Rest & Relaxation Holiday-Maker Profile

Description:

This target profile report provides a broad understanding of your target audience in terms of demographics, attitudes, activities and media usage. The information included in each of these areas is outlined below.

- **Demographics** include: Gender, Age, States, Education, Work Status, Income, Occupation, Socio-Economic Status*, Discretionary Expenditure*, Life-cycles and Household Lifecycle*, Generations* and the Roy Morgan Values Segments** for the target profile.

- **Attitudes** include: Health and Fitness, Government and Society, Environment, Personal, Shopping and Products, Food, Advertising and Media, Family and Home, Finance and Holidays.

- **Activities** include: Eating Out/Fast Food, Leisure Activities, General Entertainment, TV Sport Watched, Sports and Activities Participated In.

- **Media** includes an Overview of Media usage, Usage of Newspapers, Magazines, Commercial TV, Radio, Internet, Cinema, Addressed Mail, Unaddressed Mail, Type of Newspapers Read, Type of Magazines Read, Time of Day Watched TV, Channel Watched, and Type of TV Show Watched.

- There is also **extra information included in the additional insights section**, which includes topline information on: Holiday, Finance, Gambling, Telecommunications and Retail behaviours.

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. It incorporates over 50,000 face-to-face interviews in both city and country areas, each year with people aged 14+. Weekly interviewing is conducted continuously allowing for trending of data. Around 20,000 self-completion surveys provide enriched detail of consumption habits and attitudes. Of these around 16,000 are categorised as Main Grocery Buyers.

The overriding benefit of Single Source is the strategic insights it affords by the linkage of so many aspects. Not only can an organisation’s (and its competitors’) profitable customers be delineated by what they think, do and watch, but so can non-customers. Hence brand positioning, product differentiation, merchandising, efficient media planning, market expansion and line extension opportunities can be understood in the context of the current marketplace.

REPORTS ARE UPDATED CONTINUOUSLY. PLEASE ALLOW ONE WORKING DAY FOR DELIVERY.

Contents:

- **Demographics**
  - Gender and Age
  - State
  - Education
  - Respondent Income
  - Occupation
  - Socio-Economic Status
  - Discretionary Expenditure
  - Life-cycle Segments and Number of Children
  - Roy Morgan Values Segments

- **Attitudes**
  - Health and Fitness
  - Government and Social
  - Environmental
Personal Shopping and Product Food Media and Advertising Family and Home Finance and Holiday Attitudes

- Activities
  Eating out/fast food activities Leisure activities Entertainment activities Sport watched on TV Sports and activities participated in

- Media Usage
  Media Usage Summary Newspaper Readership Magazine Readership Weekly Commercial TV Viewing Radio Listening Internet Usage Cinema Attendance Addressed and Unaddressed Mail Readership Types of Newspaper read Types of Magazines Read Types of TV shows Watched


Order by Fax - using the form below

Order by Post - print the order form below and send to

    Research and Markets,
    Guinness Centre,
    Taylors Lane,
    Dublin 8,
    Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Rest & Relaxation Holiday-Maker Profile
Web Address: http://www.researchandmarkets.com/reports/2778452/
Office Code: SC

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Electronic (PDF) - Single User:</th>
<th>USD 836</th>
</tr>
</thead>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World