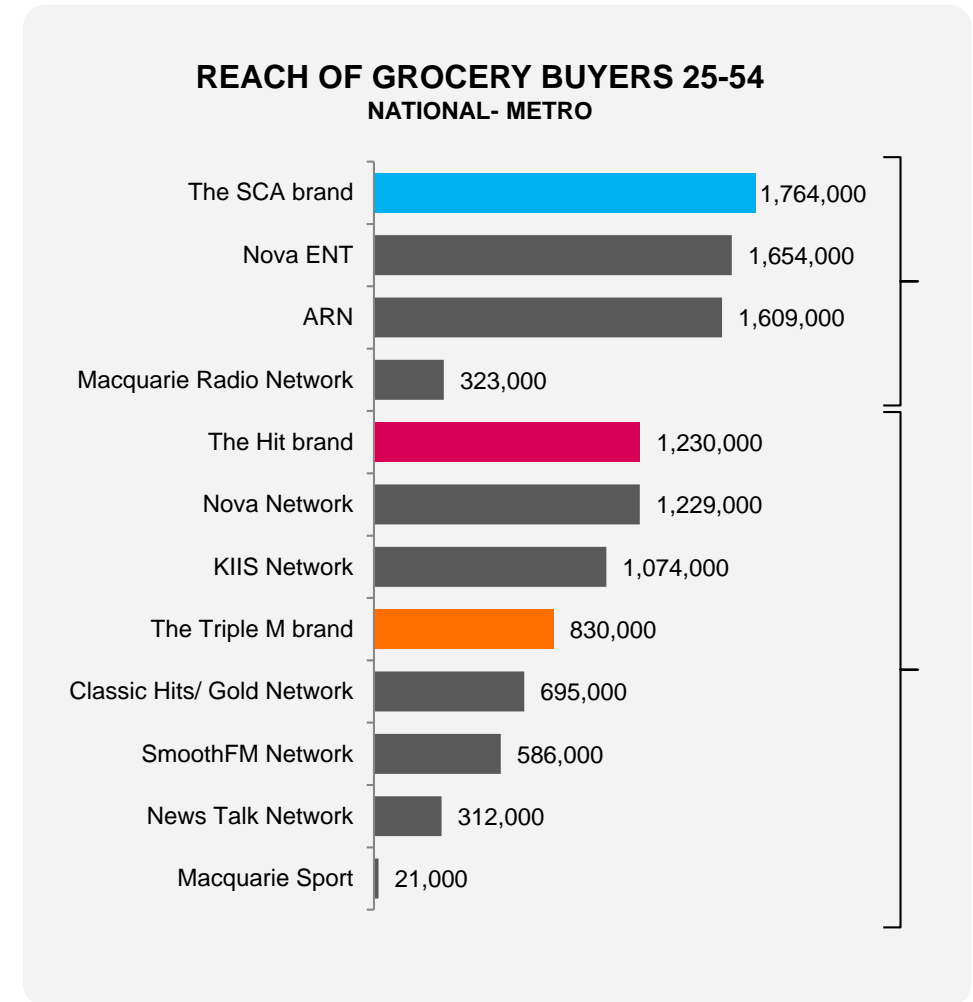
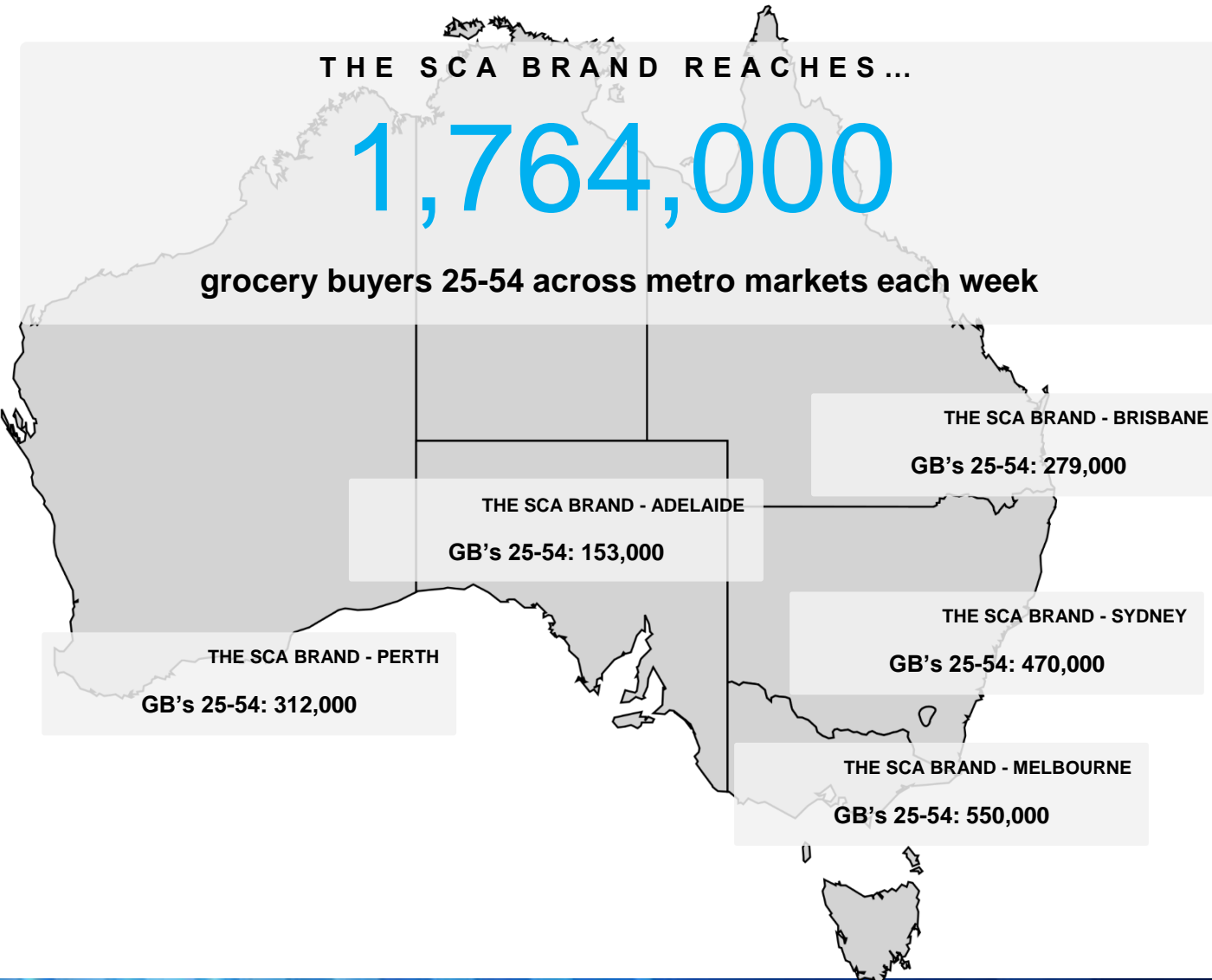




