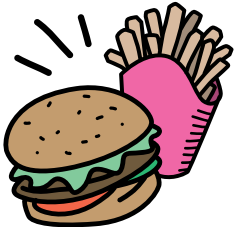


# What makes kids want what kids want?



Who loves DS?  
Who wants a cordial?  
What's hotter (or is it 'cooler')?  
iPods or Wii?

## Are you keeping up?

Kids these days are an extremely influential group. They not only spend their own money but influence the decisions in purchasing a range of household products. As this influence grows the market has become more competitive.

Roy Morgan Research embraced the industry need for research that measures kids' behaviour, attitudes and media consumption by developing a survey of kids aged 6 to 13 years across Australia.

The survey is the largest continuous survey of this market. Approximately 2500 children are surveyed annually by a self-completion questionnaire.



## The Young Australians Survey reveals all!

- Australia's largest ongoing sample
- Detailed household information
- Twice yearly updates
- In-depth media usage
- In-depth brand preferences



### Accurate, insightful answers at your fingertips.

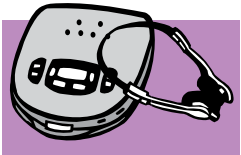
- Which kids are consuming your brand?
- What is the profile of your core consumer?
- Who are your non consumers?
- What is your brand repertoire amongst your target?
- Which attitudes drive the market?
- What do kids think are cool?
- What is the most cost-effective media plan for reaching kids?

# Take careful aim





**ONE WITH THE LOT**



- Age • Sex
- Media usage – magazine readership, newspaper readership, TV program viewing, radio listening, attitudes to media, cinema attendance, Internet usage including website visitation.

- Activities and interests - incl. time spent (eg. sport, homework, using the Internet etc)
- Favourites
- What's cool now? (eg. games consoles, characters, products etc.)
- Buying decisions
- Disposable income
- Money spent/saved
- Mobile phone usage/purchase/attitudes
- Food and beverages consumed
- Brand usage
- Habits & attitudes



### Key Applications Include

- **Market Segmentation** – by any combination of demographics, geography, lifestyle or attitudes.
- **Market Opportunities** – Line extensions, new product development, new distribution channels, strategic alliances.
- **Communications strategies** – readership of magazines and newspapers, TV programs enjoy watching, promotional vehicles to use for kids.
- **Trends over time**- track changes in share and attitudes to your products.

Further information is collected about the kids' household through our industry standard Single Source Poll, which surveys 55,000 Australians 14+ face-to-face throughout the year.



For more information on The Young Australians Survey email [kids@roymorgan.com](mailto:kids@roymorgan.com) or call William Burlace on +61 3 9629 6888.



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*Discover your edge.*