Roy Morgan Research

Alcohol Point of Sale Promotion Study

Final Report

12 February 2015

- Prepared for -

Office of Liquor, Gaming and Racing
Department of Justice
Level 29, 121 Exhibition Street
Melbourne VIC 3000

- Prepared by -

Roy Morgan Research
Level 1, 401 Collins Street,
Melbourne, VIC, 3000

Discover your edge

Table of Contents

1. EXECUTIVE SUMMARY

The Alcohol Point of Sale Promotions Study aimed to audit Point-of-Sale (POS) promotions in Victorian liquor outlets. The fieldwork was conducted by Roy Morgan Research via a face-to-face mystery shopping approach across two separate waves or time periods. The first wave of data collection occurred during what was expected to be a 'peak drinking period' (the September 2014 AFL finals). The second wave of data collection occurred later in the year during an 'ordinary drinking period' where it was anticipated regular levels of drinking would occur (November 2014). The results from the two waves were then compared to determine any differences between POS promotions in 'peak' versus 'ordinary' drinking periods. This document reports on the fieldwork outcomes from Wave 1 and Wave 2 of the Alcohol Point-of-Sale Promotions Study.

In summary, the differences found in the number and nature of alcohol POS promotions between Wave 1 and Wave 2 were somewhat variable, possibly reflecting the fact that both periods coincided with major sporting events with somewhat different marketing styles (the football finals in Wave 1 and the spring racing carnival in Wave 2). More promotions for bulk/cheap beer were found in Wave 1 and more promotions for champagne/sparkling wine were found in Wave 2, although in both waves most promotions were for beer and spirits/liqueurs. While relatively few promotions in either wave were considered to be targeted at young people specifically, alcopops and RTDs were the most prevalent alcohol type in youth-targeted promotions in both waves.

Among the key points are:

Number of promotions:

- While a higher number of stores in the Wave 1 'peak drinking period' had promotions (92.5%) than in Wave 2 (88.8%), the total number of promotion sheets completed for stores which had promotions was higher in Wave 2 'ordinary drinking period' (total = 556; average of 7.0 promotion sheets per store) than Wave 1 'peak drinking period' (total = 460; average of 5.8 promotion sheets per store);
- In Wave 2 Ballarat averaged more promotions per store (Mean = 12.2) than Geelong and Melbourne, with stores in central suburbs and Geelong averaging the lowest number of promotions per store (Mean = 4.9 and 5.0, respectively);
- Taking into account the number of similar promotions observed of the same promotion type and product type to calculate the total number of promotions showed that there were more than half again as many total promotions in Victorian liquor stores audited in Wave 2 (2,950 promotions identified) than in Wave 1 (1,873 promotions identified);

- The average number of promotions observed of the exact same promotion type and product varied by store demographics for Wave 1 and Wave 2:
    - The average number of the same type of promotion for the same type of product increased markedly for licensed supermarkets/individual retailers from Wave 1 (Mean = 2.91) to Wave 2 (Mean = 4.79);
    - With the exception of Ballarat, stores in all other surveyed locations had increases in the average number of the same promotion type and product type, and this increase was most prominent for stores in disadvantaged suburbs (Wave 1 Mean = 6.36; Wave 2 Mean = 10.23);
    - In both waves on average, stores classified as large had the highest number of the same type of promotion for the same type of product, and a significant increase was shown from Wave 1 (Mean = 4.68) to Wave 2 (Mean = 15.45); and
    - In both waves, very small stores had the lowest average number of the same promotion type and product type (Wave 1 Mean = 1.00; Wave 2 Mean = 0.98).

Types of promotions:

- The distribution of promotion type was consistent between the two waves:
    - In both waves, the majority of promotions were price promotions (Wave 1: 70.7%; and Wave 2: 71.6%);
    - Competition promotions were the next most common form of promotion in both waves, accounting for a further 16.1% of promotions in Wave 1 and 15.3% in Wave 2;
- Non-alcohol cross-promotions/gifts were most common for stores in advantaged suburbs in Wave 2 (17.6%; an increase from Wave 1: 9.8%), while the proportion of non-alcohol cross-promotions/gifts in Ballarat decreased in Wave 2 (4.1%) from Wave 1 (14.7%);
- The types of alcohol promoted were generally consistent from wave to wave, with only a few notable differences:
    - Bulk/standard/cheap beer accounted for a lower percentage of promotions in Wave 2 (12.9%) than Wave 1 (17.8%);
    - Champagne/sparkling wine accounted for a higher percentage of promotions in Wave 2 (12.4%) than Wave 1 (8.3%).
- The promotions in stores in disadvantaged suburbs did not appear to be skewed towards any one type of alcohol;

- In Wave 1 and Wave 2, the most common brands being promoted were brands within the beer and spirits/liqueurs categories;
- In Wave 1, a total of 305 different alcohol brands were identified across the 460 promotions recorded, compared to 306 different alcohol brands identified across the 556 promotions recorded in Wave 2. Overall, the average number of brands specified per promotion was lower in Wave 2 (Mean = 1.76) than Wave 1 (Mean = 2.43);
- In both Wave 1 and Wave 2, the average number of brands being promoted varied by store demographic:
    - The average number of brands specified per promotion was higher for licensed supermarkets/individual retailers (Wave 1 Mean = 2.72; Wave 2 Mean = 1.99) than hotel bottle shops (Wave 1 Mean = 1.78; Wave 2 Mean = 1.25);
    - The average number of brands specified per promotion was the highest in both Wave 1 and Wave 2 for stores in inner urban suburbs (Wave 1 Mean = 3.57; Wave 2 Mean = 2.23), although the average brands per promotion decreased in Wave 2 for these stores;
    - Between Wave 1 and Wave 2 the average number of brands per promotion varied little for stores in central, advantaged, and fringe suburbs;
    - The average number of brands mentioned per promotion decreased from Wave 1 to Wave 2 for stores in inner urban suburbs, disadvantaged suburbs, Geelong, and Ballarat; and
    - The average number of brands mentioned per promotion decreased from Wave 1 to Wave 2 across all store sizes, the decrease being greatest for medium-sized stores (Wave 1 = 2.59; Wave 2 = 1.65), small stores (Wave 1 = 2.35; Wave 2 = 1.61), and very large stores (Wave 1 = 3.57; Wave 2 = 2.88).

