



WINE INTELLIGENCE

AUSTRALIA: COVID-19 IMPACT REPORT #1

APRIL 2020

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INTRODUCTION



The purpose of this special Wine Intelligence Landscapes report is to try to determine how Australian wine drinkers are reacting to the Coronavirus pandemic and associated restrictions on their everyday lives.

The short answer: it's complicated.

A bit like the virus crisis itself, the sentiments expressed in this report are complex and multi-layered. On one level, it seems to be a case of "keep calm and carry on": wine drinking is holding up, with old social occasions in pubs, restaurants and other people's houses replaced by more intimate family events, or online socialising.

On another level, caution about the economy and the state of the world post-pandemic is clearly affecting sentiment. Spend per bottle on wine for home consumption is down, and

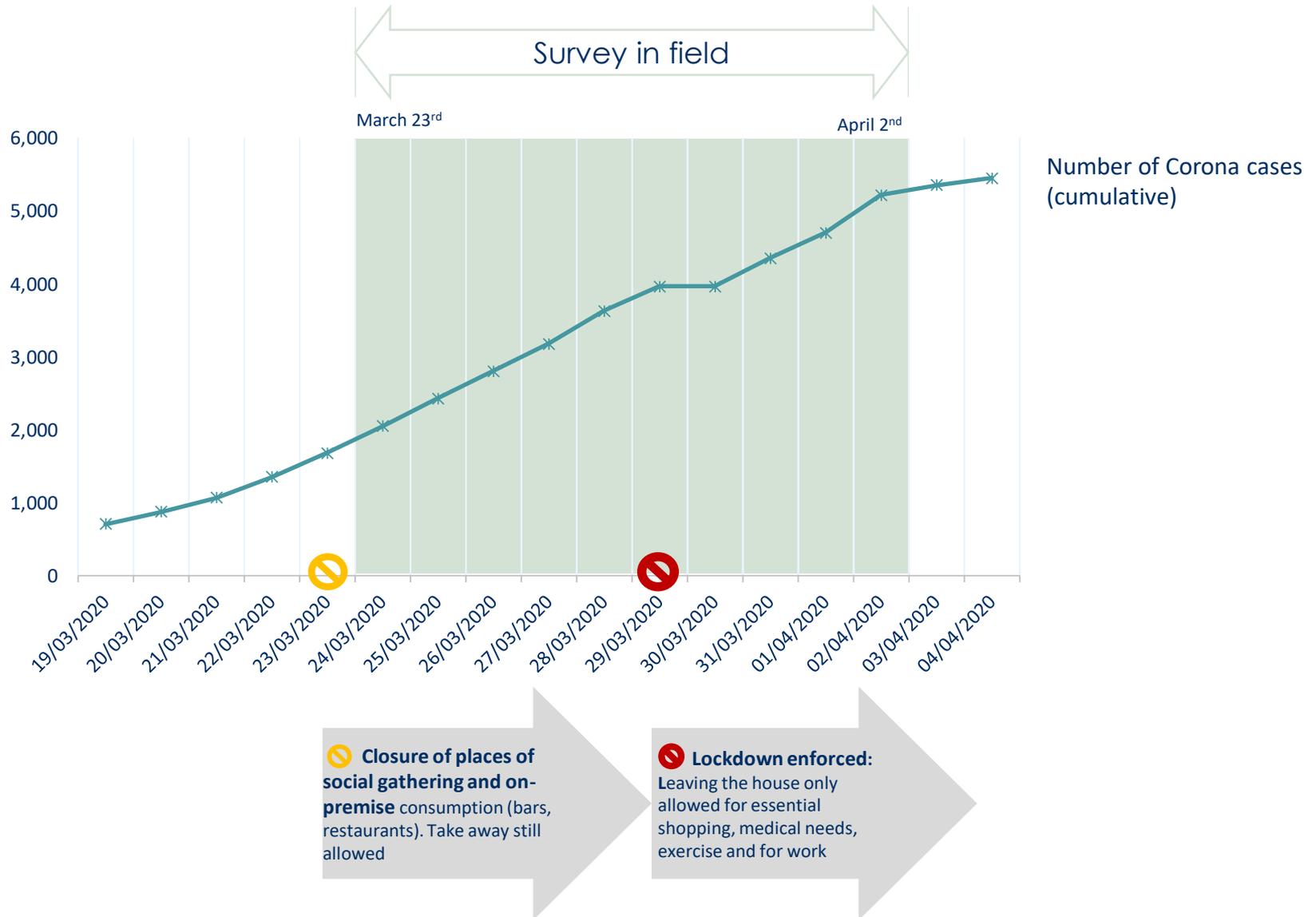
there is understandable caution about the extent to which normal social activities, vacations and events will be accessible in the immediate aftermath of lockdown.

Looking further ahead, consumers are expressing a mix of optimism, prudence and more caution. The most salient priority appears to be saving money, and there's less appetite for big lifestyle changes or business travel.

More encouraging for the wine category, there is a significant minority who appear determined to live life to the fullest once they are permitted to do so – treating themselves to something luxurious, trying new styles of food and drink, and buying more expensive wines.

Lulie Halstead, April 2020

TIMELINE CONTEXT DURING SURVEY DATA COLLECTION



RESEARCH METHODOLOGY: QUANTITATIVE



The data for this report was collected in Australia in March 2019 and March 2020

Data was gathered via Wine Intelligence’s Vinitrac® online survey

Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise

Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis

The data is representative of Australian regular wine drinkers in terms of gender, age and state

The distribution of the sample is shown in the table

		<i>March 2019</i>	<i>March 2020</i>
		<i>n= 2,000</i>	<i>1,000</i>
Gender	Male	50%	54%
	Female	50%	46%
	Total	100%	100%
Age	18-24	13%	9%
	25-34	19%	19%
	35-44	16%	18%
	45-54	15%	19%
	55-64	16%	16%
	65 and over	20%	19%
	Total	100%	100%
State	Australian Capital Territory	1%	1%
	New South Wales	33%	33%
	Northern Territory	2%	1%
	Queensland	18%	20%
	South Australia	7%	7%
	Tasmania	1%	3%
	Victoria	29%	25%
	Western Australia	9%	9%
	Total	100%	100%

Source: Wine Intelligence Vinitrac® Australia, Mar’19-Mar’20 (23rd March 2020 – 2nd April 2020), n>= 1,000 Australian regular wine drinkers

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