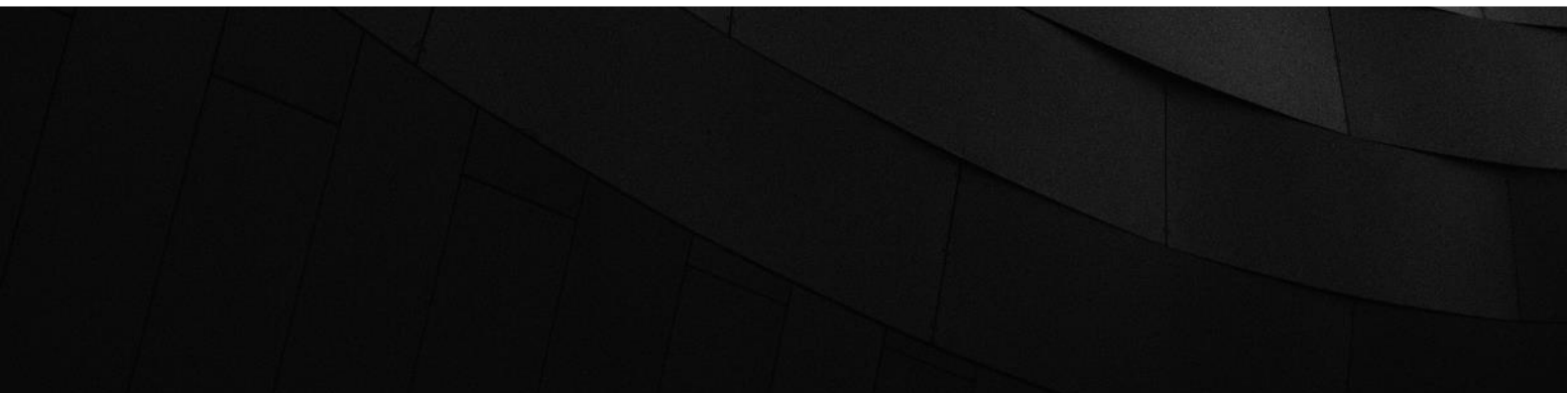


CHOOSI

MODERN FOOD TRENDS

AUGUST 2017



KEY FINDINGS

Food habits are changing but some traditions remain

- The food choices that Australians make have changed over the past 10 years, driven by the various popular trends such as 'zero waste', 'health snack grazing' or 'growers markets', as well as social media.
- Australians have also become more health-conscious with the food they eat and many have been eating more healthy food over the past decade.
- Furthermore, social, environmental and animal rights issues, as well as 'fair trade' principles, also influence the food choices that Australians make.
- All these factors have meant that Australians most commonly identify themselves as a 'picky eater' or a 'foodie'.
- Despite these changes however, Australians still partake in food traditions such as 'Sunday family dinners' or 'Takeaway dinner Fridays'.

Super foods and special diets are popular but many dismiss them as fads

- Around half of Australians claim to incorporate 'super foods' into their diet, with many having a strong belief in and understanding of their health benefits.
- Some have also tried at least one special diet in the last five years to improve their health or to achieve a healthy weight loss goal.
- Many would also begin eating food they do not like or give up coffee or their favourite food if they were told doing so would be beneficial to their health and make them live longer.
- However, Australians believe that it costs more to eat healthier or follow a specific diet.
- Many Australians also commonly dismiss 'super foods' or special diets and their health benefits as fads or just a myth.

The home kitchen rules as Aussies are grappling with rising food costs

- Eating out is one of the biggest discretionary purchases for Australians and some are surprised by how much they spend on food each month.
- However, rising food costs mean many Australians have been cooking more at home and ordering in less over the past 10 years.
- Perhaps worryingly, some Australians also skip meals regularly, some doing it more regularly over the past 10 years.
- Most Australians are also not looking to spend more on eating out or home delivery, reflected in the relatively low usage of home delivery apps.

MAIN FINDINGS

ATTITUDES TOWARDS FOOD AND TRADITIONS

- The food choices that Australians make have changed over the past 10 years, driven by the various popular trends such as 'zero waste', 'health snack grazing' or 'growers markets', as well as social media.
- Australians have also become more health-conscious with the food they eat and have been eating more healthy food over the past decade.
- Furthermore, social, environmental and animal rights issues, as well as 'fair trade' principles, also influence the food choices that Australians make.
- All these factors have meant that Australians most commonly identify themselves as a 'picky eater' or a 'foodie'.
- Despite these changes however, Australians still partake in food traditions such as 'Sunday family dinners' or 'Takeaway dinner Fridays'.

How often do you post pictures of food online?

Food that has been prepared at home



Food you eat

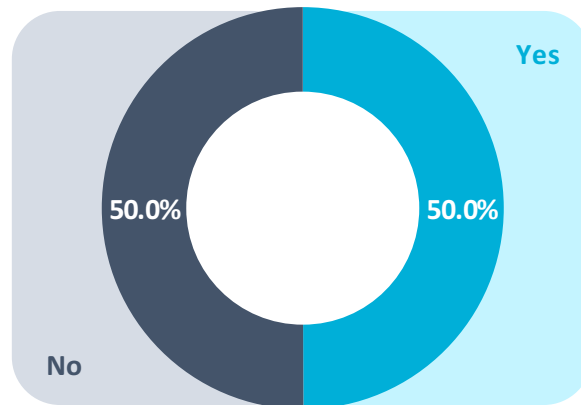


Source: CoreData Food Survey (July 2017)

Question: How often do you post pictures of food online?

Around a third of respondents post pictures of food they have prepared at home (30.8%) or food they eat when dining out (33.5%). Gen Ys are the most likely to do so (49.8% and 55.9% respectively).

Do you feel inspired by the meal pictures that others post online?

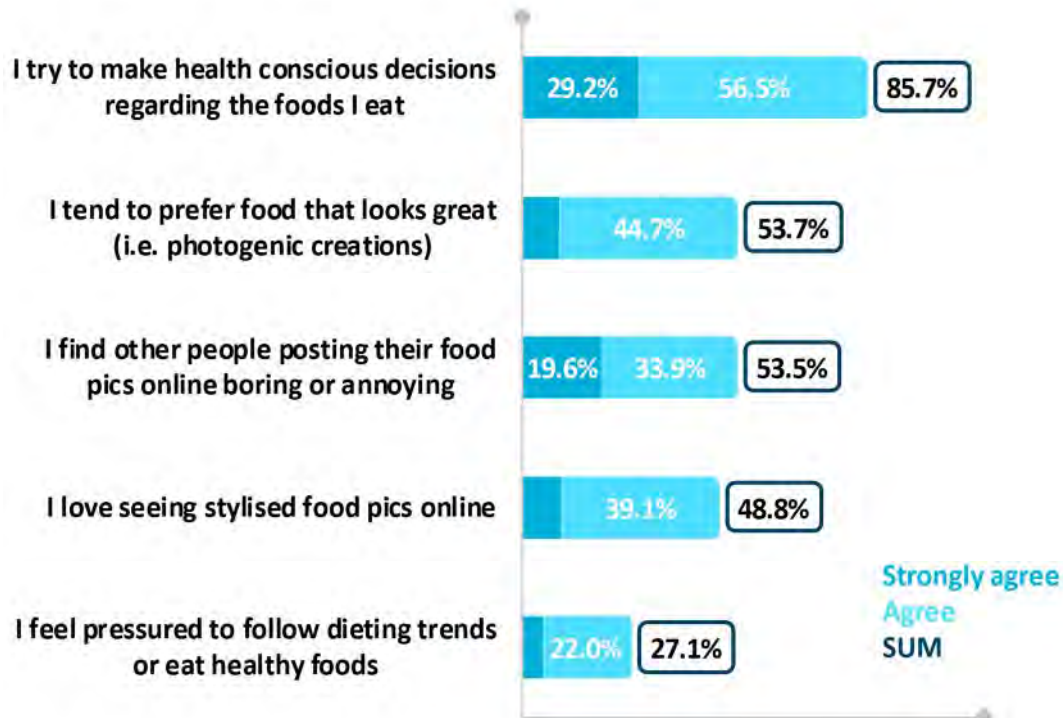


Source: CoreData Food Survey (July 2017)

Question: Do you feel inspired by the meal pictures that others post online?

Half (50.0%) of respondents feel inspired by the meal pictures that others post online. Again, Gen Ys are the most likely to feel inspired by photos of meals posted online by others (71.7%).

How much do you agree with the following statements?



Source: CoreData Food Survey (July 2017)

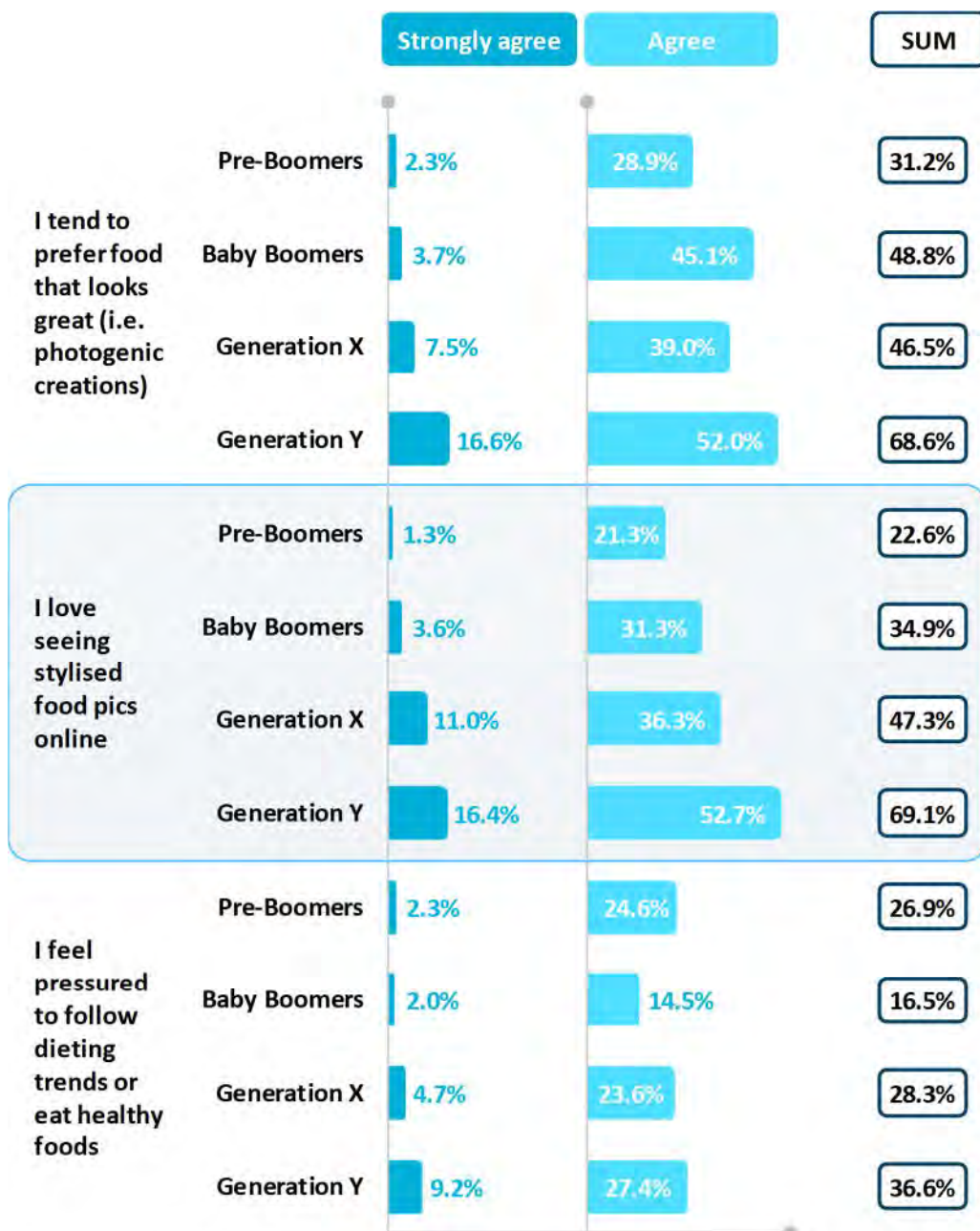
Question: How much do you agree with the following statements?

The vast majority (85.7%) of respondents try to make health-conscious decisions regarding the food they eat.

Around half tend to prefer food that looks great (53.7%) or love seeing stylised food pictures online (48.8%). However, more than half (53.5%) find other people posting their food pictures online boring or annoying.

How much do you agree with the following statements?

Age generation

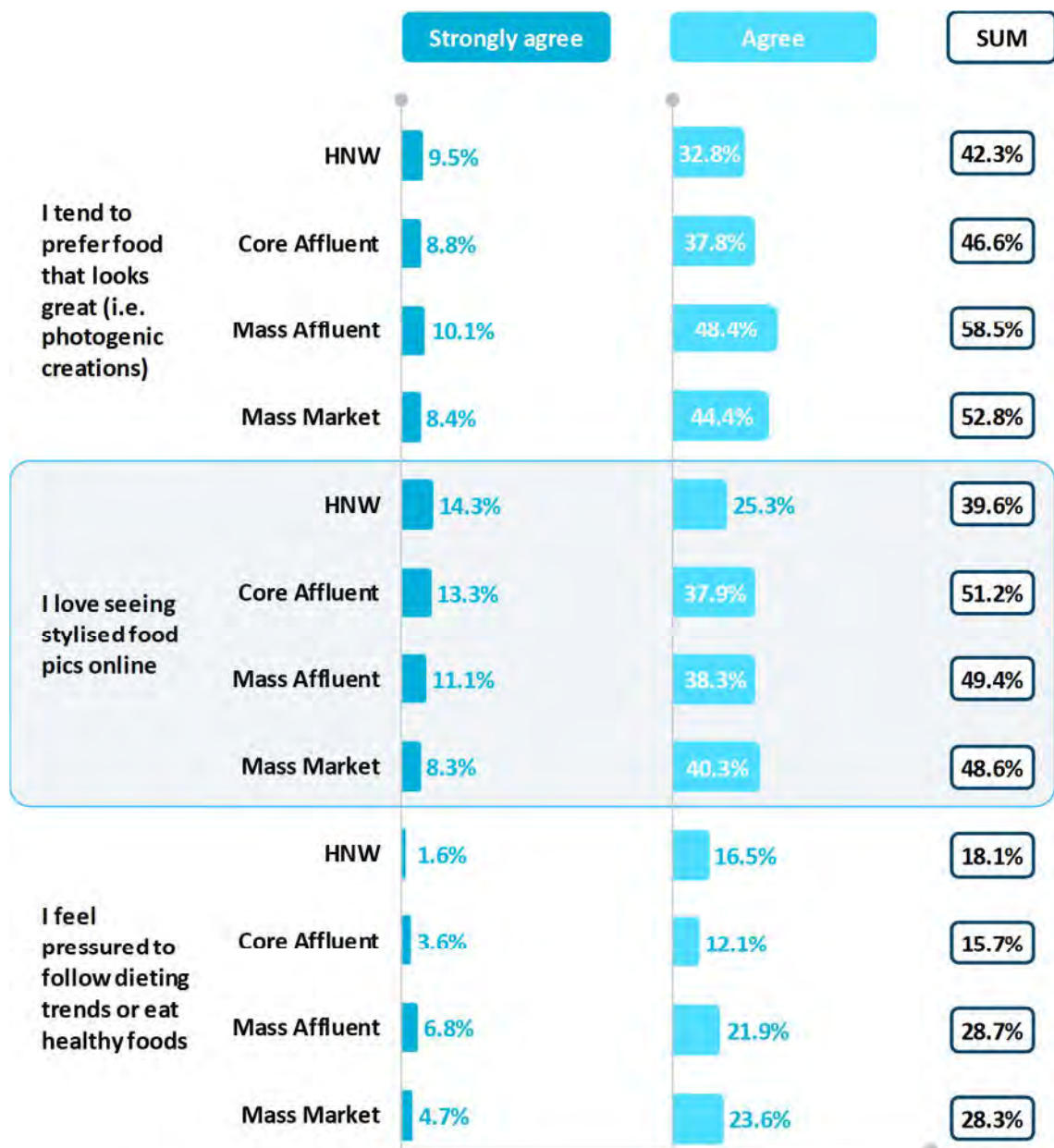


Source: CoreData Food Survey (July 2017)

Question: How much do you agree with the following statements?

Gen Y respondents are the most likely to agree they love seeing stylised food pictures online (69.1%) and tend to prefer food that looks great (68.6%). They are also the most likely to feel pressured to follow dieting trends or eat healthy foods (36.6%).

How much do you agree with the following statements?
Wealth segment

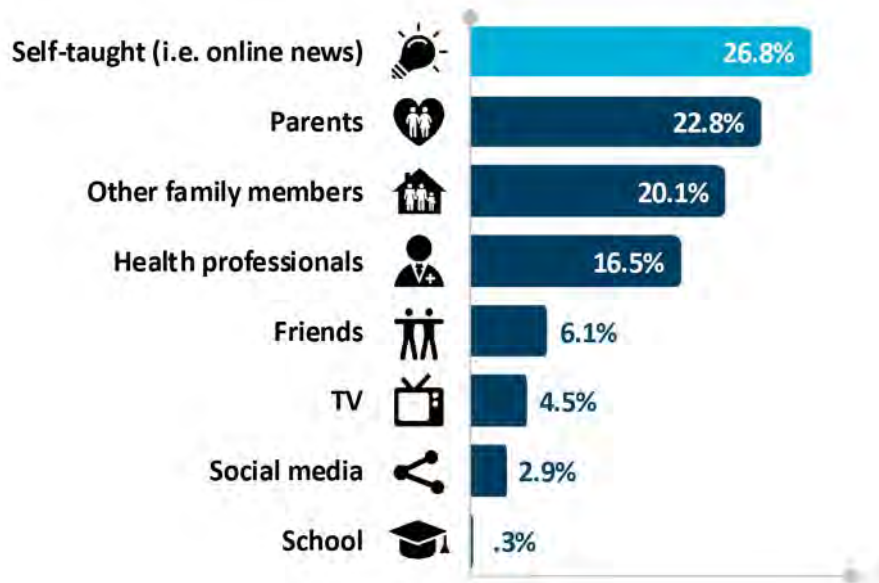


Source: CoreData Food Survey (July 2017)

Question: How much do you agree with the following statements?

Mass affluent respondents are the most likely to agree they tend to prefer food that looks great (58.5%) and to feel pressured to follow dieting trends or eat healthy foods (28.7%). Core affluent respondents are also the most likely to agree they love seeing stylised food pictures online (51.2%).

What has had the greatest influence on your eating habits?

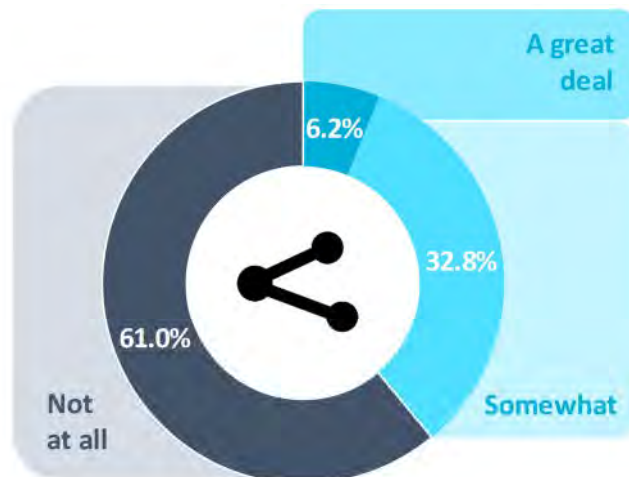


Source: CoreData Food Survey (July 2017)

Question: What has had the greatest influence on your eating habits?

While more than a quarter (26.8%) of respondents say their eating habits are primarily self-taught, Australians also commonly cite parents (22.8%) and other family members (20.1%) as the greatest influencers.

How strongly does social media influence your current eating behaviours?



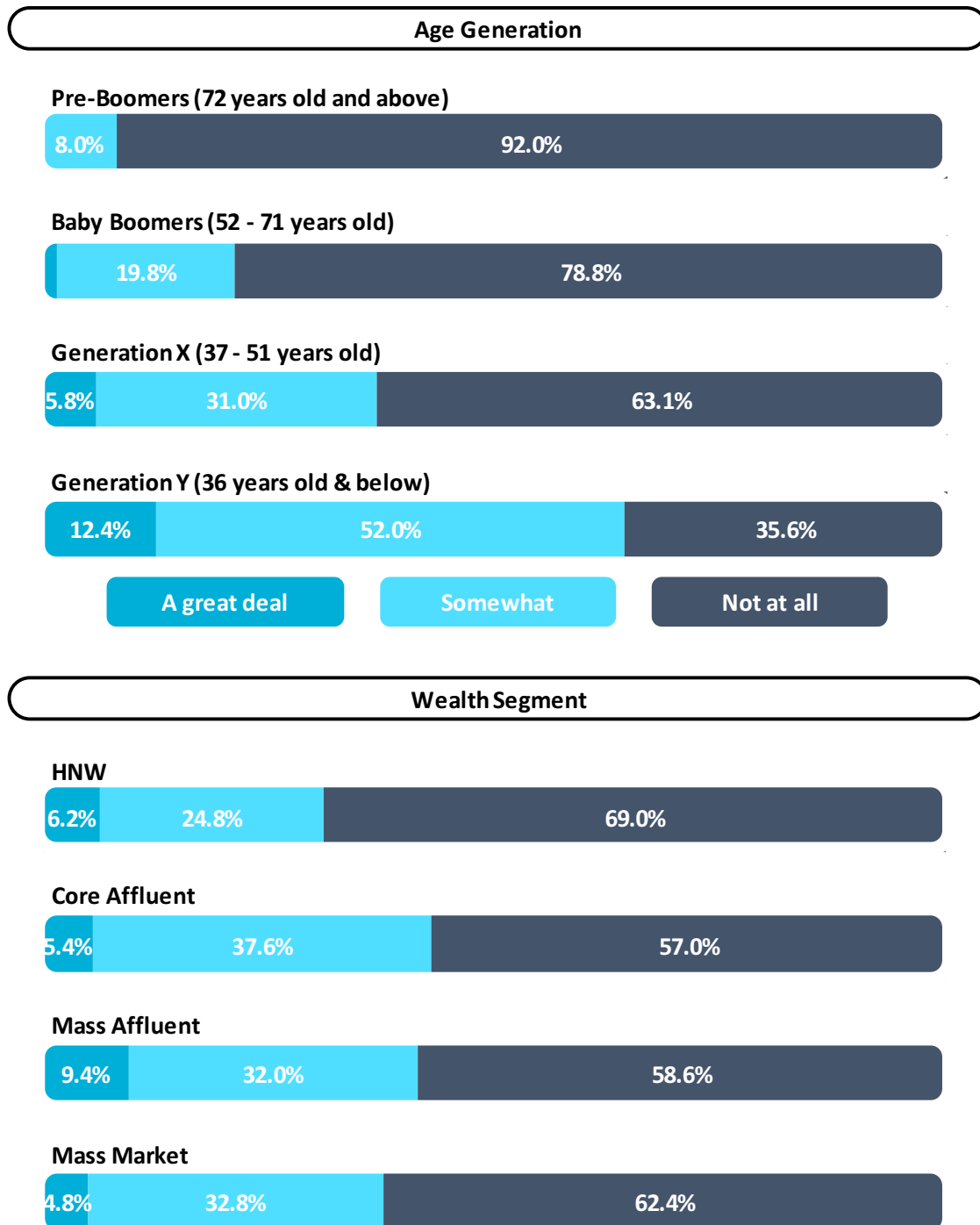
Source: CoreData Food Survey (July 2017)

Question: How strongly does social media influence your current eating behaviours?

Close to two in five (39.0%) respondents say social media influences their current eating behaviours, with Gen Ys the most likely to be influenced by social media (64.4%).

How strongly does social media influence your current eating behaviours?

