

# CONSUMER CONNECTION

CUSTOMER PROFILING REPORT PREPARED FOR SYDNEY MARKETS

An understanding of current visitors to Paddy's Markets Haymarket:

## WHO WHAT WHERE WHEN WHY

- This report is focused on Paddy's Haymarket.
- To gain a comprehensive understanding, we spoke to 1,004 shoppers (506 shoppers at Haymarket and 498 at Flemington) during December 2018 as they exited the market across all opening hours.
- The survey was 10 minutes in length.

**57%** of shoppers are women, **43%** are men

Haymarket attracts:

**39%** – 15-29 years old

**29%** – 30-49 years old

**32%** – 50+ years old

**76%** of shoppers live in Australia

**24%** live overseas

**52%** of Australian-based visitors live within 10K of Haymarket

**53%** spent longer than 30 minutes browsing the markets

Paddy's is perfect for brands to engage with ethnic origins - over half speak a language other than English

The average market spend was **\$48**

**9 in 10** Australian based shoppers have visited previously (and over half are regular shoppers visiting monthly or more often)

**39%** were shopping by themselves

Fruit & Veg's are the **#1 reason** that consumers visit Paddy's

**Price and variety of product** are two main key motivators to visit Haymarket

**91%**

rated their shopping experience as good or very good, and likelihood to recommend is high

**79%**

said that they are always ready to try new and different products

*Paddy's*

**play** progressive research