



Occupation Classifications

The occupation classifications used by GfK to segment the categories are the Australian Standard Classification of Occupations (ASCO) as defined by the Australian Bureau of Statistics. The specific job titles listed are only examples of each occupation category.

A	Managers and administrators (General manager, managing supervisor, government appointed officials, farm managers, farmers)
B	Professionals (Engineers, building professionals, natural scientists, health diagnosis and treatment practitioners, school teachers, other teachers and instructors, social professionals, business professionals, artists and related professionals)
C1	Para-professionals, clerks, sales persons and personal service workers (Technicians, air and sea transport technical workers, registered nurses, police, air traffic controllers, receptionists, telephonists, clerical, data processors and business machine operators, stenographers and typists, couriers, tellers, cashiers, investment and real estate salespersons, sales representatives, sales assistants, telephone sales)
C2	Tradespersons (Electrical and electronic tradespersons, metal fitting and machining tradesperson, building tradespersons, food tradesperson, plumbing tradespersons, vehicle tradespersons, printing tradespersons)
D	Plant, machine operators, and drivers (Road and rail transport drivers, mobile and stationary plant operators, machine operators)
E	Labourers and related workers (Trades assistants and factory hands, agricultural labourers and related workers, cleaners, construction and mining labourers, miscellaneous labourers and related workers)
F	Unemployed/looking for work
G	Student or under school age
H1	Not in paid employment
H2	Retired or aged pensioner



Lifestyle Categories

The single source lifestyle questionnaire forms part of the GfK radio survey. The data it provides gives users an excellent insight into listeners' lifestyles and purchasing habits or intentions.

Media	<ul style="list-style-type: none">- Newspaper readership (market specific) – paper and online- TV Viewing - Commercial, ABC, and Pay TV- Subscription TV- Video on demand
Lifestyle & travel	<ul style="list-style-type: none">- Air travel, interstate and overseas- Holiday travel intent- Sporting event attendance- Casino/licensed club visit- TAB betting- Internet or mobile phone gambling- Tobacco smoker/intention to quit- Lotteries, lotto, or scratchies purchase- Gym/Fitness centre membership/intent- Physical activity /intention to start- Start or continue low calorie/controlled diet- Cinema attendance
Household & home	<ul style="list-style-type: none">- Pet ownership- Home renovations<ul style="list-style-type: none">o Paintingo Landscaping/gardeningo Extensions/repair worko Kitchen/bathroom renovationso General household refurbishment- Likely to purchase or sell house/unit within next 12 months- Have an investment property- Intend to purchase an investment property in the next 12 months- Utility provider decision maker- Business decision maker



Lifestyle Categories (Continued)

Technology	<ul style="list-style-type: none">- Digital radio purchase- Social media usage- Mobile phone contract type- Mobile phone network carrier and intention to switch- Internet surfing - time spent- Computer tablet device purchase intent- Computer video games, software & hardware/accessories, purchase intent
Purchase behaviour	<ul style="list-style-type: none">- Hardware store purchase- Garden nursery purchase- Furniture/appliance store purchase- Department store or discount retailer purchase- Newsagency, music/record store purchase- Shopping for clothing/accessories- Pharmacy/chemist purchase- Purchased goods over the internet- Whitegoods, air-conditioning/heaters, furniture purchase intent- Audio/visual equipment, digital radio purchase intent- Motor vehicle purchase intent- Household green items purchase next 12 months
Finance & insurance	<ul style="list-style-type: none">- Mortgage provider and intention to change- Comprehensive motor vehicle insurance- Home and/or contents insurance- Private health insurance- Credit card ownership- Finance and investment purchase intention- Personal loan and investments
Food & beverage	<ul style="list-style-type: none">- Restaurant dining frequency- Hotel and licensed club visit- Take-away/fast-food purchases by food category and frequency- Home delivery meal kit purchase and frequency- Purchase of beer/wine/spirits/pre-mixed spirits for home or social occasions