AUDIENCE INSIGHTS REPORT

Grocery - Australia

AFFIXCON

Audience Profile

Grocery - Australia

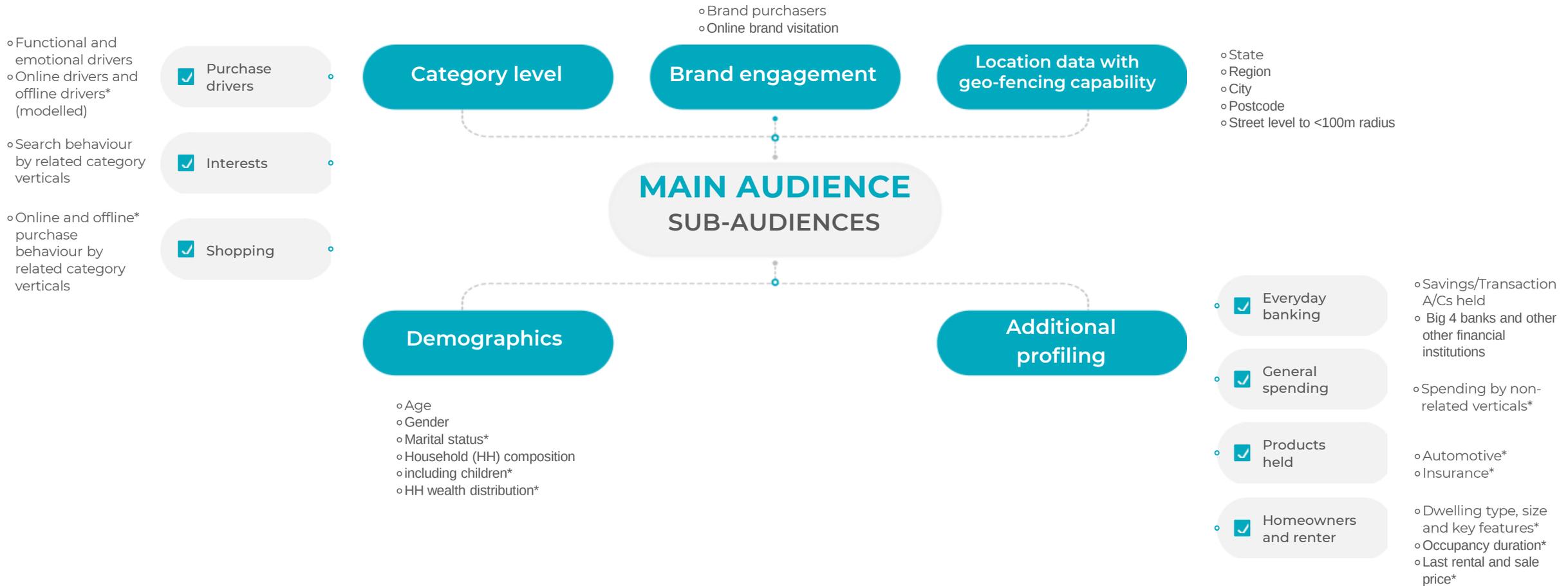| Person Level Records	5,796,922
Date Report Generated	07/07/2022
Time Period Covered	Last One Year

Let us empower you with deeper insights on the markets and audiences that matter most to you

This report enables you to:

o   Get a full picture of your audience myriad of different person level and household level touch points. .

o   Inform your decisions for marketing, strategy and business planning.

o   Build on your category understanding and competitive intelligence.

o   Reinforce customer relationships and unlock growth opportunities.

Needs and attitudes

Demographics

Grocery Australia

Offline and online behaviours

Geo-data

Get a fuller picture of your audience across a variety of interconnected online and offline touch points

- Functional and emotional drivers
- Online drivers and offline drivers* (modelled)

- Search behaviour by related category verticals

- Online and offline* purchase behaviour by related category verticals

☑ **Purchase drivers**

☑ **Interests**

☑ **Shopping**

- Brand purchasers
- Online brand visitation

Category level

Brand engagement

Location data with geo-fencing capability

- State
- Region
- City
- Postcode
- Street level to <100m radius

MAIN AUDIENCE
SUB-AUDIENCES

Demographics

- Age
- Gender
- Marital status*
- Household (HH) composition
- including children*
- HH wealth distribution*

