






ROY
MORGAN






Data Accuracy







A compilation of examples






Australia - June 2020












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 - 69.8% Asia - 12.4% Canada - 0.3% Greece - 0.2% Italy - 0.5% New Zealand - 2.7% United Kingdom - 5.5% USA - 0.6% Middle East - 1.2% Africa - 2.3% Other - 4.5% (Aged 15+) 12 months to June 2020
	Labour Force (Employed or Looking for work)	13.5 million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2020	14.0 million (Aged 15+) 12 months to June 2020
	Labour Force Participation Rate	64.0% (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 June 2020	67.6% (Aged 15+) 12 months to June 2020
	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 - 54% 12 months to June 2020
	Number of Mobile Handsets	27.5 million Australian Communications and Media Authority Communications Report 2018-19 May 2019	22.7 million 12 months to June 2020 (22.2 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)
	Percentage of People Who Earn \$3,000 or More Per Week	4.2% (Aged 20-64) Australian Bureau of Statistics August 2016 Census	6.2% (Aged 20-64) 12 months to June 2020 (4.2% - 12 months to September 2016)
	Average Household Income (Annualised)	\$83,085 (Aged 15+) Australian Bureau of Statistics August 2016 Census	\$96,658 (Aged 15+) 12 months to June 2020 (\$87,150 - 12 months to September 2016)
	Average Weekly Income - Full Time Employed Annualised	\$94,224 (Aged 21+) Australian Bureau of Statistics Catalogue No. 6302.0 May 2020	\$94,288 (Aged 21+) Quarter to June 2020
	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 - \$75,895 Male - \$84,161 Female - \$66,468 12 months to June 2020
	Superannuation Assets Held	\$2,874 billion Australian Prudential Regulation Authority (APRA) Quarter to June 2020	\$2,843 billion 12 months to June 2020






Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Cinema Attendance - Annual Visits	84.7 million Motion Picture Distributors Association of Australia 12 months to December 2019	72.7 million 12 months to June 2020 (86.3 million - 12 months to December 2019)
	Population with Private Health Insurance (Total Have Hospital Cover)	45% (Aged 14+) Australian Prudential Regulation Authority June 2020	47% 12 months to June 2020
	Internet Users	17.7 million users* (Aged 18+) Australian Communications and Media Authority Communications Report 2018-19 May 2019 (*Note: Accessed the internet in the last 6 months)	17.6 million users* (Aged 18+) 12 months to June 2020 (*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 6 months (% of Population)	78% (Aged 18+) Australian Communications and Media Authority Communications Report 2018-19 May 2019	81% (Aged 18+) Quarter to June 2020
	Educational Attainment - Tertiary Degree or Higher	5.7* million (Aged 15-74) Australian Bureau of Statistics Catalogue No. 6227.0 May 2020 (*Note: Highest Qualification Completed)	7.1* million (Aged 15-74) 12 months to June 2020 (*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 2019	1.1 million 12 months to June 2020

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	% of Population with Home Internet Connection	91%* Australian Communications and Media Authority Communications Report 2018-19 May 2019 (*Note: Includes ADSL, cable, fibre, fixed wireless, mobile wireless internet services. Excludes Mobile Handset)	90% 12 months to June 2020 (87% - 12 months to June 2019)
	% of Population with Mobile Internet Connection	80% Australian Communications and Media Authority Communications Report 2018-19 May 2019	75% 12 months to June 2020
	Smoking Incidence	15.1% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018	14.7% (Aged 18+) 12 months to June 2020 (16.1% - 12 months to June 2018)
	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	55.2% (Aged 18+) Quarter to June 2020 (57.6% - 12 months to June 2018)
	Total Have Pay TV (Foxtel)	3.1 million Australian Communications and Media Authority Communications Report 2018-19 May 2019	5.0 million 12 months to June 2020 (5.5 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)
	Online Retail Spending - Total	\$8.7 billion Quarter to June 2020 (\$5.9 Billion - Quarter to March 2020) Australian Bureau of Statistics Catalogue No. 8501.0	\$8.3 Billion Quarter to June 2020 (\$6.3 Billion - Quarter to March 2020)
	Premises connected to NBN	7.4 million* NBN Wholesale Market Indicators Report Australian Competition & Consumer Commission (ACCC) June 2020 (*Note: Homes and Businesses connected)	5.4 million* Quarter to June 2020 (*Note: Households connected)
	Number of Registered Vehicles (Passenger and Light Commercial Vehicles)	18.1* million Motor Vehicle Census Australian Bureau of Statistics Catalogue No. 9309.0 January 2020 (*Note: Registered Vehicles)	17.4* million 12 months to June 2020 (*Note: Vehicles in the Household)
	Total Kilometres Driven in the last 12 months	238 billion kilometres Survey of Motor Vehicle Use Australian Bureau of Statistics Catalogue No. 9208.0 12 months to June 2020	236 billion kilometres Qtr to June 2020
	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)	16.9 kilometres (Aged 15+) 12 months to June 2020 (16.7 kilometres - 12 months to September 2016)

