



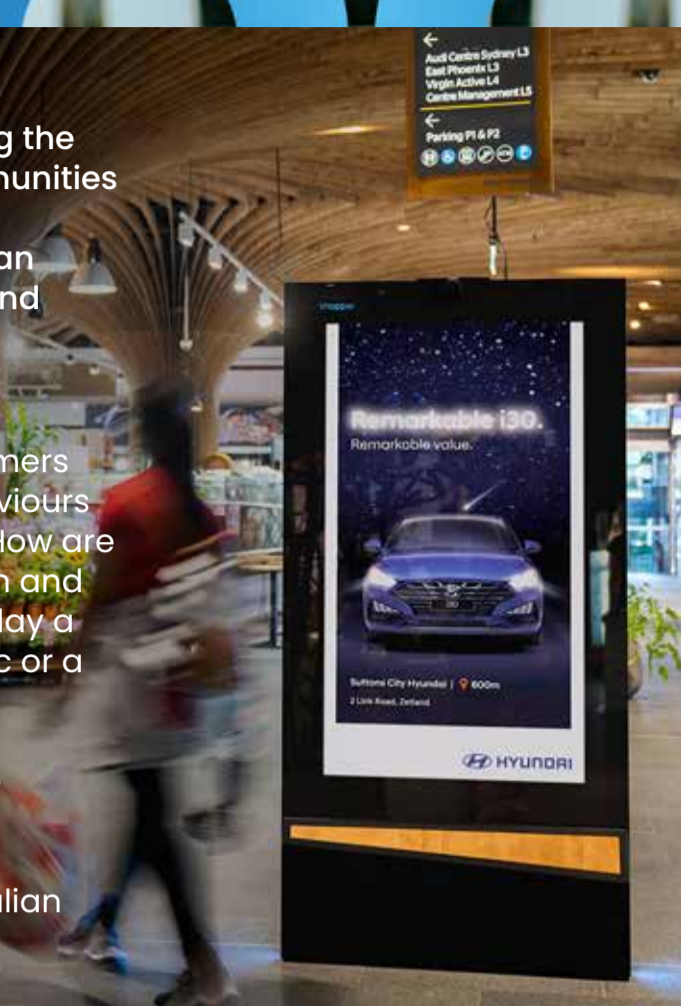
# Closer to Home

shopper

Shopper are specialists in harnessing the power of local shoppers. Local communities have always been at the core of our business, but of late there has been an increased media spotlight on the trend towards 'living local'.

We wanted to understand what this actually means for Australian consumers and brands. How are shopping behaviours being impacted by the pandemic? How are we satisfying our need for connection and belonging? Are the trends we see today a temporary response to the pandemic or a long term reset?

To answer these questions and more we conducted a quantitative study of independently sourced, nationally representative sample of 1000 Australian consumers.



## Home Haven

# 83%

of Australians have spent more time at home than ever before.

# 74%

are more emotionally invested in their home than they ever have been.



## Local Love

# 1 in 3

feel more connected to their local community than ever.

# 62%

of Australians try to support local businesses where they can.



## Regional Renaissance

# 1 in 3

Australians live in regional areas.

