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Transport, Retail and Recreation workers are the industry leaders in energy drink consumption

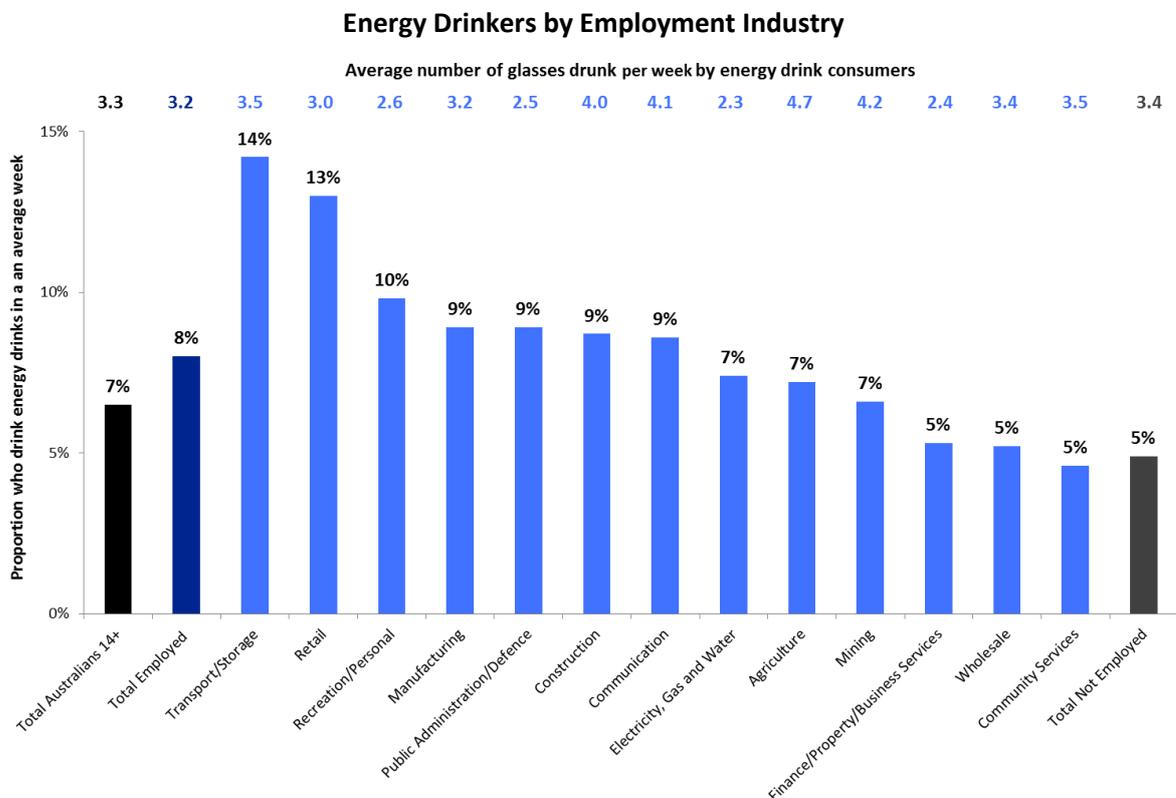
Over 1.25 million Australians aged 14+ (7%) drink energy drinks in an average week, the latest research from Roy Morgan shows—but workers in some industries are up to twice as likely to guzzle down the likes of Red Bull, V, Mother, Rockstar and Monster.

Around 1 in 7 workers in the Transport/Storage sector (14%) had at least one energy drink in an average week in the year to March 2014—just ahead of 13% of those working in the Retail sector.

Around 1 in 10 Australians working in the Recreation/Personal (10%), Manufacturing, Public Administration/Defence, Construction or Communication industries (each 9%) drank energy drinks, around double the proportion among workers within Finance, Property or Business Services, Wholesale or Community Services.

While only an average proportion of workers in Agriculture or Mining consume energy drinks (7%), those who *do* drink them, drink *more* of them: 4.7 glasses per week on average among Agriculture consumers and 4.2 among Mining consumers, compared with the Australian average of 3.3 glasses.

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Source: Roy Morgan Single Source (Australia), April 2013 - March 2014, sample n = 17,773 Australians 14+

Electricity, Gas and Water also has 7% of workers drinking energy drinks—but, ironically, the energy industry has the lowest consumption rate of just 2.3 glasses per drinker per week.

Angela Smith, Group Account Director – Consumer Products, Roy Morgan Research, says:

“There is a wide spectrum of energy drink incidence and consumption among workers across different industries.

“While those working in transportation are most likely to drink energy drinks, their average consumption rate of 3.5 glasses is only marginally above the national average of 3.3. Energy drink consumers employed in the agriculture, mining, communications or construction sectors, however, drink over four glasses per week.

“Roy Morgan’s ground-breaking new profiling tool, [Helix Personas](#), reveals an interesting market niche among energy drink consumers.

“Australians in the New Beginnings (707) persona are the most likely to drink energy drinks (15% in an average seven days). People who belong in this persona are well educated, younger suburban renters, perhaps already married with children and usually either working in semi-skilled professions or still studying.

“Marketers and distributors need to understand these types of intricacies of the marketplace in order to effectively market their product.”

For comments or more information please contact:

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Related Research

[Click here](#) to view our Energy Drink Consumers Profile, including our [Red Bull Drinkers Profile](#), [V Drinkers Profile](#) or our range of [Media Profiles](#) including [internet](#), [social media](#), [television](#), [pay TV](#), [radio](#) and more. These 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 New Zealand, 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.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research

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is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

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
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

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