Suncorp Bank Foodie Nation Report

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SUNCORP BANK

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Introduction

The inaugural Suncorp Bank Foodie Nation Report uncovers fascinating insights into Australians' eating and spending habits.

The report analyses the habits, trends, influences and attitudes Australians currently have towards food, when cooking in the home, eating out and shopping for food.

Results are compared across three generations, Generation Y, aged 18-34 years old, Generation X, aged 35-50 years old and Baby Boomers, aged 51-64 years old.

Cost drivers analysed in this report include average weekly disposable income (measured as the amount we have to spend on food/drinks/entertainment/clothing after paying our bills), weekly food costs, weekly gourmet food spend and the amount of meals we eat out of home each week.

Attitude and behaviour towards food is analysed by examining Australians preferred food shopping outlets, the influence of television cooking shows, our favourite meal of the day and Australia's favourite cuisines.

Disposable income

Table 1: Average Weekly disposable income

	Average	Gen Y	Gen X	Baby Boomers
$0-$100	25%	24%	26%	26%
$100-$200	28%	33%	22%	28%
$200-300	16%	14%	18%	16%
$300-400	9%	9%	10%	10%
$400-$500	7%	8%	6%	6%
$500-$600	4%	4%	3%	4%
$600 plus	11%	8%	15%	10%

Survey results show that across generations the average Australian's weekly disposable income, measured as the amount we have to spend on food/drinks/entertainment/clothing after paying bills, is between $100 to $200.

Generation X, Aussies aged between 35 and 50, have the biggest disposable income.

A third of Generation X has between $300 and in excess of $600 to spend weekly and of this, almost half (fifteen per cent) have more than $600.

Twice as many Generation X have $600 plus in disposable income, compared to the younger Generation Y.

70 per cent of Generation Y and Baby Boomers only have up to $300 in weekly disposable income.

Of this, the majority (33 per cent of Generation Y and 28 per cent of Baby Boomers) have between $100 to $200.

Weekly Food Bills

Table 2: Weekly food bill costs across Generations

	Average	Gen Y	Gen X	Baby Boomers
$0-$50	7%	10%	6%	5%
$50-$100	30%	36%	26%	27%
$100-$200	45%	40%	46%	49%
$200-$300	14%	10%	17%	15%
$300-$400	3%	3%	4%	3%
$400-$500	0%	0%	0%	1%
$500-$600	0%	1%	0%	0%
$600 plus	1%	0%	1%	0%

The average Australian spends between $100 to $200 on food bills weekly.

With the biggest disposable income, Generation X are also the biggest spenders on food.

Three times as many Generation X spend $600 plus on their food bill per week compared to the other generations.

Very few Baby Boomers spend more than $300 weekly on their food bills.

With expenses like entertainment and clothing, the youngest generation, Generation Y, spends the least on general weekly food bills.

Weekly Gourmet Food Spend

Table 3: Weekly Gourmet Food spend across Generations

	Average	Gen Y	Gen X	Baby Boomers
$0-$50	81%	77%	79%	88%
$50-$100	11.1%	10%	15.5%	7.5%
$100-$200	4.2%	6%	3%	3%
$200-$300	2%	4%	1%	1%
$300-$400	1%	1%	1.5%	0.3%
$400-$500	0.2%	1%	0%	0%
$500-$600	0.2%	1%	0%	0%
$600 plus	0.3%	0%	0%	0.2%

The majority of Australians, 81 per cent, spend up to $50 per week on gourmet food such as seafood, cheeses, olives and cured hams.

The oldest generation of Baby Boomers spend the least on gourmet food, only 12 per cent spend more than $50 each week.

Generation Y are spending double that of the other generations in the $400 to $500 and $500 to $600 category of gourmet food spend.

Australia's Preferred Food Retailers

Table 3: Weekly Gourmet Food spend across Generations

	Average	Gen Y	Gen X	Baby Boomers
Supermarkets (Woolworths/Coles/Aldi)	87%	88%	87%	86%
Specialty retailers (Thomax Dux/Simon Johnson)	2%	3%	1%	1%
Independently owned delis	7.5%	6%	8%	10%
Farmers markets/local markets	3.5%	3%	4%	3%

Most Australians, an average of 87 per cent, do the majority of their shopping at traditional big supermarkets and chain stores, however a growing number of us are choosing smaller specialty and independently owned stores and farmers markets.

The younger generation, Generation Y, are most likely to shop at exclusive specialty stores.

More than double the amount of Generation Y's spend their money on high end food products at stores like Thomas Dux and Simon Johnson than the other generations.

While the Baby Boomers generation won't be seen in expensive specialty stores, they are most likely to shop at small independently owned delis such as butchers, fishmongers and bakeries (10 per cent).

Generation X are the biggest shoppers at local farmers markets, following the Baby Boomers in the move to shop at independently owned delis.

Aussie Cooking Programs

Are cooking shows broadcast on TV influencing Australian's decision to buy more gourmet food and be more creative in their cooking?

Table 4: Generational breakdown

	Average	Gen Y	Gen X	Baby Boomers
Yes	35%	42%	32%	28%
No	65%	58%	68%	72%

Popular television cooking shows are changing the way that more than a third of Australians cook in their homes.

