In Fact

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Shopping behaviours of New Zealand households

Background

The 2010 Health and Lifestyle Survey (HLS) included a section on household shopping for food and drinks. The questions included where households shopped, how much households spent at different locations, and what influences shoppers' food and drinks purchases.

Where households shop

Respondents were asked how frequently their households bought food and drinks from five locations. Frequency was grouped into 'more than once a week', 'weekly', 'less than weekly but at least once a month', and 'less than once a month or never'. The overall frequencies of shopping are shown in Figure 1.

Findings were compared by neighbourhood deprivation, prioritised-Māori ethnicity, age, and parent/caregiver status in relation to 5- to 16-year-old children.

Supermarkets
Most people (86.9%) said their households bought food and drinks from supermarkets 'weekly' or more often, with fewer than 1% of households doing so 'less than once a month or never'.

People more likely to say their household bought food and drinks from supermarkets 'more than once a week' are parent/caregivers (40.3%) compared with non-parent/caregivers (33.1%).

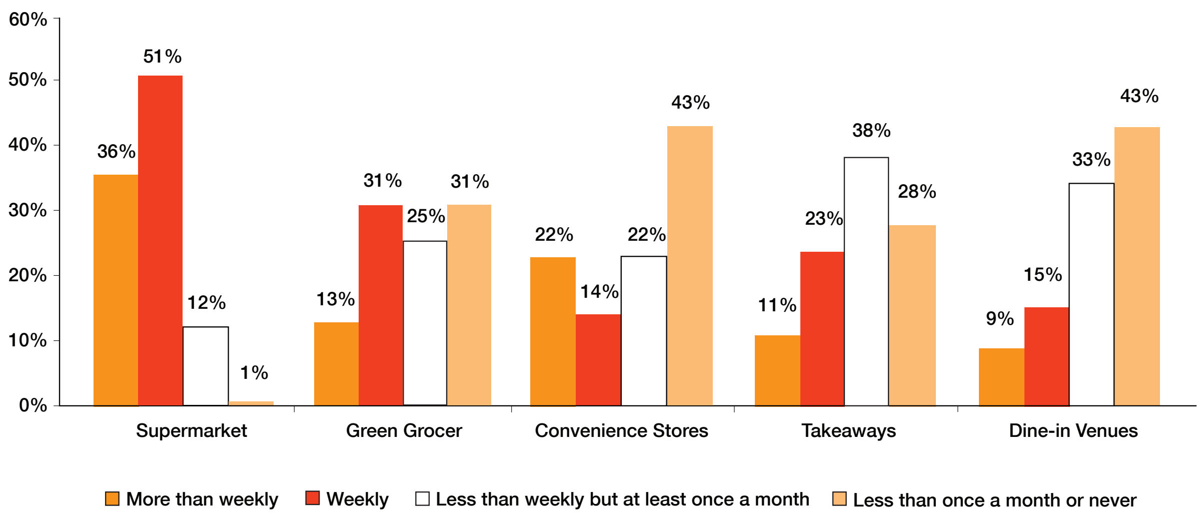
Green grocers (including other fruit and vegetable retailers such as farmers' markets)
People more likely to buy food and drinks from green grocers 'more than once a week' are Māori (18.7%), Pacific (25.4%) and Asian (27.6%) people compared with European/Other people (9.7%)

People less likely to buy food and drinks from green grocers 'less than once a month or never' are parent/caregivers (25.2%) compared with non-parent/caregivers (33.3%).

Convenience stores (eg, petrol stations, dairies)
People more likely to say their household bought food and drinks at a convenience store 'more than once a week' are:

- Pacific (37.8%) and Māori (37.4%) compared with European/Other people (17.9%).
- Younger people compared with older people (34.5%, 32.1%, 21.3%, 19.7%, and 9.8% for people aged 15 to 24, 25 to 34, 35 to 44, 45 to 54, and 55+ respectively).

Figure 1. The frequency households buy food and drinks from different locations, 2010



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Shopping behaviours of New Zealand households (continued)

People more likely to say their household bought food and drinks from convenience stores 'less than once a month or never' are non-parent/caregivers (46%) compared with parent/caregivers (35.4%).

Takeaways (including food courts)
People more likely to say their household bought food and drinks from takeaways 'more than once a week' are:

- Pacific (20.1%) and Māori (16.4%) compared with European/Other people (9.1%).
- Younger people compared with older people (20.4%, 17.4%, 10.1%, 8.6%, and 3.8% for people aged 15 to 24, 25 to 34, 35 to 44, 45 to 54, and 55+ respectively)

People less likely to say their households bought food and drinks from takeaways 'less than once a month or never' are parent/caregivers (18.5%) compared with non-parent/caregivers (32.3%).