SCA GROCERY BUYERS 2018

METRO GROCERY BUYERS 25-54 | NOVEMBER 2018

THE SCA BRAND IS #1 WHEN IT COMES TO REACHING GROCERY BUYERS 25-54 ACROSS METRO AUSTRALIA....



Source: GFK Radio Ratings (ERAM). Survey 6, 2018. Mon-Sun 5:30am-12midnight. National- Metro. SCA: The Triple M Brand (Triple M FM + MMM Classic Rock Digital, MMM Modern Digital & MMM Greatest Hits Digital + MMM Country) & Hit Brand (Hit FM + Budda Hits Digital, Urban Hits, Easy Hits Digital & Old Skool Digital) Grocery Buyers 25-54. Cume.

LET'S TAKE A LOOK AT THE GROCERY BUYING HABITS OF THE SCA MAIN GROCERY BUYER

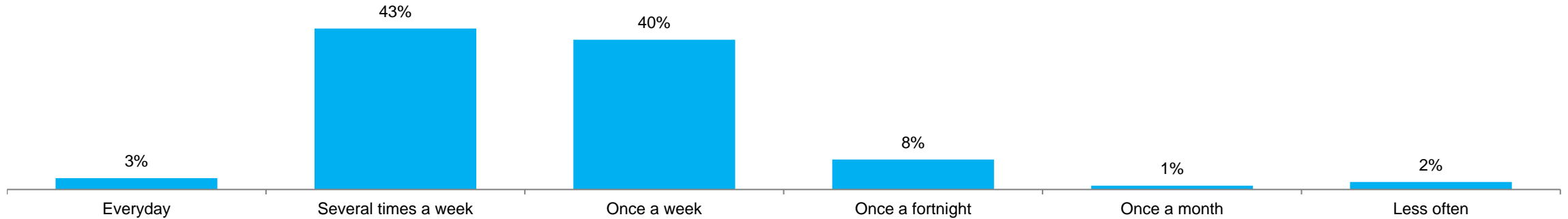
CLOSE TO,

1 in 2

SCA MAIN GROCERY BUYERS 25-54
VISIT THE SUPERMARKET AT LEAST
SEVERAL TIMES A WEEK

OF SCA MAIN GROCERY BUYERS 25-54

How often do you visit the supermarket?

