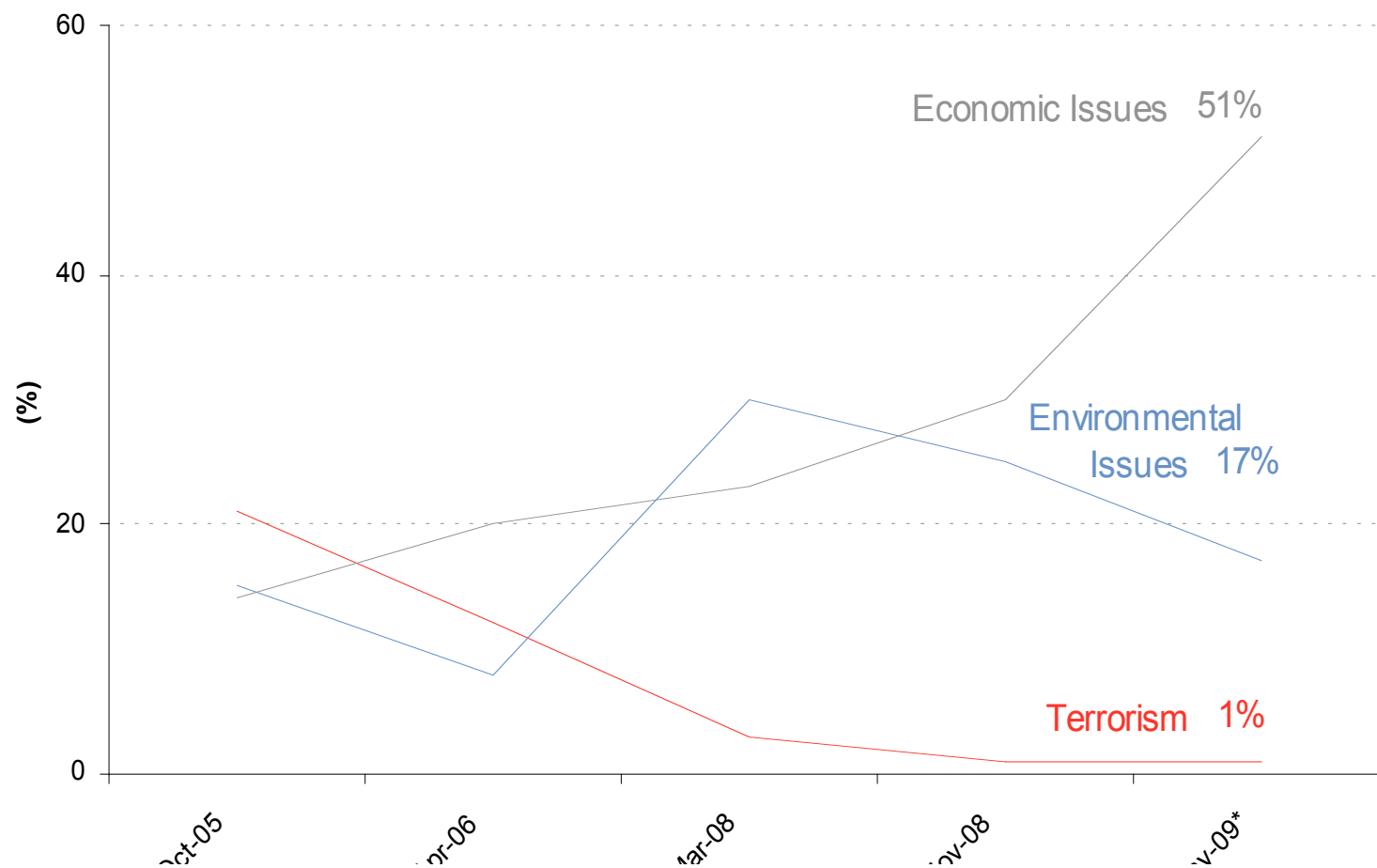
Most important problem facing the World



Source: Roy Morgan Research

*Roy Morgan Nationwide telephone poll (n=684) May 20-21, 2009; Aust. Population 14+

Most important problem facing Australia



Source: Roy Morgan Research

*Roy Morgan Nationwide telephone poll (n=684) May 20-21, 2009; Aust. Population 14+

Australia Today

Consumer Confidence **128.** ^[1]

Unemployment **7.2%** ^[2]
(Including Underemployed) **14.9%** **1.67 mill** ^[2]

Voting Intention **ALP 61% vs. L-NP 39%** ^[3]

Source: Roy Morgan Research

^[1] Roy Morgan Face-to-Face Survey, November 2009; Aust. Population 14+

^[2] Roy Morgan Face-to-Face Survey October, 2009; Aust. Population 14+ in Workforce

^[3] Roy Morgan Face-to-Face Survey November, 2009; Electors

Key Areas of Change in Australian Society

Society

Technology

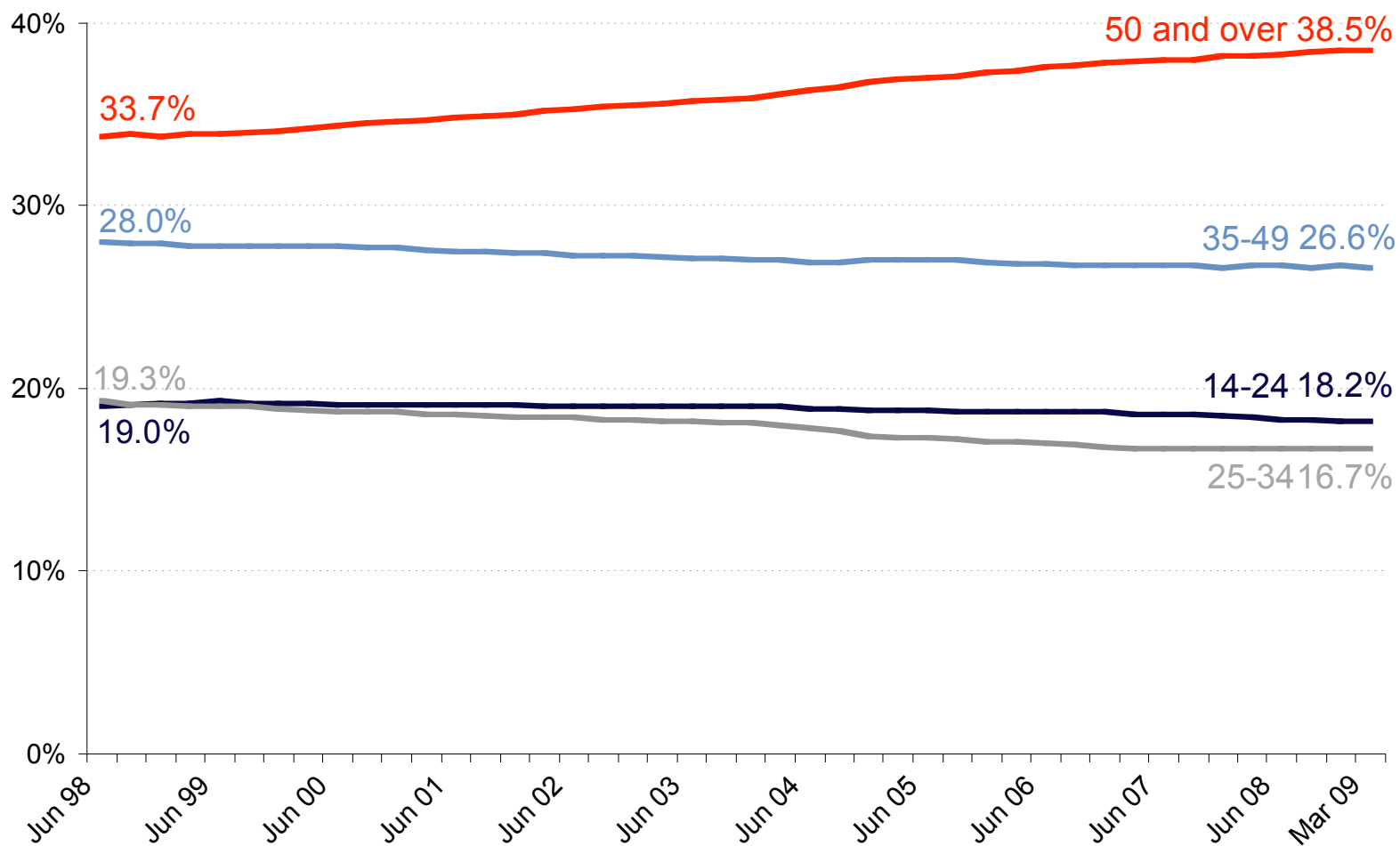
Economy

Political

Environment

SOCIETY Ageing Population

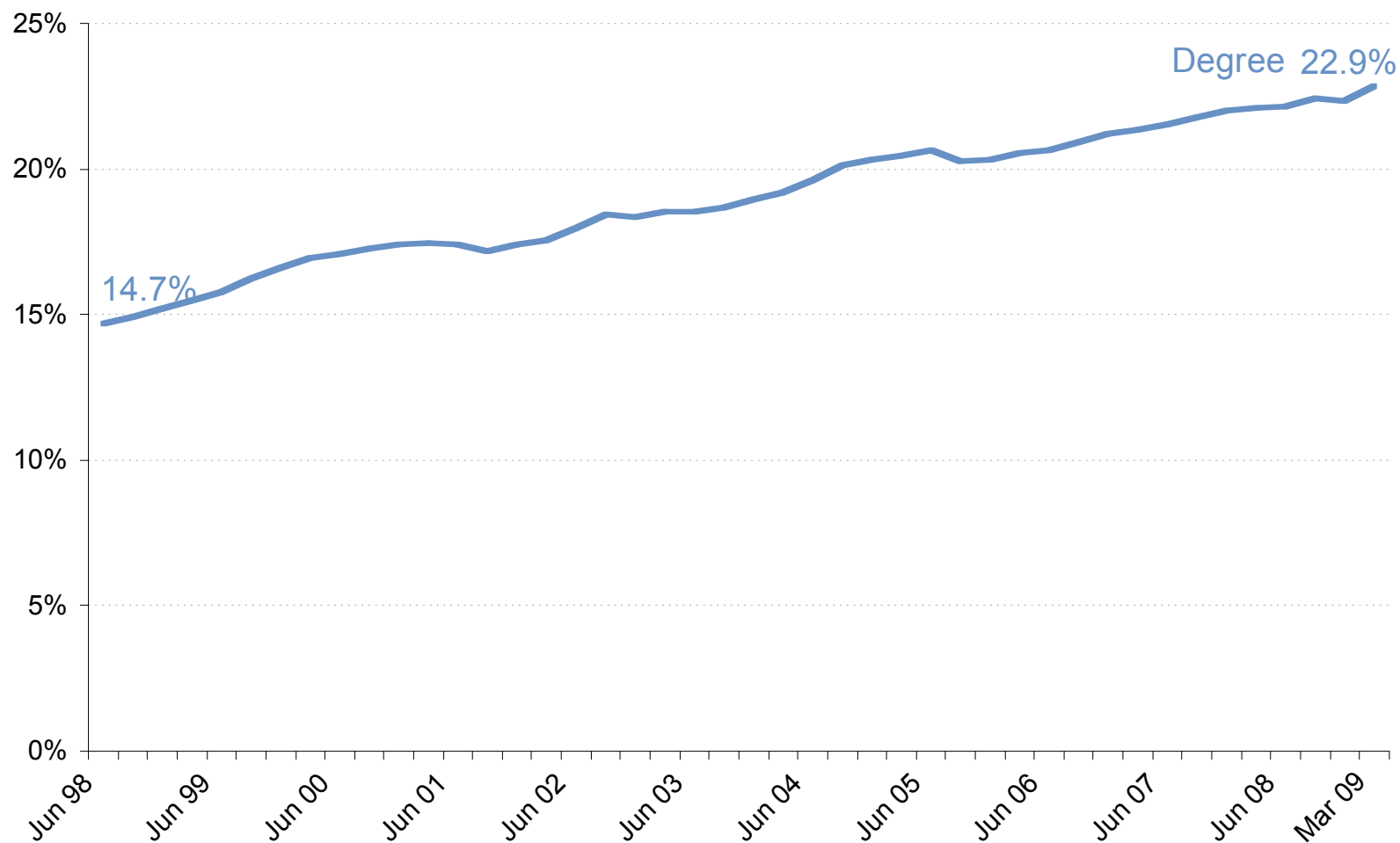
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Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

SOCIETY Rising Education Level

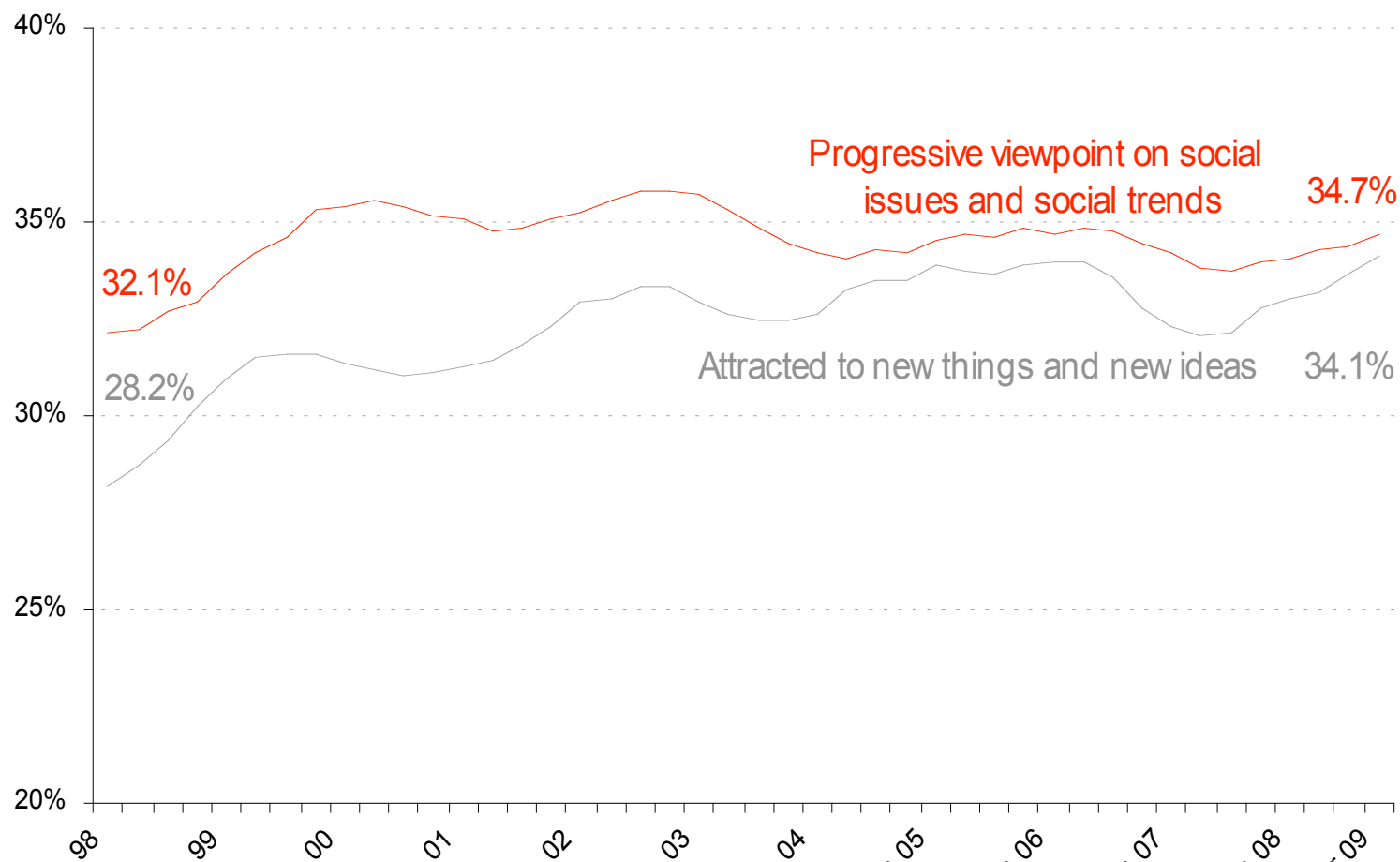
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Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