Age generation and wealth segment



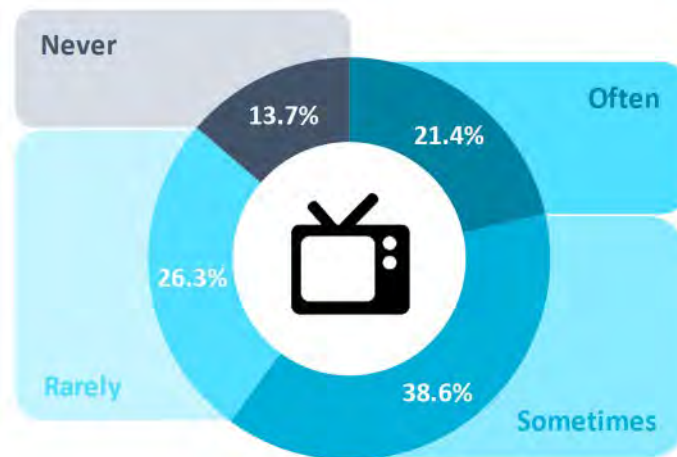
Source: CoreData Food Survey (July 2017)

Question: How strongly does social media influence your current eating behaviours?

Gen Y respondents are the most likely to say social media influences their current eating behaviours, while Pre-Boomers are the least likely to (64.4% and 8.0% respectively). Core affluent respondents are the most likely to say their current eating behaviours are influenced by

social media, while HNW respondents are the least likely to say so (43.0% and 31.0% respectively).

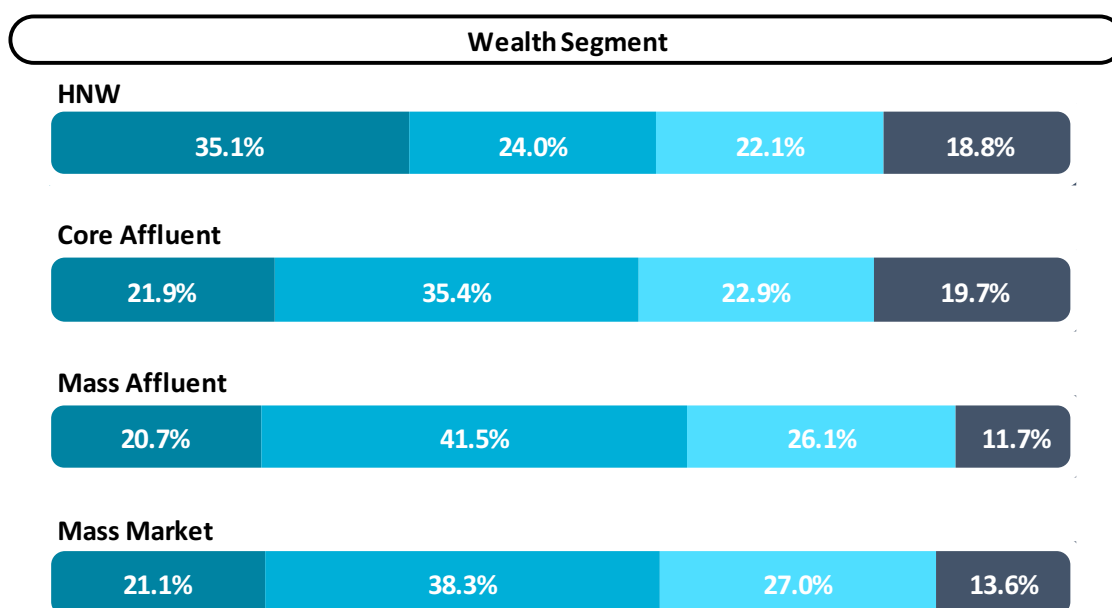
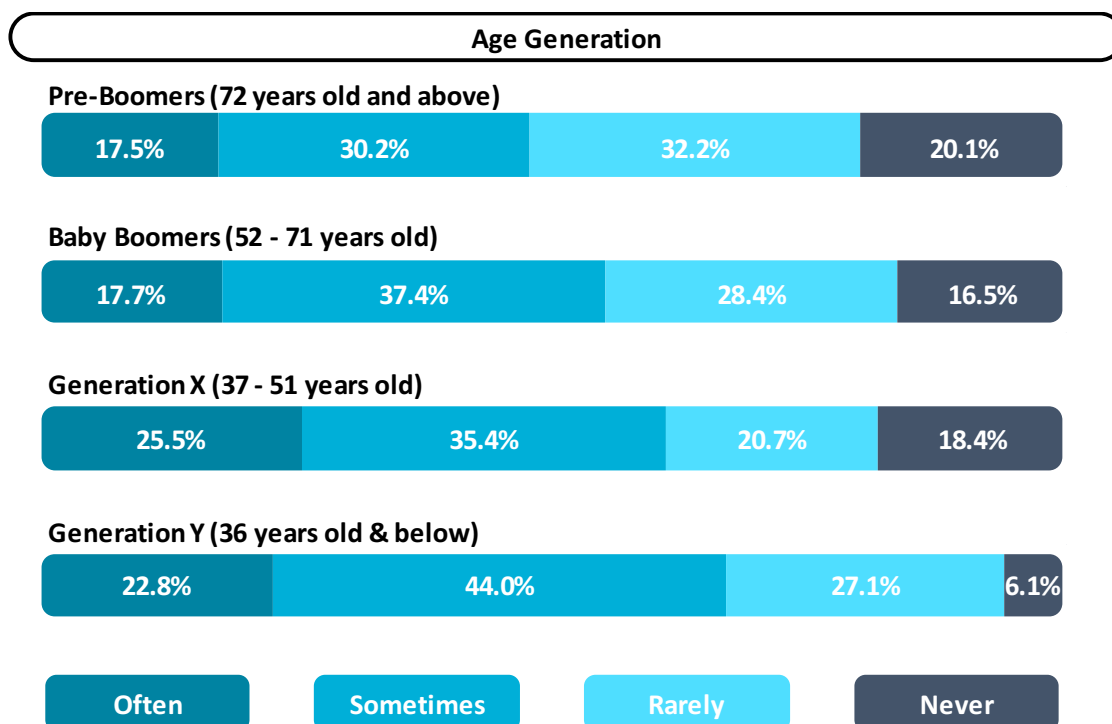
Do you watch cooking TV shows?



Source: CoreData Food Survey (July 2017)
Question: Do you watch cooking TV shows?

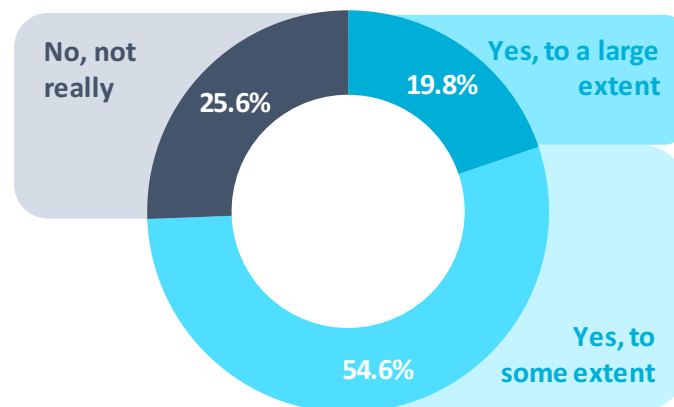
Three in five (60.0%) respondents watch TV cooking shows at least sometimes, with Gen Ys (66.8%) and mass affluent respondents (62.2%) the most likely to.

Do you watch cooking TV shows?
Age generation and wealth segment



Source: CoreData Food Survey (July 2017)
Question: Do you watch cooking TV shows?

Does watching these TV cooking shows ignite your creativity when cooking at a home?



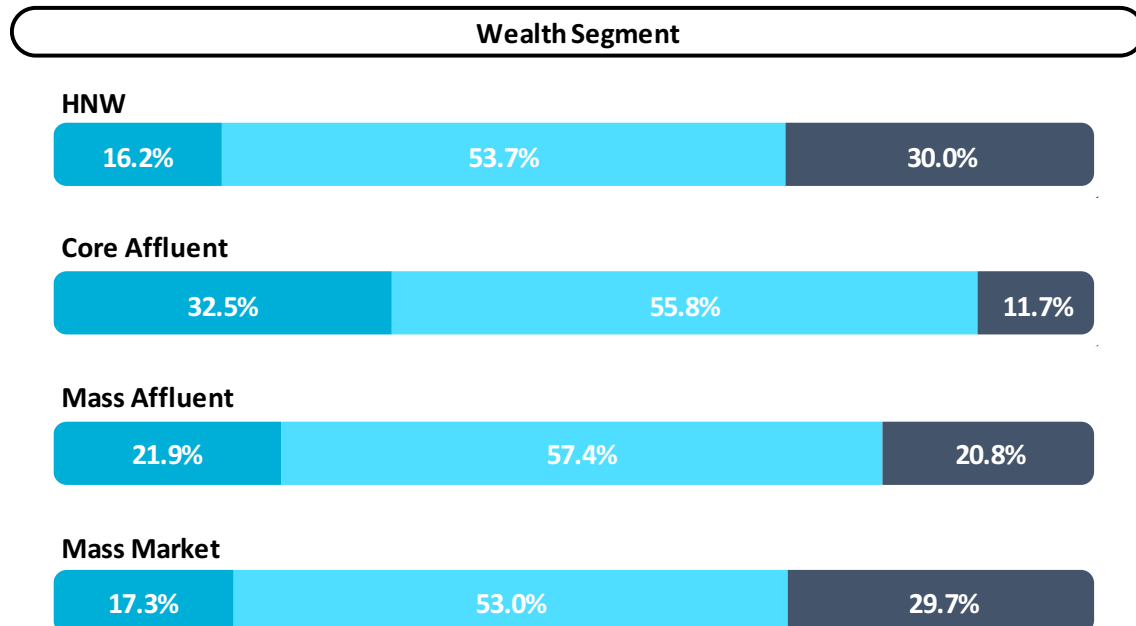
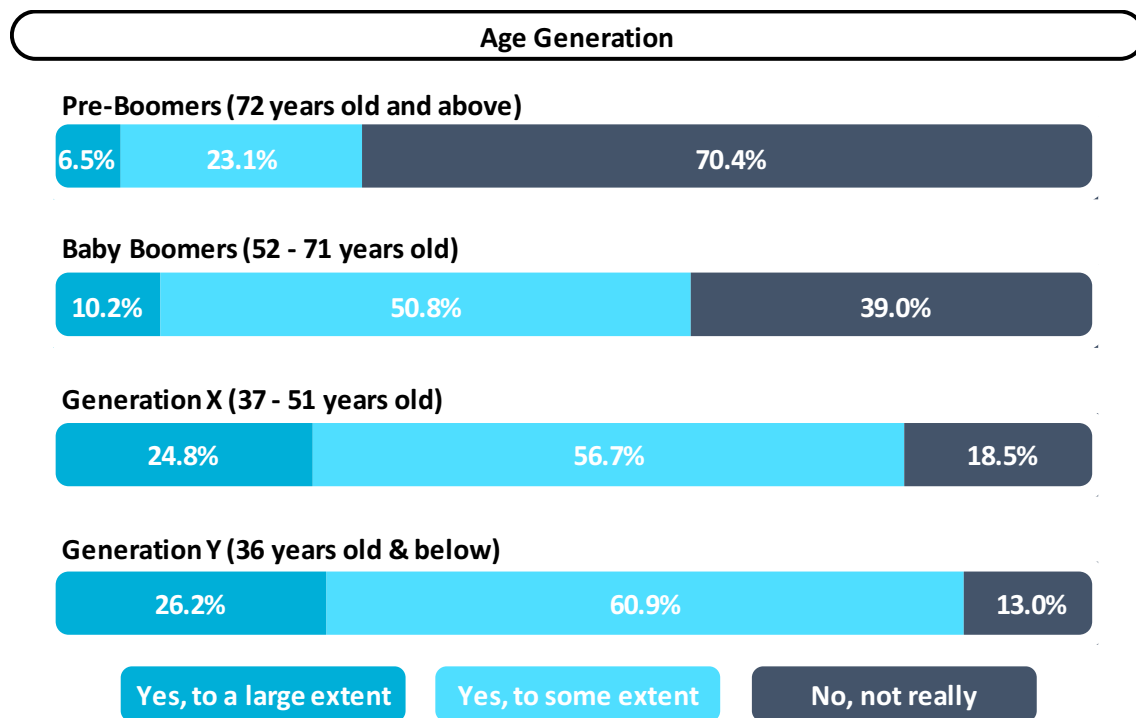
Source: CoreData Food Survey (July 2017)

Question: Does watching these TV cooking shows ignite your creativity when cooking at a home?

Among those who watch TV cooking shows at least sometimes, close to three in four (74.4%) say watching these shows ignite their creativity when cooking at home, with Gen Ys (87.1%) and core affluent respondents (88.3%) the most likely to say this.

Does watching these TV cooking shows ignite your creativity when cooking at a home?

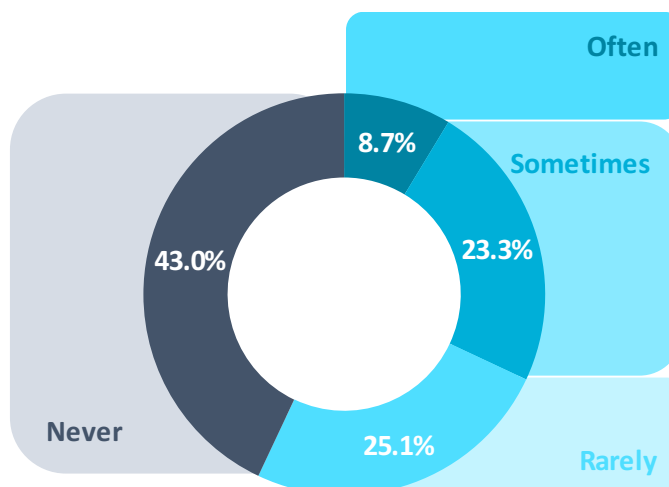
Age generation and wealth segment



Source: CoreData Food Survey (July 2017)

Question: Does watching these TV cooking shows ignite your creativity when cooking at a home?

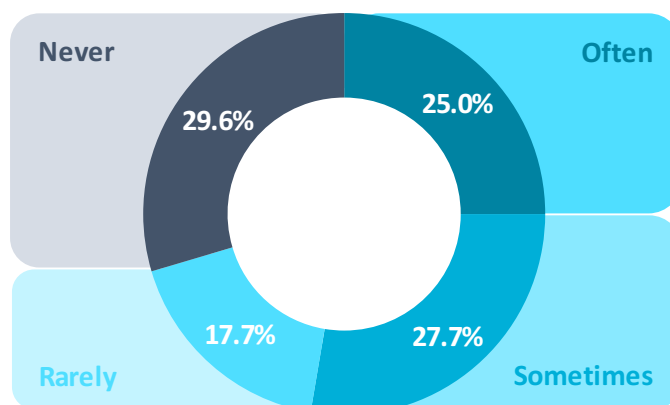
Do you ever take vitamins to counteract unhealthy eating behaviours?



Source: CoreData Food Survey (July 2017)

Question: Do you ever take vitamins to counteract unhealthy eating behaviours?

Do you ever take vitamins for reasons other than to counteract unhealthy eating behaviours?

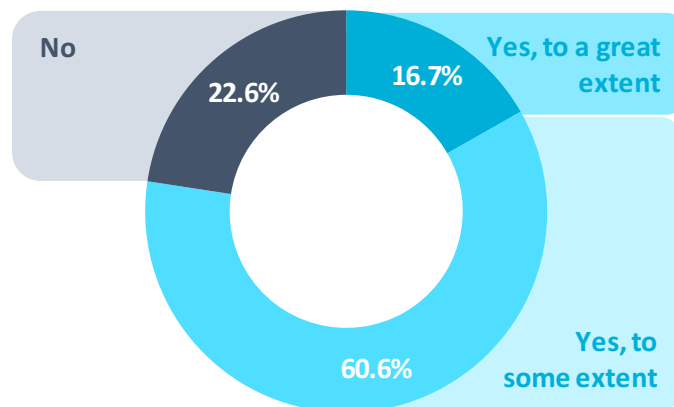


Source: CoreData Food Survey (July 2017)

Question: Do you ever take vitamins for reasons other than to counteract unhealthy eating behaviours?

Close to a third (32.0%) of respondents take vitamins at least sometimes to counteract unhealthy eating behaviours, while more than half (52.7%) take vitamins at least sometimes for other reasons.

Do you notice health benefits in taking vitamins?



Source: CoreData Food Survey (July 2017)

Question: Do you notice health benefits in taking vitamins?

Among those who have taken vitamins before, the large majority (77.3%) claim to have noticed health benefits.

Does your shopping trolley tend to include items you have never tried before?

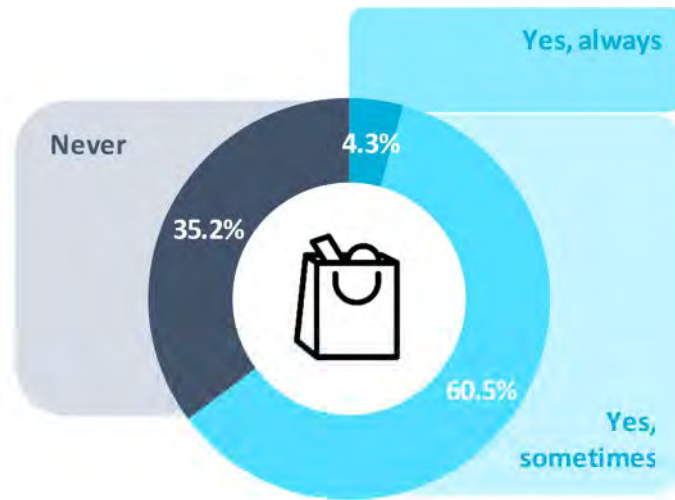


Source: CoreData Food Survey (July 2017)

Question: Does your shopping trolley tend to include items you have never tried before?

Close to three in five (59.4%) respondents like to purchase new items they have never tried before in most shops they do.

When purchasing groceries do you tend to purchase foods that are part of new food trends?

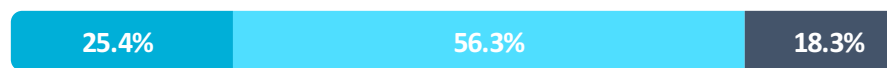


Source: CoreData Food Survey (July 2017)
 Question: When purchasing groceries do you tend to purchase foods that are part of new food trends?

Close to two thirds (64.8%) of respondents tend to purchase foods that are part of new food trends.

Have your eating habits (i.e. the type of food you eat) changed at all...?

Over the past five years



Over the past 10 years



Source: CoreData Food Survey (July 2017)
 Question: Have your eating habits (i.e. the type of food you eat) changed at all...

The vast majority of respondents say their eating habits have changed over the past five years (81.7%) and over the past 10 years (85.2%).

How have the following eating habits changed for you personally over time?

Food choices are more likely to be influenced by the latest trends



Eating more processed foods



Food choices are more likely to be influenced by social media



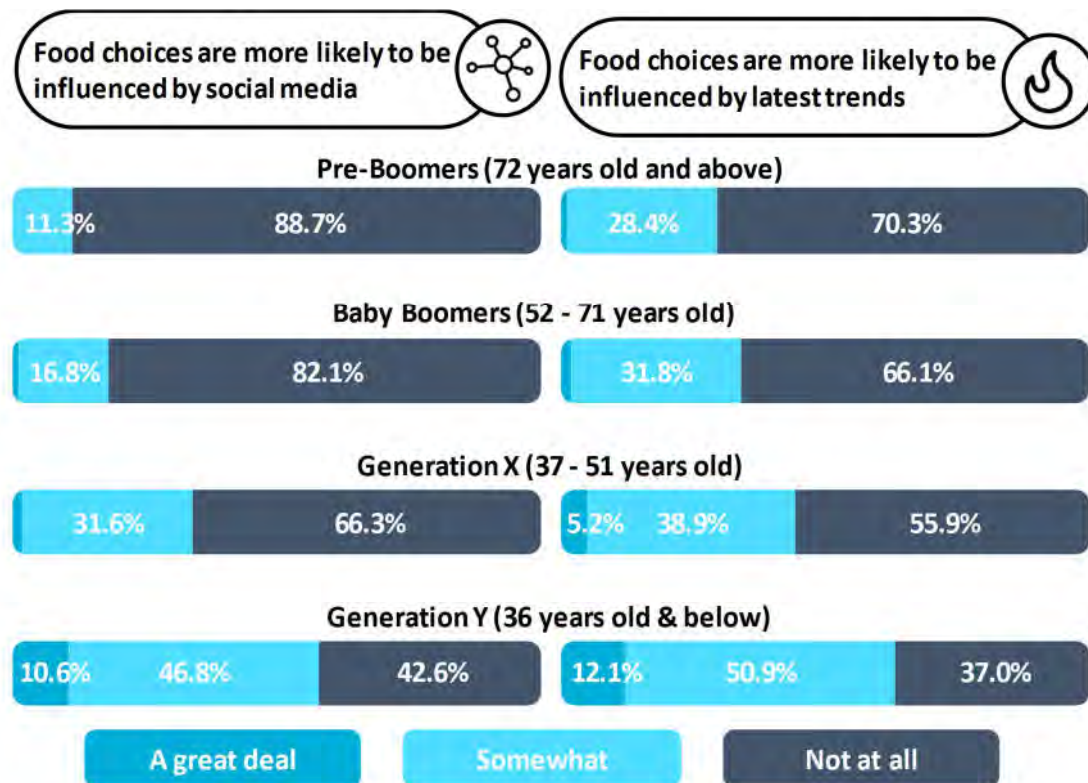
Source: CoreData Food Survey (July 2017)

Question: How have the following eating habits changed for you personally over time?

Close to half (46.1%) of respondents say their food choices are increasingly likely to be influenced by the latest trends, while more than a third (34.9%) say their food choices are increasingly likely to be influenced by social media. Interestingly, more than two in five (41.6%) say they are more likely to be eating processed foods.

How have the following eating habits changed for you personally over time?

Age generation



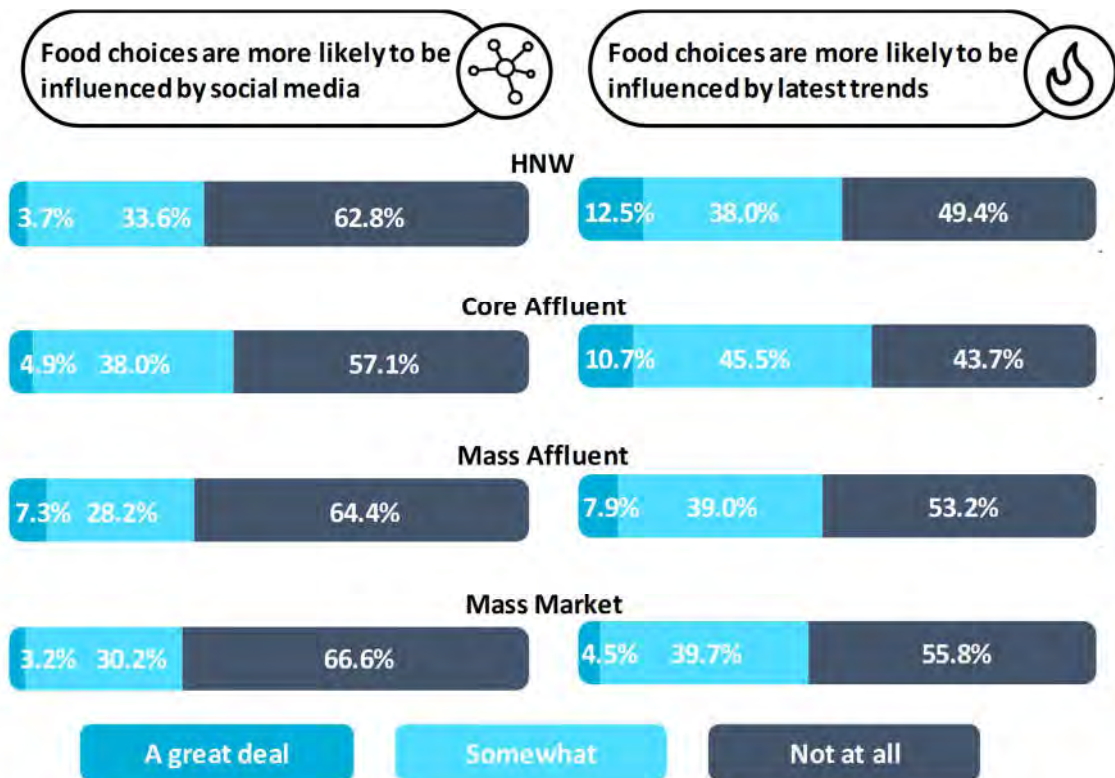
Source: CoreData Food Survey (July 2017)

Question: How have the following eating habits changed for you personally over time?

