

Friday, 6 November 2015

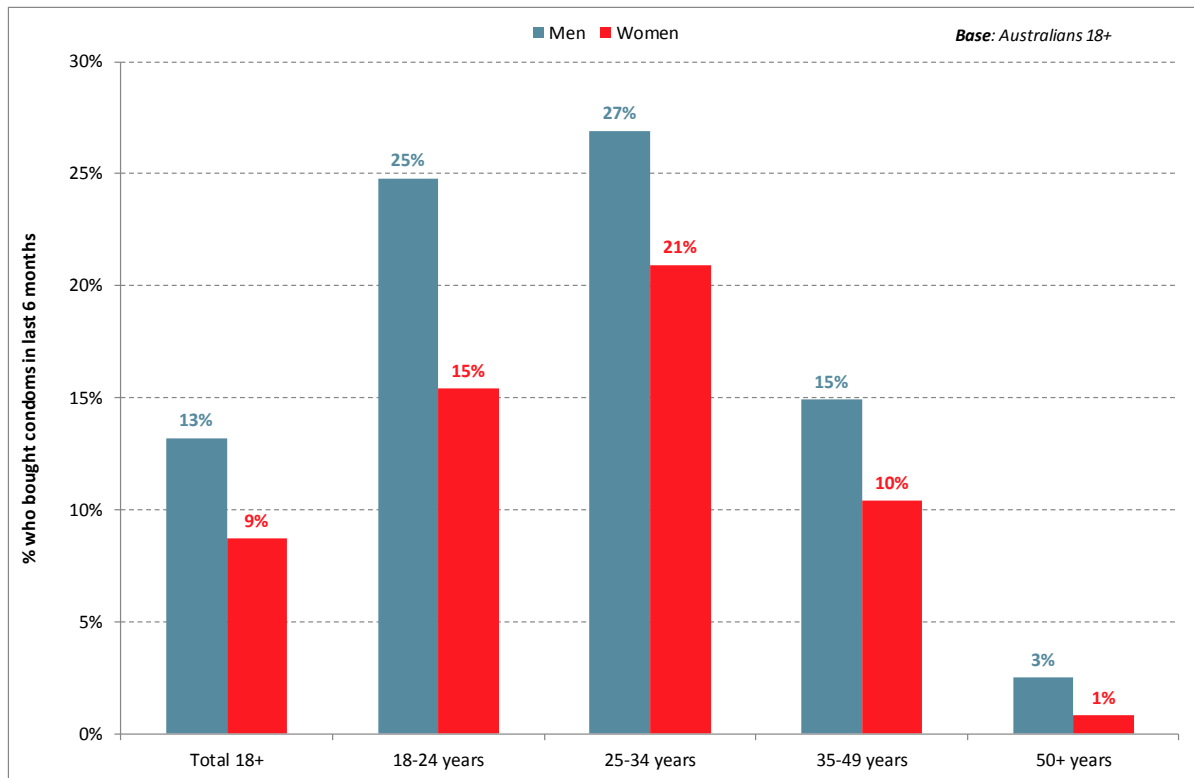
## Prophylactic stats: Australia's condom buyers

At 11%, the proportion of Australian adults buying condoms in any given six-month period remains unchanged since 2011, with 59% of total purchasers being men and 41% being women, the latest findings from Roy Morgan Research reveal.

This gender skew is evident across all age groups, as the chart below indicates. Younger Australians aged between 25 and 34 years remain the most likely age group to purchase condoms in an average six months (27% of men; 21% of women), followed by the 18-24 bracket (25% of men, 15% of women).

