

Shopping for food and drink



Many families spend **\$100 or less** a week on food and drink.



39% of our low income families (Q1)*

compared with



11% of our high income families (Q5)* report spending \$100 a week or less on food and drink.**



Cost is the biggest driver of food purchasing decisions.



For our low income families (Q1)* **64%** said cost/price of food affects their choices,



followed by what their family like/eat/need (**40%**)***

Note that cost/price was also the biggest driver for the highest income group (Q5).

* Income was split into 5 quintiles. Q1 represents the lowest income families, and Q5 represents the highest income families.

**The income quintiles take into account the number of people in the family.

*** People can select more than one response