Gen Y respondents are the most likely to say their food choices are increasingly likely to be influenced by social media (57.4%) and by the latest trends (63.0%).

How have the following eating habits changed for you personally over time?

Wealth segment



Source: CoreData Food Survey (July 2017)

Question: How have the following eating habits changed for you personally over time?

Core affluent respondents are the most likely to say their food choices are increasingly likely to be influenced by social media (42.9%) and by the latest trends (56.2%).

Have you been eating more or less healthy food...?

For the past five years



For the past 10 years

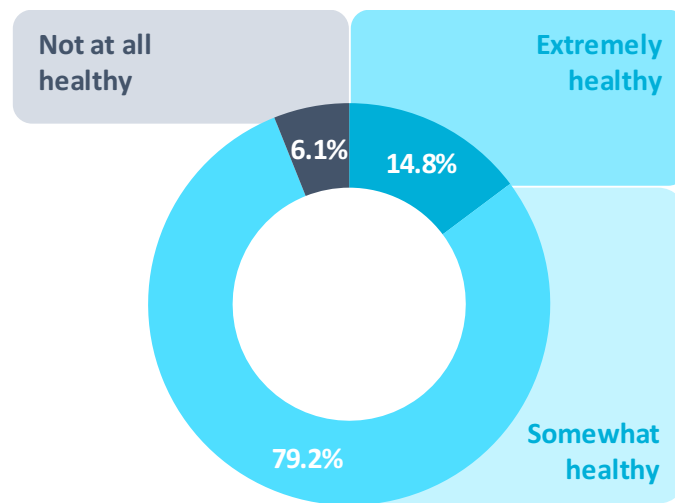


Source: CoreData Food Survey (July 2017)

Question: Have you been eating more or less healthy food...

More than half of respondents claim to have been eating more healthy food for the past five years or 10 years (57.3% and 54.7% respectively).

How healthy do you believe your food choices are?

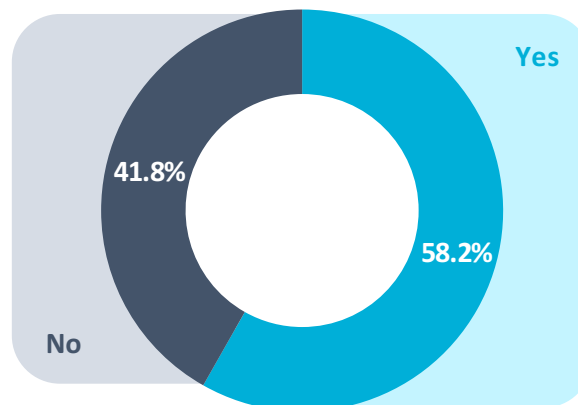


Source: CoreData Food Survey (July 2017)

Question: How healthy do you believe your food choices are?

Nearly all respondents (94.0%) believe their food choices are healthy, with one in seven (14.8%) saying their choices are extremely healthy.

Do you wish that you were making better food choices?



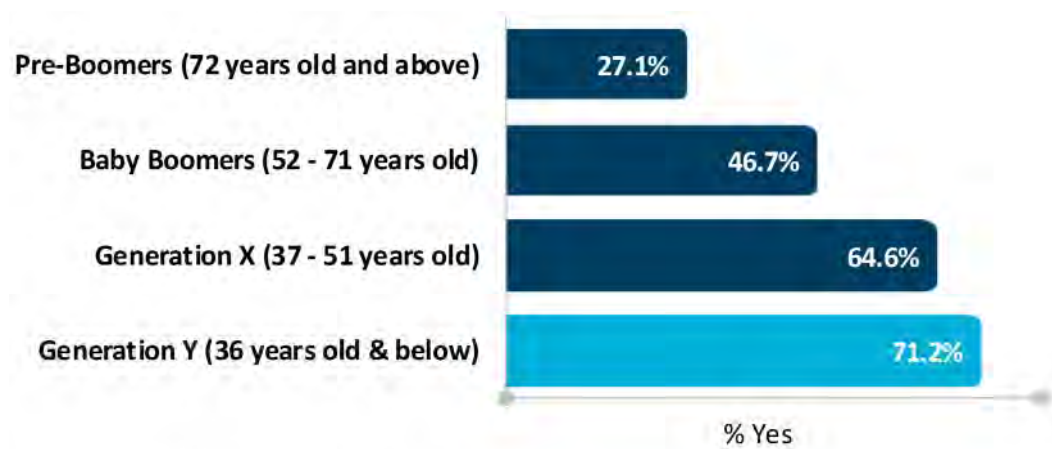
Source: CoreData Food Survey (July 2017)

Question: Do you wish that you were making better food choices?

Close to three in five (58.2%) respondents wish they were making better food choices, with Gen Ys (71.2%) and mass affluent respondents (61.4%) the most likely to say this.

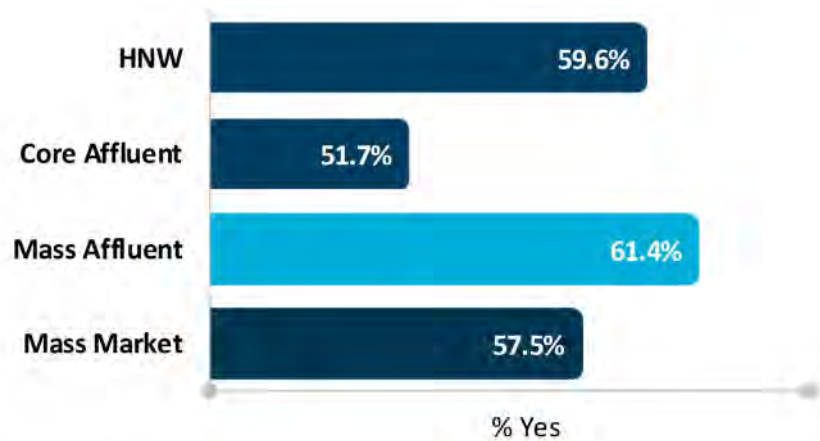
Do you wish that you were making better food choices?

Age generation and wealth segment



Source: CoreData Food Survey (July 2017)

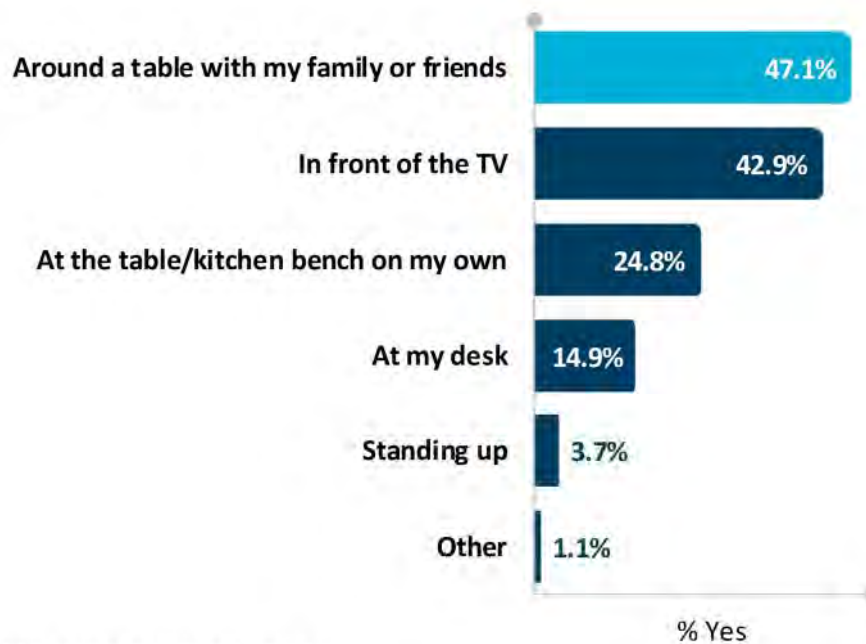
Question: Do you wish that you were making better food choices?



Source: CoreData Food Survey (July 2017)

Question: Do you wish that you were making better food choices?

Where do you eat most of your meals?



*Multiple answers allowed

Source: CoreData Food Survey (July 2017)

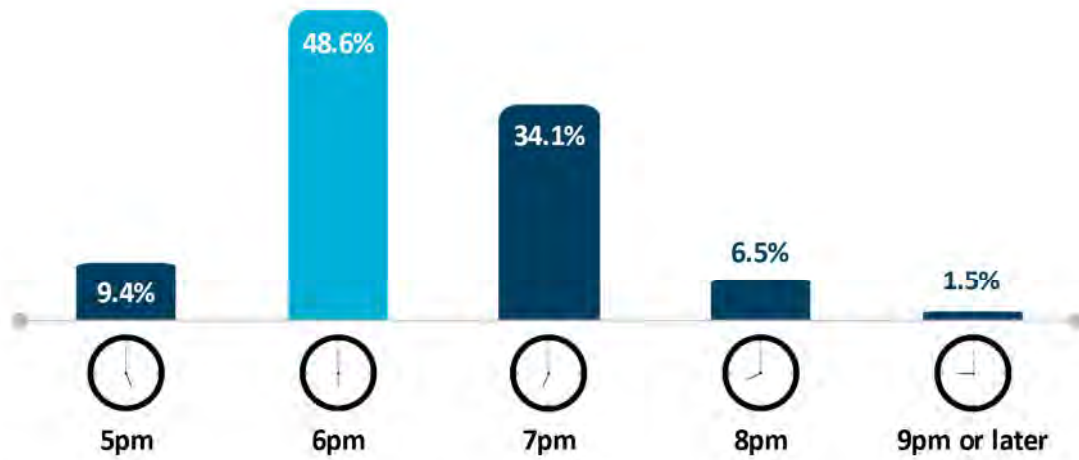
Question: Where do you eat most of your meals?

Close to half (47.1%) of respondents eat most of their meals around a table with their family or friends, while more than two in five (42.9%) say most of their meals occur in front of the TV.

Close to a quarter (24.8%) eat most of their meals on their own at the table or kitchen bench, while one in seven (14.9%) say most of their meals are eaten at their desk.

Gen Ys are the most likely to eat most of their meals at the table or kitchen bench on their own (31.9%) or at their desk (26.8%).

What time do you usually eat dinner?



Source: CoreData Food Survey (July 2017)

Question: What time do you usually eat dinner?

Most respondents usually eat dinner at either 6pm (48.6%) or 7pm (34.1%).

Have you tried any of these food preparation and/or eating trends?

Zero waste (i.e. cooking smart with any leftover ingredients)



Health snack grazing (i.e. lower-sugar and high-protein)



Evening-focused food & drink (promote health and sleeping)



Smart tech in the kitchen (e.g. smart frying pans, smart fridges, etc.)



Source: CoreData Food Survey (July 2017)

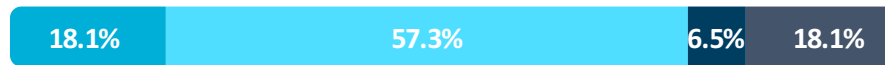
Question: Have you tried any of these food preparation and/or eating trends?

Around half of respondents have tried or regularly apply 'zero waste' or 'health snack grazing' eating principles (55.3% and 49.3% respectively).

Although less common, some have tried or regularly consume 'evening-focused food & drink' (31.2%), while others have tried or regularly use 'smart tech' in the kitchen (17.7%). More than one in five would also like to try these trends (23.0% and 22.2% respectively).

Have you tried any of these restaurant and grocery trends?

Comfort foods (e.g. mashed potatoes, french fries, fried chicken, etc.)



Growers markets



“Butcher-to-table” operations



Dedicated organic and fine food stores



Mixed business ‘grocerants’ (i.e. they sell the fresh produce they cook)



Source: CoreData Food Survey (July 2017)

Question: Have you tried any of these restaurant and grocery trends?

Three in four (75.4%) respondents have tried or regularly eat ‘comfort foods’, while more than half (56.3%) have tried or regularly go to ‘growers markets’.

Although less common, some have tried or regularly go to ‘dedicated organic and fine food stores’ (34.6%), ‘butcher-to-table operations’ (25.3%) or ‘mixed business grocerants’ (23.7%). More than one in five would also like to try ‘butcher-to-table operations’ or ‘mixed business grocerants’ (21.0% and 21.7% respectively).

Have you tried any of these cooking style trends?

Easy eats (few ingredient dishes)



Hyper-regional food (e.g. authentic Korean, Mexican, Filipino, etc. cuisine)



Free-from foods



Fermented foods



Raw food phenomenon



Source: CoreData Food Survey (July 2017)

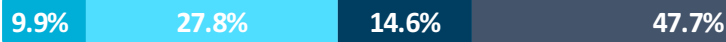
Question: Have you tried any of these cooking style trends?

The majority (57.9%) of respondents have tried or regularly eat 'easy eats' food. Close to two in five (37.5%) have tried or regularly eat 'hyper-regional food'.

Although less common, around one in four have tried or regularly eat 'free-from' foods (27.0%), 'fermented foods' (25.6%) or 'raw food' (24.7%).

Have you tried any of these new popular foods or ingredients trends?

Root to stem veggies



Ancient grains



Superfood powders



Plant-based protein (a.k.a. vegan meat)



Australian native ingredients (e.g. Warrigal greens, Illawarra plums, etc.)



Eat regularly

Have tried

Would like to try

Have not tried

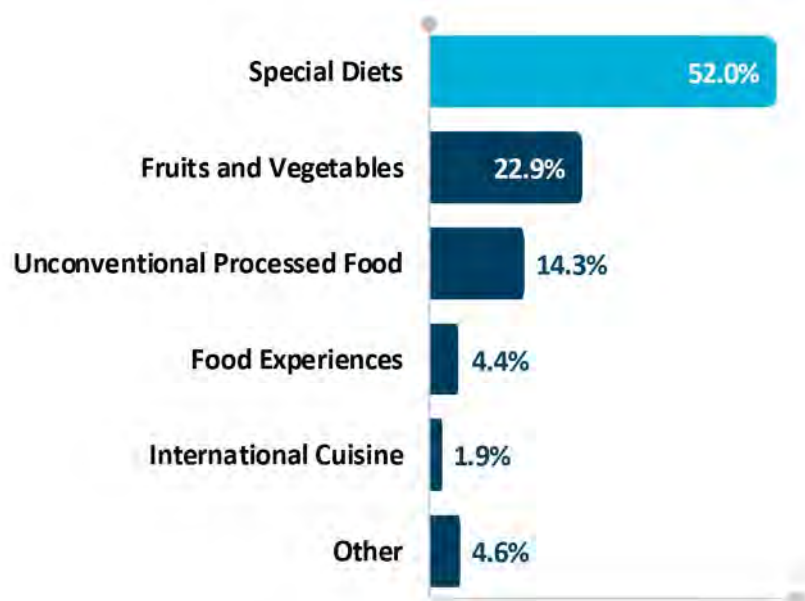
Source: CoreData Food Survey (July 2017)

Question: Have you tried any of these new popular foods or Ingredients trends?

More than a third of respondents have either tried or regularly eat 'root to stem veggies' (37.7%) or 'ancient grains' (35.0%).

Although less common, around one in four have tried or regularly eat 'superfood powders' (25.5%), 'Australian native ingredients' (25.3%) or 'plant-based protein' (22.5%). Close to one in four (23.6%) would also like to try Australian native ingredients.

What do you think the biggest food fad/trend has been in the last year?



Source: CoreData Food Survey (July 2017)

Question: What do you think the biggest food fad/trend has been in the last year?

More than half (52.0%) of respondents think the biggest food fad/trend in the last year is 'special diets'. Interestingly, close to one in four (22.9%) cite 'fruits and vegetables'.

"I would say the biggest food fad/trend is to eat light and easy with less or no sugar or fat content. Also grains, seeds and nut products have become very popular and are good for you..." (Female, 74 years old, WA)

"If Master Chef is anything to go by then the latest trend is to create dishes that would be well outside the capabilities of home cooks due to a lack of the fancy equipment required..." (Male, 75 years old, NSW)

"A trend of mixed messages all targeted toward obesity. The same old diets are still around & now the emphasis is on organic produce, salt free, sugar free, & fat free foods..." (Female, 62 years old, QLD)

"Hipster brunch, breakfast joints, dessert bars, indulgent snacks and dessert products, food trucks and pop up food market stalls." (Female, 28 years old, QLD)

"Had not paid much attention to those trends, they change so quickly and depend on who commissioned/initiated the research..." (Male, 65 years old, NSW)

"I think many people (especially young ones) are moving towards eating organic or free range foods. Also RSPCA approved meat..." (Male, 63 years old, QLD)

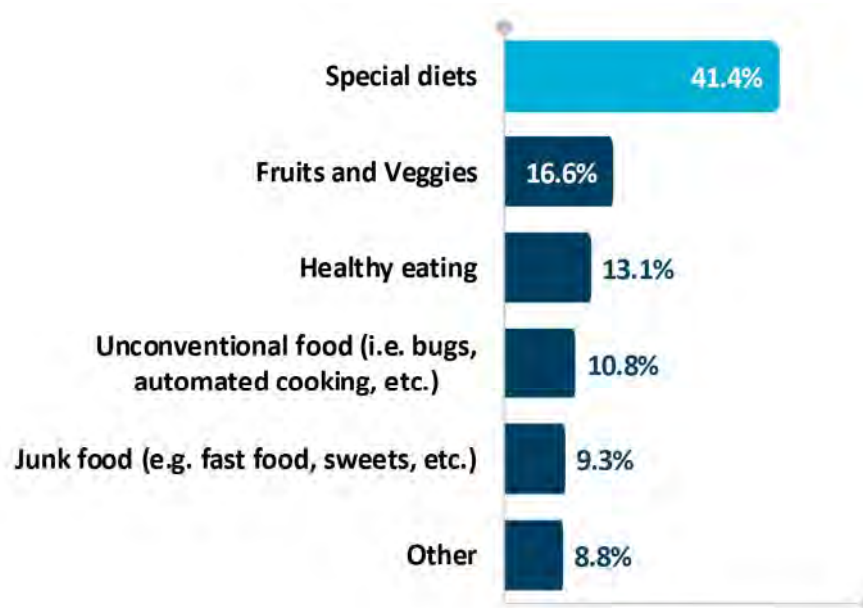
"For me, healthy food, prepared simply from fresh / raw ingredients with no unhealthy additives (esp. sugar and bad fats)." (Male, 63 years old, VIC)

"Either heavily processed (e.g. red rooster fried mashed potato and gravy balls) or other extreme activated raw almonds." (Female, 49 years old, QLD)

"Trend would be to 'super foods' but fads are numerous and change often so hard to really provide any comment here." (Male, 56 years old, NSW)

"To eat more vegetables in place of carbs i.e. Spiral veg instead of pasta, or cauliflower base instead of pastry." (Female, 66 years old, NSW)

What do you think the biggest food fad/trend will be in the next year?



Source: CoreData Food Survey (July 2017)

Question: What do you think the biggest food fad/trend has been in the last year?

More than two in five (41.4%) respondents think the biggest food fad/trend in the next year will still be 'special diets'. Again interestingly, one in six (16.6%) cite 'fruits and veggies', while some 13.1% cite 'healthy eating'.

"I think people, influenced by TV programs such as 'Master Chef' and 'My Kitchen Rules' will prepare more exotic food, and will look for exotic type foods at restaurants. I guess you could call the trend 'food art'! Seriously though, you see some foods prepared in some ways and you just want to take it home and put it on the kitchen shelf..." (Male, 60 years old, VIC)

"Hopefully sustained interest in veganism. Hopefully with new interest in bettering some fake meats. Lots are good but those that mimic certain meats could do with improvement. A fad for that would be good." (Female, 22 years old, SA)

"More of the fancy grain seed type foods. More basic healthy cooking using what in season. Liking natural looking foods with a few blemishes etc. knowing where your food is from, less travelling..." (Female, 68 years old, SA)

"No idea, maybe the low carb diet may have a comeback or the multi-billion dollars health food companies/chains have some new products like they had been pushing for the krill oil, who knows..." (Male, 65 years old, NSW)

"I don't closely follow food trends so I couldn't possible predict, although I'm sure it will continue down the path of ethical, regional and environmentally conscious grocery stores." (Female, 25 years old, ACT)

"Hopefully more authentic international cuisine, moving away from the hybridised fusion cooking like sushi donuts, etc. Probably also more indigenous, local foods..." (Female, 30 years old, SA)

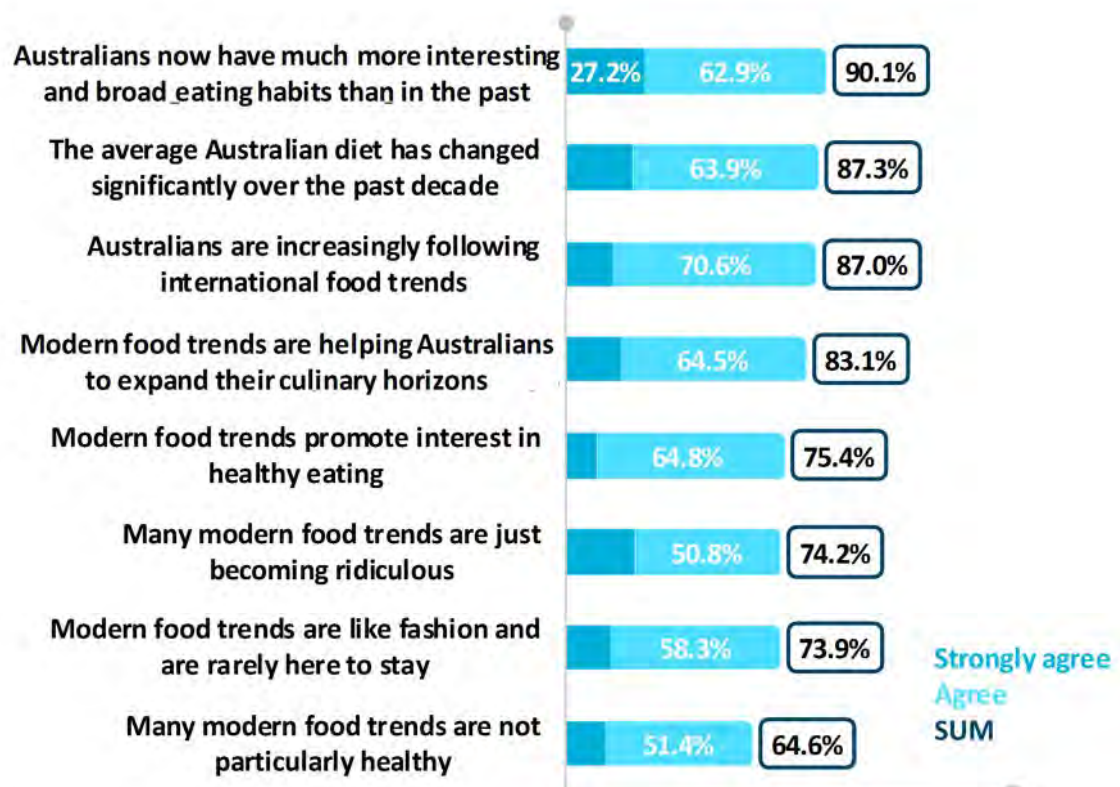
"I think native Australian products, superfoods and the ancient grains will really take off (especially if they become more price competitive)..." (Male, 66 years old, WA)

"A diet that attempts to match the brain's iron uptake and ensure excess iron is not consumed and stored in the brains of ageing Australians..." (Female, 52 years old, NSW)

"A bigger focus on health focused foods (e.g. organic, plant based, immune system boosting, less fat/ deep fried/ indulgent focused foods)..." (Female, 28 years old, QLD)

"More useless, hype, hippy diets with no scientific backing and designed to sell a product for personal financial gain." (Male, 26 years old, SA)

How much do you agree with the following statements?



Source: CoreData Food Survey (July 2017)

Question: How much do you agree with the following statements?

