

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 these changing behaviours and Australian household characteristics, OzTAM introduced a new **'Total Grocery Shoppers'** demographic to its TV ratings database from week 1 of 2017.

This new definition provides a **more comprehensive picture of who shops and 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.

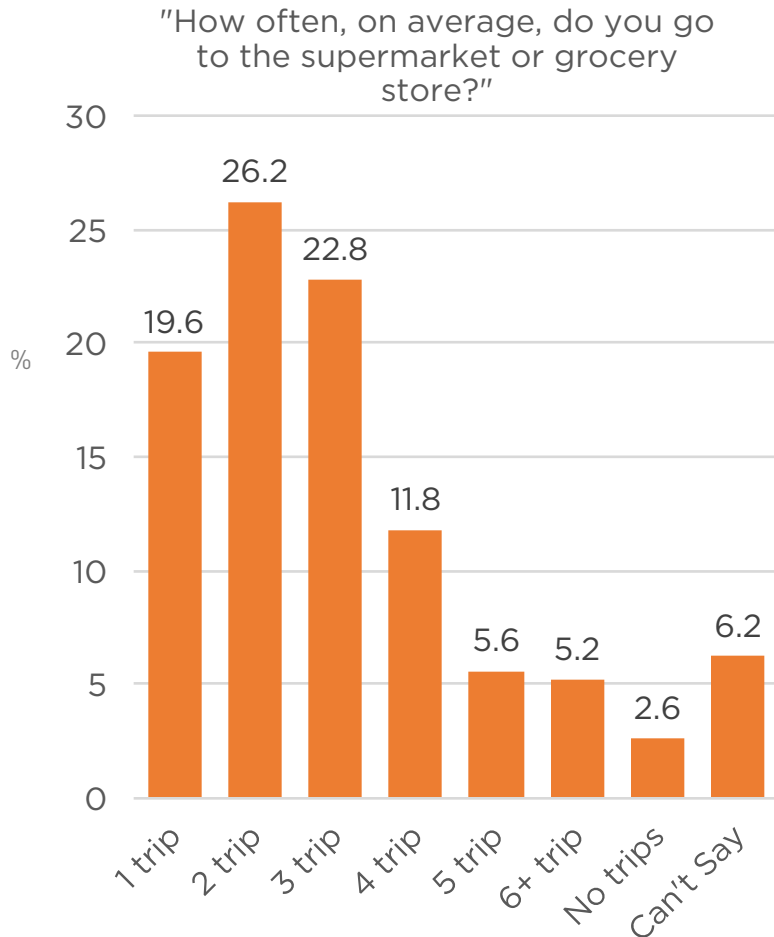
More shared households, where individuals do their own shopping

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.

GROCERY SHOPPING BEHAVIOURS

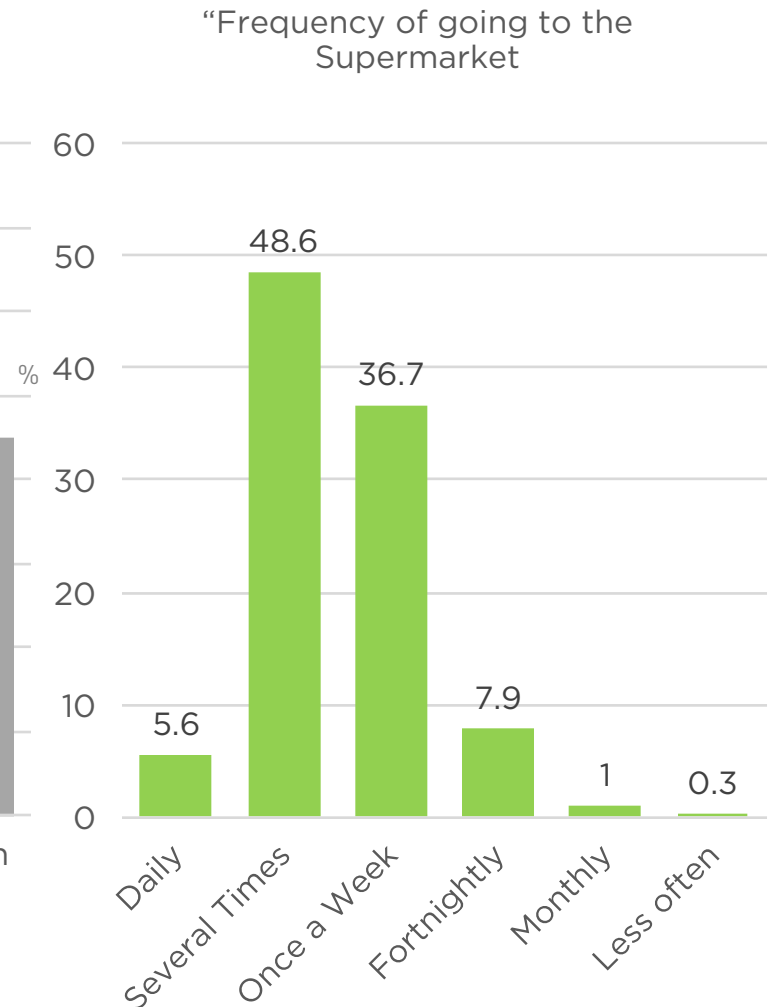
Av number of trips to the supermarket in past 7 days is just over 2.5 times per week



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



SNAPSHOT: TOTAL GROCERY SHOPPERS

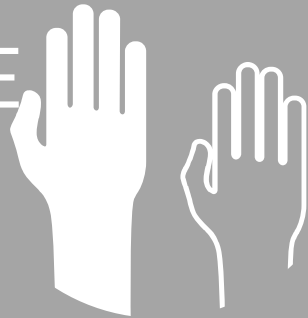
MAIN
GROCERY
BUYER



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%
0-17	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%

Unlike previously introduced new demographics, the Total Grocery Shopper demographic will also be included within the quarter hour trading data sets.

