

CONSUMERS & BRANDS

Grocery stores: Harris Farm Markets shoppers in Australia

Consumer Insights

Consumer Insights
by statista 

August 2023



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Harris Farm Markets shoppers in Australia: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Harris Farm Markets shoppers in Australia ("brand users") against Australian grocery store shoppers in general ("category users"), and the overall Australian online, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Australia)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of August 2023

CHAPTER 01

Management summary

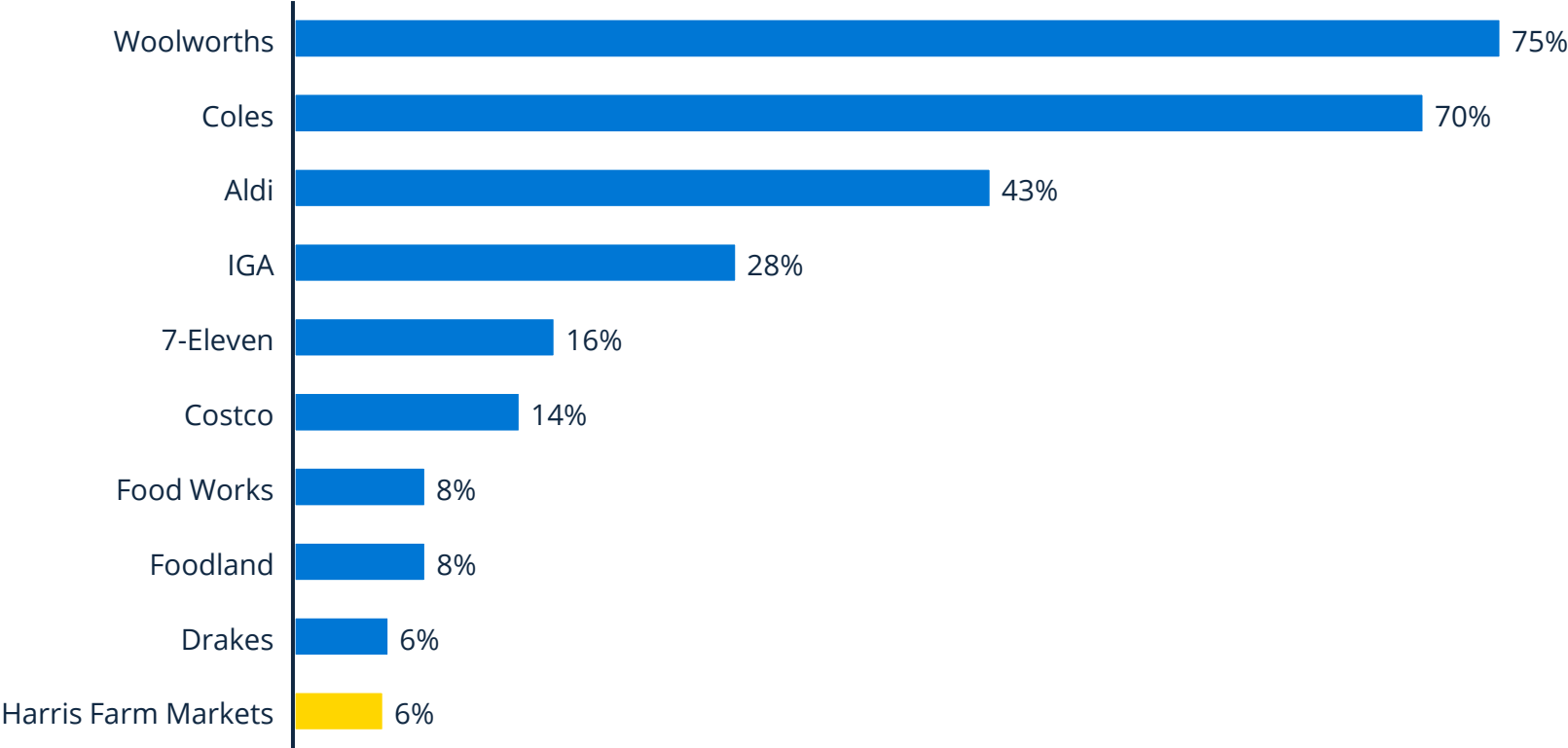
- Brand usage
- Key insights



Harris Farm Markets ranks tenth among grocery stores in Australia

Management summary: brand usage and competition

Top 10 most used grocery stores in Australia



4 Notes: "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=1,017 grocery store shoppers

Sources: [Consumer Insights Global](#) as of August 2023

Harris Farm Markets shoppers in Australia

Management summary: key insights

Demographic profile

Harris Farm Markets is more popular among Millennials than other grocery stores.

Harris Farm Markets is more popular among male grocery store shoppers than female grocery store shoppers.

Harris Farm Markets has a larger share of shoppers with a medium household income than other grocery stores.