The vast majority of respondents agree that Australians now have much more interesting and broad eating habits than in the past (90.1%) or that the average Australian diet has changed significantly over the past decade (87.3%).

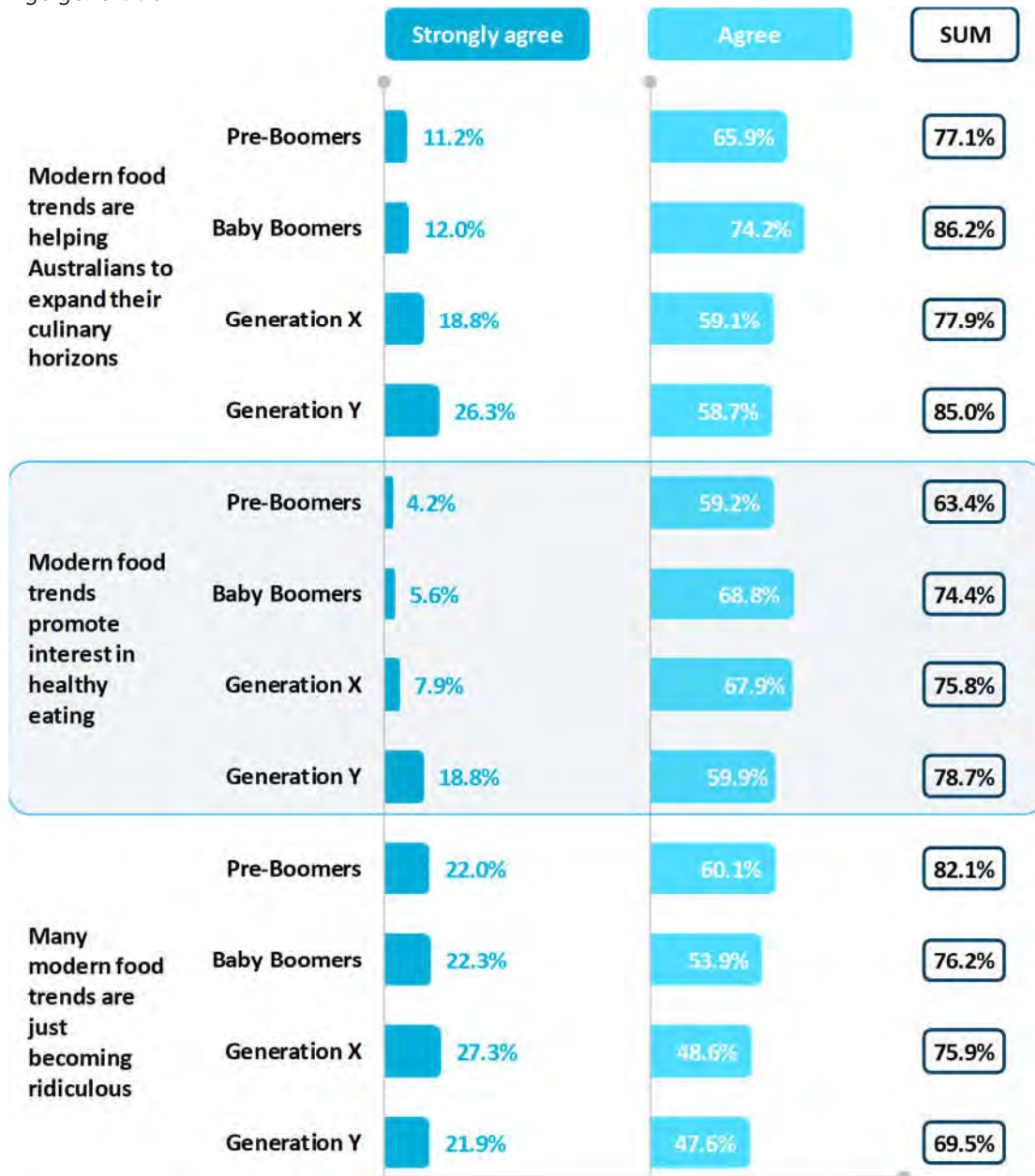
The vast majority also agree that Australians are increasingly following international food trends (87.0%) or that modern food trends are helping Australians expand their culinary horizons (83.1%).

Three in four (75.4%) agree that modern food trends promote interest in healthy eating. However, similar proportions also agree that many modern food trends are just becoming ridiculous (74.2%) or that they are like fashion and are rarely here to stay (73.9%).

Furthermore, close to two-thirds (64.6%) agree that many modern food trends are not particularly healthy.

How much do you agree with the following statements?

Age generation

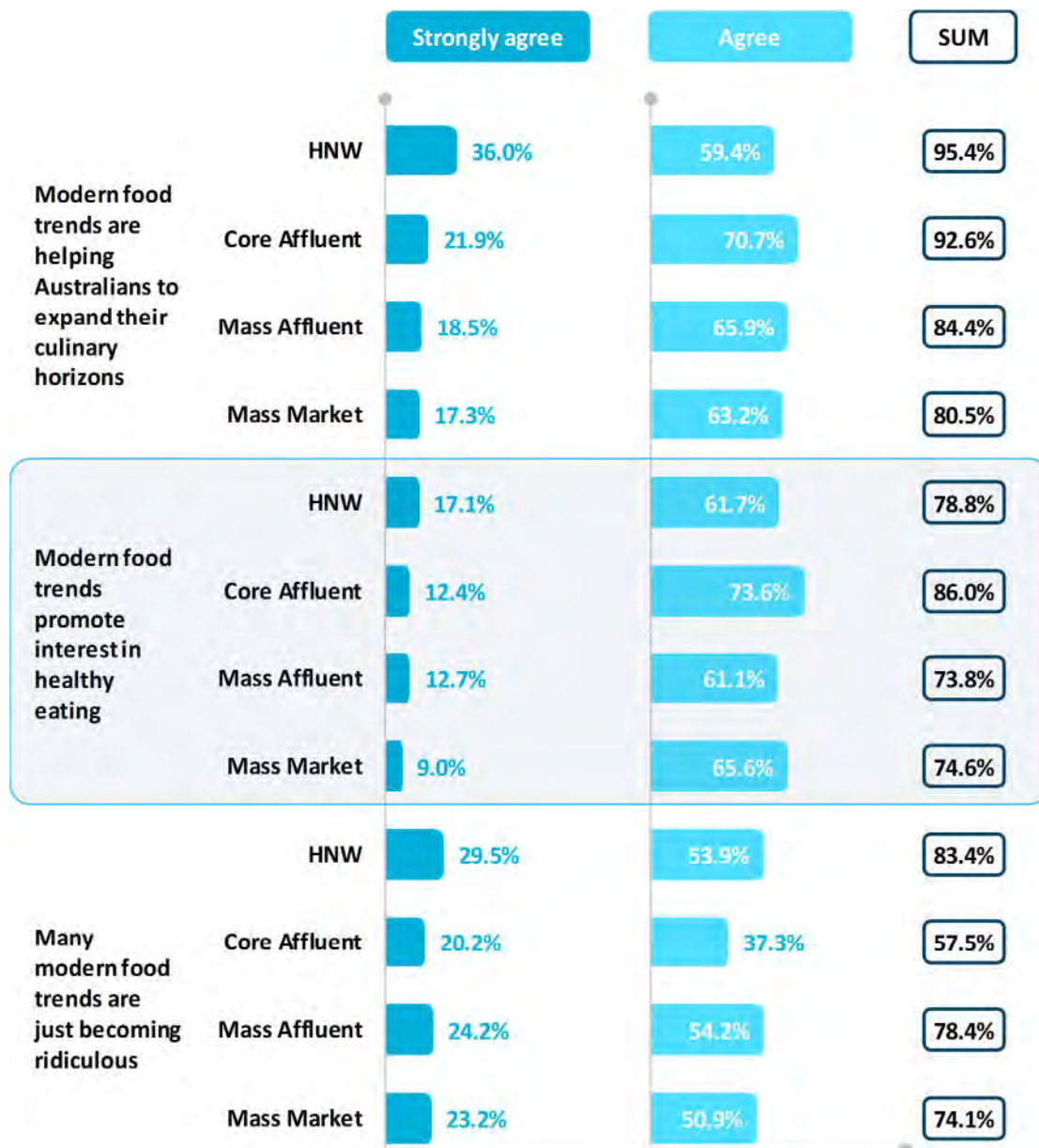


Source: CoreData Food Survey (July 2017)

Question: How much do you agree with the following statements?

Baby Boomers are the most likely to agree that modern food trends are helping Australians expand their culinary horizons (86.2%), while Pre-Boomers are the most likely to think that modern food trends are just becoming ridiculous (82.1%). Gen Ys are the most likely to agree that modern food promote interest in healthy eating (78.7%).

How much do you agree with the following statements?
Wealth segment



Source: CoreData Food Survey (July 2017)

Question: How much do you agree with the following statements?

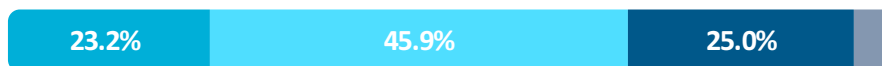
HNW respondents are the most likely to agree that modern food trends are helping Australians expand their culinary horizons (95.4%) and that modern food trends are just becoming ridiculous (83.4%). Core affluent respondents are the most likely to agree that modern food promote interest in healthy eating (86.0%).

How do you feel the following food trends have changed over the past decade in Australia?

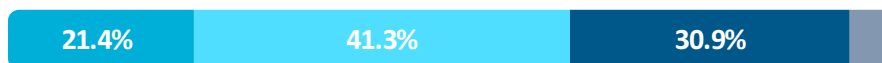
Expensive



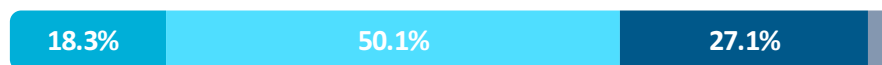
Healthy



Accessible



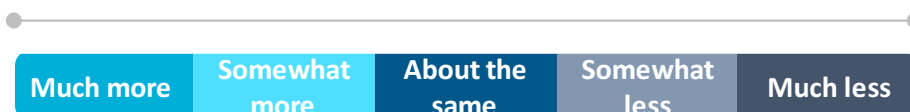
Exotic



Tasty



Bizarre



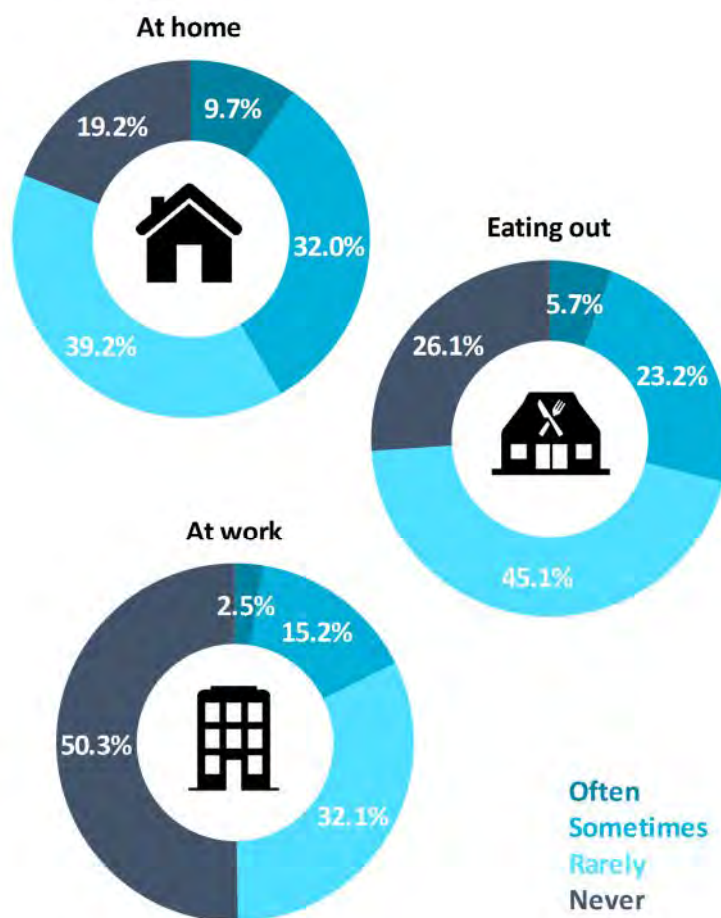
Source: CoreData Food Survey (July 2017)

Question: How do you feel the following food trends have changed over the past decade in Australia?

More than three in four (77.9%) respondents say food has become more expensive over the past decade in Australia. The majority also say food has become more healthy (69.1%) or more exotic (68.4%).

Similar proportions say food in Australia over the past decade has become more accessible (62.7%) and more tasty (61.8%). However, more than half (54.1%) also say food in Australia has become more bizarre.

How frequently do you feel you waste food in the following circumstances?



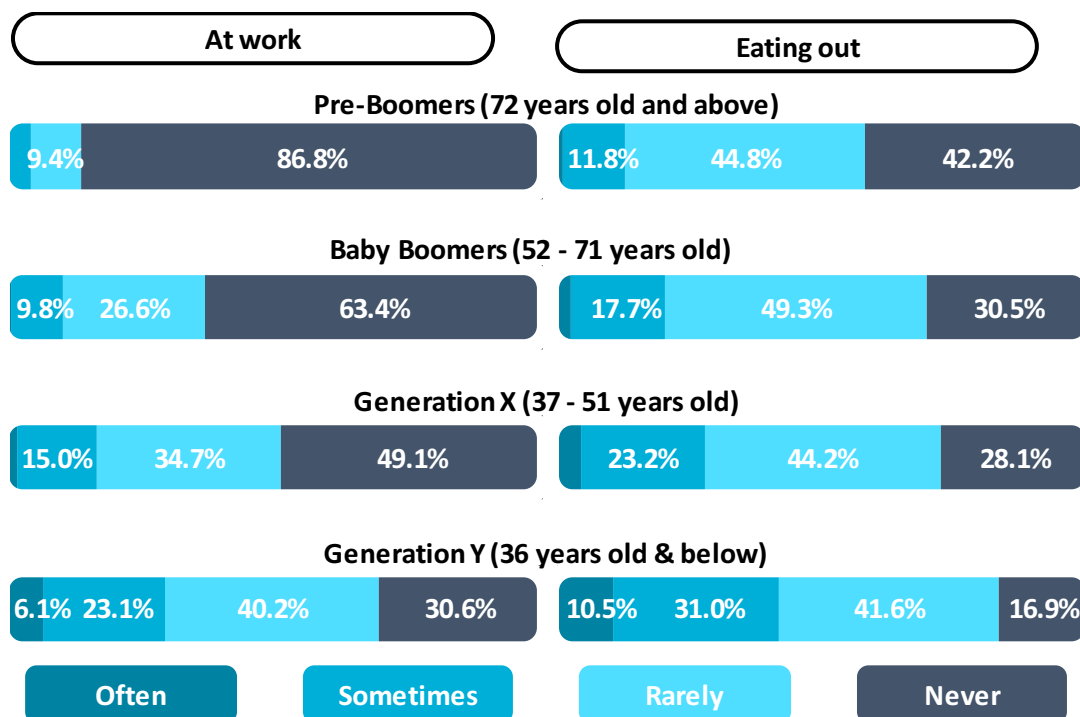
Source: CoreData Food Survey (July 2017)

Question: How frequently do you feel you waste food in the following circumstances?

More than two in five (41.7%) respondents feel they waste food at home, while close to three in 10 (28.9%) feel they waste food when they are eating out. Less than one in five (17.7%) feel they waste food at work.

How frequently do you feel you waste food in the following circumstances?

Age generation



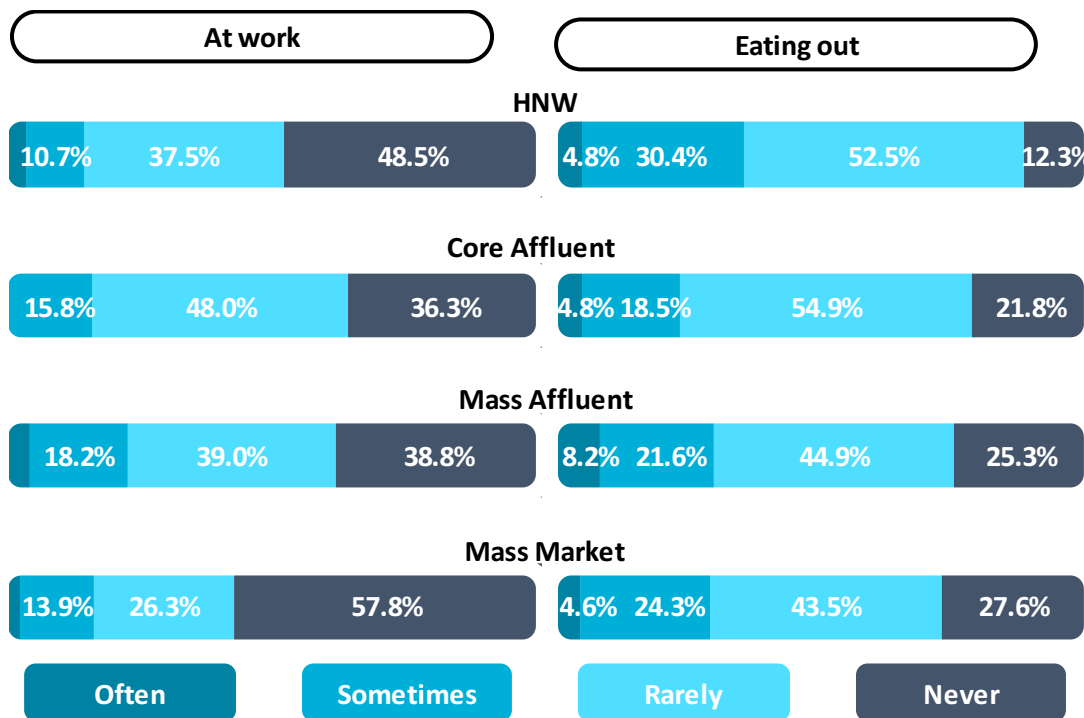
Source: CoreData Food Survey (July 2017)

Question: How frequently do you feel you waste food in the following circumstances?

Gen Ys are the most likely to feel they waste food at work (29.2%) and when they are eating out (41.5%).

How frequently do you feel you waste food in the following circumstances?

Wealth segment



Source: CoreData Food Survey (July 2017)

Question: How frequently do you feel you waste food in the following circumstances?

Mass affluent respondents are the most likely to feel they waste food at work (22.2%), while HNWs are the most likely to feel they waste food when they are eating out (35.2%).

What is the main reason behind this wastage?



Source: CoreData Food Survey (July 2017)

Question: What is the main reason behind this wastage?

Three in five (60.9%) respondents say purchasing or cooking too much food is the main reason behind food wastage. Lack of time (13.3%) is a distant second.

Are you wasting more food?

Now compared to 5 years



Now compared to 10 years



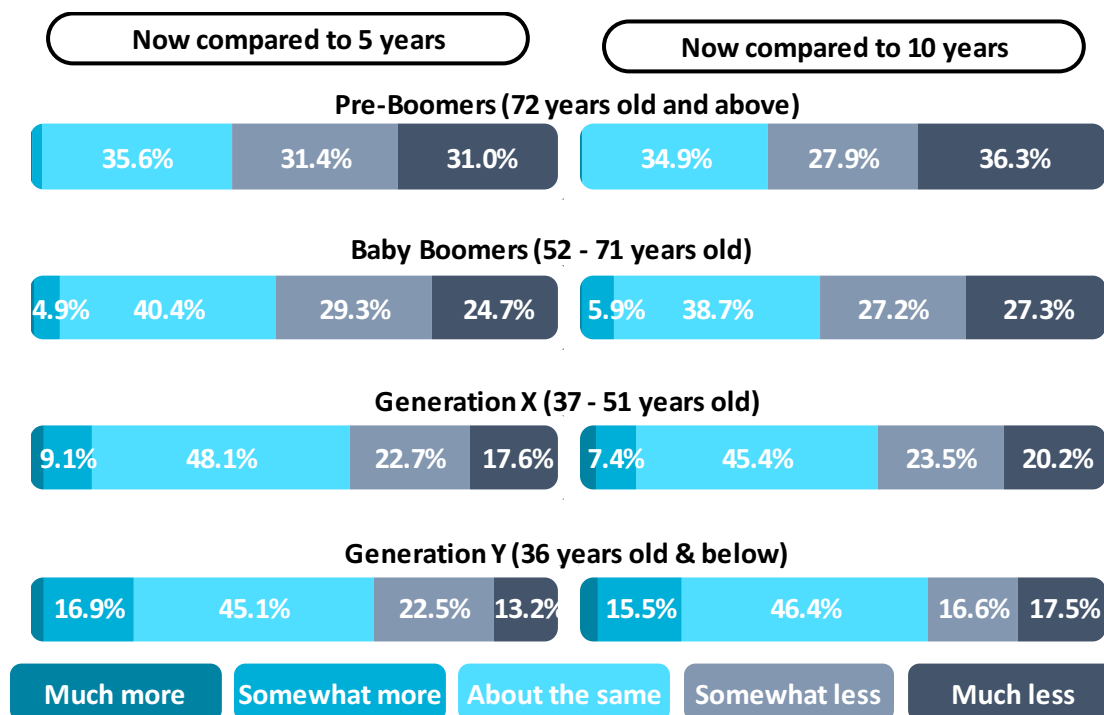
Source: CoreData Food Survey (July 2017)

Question: Are you wasting more food?

More than two in five respondents have been wasting less food over the past five or 10 years (44.8% and 45.5% respectively).

Are you wasting more food?

Age generation

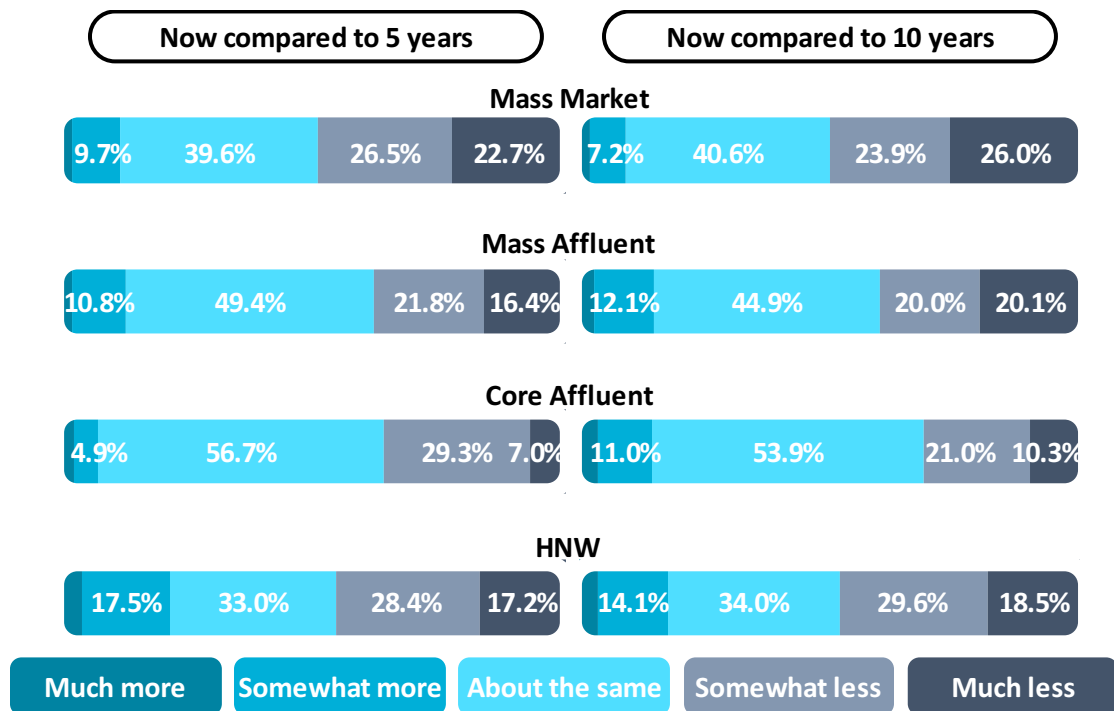


Source: CoreData Food Survey (July 2017)

Question: Are you wasting more food?

Pre-Boomers are the most likely to say they have been wasting less food over the past five or 10 years (62.4% and 64.2% respectively).