Promotion requirements and discount value:

- On average the amount required to be spent to be eligible for the promotion was only slightly higher in Wave 2 (Mean = $39.12) than Wave 1 (Mean = $38.27), suggesting a consistency in the average dollar amounts promotions in Victorian stores are requiring customers to spend to be eligible for the promotion; and
- Similar to the trend for the amount required to be spent on the promotion, on average the dollar value of the promotion discount was only slightly higher in Wave 2 (Mean = $11.92) than in Wave 1 (Mean = $10.94), suggesting that the value of discount for promotions is not greater during ‘peak’ drinking periods.

Targeting of promotions:

- In both waves, the majority of promotions were not perceived to be targeted towards any age group (Wave 1 = 87.2%; Wave 2 = 89.4%);
- In Wave 1 compared to Wave 2, a somewhat higher percentage of promotions were thought to be targeted towards the younger/university aged group (Wave 1 = 9.1%; Wave 2 = 5.2%) and the young to middle aged group (Wave 1 = 10.9%; Wave 2 = 6.7%);
- A comparison of the distribution of youth-targeted promotions by the type of alcohol being promoted between Wave 1 and Wave 2 showed:
    - Alcopops and RTDs were the most prevalent alcohol type in youth-targeted promotions in both waves, but more so for Wave 1 (31.0%) than Wave 2 (24.1%); and
    - In Wave 2 a higher percentage of the promotions thought to be targeted towards youth involved bulk/standard/cheap beer (20.7%) than Wave 1 (11.9%).

2. INTRODUCTION

2.1 Project Overview and Research Objectives

The Alcohol Point of Sale Promotions Study aimed to audit Point-of-Sale (POS) promotions in Victorian liquor outlets, with particular focus on the POS promotions targeting younger age groups. The study was funded by the Victorian Law Enforcement Drug Fund (VLEDF) and designed and managed by the Office of Liquor, Gaming and Racing (OLGR) within the Department of Justice.

The main objectives of the project were:

1. To describe the nature and extent of alcohol POS promotions, specifically those directed at young Victorians through an audit of Victorian liquor retailers.
2. Collect detailed information about alcohol POS promotions in Victorian retailers to be able to compare the types of offers, magnitude of offers, frequency of offers in two different time periods - peak drinking periods and ordinary periods as identified in the study undertaken by the University of Wollongong.

POS promotions refer to promotional materials that are found within a store or venue at the point where a purchase is made which aim to develop and maintain brand awareness and/or to influence purchasing intentions. Furthermore, for the purposes of this study, POS promotions were not limited to promotions at the point of purchase but also included promotional material throughout the store.

The fieldwork was conducted by Roy Morgan Research via a face-to-face mystery shopping approach which audited point-of-sale promotions across two separate waves or time periods. The first wave of data collection occurred during a ‘peak drinking period’ (September 2014 AFL finals). The second wave of data collection occurred later in the year during an ‘ordinary period’ where it was considered regular levels of drinking would occur (November 2014). A total of 80 Victorian liquor stores were sampled across different store types and demographic areas in Melbourne and regional Victoria to be audited across the two waves, with the same stores audited in both waves.

The results from the two waves were then compared to determine any differences between POS promotions in ‘peak’ versus ‘ordinary’ drinking periods. This report documents the field results from the two periods of data collection for the main Wave 1 (‘peak drinking period’) and Wave 2 (‘ordinary drinking period’), including a comparison between the two theoretical drinking periods. The ‘peak’ and ‘ordinary’ drinking periods were selected by the Department based upon the recommendations of Phase 1 of the research (conducted by

the University of Wollongong), which stated that the AFL finals in mid-late September were a peak drinking period.

3. METHODOLOGY

A mystery shopping approach to data collection was adopted for this study. Interviewers were required to remain anonymous to staff while collecting data. They were required to remember the information or record it temporarily on mobile devices etc. until they had exited the store and moved out of sight, and then record the information in the data collection forms. In order to remain discreet while in the stores, interviewers recorded the required information on their mobile devices. This was achieved through the use of:

- Shopping list applications;
- Pretending to write text messages while noting down the required information;
- Taking photos and video clips of the products on promotion; and
- Use of voice recorder whilst pretending to have a conversation on their mobile phone.

Data for each store was required, wherever possible, to be collected in one visit. However, for instances where it was not possible to collect and record all the necessary information on one visit, interviewers were encouraged to visit the store again until they had completed data collection and recording.

This project was carried out in compliance with ISO 20252 Market, Opinion & Social Research Standards.

3.1 Pilot

A pilot study was carried out between the 9th and 10th September 2014, prior to the fieldwork commencement of main Wave 1 and Wave 2. The pilot aimed to test different approaches to the collection of data as well as gauging the average time it would take for interviewers to complete data collection for each assigned store. Three interviewers were assigned to audit a total of nine liquor stores in Melbourne. Following the pilot, a number of amendments were discussed with the OLGR and made to the final survey instruments.

3.2 Sampling

A total of 80 stores were selected for the main study from various suburbs across Melbourne as well as in the regional cities of Geelong and Ballarat. Three types of liquor stores were approached:

- Licensed supermarkets/individual retailers (e.g. Dan Murphy's, BWS, Liquorland, First Choice);
- Hotel bottle shops (e.g. Bottlemart, Thirsty Camel, The Bottle-O) and;
- Boutique Bottle Shops (e.g. Chapel Street Cellars, Harvest Wine and Cellars)

The same 80 stores were audited in both waves. Table 1 shows a breakdown of the number of stores audited by store type.

Table 1. Store Types

Store Type	Number of Stores
Licensed supermarkets/individual retailers	47
Hotel bottle shops	28
Boutique bottle shops	5[1]
Total	**80**

The suburb location for targeted liquor stores was selected based on Australian Bureau of Statistics Socio-Economic Indexes for Areas, liquor licensing and proximity to transport hubs. The suburbs were identified using a typology of suburb characteristics established by Livingston (2008) in his report *A Longitudinal Analysis of Alcohol Outlet Density and Assault*. Additional back-up stores were selected should a selected store be permanently or temporarily closed and unable to be audited during the survey period. The suburb characteristics for each of the stores studied in this project are illustrated in Table 2 below.

Table 2. Stores Selected by Suburb Characteristic and Region

Suburb Characteristics	Suburbs	Number of Stores
Melbourne and Surrounds		
Central suburbs – High population density, moderate Socio-Economic Index for Areas, high liquor licensing density, high mobility	CBD Fitzroy	13
Inner urban suburbs – High population density, high Socio-Economic Index for Areas, moderate liquor licensing density, high mobility	St Kilda Prahran	15
Advantaged suburban – High Socio-Economic Index for Areas and moderate population density	Croydon Williamstown	11
Fringe – Low population density, high Socio-Economic Index for Areas, low mobility, low liquor licensing density	Lilydale Diamond Creek Craigieburn	10

[1] Due to the small sample size of Boutique Bottle Stores (n=5) this report will limit itself to overall findings for this store type and will exclude analysis against other two store types.

