Automotive Attitudes: 'Fuel Efficiency is Important to me' - Australia Profile

Description: This profile contains data that can help you understand your audience in terms of demographics their attitudes to various important issues how they spend their leisure time and what media they use. Nothing makes a more critical contribution to business decision making than a clear picture of your target market.

Provides an analysis in the form of tables and charts of those people who think that, after reliability, looks and style are most important in a car in Australia, by:

Demographics:
- Gender and Age
- State
- Education
- Respondent Income
- Occupation
- Socio-Economic Status
- Discretionary Expenditure
- Life-cycle Segments and Number of Children
- Generations

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
- Time of Day and Channel of TV Shows Watched
- Types of TV Shows Watched
Contents:

1. Industries Covered

2. Introduction

3. How To Read

4. Demographics
   - Gender, Age And States Summary
   - Gender And Age
   - States
   - Education
   - Work Status
   - Respondent Income
   - Occupation
   - Socio-Economic Status
   - Discretionary Expenditure
   - Life-Cycle Segments And Number Of Children
   - Generations
   - Index

5. Attitudes
   - Health And Fitness
   - Government And Societal
   - Environmental
   - Personal
   - Shopping And Product
   - Food
   - Advertising And Media
   - Family And Home
   - Finance
   - Holiday

6. Activities

7. Activities
   - In The Last 3 Months - Eating Out/Fast Food
   - Activities In The Last 3 Months - Leisure
   - Activities In The Last 3 Months - Entertainment
   - Sports Watched On TV
   - Sports And Activities Participated In
   - Index

8. Media
   - Media Usage Summary
   - Newspaper And Magazine Readership
   - Weekday Commercial TV Viewing And Radio Listening
   - Internet Usage And Cinema Attendance
   - Addressed And Unaddressed Mail Readership
   - Type Of Newspaper Read
   - Type Of Magazine Read
   - Time Of Day And Channel Of TV Show Watched
   - Type Of TV Show Watched
   - Additional Insights

9. Glossary

10. How We Collect And Process Single Source Data
Ordering:

Order Online - http://www.researchandmarkets.com/reports/3169448/

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:** Automotive Attitudes: 'Fuel Efficiency is Important to me' - Australia Profile
- **Web Address:** [http://www.researchandmarkets.com/reports/3169448/](http://www.researchandmarkets.com/reports/3169448/)
- **Office Code:** SC

**Product Format**

Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
<th>USD 3788</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Electronic (PDF)</strong> - <strong>Single User</strong>:</td>
<td></td>
<td></td>
</tr>
</tbody>
</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**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Email Address: *</td>
<td>___________________________</td>
</tr>
<tr>
<td>Job Title:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Organisation:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Address:</td>
<td>___________________________</td>
</tr>
<tr>
<td>City:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Country:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>___________________________</td>
</tr>
<tr>
<td>Fax Number:</td>
<td>___________________________</td>
</tr>
</tbody>
</table>

* 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