Are you wasting more food?
Wealth segment



Source: CoreData Food Survey (July 2017)

Question: Are you wasting more food?

Mass market respondents are the most likely to say they have been wasting less food over the past five or 10 years (49.2% and 49.9% respectively).

Are you eating more culturally diverse foods?

Now compared to 5 years



Now compared to 10 years

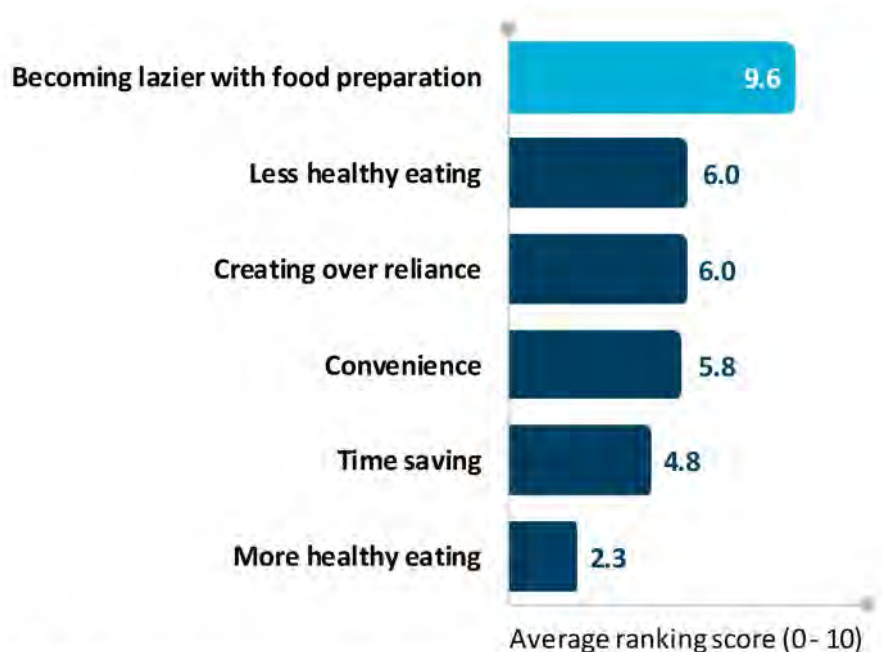


Source: CoreData Food Survey (July 2017)

Question: Are you eating more culturally diverse foods?

Around half of respondents have been eating more culturally diverse foods over the past five or 10 years (45.3% and 50.4% respectively).

What do you feel is the greatest disadvantage of the current accessibility to meal delivery services?

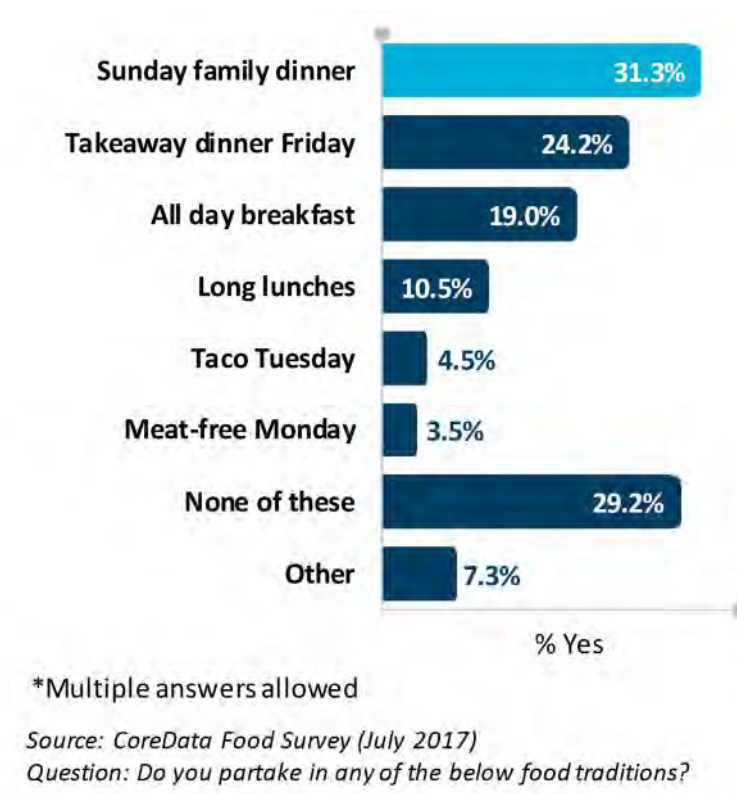


Source: CoreData Food Survey (July 2017)

Question: What do you feel is the greatest disadvantage of the current accessibility to meal delivery services?

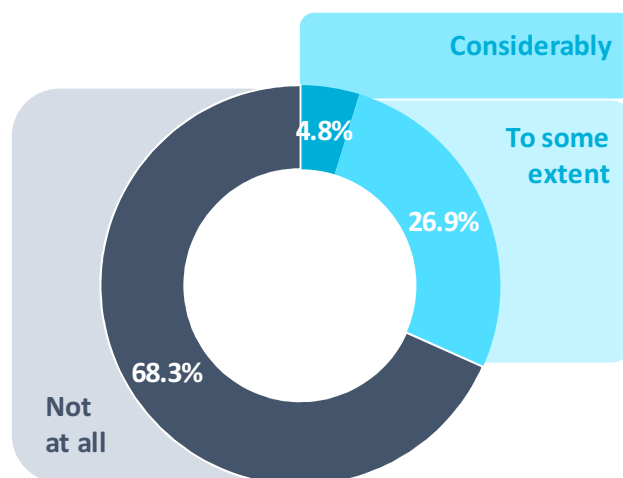
Respondents rank 'becoming lazier with food preparation' as the greatest disadvantage of the current accessibility to meal delivery services, with an average ranking score of 9.6 out of 10. This is followed by 'less healthy eating' and 'creating over-reliance' (both 6.0).

Do you partake in any of the below food traditions?



Close to a third (31.3%) of respondents partake in 'Sunday family dinners', while close to a quarter (24.2%) partake in 'Takeaway dinner Fridays'. Close to one in five (19.0%) partake in 'all day breakfast', while one in 10 (10.5%) partake in 'long lunches'. However, close to three in 10 (29.2%) do not indulge in any of the listed food traditions.

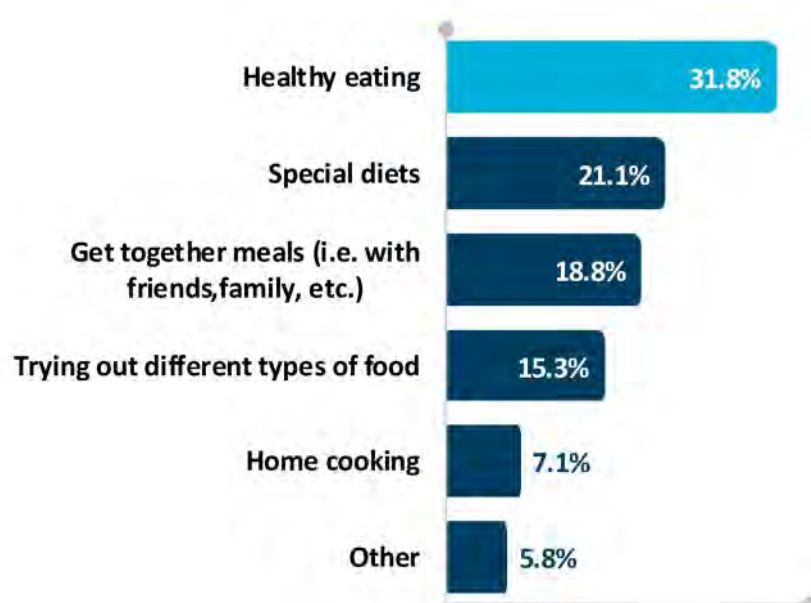
Have you adopted any new eating 'traditions' over the past 5 years?



Source: CoreData Food Survey (July 2017)

Question: Have you adopted any new eating 'traditions' over the past 5 years?

Please briefly describe these new eating traditions.



Source: CoreData Food Survey (July 2017)

Question: Please briefly describe these new eating traditions.

Close to a third (31.7%) of respondents have adopted new eating 'traditions' over the past five years, with the most common being 'healthy eating' (31.8%), 'special diets' (21.1%) and 'get together meals' (18.8%).

"Cooking and preparing meals in advance over the weekend to be taken to work and eaten for dinner during the week. Eating out less during the week except for social events or special occasions. Eating less fast food. Only once a month if possible." (Female, 28 years old, QLD)

"I've changed my meat consumption habits for health (allergy) and environmental reasons. I have a bit less overall and stick to kangaroo, organ meat and humanely reared eggs. I've also tried to reduce wastage to as close to 0 as possible." (Female, 30 years old, SA)

"With the advent of pre-packaged salads. I tend to use salads more frequently with meals. I add yoghurt to the salad and top off with baby cucumber and Roma tomatoes. I find this a slightly easier option than steaming vegetables." (Female, 58 years old, VIC)

"Due to working schedules, my husband and I have Wednesday nights free, so we go grocery shopping and have a date night where we either eat out or eat something different to normal." (Female, 28 years old, SA)

"Learning to eat again after six months PEG fed liquid diet and no saliva means difficulty with protein and most raw food. Ignore "not healthy", trying to gain weight." (Male, 63 years old, QLD)

"I retired 4 years ago so I now have a lot more time to prepare a proper meal from scratch for weeknights, whereas previously it had to be something quick and simple." (Female, 65 years old, NSW)

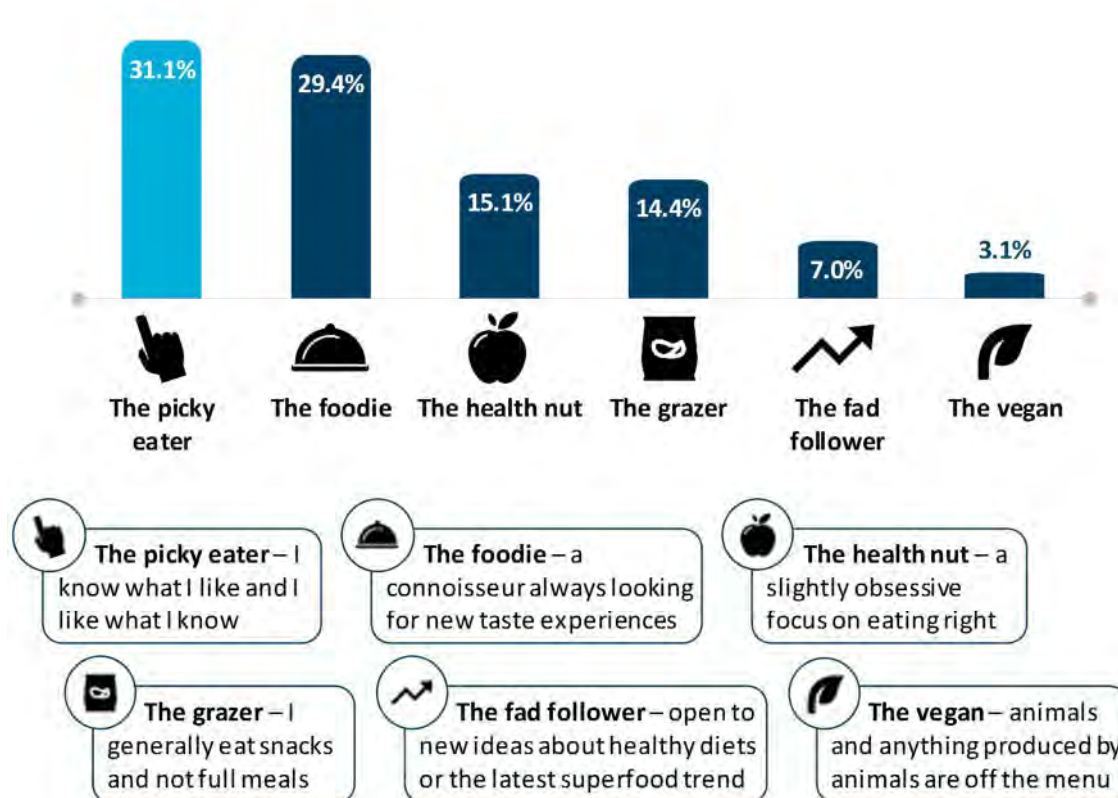
"We always have my home grown and made vegetable pasta sauce with pasta on a Friday night. We have Scrambled eggs with added bacon, onion and parsley on Sunday night." (Female, 77 years old, VIC)

"I eat more animal fat, and no carbs. Fat is good for you and fat doesn't make you fat, fat makes you lose weight. Our bodies are designed to burn fat not sugar." (Female, 64 years old, WA)

"Steaming vegetables instead of boiling, fat free meat cooking, cutting down on salt and sugar, smaller servings of all foods, especially the evening meal." (Female, 69 years old, VIC)

"I like to eat less meat and stay meat/animal product free for lunches. I use to get a lot more take-away but now we allocate takeaways to Fridays." (Female, 22 years old, QLD)

Do you identify with any of the following archetypes relating to eating preferences?

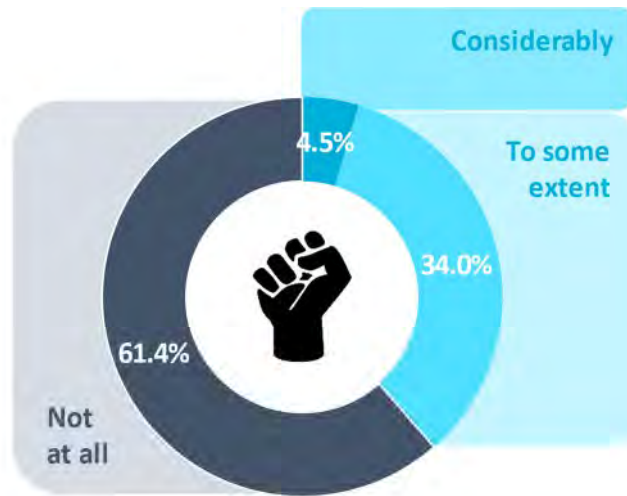


Source: CoreData Food Survey (July 2017)

Question: Do you identify with any of the following archetypes relating to eating preferences?

Australians most commonly identify themselves as a 'picky eater' or a 'foodie' (31.1% and 29.4% respectively). Similar proportions identify themselves as a 'health nut' (15.1%) or a 'grazer' (14.4%).

To what extent do social issues influence the food you choose to eat now?

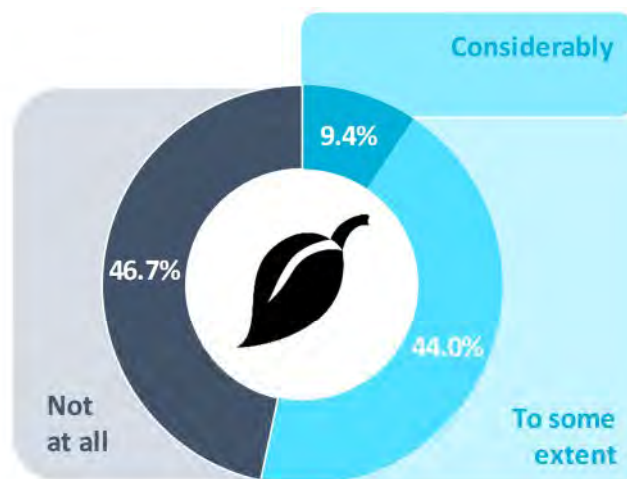


Source: CoreData Food Survey (July 2017)

Question: To what extent do social issues influence the food you choose to eat now?

Close to two in five (38.5%) respondents say social issues influence the food they choose to eat nowadays, with Gen Ys the most likely to say this (55.3%).

To what extent do environmental issues influence the food you choose to eat now?

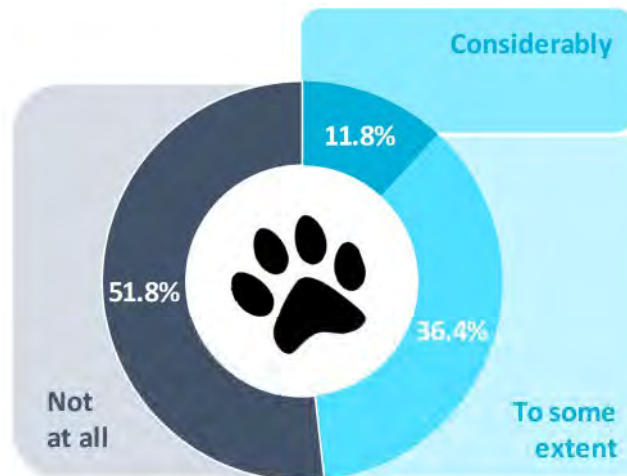


Source: CoreData Food Survey (July 2017)

Question: To what extent do environmental issues influence the food you choose to eat now?

More than half (53.4%) of respondents say environmental issues influence the food they choose to eat nowadays, with Gen Ys the most likely to say this (64.7%).

To what extent do animal rights issues influence the food you choose to eat now?

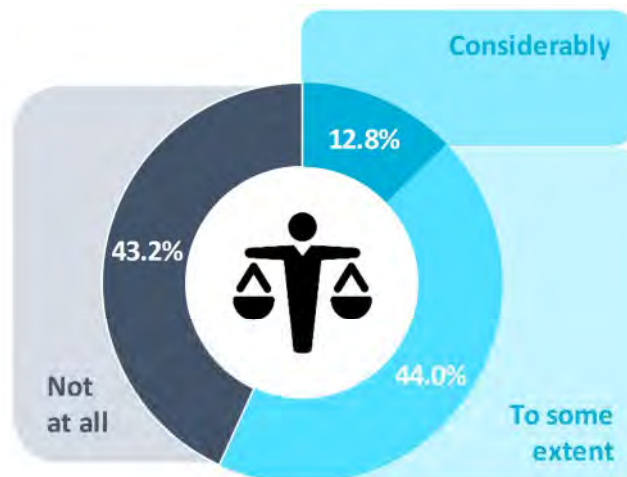


Source: CoreData Food Survey (July 2017)

Question: To what extent do animal rights issues influence the food you choose to eat now?

Close to half (48.2%) of respondents say animal rights issues influence the food they choose to eat nowadays, with Gen Ys the most likely to say this (61.7%).

To what extent do 'fair trade' principles influence the food you choose to eat now?

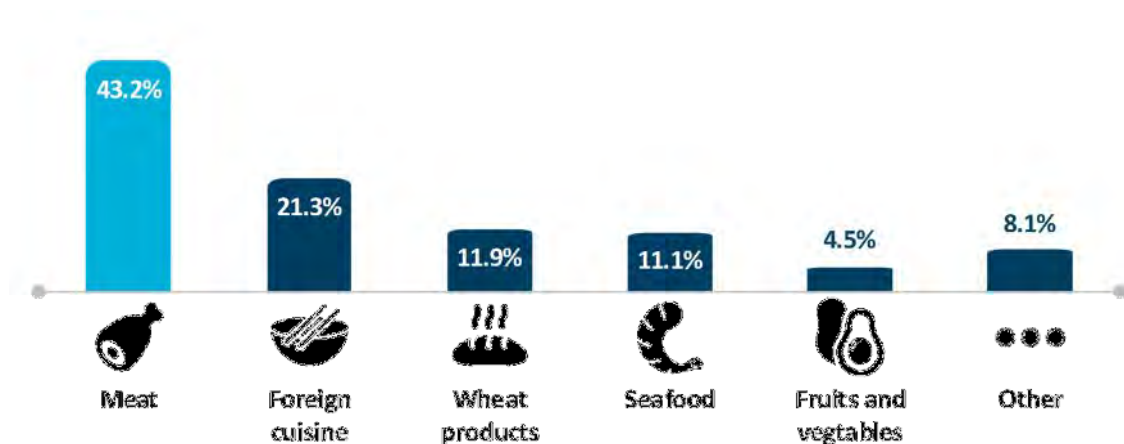


Source: CoreData Food Survey (July 2017)

Question: To what extent do 'fair trade' principles influence the food you choose to eat now?

Close to three in five (56.8%) respondents say 'fair trade' principles influence the food they choose to eat nowadays, with Gen Ys the most likely to say this (63.9%).

What is your favourite meal?



Source: CoreData Food Survey (July 2017)

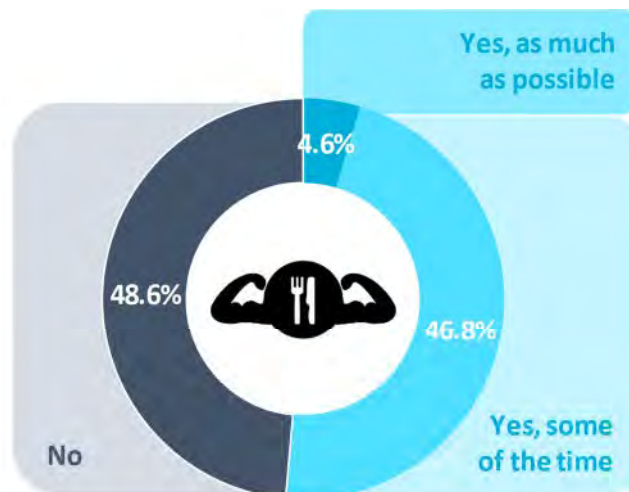
Question: What is your favourite meal?

More than two in five (43.2%) respondents say their favourite meal involves a certain type of meat, while more than one in five (21.3%) point to foreign cuisine. One in nine respondents say their favourite meals include wheat-based products like pasta and bread (11.9%) or seafood (11.1%).

SUPER FOODS, HEALTHY EATING AND COST

- Around half of Australians claim to incorporate 'super foods' into their diet, with many having a strong belief in and understanding of their health benefits.
- Some have also tried at least one special diet in the last five years to improve their health or to achieve a healthy weight loss goal.
- Many would also begin eating food they do not like or give up coffee or their favourite food if they were told doing so would be beneficial to their health and make them live longer.
- However, Australians believe that it costs more to eat healthier or follow a specific diet, incurring an additional \$46 per week personally and \$87 per week for their household.
- Eating out is one of the biggest discretionary purchases for Australians and some are surprised by how much they spend on food each month.

Do you incorporate 'super foods' into your diet?



Source: CoreData Food Survey (July 2017)

Question: Do you incorporate 'super foods' into your diet?

More than half (51.4%) of respondents claim to incorporate 'super foods' into their diet, with Gen Ys (61.0%) and Core affluent respondents (65.2%) the most likely to say this.

Do you incorporate 'super foods' into your diet?

Age generation

Pre-Boomers (72 years old and above)



Baby Boomers (52 - 71 years old)



Generation X (37 - 51 years old)



Generation Y (36 years old & below)



Yes, as much as possible

Yes, some of the time

No

Source: CoreData Food Survey (July 2017)

Question: Do you incorporate super foods into your diet?

Wealth segment

HNW



Core Affluent



Mass Affluent



Mass Market



Yes, as much as possible

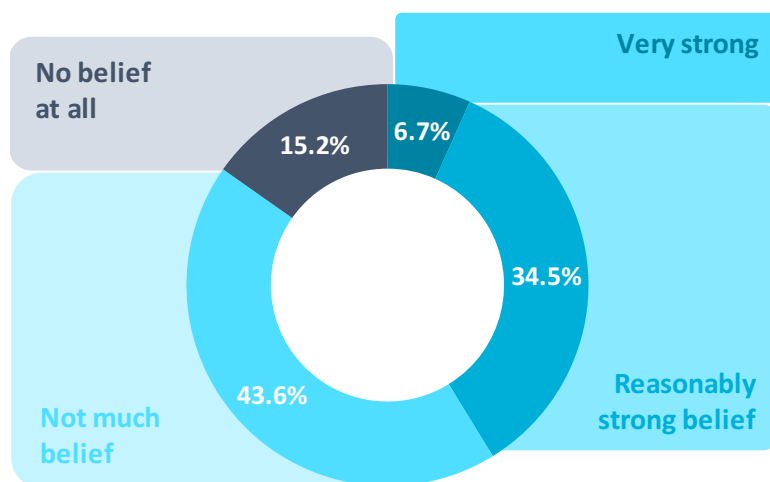
Yes, some of the time

No

Source: CoreData Food Survey (July 2017)

Question: Do you incorporate super foods into your diet?

