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## Food safety standards in supermarkets important to more shoppers than location, price or product range

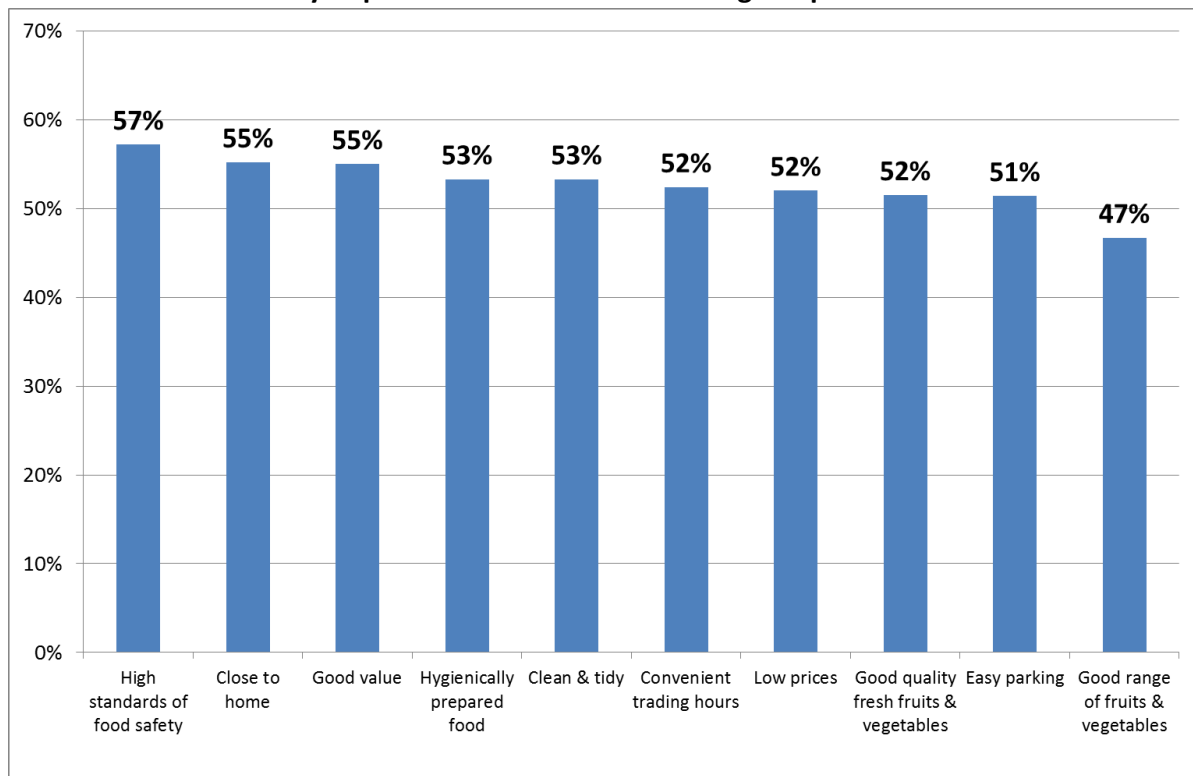
Food safety at the supermarket is important to more Australian grocery buyers than proximity to home, good value, trading hours or the quality and range of fresh fruits and vegetables, the latest research from Roy Morgan shows.

Well over half (57%) of grocery buyers aged 14+ cite food safety standards as a very important factor when deciding where to shop, followed by whether the store is near home or good value (both 55%).

Hygienically prepared food and a clean and tidy environment are each very important to 53% of shoppers. The quality of fresh produce ranks alongside convenient trading hours and low prices at 52% but more shoppers place a high importance on easy parking (51%) than the range of fresh fruit and vegetables (47%).

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Very Important factors when choosing a supermarket



Source: Roy Morgan Single Source (Australia), Jul2012 – Jun 2013, grocery buyers 14+ n= 15,471

Other factors further down the list include clean and functional trolleys (43%), range of brands (42%), weekly specials (41%) and being able to buy everything there (37%).

Perhaps surprisingly, less than one in four grocery buyers say discounts for regular shoppers or petrol discounts are a central reason they choose a particular supermarket.

**Warren Reid, Group Account Manager – Consumer Products, Roy Morgan Research, says:**

*“With Aldi soon to open in SA and WA, Costco planning five new stores across Australia by the end of 2014, and Metcash undergoing a strategic review of its wholesale trading terms, the supermarket industry will see increased competition in the next 24 months.*

*“Understanding customers and the factors they say are important when choosing a supermarket is going to be even more critical than usual.*

*“However not all shoppers have the same priorities. For example food and hygiene factors rank high for Coles and Woolworths shoppers, price and value for Aldi, and convenience for IGA. Therefore growth strategies for each supermarket should take these differences into account.*

*“According to Roy Morgan’s revolutionary new classification system Helix Personas, it’s the ‘Leading Lifestyles’ and ‘Today’s Families’ communities that are most concerned about food safety standards, while those in the ‘Metrotech’ community of educated urban professionals prioritise convenience. Helix Personas can pinpoint, down to a street level, where these different types of people live, giving national retailers an unprecedented panoramic view of their current or potential customers on any given block across the country.*

Click here to view our extensive range of [Supermarket Profiles](#), including Coles, Woolworths, Aldi, IGA and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

**For comments or more information please contact:**

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#### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

#### **Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3