

*Discover your edge*

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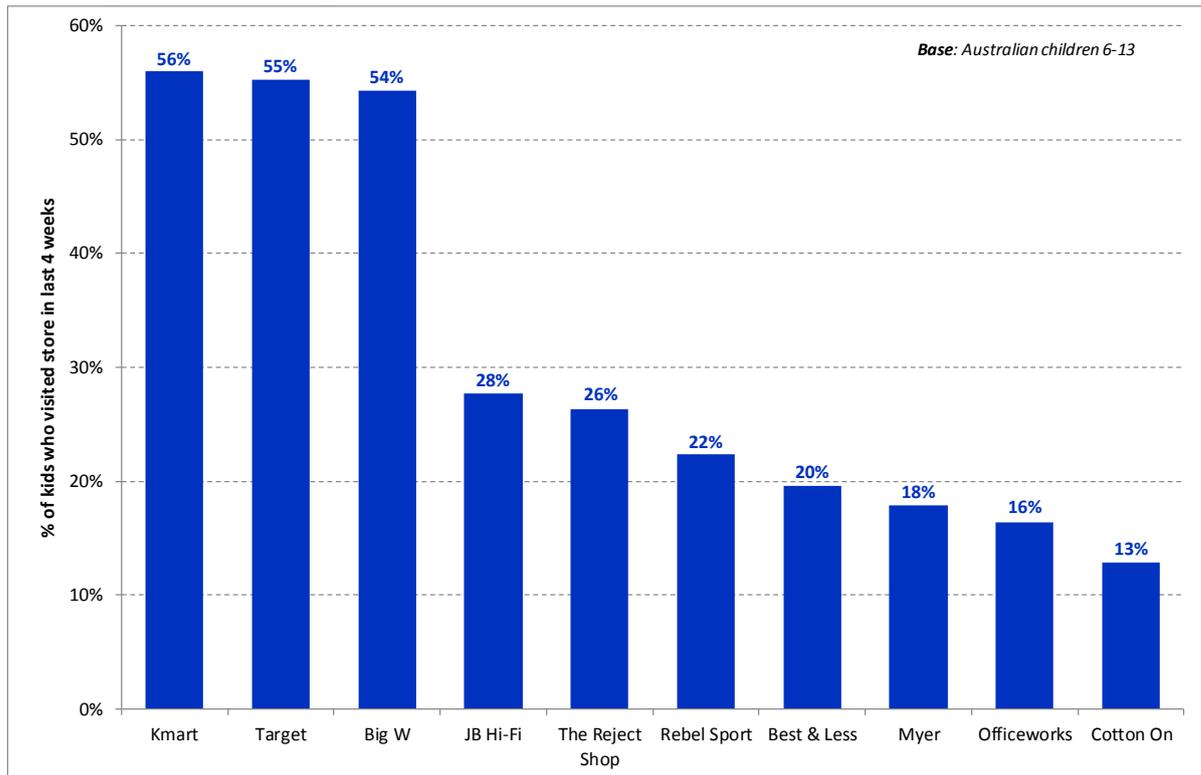
## Born to shop: Aussie kids' favourite retailers

Gone are the days of old clothes and toys being passed down from elder to younger siblings, and pocket money being saved up to spend at the Royal Show. Kids these days are an influential consumer segment, with more spending power than ever and strong opinions on what's cool and what's not. So which shops are tops with Aussie kids in 2015? The latest findings from Roy Morgan's Young Australians Survey reveal all...

Most popular of the lot is Kmart, visited by a whopping 56% of Australian children aged 6-13 in any given four weeks. Its rival discount department store giants, Target (55%) and Big W (54%) aren't far behind — but from there, it's a steep drop to JB Hi-Fi (28%) in fourth spot and The Reject Shop (26%) in fifth.

A diverse selection of retailers spanning Rebel Sport (22%), Best & Less (20%), Myer (18%), Officeworks (16%) and Cotton On (13%) completes the Top 10.

### Ten shops most visited by Aussie kids



Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 (n=2,622).

However, if we look at the stores most visited by boys and girls specifically, rather than children in general, the order of popularity varies substantially.

For example, although the 'Big Three' discount department stores take out the top three spots for both genders, Target (61%) attracts the greatest proportion of girls, while Big W (54%) does

the same for boys. Kmart — despite being number one overall — is second in each case! (Which just goes to show the power of averages)

#### Shopped most visited: girls vs boys

	Girls		Boys	
1	Target	61%	Big W	54%
2	Kmart	59%	Kmart	53%
3	Big W	55%	Target	50%
4	Reject Shop	30%	JB Hi-Fi	33%
5	Best & Less	25%	Rebel Sport	25%
6	JB Hi-Fi	22%	Reject Shop	23%
7	Myer	21%	Best & Less	15%
8	Cotton On	20%	Myer	15%
9	Officeworks	19%	Officeworks	14%
10	Rebel Sport	19%	Toys R Us	11%

*Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 (n=2,622). Base: Australian children 6-13*

Boys are more likely than girls to visit specialist retailers, such as home entertainment store JB Hi-Fi (33% vs 22% of girls) and sportswear/equipment chain Rebel Sport (25% vs 19%); whereas girls outnumber boys when it comes to visiting department and variety stores such as The Reject Shop (30% vs 23% of boys), Best & Less (25% vs 15%) and Myer (21% vs 15%). It is certainly interesting to see this pattern, which is also evident among Australian men and women aged 14+, established at such an early age.

Of course, a child's age also influences what they like to spend their money on (and consequently, what kind of stores they visit). For kids aged between six and nine years, toys top the list; among their slightly older counterparts in the 10-13 bracket, priorities shift to console and computer games (for the boys) and clothes (for the girls).

#### Michele Levine, CEO, Roy Morgan Research, says:

*"Anyone who's seen one of Kmart's funky, brightly-coloured TV advertisements or one of Target's positively cinematic 'Greatest Toy Sale on Earth' ads would not be surprised to learn that these two stores are among the retailers most visited by Australian kids (accompanied, presumably, by their parents at least some of the time). These retail giants clearly know how to spark their target market's imagination – and have the budget to make it happen.*

*"There's no doubt that the Australian retail industry takes children seriously as a consumer group. Not only do kids have their own money to spend, but they know what they like, they're willing to save for big-ticket items, and some even have some say in their parents' purchasing decisions.*

*"With its in-depth and regularly updated data on what Aussie kids consider cool (and let's face it, this can be every bit as changeable as women's fashion fads), as well as their media consumption, leisure habits, attitudes and more, Roy Morgan Research's*

*Young Australians Survey is an invaluable tool for retailers seeking to reach and succeed with this influential group.*

**For comments or more information about Roy Morgan Research's Young Australians Survey, please contact:**

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**Related research findings**

Roy Morgan's Young Australians Survey is the largest continuous survey of this important market, with children recruited from households of existing Roy Morgan [Single Source](#) respondents. [Read more about this survey.](#)

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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