



Occupation Classifications

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

A	Managers (Chief Executives, General Manager, Legislators, Farmers and Farm Managers, Specialist Managers, Hospitality, Retail and Service Managers)
B	Professionals (Arts and Media Professionals, Business, Human Resources and Marketing Professionals; Design, Engineering, Science and Transport Professionals, Education Professionals like School teachers, Air and Marine Transport Professionals, Accountants, Auditors; Health Professionals like midwives and nurses, medical practitioners)
C1	Community & personal service workers, clerical & administrative workers, sales workers (Health and Welfare Support Workers, Carers and Aides, Hospitality Workers, Protective service workers, Sports and Personal Service Workers, Office Managers, Program Administrators, Personal Assistants and Secretaries, General Clerical Workers, Inquiry Clerks and Receptionists, Numerical Clerks, Clerical and Office Support Workers, Other clerical and administrative Workers, Sales Representatives and Agents, Sales Assistants and Salespersons, Sales Support Workers)
C2	Technicians and trades workers (Engineering, ICT and Science Technicians, Automotive and Engineering Trades Workers, Construction Trades Workers, Electrotechnology and Telecommunication Trades Workers; Food Trades Workers; Skilled Animal, Agricultural and horticultural workers; other technicians and trade workers like hairdressers, printing trade workers, clothing trade workers)
D	Machinery operators and drivers (Machine and Stationary Plant Operators, Mobile Plant Operators, Road and Rail Drivers, Storepersons)
E	Labourers (Cleaners and Laundry Workers, Construction and Mining Labourers, Factory Process 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- 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- Online gambling- 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 network carrier and intention to switch- Computer tablet device purchase intent- Computer video games & 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 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