Harris Farm Markets shoppers are more likely to live in cities and urban areas than grocery store shoppers in general.

Consumer lifestyle

An honest and respectable life is less important to Harris Farm Markets shoppers than to other grocery store shoppers.

Finance and economy are relatively prevalent interests of Harris Farm Markets shoppers.

Photography is a relatively popular hobby among Harris Farm Markets shoppers.

Consumer attitudes

It stands out that 44% of Harris Farm Markets shoppers avoid artificial flavors and preservatives.

21% of Harris Farm Markets shoppers are innovators or early adopters of new products.

A relatively high share of Harris Farm Markets shoppers think that immigration is an issue that needs to be addressed.

Marketing touchpoints

Harris Farm Markets shoppers access the internet via a streaming device more often than the average grocery store shopper.

On social media, Harris Farm Markets shoppers interact with companies more often than other grocery store shoppers.

Harris Farm Markets shoppers remember seeing ads on editorial websites and apps more often than other grocery store shoppers.

CHAPTER 02

Demographic profile

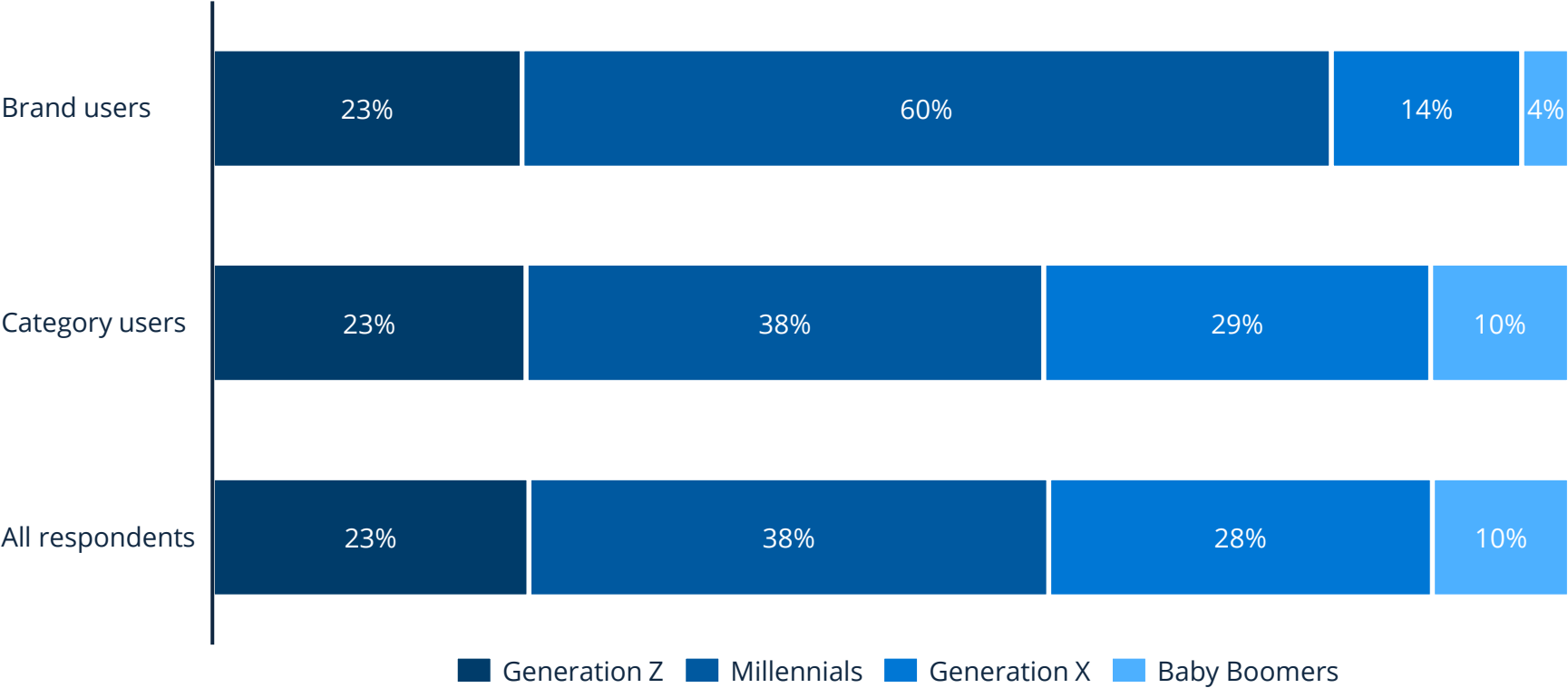
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Harris Farm Markets is more popular among Millennials than other grocery stores