SOCIETY

Australians Becoming More Progressive despite an aging population

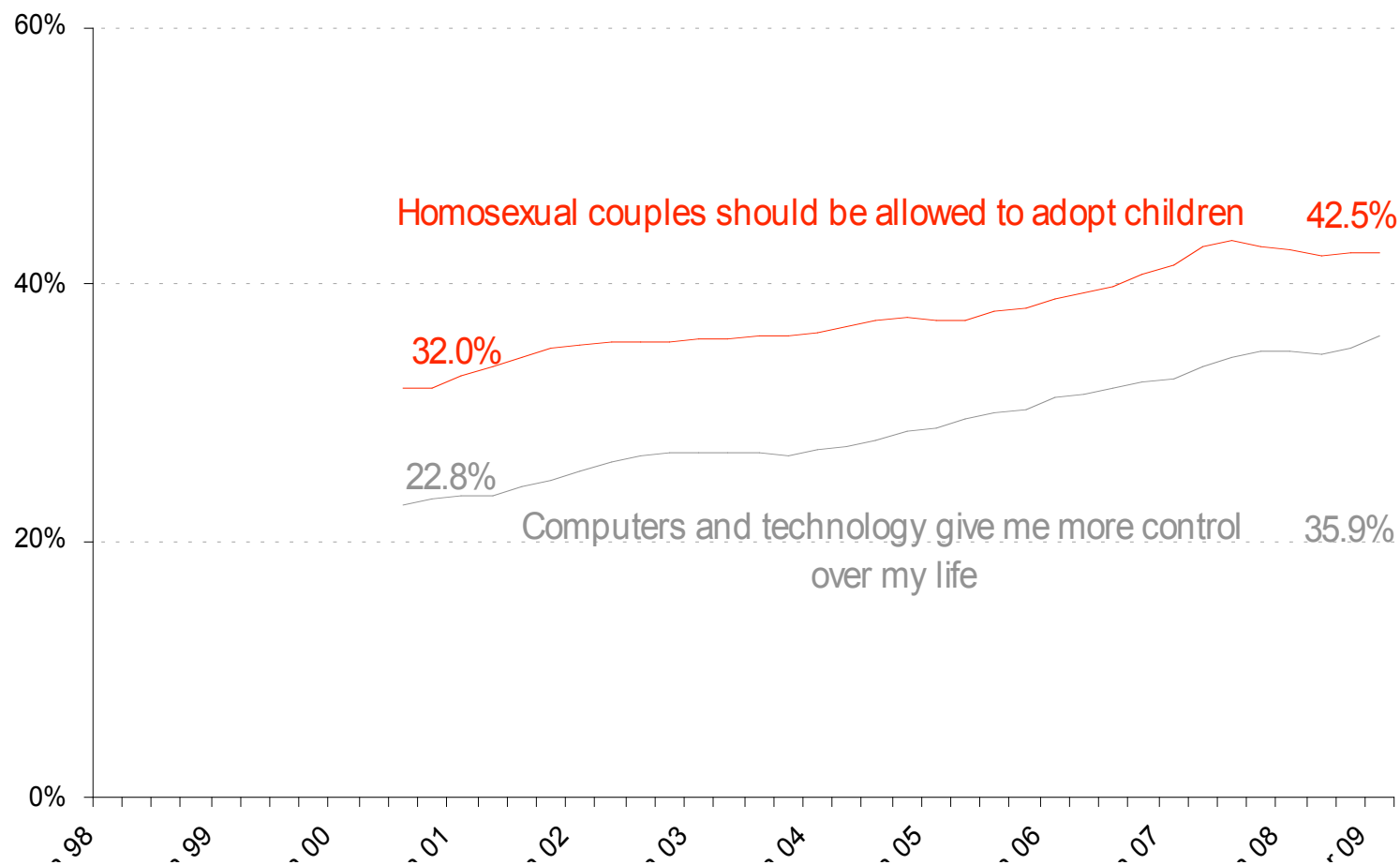


Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

SOCIETY

Australians adopting Progressive Attitudes

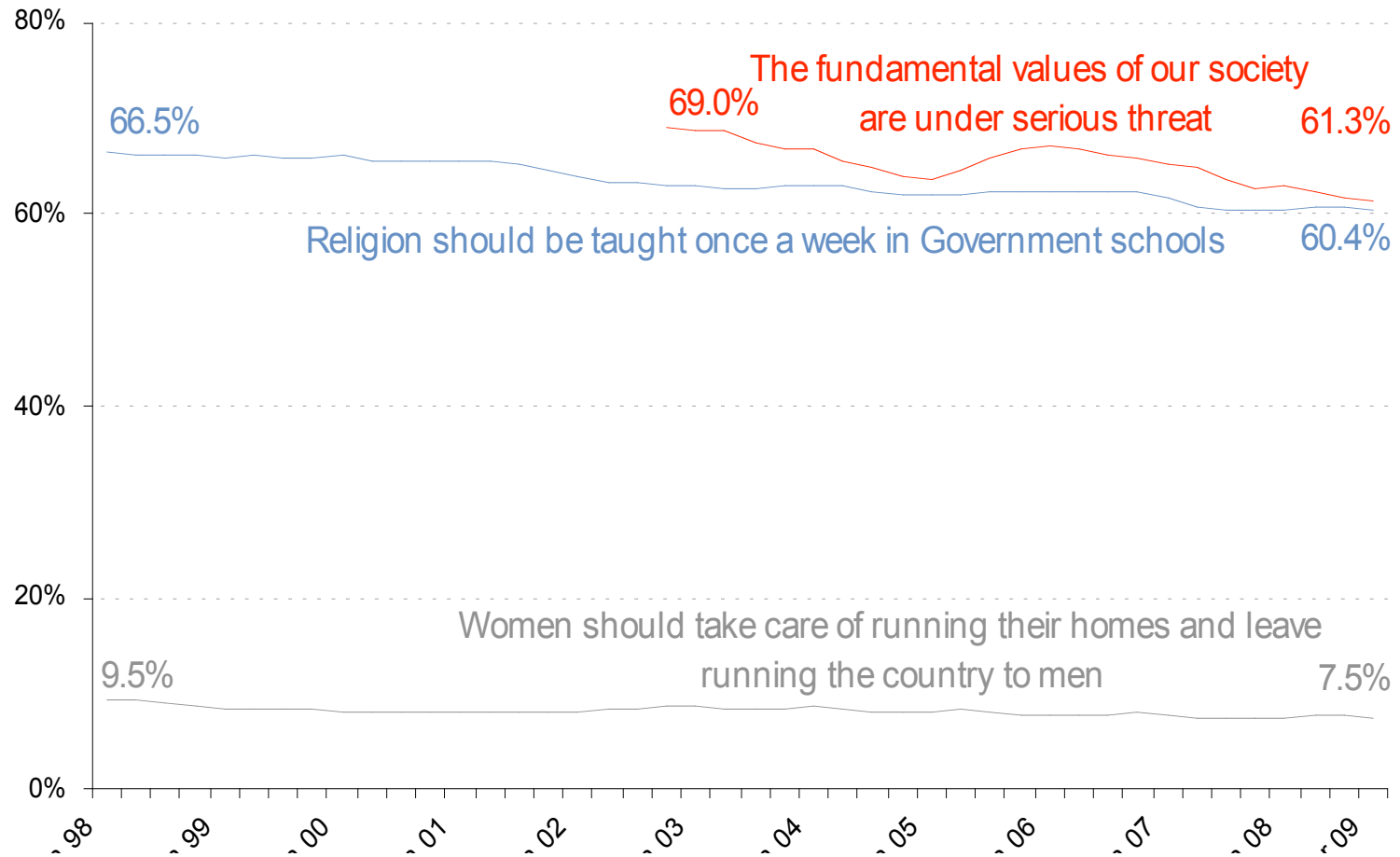
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Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

SOCIETY

Conservative Attitudes Declining for Australians

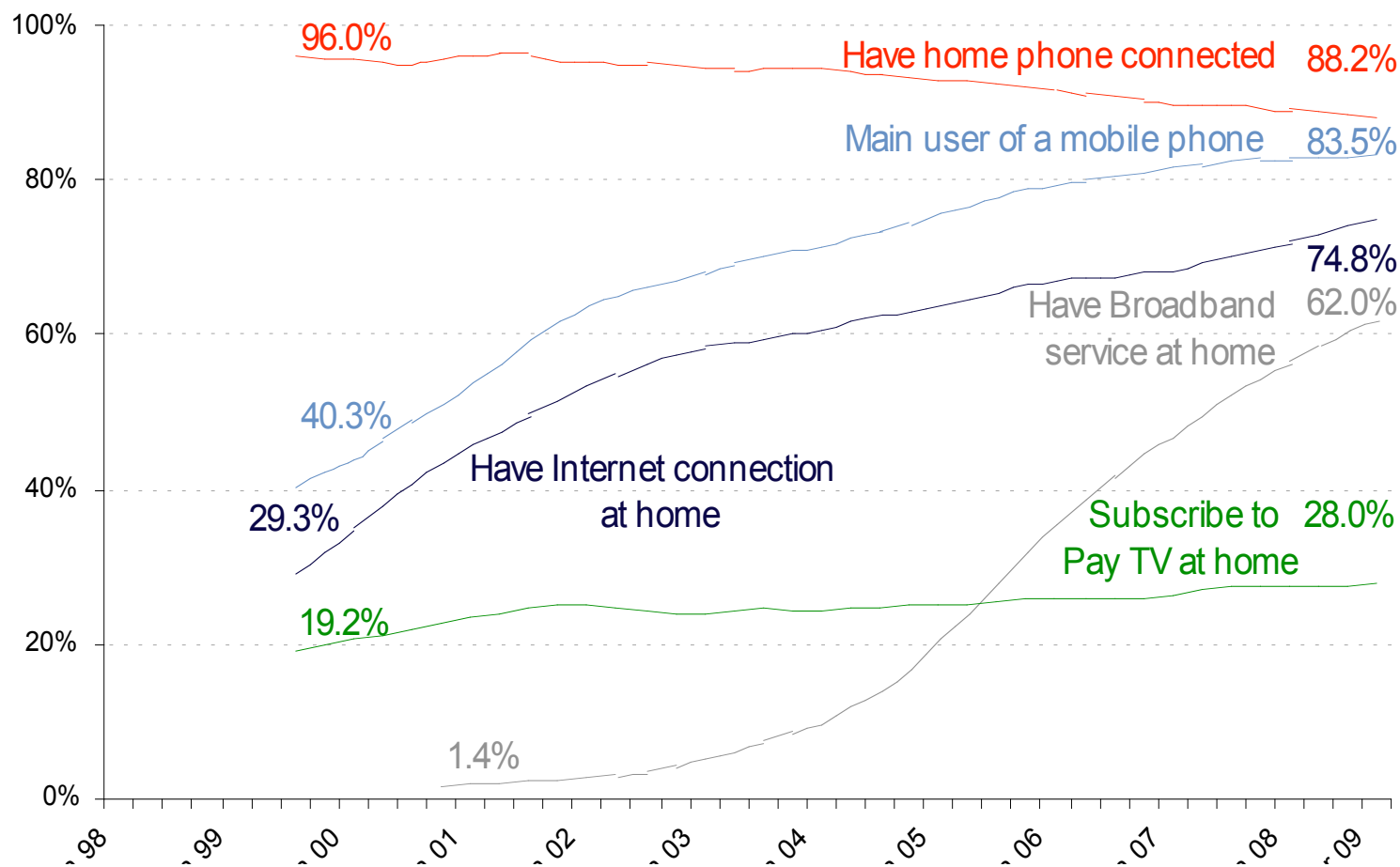


Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

- Mobile phones, Internet & Broadband
- New Technology
- Media Consumption
- Banking & Finance
- Shopping on the Internet

