

TOTAL GROCERY SHOPPERS



“WHO DOES THE
SUPERMARKET
SHOPPING IN YOUR
HOUSEHOLD?”

~~ME~~

~~My partner~~

Several of us

~~My parents~~

~~My friend~~

SHOPPING PATTERNS HAVE CHANGED IN AUSTRALIA

The traditional weekly shop by a main grocery buyer is increasingly less typical.

People now shop multiple times during the week, with those duties often shared between parents and other family members.

To reflect the change in the grocery shopping role within the home, OzTAM introduced a new **'Total Grocery Shoppers'** demographic to its TV ratings database from week 1 of 2017.

The 'Total Grocery Shopper' (TGS) demographic includes main grocery buyers as well as alternate grocery shoppers* within the home.

This provides a more comprehensive picture of who influences grocery purchasing decisions in Australian homes.

WHY HAVE AUSTRALIAN GROCERY BUYING PATTERNS CHANGED?

More households where both parents work and share responsibility for grocery shopping.

Young adult children are leaving home at a later stage so may help with household shopping

Busy schedules mean meals are often not planned in advance.

The quest for 'discovery' and finding something new in-store

People delay marriage and having children.

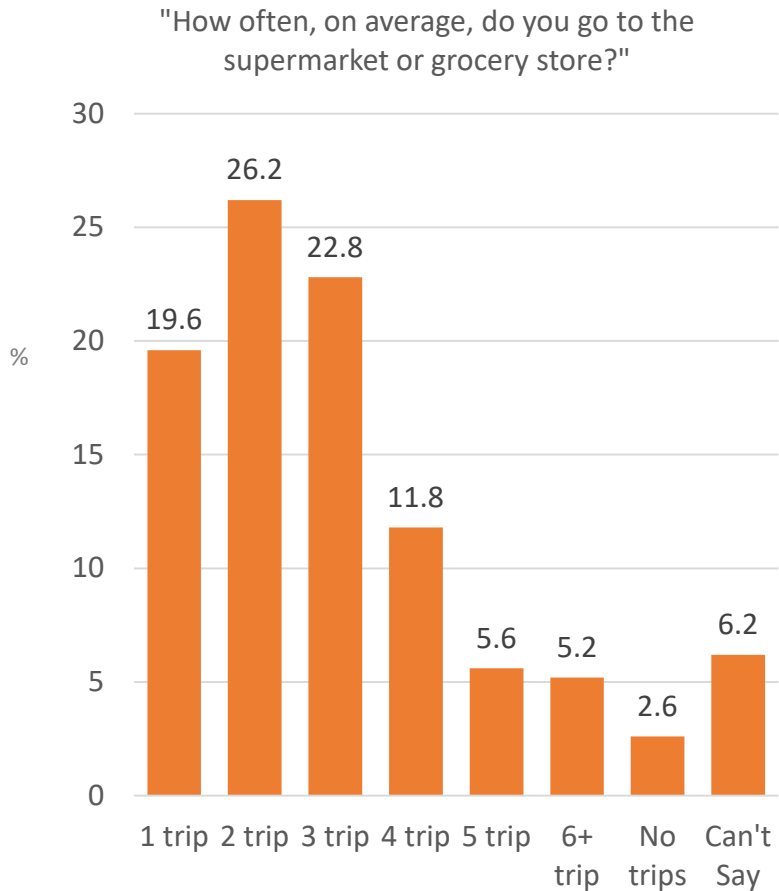
More shared households, where individuals do their own shopping

Increasing interest in healthy, imaginative cooking, and emphasis on fresh produce.

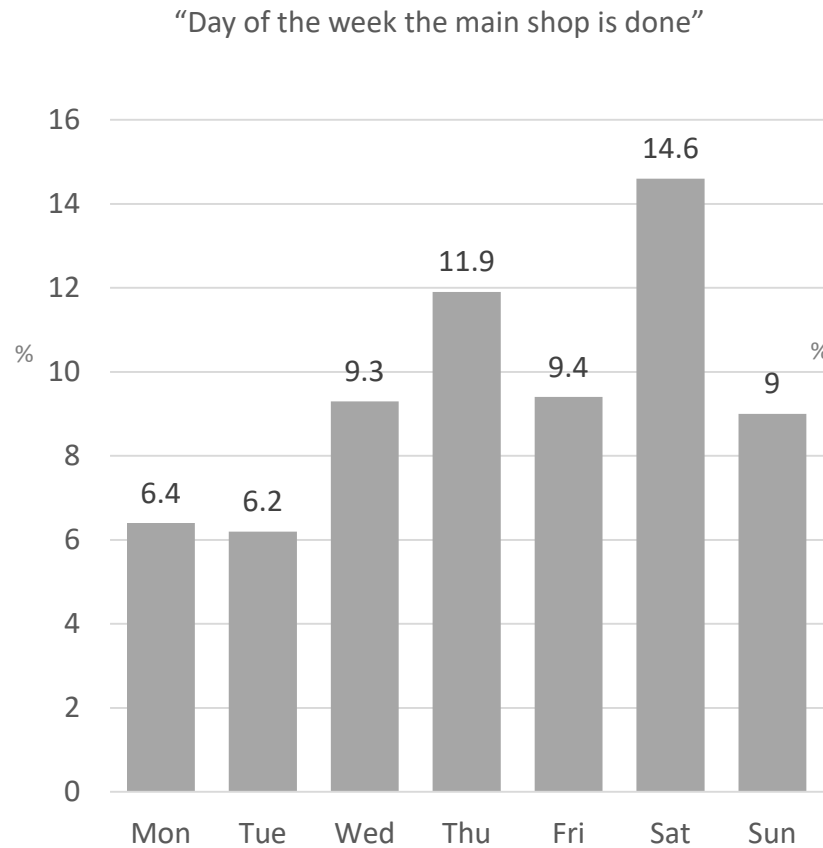
Increasing trial of online shopping, so more household members research products and influence purchase decisions.