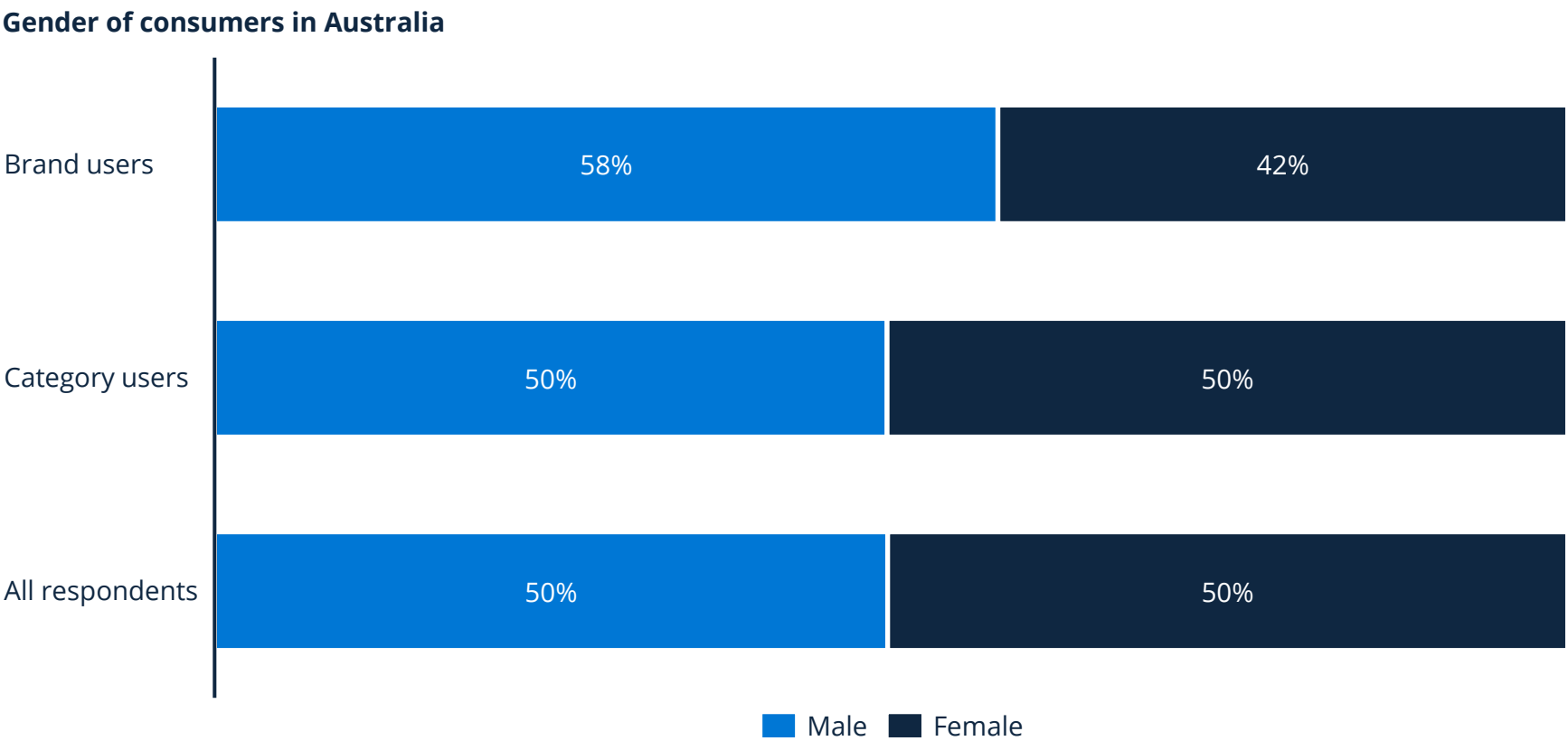
Demographic profile: generations

Age of consumers in Australia



Harris Farm Markets is more popular among male grocery store shoppers than female grocery store shoppers