Supermarket spend has grown YOY by

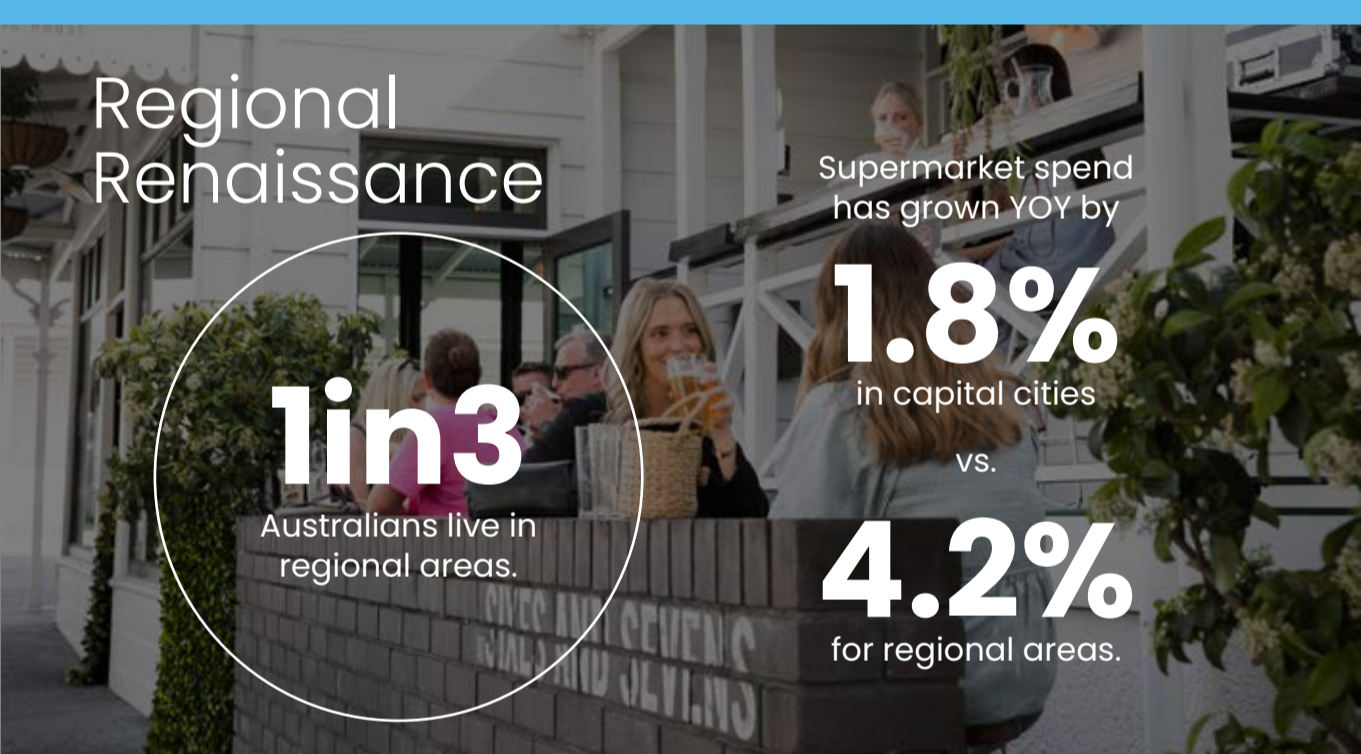
# 1.8%

in capital cities

vs.

# 4.2%

for regional areas.



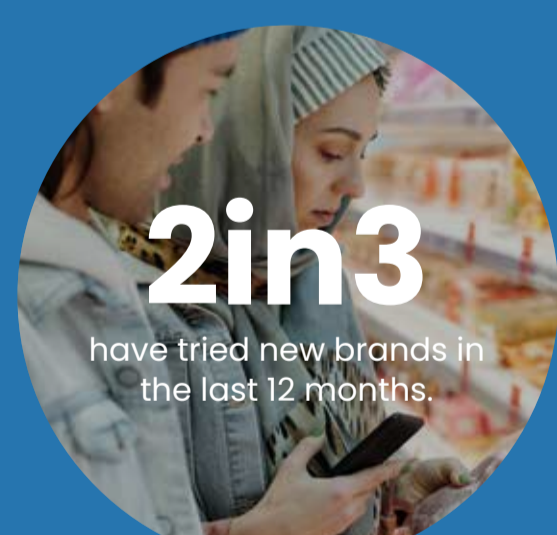
## Brand Behaviours

# 2 in 3

have tried new brands in the last 12 months.

# 1 in 3

say they are more open to switching brands than they have been in the past.



## How do you get closer to customers?

1. Target audiences where they live and work.
2. Advertising must be tailored and contextual but not intrusive.
3. Personalised messaging that reflects local culture and language.

Contact [MarketingandInsights@shoppermedia.com.au](mailto:MarketingandInsights@shoppermedia.com.au) to find out more or arrange a presentation of the full study findings.

shopper  
closer to customers