Suburb Characteristics	Suburbs	Number of Stores
Disadvantaged suburban – High population density, low Socio-Economic Index for Areas, low liquor licensing density, low mobility	Footscray Frankston	10
Regional Victoria		
Regional cities – High liquor licensing density, moderate Socio Economic Index for Areas, moderate to high population density	Ballarat	10
Regional cities – High liquor licensing density, low Socio Economic Index for Areas, low to moderate population density	Geelong	11
Total		**80**

All stores visited were classified by the interviewer into five store sizes. Table 3 shows the distribution of audited stores by their store size. Almost two-thirds of the stores audited were classified as either medium-sized (n=24) or small (n=24).

Table 3. Distribution of Store Size

Store Size	Size Description	Number of Stores
Very small	Stores similar in size to a modest lounge-room (or smaller)	12
Small	Stores similar in size to a double garage	24
Medium	Stores similar in size to a suburban house	24
Large	Stores similar in size to a medium-sized supermarket	13
Very large	Stores similar in size to a large supermarket	7
Total		**80**

3.3 Survey Design

The survey was developed in close consultation with representatives from the OLGR and Roy Morgan Research specialists in questionnaire design, mystery shopping, data analysis and output. The data collection instruments included a variety of questions centred on various themes, including: type of promotion, brand and alcohol type being promoted, how the promotion was being promoted in store, target audience of promotion, and the value amounts associated with the promotion (e.g. amount spent, value of discount/promotion).

The survey was designed in two parts:

- The Store Questionnaire
- The Promotions Sheet

The store questionnaire was pre-filled with information such as the store name, store address, store postcode, a unique store identification number and interviewer code. Each interviewer was required to fill in details on the main questionnaire to confirm if the store details in the pre-filled part of the questionnaire were correct. In cases where there were changes to the store name, or the address was incorrect, interviewers were required to record the correct details. If the store was permanently closed for business the interviewers were required to terminate the mystery shopping exercise and inform the Field Manager, who would then assign a new store.

For the main Wave 1 survey, three of the liquor stores could not be audited and were subsequently replaced because two of them no longer sold alcohol and one was closed permanently. All three stores were IGA liquor stores, classified in this study as licensed supermarkets/individual retailers. Of the total 80 stores audited in Wave 1, two licensed supermarkets/individual retailer stores had changed their store name/brand, while one hotel bottle shop had changed address.

The same 80 stores were subsequently audited in Wave 2, with each store visited by the same interviewer who conducted the store audit in Wave 1.

Interviewers were required to fill in information regarding the number of promotions in each store assigned to them. In stores where there were promotions, interviewers were required to fill in a promotion sheet for each different promotion in-store. If there were multiple promotions of the exact same type then the interviewer was instructed to complete a promotion sheet for one example of that type of promotion. Data collected on each promotion sheet covered:

- Type of promotion;
- Types of alcohol and brands being promoted;
- Promotion method used to advertise the offer;
- Identifying whether the promotion was targeted at a particular age group;
- Dollar value to be spent to be eligible for the promotion (or other eligibility requirements);
- Dollar value or description of the discount of the promotion; and

- Whether there were multiple examples of the precise promotion type and product type in the store and if yes, how many.

Six main types of promotions were identified to be quantified in this study:

- Volume discounts (e.g. buy two cases and receive a third case free);
- Price promotions (e.g. price discounts for multi-buy purchases);
- Alcohol cross promotion/gift (e.g. buy a slab of beer and receive a bottle of wine free);
- Non-alcohol cross promotion/gift (e.g. buy two bottles of wine and receive a free non-alcohol gift or promotional item, such as chips, wine glasses or a hat);
- Competition (e.g. buy something for a chance to win a prize); and
- Rewards points (e.g. buy something to receive bonus Frequent Flyer, Fly Buys or other rewards points)

The focus of this study was promotions aimed at increasing the amount customers buy – either increased quantity of alcohol or increased expenditure. Accordingly, single-buy discounts/special prices (e.g. discount off a particular bottle of wine), standard bulk pricing (e.g. unit price vs. price in a six-pack vs. price in a carton), and permanent discount offers (e.g. 10% off wine in any six-pack or mixed dozen) were not within the scope of this project and were not recorded by interviewers.

3.4 Fieldwork

The fieldwork periods and briefing sessions for the main waves were as follows:

- Wave 1
    - Briefing: 16 September, 2014
    - Fieldwork: 17 to 29 September, 2014
- Wave 2
    - Briefing: 5 November, 2014
    - Fieldwork: 6 to 23 November, 2014

Nine interviewers were assigned to the project, and before commencing fieldwork for each wave, they participated in a survey-specific briefing session. The briefing sessions were held at Roy Morgan Research's head office in Melbourne and conducted by Roy Morgan Research project staff. A representative from the OLGR participated in the briefing sessions and provided any further information and clarification during the briefings. The briefing sessions lasted approximately three hours and covered the following topics:

- Survey background and research objectives;
- Details of fieldwork and procedures;
- Definitions of promotion types, including examples and pictures of each type;
- Definitions of promotion methods, including pictures of each type;
- What was not classified as a promotion, for the purposes of this project;
- Types of alcohol, including pictures and example brands;
- Completing the questionnaire;
- Completing the promotion sheet; and
- Completing data collection forms and other administrative tasks.

Throughout the course of the interviewer briefing sessions interviewers were encouraged to ask questions on difficult areas and provide feedback. Part of the briefing sessions required interviewers to view images of store shelves/layouts and fill in example promotion sheets for these hypothetical stores as a practice exercise and to test their understanding of the material covered (how to classify promotions, types of promotions excluded from study etc.).

Each interviewer was given an interview pack with all the materials required to carry out the study. Included in each interview pack were a questionnaire for each store, promotion sheets, interviewer instructions, worked examples of how to complete the promotion sheet for multiple visual examples, and two express post envelopes for returning their completed materials to Roy Morgan Research. Interviewers were encouraged to use features on their mobile phones to assist in recording details during their auditing of the stores.

Upon return of the survey materials, Roy Morgan Research undertook coding and scanning of questionnaires in their Melbourne head office. Cleaning and editing, including extensive sets of edits and logic checks, were carried out by Roy Morgan Research.