Additional profiling

☑ **Everyday banking**

☑ **General spending**

☑ **Products held**

☑ **Homeowners and renter**

- Savings/Transaction A/Cs held
- Big 4 banks and other other financial institutions

- Spending by non-related verticals*

- Automotive*
- Insurance*

- Dwelling type, size and key features*
- Occupancy duration*
- Last rental and sale price*

* Denotes sourced from offline databases and only available at household level, otherwise assume all online and person level

This report provides insights and takeaways from a selection of these areas

Demographics
- o   Age
- o   Gender
- o   Life stage
- o   Household income
- o   Financial products and services
- o   Real estate
- o   Automotive

Needs and attitudes
- o   Sizing the relative importance of purchasing drivers for online and offline shoppers (modelled)
- o   Note that this information is available at a household level only for this category

Offline and online behaviours
- o   Category and brand engagement (visitation, transactions)
- o   General interests
- o   General spending habits

Geo-data
- o   This report is based on Greater Melbourne Metropolitan area but you can filter by any address in Australia, honing in on a perimeter as short as 100 metres in radius

*Note that this report focuses on some but not all of the aforementioned touch points. Connect with us to view all the touch points captured.

Audience summary: Leading characteristics

GENDER
Male

65.09%

AGE
25 -34 year old's

29.10%

HOUSEHOLD COMPOSITION
Couple With Children

62.33%

HOUSEHOLD INCOME
$41,600 - $64,999 p.a.

17.52%

SPENDING HABITS
Rice - Most shopped vertical

34.91%

BRAND PURCHASERS /VISITORS
Woolworth Visitors- Most shopped/engaged

80.72%

MACRO PURCHASING DRIVERS
On – Trend – Key purchase driver for online category shoppers with 18.15% weighting
On –Trend – Key purchase driver for offline category shoppers with 17.42% weighting

Online 18.17%; Offline 17.42%

Demographic profiling: Gender

Observations

⁰ The Male gender has the greatest representation within this audience, accounting for 65.09% of audience share.

Implications

⁰ The likelihood of reaching prospects in this audience that are Male is higher than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each gender.

⁰ You can increase your advertising ROI with gender- specific personalised messages that resonate with each gender.

Gender	Audience - Database Records	Audience - Percentage
Male	3,772,963	65.09%
Female	2,023,959	34.91%

Demographic profiling: Age groups

Observations

o The 25 - 34 year old age group has the greatest representation within this audience, accounting for 29.10% of audience share.

Implications

o The likelihood of reaching prospects in this audience that are 25 - 34 is lower than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each age group.

o Discover more from our age group profiles to create and deliver content which resonates with the generation(s) of interest, e.g. on-trend, matches their style.

Age	Audience - Database Records	Audience - Percentage
18 - 24	1,041,400	17.96%
25 - 34	1,686,641	29.10%
35 - 44	1,312,031	22.63%
45 - 54	953,104	16.44%
55 - 74	766,650	13.23%
75+	37,096	0.64%

Observations

⁰ Couple With Children Households have the greatest representation within this audience, accounting for 62.33% of audience share.

Implications

⁰ The likelihood of reaching Couple With Children Households in this audience is lower than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each Household Composition.

⁰ Having prior knowledge of the household composition provides you a competitive edge by allowing you to extend your reach. You can direct a wider array of messages to the recipient which carry relevance for not only them but the other age/gender groups living in the same household.

Household composition	Audience - Database Records	Audience - Percentage
Couple With Children Households	1,750,715	62.33%
Couple Without Children Households	202,116	7.20%
One Parent Families Households	252,559	8.99%
Lone-Person Households	92,522	3.29%
Group Households	510,701	18.18%

Demographic profiling: Household income

Observations

⁰ Households with incomes that are Below Average ($41,600 - $64,999) have the greatest representation within this audience, accounting for 17.52% of audience share.

Implications

⁰ Household income is highly correlated with cash in hand, price sensitivity and brand preference. You can select, research and learn from the most profitable audiences through accessing our premium, mainstream and budget conscious shopper profiles.

Household income	Audience - Database Records	Audience - Percentage
Very Low (Under $20,799)	301,445	10.67%
Low ($20,800 - $41,599)	462,430	16.36%
Below Average ($41,600 - $64,999)	495,184	17.52%
Average ($65,000 - $77,999)	386,736	13.69%
Above Average ($78,000 - $103,999)	395,417	13.99%
High ($104,000 - $155,999)	458,071	16.21%
Very High ($156,000+)	326,616	11.56%

Category shopping activity: Online visitation by verticals

Industry Related Top Spending Habits

Observations

o Rice are the most engaged vertical online within this category, with 34.91% of the audience shopping in this vertical.