TECHNOLOGY

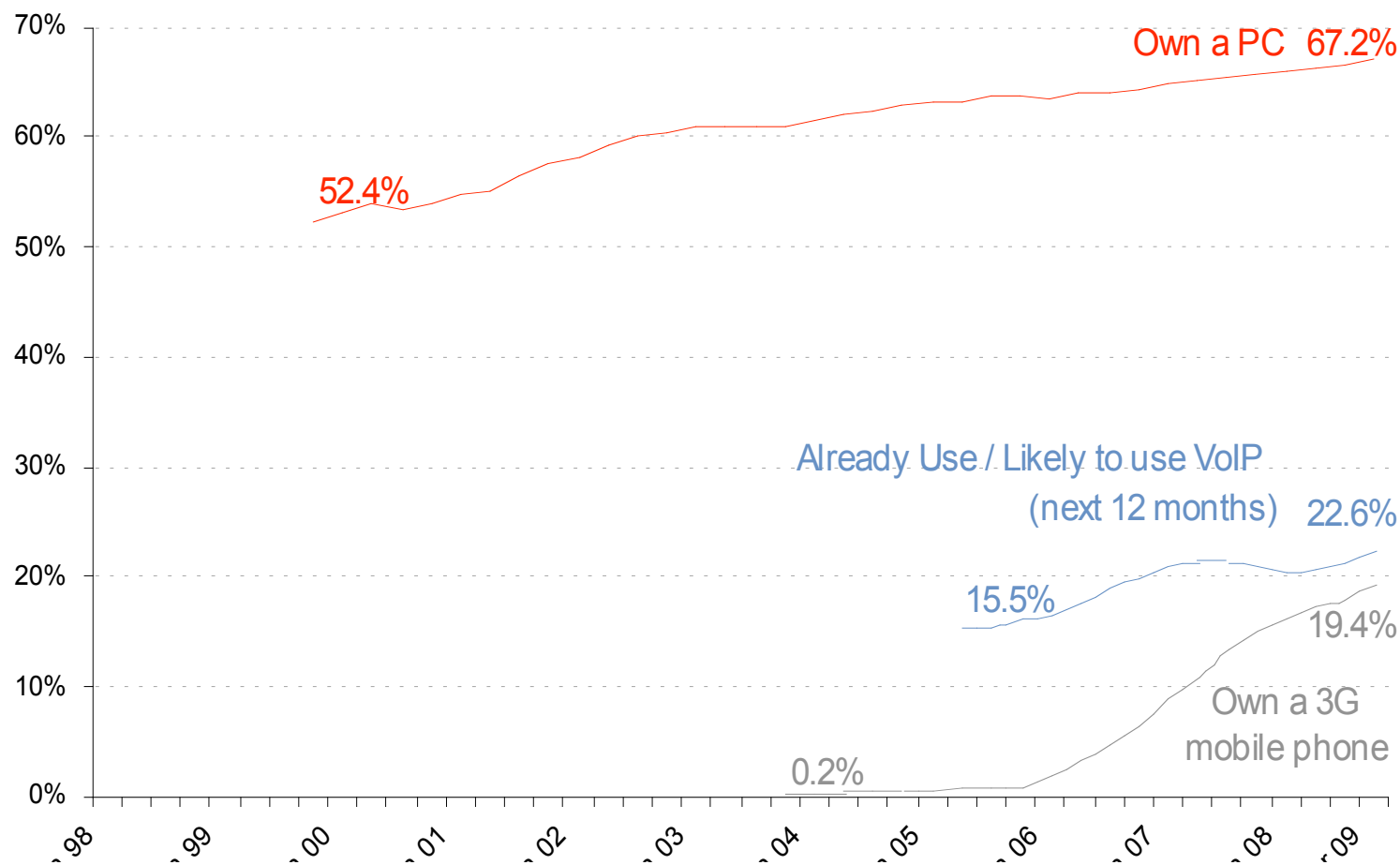
Telecommunication Take-Up



Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

TECHNOLOGY

Ownership of New Technological Product Increasing

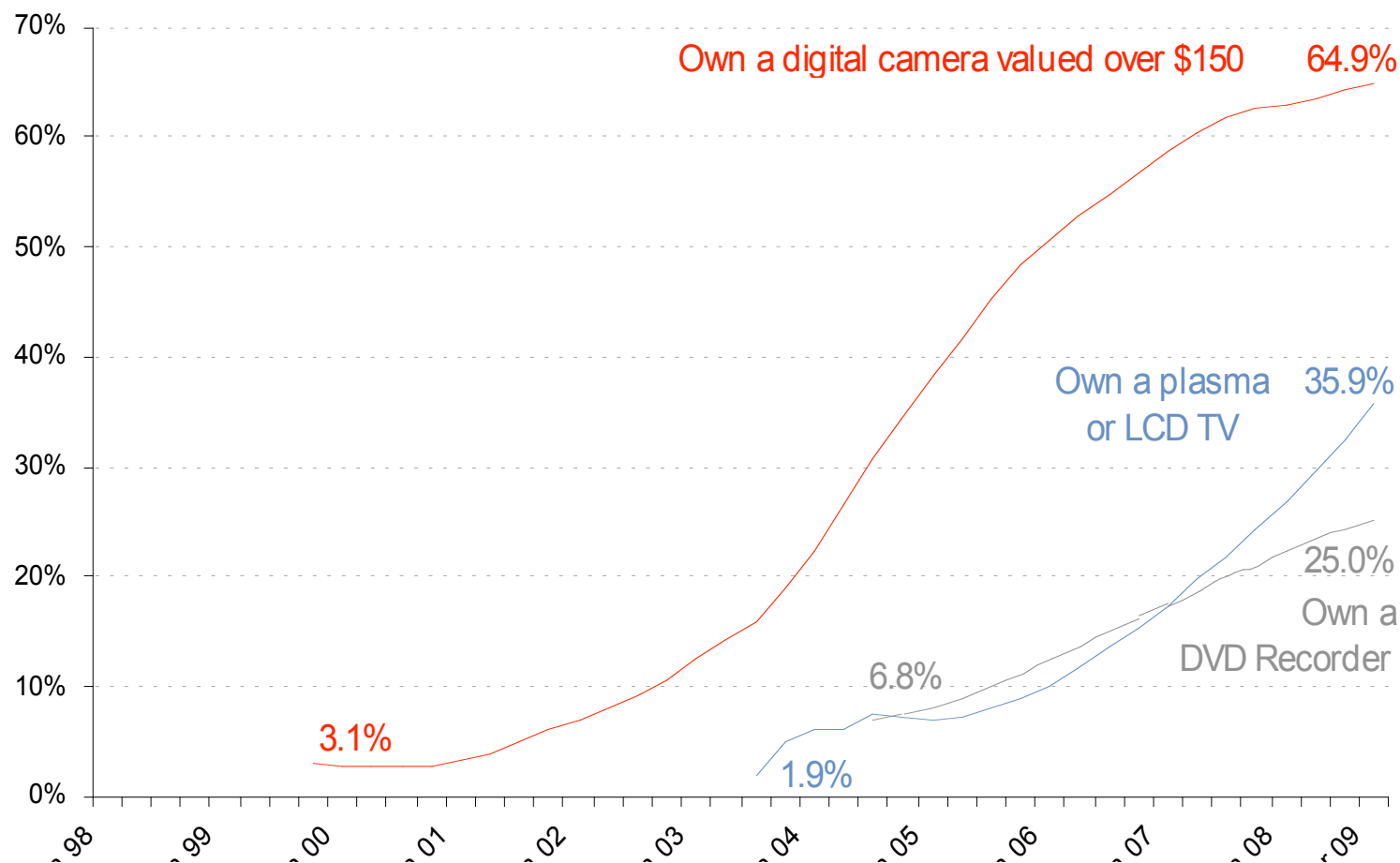


Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

TECHNOLOGY

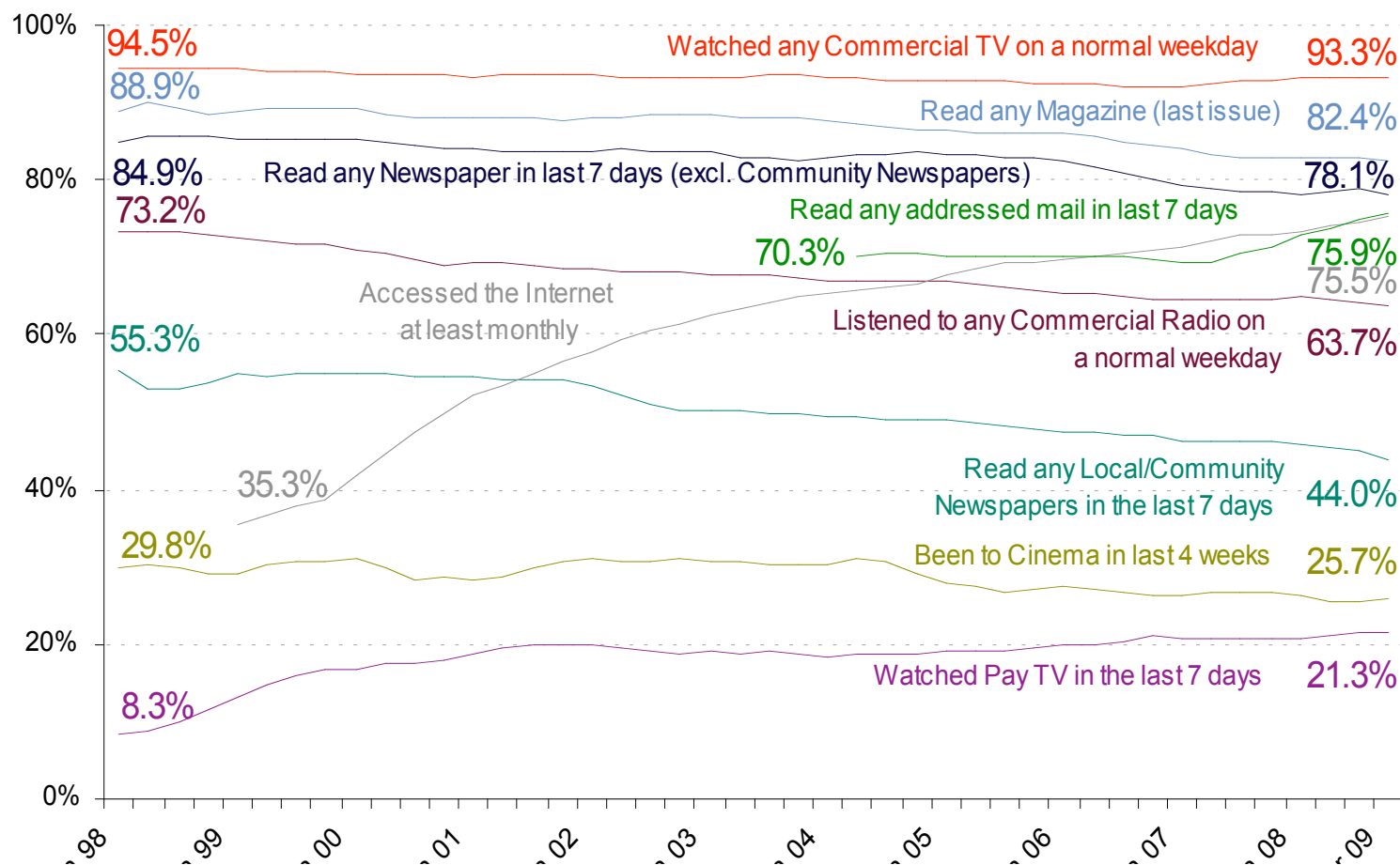
Ownership of New Technological Product Increasing

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Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

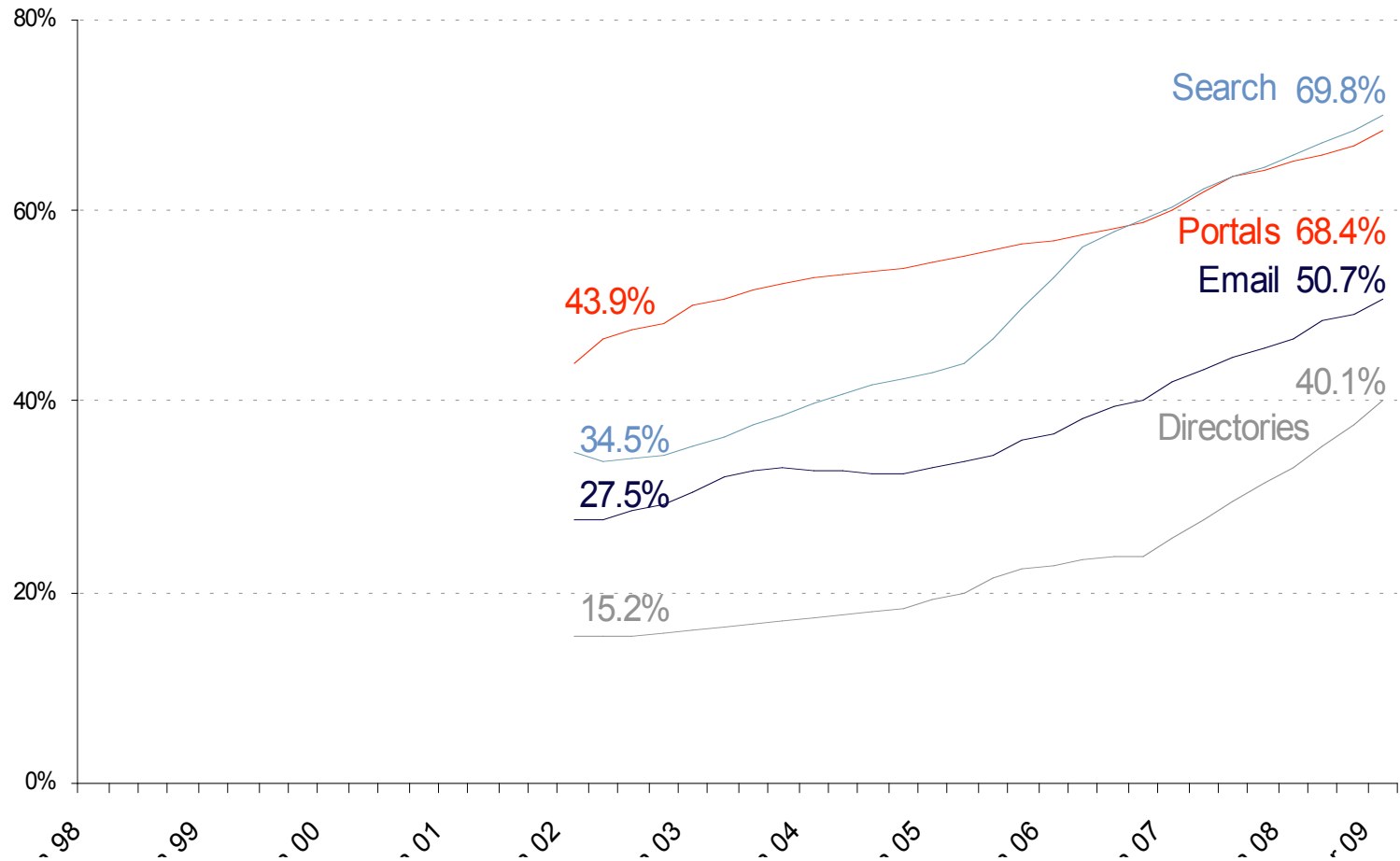
TECHNOLOGY Media Consumption Over Time



Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

TECHNOLOGY Website Visitation

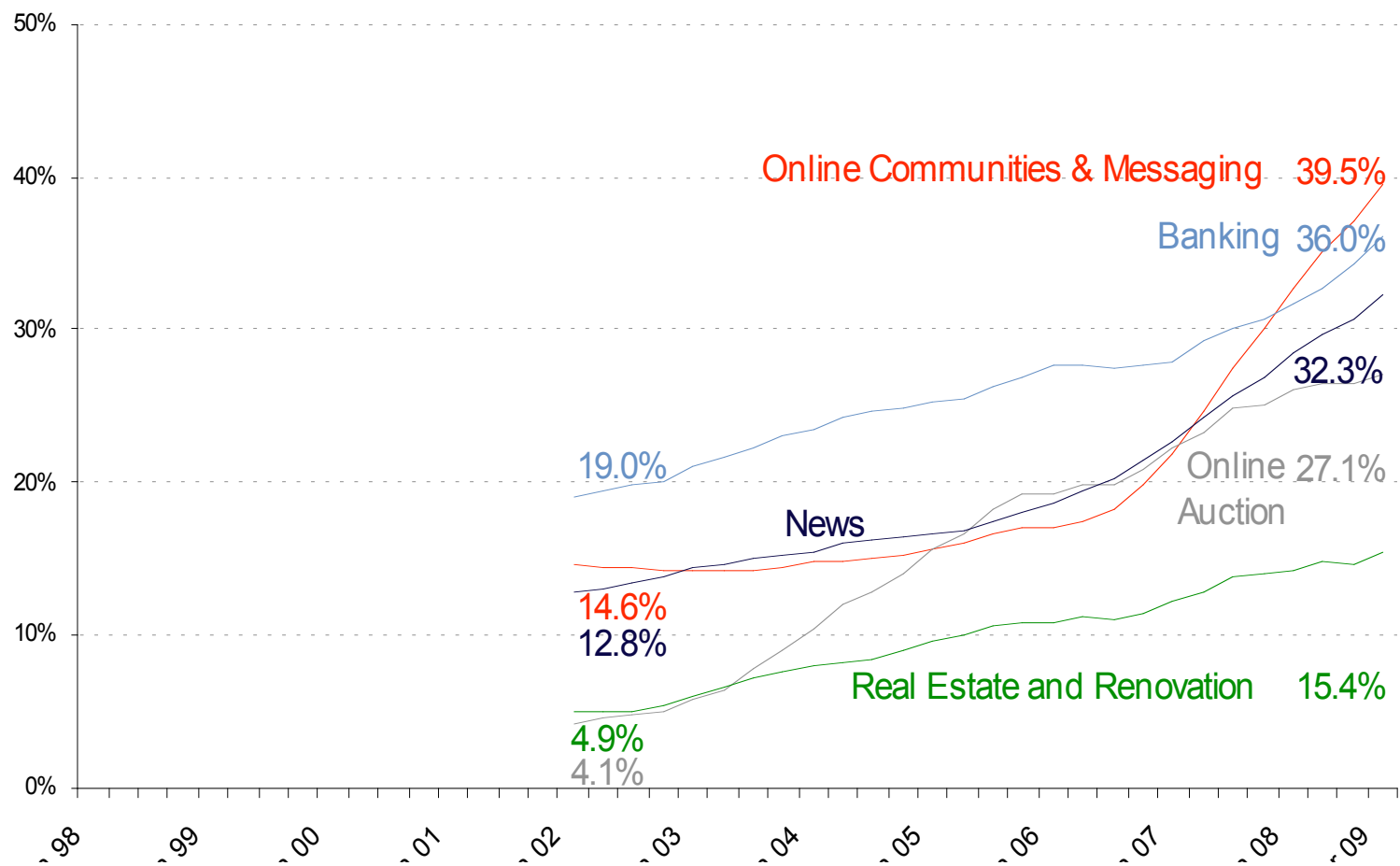
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Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

