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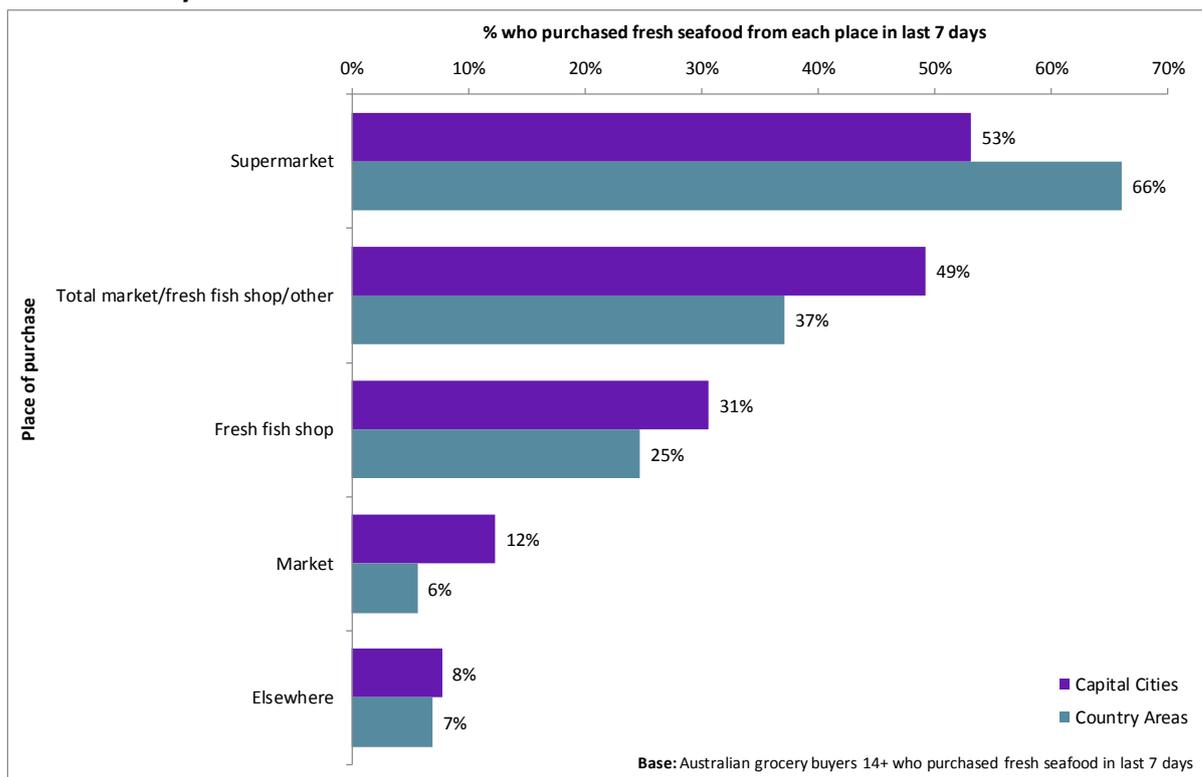
Supermarkets most popular seafood shopping spot

After chicken and beef, fish/seafood is the third-most commonly eaten meat in Australia, consumed by 57% of the population and purchased by one quarter (24%) of Australian grocery-buyers in an average seven days. The latest findings from Roy Morgan Research reveal the ins and outs of this fishy business...

While supermarkets are by far the most popular place to buy fresh seafood, specialty retailers (such as markets and other fresh fish shops) also attract their fair share of shoppers – especially in capital cities.

Last year, 66% of country-based grocery-buyers who bought fresh seafood did so at a supermarket, compared with 53% of their city-dwelling counterparts. In contrast, a greater proportion of city-based seafood shoppers bought fish at markets (12% vs 6%) or other fresh fish shops (31% vs 25%), as the chart below shows.

Where we buy our fresh seafood



Source: Roy Morgan Single Source (Australia), January – December 2014 (n=2,967).

State by state

Victorian grocery-buyers are the country's most prolific fresh-seafood shoppers, with 26% purchasing it in an average seven days, just ahead of New South Wales (25%) and Western Australia (23%).

Nineteen percent of Victorians who buy fresh seafood purchase it from a market: a much higher proportion than in other states (at 9%, South Australians are a distant second). Meanwhile, Western Australian seafood shoppers are the likeliest to make their purchase at supermarkets (69%), just ahead of Queenslanders (66%).

People who buy their seafood at a market tend to spend more (an average outlay of \$35 in any given seven days) than those who get it from some other fresh fish shop (\$27) or at a supermarket (\$19).

Angela Smith, Group Account Director, Roy Morgan Research, says:

“Seafood is a healthy culinary option for the whole family, and is eaten by almost 60% of the population in any given seven-day period.

“Most grocery buyers who buy fresh seafood purchase it from a supermarket. Not only is this convenient for those who prefer a one-stop grocery shop, but it seems to be cheaper: certainly, people who buy seafood from a supermarket spend less than those who buy it from more specialised retailers.

“However, when we combine the proportions of city-based grocery-shoppers who buy their seafood from a market, fresh fish shop or elsewhere, the total is almost the same as the proportion who get theirs from a supermarket. Of course, people living in capital cities have more choice as to where they buy their fresh seafood, and tend to earn higher incomes, which would allow them to better afford market prices.

“Roy Morgan’s Single Source survey contains the country’s most extensive data on Australian consumers’ grocery-buying habits, including several varieties of seafood and fish.”

For comments or more information about Roy Morgan Research’s consumer goods data, please contact:

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Related research findings

View our range of [Fish Buyer and Consumer profiles](#), including the [People who like to eat Seafood profile](#), and our [Meat Products profiles](#), including our [Fresh Fish Buyer profile](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made 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 Indonesia, 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.

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.

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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