

Understanding Young Australians – What They Think

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ROY
MORGAN

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Introduction

About This Report

Kids these days are an extremely influential group. They not only spend their own money but influence decisions in purchasing a range of household products.

As this influence grows the market has become more competitive.

Roy Morgan embraced the industry need for research that measures kids' behaviour, attitudes and media consumption by developing a survey of young Australians 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.

This document contains a sample of the information contained in The Young Australians Survey.

Introduction

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, Indonesia, United States and United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers. In Australia, Roy Morgan is considered to be the authoritative source of information on customer satisfaction, financial behaviour, readership, voting intention and consumer confidence. Roy Morgan is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets. Readers of this report may also be interested in the Roy Morgan RetailMAP and Roy Morgan Single Source.

The Retail Marketing and Advertising Planner (RetailMAP) is a comprehensive, interlinked source of data that provides insights into every facet of retail and retail marketing. All interviews in this survey are conducted through a self completion questionnaire which was personally handed to the survey respondents in their homes. The Retail information is collected for all respondents. It includes stores purchased from in the last four weeks and a satisfaction score for each of those stores. Also collected at the same time, but not reported in this report, is Category of merchandise purchased, the store it was purchased from and the actual spend at each store. Additional questions are asked on frequency of visiting a range of stores, Brand health (awareness, ad recall etc.), Image of store, and attitudes to country of manufacture. As the data is collected on a respondent basis it can be crossed with any other data in the survey including Retail, Media, Finance, Tourism and a range of other industries. This allows detailed profiling of consumers habits, attitudes and demographics within this arena giving a deep insight into a particular market.

Roy Morgan Single Source has been designed and engineered to represent the ideal single source model. It provides an integrated understanding of consumers, what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. Roy Morgan Single Source incorporates approximately 50,000 face-to-face interviews each year in both city and country areas, with respondents aged 14+. Weekly interviewing is conducted continuously allowing for trending of data. Approximately 20,000 self-completion surveys provide telecommunications and Internet usage information, travel, tourism and leisure information, as well as enriched detail of consumption habits, attitudes, activities and interests. Surveys are conducted continuously over a 12 month period with results being weighted to reflect the geographic, age and sex distribution of the population according to the latest data from the Australian Bureau of Statistics.

The overriding benefit of Roy Morgan Single Source is the strategic insights it affords by the linkage of so many aspects. Not only can an organisation's profitable customers be defined by what they think, do, watch but so can the competitors. Brand positioning, product differentiation, merchandising, efficient media planning, market expansion and line extension opportunities can be understood in the context of the current marketplace.