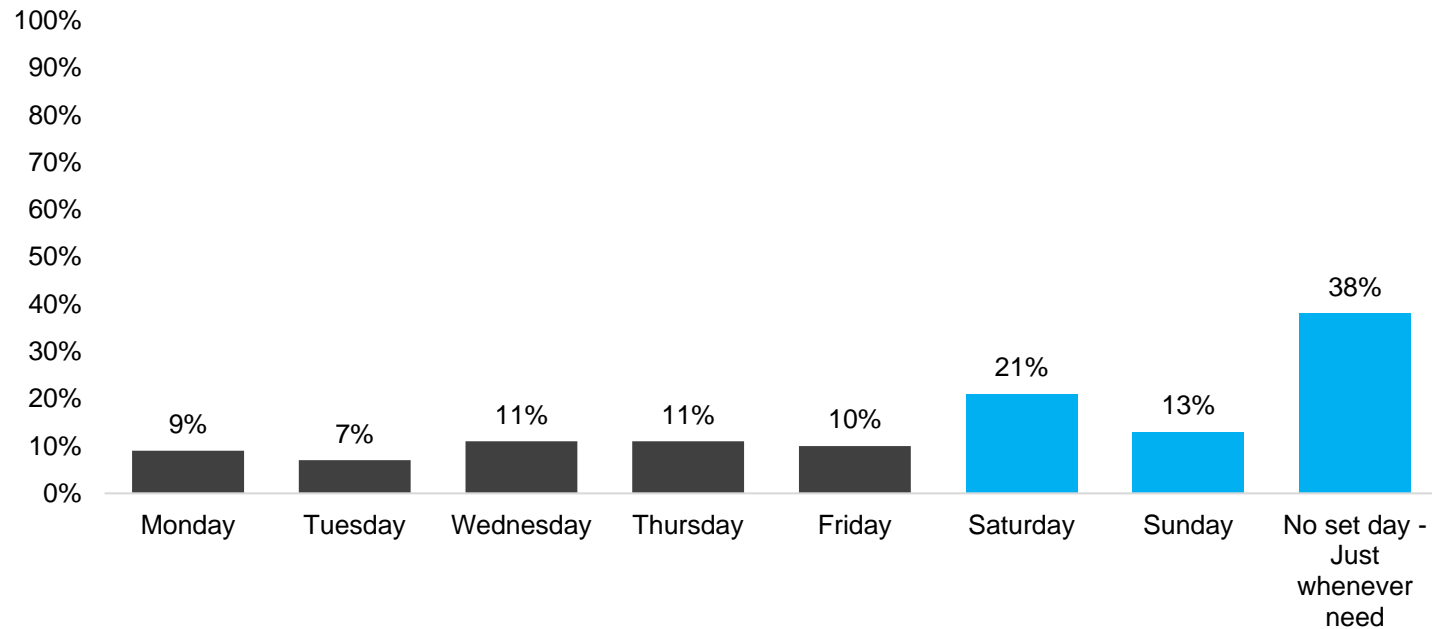


THE MAJORITY OF SCA GROCERY BUYERS DO NOT HAVE A SET DAY THEY VISIT THE SUPERMARKET...

OF SCA MAIN GROCERY BUYERS 25-54

Days of the week go grocery shopping:

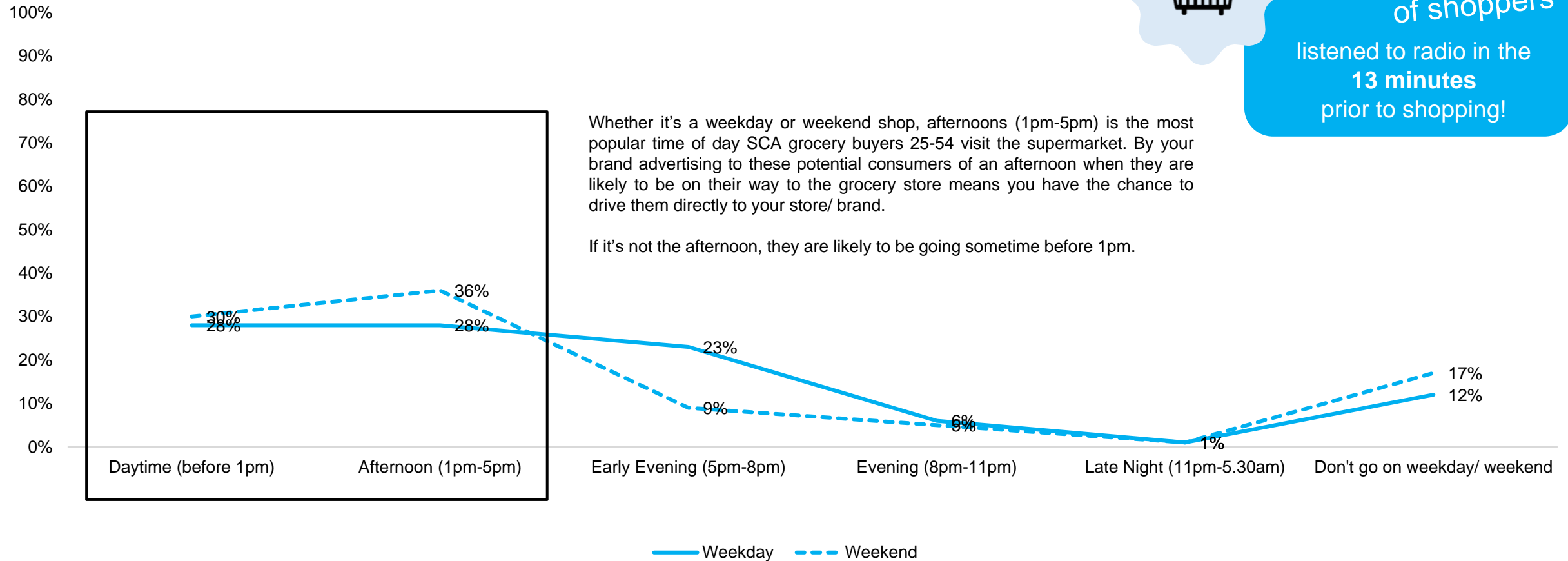
SCA grocery buyers 25-54 are more likely to visit the supermarket on the weekend, although for the majority of them this changes at times. It is also interesting to note that while weekends are the most popular time of the week for SCA grocery buyers to visit the supermarket, during the week the most popular days are mid-week.