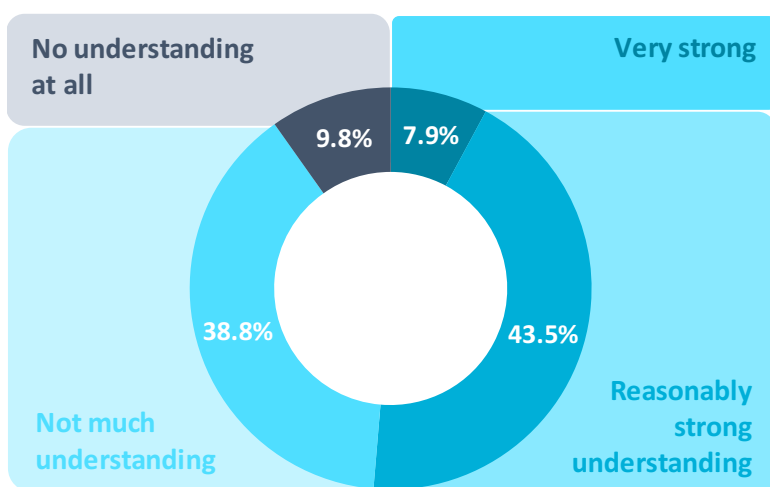
Do you believe in the benefits of 'super foods' (e.g. kale, wheat grass, quinoa, Chia, broccoli)?



Source: CoreData Food Survey (July 2017)

Question: Do you believe in the benefits of 'super foods' (e.g. kale, wheat grass, quinoa, Chia, broccoli)?

Do you feel you understand the benefits of 'super foods' to your health?

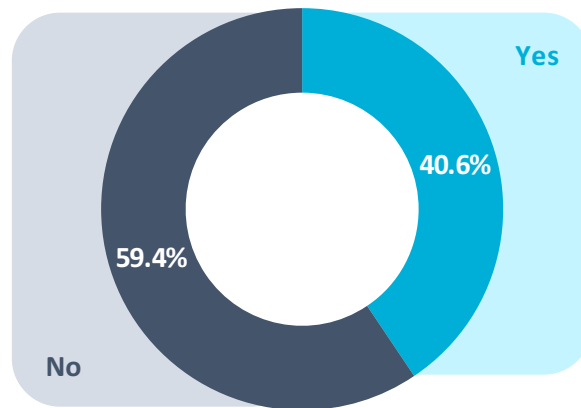


Source: CoreData Food Survey (July 2017)

Question: Do you feel you understand the benefits of 'super foods' to your health?

More than two in five (41.2%) respondents have strong belief in the benefits of 'super foods', while more than half (51.4%) feel they have a strong understanding of the benefits of 'super foods' to their health.

Would you begin eating a food you don't like if you were told it had huge benefits for your health?

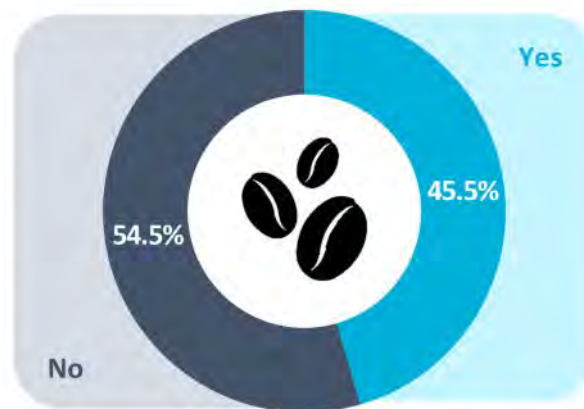


Source: CoreData Food Survey (July 2017)

Question: Would you begin eating a food you don't like if you were told it had huge benefits for your health?

More than two in five (40.6%) respondents would begin eating food they do not like if they were told it would be hugely beneficial to their health, with Gen Ys the most likely to say this (46.4%).

Would you give up coffee if you were told it had huge benefits for your health?

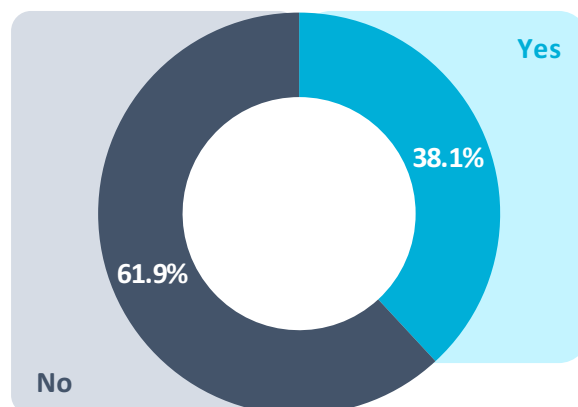


Source: CoreData Food Survey (July 2017)

Question: Would you give up coffee if you were told it had huge benefits for your health?

Close to half (45.5%) of respondents would give up coffee if they were told it would hugely benefit their health. Again, Gen Y respondents are the most likely to say this (53.9%).

Would you give up your favourite food if you were told it would make you live longer?

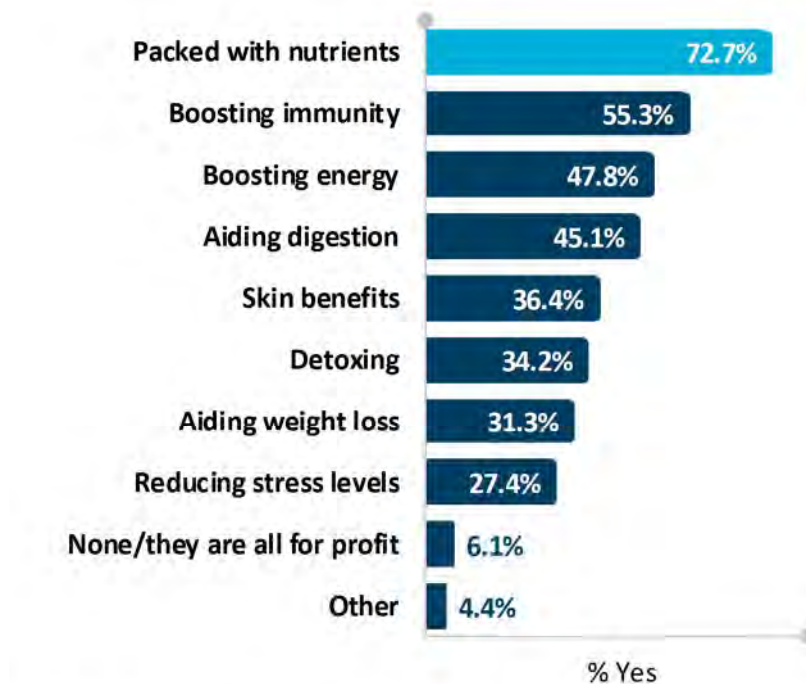


Source: CoreData Food Survey (July 2017)

Question: Would you give up your favourite food if you were told it would make you live longer?

Close to two in five (38.1%) respondents would give up their favourite food if they were told it would make them live longer.

What do you believe are the key benefits of eating 'super foods'?



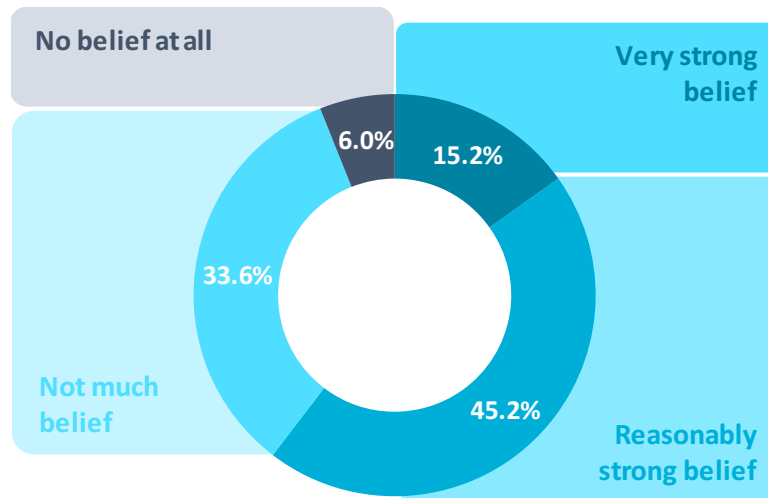
*Multiple answers allowed

Source: CoreData Food Survey (July 2017)

Question: What do you believe are the key benefits of eating 'super foods'?

Among those who at least have a reasonable understanding of the benefits of 'super foods', close to three in four (72.7%) point to these foods being packed with nutrients as a key benefit. Other commonly cited key benefits of eating 'super foods' are boosting immunity (55.3%), boosting energy (47.8%) and aiding digestion (45.1%).

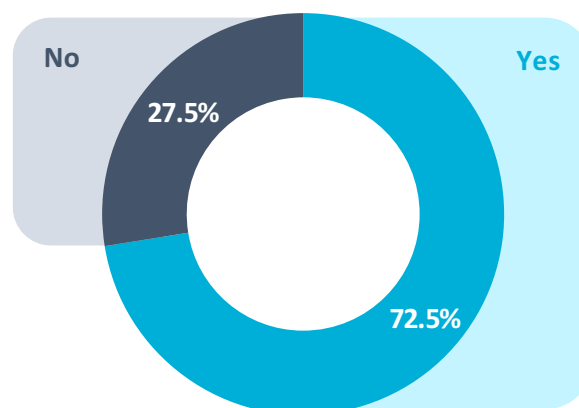
Do you believe that some 'super food' claims are just a myth?



Source: CoreData Food Survey (July 2017)

Question: Do you believe that some 'super food' claims are just a myth?

Do you feel like there is too much of a focus on eating super foods?



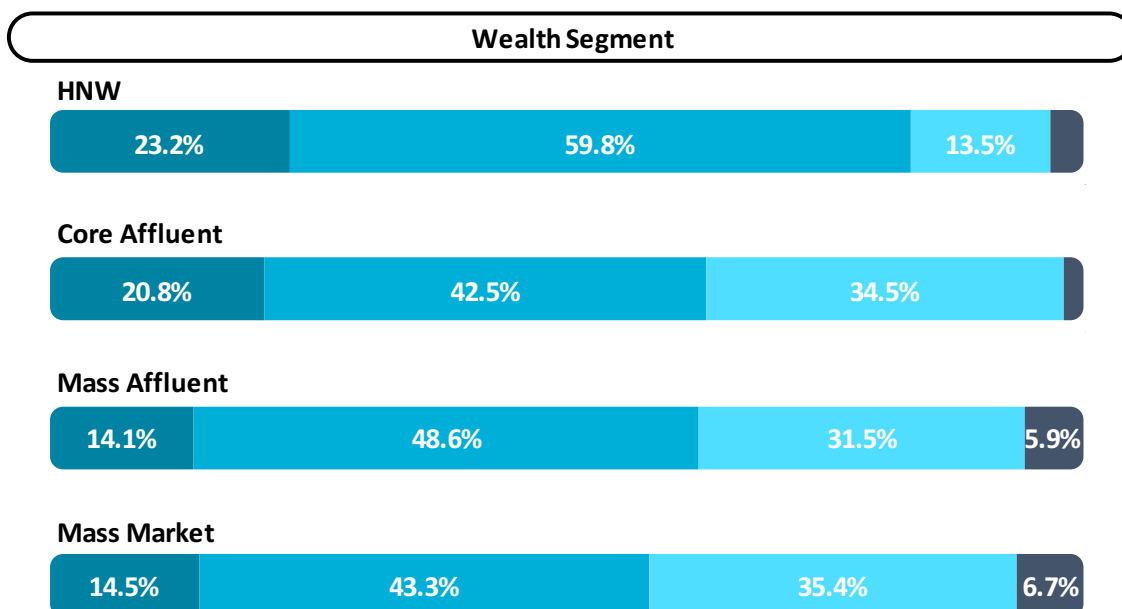
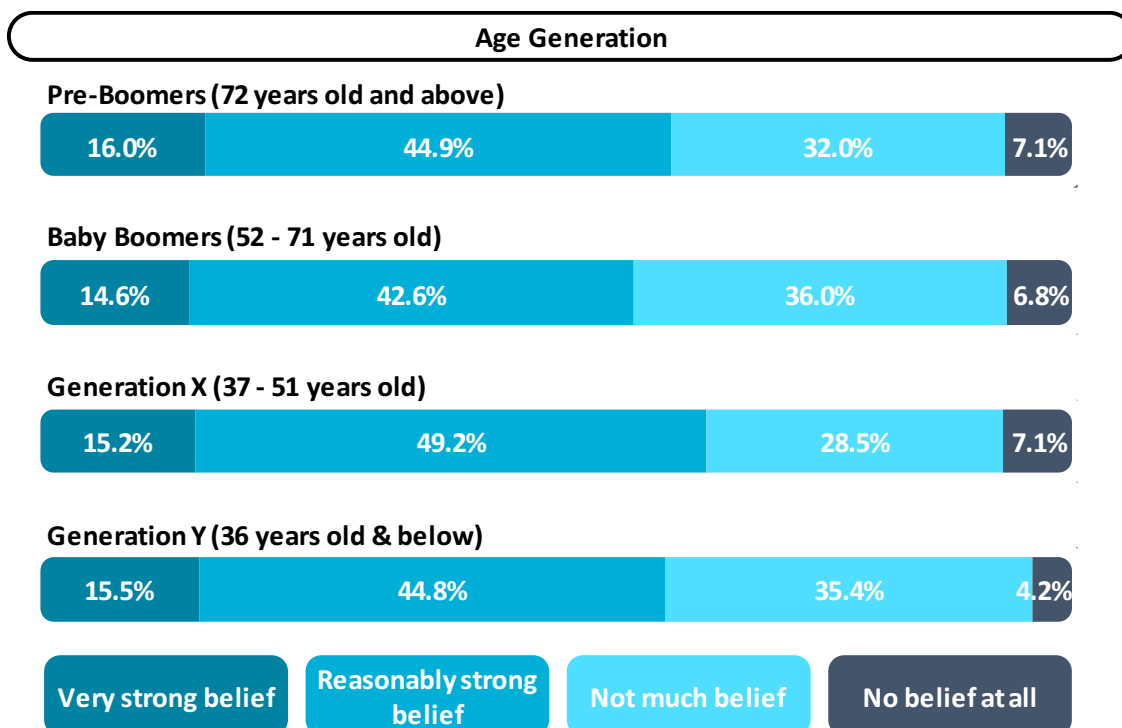
Source: CoreData Food Survey (July 2017)

Question: Do you feel like there is too much of a focus on eating super foods?

Although many have a strong belief and understanding of the health benefits of 'super foods', three in five (60.4%) respondents have a strong belief that some 'super food' claims are just a myth. Furthermore, the large majority (72.5%) feel there is too much of a focus on eating super foods.

Do you believe that some 'super food' claims are just a myth?

Age generation and wealth segment

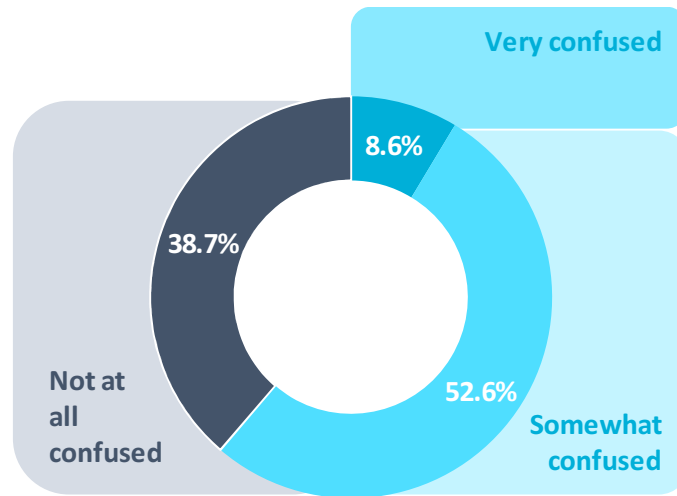


Source: CoreData Food Survey (July 2017)

Question: Do you believe that some 'super food' claims are just a myth?

Gen X respondents (64.4%) and HNWs (83.0%) are the most likely to have a strong belief that some 'super food' claims are just a myth.

To what extent do you feel confused over what you 'should' and 'shouldn't' eat?



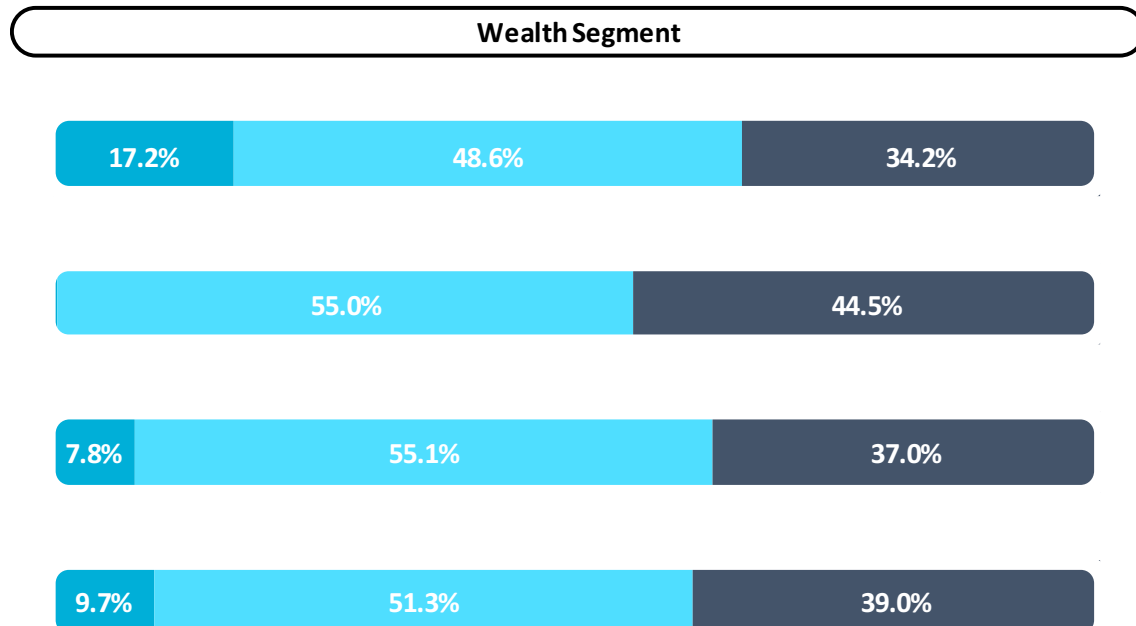
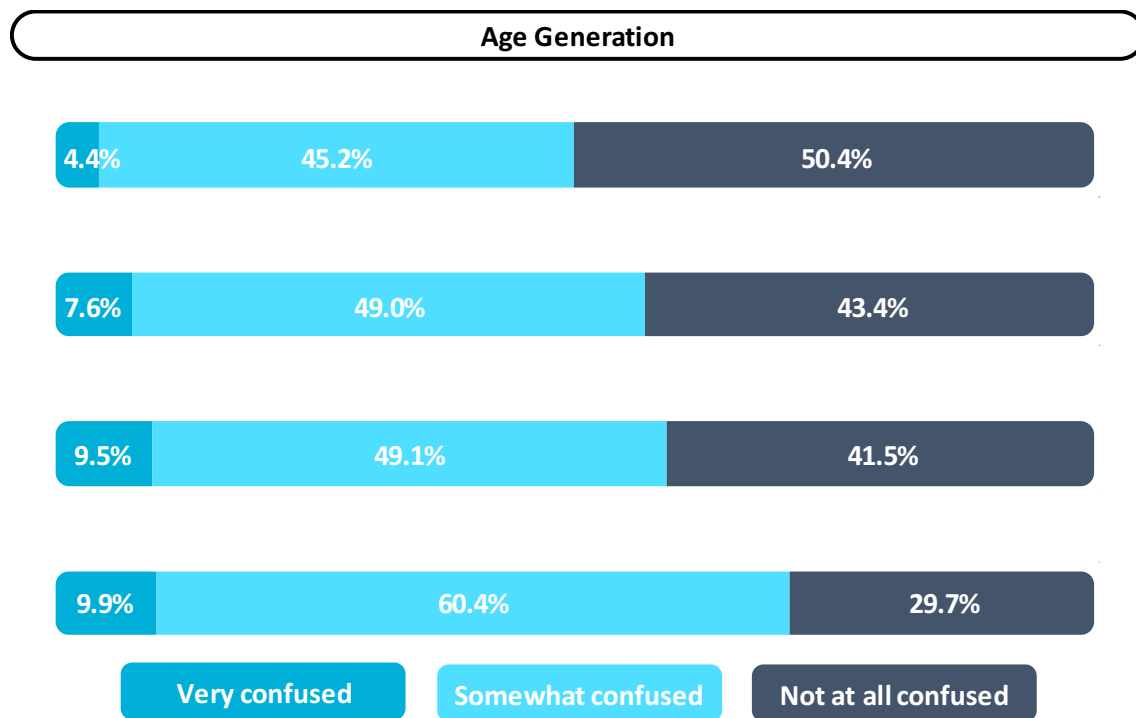
Source: CoreData Food Survey (July 2017)

Question: To what extent do you feel confused over what you 'should' and 'shouldn't' eat?

More than three in five (61.2%) respondents feel confused over what they 'should' and 'shouldn't' eat.

To what extent do you feel confused over what you 'should' and 'shouldn't' eat?

Age generation and wealth segment

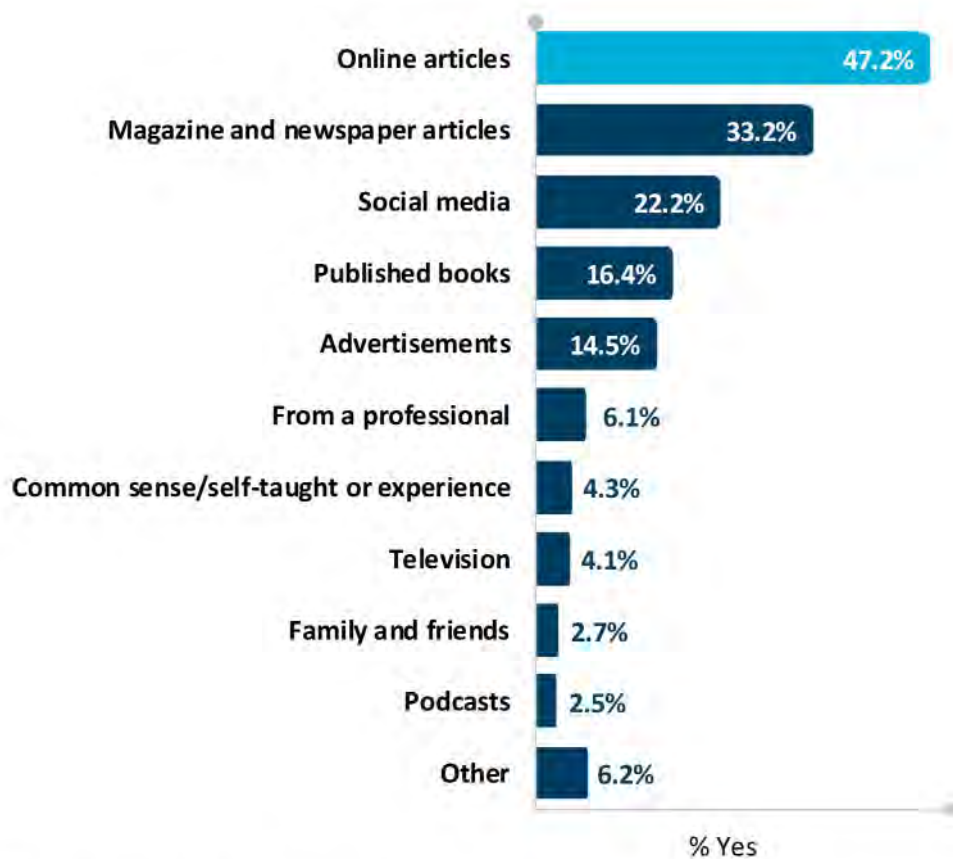


Source: CoreData Food Survey (July 2017)

Question: To what extent do you feel confused over what you 'should' and 'shouldn't' eat?

