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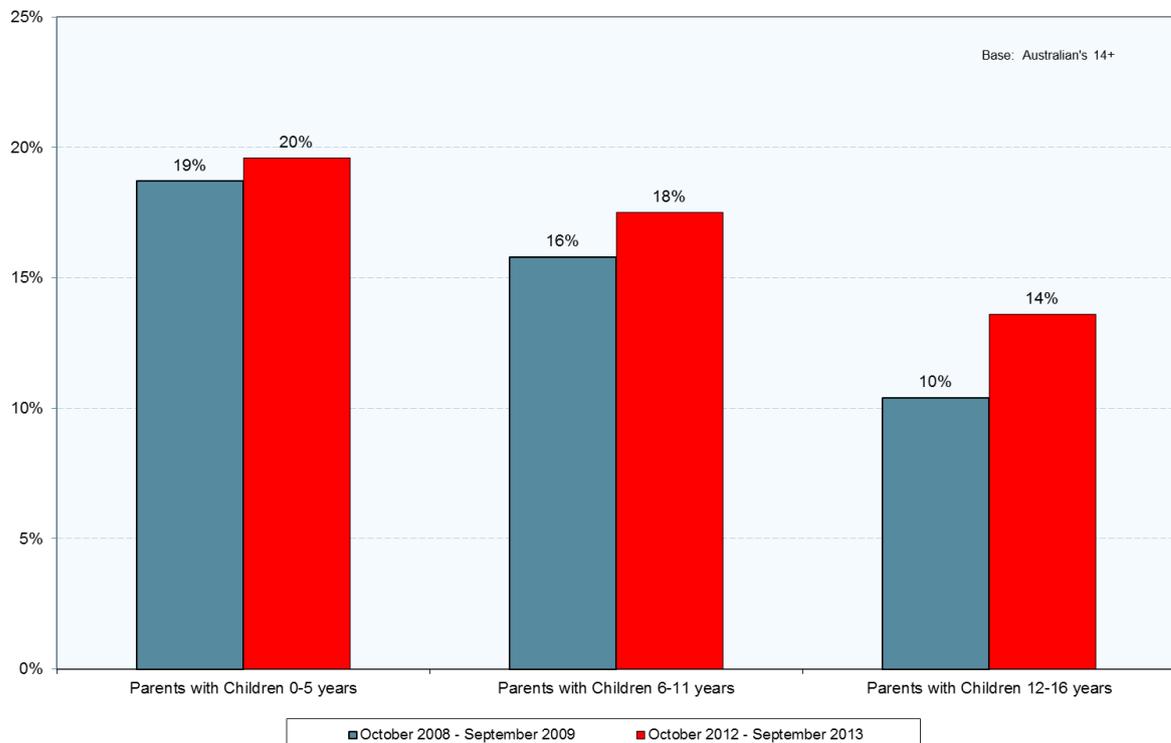
Cheesy pickings: sticks, strings and segments on the rise among parents with kids of all ages

Whether they're to be peeled into strings, shucked from a red wax shell, or unwrapped from a tinfoil segment featuring an overtly jovial, earring-wearing French cow, cheese snacks are becoming an increasingly common addition to the trolleys of Australian parents, the latest research from Roy Morgan shows.

In the year to September 2013, 17% of Australian parents with kids under 16 living at home bought Cheese Snacks in an average four weeks, compared with just 5% of people without kids in the household.

The popularity of cheese snacks has risen among parents of kids of all ages. Those with babies and toddlers at home (aged 0-5) are still most likely to buy cheese snacks (20%, up 1% since 2009), followed by those with 6-11 year-olds (18%, up 3% points). However the strongest proportional growth has been among parents of tween and teens (aged 12-16), with 14% now buying cheese snacks, up 4% points.

Parents buying Cheese Snacks in an average four weeks



Source: Roy Morgan Single Source (Australia), October 2008 – September 2013, average annual n=19,469

Overall, the percentage of parents purchasing cheese snacks has grown 2% since 2009, with the supermarkets' home brands and French import Laughing Cow experiencing the strongest

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proportional growth over the period, while Babybel, Bega Stringers, and Kraft Cheese Sticks remain popular.

Angela Smith, Group Account Manager - Consumer Products, Roy Morgan Research, says:

“Cheese Snacks are a quick and easy way for parents to boost up their children’s calcium intake—and perhaps keep them quiet until dinnertime.

“Although they come in many different forms, it’s evident that cheese snacks are an increasingly common item for parents to keep in the fridge or cupboard.

“Kraft Cheese Sticks are a winner among parents of children aged 0-5, while Bega Stringers lead among those with 6-11 year-olds, and Laughing Cow is the most common choice for those with children 12 to 16.”

For comments or more information please contact:

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Related Research

[Click here](#) to view our extensive range of [Cheese Snacks Profile](#), including the [Parent Profile](#) and more, or our range of [Media Profiles](#) including [internet](#), [social media](#), [television](#), [pay TV](#), [radio](#) and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

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
50,000	±0.4	±0.4	±0.3	±0.2

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