4. MAIN FINDINGS

Of the 80 stores audited in Wave 1 and Wave 2, a higher number of stores in Wave 1 had promotions (74 of 80 stores; 92.5%) than in Wave 2 (71 of 80 stores; 88.8%). Table 4 shows a comparison of the characteristics of the stores with promotions between Wave 1 and Wave 2.

Overall, the results for both Wave 1 and Wave 2 show a consistency that the majority of stores had promotions and that there were relatively few differences by store demographic, with the exception that only 2 of 5 (40%) of boutique bottle shops had promotions in either wave. Due to this small sample size, for the remainder of this report all analysis of promotions by store type will exclude boutique bottle shops.

Licensed supermarkets/ individual retailers showed a decline in the total number of stores with promotions between the Wave 1 peak drinking period (95.7% of stores) and Wave 2 ordinary drinking period (89.4% of stores).

Overall, only stores audited in Melbourne advantaged suburbs and the regional area of Geelong showed a marked difference between the percentages of stores with at least one promotion between the two waves. In advantaged suburbs, the percentage of stores with promotions dropped from 100% in Wave 1 to 81.8% in Wave 2. Similarly, in Geelong the percentages dropped from 100% in Wave 1 to 90.9% in Wave 2. The percentage of stores with promotions remained consistent for all other suburb types.

There was relative consistency in the total stores with promotions between Wave 1 and Wave 2 based on their store size, with the exception of small and medium stores which had a slight decline in the number of stores with promotions between Wave 1 and Wave 2.

Table 4. Characteristics of Stores with Promotions

Store Demographics	Stores with Promotions - Wave 1		Stores with Promotions - Wave 2		Total Stores
Store Type	**n**	**%**	**n**	**%**	**n**
Licensed supermarkets/ individual retailers	45	95.7%	42	89.4%	47
Hotel bottle shops	27	96.4%	27	96.4%	28
Boutique bottle shops	2	40%	2	40%	5
Suburb Classification	**n**	**%**	**n**	**%**	**n**
Central suburbs	11	84.6%	11	84.6%	13
Inner urban	12	80%	12	80%	15
Advantaged suburban	11	100%	9	81.8%	11

	Stores with Promotions		Stores with Promotions		
Fringe	10	100%	10	100%	10
Disadvantaged suburban	9	90%	9	90%	10
Geelong	11	100%	10	91%	11
Ballarat	10	100%	10	100%	10
Melbourne and Surrounds	*53*	*90%*	*51*	*86%*	*59*
Regional Victoria	*21*	*100%*	*20*	*95%*	*21*
Store Size	**n**	**%**	**n**	**%**	**n**
Very small	11	92%	11	92%	12
Small	21	88%	19	79%	24
Medium	22	92%	21	88%	24
Large	13	100%	13	100%	13
Very large	7	100%	7	100%	7
Very small and small	*32*	*89%*	*30*	*83%*	*36*
Large and very large	*20*	*100%*	*20*	*100%*	*20*
Total	**74**	**93%**	**71**	**89%**	**80**

Base: Total stores (n=80).

Table 5 shows a cross analysis of store type and store size by number and percentage of stores with promotions for Wave 1 and Wave 2. Of interest is that for licensed supermarkets/individual retailers only those categorised as very small or small in size had a decrease in the percentage of stores with promotions from Wave 1 to Wave 2 (both by approximately 25%). By comparison, 100% of large and very large sized licensed supermarkets/individual retailer stores had promotions in both the Wave 1 'peak' and Wave 2 'ordinary' drinking periods, suggesting that promotions for these larger stores types are well established and stable across the year.

Table 5. Store Size by Store Type - Stores with Promotions

Store Type	Store Size	With promotions - Wave 1		With promotions - Wave 2		Total Stores
		n	%	n	%	n
Licensed supermarkets/ individual retailers	Very small	4	100%	3	75%	4
	Small	9	100%	7	78%	9
	Medium	15	88%	15	88%	17
	Large	10	100%	10	100%	10
	Very large	7	100%	7	100%	7
Total		**45**	**96%**	**42**	**89%**	**47**
Hotel bottle shops	Very small	7	88%	8	100%	8
	Small	11	100%	10	91%	11

Store Type	Store Size	With promotions - Wave 1		With promotions - Wave 2		Total Stores
	Medium	6	100%	6	100%	6
	Large	3	100%	3	100%	3
	Very large			0		
Total		**27**	**96%**	**27**	**96%**	**28**
Boutique bottle shops	Very small					
	Small	1	25%	2	50%	4
	Medium	1	100%	0	0%	1
	Large					
	Very large					
Total		**2**	**40%**	**2**	**40%**	**5**
All Stores	Very small	11	92%	11	92%	12
	Small	21	88%	19	79%	24
	Medium	22	92%	21	88%	24
	Large	13	100%	13	100%	13
	Very large	7	100%	7	100%	7
Total		**74**	**93%**	**71**	**89%**	**80**

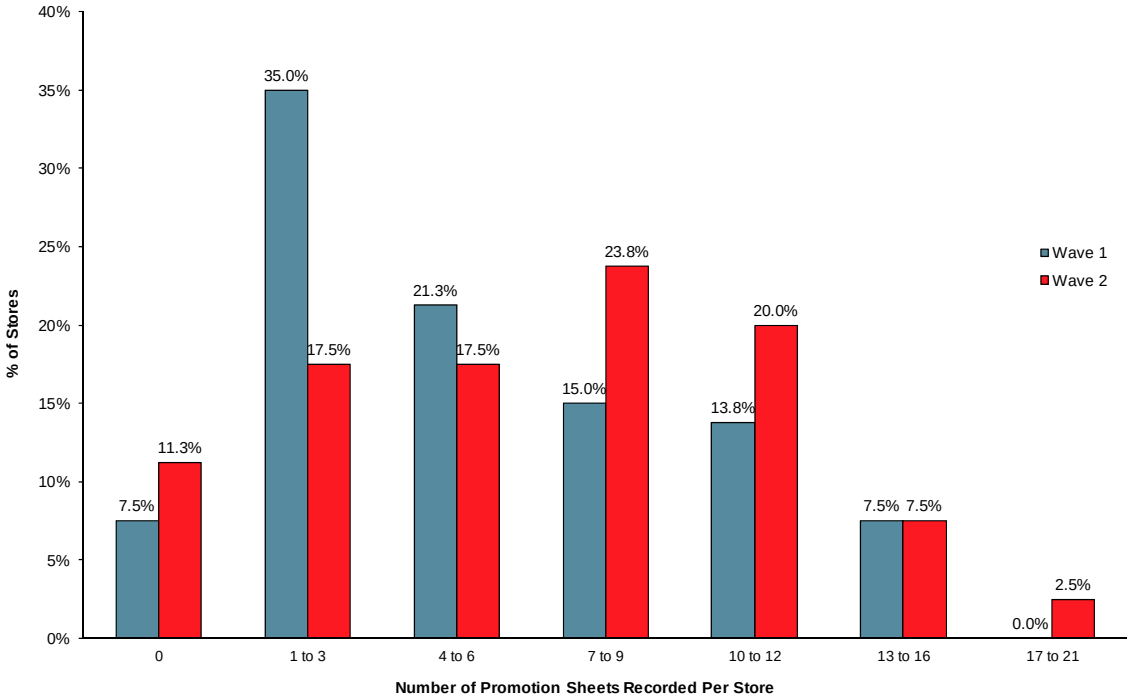
Base: Total stores (n=80).

