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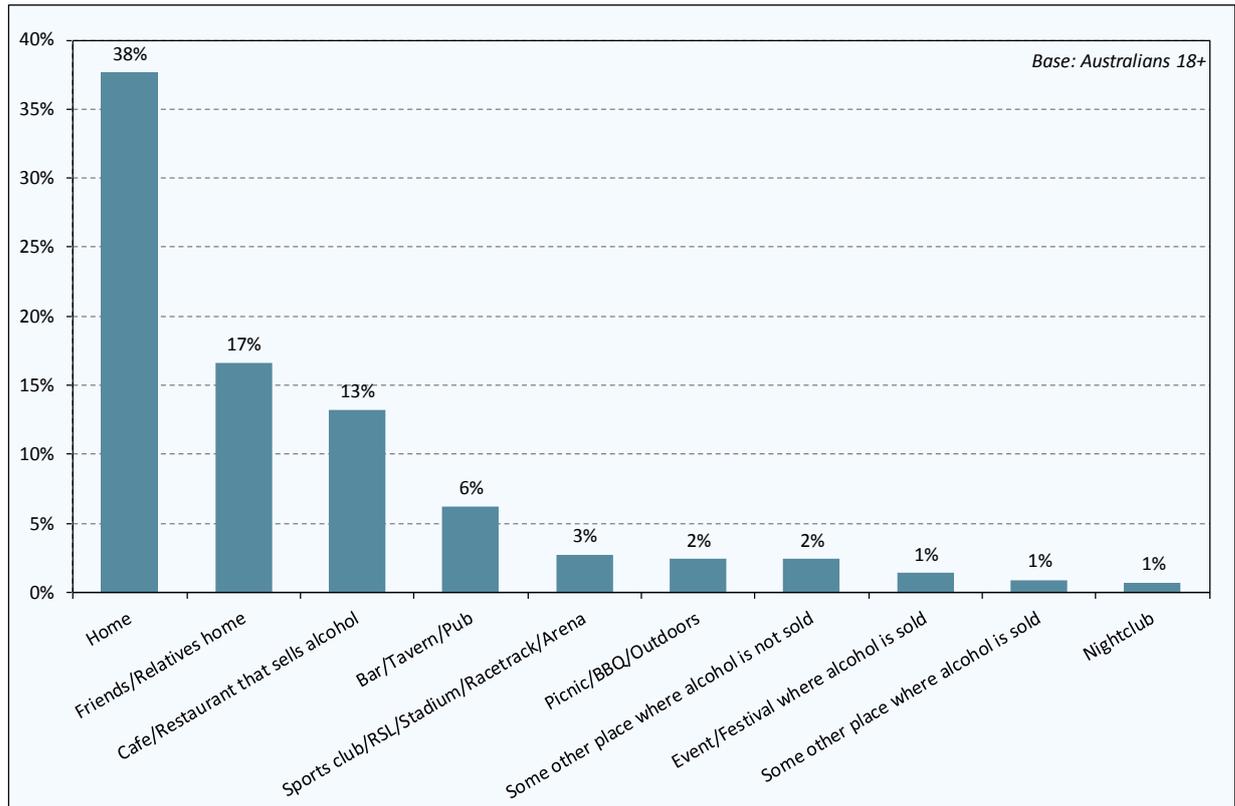
Aussie wine drinkers prefer to partake in private

While the proportion of Australians adults drinking wine is gradually declining across the nation, the proportion of those drinking wine at home in an average four-week period has increased slightly. A case of 'home is where the wine is', perhaps?

In the year to June 2010, 47% of Aussies 18+ drank wine in any given four weeks. Meanwhile, 37% of the population drank it at home (also in an average four weeks). Flash forward to June 2014, and the overall proportion drinking wine anywhere has decreased marginally to 46% while the proportion drinking wine at home has risen to 38%.

Consumption at other 'off-premise' venues (private spaces where alcohol is not sold) has fallen over the last five years. In the 12 months to June 2014, 17% of Australian adults drank wine at the homes of friends or family in an average four weeks (down from 19%) and 2% drank it at a picnic, BBQ or somewhere else outdoors (down from 3%).

Where Australian adults drank wine in the last 4 weeks



Source: Roy Morgan Single Source (Australia), June 2014 MAT (n=18,133).

Although the proportion who drank wine in bars, pubs and taverns grew (from 5% to 6%), 'on premise' drinking (at venues where alcohol is sold) generally remained fairly steady, and was significantly less popular than off-premise drinking.

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

“Whether it’s a glass over dinner, while cooking, or as a way to wash away the day’s stresses, there’s no doubt that drinking wine at home (or at a friend/relative’s place) is easy, convenient and considerably cheaper than at licensed venues such as pubs, clubs or restaurants.

“But social habits also influence where people drink, and with Roy Morgan’s ground-breaking profiling tool [Helix Personas](#), we can identify exactly which sectors of the population are more likely to consume wine socially, and which prefer to imbibe in private. [Cultural Pioneers](#), for example, are 44% more likely than the average Australian to share a drop at a friend/relative’s place in any given four weeks, and 116% more likely to enjoy a wine down the pub. These young, independent singles play as hard as they work, with a social schedule that would leave some people gasping for breath!

“High-earning, extroverted [Smart Money](#) individuals also enjoy the high life. In an average four-week period, they are 117% more likely to drink wine at a licensed restaurant/café and 99% more likely to do so at a friend or family member’s home.

“Meanwhile, [Back to Nature](#) were 14% more likely than the average Aussie to drink wine at home in the last four weeks. Typically well set up in beautiful homes in scenic locations, these older, regional couples see no need to go out for a drink when they can relax on the back veranda admiring the view with a vino in hand...”

For comments or more information on Roy Morgan Research’s alcohol data please contact:**Angela Smith**

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View our extensive range of [Alcohol profiles and reports](#), including a [Wine Drinkers profile](#), our [Alcohol Retail Currency Report](#), and our [Alcohol Consumption Reports](#). 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.

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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