Demographic profile: gender

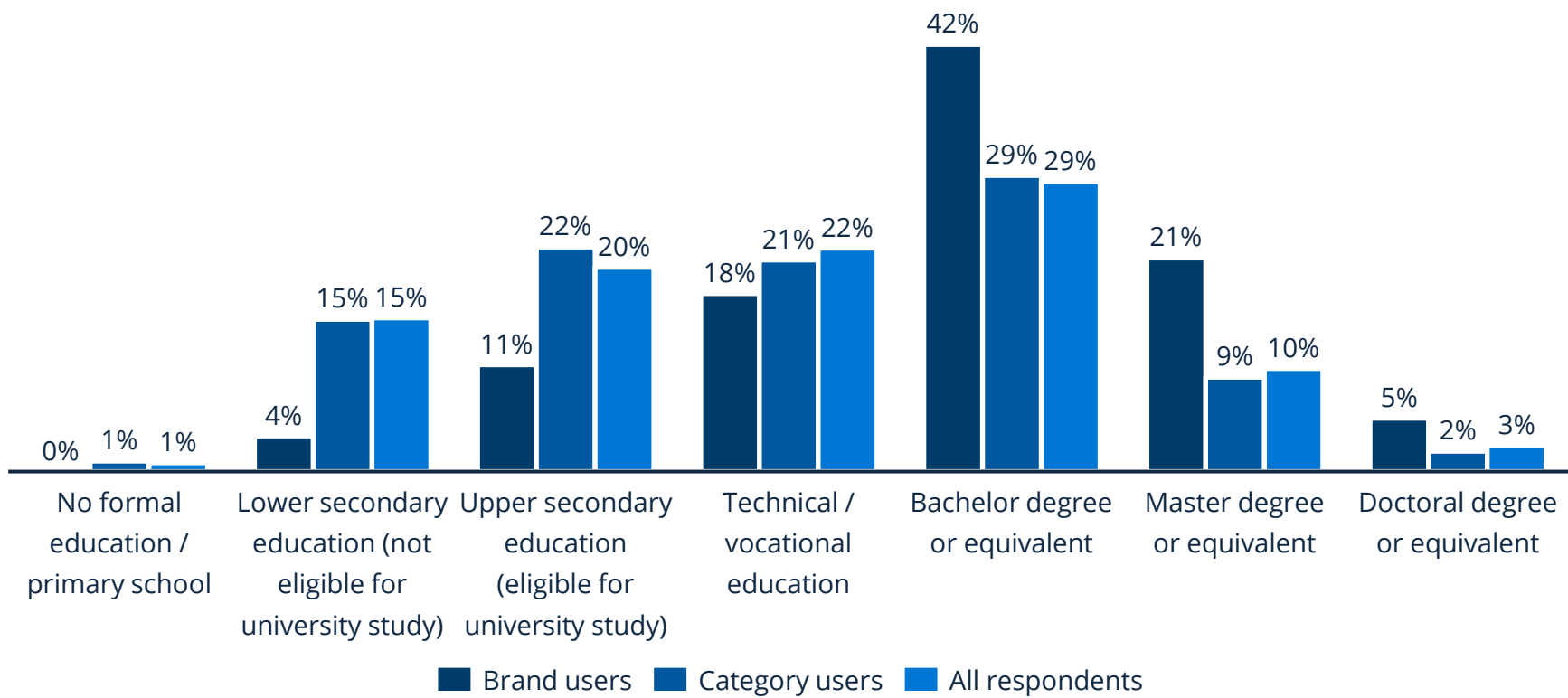


8 **Notes:** "What is your gender?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=57 Harris Farm Markets shoppers, n=1,017 grocery store shoppers, n=9,872 all respondents
Sources: [Consumer Insights Global](#) as of August 2023

A relatively high share of Harris Farm Markets shoppers have a college degree

Demographic profile: education

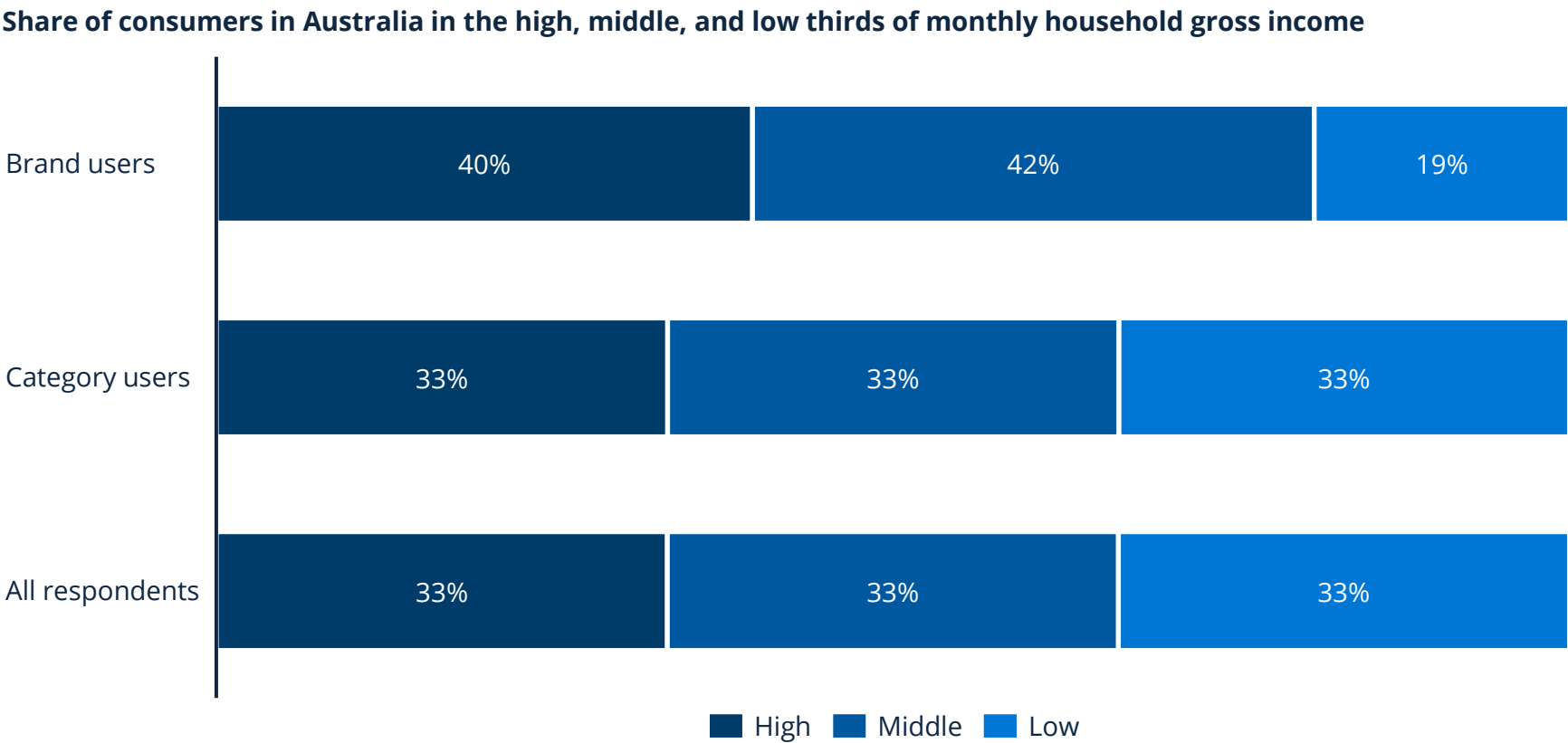
Consumer's level of education in Australia