While a higher number of stores audited in Wave 1 'peak drinking period' had at least one promotion than did the same stores in Wave 2 'ordinary drinking period', the total number of promotion sheets completed for stores which had promotions was higher in Wave 2 'ordinary drinking period' (556 promotion sheets) than Wave 1 'peak drinking period' (460 promotion sheets).

The number of promotion sheets completed per store ranged in Wave 1 between 0 and 16 with an average of 5.8 promotion sheets completed per store. In comparison, the Wave 2 had a wider range of 0 to 21 promotions sheets completed per store, with a higher average of 7.0 promotion sheets being completed per store.

Chart 1 shows the distribution of number of promotion sheets completed for the 80 stores in Wave 1 compared to Wave 2. In Wave 1, more than one-third of stores had 1 to 3 promotions sheets completed (35.0% cf. 17.5% in Wave 2), while in Wave 2 the distribution was skewed to higher numbers of promotion sheets completed per store (predominantly between 7 and 12 promotion sheets).

Chart 1. Distribution of Promotion Sheets Completed



Base: Total stores (n=80).

Table 6 shows a comparison between Wave 1 and Wave 2 of the average number of promotion sheets completed by store type, suburb classification and size.

A key finding was that the average number of promotion sheets completed in Wave 2 was higher than Wave 1 for all store types, and almost all suburb classifications and store sizes.

The findings show a consistency between both waves in that licensed supermarkets/individual retailers had on average a higher number of promotions per store (Wave 1 Mean = 6.9; Wave 2 Mean = 8.2) than hotel bottle shops (Wave 1 Mean = 4.8; Wave 2 Mean = 5.9). Furthermore, while both store types did have an increase in the average number of promotion sheets per store in Wave 2, the increase was greater for the licensed supermarkets/individual retailers than the hotel bottle shops.

In both Wave 1 and Wave 2, the regional area of Ballarat had on average a higher number of promotions per store compared to the stores in the regional area of Geelong and Melbourne and surrounding suburbs. Ballarat also had the largest increase in the number of promotion sheets completed from Wave 1 (Mean = 9.5) to Wave 2 (Mean = 12.2). This increase in promotions for Ballarat could be explained by the Ballarat Cup (the last Spring Racing Carnival event) held at the end of Wave 2 fieldwork on the 22nd November 2014.

A look at store size revealed an increase in the average number of promotions in Wave 2 compared to Wave 1 across all stores, with the exception of large stores which showed a decrease. In Wave 1, it was medium-sized stores (Mean = 7.5) and large stores (Mean 7.4) which had the highest average number of promotions per store, while in Wave 2 medium-sized stores still had a higher average (Mean = 9.6), but it was very large stores that came in second (Mean = 7.4) due to an increase in Wave 2 in the average number of promotions per store.

Table 6. Promotion Sheets Completed by Store Demographic

Store Demographics	Number of Promotion Sheets			
	Wave 1		Wave 2	
Store Type	**No.**	**Mean**	**No.**	**Mean**
Licensed supermarkets/ individual retailers	322	6.9	387	8.2
Hotel bottle shops	135	4.8	165	5.9
Suburb Classification	**No.**	**Mean**	**No.**	**Mean**
Central suburbs	47	3.6	64	4.9
Inner urban	79	5.3	103	6.9
Advantaged suburban	61	5.5	74	6.7
Fringe	59	5.9	72	7.2
Disadvantaged suburban	47	4.7	66	6.6
Geelong	72	6.5	55	5.0
Ballarat	95	9.5	122	12.2
Melbourne and Surrounds	*293*	*5.0*	*379*	*6.4*
Regional Victoria	*167*	*8.0*	*177*	*8.4*
Store Size	**No.**	**Mean**	**No.**	**Mean**
Very small	37	3.1	62	5.2
Small	101	4.2	135	5.6
Medium	181	7.5	231	9.6
Large	111	8.5	76	5.8
Very large	30	4.3	52	7.4
Very small and small	*138*	*3.8*	*197*	*5.5*
Large and very large	*141*	*7.1*	*128*	*6.4*
Overall	**460**	**5.8**	**556**	**7.0**

Base: Total stores (n=80).

The remainder of the findings will report on the data from the stores with promotion sheets (Wave 1 = 74 stores with 460 promotion sheets; Wave 2 = 71 stores with 556 promotion

sheets). Analysis by store type will exclude boutique bottle shops due to the small number with promotions (2 of 5 stores).

4.1 Promotion Types

Table 7 shows the distribution of promotion type for the POS promotions for Wave 1 and Wave 2.

The breakdown of promotion types employed was broadly consistent between Wave 1 and Wave 2. The major finding was that price promotions dominated over the other types of promotions and that this was consistent between the Wave 1 'peak' (70.7% of promotions) and Wave 2 'ordinary' (71.6% of promotions) drinking periods.

Competition promotions were the next most common form of promotion for both waves, accounting for a further 16.1% of promotions in Wave 1 and 15.3% in Wave 2 (n=85). In both waves, other types of promotions each accounted for less than 10% of the promotions.

Table 7. Distribution of Promotion Types

Promotion Type	Wave 1		Wave 2	
	Number of promotions	% of promotions	Number of promotions	% of promotions
Price promotion	325	70.7%	398	71.6%
Competition	74	16.1%	85	15.3%
Non-alcohol cross-promotion/gift	39	8.5%	41	7.4%
Volume discount	14	3.0%	23	4.1%
Alcohol cross-promotion/gift	9	2.0%	12	2.2%
Reward points	3	0.7%	3	0.5%
Other	7	1.5%	8	1.4%
Total	**460**	**100%**	**556**	**100%**

Base: Total promotions Wave 1 (n=460); Total promotions Wave 2 (n=556). Multiple promotion types could have been reported for a single promotion.

