

# FRESH

RECIPES | NEWS | WINE & BEER | REVIEWS

Thursday in **The West Australian**

(included in TODAY section)



## FRESH is dedicated to food, wine and dining out in WA.



### REACH HIGH-VALUE GROCERY BUYERS

**Nine in ten** readers have some responsibility for household grocery shopping.<sup>1</sup>

#### FRESH readers are:

- **22% more likely** than non-readers to be big spenders on groceries.<sup>2</sup>
- **19% more likely** to have sole responsibility for household grocery shopping.



### READERS LOVE COOKING AND ENTERTAINING

**Two in three** FRESH readers have dinner parties/entertain family and friends at home.<sup>3</sup>

#### FRESH readers are:

- **18% more likely** than non-readers to be solely responsible for cooking food at home.
- **14% more likely** to hold a dinner party at home.<sup>3</sup>

**247,000 readers each week, 455,000 readers each month.**



**58% female**  
144,000 readers



**42% male**  
103,000 readers



**113,000** are solely responsible for household grocery shopping



### FRESH READERS SPEND MORE ON ALCOHOL

**Eight in ten** readers are alcohol drinkers.<sup>3</sup> (Base 18+ years).

**161,000 FRESH readers** purchased alcohol in the last four weeks.

#### FRESH readers are more likely than non-readers to:

- Spend more on beer, wine and spirits<sup>4</sup>
- Go to hotels or wine bars for a drink<sup>5</sup>
- Agree "I normally buy my favourite brand of alcohol regardless of the price".



### REACH KEY INFLUENCERS FOR FOOD AND DINING

**Eight in ten** readers regularly dine out at cafes, restaurants or pubs/hotel bars.<sup>5</sup>

#### FRESH readers:

- Are **23% more likely** than non-readers to keep up-to-date on the latest developments in food/dining.
- Nominate **NEWSPAPERS** only behind restaurant websites/online search as the **most useful media** for information on dining out.
- **Drive word of mouth**- they are often the first to buy or try a new food product/service, and are asked about their food opinions and knowledge.

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017

<sup>1</sup>Solely/partly responsible. | <sup>2</sup>Monthly grocery spend per household member. | <sup>3</sup>Last four weeks. | <sup>4</sup>Amount spent during last store visit. | <sup>5</sup>At least once a month.

To find out more, contact your representative at **The West Australian**