TECHNOLOGY Website Visitation

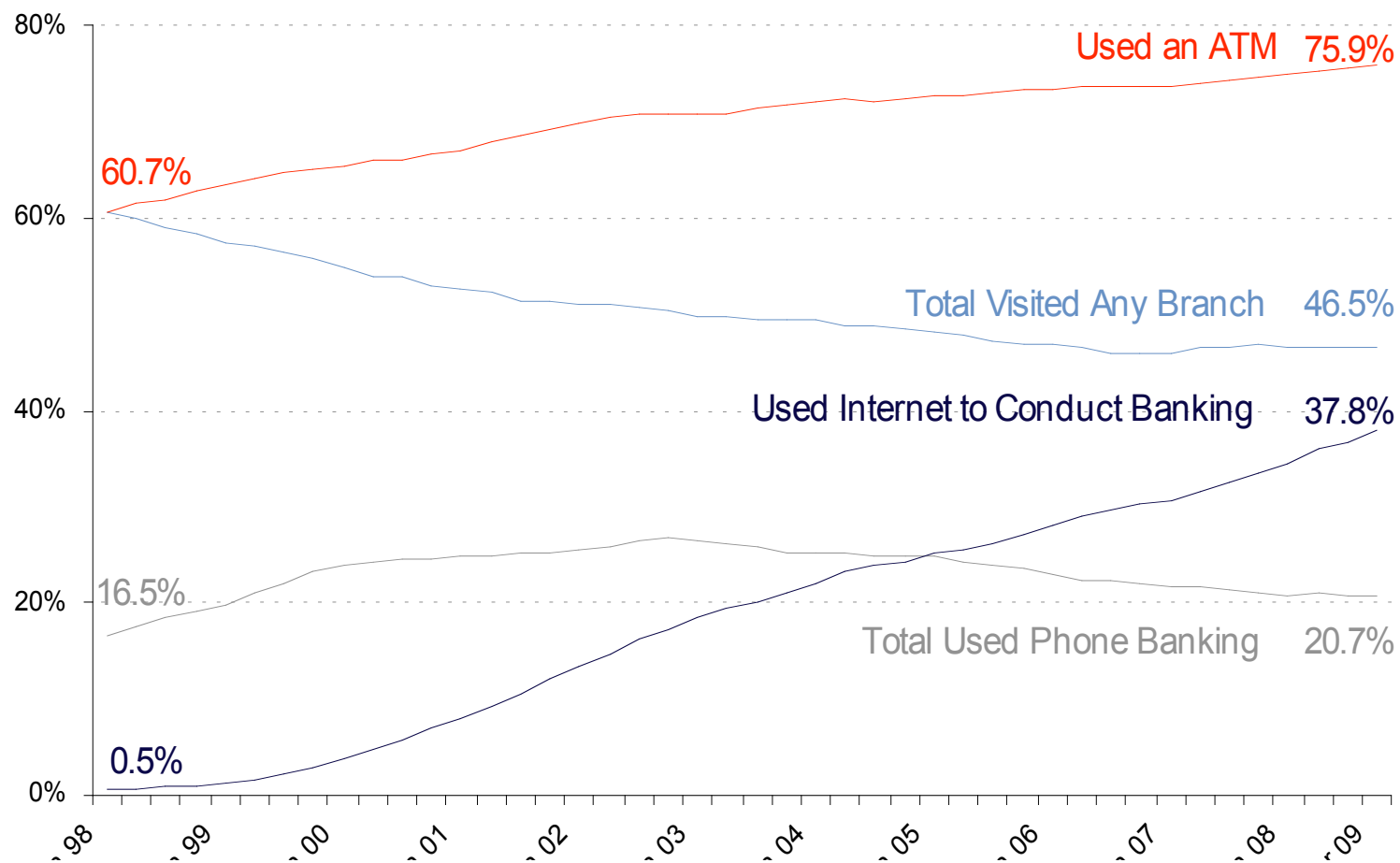
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Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

TECHNOLOGY Technology and Banking

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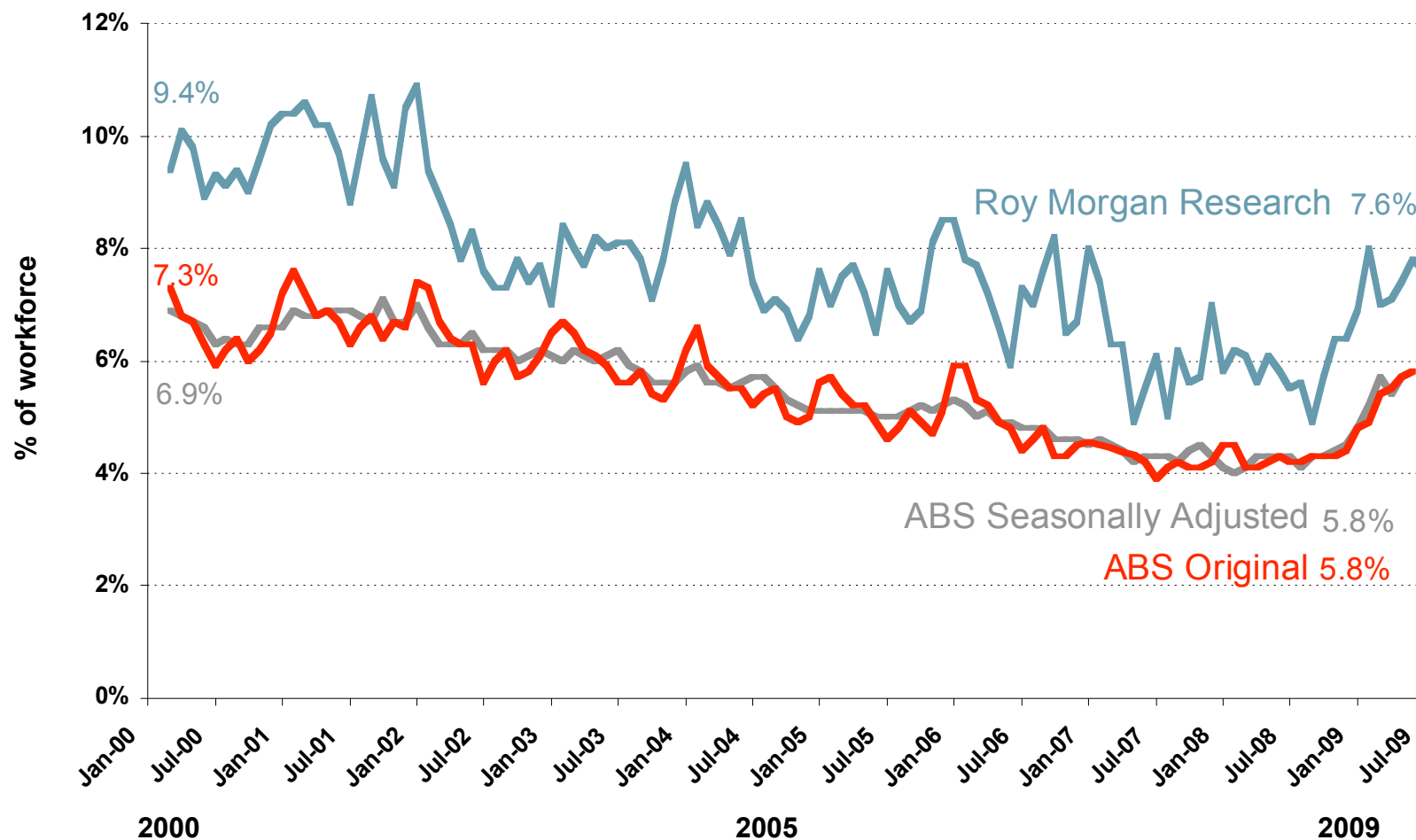


Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

- Unemployment & Workforce Participation
- Consumer Confidence
- Lead Indicators – Share Market, Interest Rates, Exchange Rates, Superannuation
- Attitudes to Economy and Government Performance

ECONOMY Unemployment

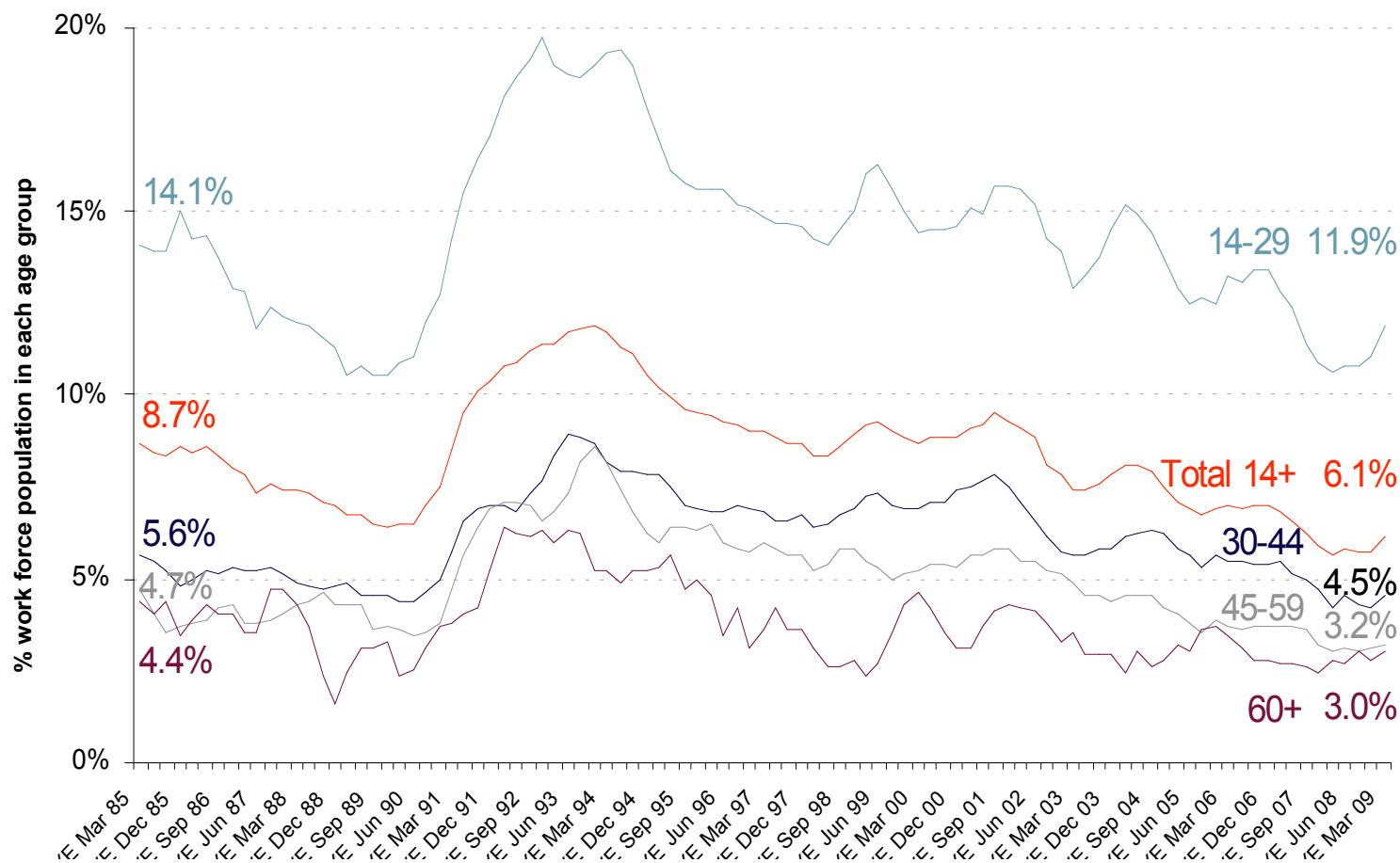
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Base: Roy Morgan Research Aust. Population 14+; ABS. Monthly data.

ECONOMY

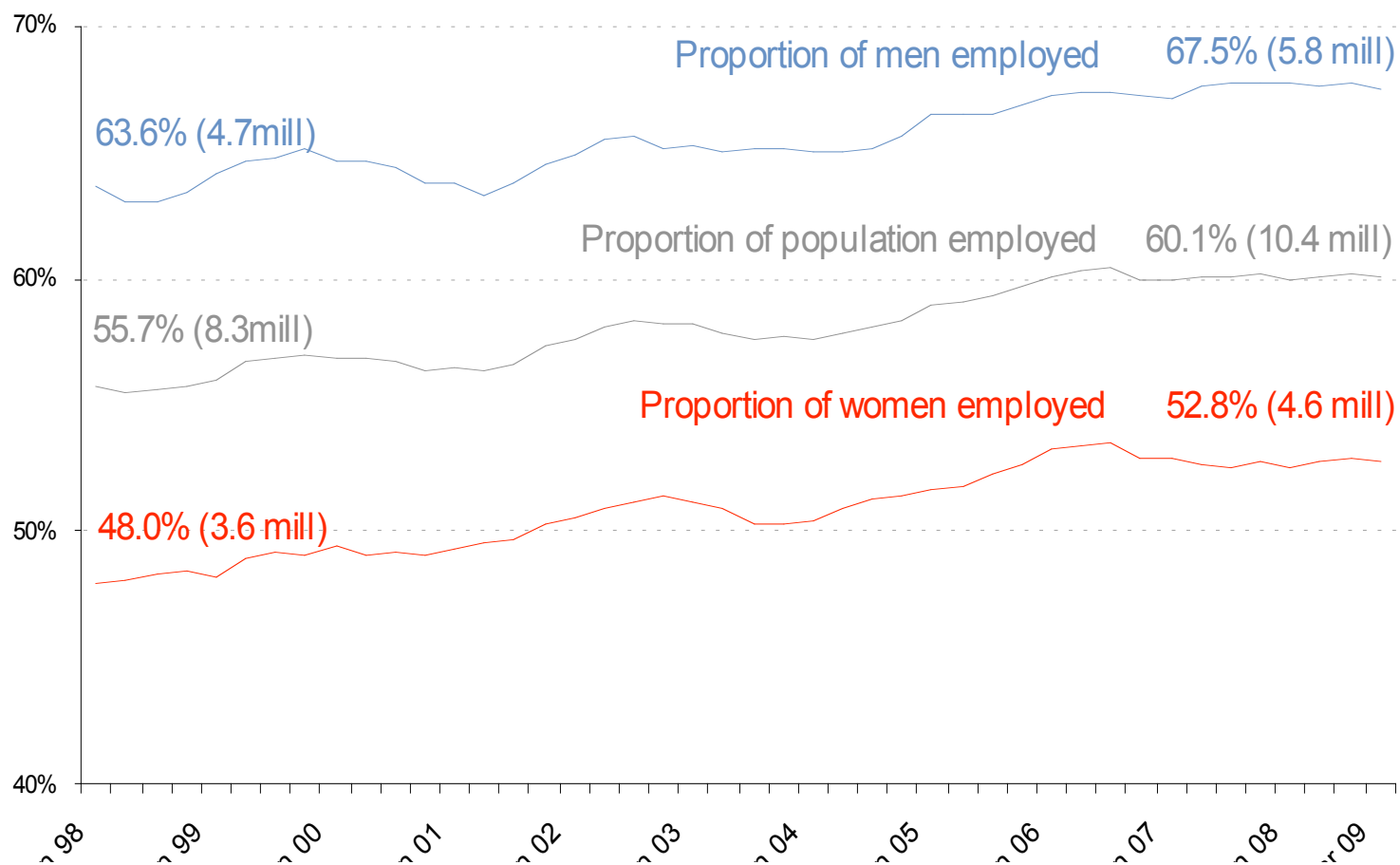
Unemployment by Age group



Base: Aust population aged 14+ in workforce; Source: Roy Morgan Research;

ECONOMY

Real Growth in Employment



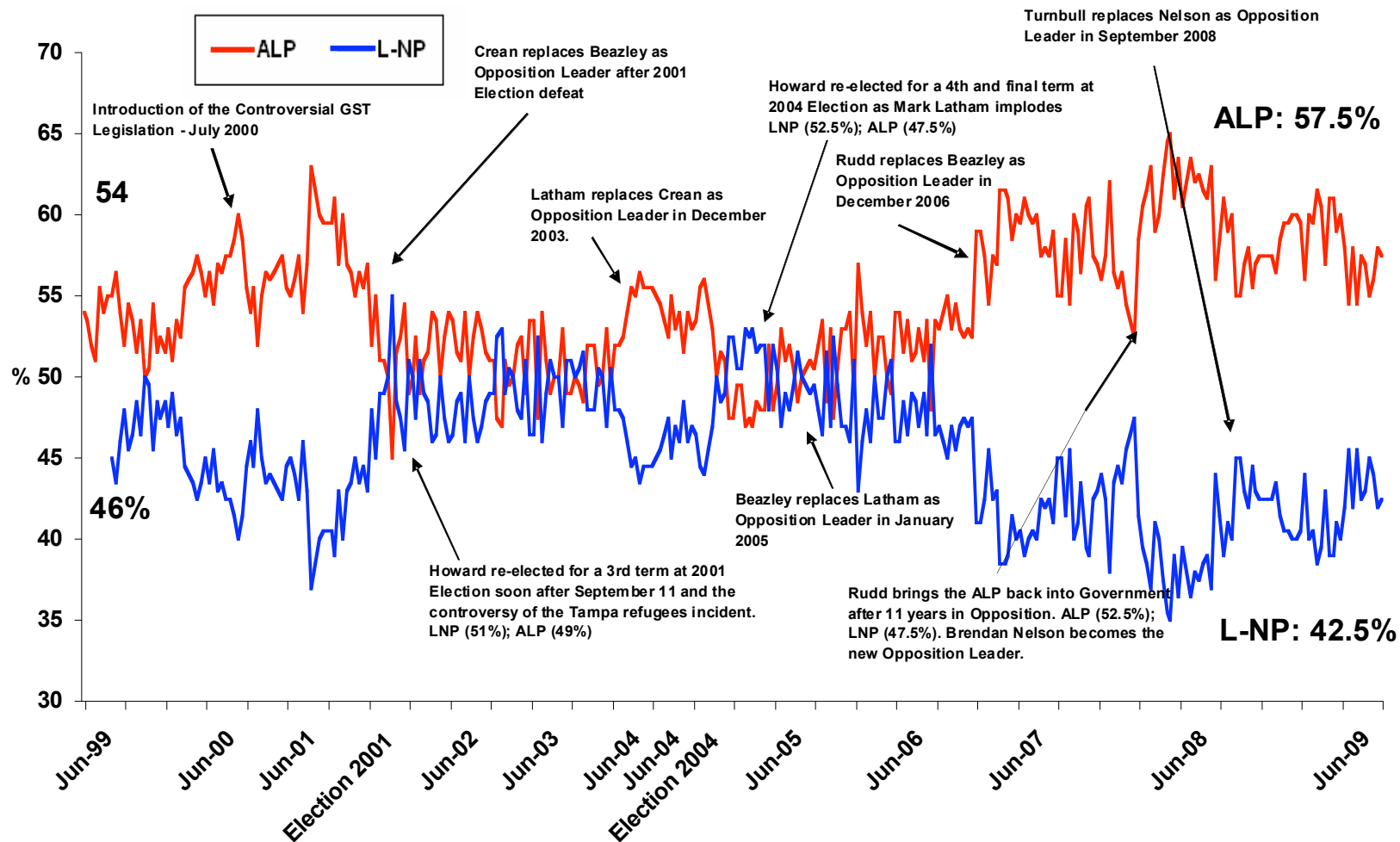
Base: Aust Population aged 14+; Source: Roy Morgan Research; 12 month moving average.