AFTERNOONS ARE THE MOST POPULAR TIME OF DAY SCA GROCERY BUYERS ARE VISITING THE SUPERMARKET.

OF SCA MAIN GROCERY BUYERS 25-54

Time of day visit their main supermarket:



Plus,

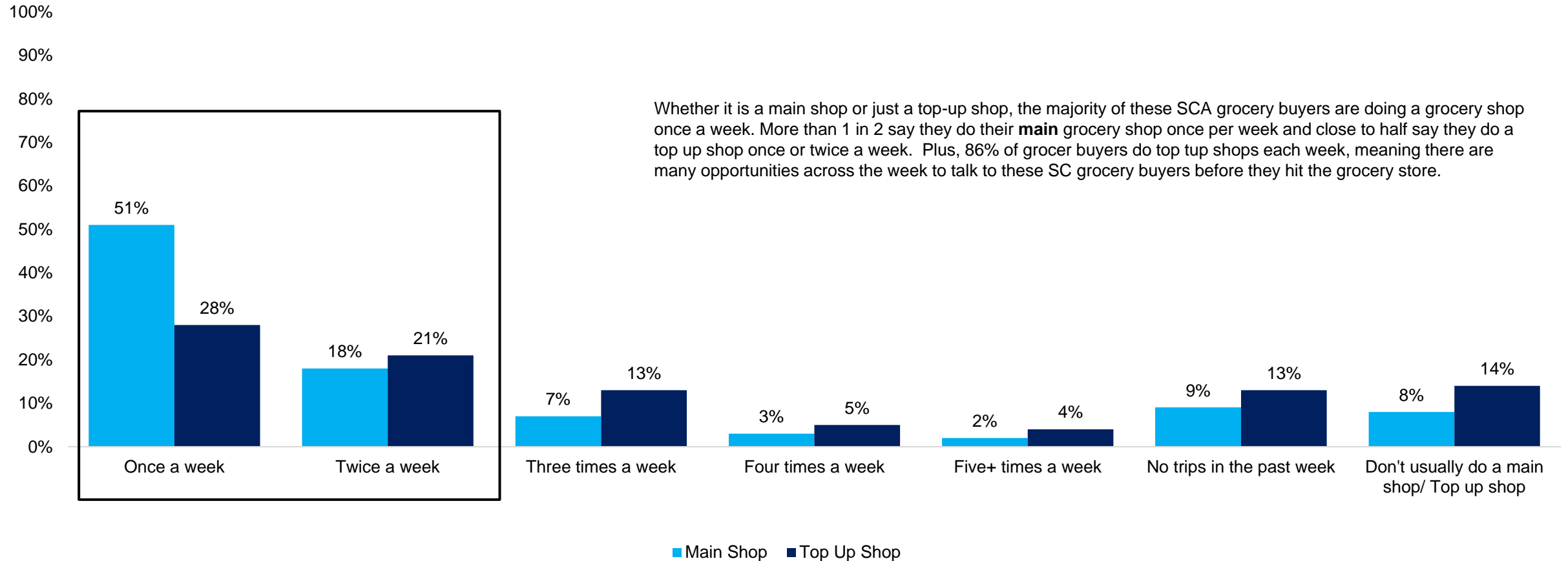
62%
of shoppers

listened to radio in the
13 minutes
prior to shopping!

THE MAJORITY OF SCA GROCERY BUYERS DO ONE MAIN SHOP AND ONE OR TWO TOP UP SHOPS PER WEEK...