Implications

o This information can help you understand market dynamics and inform how to best prioritise advertising efforts around products and services which are most engaged with, trending and not trending.

Category shopping activity:
Online visitation by verticals

Industry Related Top Spending Habits

Spending Habits	Spending Habits Segments	Audience - Database Records	Audience - Percentage
Grocery Basket	Rice	988,043	34.91%
Grocery Basket	Fresh Melons	924,713	32.67%
Grocery Basket	Ice Confectionery Including Ice Cream	910,737	32.18%
Grocery Basket	Jellies & Desserts	910,737	32.18%
Grocery Basket	Soft Drinks	906,792	32.04%
Grocery Basket	Pasta	900,989	31.83%
Grocery Basket	Dairy Products	896,064	31.66%
Grocery Basket	Potato Crisps & Other Savory Confectionery	891,209	31.49%
Grocery Basket	Fruit Juice	879,261	31.06%
Grocery Basket	Fresh Milk	870,371	30.75%
Grocery Basket	Biscuits	864,270	30.53%
Grocery Basket	Pork Excluding Bacon & Ham	858,608	30.33%
Grocery Basket	Frozen Processed Meat	854,675	30.20%
Grocery Basket	Poultry Neck	845,155	29.86%
Grocery Basket	Eggs & Egg Products	829,665	29.31%
Grocery Basket	Cakes Tarts & Puddings Fresh Or Frozen	822,910	29.07%
Grocery Basket	Bread	797,062	28.16%
Grocery Basket	Mixed Fruit & Vegetable Juice	779,046	27.52%
Grocery Basket	Fast Food & Takeaway Not Frozen	776,387	27.43%
Grocery Basket	Mince	770,827	27.23%

Category shopping activity:
Brand engagement online

Observations

⁰ Woolworths Visitors is the most engaged with brand online, with 37.37% of the audience leaving a digital footprint with this brand.

Implications

⁰ Having an understanding of your competitors can better assist in crafting compelling customer value propositions with offense or defence in mind (or both).

⁰ Knowing which brands are most engaged with can help priorities resources and direct your messages and offers towards attacking competitor weaknesses and promote your key selling points. Shoppers with competitor brands can be viewed through our data; Incumbents, challengers and trending threats can be isolated through our suite of data touch points.
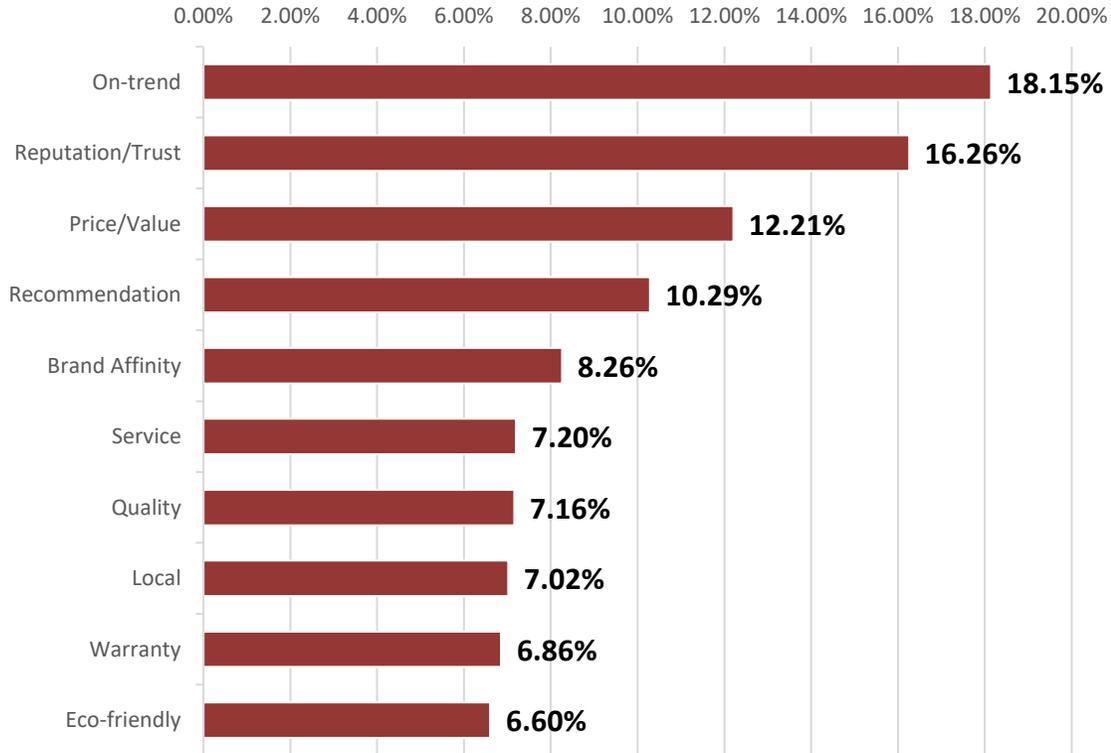
Category shopping activity:

Brand engagement online
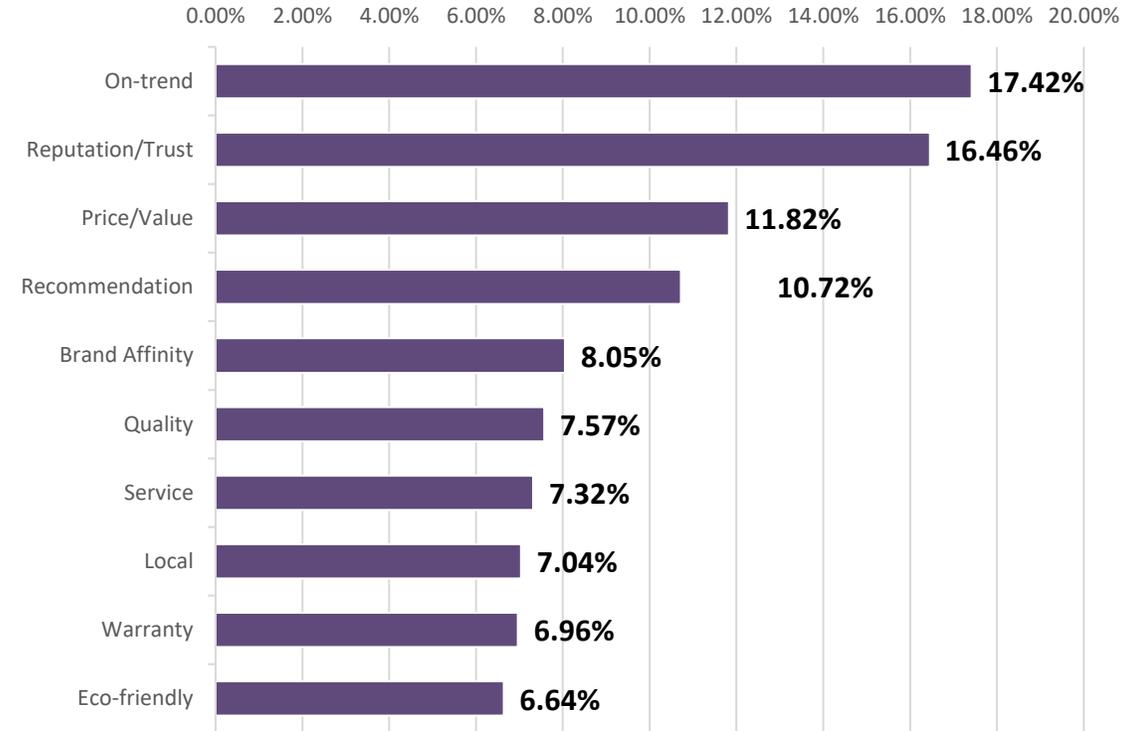### Brand Purchasers/Visitors Breakdown

Brands	Audience - Database Records	Audience - Percentage
Woolworths Visitors	2,166,454	37.37%
Coles Supermarket Visitors	2,070,848	35.72%
IGA Visitors	1,997,124	34.45%
Aldi Visitors	1,475,365	25.45%
Coles Express Visitors	1,421,698	24.53%
Caltex Woolworths Visitors	816,032	14.08%
IGA Xpress Visitors	569,875	9.83%
EzyMart Visitors	344,783	5.95%
NightOwl Visitors	341,240	5.89%
Harris Farm Markets Visitors	262,880	4.53%
Mirvac Retail Visitors	227,554	3.93%
Safeway Visitors	226,477	3.91%
Miracle Supermarket Visitors	213,882	3.69%
Daiso Visitors	142,933	2.47%
Drakes Visitors	136,032	2.35%
Orange Supermarket Visitors	117,647	2.03%
Foodland Visitors	116,872	2.02%
Costco Visitors	94,569	1.63%
Regent Markets Visitors	56,539	0.98%
National Building Suppliers Group Visitors	47,455	0.82%