9 Notes: "What is the highest level of education you have completed?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=57 Harris Farm Markets shoppers, n=1,017 grocery store shoppers, n=9,872 all respondents
Sources: [Consumer Insights Global](#) as of August 2023

Harris Farm Markets has a larger share of shoppers with a medium household income than other grocery stores

Demographic profile: income

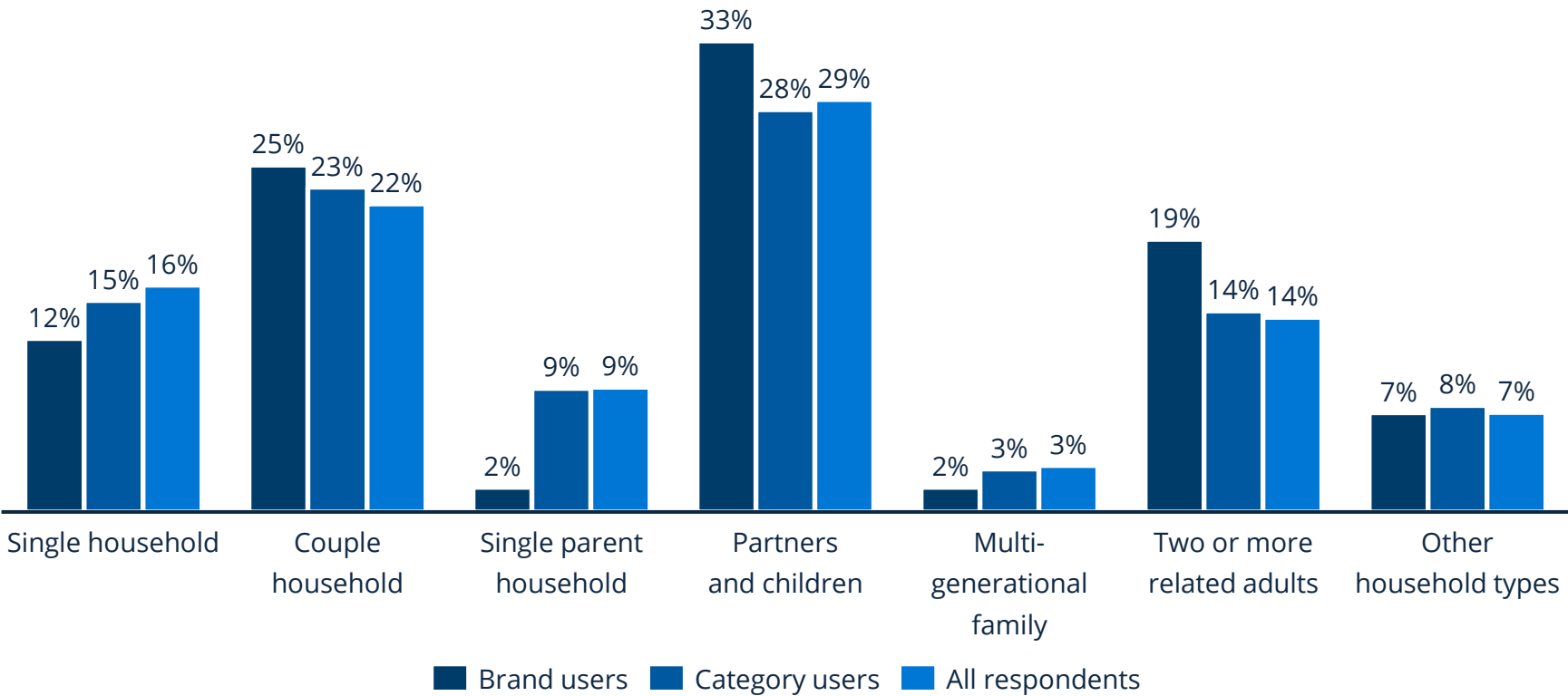


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=57 Harris Farm Markets shoppers, n=1,017 grocery store shoppers, n=9,872 all respondents