Gen Ys (70.3%) and HNWs (65.8%) are the most likely to feel confused over what they 'should' and 'shouldn't' eat.

Where do you learn most about what you should/shouldn't eat?



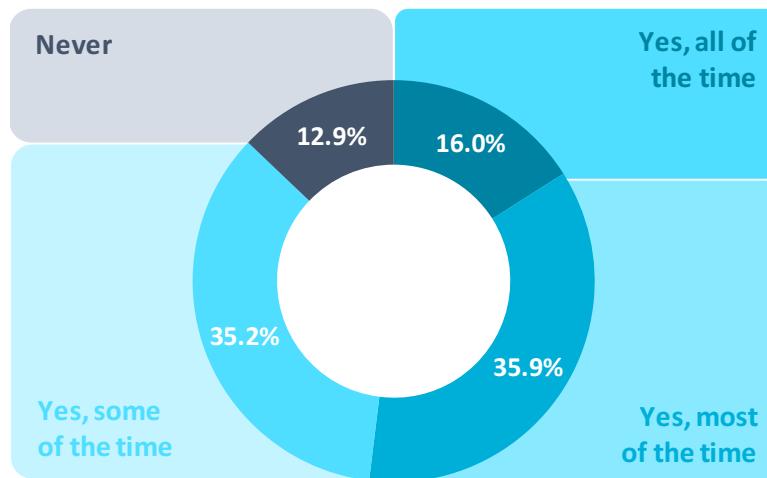
*Multiple answers allowed

Source: CoreData Food Survey (July 2017)

Question: Where do you learn most about what you should/shouldn't eat?

Close to half (47.2%) of respondents learn most about what they should or shouldn't eat from online articles, while a third (33.2%) cite magazine and newspaper articles. Other commonly cited sources are social media (22.2%), published books (16.4%) and advertisements (14.5%).

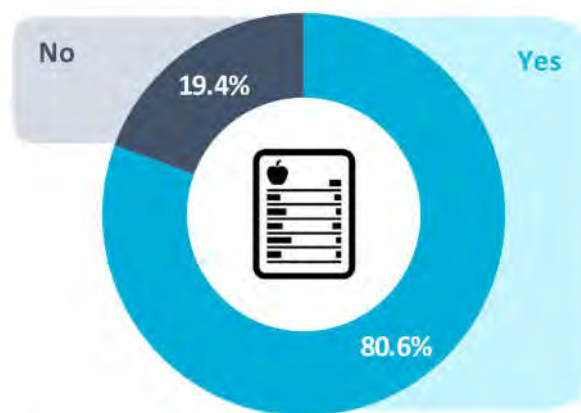
Do you carefully observe food labels before you purchase an item?



Source: CoreData Food Survey (July 2017)

Question: Do you carefully observe food labels before you purchase an item?

Do you understand food labels?

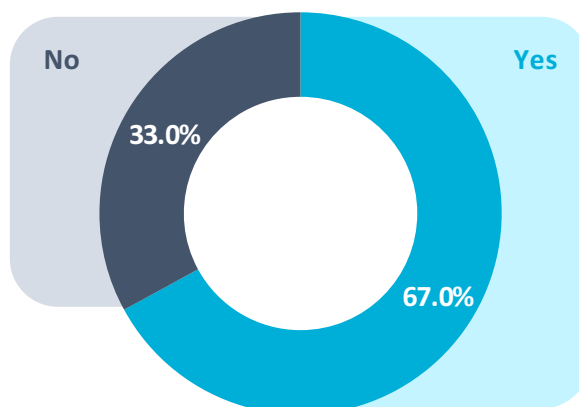


Source: CoreData Food Survey (July 2017)

Question: Do you understand food labels?

The vast majority (87.1%) of respondents carefully observe food labels before they purchase an item at least some of the time. The vast majority (80.6%) also claim to understand food labels.

Do you feel that there are enough healthy options available in Australian restaurants?

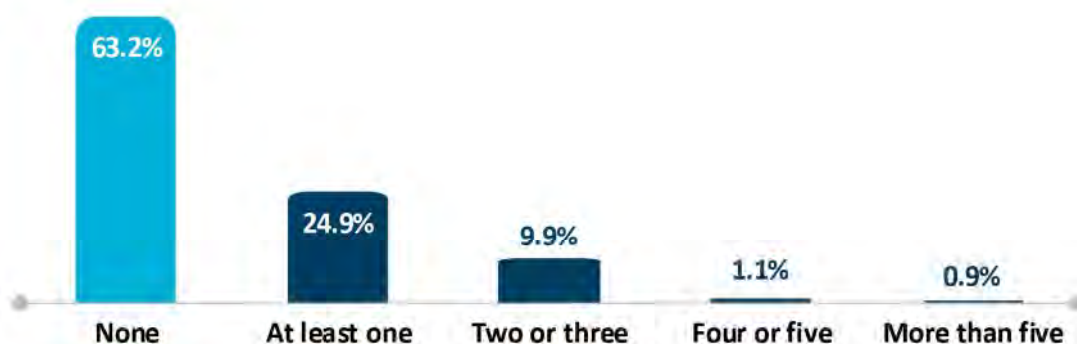


Source: CoreData Food Survey (July 2017)

Question: Do you feel that there are enough healthy options available in Australian restaurants?

More than two-thirds (67.0%) of respondents feel there are enough healthy options available in Australian restaurants.

Have you tried any special diets in the last five years to improve your health or assist in attaining a healthy weight loss goal?

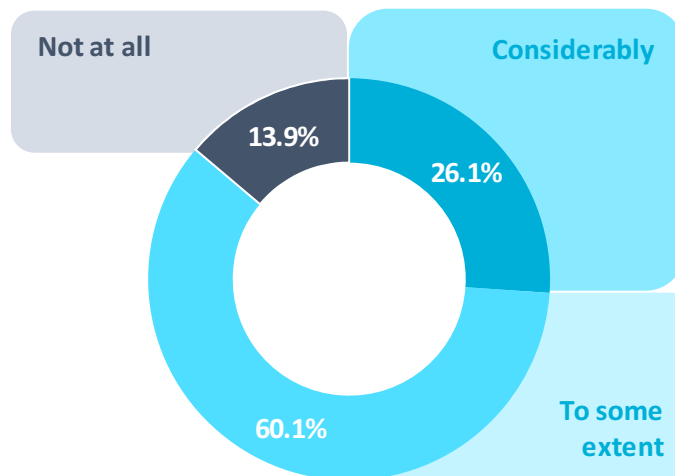


Source: CoreData Food Survey (July 2017)

Question: Have you tried any special diets in the last five years to improve your health or assist in attaining a healthy weight loss goal?

One in four (24.9%) respondents claim to have tried at least one special diet in the last five years to improve their health or assist in attaining a healthy weight loss goal, while close to one in 10 (9.9%) admit to having tried two or three special diets. However, the majority (63.2%) have not tried any special diet at all.

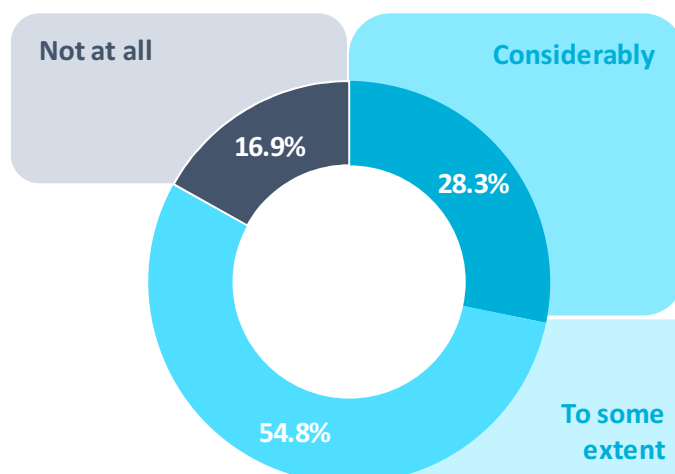
Did you feel the diet was effective at all?



Source: CoreData Food Survey (July 2017)

Question: Did you feel the diet was effective at all?

Were you able to maintain the diet (i.e. followed the diet for the recommended period)?

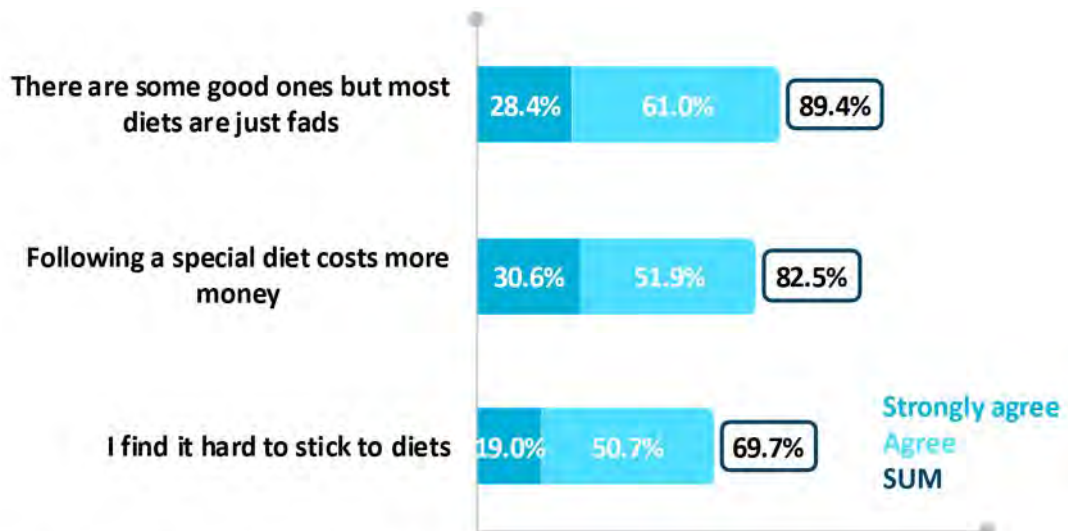


Source: CoreData Food Survey (July 2017)

Question: Were you able to maintain the diet (i.e. followed the diet for the recommended period)?

Among those who have tried at least one special diet in the last five years, the vast majority (86.2%) feel the special diet or diets they have tried were effective. A similar proportion (83.1%) claim they were able to maintain these diets for the recommended period.

How much do you agree with following statements?



Source: CoreData Food Survey (July 2017)

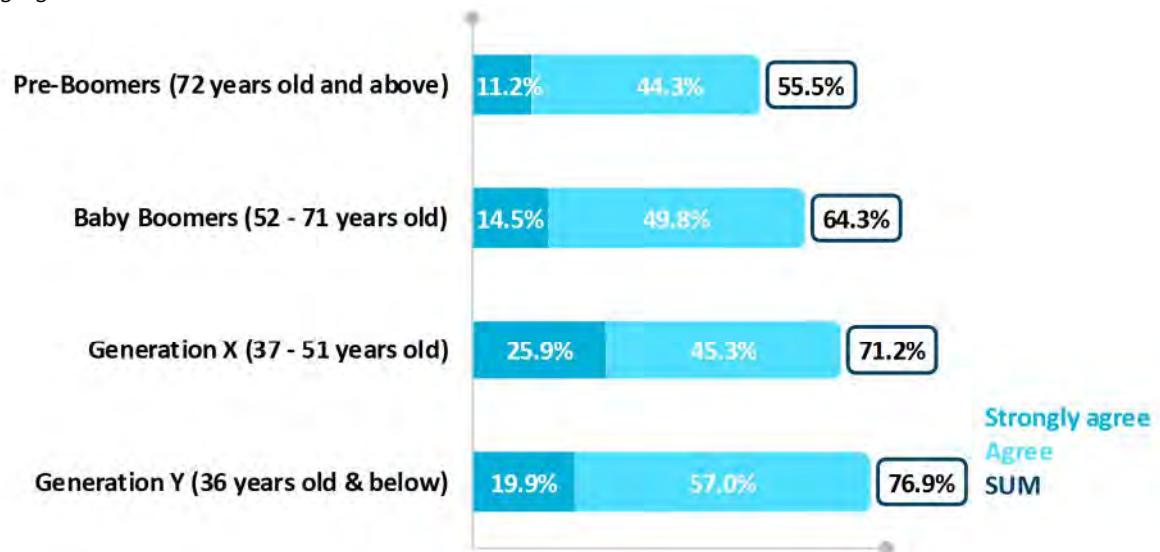
Question: How much do you agree with following statements?

The vast majority of respondents agree that there are some good diets but most are just fads (89.4%) or that following a special diet is more costly (82.5%). Close to seven in 10 (69.7%) also agree that they find it hard to stick to diets.

How much do you agree with following statements?

[I find it hard to stick to diets]

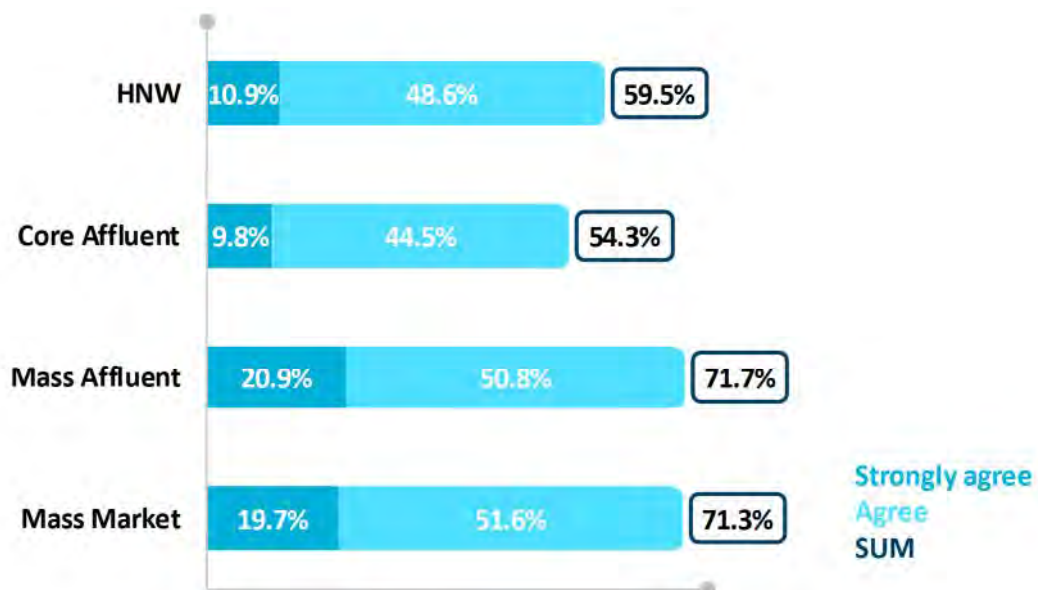
Age generation



Source: CoreData Food Survey (July 2017)

Question: How much do you agree with the following statements?

Wealth segment

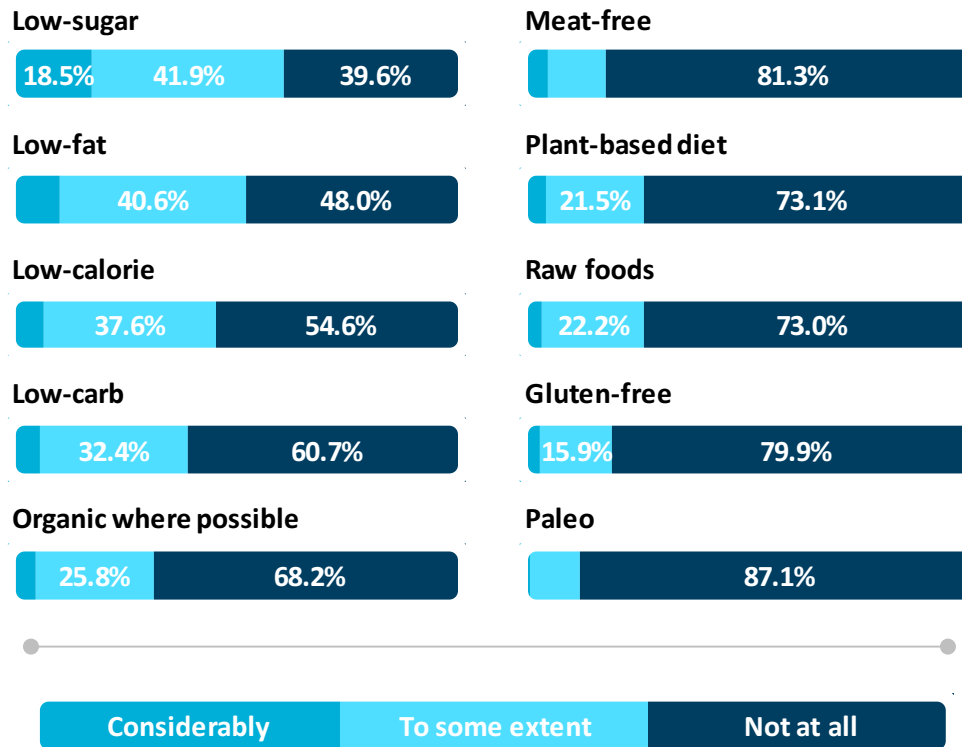


Source: CoreData Food Survey (July 2017)

Question: How much do you agree with the following statements?

Gen Ys (76.9%) and Mass affluent respondents (71.7%) are the most likely to agree that they find it hard to stick to diets.

Do you follow any of the diets listed below?

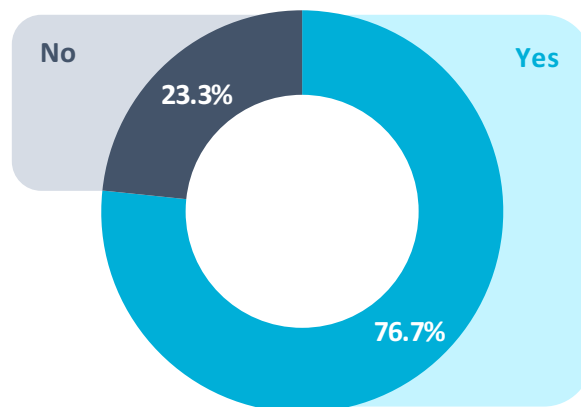


Source: CoreData Food Survey (July 2017)

Question: Do you follow any of the diets listed?

The most commonly followed diets are 'low-sugar' (60.4%), 'low-fat' (52.0%) and 'low-calorie' (45.4%). At the other end of the spectrum, some of the least followed diets include 'Paleo' (12.9%), 'meat-free' (18.8%) and 'gluten-free' (20.1%).

Do you feel that it costs more to eat healthier or follow a specific diet?



Source: CoreData Food Survey (July 2017)

Question: Do you feel that it costs more to eat healthier or follow a specific diet?

How much additional cost do you feel you personally incur each week to try and follow a special diet or eat healthier?



Source: CoreData Food Survey (July 2017)

Question: How much additional cost do you feel you personally incur each week to try and follow a special diet or eat healthier?

How much additional cost for your whole family household do you feel you incur each week to try and follow a special diet or eat healthier?



Source: CoreData Food Survey (July 2017)

Question: How much additional cost for your whole family household do you feel you incur each week to try and follow a special diet or eat healthier?

More than three-quarters (76.7%) of respondents feel that it costs more to eat healthier or follow a specific diet.

On average, respondents claim to spend an additional \$46 a week to try and follow a special diet or eat healthier. For those who have children living at home with them, this rises to \$87 a week to cover the whole family household.

How much would you estimate you spend each month on the following for yourself and/or the members of your household?

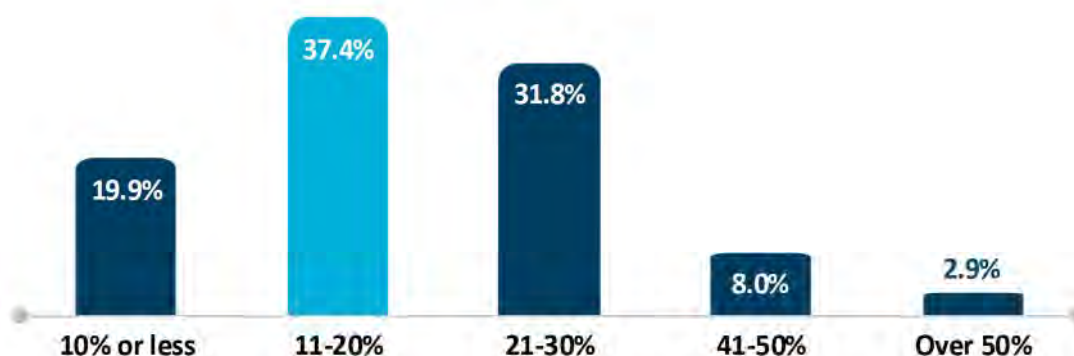


Source: CoreData Food Survey (July 2017)

Question: How much would you estimate you spend each month on the following for yourself and/or the members of your household?

On average, respondents spend approximately \$377 on buying groceries, \$89 on eating out and \$21 in ordering home delivery each month for themselves and/or members of their household.

What percentage of your total income do you usually spend on food overall?

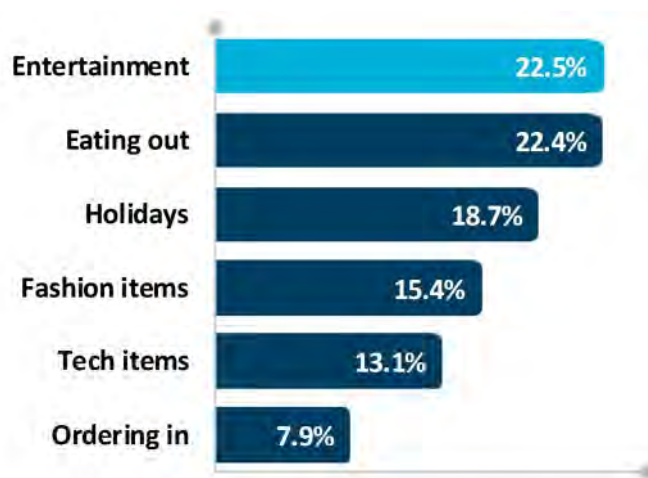


Source: CoreData Food Survey (July 2017)

Question: What percentage of your total income do you usually spend on food overall?

Close to two in five (37.4%) respondents usually spend 11 to 20% of their total income on food, while close to a third (31.8%) claim to usually spend 21 to 30% of their total income. One in five (19.9%) usually spend 10% or less of their total income on food.

On average, what percentage of income do you spend on these various discretionary purchases (i.e. wants rather than needs) each month?

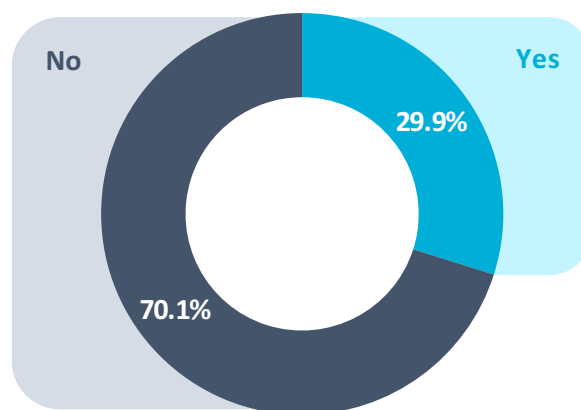


Source: CoreData Food Survey (July 2017)

Question: On average, what percentage of income do you spend on these various discretionary purchases (i.e. wants rather than needs) each month?

On average, respondents assign similar percentages of their total discretionary spend each month to entertainment (22.5%) and eating out (22.4%). These are followed by holidays (18.7%), fashion (15.4%) and tech items (13.1%). Only an average of 7.9% of discretionary spend is spent on ordering in each month.

Do you wish you could spend more on eating out/home delivery?

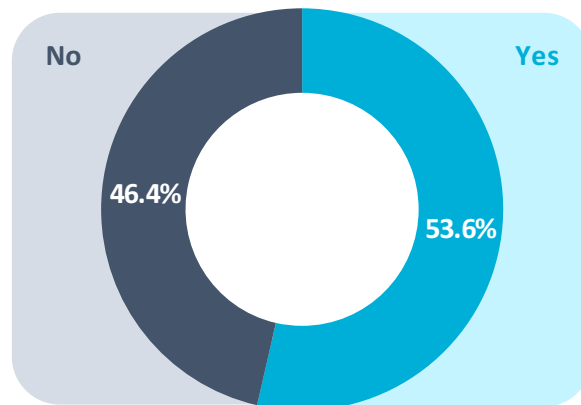


Source: CoreData Food Survey (July 2017)

Question: Do you wish you could spend more on eating out/home delivery?