	TOTAL GROCERY SHOPPER	MAIN GROCERY BUYER
Full Title	Total Grocery Shoppers	Main Grocery Buyer
Abbreviations	Shoppers, SH	MGB, GB's
Age	13+	18+
Number per Household	Multiple (MGB + other nominated shoppers)	1
Data Types	Elemental and Quarter Hour Trading	Elemental and Quarter Hour Trading
Universe Type	Floating*	Fixed
2017 5CM U.E.	10m	6.5m
Databases	Metro, Regional, STV	Metro, Regional, STV
Commenced	Jan 2017	Jan 2001

TOTAL GROCERY SHOPPER SECURES LARGER AUDIENCES & REACH

	Top 20 Ranking for Week 7-10, 2017		AUD		Ave. Daily 1 min RCH	
RANK	Description (grouped)	CHANNEL	GB	SH	GB	SH
1	MY KITCHEN RULES - MON	Seven	662,000	932,000	1,132,000	1,599,000
2	MARRIED AT FIRST SIGHT -TUE	Nine	673,000	923,000	1,179,000	1,668,000
3	MARRIED AT FIRST SIGHT -SUN	Nine	657,000	919,000	1,257,000	1,780,000
4	MARRIED AT FIRST SIGHT -MON	Nine	665,000	918,000	1,218,000	1,706,000
5	MY KITCHEN RULES - WED	Seven	661,000	913,000	1,186,000	1,646,000
6	MY KITCHEN RULES - TUE	Seven	634,000	897,000	1,184,000	1,699,000
7	MY KITCHEN RULES - SUN	Seven	624,000	886,000	1,210,000	1,712,000
8	SEVEN NEWS - SUN	Seven	605,000	831,000	1,036,000	1,429,000
9	NINE NEWS SUNDAY	Nine	542,000	784,000	962,000	1,379,000
10	HOGES: PART 1	Seven	537,000	761,000	1,164,000	1,658,000
11	HOGES: PART 2	Seven	535,000	761,000	1,158,000	1,656,000
12	SEVEN NEWS	Seven	564,000	760,000	751,000	1,011,000
13	SEVEN NEWS / TODAY TONIGHT	Seven	531,000	719,000	750,000	1,019,000
14	800 WORDS	Seven	518,000	718,000	875,000	1,235,000
15	NINE NEWS	Nine	502,000	708,000	670,000	943,000
16	NINE NEWS 6:30	Nine	483,000	685,000	709,000	1,001,000
17	I'M A CELEBRITY...GET ME OUT OF HERE! THURS ELIMINATION	TEN	476,000	666,000	716,000	1,006,000
18	GOGGLEBOX	TEN	466,000	653,000	835,000	1,181,000
19	I'M A CELEBRITY...GET ME OUT OF HERE! WED ELIMINATION	TEN	471,000	644,000	683,000	926,000
20	SUNDAY NIGHT	Seven	464,000	635,000	918,000	1,276,000

TOTAL GROCERY SHOPPER SECURES LARGER AUDIENCES & REACH

RANK	CHANNEL	AUD (18:00 - 22:30)		Ave. Daily 1 min RCH	
		GB	SH	GB	SH
1	FOX FOOTY	36,748	58,779	243,582	394,317
2	TVHITS	23,724	33,603	207,284	300,683
3	LifeStyle	19,518	27,598	272,876	396,434
4	13TH STREET	17,358	25,595	146,426	211,521
5	FOX8	16,877	25,400	233,485	368,241
6	UKTV	16,740	23,936	230,724	331,592
7	Foxtel Movies Premiere	12,959	20,760	152,972	247,133
8	SKY NEWS LIVE	12,823	19,510	159,358	252,104
9	Fox Classics	12,487	18,846	183,192	276,723
10	Universal	12,436	16,589	158,309	220,405
11	Arena	11,280	14,611	192,966	263,682
12	crime + investigation	10,564	15,527	135,840	201,001
13	FOX SPORTS 503	10,234	16,758	155,312	259,116
14	showcase	9,718	14,669	153,148	237,209
15	111 Hits	9,010	13,409	146,857	225,622
16	Discovery Channel	8,696	14,787	153,783	250,424
17	BoxSets	8,642	13,835	75,937	122,456
18	FOX SPORTS 501	8,212	14,021	101,011	175,619
19	LifeStyle FOOD	8,172	11,545	130,499	192,153
20	FOX SPORTS 505	7,432	10,987	121,984	198,213