- Voting Intentions
- Attitudes towards government

POLITICS

Voting Intentions

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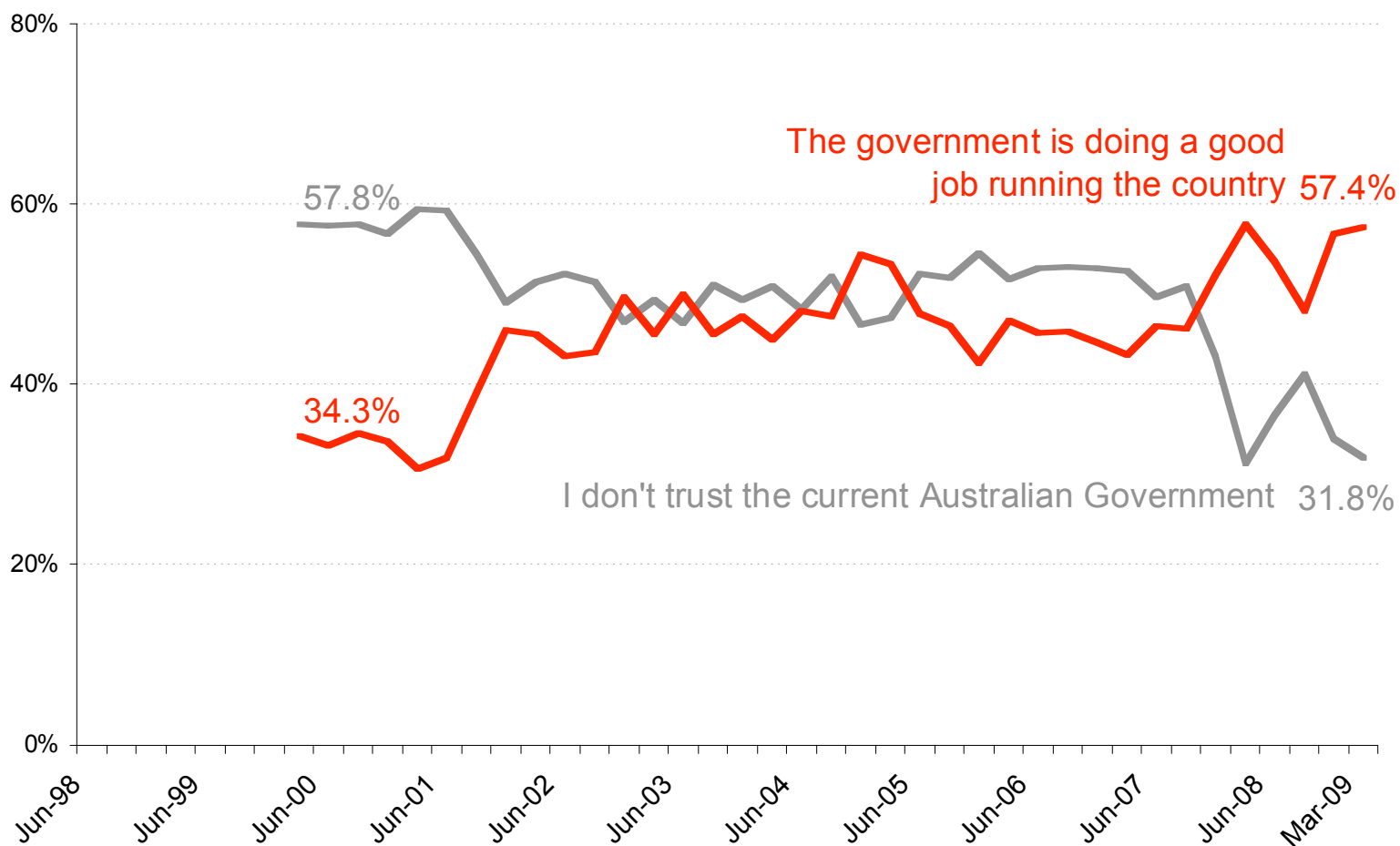


Base: Electors; Source: Roy Morgan Research

ECONOMY

Attitudes towards Government

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Base: Aust Population aged 14+; Source: Roy Morgan Research; 3 month moving average.



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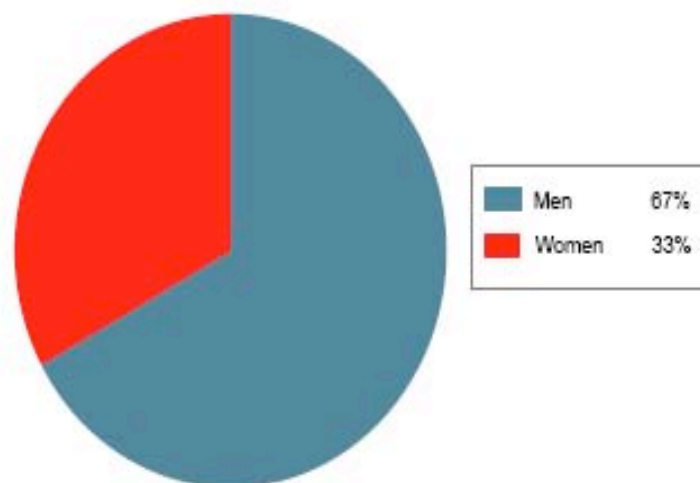
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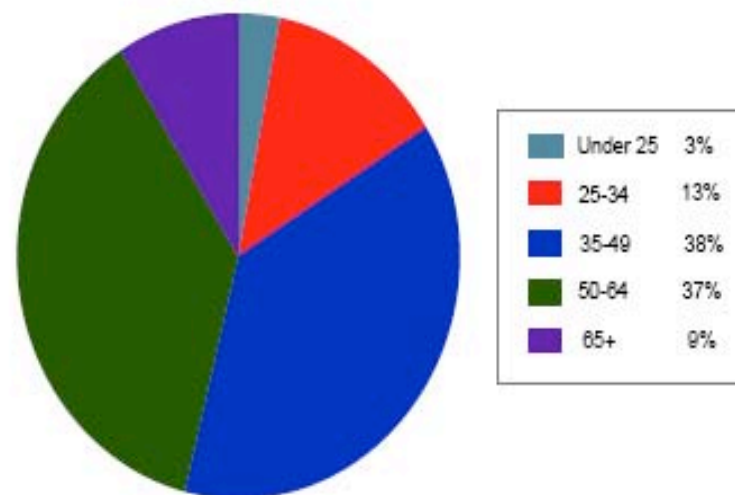
People who are Self-Employed Profile Gender, Age and State

These charts show the profile of the target profile group by Gender, Age and State.

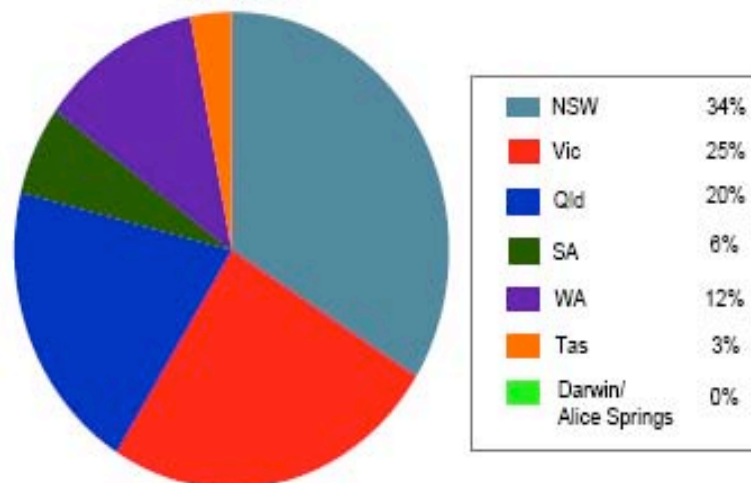
Gender



Age

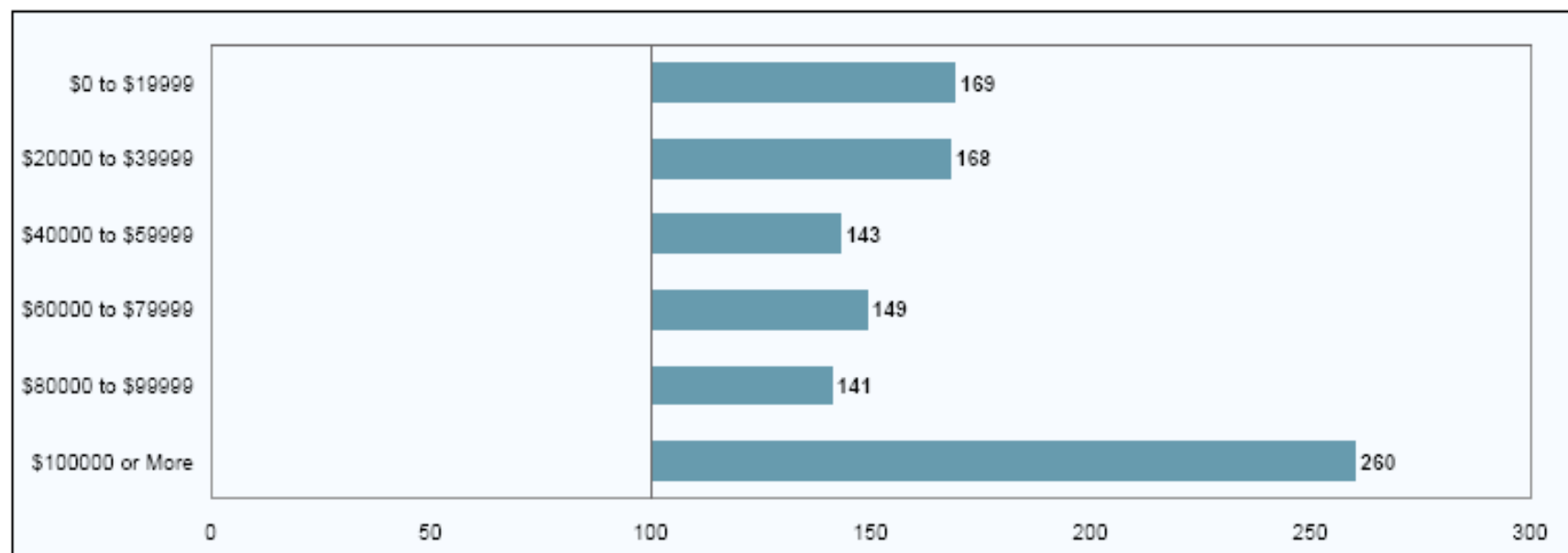
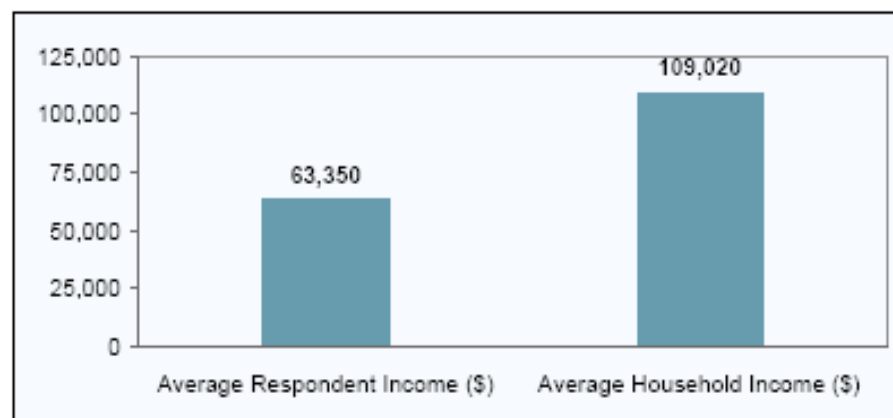


State



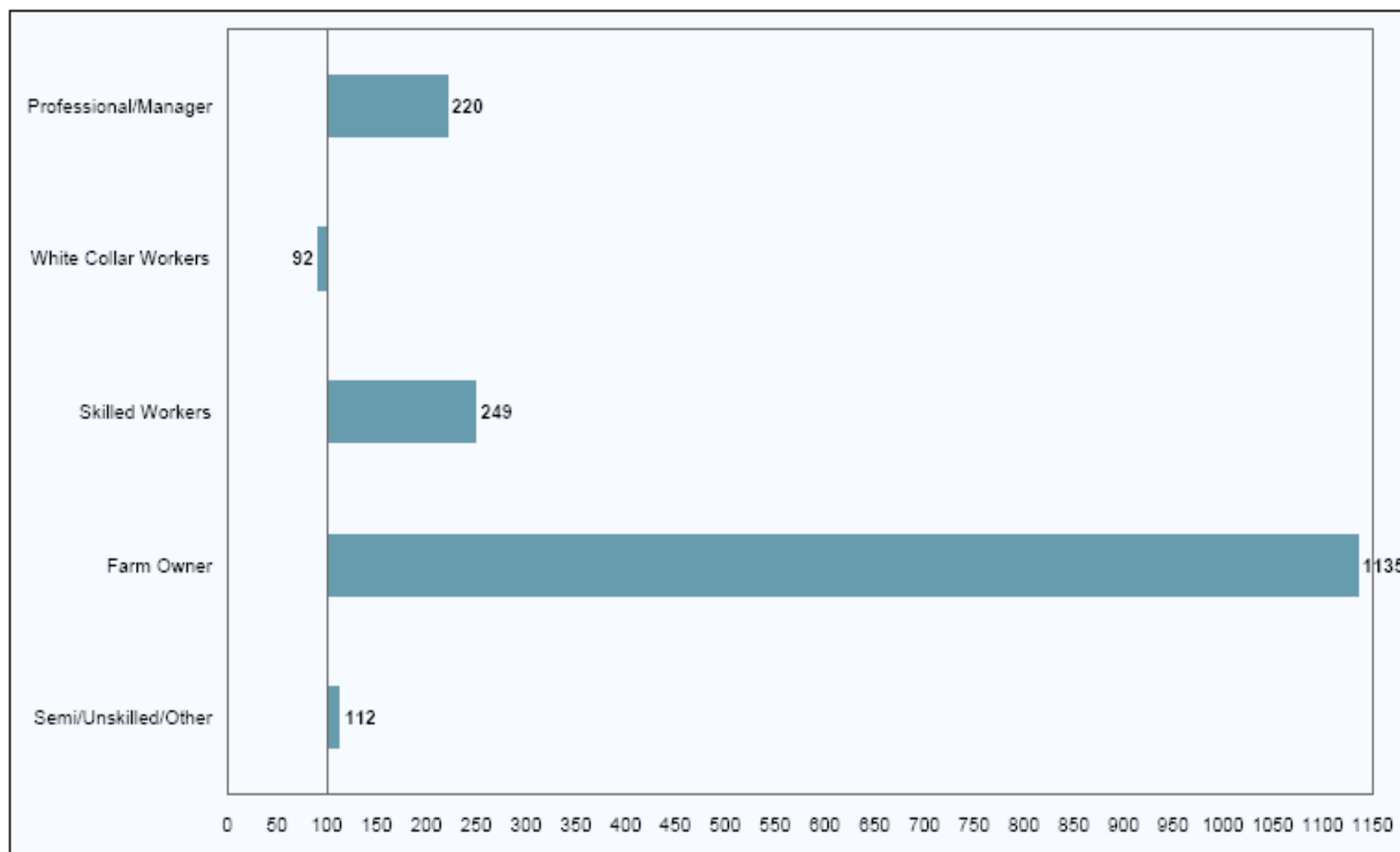
People who are Self-Employed Profile Respondent Income

These charts show the index of the target profile group compared to the average Australian in terms of Respondent Income and Household Income.



