Automotive Attitudes: 'I Prefer a Car that has lots of Sex Appeal' - 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
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
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