

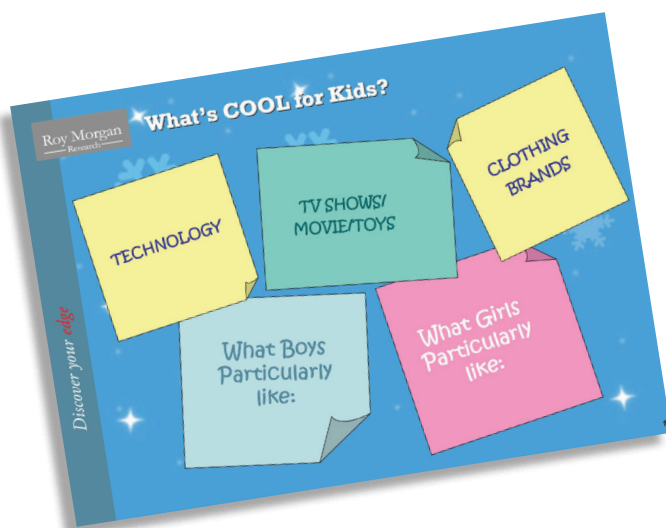
# An instant, in-depth understanding of Young Australians

Whether it's movies, toys, confectionaries or holidays, kids play an important role in their's and their family's purchase decisions.

The *Understanding Young Australians Report*, based on a survey of over 3,000 Australians aged 6-13, can provide you with critical insights to help you target young Australians more cost effectively and optimise the appeal of your advertising and promotions.

Interesting facts you will discover include:

*“6-9 year olds are 27% more likely to agree with the statement, ‘I would rather be rich than happy when I grow up’, compared to the average young Australian.”*



*“In 2011 the Number One activity, by time, was watching TV, although using the Internet has greatly increased between 2009 and 2011.”*

*“The Number One activity the Internet was used for was playing games online (61%) in 2011, whereas only 42% of young Australians used the Internet for homework or assignments.”*



Choose the full Report or the individual sections that best meet your needs:

REPORT	PRICE (excl GST)
Understanding Young Australians - Full Report	\$14,950
Roy Morgan Young Australians Survey - Time Spent on Activities	\$9,950
Understanding Young Australians - Activities	\$2,550
Understanding Young Australians - Finance & Retail	\$4,450
Understanding Young Australians - Media	\$6,100
Understanding Young Australians - Mobile	\$2,550
Understanding Young Australians - What They Think	\$2,550

\*Please note that all prices are in Australian dollars and exclusive of GST.

### Gender and location filters available

If your business competes in a single state or if you're interested in only one gender, these Ready Made Research Reports can be filtered to the location or gender you require, on request.

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