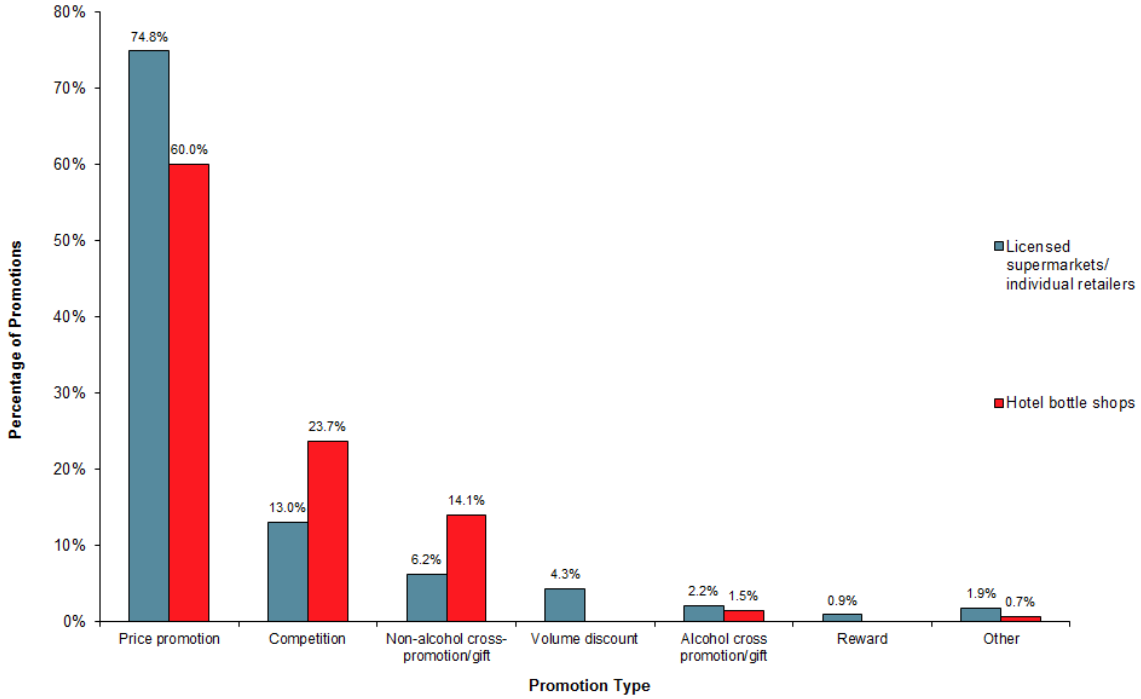
4.1.1 Promotion Type by Store Type

Charts 2 and 3 shows a comparison of promotion types in by the type of liquor store which were audited, for Waves 1 and 2 respectively.

Similar results were found in both Wave 1 and Wave 2, with price promotions the most common promotion type for both licensed supermarkets/individual retailers and hotel

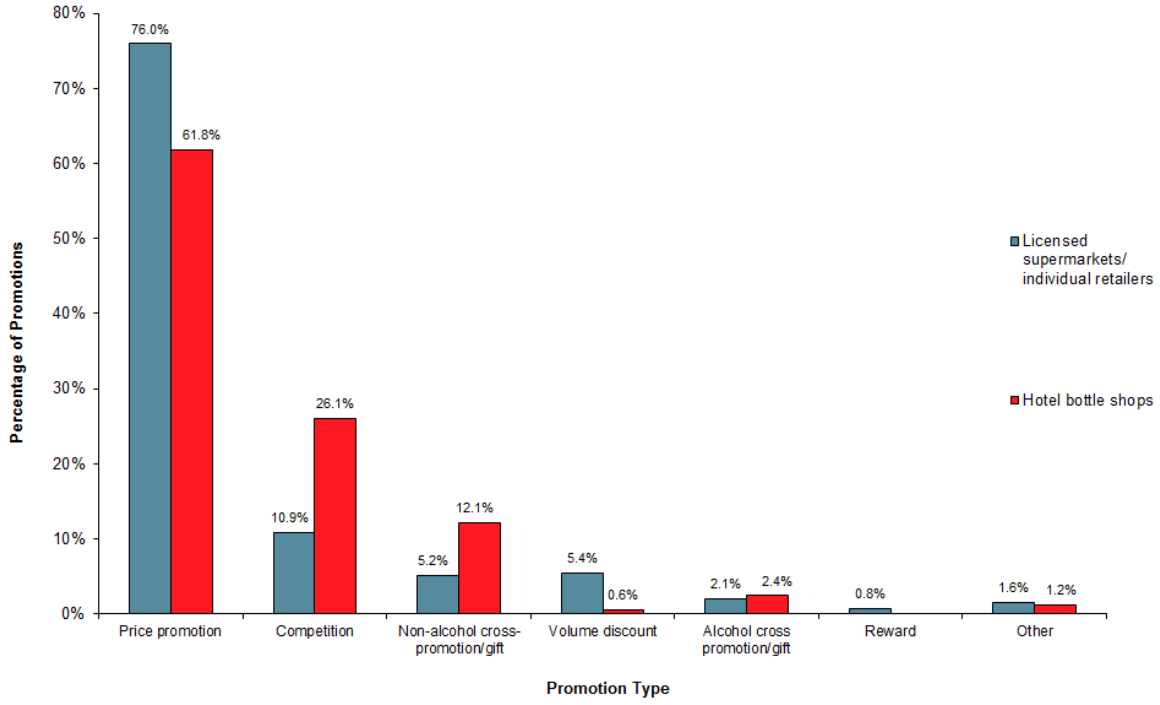
bottle shops. However, in both drinking periods price promotions were more prominent in licensed supermarkets/individual retailers than hotel bottle shops. Competitions and non-alcohol cross-promotion/gifts were more prevalent in hotel bottle shops than licensed supermarkets/individual retailers in both waves.

Chart 2. Promotion Type by Store Type – Wave 1



Base: Total promotions (n=460). Multiple promotion types could have been reported for a single promotion. Store type: Licensed supermarkets/individual retailers (n=322); Hotel bottle shops (n=135). Boutique bottle shops with promotions have been omitted from this chart due to a small sample size.

Chart 3. Promotion Type by Store Type – Wave 2



Base: Total promotions Wave 2 (n=556). Multiple promotion types could have been reported for a single promotion. Store type: Licensed supermarkets/individual retailers (n=387); Hotel bottle shops (n=165). Boutique bottle shops with promotions have been omitted from this chart due to a small sample size.

4.1.2 Promotion Type by Suburb Classification

Tables 8 and 9 summarise the proportions of promotion types by the store suburb classification for Wave 1 and Wave 2 respectively.