35 per cent, or around seven million of us, are being influenced by TV cooking shows.

Generation Y is well above the average, 42% of young people are tuning into cooking shows and being creative in their cooking.

Table 5: Metro vs State breakdown

	Average	NSW Metro	NSW Regional	VIC Metro	VIC Regional	QLD Metro	QLD Regional	WA Metro	WA Regional	SA Metro	SA Regional
Yes	35%	38%	30%	37%	30%	29%	48%	31%	56%	25%	44%
No	65%	62%	70%	63%	70%	71%	52%	69%	44%	75%	56%

Regional communities in Queensland, Western Australia and South Australia are twice as inspired as their city counterparts to get experimental in the kitchen.

56 per cent of regional Western Australia are influenced by cooking shows, 48 per cent of regional Queensland and 44 per cent of regional South Australia – well ahead of the 35 per cent average.

Favourite Cuisine

Table 6: State breakdown of winning cuisines

Favourite Cuisine	Winner
1. Modern Australian	QLD/VIC/TAS
2. Fish and Chips	WA
3. Asian	NSW
4. Italian	SA

Table 7: National cuisine scores

Cuisine	National Average Score
Modern Australian	23.4%
Thai	14%
Indian	4%
Organic/health food	3%
Italian	7%
Japanese	5%
Chinese	11%
Take away food	21%
Pub food	6%
Other	6%

Modern Australian cuisine such as steak and salad and chicken schnitzel rated as our top choice of food to eat out.

23 per cent of us choose traditional Aussie fare and Queensland, Victoria and Tasmania are its biggest consumers.

Take away restaurants ranked second at 21 per cent and Western Australia is the biggest lover of take away food like fish and chips.

Asian food including Thai and Chinese rated third, Italian food forth and organic and health food rated last at three per cent.

Meals prepared at home vs food eaten out

Table 7: Average number of meals eaten out of home per week

	Breakfast	Lunch	Dinner	Total
Baby Boomers (aged 51 to 64)	0	1	1	2
Generation X (aged 35 to 50)	1	2	1	4
Generation Y (aged 18 to 34)	1	2	2	5
Total	2	5	5	

Table 8: Average number of meals made at home per week

	Breakfast	Lunch	Dinner	Total
Baby Boomers (aged 51 to 64)	6	5	6	17
Generation X (aged 35 to 50)	5	5	6	16
Generation Y (aged 18 to 34)	5	4	5	14

Lunch is our favourite meal to eat out, followed by dinner and then breakfast.

Generation Y tops the eating out list, eating 5 out of 21 meals at restaurants, cafes or takeaways each week.

Generation X comes in second and Baby Boomers are last with only 2 meals eaten out.

Australians eat an average four meals out of 21 per week at restaurants, cafes or takeaways, spending around $2,080 per year, based on an average $10 per meal.

Collectively, Australians spend around $48 billion eating out each year.

Aussie's Favourite Meal

Table 8: Australia's favourite meal of the day

	Average	Gen Y	Gen X	Baby Boomers
Breakfast	12.5%	14%	13%	10%
Lunch	15%	18%	14%	12%
Dinner	72.5%	68%	73%	78%

Dinner is our favourite meal of the day, followed by lunch and then breakfast.

While the favourite meal across the board was dinner, Generation Y rated breakfast higher than the other generations.

We're a nation that still loves a traditional roast dinner at home with the family.

Conclusion

Australians are becoming a more food savvy nation and spending a significant portion of their weekly disposable incomes on food.

As a nation we spend $236 billion annually on food, almost $26,000 per household.[1]

Australians are becoming more knowledgeable about what they eat and we are somewhat seeing the rise of the gourmet shopping basket, particularly amongst Generation Y.

Generation Y are most likely to shop at exclusive specialty stores, with some spending in excess of $400 per week on gourmet food products such as seafood, cheeses, olives and cured hams.

Generation X, Aussies aged between 35 and 50, are the nation's biggest foodies, with twice as many spending up to $600 on their family food bill per week compared to other generations.

While it's great to see so many Australians being adventurous with their palettes, it's important to remember the high end food products can add up, creating a substantial hole in the household food budget.

It's important to ensure our bank balances aren't being stretched beyond our means.

Popular television cooking shows are changing the way seven million Australians cook in their homes and regional communities are twice as inspired as their city counterparts to get experimental in the kitchen.

Two thirds of us are opting to have a roast dinner at home over dining out and restaurant takeaway.

Dinner is Australia's favourite meal of the day, followed by lunch and then breakfast.

When it comes to eating out, lunch is number one, followed by dinner and then breakfast.

Australians eat an average four meals out of 21 per week at restaurants, cafes or takeaways, spending around $2,080 per year.

When eating out, Australians are 10 times more likely to eat at a take away restaurant than choose an organic or health food option

Modern Australian cuisine rated as our top choice of cuisine, followed by take away restaurants, with organic and health food rating last.

[1] *http://www.aifs.gov.au/institute/info/charts/menu.html*

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