OF SCA MAIN GROCERY BUYERS 25-54

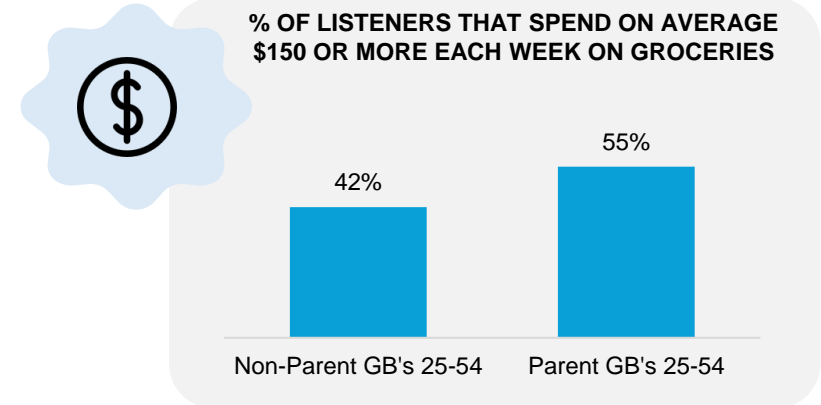
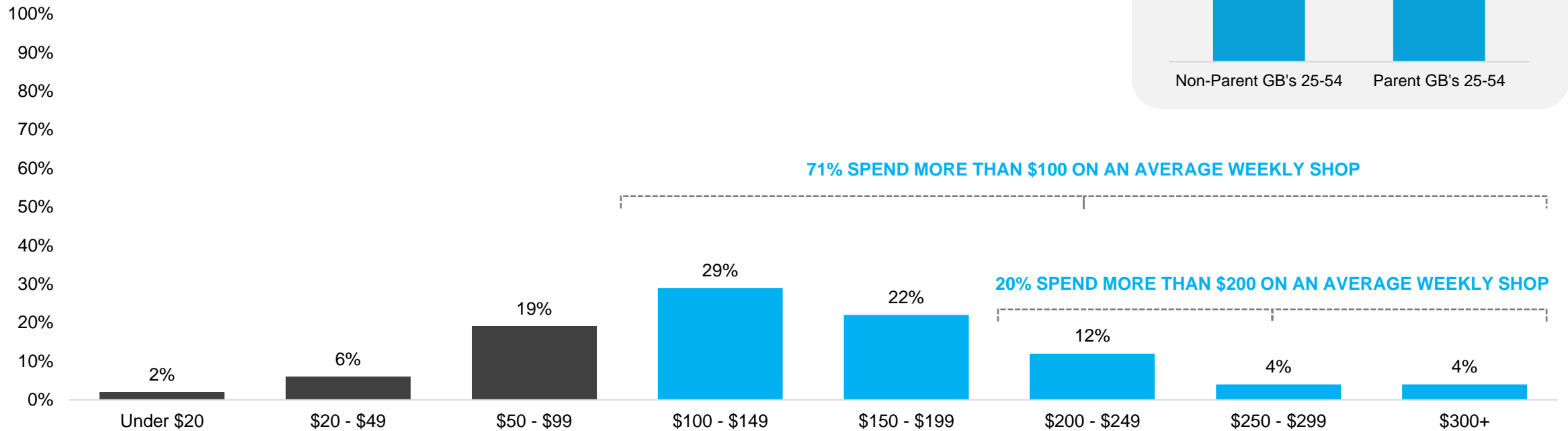
Frequency visit their main supermarket: Main shop vs. Top up shop



THE MAJORITY OF GROCERY BUYERS ARE SPENDING ON AVERAGE UPWARD OF \$100 ON GROCERIES EACH WEEK...

OF SCA MAIN GROCERY BUYERS 25-54

Average weekly spend at the supermarket:



The majority of main grocery buyers 25-54 are spending on average more than \$100 on their weekly grocery shop. In fact, 1 in 5 SCA grocery buyers are spending more than \$200 on an average weekly grocery shop. It is also no surprise that parent grocery buyers are spending more money on groceries each week in comparison to non-parent grocery buyer listeners.

SCA GROCERY BUYERS ARE LIKELY TO BE DRIVEN BY PRICE AND AUSTRALIAN MADE PRODUCTS WHEN GROCERY SHOPPING

OF SCA MAIN GROCERY BUYERS 25-54:

SUPERMARKET ATTITUDES:

68%

SAY THEY SHOP A LOT FOR SPECIALS AND BARGAINS

67%

SAY THEY OFTEN SWITCH BRANDS FOR FOOD DUE TO BARGAINS/ SPECIAL OFFERS

59%

SAY THEY TRY TO BUY PRODUCTS THAT ARE AUSTRALIAN MADE

58%

SAY THEY ALWAYS BUY FRUIT/ VEGIES/ MEATS AT THE SUPERMARKET

54%

SAY PRIVATE LABEL OFFERS SAME QUALITY AS WELL-KNOWN BRANDS

50%

SAY THEY TRY TO BUY HOUSEHOLD PRODUCTS THAT WON'T POLLUTE THE ENVIRONMENT

46%

SAY THEY ALWAYS READ PRODUCT LABELS

46%

SAY THEY LOOK OUT FOR NEW BRANDS AT THE SUPERMARKET

35%

SAY THEY PAY EXTRA FOR WELL-KNOWN BRANDS

32%

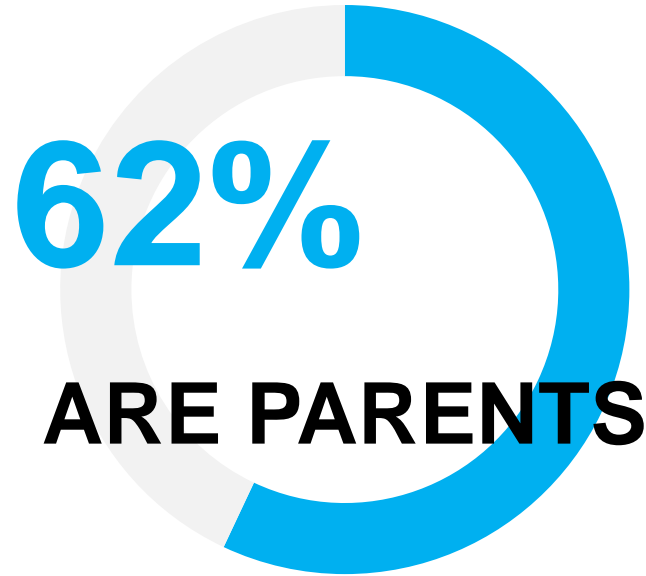
SAY THEY DON'T HAVE TIME TO SHOP AROUND FOR DAY TO DAY THINGS

For most SCA grocery buyers, they are always on the look out for specials and bargains when they hit the grocery store. In fact, more than two-thirds of the SCA grocery buyer audience say they shop a lot for specials and bargains and say they often switch brands due to price.

Plus, they value Australian made products and constantly on the look out for new brands in the supermarket. These grocery buyers are likely to have the consumer attributes you're looking for.

IT IS INTERESTING TO NOTE THAT 3 IN 5 SCA GROCERY BUYERS 25-54 ARE PARENTS AND THEIR KIDS ARE INFLUENCING THEIR PURCHASE DECISIONS TOO...

OF SCA MAIN GROCERY BUYERS 25-54:
SUPERMARKET ATTITUDES:



It is important for brands to understand the power children have on the purchasing choices and habits of their parents, particularly with more than 3 in 5 SCA grocery buyers 25-54 being parents. 3 in 5 of these SCA grocery buyers say their children influence the purchase decisions for food and more than 1 in 2 say their kids influence their decision for clothing.

OF SCA PARENT MAIN GROCERY BUYERS 25-54:

