**Highly sort places for Aussies to live**

Lachlan Hastings

What does your address say about you?

Quite a bit, according to those behind a website that profiles people and estimates the household income.

But privacy advocates have expressed concerns after the Roy Morgan Research classification tool Helix Personas began allowing users to obtain profiles by entering a street address.

The site, which introduced the feature in recent weeks after opening for business last year, is marketed as being able to categorise every Aussie into one of 36 personas.

You can find out, free-of-charge, whether your persona is of a “Fit and Fab Metrotech”, a “Penny Wise Rattle” or a “Done Good Aussie Achiever.”

Residents of households in inner suburban streets are likely to find themselves profiled as well-educated and career-focused renters with a “Big Future” bringing in $96,000.

Meanwhile those in a growing urban fringe area may be categorised as “Getting By” on a household income of $70,000.

The site has been touted as potentially useful to retailers trying to determine where to locate future outlets.

However, Australian Privacy Foundation vice-chair Katrina Michael said companies applying profiles could get it dramatically wrong or right.

Michael said that consumers had a choice to make in light of the “big data” trend, which often mischaracterised people.

“We can continue to believe the rhetoric that says ‘We are doing no harm to individuals. It is hardly tracking when profiling small neighbourhoods’ – or we can begin to demand an end to the on-selling of personal information,” she said.

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**No jail for kids with teenager**

A Melbourne woman who repeatedly had sex with a teenage neighbour since he was 13, having three of his children, has been convicted but will not be jailed.

Victoria County Court Judge Christopher O’Neill said that the woman, who was 22 when they first had sex, had an IQ of 64 and the awareness of a teenager.

He sentenced her to three years in prison, which was wholly suspended, and placed her on the sex offenders’ register for life.

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**AFL vows to tackle variable ticket costs ire**

The AFL says it is taking complaints from fans about its variable ticket pricing “very seriously”.

It came after the AFL Fans’ Association launched a formal complaint to the Australian Competition and Consumer Commission last Thursday about the cost of tickets at the MCG and Etihad Stadium.

Club members were angered at an AFL decision that meant they had to pay an extra fee for a reserved seat at some games.

“We’ve already said that the ticket prices) is an issue that we’re addressing, but I’m not quite sure if it’s an ACCC issue,” AFL chief executive Andrew Demetriou said on 3AW.

“We’ll co-operate with them and have no doubt about our position.”

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**Hugs for sad host Belling**

James Mathison tried to comfort his Wake Up co-host Natasha Belling with the line “let’s hug it out bitch” as the ill-fated show aired for the final time this morning.

Channel Ten axed its latest failed foray into breakfast television on Wednesday.

The decision came only months after Ten launched the show, which showed no signs of improving its abysmal ratings.

Mathison was attempting to console Belling after she broke down on screen before a segment went to air about the program’s best moments.