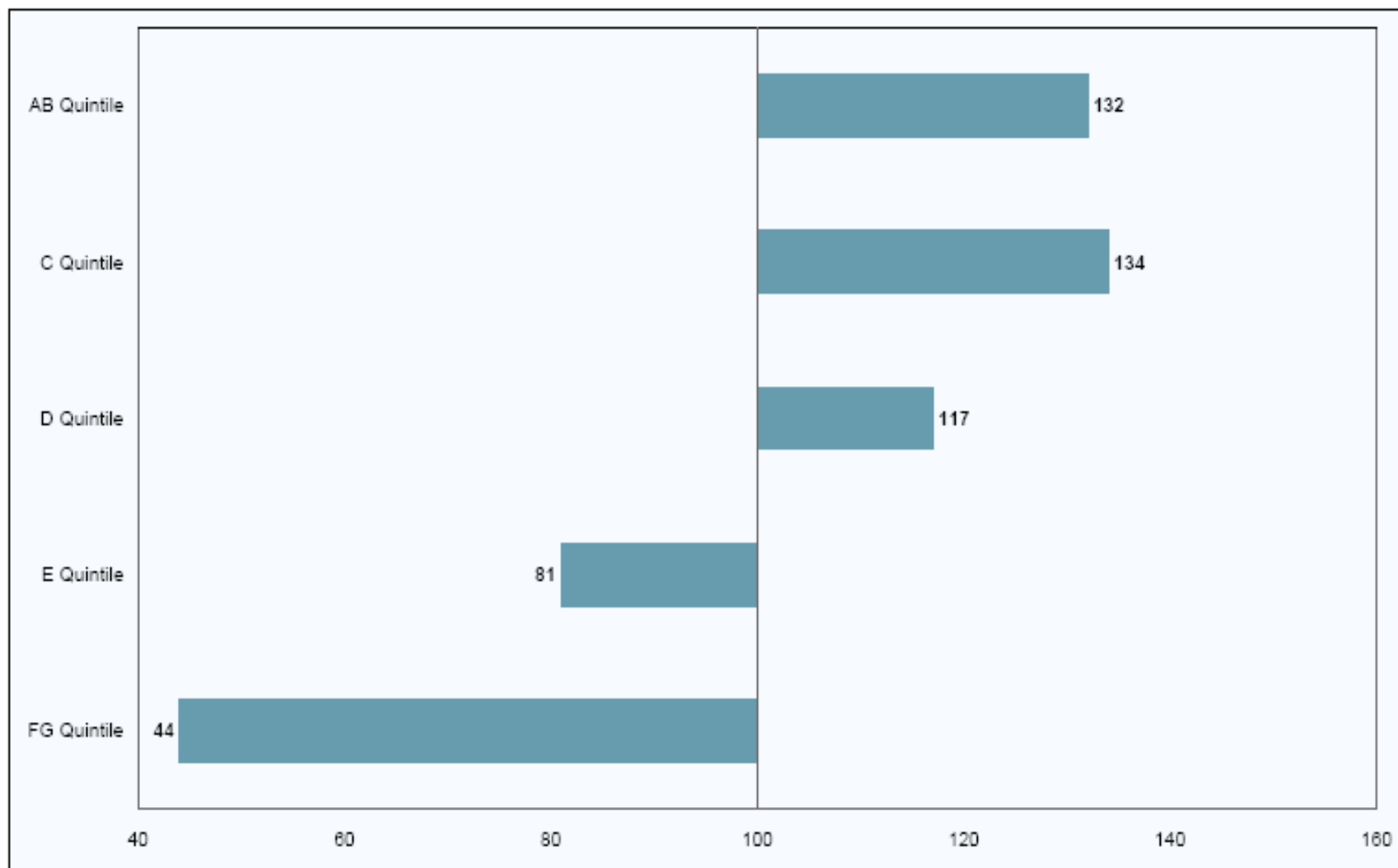
People who are Self-Employed Profile Occupation

This chart shows the index of the target profile group compared to the average Australian in terms of Occupation.



People who are Self-Employed Profile Socio-Economic Status*

This chart shows the index of the target profile group compared to the average Australian in terms of Socio-Economic Status*.



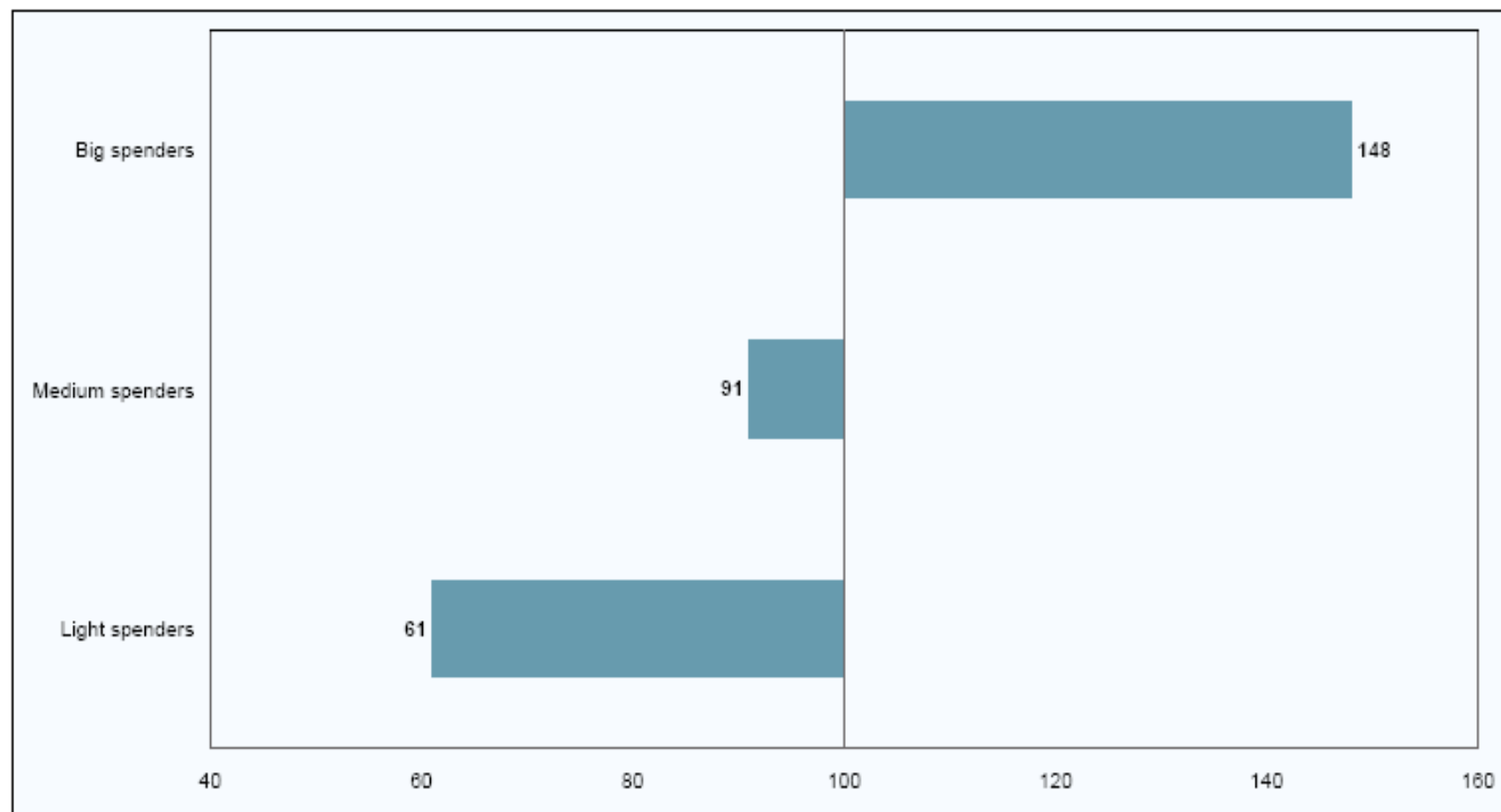
*Please refer to glossary for detailed explanation of Socio-Economic Status.

Source: Roy Morgan Research July 2008 - June 2009

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People who are Self-Employed Profile Discretionary Expenditure*

This chart shows the index of the target profile group compared to the average Australian in terms of Discretionary Expenditure*.



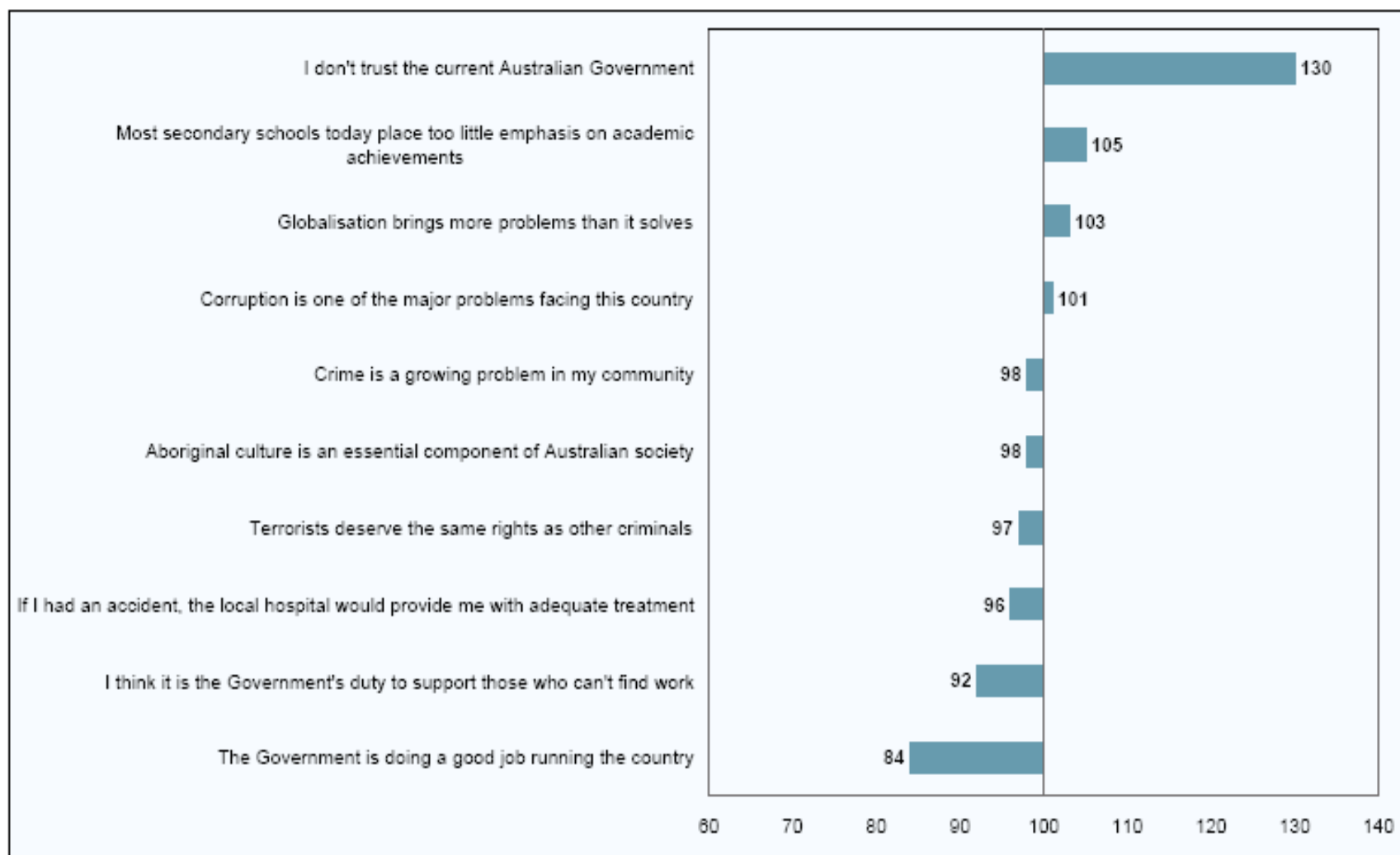
*Please refer to glossary for detailed explanation of Discretionary Expenditure Segments.

Source: Roy Morgan Research July 2008 - June 2009

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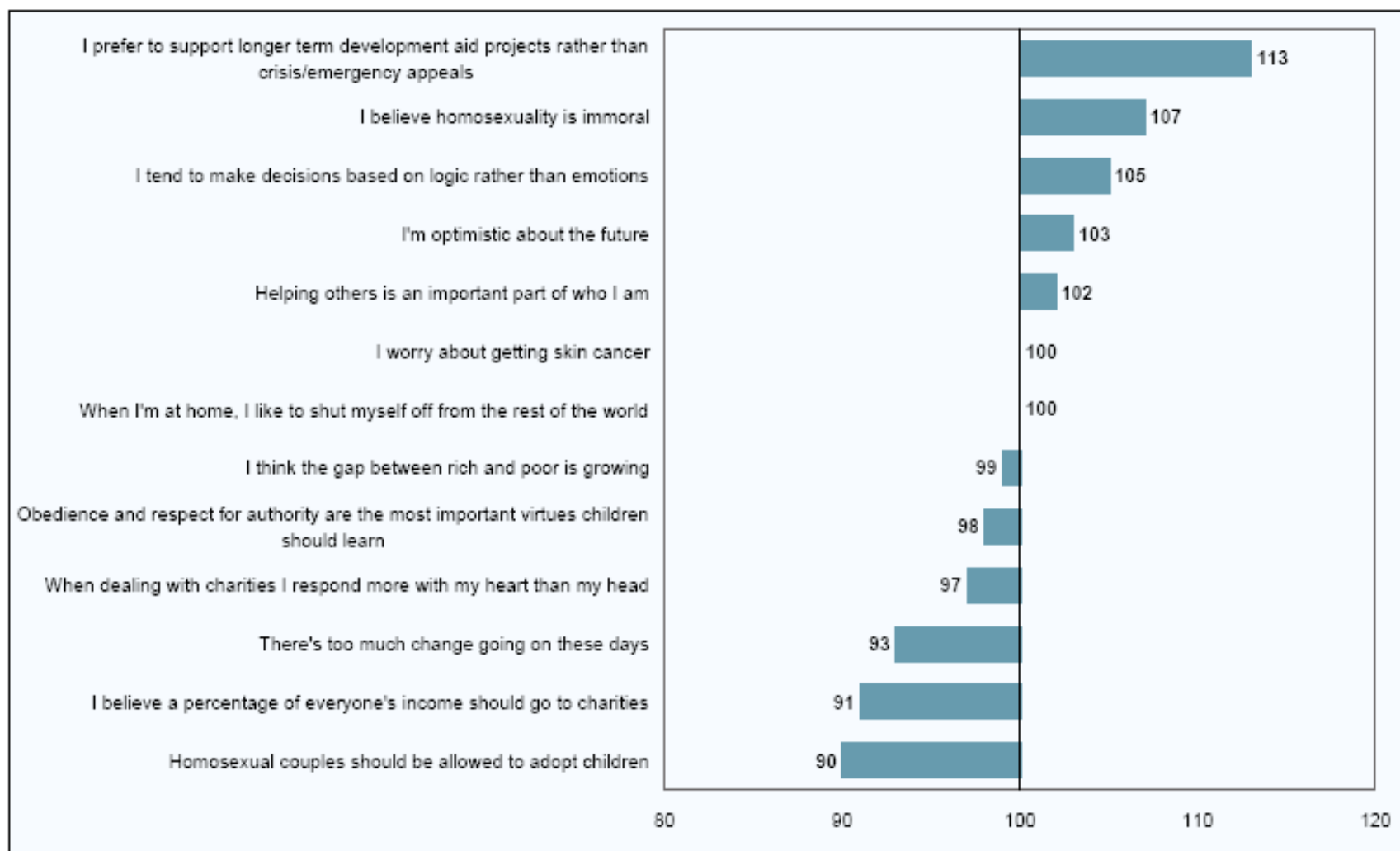
People who are Self-Employed Profile Government and Societal

This chart shows the index of the target profile group's attitudes compared to the average Australian.