Sources: [Consumer Insights Global](#) as of August 2023

Compared to other grocery store shoppers, Harris Farm Markets shoppers are relatively likely to live in a household of two or more related adults

Demographic profile: household classification

Type of households in which consumers in Australia live

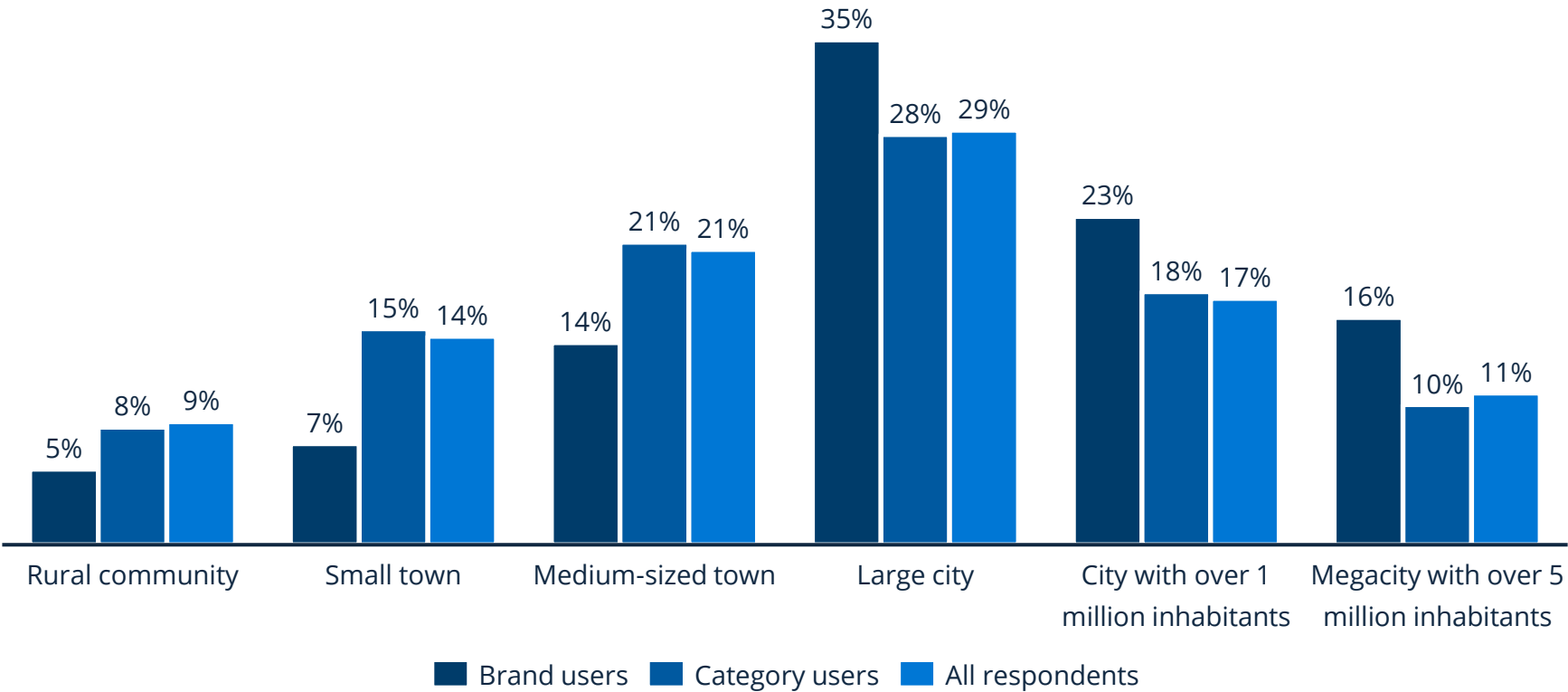


Harris Farm Markets shoppers are more likely to live in cities and urban areas than grocery store shoppers in general