64%

**SAY THEY KEEP AN EYE
ON THEIR KIDS EATING
BECAUSE OF
CONCERNS ABOUT
OBESITY**

60%

**SAY THEIR
CHILD/CHILDREN
INFLUENCE PURCHASING
DECISIONS FOR FOOD**

54%

**SAY WHEN THEIR KIDS
COMES GROCERY
SHOPPING THEY TEND TO
SPEND MORE**

54%

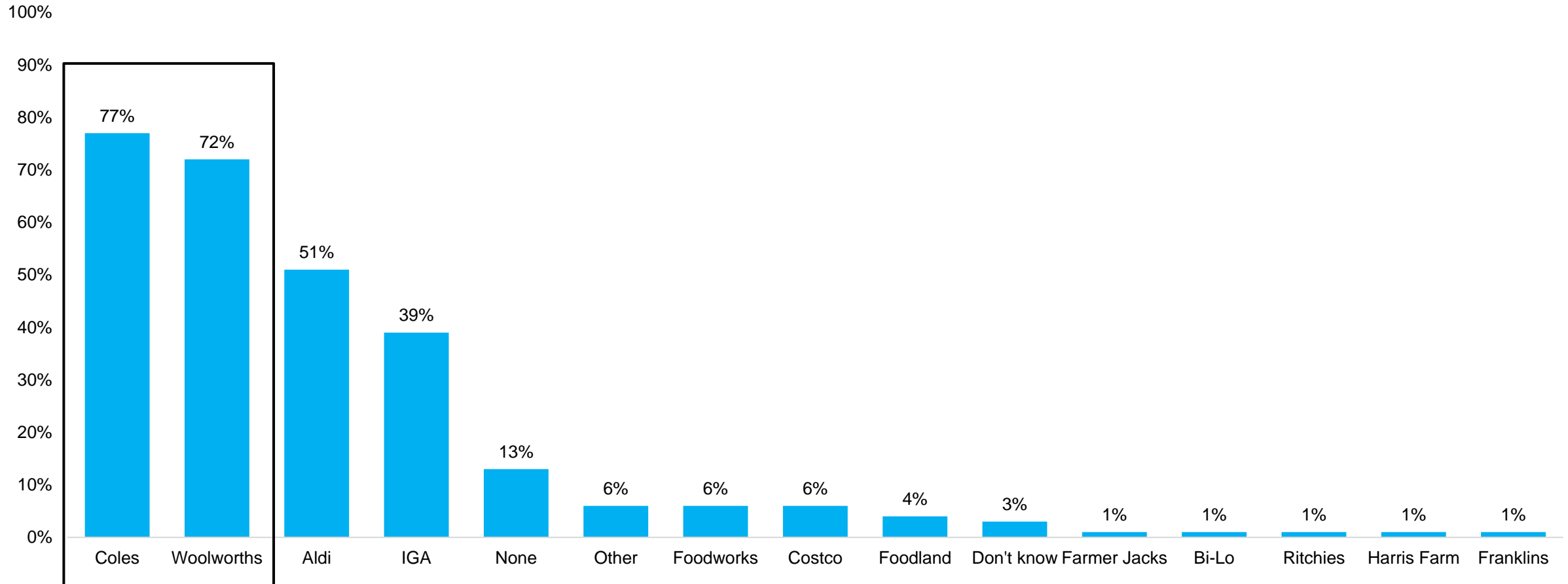
**SAY THEIR KIDS
INFLUENCE
PURCHASING
DECISIONS FOR
CLOTHING**

SUPERMARKET BRANDS

IT IS NO SURPRISE THAT COLES AND WOOLWORTHS ARE THE SUPERMARKETS FIRST TO MIND AMONG SCA GROCERY BUYERS....

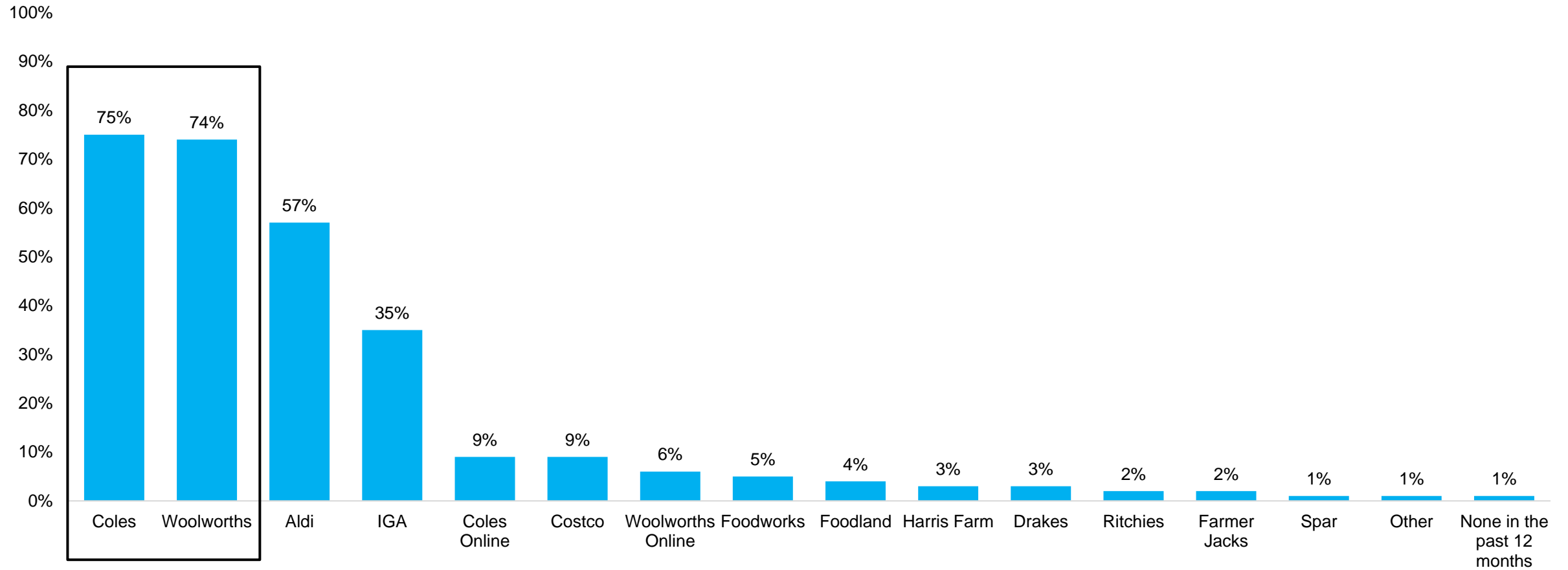
OF SCA MAIN GROCERY BUYERS 25-54:

Supermarkets first to mind...



WHEN IT COMES TO THE SUPERMARKETS THEY HAVE SHOPPED AT IN THE PAST 12 MONTHS, COLES AND WOOLWORTHS ARE NECK IN NECK...