Macro Purchasing Drivers:

Purchase Driver Importance for Online Shoppers

Driver	Value
On-trend	18.15%
Reputation/Trust	16.26%
Price/Value	12.21%
Recommendation	10.29%
Brand Affinity	8.26%
Service	7.20%
Quality	7.16%
Local	7.02%
Warranty	6.86%
Eco-friendly	6.60%

Purchase Driver Importance for Offline Shoppers

Driver	Value
On-trend	17.42%
Reputation/Trust	16.46%
Price/Value	11.82%
Recommendation	10.72%
Brand Affinity	8.05%
Quality	7.57%
Service	7.32%
Local	7.04%
Warranty	6.96%
Eco-friendly	6.64%

Observations

o The key purchase drivers for online shoppers is On-trend and for offline shoppers is On-trend.

o These drivers account for a weighting of 18.15% for online and 17.42% for offline shoppers' respectively.

Implications

o Psychographic data can inform key need states and direct you to craft functional, rational or emotive communications as required.

o Gain the knowledge through our insights to craft singular messages which impact online or offline shoppers only, or create messages which impact both.

Purchasing Drivers:

Observations

○ The sub-purchase drivers which underpin their respective macro drivers are shown for online and offline shoppers.

○ Online shoppers are most driven by Customer service (7.20% share of importance), which forms the Service driver.

○ Offline shoppers are most driven by Customer service (7.32% share of importance), which forms the Service driver.

Implications

○ Communications can be developed and refined to directly speak to specific need states.

○ Investment levels behind promotions and offers can be more accurately apportioned in line with the individual share of importance for each driver.

Purchasing Drivers:

Online Macro Purchasing Drivers	Purchase Sub-Drivers	Importance	Index
Service	Customer service	7.20%	151.26
Local	Local Made	7.02%	147.53
Reputation/Trust	Safe	6.96%	146.16
Warranty	Warranty	6.86%	144.02
Eco-friendly	Eco-friendly	6.60%	138.75
On-trend	Popular	6.59%	138.34
Recommendation	Expert recommendation	6.58%	138.21
Reputation/Trust	Authentic	6.28%	131.99
On-trend	Stylish	6.12%	128.57
On-trend	Latest	5.44%	114.34
Price/Value	Coupons and discounts	4.58%	96.16
Brand Affinity	Favourite brand	4.26%	89.50
Brand Affinity	Top brands	4.00%	83.99
Price/Value	Low Price	3.81%	79.97
Recommendation	Family/friends recommendation	3.71%	77.91
Quality	Best performing	3.35%	70.34
Price/Value	Loyalty points	3.17%	66.51
Reputation/Trust	Most comfortable	3.02%	63.37
Quality	Quality	2.29%	48.16
Quality	Durable	1.52%	31.94
Price/Value	Best value	0.66%	13.80

Purchasing Drivers:

Offline Macro Purchasing drivers	Purchase Sub-Drivers	Importance	Index
Service	Customer service	7.32%	153.71
Reputation/Trust	Safe	7.21%	151.51
Local	Local Made	7.04%	147.86
Warranty	Warranty	6.96%	146.31
Recommendation	Expert recommendation	6.83%	143.53
Eco-friendly	Eco-friendly	6.64%	139.48
On-trend	Popular	6.22%	130.68
Reputation/Trust	Authentic	6.14%	129.07
On-trend	Stylish	6.08%	127.75
On-trend	Latest	5.12%	107.60
Price/Value	Coupons and discounts	4.55%	95.60
Brand Affinity	Favourite brand	4.10%	86.14
Brand Affinity	Top brands	3.95%	82.99
Recommendation	Family/friends recommendation	3.89%	81.66
Quality	Best performing	3.62%	76.15
Price/Value	Low Price	3.43%	72.10
Price/Value	Loyalty points	3.34%	70.21
Reputation/Trust	Most comfortable	3.10%	65.12
Quality	Quality	2.42%	50.93
Quality	Durable	1.52%	31.93
Price/Value	Best value	0.50%	10.50