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### If it's not on, it's not on: Australia's condom-buyers by age/gender

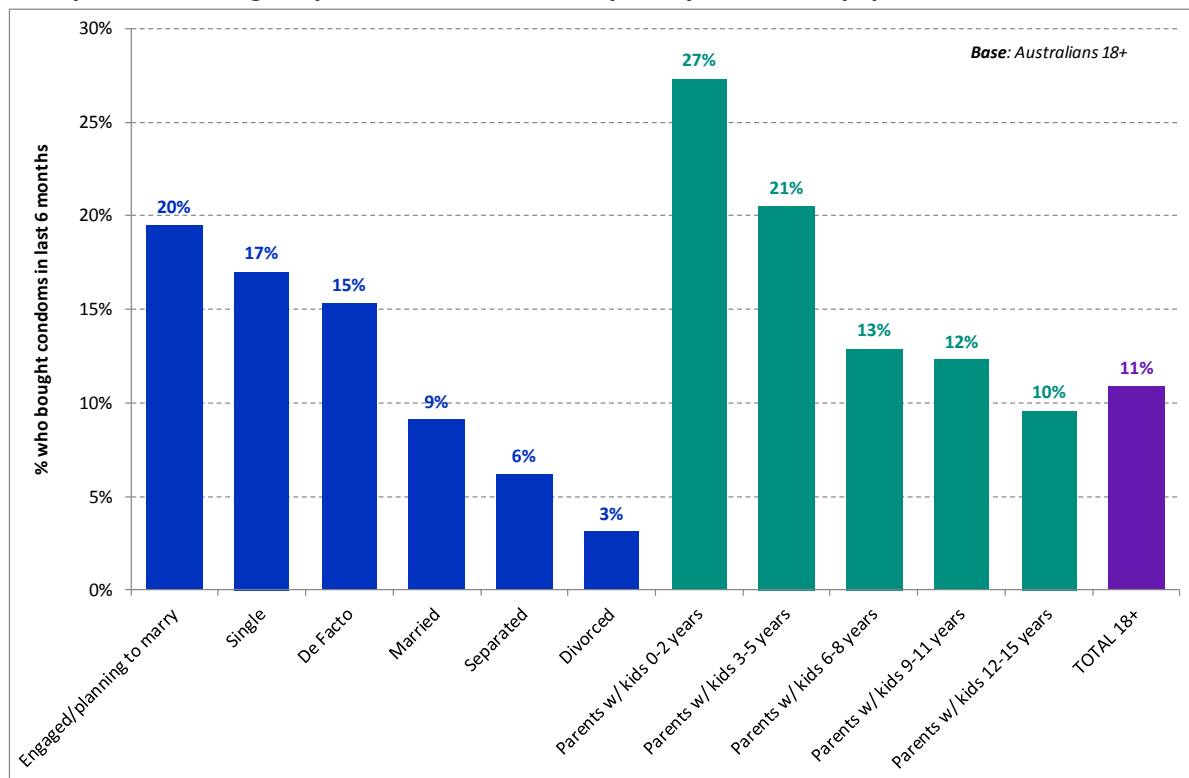


Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 (n=18,305).

As might be expected, relationship status has some influence on whether someone buys condoms or not. People who are engaged/planning to marry (20%), single (17%), or in a de facto relationship (15%) are above average for purchasing prophylactics, while those who are married (9%), separated (6%), divorced (3%) or widowed (1%) are less likely to do so.

One of the segments most likely to buy condoms is parents with kids aged under-16 at home (16%), particularly those whose children are really young: 27% of parents with infants aged 0-2 years and 20% of those with children aged 3-5 years buy condoms in an average six months, with the proportion decreasing among parents of older children.

## Cheaper than a surgical procedure: condom-buyers by relationship/parental status



Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 (n=18,305).

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

*“Since 2011, the proportion of Australians buying condoms has not changed noticeably; nor has the fact that men are markedly more likely than women to purchase them, or that younger adults are more likely to buy this kind of product than those aged 35+.*

*“However, it is interesting to delve a bit deeper and discover that people planning to marry are more likely than their single and de-facto counterparts to buy condoms: possibly a nod to the traditional social preference for marriage before kids. Once kids are part of the equation, though, condom-purchasing rises again.*

*“One segment of the population that has shown a growing incidence of condom-buying over the last few years is gay men: between 2011 and 2015, the proportion buying condoms in an average six months has sky-rocketed from 21% to 32%. While the reason for this growth is unclear, it certainly provides food for thought for condom brands wishing to take advantage of this trend.”*

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

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### Related research findings

View our range of [Pharmacy Product profiles](#), including our in-depth profile of Australian [Condom Buyers](#).

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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
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