Global clients of all sizes and industries partner with Toluna as their all-in-one provider for actionable consumer insights. With the world’s largest social voting community of 13 million members, our customers can brainstorm innovative ideas, uncover new business opportunities and answer marketing questions that transform their businesses.
Grocery Shopping Study AUS VS. NZ

In March 2017, Toluna conducted a study about the differences in grocery shopping habits between Australians and New Zealanders. 600 respondents were surveyed with questions spanning from spending to in-store stimulus, from local product preference to online grocery shopping. Some intriguing findings are made by comparing the two data sets.

### On average, how much do you spend on grocery shopping per month?

The vast majority in ANZ spend $200-$599 per month on grocery shopping.

<table>
<thead>
<tr>
<th></th>
<th>NZ</th>
<th>AUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $200</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>$200–$399</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>$400–$599</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>$600–$799</td>
<td>9%</td>
<td>21%</td>
</tr>
<tr>
<td>$800–$999</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>$1,000–$1,199</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>$1,200 or above</td>
<td>1%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### When doing grocery shopping, what kinds of food do you put most frequently in your basket?

Australians go for fruit & vegetable.

<table>
<thead>
<tr>
<th></th>
<th>NZ</th>
<th>AUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit</td>
<td>79%</td>
<td>82%</td>
</tr>
<tr>
<td>Vegetable</td>
<td>83%</td>
<td>89%</td>
</tr>
<tr>
<td>Bread</td>
<td>81%</td>
<td>77%</td>
</tr>
<tr>
<td>Dairy</td>
<td>82%</td>
<td>83%</td>
</tr>
</tbody>
</table>

### Do you prefer fresh instead of processed food?

<table>
<thead>
<tr>
<th></th>
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<th>AUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>80%</td>
<td>85%</td>
</tr>
</tbody>
</table>

### Do you actively favor local or national brands, as opposed to others, when making purchases?

<table>
<thead>
<tr>
<th></th>
<th>NZ</th>
<th>AUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>40%</td>
<td>57%</td>
</tr>
</tbody>
</table>

### What attributes affect your final purchasing decision the most?

<table>
<thead>
<tr>
<th></th>
<th>NZ</th>
<th>AUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Ingredients</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>21%</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Have you tried grocery shopping online in the past?

<table>
<thead>
<tr>
<th></th>
<th>NZ</th>
<th>AUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>No</td>
<td>63%</td>
<td>63%</td>
</tr>
</tbody>
</table>