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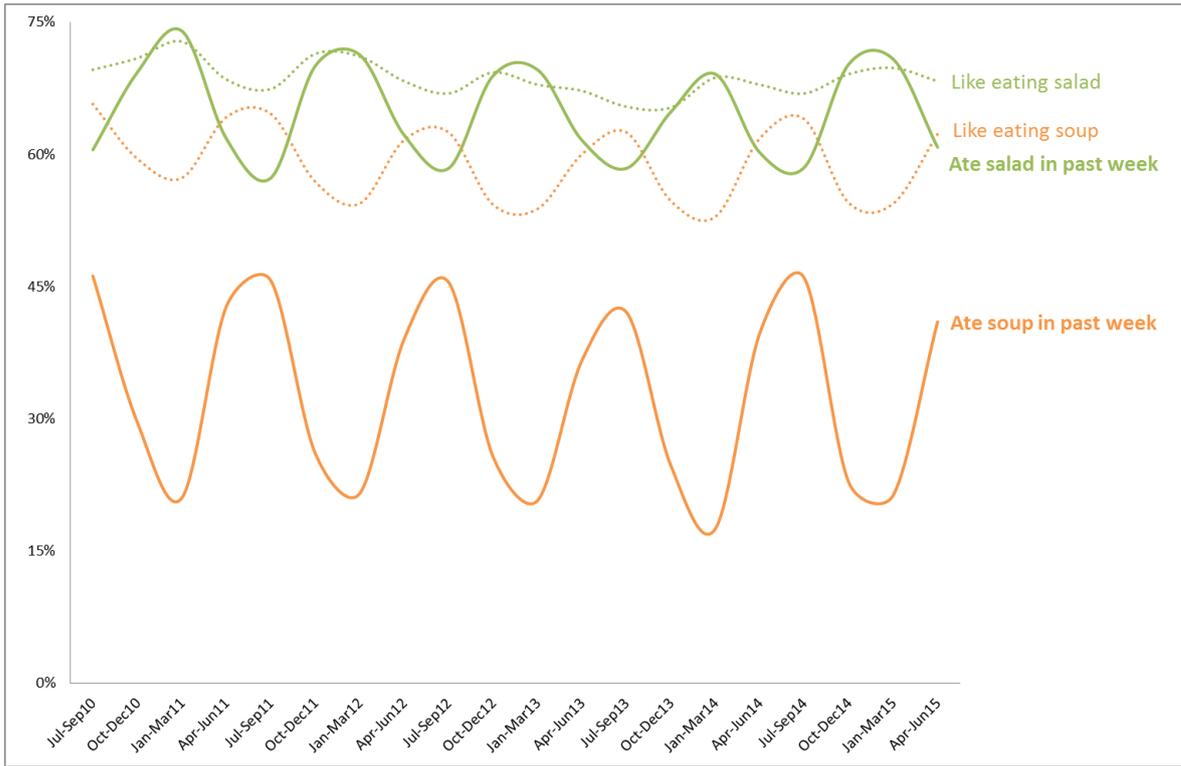
Turning hot and cold: how the weather changes Australians' food likes and consumption

When it comes to the food Aussies like eating, it seems we have a case of seasonal affective disorder... and short memories, new food preference and consumption data from Roy Morgan Research shows.

Soup and salad in particular each have their season to shine, as the chart below shows. Since 2010, around 45% of Australians ate soup during an average week in its peak July to September winter quarter. But come summer, soup consumption more than halves to just 20% on average. Salad also has seasonal ups and downs, but swings less than soup: around 70% of us eat salad during peak summery weeks in January to March, but consumption stays up around 60% in the off-season.

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Seasonal trends in liking and eating soups and salads



Source: Roy Morgan Single Source (Australia), July 2010– June 2015, average quarterly sample n=4,573 Australians 14+.

But while seasonal *consumption* of hearty soups and crisp salads is perfectly logical, there's also an equivalent cycle for our general food *likes*—and here soup is also hardest hit.

In peak salad-eating weather each year, around 70% of us agree we like salad, the same proportion as eat it. By winter, salad-liking has dipped only marginally—much less than the drop in

consumption. That is, even though we're less likely to eat salad when it's chilly, most remember that they actually enjoy it.

For soup, however, many of its poor-weather friends simply forget about it once the sun's out. While almost two-thirds of us agree we like soup in winter, six months later only a bit more half of us admit we like it.

Andrew Price, General Manager – Consumer Products, Roy Morgan Research, says:

"It seems soup is something that many Aussies like when it's cold outside but turn their nose up at when the sun comes out.

"Since 2010 up to 3 in 10 Australians 14+ bought soup in an average four weeks during the winter season July to September. This quickly drops to as low as 1 in 8 from January to March.

"But of course soup doesn't have to be hot (just as not all salads are cold). Perhaps there's a gap in the market and on the shelves for supermarkets to stock some spicy gazpacho, vichyssoise or chilled borscht over the summer.

"By correlating food preferences, eating habits and purchasing patterns, across geography and demographics, our Single Source research can help paint a total picture of consumer consumption and identify market gaps for food manufacturers, distributors, retailers and marketers."

For comments or more information about Roy Morgan Research's consumer goods data, please contact:

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Related research findings

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Compiled with data from Roy Morgan's Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5

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10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2