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 - 40.2% Women - 26.1% (Aged 18+) 12 months to June 2020
	Average Height	Men - 175 cm Women - 161 cm (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 12 months to June 2018	Men - 177 cm Women - 164 cm (Aged 18+) 12 months to June 2020
	Most Popular Holiday Destination	656,000 holiday departures to New Zealand* Catalogue No. 3401.0 12 months to June 2020 (*Note: Number of traveller trips rather than number of travellers)	679,000 Australians travelled to New Zealand in the last 12 months 12 months to June 2020
	Participation in Sport and Physical Activity	64% (Aged 15+) Sport Australia AusPlay Survey 12 months to December 2019 (Note: Participate at least 3 times per week)	68% (Aged 15+) 6 months to June 2020 (Note: Regularly participate)

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Hours Worked in the last 7 days	<p>Employed - 34.2 Full Time - 41.3 Part Time - 18.2 (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2020</p>	<p>Employed - 32.6 Full Time - 38.1 Part Time - 21.4 (Aged 15+) 12 months to June 2020</p>
	Total Hours worked - Annual	<p>20.9 billion hours Australian Bureau of Statistics Catalogue No. 6202.0 12 months to June 2020</p>	<p>21.1 billion hours 12 months to June 2020</p>
	Hours Worked - Students in the Workforce	<p>16.1 Hours per Week (Aged 15-24) Australian Bureau of Statistics August 2016 Census</p>	<p>19.4 Hours per Week (Aged 15-24) 12 months to June 2020 (17.8 Hours per week - 12 months to September 2016)</p>
	Average Time Spent Watching TV	<p>2.5 Hours per Day Australian Multi-Screen Report Q4, 2017</p>	<p>2.4 Hours per Day 12 months to June 2020</p>
	Trade Union Membership	<p>1.5* million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6333.0 August 2020 (*Note: Connection with main job)</p>	<p>1.9* million (Aged 15+) 12 months to June 2020 (*Note: Connection with any job)</p>

Comparative Statistics		External Data Source (all ages unless otherwise stated)	Roy Morgan Single Source (aged 14+ unless otherwise stated)
	Average Time Spent Listening to Radio	14.7 Hours per Week (Aged 15+) Community Radio National Listener Survey Community Broadcasting Association of Australia December 2019	13.5 Hours per Week (Aged 15+) 12 months to June 2020
	People Who Speak a Language Other Than English at Home	22.9% (Aged 14+) Australian Bureau of Statistics August 2016 Census	22.9% 12 months to June 2020
	Solar Installation Penetration (% of Households)	27% Australian Bureau of Statistics Catalogue 4631.0 12 months to June 2019	29% 12 months to June 2020
	Cat Ownership (% of Households)	27% Animal Medicine Australia Pets in Australia Report 2019	24% Quarter to June 2020 (22% - Quarter to June 2019)
	Dog Ownership (% of Households)	40% Animal Medicine Australia Pets in Australia Report 2019	35% Quarter to June 2020 (37% - Quarter 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% Depression/other mood disorders- 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 - 5.1% Type 1 Diabetes - 0.9% Type 2 Diabetes - 6.2% Total Diabetes - 6.5% High Cholesterol - 7.3% Depression/other mood disorders- 17.4% Epilepsy - 1.0% Migraine - 9.5% Glaucoma - 1.5% Cataract - 4.0% Macular Degeneration - 1.1% Angina - 0.9% Asthma - 11.0% Hernia - 2.0% Psoriasis - 3.3% Arthritis - 19.8% Rheumatoid - 2.3% Rheumatism - 1.0% (Aged 18+) 12 months to June 2020