Dine-in Venues (eg, restaurants and bars)
People less likely to report that their household bought food and drinks from dine-in venues 'less than once a month or never' are:

- From low deprivation areas (37.2%) compared with those from high deprivation areas (53.2%).
- Māori (49.5%) and European/Other (41.5%) compared with Pacific (61.2%).
- Non-parent/caregivers (40.7%) compared with parent/caregivers (49.3%).

Key points for shopping frequency

- Māori and Pacific households tended to shop more frequently at green grocers, convenience stores and takeaways than European/Other households.
- Younger people shopped more frequently at convenience stores and takeaways than older people.
- Parent/caregiver households tended to shop more frequently overall than non-parent/caregiver households, except at dine-in venues.

Amount spent on food and drink at different locations

For the weekly spend on food and drinks two location categories were used:

- 'Grocery', including supermarkets and green grocer-type retailers.
- 'Non-grocery', including dairies, takeaways, and restaurants.

Households were categorised into low, medium, and high spend groups for their 'grocery' and 'non-grocery' spend. See Devlin (2010) for more details about the calculation of household spend.

Findings were compared by neighbourhood deprivation, prioritised-Māori ethnicity, age, and parent/caregiver status in relation to 5- to 16-year-old children.

Grocery (eg, supermarkets and green grocers)
People more likely to be in the low spend group for grocery locations are:

- From high deprivation areas (46%) compared with those from low deprivation areas (25.8%).
- Pacific (52.7%) compared with Māori (35.9%) and European/Other people (28.4%).
- Asian (61.4%) compared with European/Other people.
- Aged 15 to 24 (41.8%) and 55+ (38.9%) compared with those aged 35 to 44 (22.5%) and 45 to 54 (23.0%).

These trends were reversed when examining the high spend groups.

Non-grocery (eg, convenience stores, takeaways, restaurants)
People from households more likely to be in the low spend group for non-grocery locations are:

Shopping behaviours of New Zealand households (continued)

- From high deprivation areas (37.9%) compared with those from low deprivation areas (29.1%).
- Aged 55+ (50.6%) compared with those aged 15 to 24 (26.6%), 25 to 34 (17.6%), 35 to 44 (28.3%), and 45 to 54 (27.7%).
- Non-parent/caregivers (36.1%) compared with parents/caregivers (26.7%).

People more likely to be in the high spend group for non-grocery locations are:

- From low deprivation areas (39.5%) compared with those from high deprivation areas (29.8%).
- Non-parent/caregivers (36.8%) compared with parents/caregivers (29.9%).

Note: Non-parent/caregivers were less likely to be in the medium spend group for non-grocery locations than parent/caregivers (27.1%, compared with 43.4%), hence the apparently contradictory findings for the high and low spend groups.

Key points for spend

- High levels of neighbourhood deprivation were related to lower levels of spend at both grocery and non-grocery locations, compared with low levels of deprivation.
- Pacific and Asian people tended to spend less than European/Other people at grocery locations but not at non-grocery locations.

What influences people's shopping decisions?

People were asked the question 'Generally when you are buying food or drinks for your household, what things do you think affect your choices?' with responses being unprompted. Responses were then coded into logical categories. Figure 2 presents the overall frequency that the most common influences are mentioned. 'Taste', 'specials', and 'availability' are reported equally across all demographic groups. 'What children like/eat' only differed by parent/caregiver group, which is unsurprising.

Findings were compared by neighbourhood deprivation, prioritised-Māori ethnicity, age, and parent/caregiver status in relation to 5- to 16-year-old children. Only people who shop for their household are included in the following figures (n=1,652).

Cost/price

People more influenced by price are:

- Aged 25 to 34 (87.9%) compared with those aged 55+ (65.2%).
- Parents/caregivers (81.7%) compared with non-parent/caregivers (72.1%).
- There were no differences by neighbourhood deprivation or ethnicity.

Freshness

People more likely to mention 'freshness' as an influence are:

- From low deprivation areas (50.4%) compared with those from high deprivation areas (30.4%).

