What we heard

Grocery market study consumer survey

In March more than 12,000 consumers took part in our online survey to help us build a picture of New Zealanders' shopping behaviour. A diverse group of consumers took part, telling us about a range of different experiences shopping for groceries.

We heard:

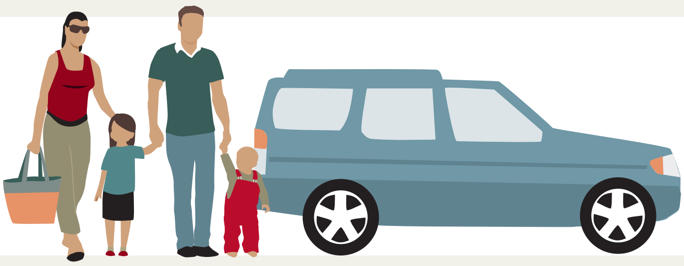
Most respondents do at least **one main shop** a week

Convenience and **price** were the most common key drivers for choice of store

Most respondents do **most** of their shopping at one of **New World, Countdown** or **PAK'nSAVE** and would switch to another store of these banners if their main store closed

On average, respondents spend around **$250 a week**

Almost half always compare prices or check unit pricing when grocery shopping



Most **travel less than 10 minutes** to their main store. However, nearly half of rural respondents told us they drive **more than 20** minutes

9 in 10 are a member of at least one loyalty programme, with access to member-only pricing the most common reason for joining

9 in 10 do most of their shopping **in store**

We also asked consumers to tell us anything else they thought was important when it came to how they shop for their groceries. Here are some of the most common themes that came up.