

# Young Australians Survey

Discover your *edge*



## ***Kids in Australia***

- *There are 2,263,000 people aged 6-13 in Australia*
- *1,120,000 aged 6-9 years*
- *1,143,000 aged 10–13*
  
- *1,161,000 boys*
- *1,102,000 girls*



## ***Children's markets have changed***

- *Changes in children's markets over the past 30 years are influenced by a number of factors:*
  - *Changes in lifestyle;*
  - *Marketing and advertising;*
  - *Changes in society generally; and*
  - *Family structures*
- *Stereotypical views of children are outdated*



## ***Why YAS?***

- *Young children are increasingly of interest to companies and organisations because of three main factors:*
  - 1. The amount of money they spend on themselves*
  - 2. The influence they have on their parents*
  - 3. The money they will have when they grow up*



## ***What is YAS?***

- *Young Australian Survey*
  - *A detailed survey of children in Australia conducted throughout the year*
- *2 releases per year*
  - *Data 12 months to June - published in September*
  - *Data 12 months to December – published in March*
- *Sample size*
  - *Approximately 2,500*



## ***Data Included in the Roy Morgan YAS***

- *Media*
  - *Print*
  - *Television*
  - *Radio*
  - *Internet*
  - *Cinema*
  - *Media Dynamics*
  - *Time Spent on Activities*



## ***Data Included in the Roy Morgan YAS***

- *Consumer Profiling*
  - *Demographics*
  - *Household Demographics*
  - *Segmentation Variables*
  - *Activities and Interests*
  - *Attitudes*
  - *Favourite Superheros/Cartoon Characters*



## ***Data Included in the Roy Morgan YAS***

- *FMCG Retail*
- *Food & Drink*
- *Retail Activity*
- *Videos/DVDs own and rent*



## ***Data Included in the Roy Morgan YAS***

- *Mobile Phones*
  - *Mobile Phone Ownership*
  - *Origin of Mobile Phone*
  - *Purpose of using mobile phone in last 4 weeks*
  - *SMS messages in last 7 days*
  - *Number of SS messages per day*
  - *Use of a pre-paid mobile phone*
  - *Attitudes to mobile phones*



## ***Data Included in the Roy Morgan YAS***

- *Portable MP3 Player ownership*
- *Finance*
  - *Buying Decisions*
  - *Spending or saving money*
  - *Opinions of banks*
  - *Attitudes to savings*



## ***Kids in Australia***

- *To learn more or subscribe to the insights our Young Australians Survey offers, contact:*

*media@roymorgan.com*

*Discover your edge*