Consistent with the overall findings, the most common promotion type across all suburb classifications for both waves was the price promotion. In this regard, little variance between stores in different types of suburbs was found both within and between the two waves.

The stand-out differences by suburb classification were as follows:

- A significantly lower proportion of promotions found in Ballarat stores than in stores elsewhere were price promotions in both waves (53-59% across waves; cf. 65-82% for stores in other areas across waves);
- The percentage of competition promotions in fringe suburb stores was considerably lower in Wave 2 (8.3%) than Wave 1 (20.3%); and
- There was a significantly higher proportion of promotions found in Ballarat stores versus stores elsewhere with non-alcohol cross-promotion/gifts in Wave 1 (14.7%) than Wave 2 (4.1%). In contrast, for advantaged suburban stores this type of promotion was higher in Wave 2 (17.6%) than Wave 1 (9.8%).

Table 8. Promotion Type by Suburb Classification – Wave 1

Promotion Type	Central Suburbs	Inner Urban	Advantaged Suburban	Fringe	Disadvantaged Suburban	Geelong	Ballarat	All Suburbs
Price promotion	80.9%	74.7%	65.6%	67.8%	80.9%	81.9%	**53.7%**	70.7%
Competition	10.6%	10.1%	16.4%	20.3%	10.6%	19.4%	21.1%	16.1%
Non-alcohol cross-promotion/gift	2.1%	7.6%	9.8%	8.5%	8.5%	4.2%	**14.7%**	8.5%
Volume discount	**6.4%**		1.6%	1.7%	2.1%		8.4%	3.0%
Alcohol cross-promotion/gift	2.1%	1.3%	1.6%	5.1%			3.2%	2.0%
Reward points		2.5%	1.6%					0.7%
Other		3.8%	4.9%				1.1%	1.5%

Base: Total promotions Wave 1 (n=460). Multiple promotion types could have been reported for a single promotion. Suburb classification: Central suburbs (n=47); Inner urban (n=79); Advantaged suburban (n=61); Fringe (n=59); Disadvantaged suburban (n=47); Geelong (n=72); Ballarat (n=95).

Table 9. Promotion Type by Suburb Classification – Wave 2

Promotion Type	Central Suburbs	Inner Urban	Advantaged Suburban	Fringe	Disadvantaged Suburban	Geelong	Ballarat	All Suburbs
Price promotion	73.4%	78.6%	63.5%	77.8%	77.3%	80.0%	**59.0%**	71.6%
Competition	10.9%	11.7%	13.5%	**8.3%**	9.1%	14.5%	**29.5%**	15.3%
Non-alcohol cross-promotion/gift	4.7%	7.8%	**17.6%**	6.9%	7.6%	3.6%	4.1%	7.4%
Volume discount	4.7%	2.9%	5.4%		3.0%	1.8%	8.2%	4.1%
Alcohol cross-promotion/gift	3.1%		2.7%	2.8%	1.5%		4.1%	2.2%
Reward points	1.6%						1.6%	0.5%
Other	1.6%	1.0%		4.2%	3.0%		0.8%	1.4%

Base: Total promotions Wave 2 (n=556). Multiple promotion types could have been reported for a single promotion. Suburb classification: Central suburbs (n=64); Inner urban (n=103); Advantaged suburban (n=74); Fringe (n=72); Disadvantaged suburban (n=66); Geelong (n=55); Ballarat (n=122).

4.2 Alcohol type being promoted

Table 10 shows the distribution of promotions by alcohol type for Wave 1 and Wave 2. Distributions between the two waves were generally consistent, with cask/cheap wine under $15 being the most common alcohol type being promoted, accounting for nearly one-fifth of promotions in both waves (Wave 1 = 18.5%; Wave 2 = 19.1%).

Differences in the alcohol types being promoted did show variation between the Wave 1 'peak' and Wave 2 'ordinary' drinking periods. The percentage of promotions for bulk/standard/cheap beer dropped from Wave 1 to Wave 2, while proportion of promotions for champagne/sparkling wine, craft/specialty beer, and 'other wine' over $15 increased from Wave 1 to Wave 2.

Intuitively these findings make sense considering that the AFL finals in Wave 1 could have encouraged marketers/store proprietors to target bulk/standard/cheap beer drinkers, whereas the spring racing carnival could have encouraged marketers/store proprietors to target wine, craft/specialty beer, and (particularly) champagne/sparkling wine drinkers.

Table 10. Percentage of Promotions by Alcohol Type and Wave

Alcohol Type	Wave 1		Wave 2	
	Number of promotions	% of promotions	Number of promotions	% of promotions
Cask/cheap wine under $15	85	18.5%	106	19.1%
Other wine	71	15.4%	97	17.4%
Craft/specialty beer	55	12.0%	86	15.5%
Bulk/standard/cheap beer	82	17.8%	72	12.9%
Spirits/liqueurs	67	14.6%	70	12.6%
Champagne/Sparkling wine	38	8.3%	69	12.4%
Alcopops/RTDs	57	12.4%	61	11.0%
Cider	39	8.5%	49	8.8%
Fortified wine	6	1.3%	13	2.3%
Other	13	2.8%	10	1.8%
Total	**460**	**100%**	**556**	**100%**

Base: Total promotions Wave 1 (n=460); Total promotions Wave 2 (n=556). Multiple alcohol types could have been reported for a single promotion.

4.2.1 Alcohol Type by Store Type

Table 11 shows a comparison of alcohol type being promoted by the type of liquor store audited in Wave 1 and Wave 2.

In line with the overall findings on the alcohol types being promoted, the proportion of promotions that were for bulk/standard/cheap beer decreased from Wave 1 and Wave 2 for both the licensed supermarkets/individual retailers and hotel bottle shops, but the decrease was more pronounced for hotel bottle shops. Hotel bottle shops also had a significant decrease from Wave 1 to Wave 2 for promotions targeted at spirits/liqueurs. The findings suggest that that the hotel bottle shops may have taken greater advantage of promoting bulk/standard/cheap beer and spirits/liqueurs during the 'peak' drinking period coinciding with the September AFL finals than the licensed supermarkets/individual retailers.

Increases in craft/specialty beer promotions and champagne/sparkling wine promotions from Wave 1 to Wave 2 were also consistent for both store types, suggesting a general promotion of these alcohol types across most stores, coinciding with the spring racing carnival.