Demographic profile: type of community



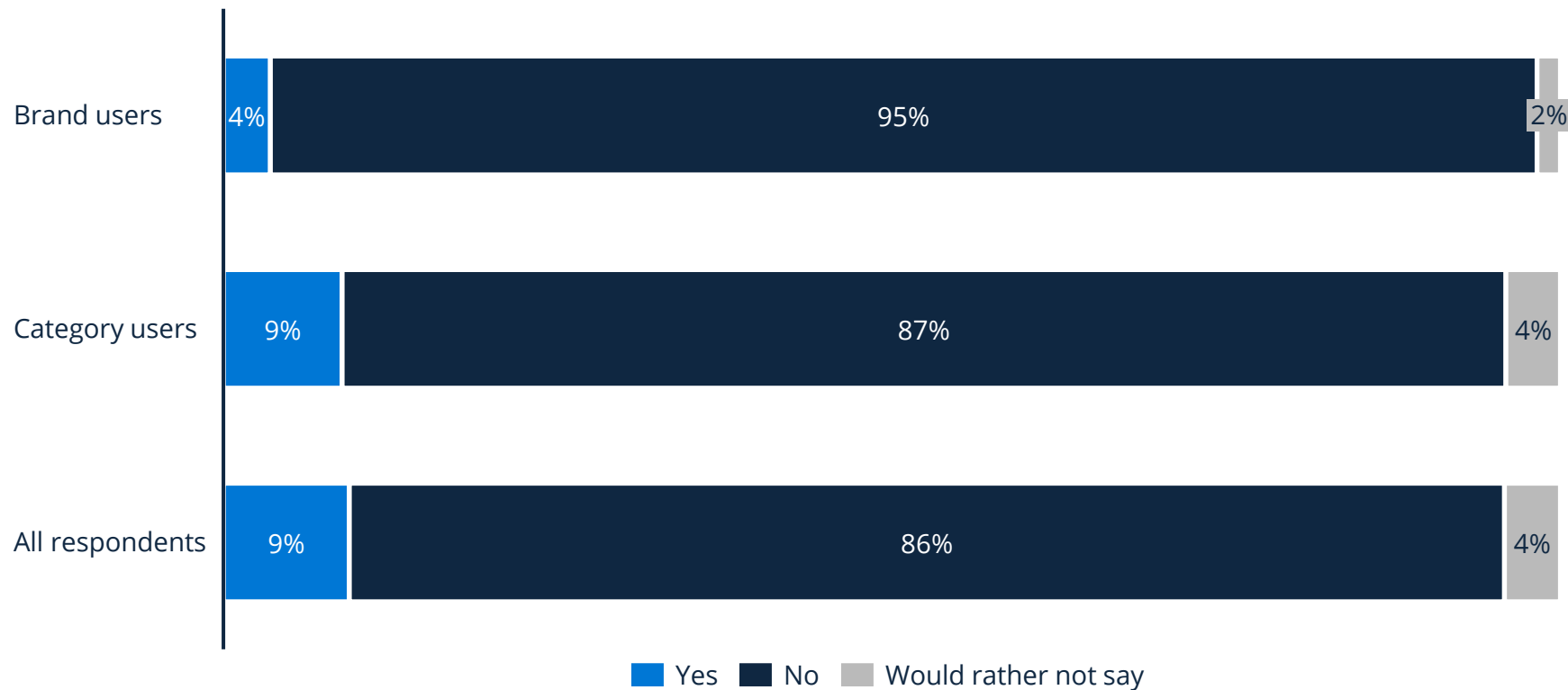
Communities where consumers live in Australia



4% of Harris Farm Markets shoppers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Australia