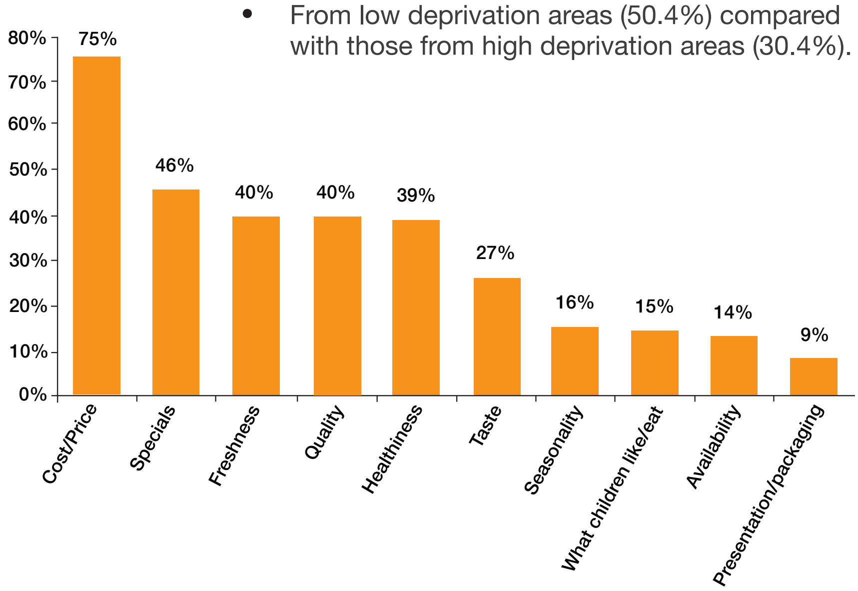

Figure 2. Things that affect New Zealanders' choices when they are buying food or drink for their households, 2010

Shopping behaviours of New Zealand households (continued)

- European/Other (40.5%), compared with Māori (27.7%).

Quality
People more likely to mention 'quality' as an influence are from low deprivation areas (47.4%) compared with those from high deprivation areas (30.8%).

Healthiness
People more likely to mention 'healthiness' as an influence are:

- From low deprivation areas (46.2%) compared with those from high deprivation areas (32.7%).
- European/Other (43.3%), compared with Māori (22.4%) and Pacific (22.3%).

Seasonality
People more likely to mention 'seasonality' as an influence are:

- From low deprivation areas (24.7%) compared with those from high deprivation areas (9.2%).
- European/Other (17.5%), compared with Māori (6.5%).

Presentation/packaging
People more likely to mention 'presentation' as an influence are non-parents/caregivers (11.4%) compared with parents/caregivers (4.9%).

Key points for influences on shopping

- Cost is equally likely to be reported as an influence on shopping decisions by people from areas of higher and lower neighbourhood deprivation.
- Other influences, such as 'freshness', 'quality', and 'seasonality' may be better indicators of money constraints. People from high deprivation areas were less likely to say they these were influences than people from low deprivation areas.

About the Survey

- The HLS is a nationwide in-home face-to-face survey conducted every two years, starting in 2008. The 2010 HLS consisted of a sample of 1,740 New Zealanders aged 15 years and over, who provided information about their health behaviours and attitudes relating to tobacco, sun safety, healthy eating, gambling, and alcohol.
- In 2010, the main sample, with a response rate of 57%, included 866 people of European/Other ethnicity, 460 Maori, 301 Pacific peoples and 113 Asian people (prioritised Maori ethnic groups).
- The data have been adjusted (weighted) to ensure they are representative of the New Zealand population.
- Neighbourhood deprivation was measured using the New Zealand Deprivation Index 2006 (NZDep2006). See Salmond, Crampton, and Atkinson (2007) for more detail.
- A full description of the 2010 HLS survey methodology, questionnaire and further HLS publications can be found online at www.hsc.org.nz/researchpublications.html.

About the HSC

The HSC is a crown entity that uses health promotion initiatives to promote health and encourage healthy lifestyles, with a long-term focus on reducing the social, financial and health costs of a number of health behaviours.

References

Devlin, M. (2010). *Methodology Report for the 2010 Health and Lifestyles Survey.* Wellington: Health Sponsorship Council. Retrieved from http://www.hsc.org.nz/researchpublication.html

Salmond, C., Crampton, P., & Atkinson, J. (2007). *NZDep2006 Index of Deprivation*. Wellington: Department of Public Health, University of Otago. Retrieved from http://www.uow.otago.ac.nz/academic/dph/research/NZDep/NZDep2006 research report 04 September 2007.pdf

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