HOUSEHOLD GROCERY SHOPPING IS DONE MORE OFTEN

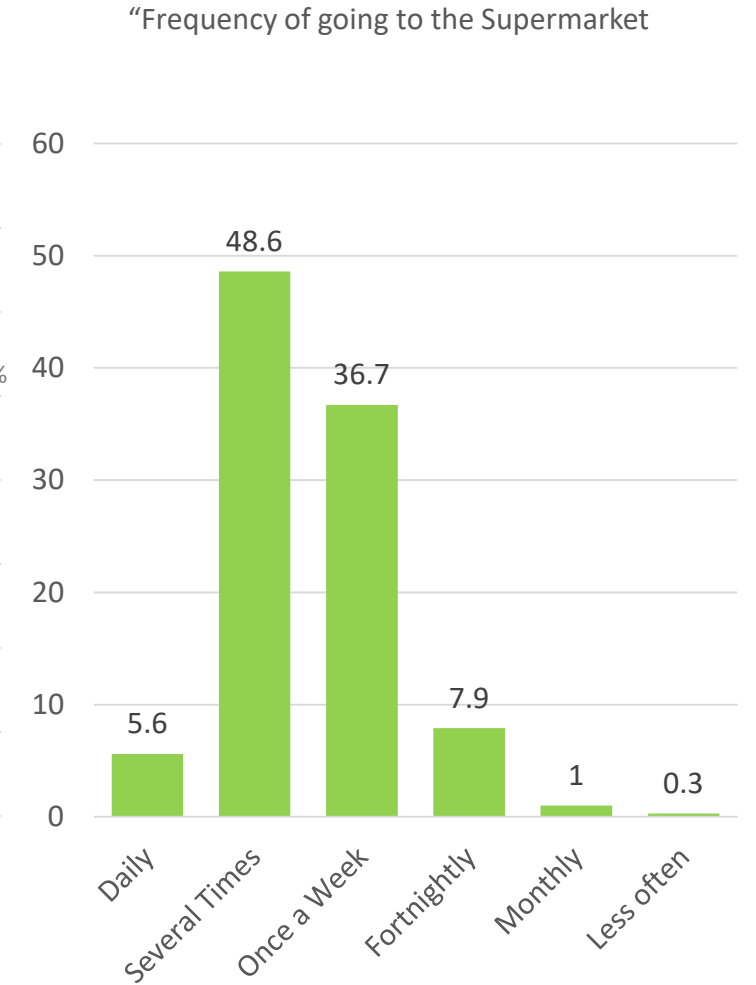
Av number of trips to the supermarket in past 7 days is just over 2.5 times per week



The day of week when main grocery shopping is done is fairly spread out across the week



Almost half of respondents shop several times a week



UNDERSTANDING THE NEW TOTAL GROCERY SHOPPER DEMO

MAIN
GROCERY
BUYER



Each home must have only 1 nominated permanent household member aged 18 years or more who is mainly responsible for the everyday grocery shopping



ALTERNATE
GROCERY
SHOPPER



An Alternate Shopper is any other permanent household member(s) nominated as shoppers who are aged 13 years or more. A home can nominate multiple alternate shoppers.



TOTAL
GROCERY
SHOPPER

Shopper is any permanent household member aged 13 years or more, made up of a single MGB (aged 18+) and any other nominated shoppers who are permanent household members (aged 13+).



PROFILE OF AUSTRALIAN TOTAL GROCERY SHOPPERS

The profile of the **Total Grocery Shopper** demographic has a **greater representation of males and a younger skew** than the previous definition, providing a more accurate audience for media agencies to buy against for clients targeting regular grocery store visitors.

	All People	Total Grocery Shoppers (TGS)	Main Grocery Buyers (18+) (GB)
MALE	49.7%	44.2%	31%
FEMALE	50.3%	55.8%	69%
0 (13)-17	22.3%	0.3%	n/a
18-39	30.9%	33.7%	30.1%
40-54	19.9%	28.3%	28.4%
55+	26.9%	37.7%	41.5%

Total Grocery Shoppers include people aged 13+.

Commencing October 2018, OzTAM updated the quarter hour trading data demographics to allow users to also select Grocery Shoppers aged 18+.

	TOTAL GROCERY SHOPPER (13+)	MAIN GROCERY BUYER (18+)	GROCERY SHOPPER 18+
Full Title	Total Grocery Shopper	Main Grocery Buyer	Grocery Shopper
Abbreviations	TGS	MGB, GB	GS
Number per Household	Multiple (MGB + other nominated shoppers)	1	Multiple (MGB + other nominated shoppers)
Universe Type	Floating*	Fixed	Floating*
2018 5CM U.E.	10.63m	6.61m	10.56m
Databases	Metro, Regional, STV	Metro, Regional, STV	Metro, Regional, STV
Commenced	Jan 2017	Jan 2001	Jan 2017



*Source: OzTAM, Metro Total TV, 5 City Metro Universe Estimate, Jan-June 2018