CHAPTER 03

Consumer lifestyle

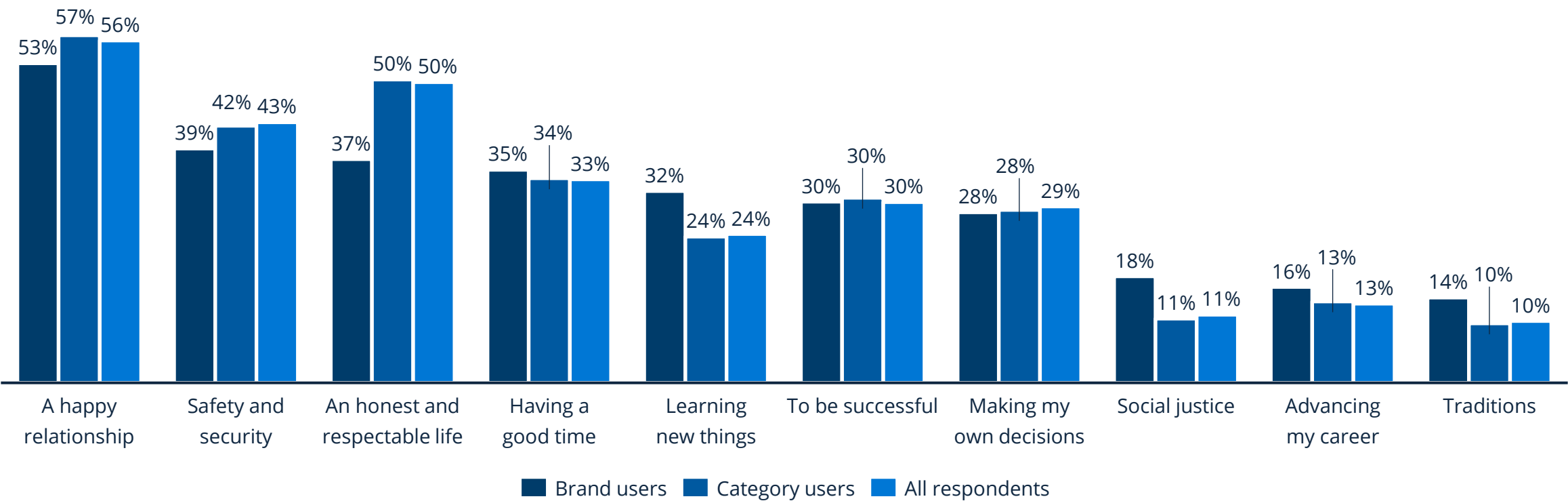
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



An honest and respectable life is less important to Harris Farm Markets shoppers than to other grocery store shoppers

Consumer lifestyle: life values

Most important aspects of life for consumers in Australia

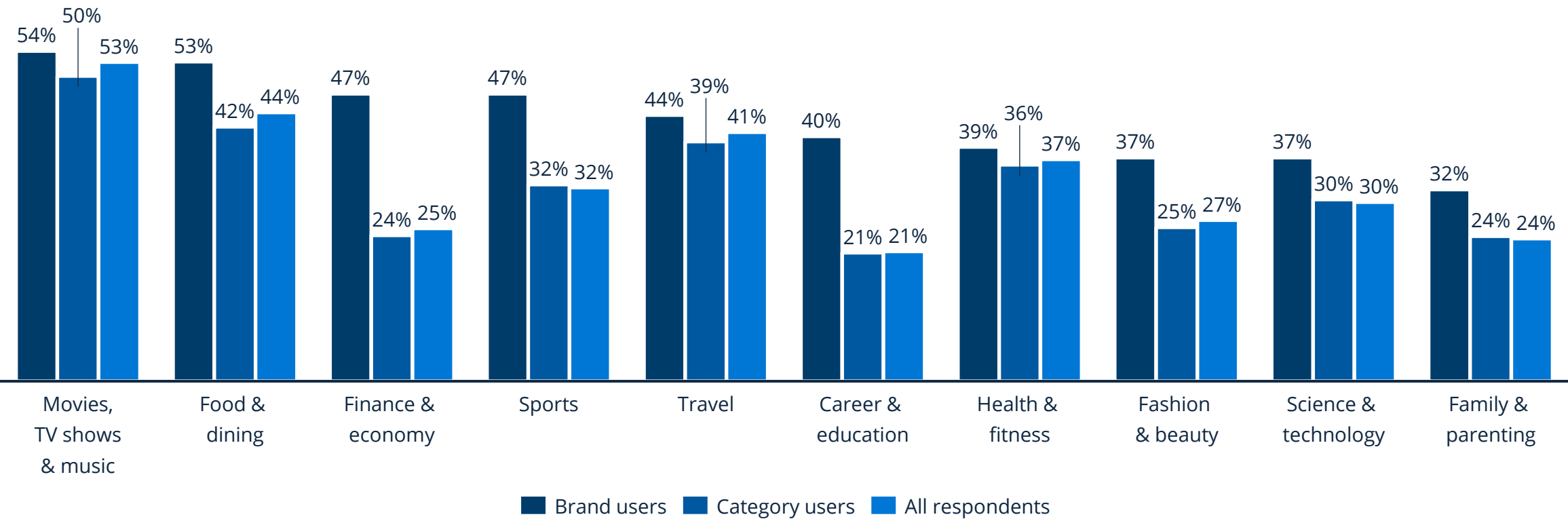


15 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3."; Multi Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=57 Harris Farm Markets shoppers, n=1,017 grocery store shoppers, n=9,872 all respondents
Sources: [Consumer Insights Global](#) as of August 2023

Finance and economy are relatively prevalent interests of Harris Farm Markets shoppers

Consumer lifestyle: main interests

Top 10 interests of Harris Farm Markets shoppers in Australia



16 Notes: "What topics are you personally interested in?"; Multi Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=57 Harris Farm Markets shoppers, n=1,017 grocery store shoppers, n=9,872 all respondents
Sources: [Consumer Insights Global](#) as of August 2023

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