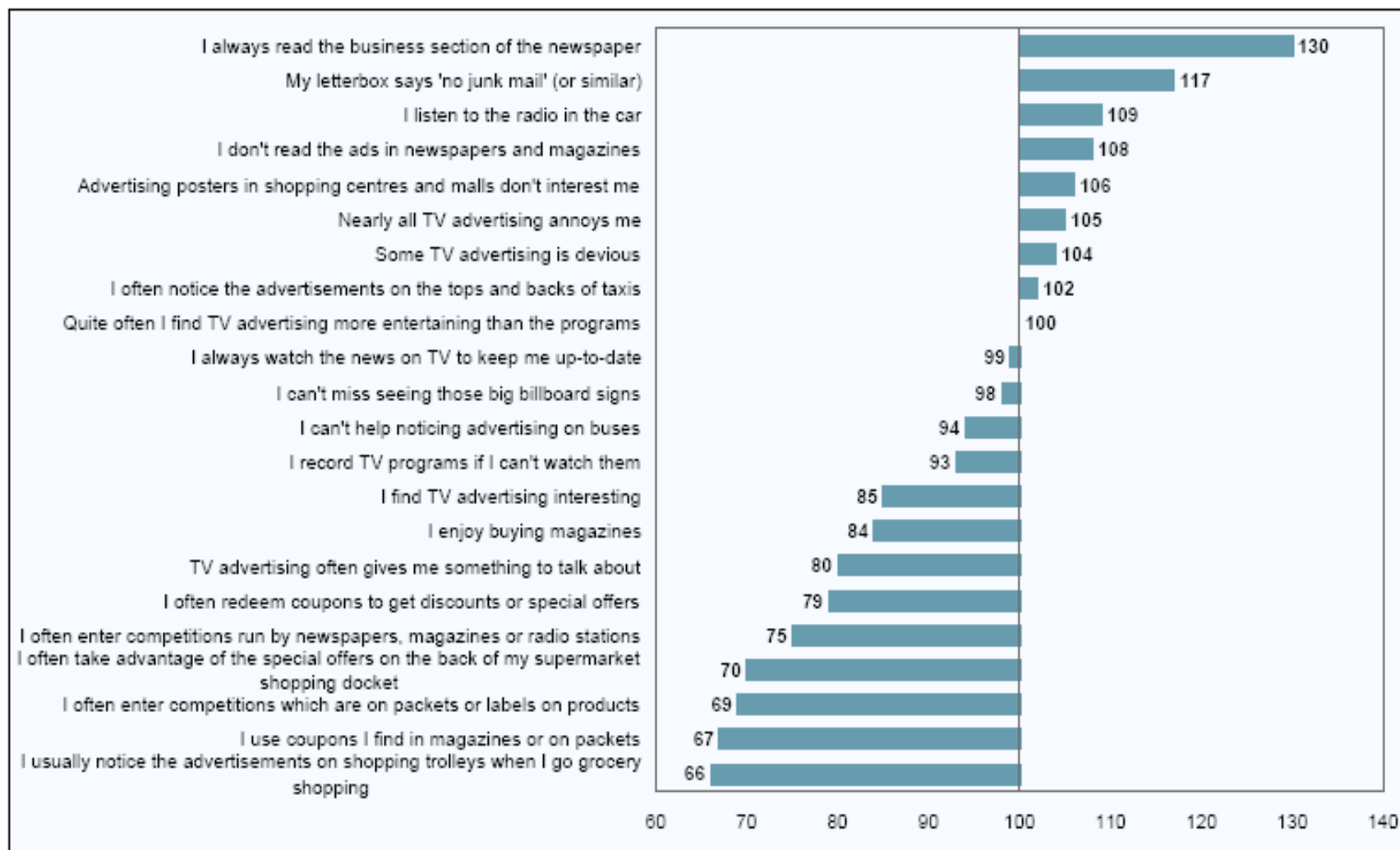
People who are Self-Employed Profile Personal

This chart shows the index of the target profile group's attitudes compared to the average Australian.



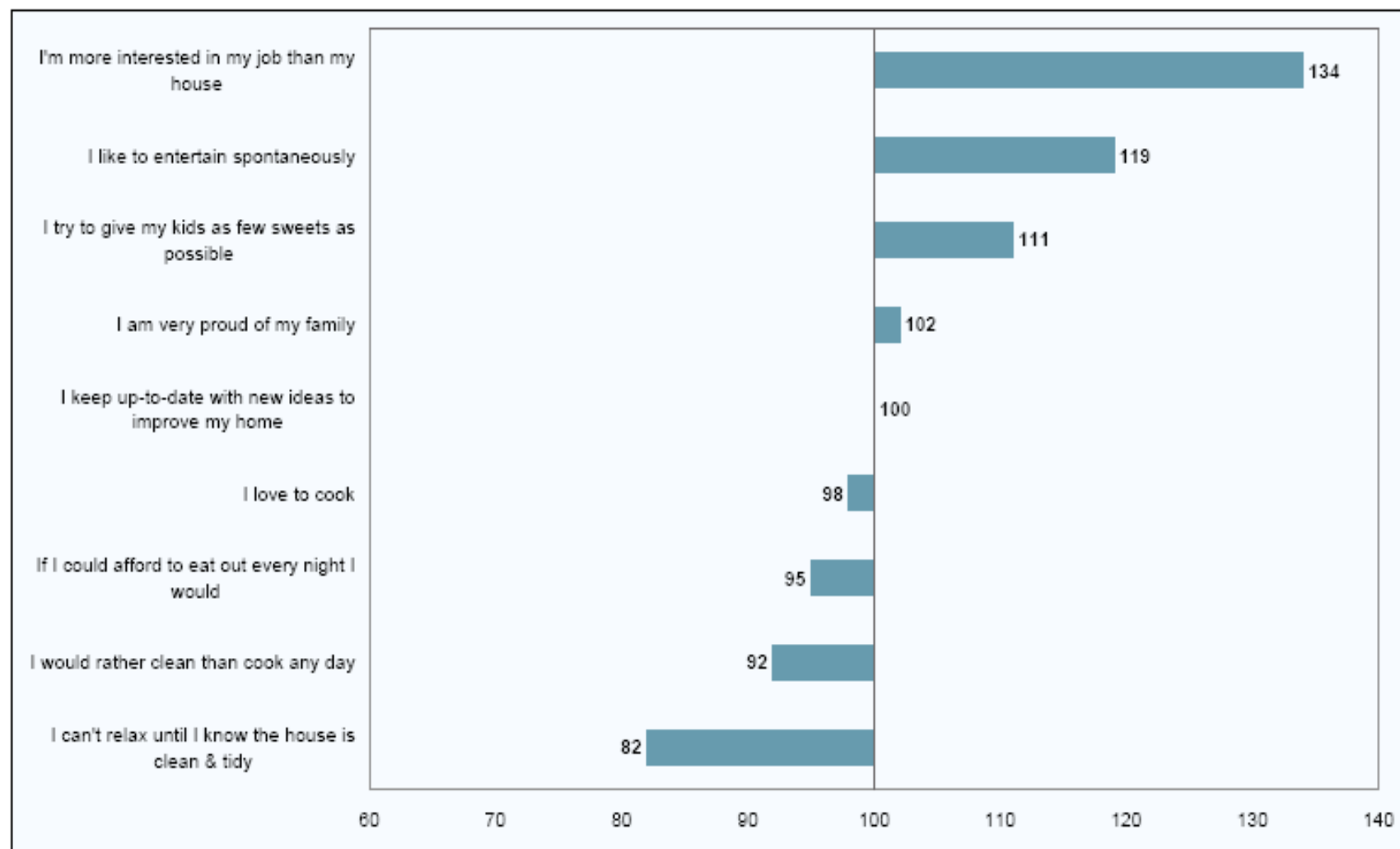
People who are Self-Employed Profile Advertising and Media

This chart shows the index of the target profile group's attitudes compared to the average Australian.



People who are Self-Employed Profile Family and Home

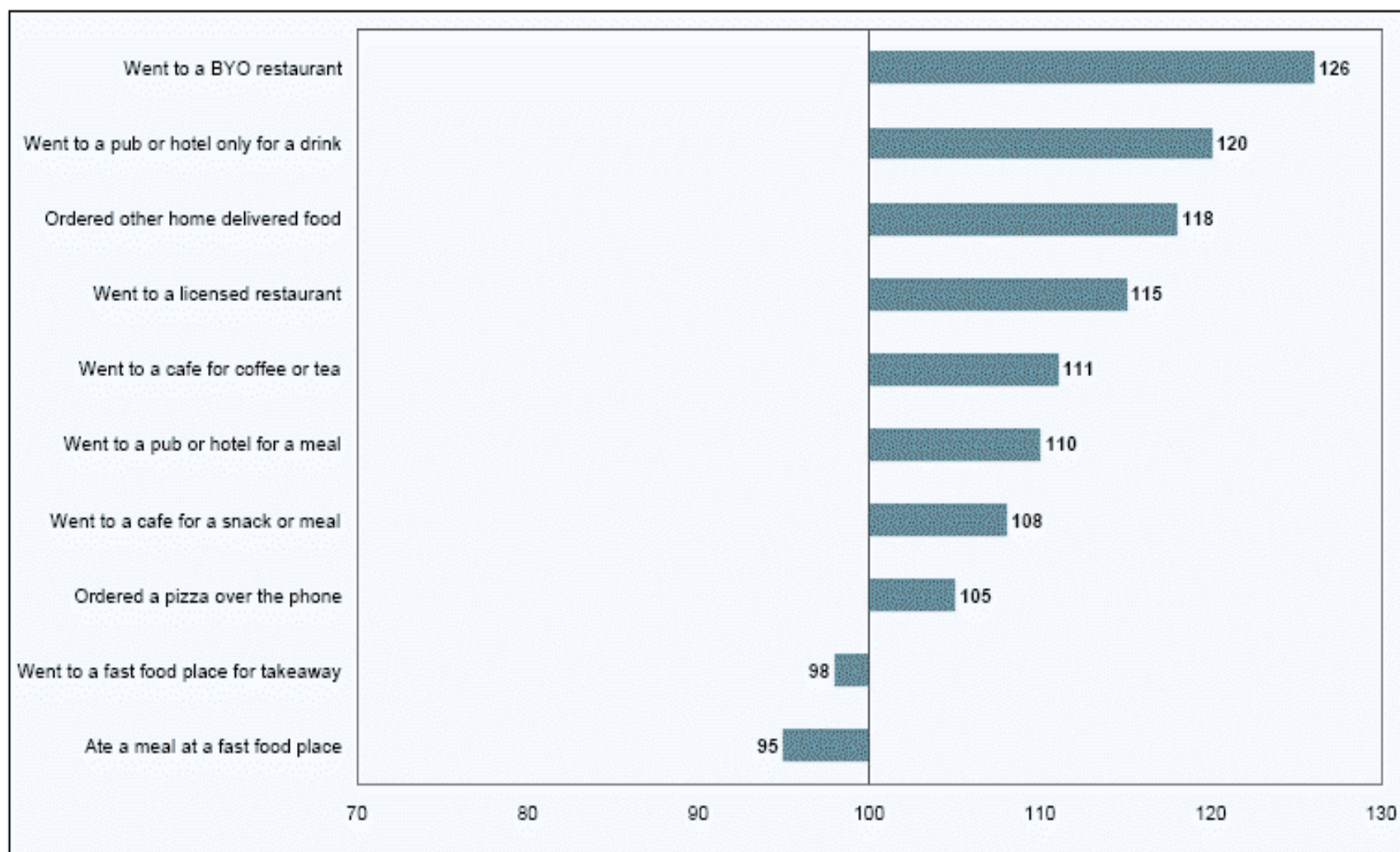
This chart shows the index of the target profile group's attitudes compared to the average Australian.



People who are Self-Employed Profile

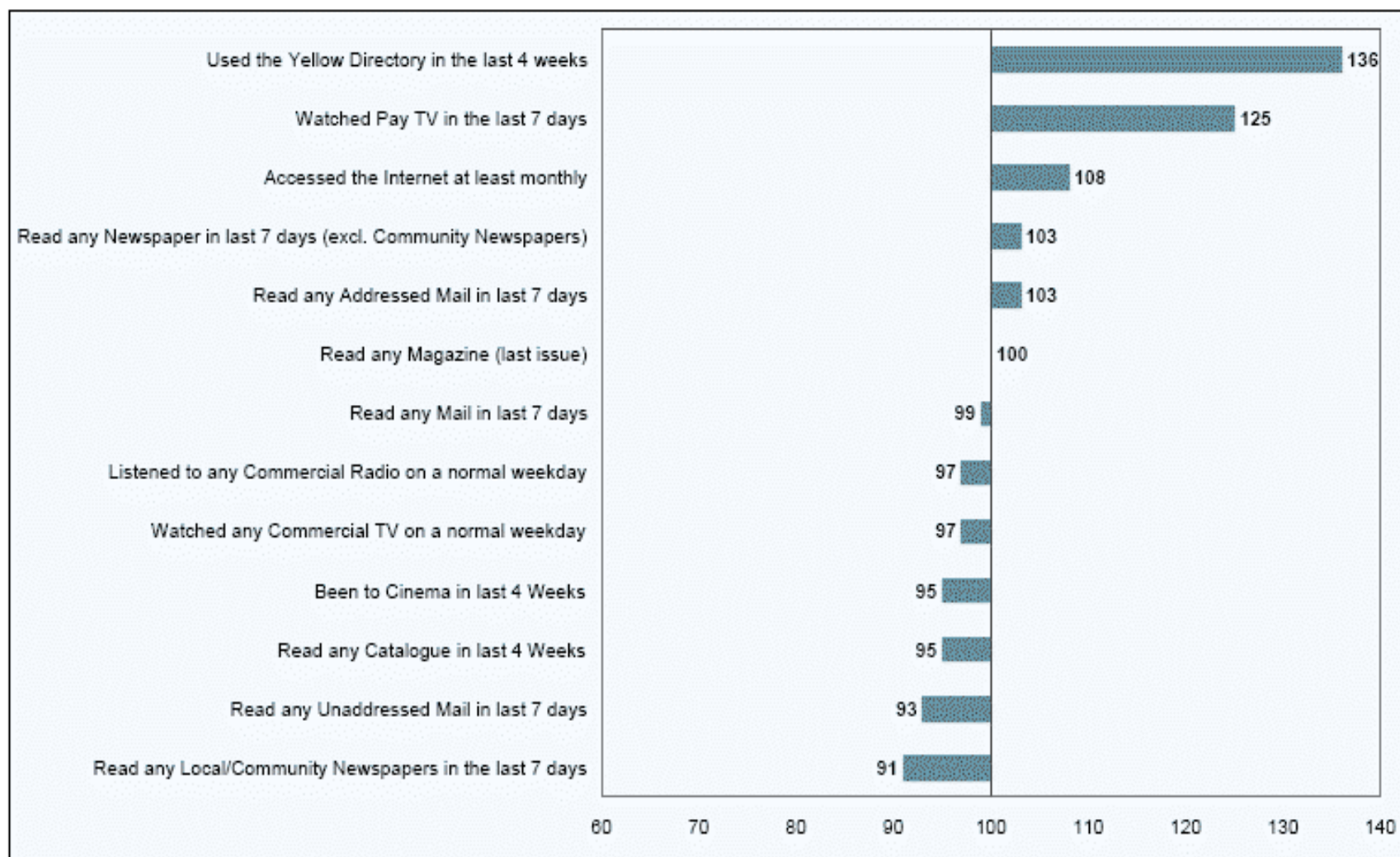
Activities in the Last 3 Months - Eating Out/Fast Food

This chart shows the index of the target profile group compared to the average Australian in terms of these activities in the last 3 months.