Seven in 10 (70.1%) respondents do not wish they could spend more on eating out or home delivery.

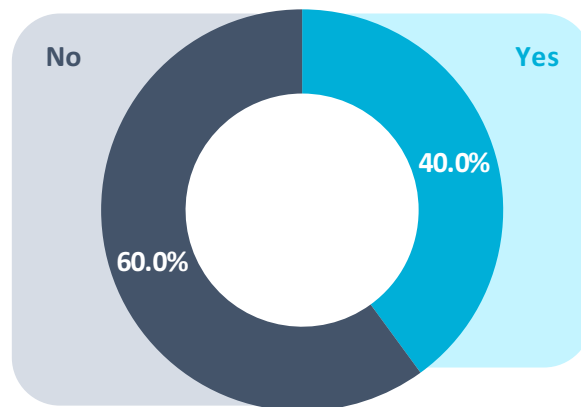
Are you ever surprised by the amount you spend each month on food?



Source: CoreData Food Survey (July 2017)

Question: Are you ever surprised by the amount you spend each month on food?

Do you follow a strict budget when it comes to food expenses?



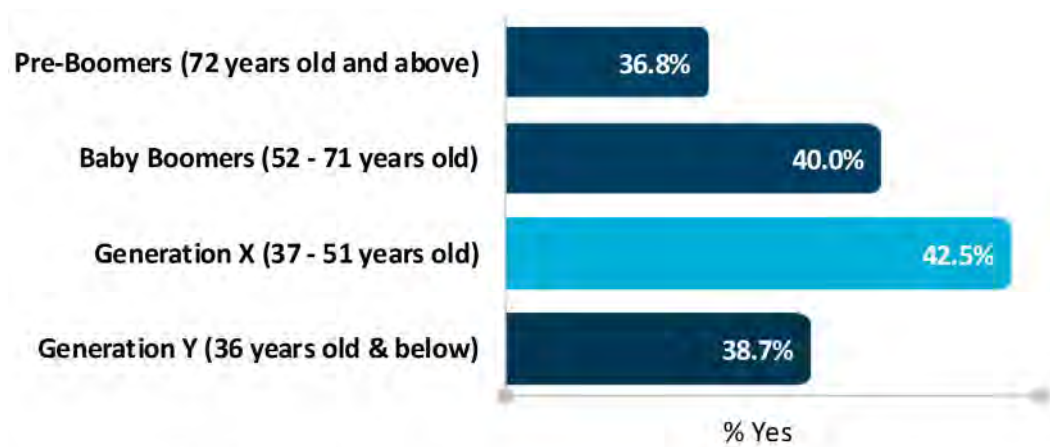
Source: CoreData Food Survey (July 2017)

Question: Do you follow a strict budget when it comes to food expenses?

More than half (53.6%) of respondents claim they are surprised by the amount they spend monthly on food. However, the majority (60.0%) do not follow a strict budget when it comes to food expenses.

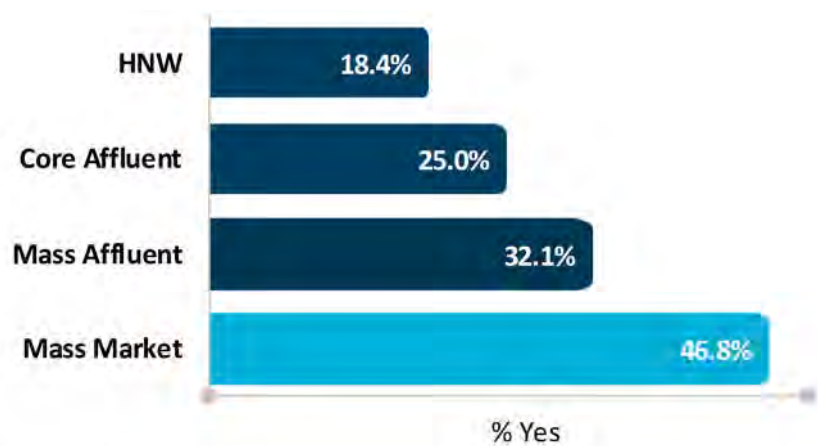
Do you follow a strict budget when it comes to food expenses?

Age generation and wealth segment



Source: CoreData Food Survey (July 2017)

Question: Do you follow a strict budget when it comes to food expenses?



Source: CoreData Food Survey (July 2017)

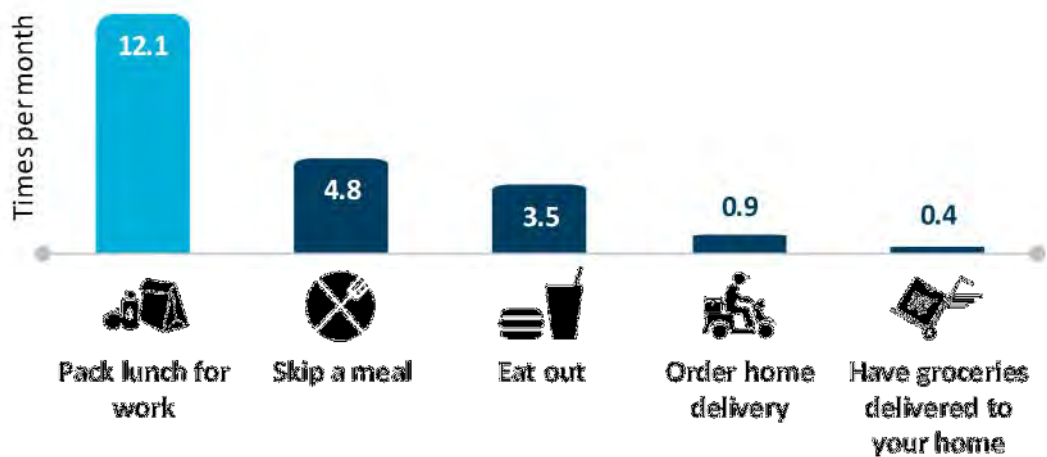
Question: Do you follow a strict budget when it comes to food expenses?

Gen X (42.5%) and Mass market respondents (46.8%) are the most likely to follow a strict budget when it comes to food expenses.

FOOD SOURCES

- Higher food costs mean many Australians have been cooking more at home and ordering in less over the past 10 years, reflected in the relatively low usage of home delivery apps.
- Perhaps worryingly, some Australians also skip meals regularly, some doing it more regularly over the past 10 years.
- The big supermarkets are where the vast majority of Australians do their food shopping.

How many times a month do you do the following?



Source: CoreData Food Survey (July 2017)

Question: How many times a month do you do the following?

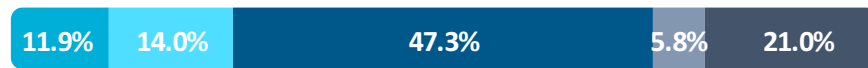
On average, respondents pack lunch for work approximately 12 times a month or once every other day. Interestingly, respondents tend to skip a meal more than they eat out each month (4.8 vs. 3.5).

Thinking about how and where you buy food these days, how much have you changed the following in the past 5 years?

Cooking at home



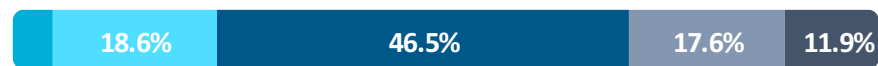
Packing lunch for work



Skipping a meal



Eating out



Having groceries delivered to your home



Ordering home delivery



Much more

Somewhat more

About the same

Somewhat less

Much less

Source: CoreData Food Survey (July 2017)

Question: Thinking about how and where you buy food these days, how much have you changed the following in the past 5 years?

Close to half (48.8%) of respondents have been cooking more at home in the past five years. Similar proportions have been packing lunch for work more (25.9%), eating out more (24.1%) or skipping meals more (23.3%).

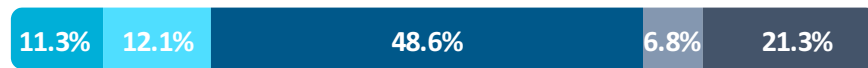
Similar proportions of respondents have been ordering home delivery less (39.0%) or having groceries home-delivered less in the past five years (36.3%).

Thinking about how and where you buy food these days, how much have you changed the following in the past 10 years?

Cooking at home



Packing lunch for work



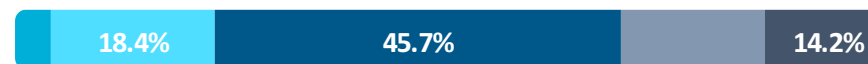
Skipping a meal



Having groceries delivered to your home



Eating out



Ordering home delivery



Source: CoreData Food Survey (July 2017)

Question: Thinking about how and where you buy food these days, how much have you changed the following in the past 10 years?

Close to half (47.8%) of respondents have been cooking more at home in the past 10 years. Similar proportions have been eating out more (23.8%), packing lunch for work more (23.4%) or skipping meals more (21.8%).

Similar proportions of respondents have been ordering home delivery less (37.2%) or having groceries home-delivered less in the past 10 years (34.3%).

How regularly do you shop for/source foods in the following ways?

Big supermarkets



Smaller local markets



Grow my own



Seek local produce (e.g. farmer's markets)



Online for home delivery



Health food shops

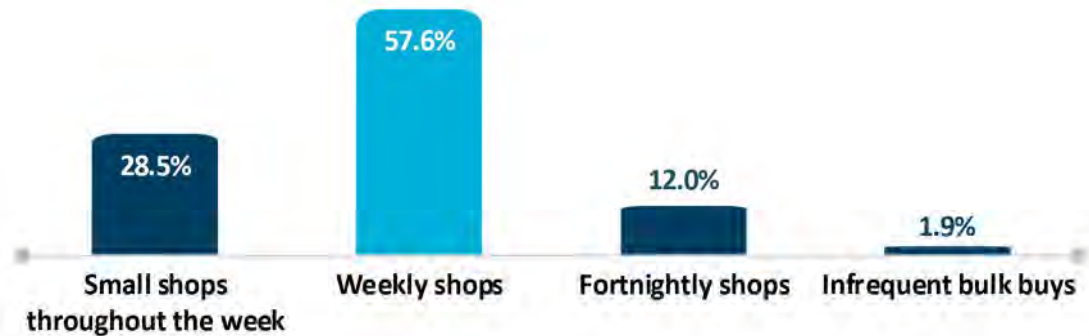


Source: CoreData Food Survey (July 2017)

Question: How regularly do you shop for/source foods in the following ways?

Nearly all respondents (97.0%) shop for food in the big supermarkets. Similar proportions source their food from smaller local markets (51.2%) or from local produce or farmers' markets (49.2%) at least sometimes. Less than one in five (18.2%) typically buy food online for home delivery.

What best describes the frequency with which you tend to shop for food?

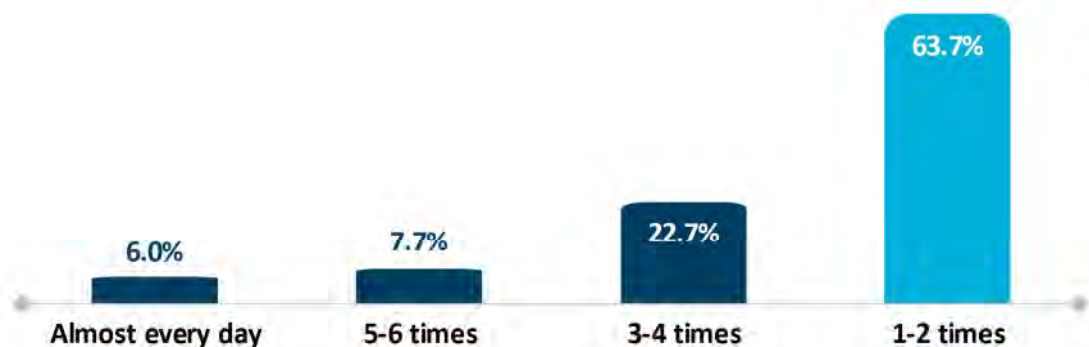


Source: CoreData Food Survey (July 2017)

Question: What best describes the frequency with which you tend to shop for food?

Close to three in five (57.6%) respondents tend to do weekly shops for food, while close to three in 10 (28.5%) tend to do small shops throughout the week. One in eight (12.0%) tend to shop for food fortnightly.

How often do you visit a supermarket each week?

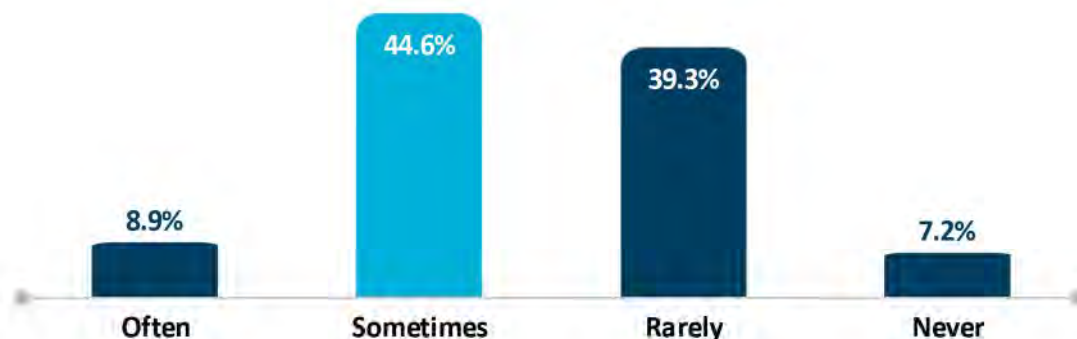


Source: CoreData Food Survey (July 2017)

Question: How often do you visit a supermarket each week?

More than three in five (63.7%) respondents visit a supermarket once or twice each week, while close to a quarter (22.7%) go three or four times each week.

How regularly do you eat semi-prepared foods (i.e. convenient food that is commercially prepared to optimise ease of consumption, such food is usually ready to eat without further preparation)?

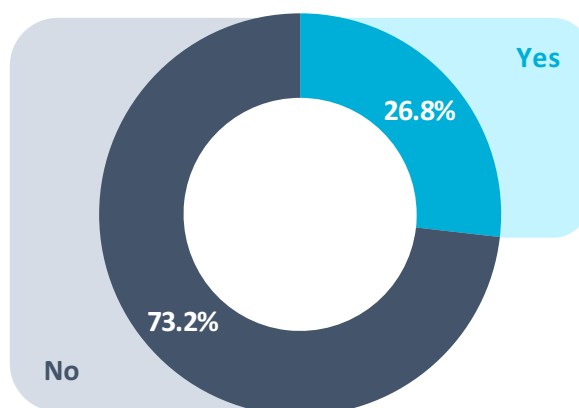


Source: CoreData Food Survey (July 2017)

Question: How regularly do you eat semi-prepared foods (i.e. convenient food that is commercially prepared to optimise ease of consumption, such food is usually ready to eat without further preparation)?

More than half (53.5%) of respondents eat semi-prepared foods at least sometimes.

Do you buy all of your fruit and vegetables from the farmer's market or local grocers?

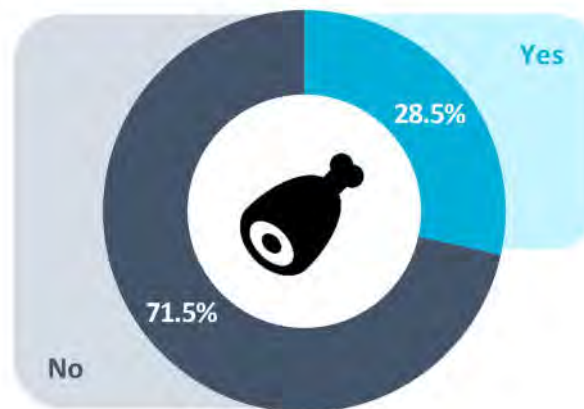


Source: CoreData Food Survey (July 2017)

Question: Do you buy all of your fruit and vegetables from the farmer's market or local grocers?

Only a quarter (26.8%) of respondents buy all their fruit and vegetables from farmers markets or local grocers.

Do you only purchase meat that has been reared locally?

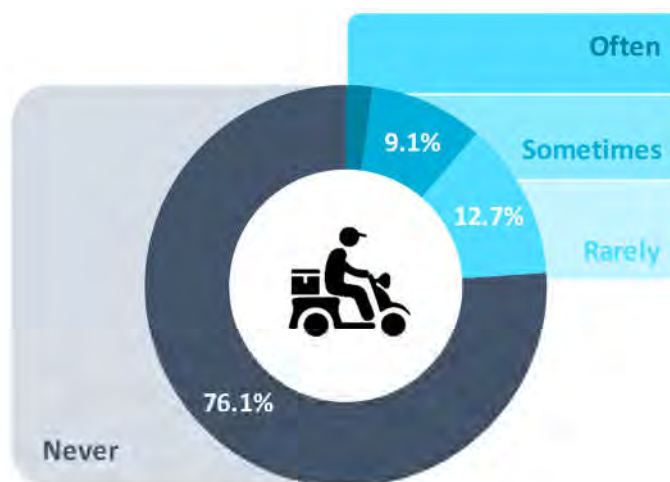


Source: CoreData Food Survey (July 2017)

Question: Do you only purchase meat that has been reared locally?

Less than three in 10 (28.5%) respondents only purchase meat that has been reared locally.

How frequently do you use home delivery apps (e.g. UberEATS, Foodora, Menulog and Deliveroo)?

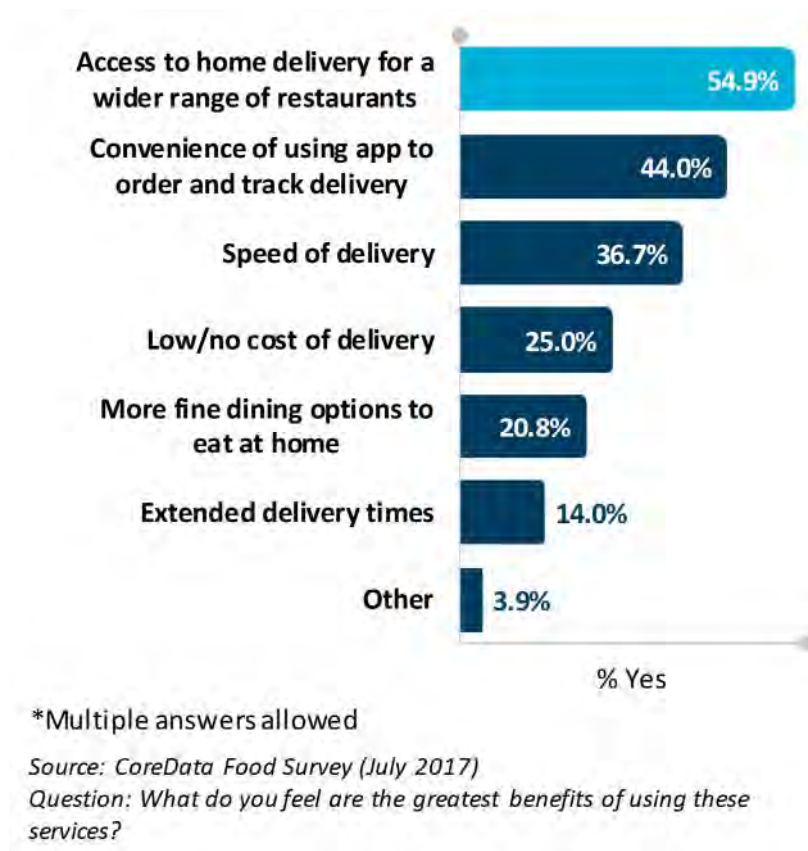


Source: CoreData Food Survey (July 2017)

Question: How frequently do you use home delivery apps (e.g. UberEATS, Foodora, Menulog and Deliveroo)?

Only one in nine (11.2%) respondents use home delivery apps at least sometimes. One in eight (12.7%) rarely use these apps, while the large majority (76.1%) have never used them.

What do you feel are the greatest benefits of using these services?



Among the small minority who have used home delivery apps, the most commonly cited benefits are access to a wider range of restaurants (54.9%) and convenience (44.0%).

DEMOGRAPHICS

Gender	
Female	51.3%
Male	48.7%
TOTAL	100.0%

Age Banded	
29 years old & below	21.0%
30 - 39 years old	18.3%
40 - 49 years old	17.4%
50 - 59 years old	16.3%
60 years old & above	26.9%
TOTAL	100.0%

Age Generation	
Generation Y	34.1%
Generation X	25.5%
Baby Boomers	33.2%
Pre-Boomers	7.2%
TOTAL	100.0%

Marital Status	
Single	26.8%
Living with partner/married	61.2%
Separated/divorced/widowed	11.6%
Other	.4%
TOTAL	100.0%

Living Arrangements	
Living alone (never had children)	12.3%
Living with flatmate(s) (never had children)	5.2%
Living with parents/siblings (never had children)	10.3%
Living with partner only (never had children)	13.3%
Living with your children (under 18 years) at home	22.1%
Living with your children (over 18 years) at home	7.4%
Living with your children (both over and under 18 years) at home	2.7%
Children have all left home	26.0%
Other	.6%
TOTAL	100.0%

State	
ACT	1.3%
NSW	19.6%
NT	.9%
QLD	19.1%
SA	14.3%
TAS	3.7%
VIC	19.4%
WA	21.6%
TOTAL	100.0%

Area	
The capital city of my state/territory	63.5%
A regional centre	26.3%
A rural area	10.2%
TOTAL	100.0%

Educational Attainment	
Primary	.5%
Part of high school	11.0%
Completed high school	19.4%
Diploma or certificate qualification	32.3%
Degree qualification	23.5%
Postgraduate qualification	13.4%
TOTAL	100.0%

Work Status	
Full-time paid employment	31.4%
Part-time paid employment	13.1%
Self-employed	4.1%
Casual employment	4.8%
Transitioning to retirement and working part-time	.9%
Fully retired	19.4%
Full-time home duties	9.0%
Maternity leave	.2%
Unemployed / not in paid employment	6.7%
Student	4.9%
On a disability pension	5.5%
TOTAL	100.0%

Occupation	
Business owner	5.6%
Manager	13.9%
Professional	31.0%
Technician	2.9%
Trades worker	4.4%
Community and personal service worker	4.3%
Clerical and administrative worker	17.6%
Sales worker	9.2%
Machinery operators and driver	2.5%
Labourer	7.1%
Other	1.4%
TOTAL	100.0%

Personal Income	
\$20,000 or less	31.7%
\$20,001 to \$30,000	18.1%
\$30,001 to \$40,000	7.8%
\$40,001 to \$50,000	6.8%
\$50,001 to \$60,000	7.8%
\$60,001 to \$70,000	6.8%
\$70,001 to \$80,000	4.6%
\$80,001 to \$90,000	2.9%
\$90,001 to \$100,000	3.5%
\$100,001 to \$125,000	4.8%
\$125,001 to \$150,000	2.0%
\$150,001 to \$200,000	1.7%
More than \$200,000	1.5%
TOTAL	100.0%

Household Income	
\$50,000 or less	36.2%
\$50,001 to \$75,000	19.6%
\$75,001 to \$100,000	15.5%
\$100,001 to \$125,000	10.1%
\$125,001 to \$150,000	7.3%
\$150,001 to \$200,000	7.5%
\$200,001 to \$250,000	1.7%
\$250,001 to \$350,000	.9%
\$350,001 or more	1.1%
TOTAL	100.0%

Investment Portfolio	
I have no investments	39.5%
\$50,000 or less	18.3%
\$50,001 to \$150,000	13.7%
\$150,001 to \$250,000	7.2%
\$250,001 to \$350,000	5.2%
\$350,001 to \$450,000	4.1%
\$450,001 to \$550,000	3.0%
\$550,001 to \$650,000	2.6%
\$650,001 to \$750,000	2.2%
\$750,001 to \$1 million	1.3%
More than \$1 million to \$3 million	2.0%
More than \$3 million to \$5 million	.6%
More than \$5 million	.1%
TOTAL	100.0%

Wealth Segment	
Mass Market	60.1%
Mass Affluent	29.0%
Core Affluent	8.2%
HNW	2.7%
TOTAL	100.0%

CORE DATA

ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



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