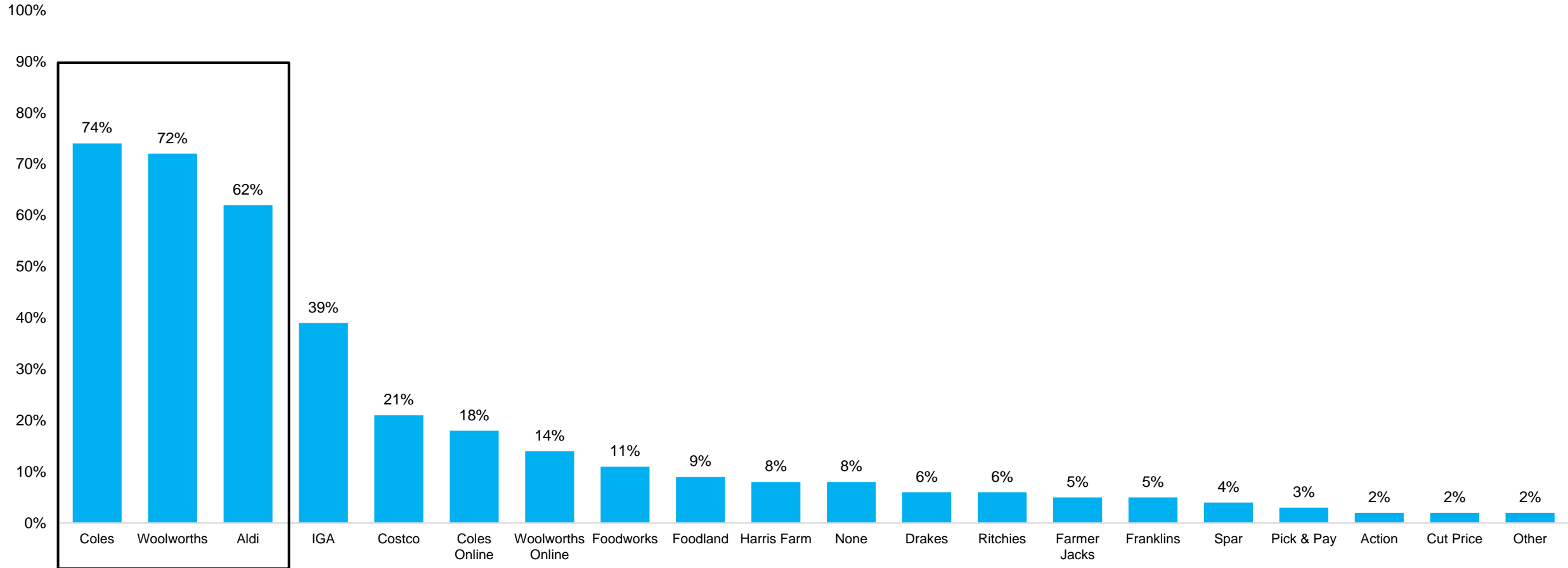
OF SCA MAIN GROCERY BUYERS 25-54:
Supermarket shopped at in the past 12 months:



MUCH THE SAME WHEN IT COMES TO THEIR CONSIDERATION SET, COLES AND WOOLWORTHS ARE KING, WITH ALDI TRACKING NOT TOO FAR BEHIND...

OF SCA MAIN GROCERY BUYERS 25-54:

Supermarket consider shopping at in the future:





THANK YOU!

What is Clear Decisions?

Clear Decisions is a Syndicated Multi-Media database that incorporates information collected from people aged 14+.

The data is collected through a combination of a 30 minute face to face interview, a self completion diary, and fused media currency ratings for TV (OzTam) and Radio (Gfk).

Where does the information come from?

Nielsen Media Research has a team of over 400 experienced interviewers who conduct the survey. Every survey placed into the field is personally collected ensuring a high return rate.

Clear Decisions is in field 40 out of 52 weeks a year (no surveys conducted late December/early January due to the holiday season).

The Clear Decisions database is based on a rolling 12 month survey database (i.e The newest month of data is added and the oldest month is dropped). Databases are updated 10 times per year.

What is ERAM?

ERAM is the GfK re-analysis package specifically designed for quick, easy and flexible analysis of radio audience surveys.

Where does the information come from?

Both paper diaries and e-diaries are used for measuring audiences in the larger radio markets.

Eight surveys are done each year in each of the five major capital cities. These cities are surveyed for 34 weeks of the year. In addition other smaller markets are surveyed on an ad hoc basis. Radio diary participants are geographically selected in proportion to the distribution of the population. Each market is split into geographic regions and sub-regions dubbed statistical local areas (SLAs). Each SLA is split further into interviewing areas or census collectors districts (CD's).

Homes are then statistically selected and approached within these CD's. A "single source lifestyle questionnaire" is enclosed in the diary. The diary contains relevant lifestyle and purchasing habits/intentions relating to the household.

For more information, please contact

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