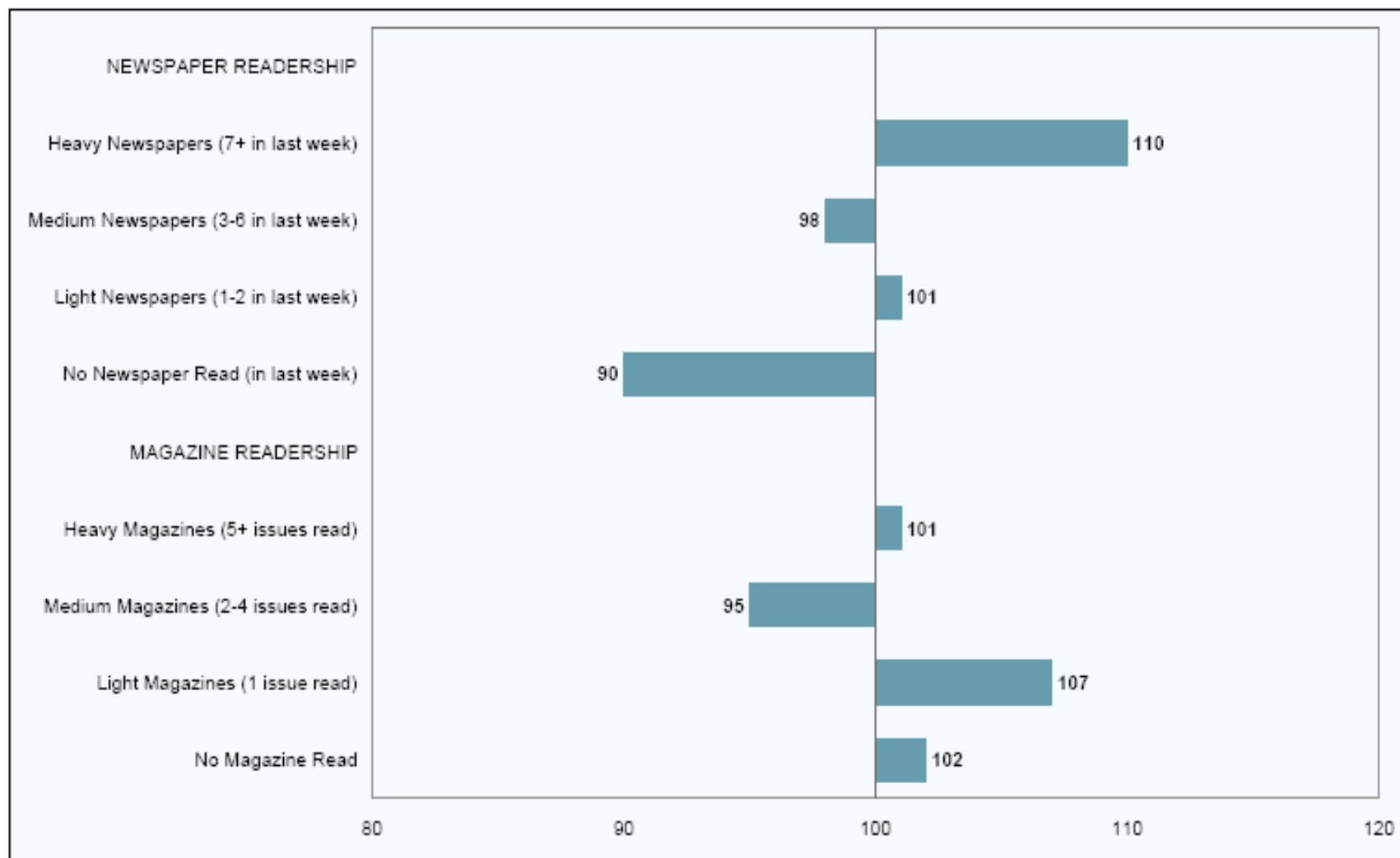
People who are Self-Employed Profile Media Usage Summary

This chart shows the index of the target profile group compared to the average Australian in terms of types of Media used.



People who are Self-Employed Profile Newspaper and Magazine Readership

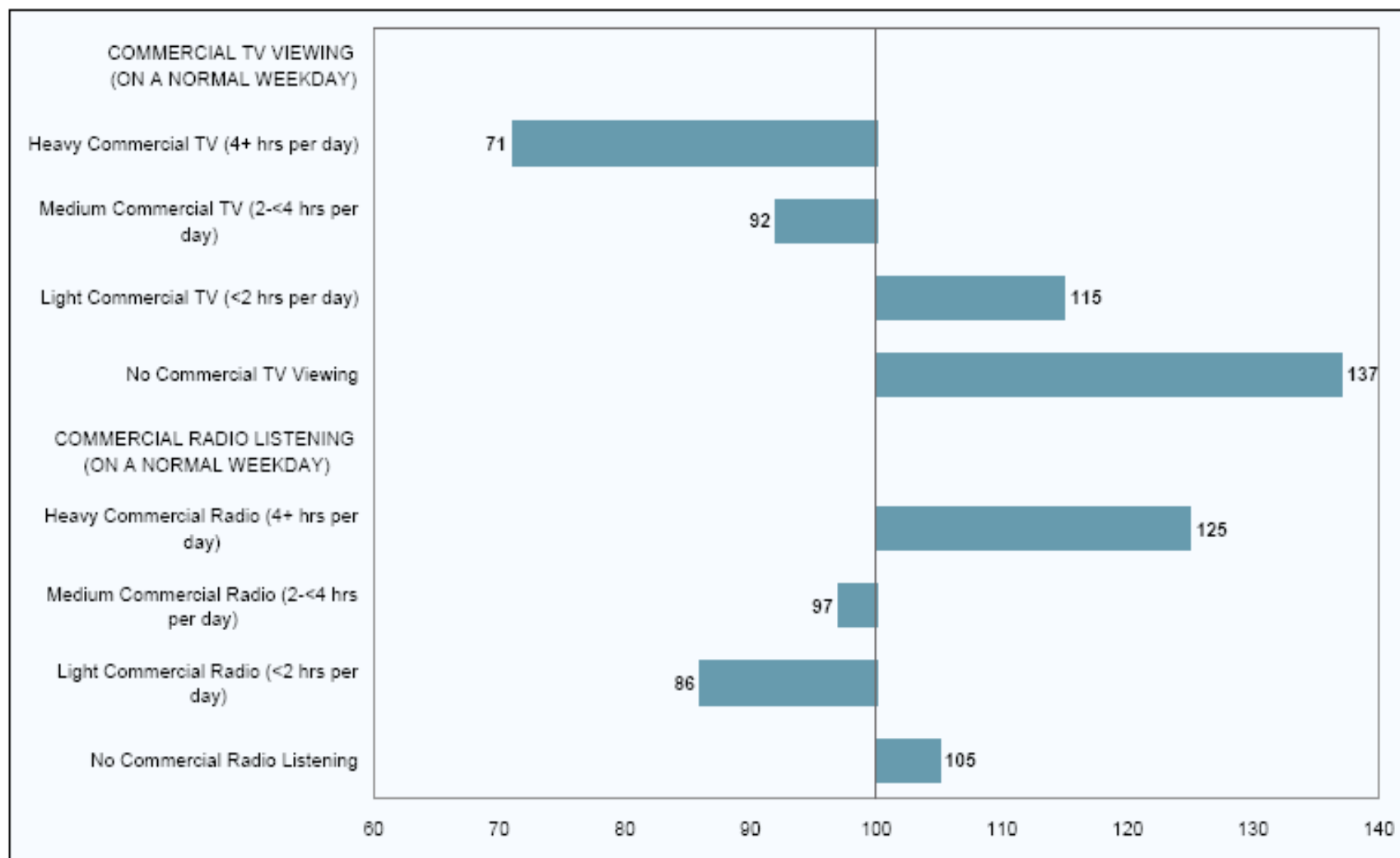
This chart shows the index of the target profile group compared to the average Australian in terms of their Newspaper and Magazine Readership.



People who are Self-Employed Profile

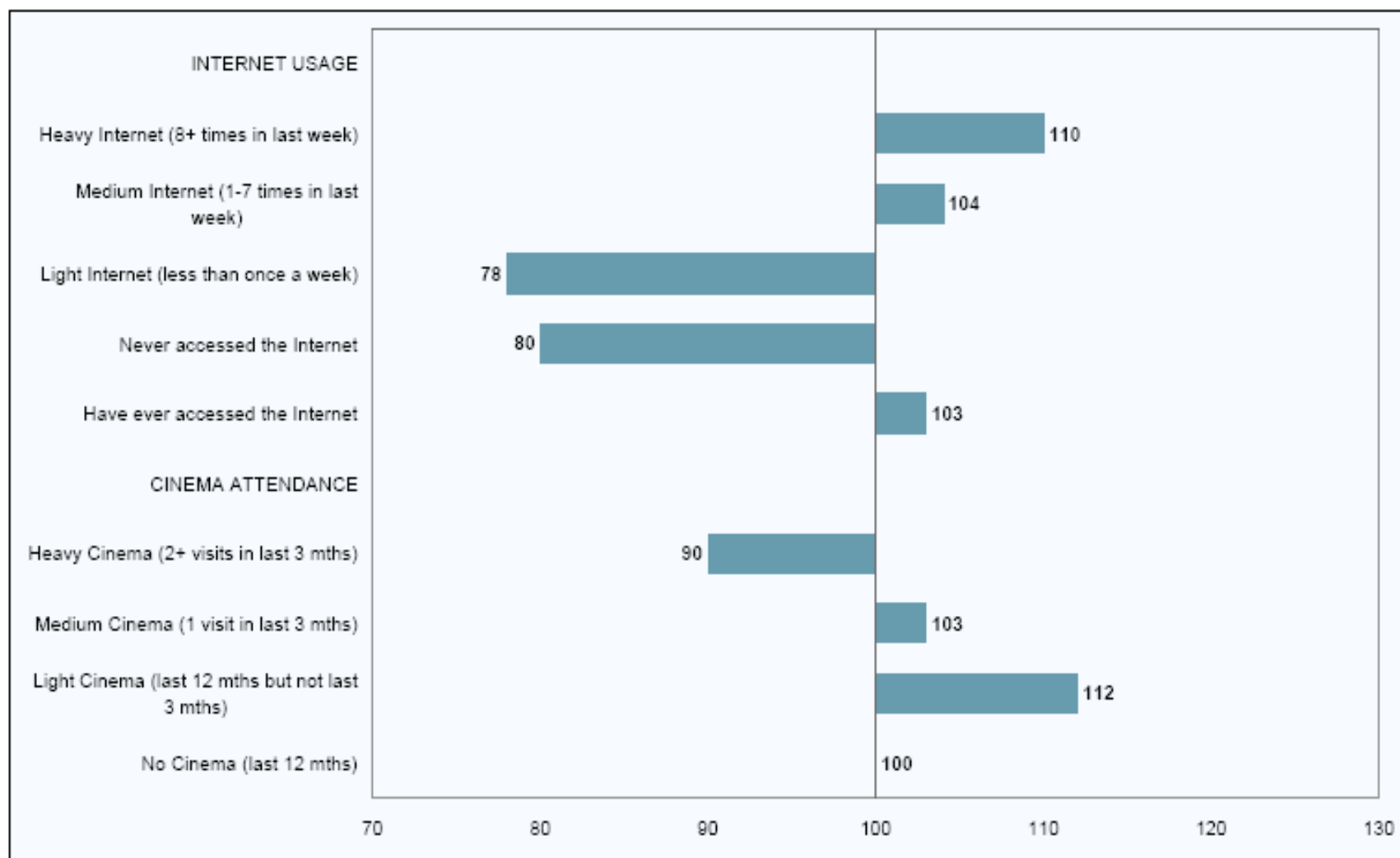
Weekday Commercial TV Viewing and Radio Listening

This chart shows the index of the target profile group compared to the average Australian in terms of their Weekday Commercial TV Viewing and Radio Listening.



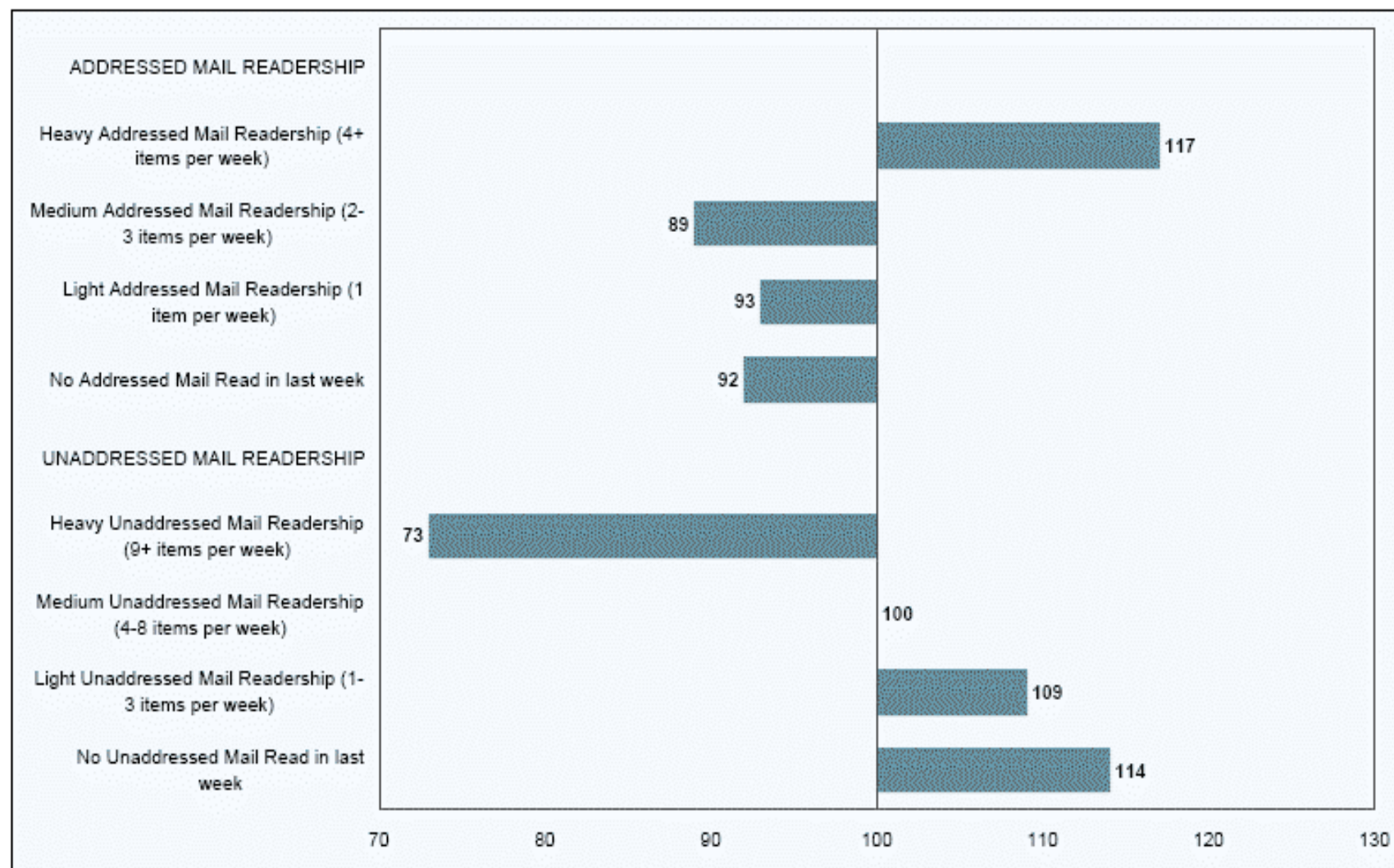
People who are Self-Employed Profile Internet Usage and Cinema Attendance

This chart shows the index of the target profile group compared to the average Australian in terms of their Internet Usage and Cinema Attendance.



People who are Self-Employed Profile Addressed and Unaddressed Mail Readership

This chart shows the index of the target profile group compared to the average Australian in terms of their Addressed and Unaddressed Mail Readership.



Thank you

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