



# Snapshot of insights from the consumer survey

## Supermarkets Inquiry Interim Report



**21,481** responses received to  
our consumer survey

- the most responses of any ACCC survey

### What consumers told us in their survey responses:

Many respondents raised concerns about increasing grocery prices. Some said they are buying less food, skipping meals and experiencing emotional distress from grocery shopping. Many respondents also raised concerns about promotional practices.


#### Households earning <\$499 pw

**76%**  are spending upwards of **20%** of their post-tax income on groceries.

#### Households earning \$500 - \$749 pw

**54%**  are spending upwards of **20%** of their post-tax income on groceries.

**47%** of respondents compare grocery prices 'always' or 'most times' before they shop.

 Respondents on **lower incomes are more likely to compare prices** than respondents on higher incomes.

**Convenience** is the most-cited factor in how respondents choose their main supermarket.

Respondents who mainly shop at Aldi are the exception, with **value** being their most-cited factor.

**1/3**

of respondents in remote areas say the primary factor in choosing their main store is they **have no other option**.



This compares with 6% of respondents in regional areas and 1% of respondents in metro areas.



**81%** are members of at least one supermarket loyalty program



**51%** are members of at least two

Almost half of respondents said their supermarket loyalty program membership does not influence their choice of grocery store 'at all'.



The main reason respondents do not sign-up to a supermarket loyalty program is because they 'don't want grocery stores to collect my data'.

#### Next steps:

We have identified a number of key issues that we will focus on in the Final Report. These include how promotions and loyalty programs affect consumer behaviour and purchasing decisions, and issues affecting low income and remote

consumers. We will also consider the feasibility and likely impact of options to address consumer concerns.

We will be gathering and analysing documents and information relevant to these issues, including in formal hearings. Submissions on the key issues are welcome.