Table 11. Alcohol Type by Store Type and Wave

Alcohol Type being Promoted	Licensed supermarkets/ individual retailers		Hotel bottle shops	
	Wave 1	Wave 2	Wave 1	Wave 2
Cask/cheap wine under $15	18.9%	20.2%	17.0%	17.0%
Other wine	17.1%	18.9%	10.4%	**13.9%**
Craft/specialty beer	13.0%	**16.0%**	9.6%	**14.5%**
Bulk/standard/cheap beer	**17.4%**	14.2%	**19.3%**	10.3%
Spirits/liqueurs	12.7%	12.1%	**19.3%**	13.3%
Champagne/Sparkling wine	9.6%	**14.0%**	4.4%	**9.1%**
Alcopops/RTDs	10.9%	8.3%	16.3%	17.0%
Cider	7.8%	7.8%	10.4%	11.5%
Fortified wine	0.9%	2.3%	1.5%	1.8%
Other	3.7%	2.1%	0.7%	1.2%

Base Wave 1: Total promotions (n=460). Multiple alcohol types could have been reported for a single promotion. Store type: Licensed supermarkets/individual retailers (n=322); Hotel bottle shops (n=135); Boutique bottle shops with promotions have been omitted from this chart due to a small sample size.

Base Wave 2: Total promotions (n=556). Multiple alcohol types could have been reported for a single promotion. Store type: Licensed supermarkets/individual retailers (n=387); Hotel bottle shops (n=165); Boutique bottle shops with promotions have been omitted from this chart due to a small sample size.

4.2.2 Alcohol Type by Store Suburb Classification

Tables 12 and 13 shows the alcohol types being promoted by store suburb classification in Wave 1 and Wave 2 respectively.

Consistent with the overall findings, promotions for bulk/standard/cheap beer were more dominant in Wave 1 than Wave 2 for stores across different suburb classifications; with the exception of increases for Melbourne inner urban suburbs and regional Geelong.

The increase in promotions for champagne/sparkling wine from Wave 1 to Wave 2 was found across almost all suburb types, except inner urban suburbs which remained stable across waves. The highest increase in promotions for champagne/sparkling wine between waves was for stores in Melbourne's central suburbs. Furthermore, central suburbs had an increase in 'other wine' over $15 being promoted in Wave 2 compared to Wave 1.

The increase in promotions for craft/specialty beer between Wave 1 and Wave 2 was predominately for stores located in Melbourne's advantaged, fringe, and inner urban suburbs.

A significantly higher percentage of promotions were targeted towards 'other wine' over $15 in the Wave 2 'ordinary drinking period' than in the Wave 1 'peak drinking period' for stores located in both regional areas of Geelong and Ballarat. Ballarat also had an increase in promotions targeted at cheap/cask wine under $15 in Wave 2. The increase in wine promotions for Ballarat may possibly reflect promotions leading up to the Ballarat Cup (the last spring racing carnival event, which was held on the 22nd November 2014).

Table 12. Alcohol Type and Suburb Classification – Wave 1

Alcohol Type being Promoted	Central suburbs	Inner urban	Advantaged suburban	Fringe	Disadvantaged suburban	Geelong	Ballarat
Cask/cheap wine under $15	34.0%	24.1%	19.7%	16.9%	12.8%	8.3%	16.8%
Other wine	14.9%	12.7%	11.5%	18.6%	17.0%	25.0%	10.5%
Craft/specialty beer	12.8%	15.2%	11.5%	11.9%	12.8%	8.3%	11.6%
Bulk/standard/cheap beer	10.6%	10.1%	18.0%	23.7%	21.3%	18.1%	22.1%
Spirits/liqueurs	6.4%	12.7%	16.4%	15.3%	10.6%	12.5%	22.1%
Champagne/Sparkling wine	2.1%	15.2%	13.1%	5.1%	8.5%	2.8%	8.4%
Alcopops/RTDs	10.6%	7.6%	16.4%	6.8%	12.8%	13.9%	16.8%
Cider	14.9%	8.9%	6.6%	3.4%	6.4%	13.9%	6.3%
Fortified wine	2.1%	3.8%	1.6%			1.4%	
Other	6.4%	2.5%	3.3%	3.4%	2.1%		3.2%

Base: Total promotions (n=460). Multiple promotion types could have been reported for a single promotion. Suburb classification: Central suburbs (n=47); Inner urban (n=79); Advantaged suburban (n=61); Fringe (n=59); Disadvantaged suburban (n=47); Geelong (n=72); Ballarat (n=95).

Table 13. Alcohol Type and Suburb Classification – Wave 2

Alcohol Type being Promoted	Central suburbs	Inner urban	Advantaged suburban	Fringe	Disadvantaged suburban	Geelong	Ballarat
Cask/cheap wine under $15	26.6%	25.2%	17.6%	18.1%	12.1%	3.6%	22.1%
Other wine	20.3%	13.6%	8.1%	13.9%	13.6%	34.5%	21.3%
Craft/specialty beer	14.1%	19.4%	21.6%	18.1%	15.2%	5.5%	12.3%
Bulk/standard/cheap beer	7.8%	11.7%	8.1%	6.9%	12.1%	25.5%	18.0%
Spirits/liqueurs	10.9%	10.7%	14.9%	15.3%	18.2%	7.3%	11.5%
Champagne/Sparkling wine	12.5%	14.6%	16.2%	8.3%	13.6%	5.5%	13.1%
Alcopops/RTDs	4.7%	8.7%	9.5%	11.1%	16.7%	14.5%	12.3%
Cider	9.4%	7.8%	9.5%	12.5%	9.1%	5.5%	8.2%
Fortified wine	4.7%	5.8%	4.1%	1.4%	0.0%	0.0%	0.0%
Other	1.6%	0.0%	2.7%	1.4%	0.0%	0.0%	4.9%

Base: Total promotions Wave 2 (n=556). Multiple alcohol types could have been reported for a single promotion. Suburb classification: Central suburbs (n=64); Inner urban (n=103); Advantaged suburban (n=74); Fringe (n=72); Disadvantaged suburban (n=66); Geelong (n=55); Ballarat (n=122).

4.3 Alcohol Brands and Promotions

As shown in Table 14, while the total number of promotions recorded in Wave 2 (n=556) was larger than Wave 1 (n=460), a similar number of alcohol brands were mentioned in total across these promotions (Wave 1 = 305 brands; Wave 2 = 306 brands) and the average number of brands identified per promotion was higher in Wave 1 (Mean = 2.43) than Wave 2 (Mean = 1.76).

Table 14. Alcohol Brands Mentioned – Range, Average, and Total

Brands Mentioned	Wave 1	Wave 2
Min. and max. number of brands mentioned per promotion	1 to 18	1 to 25
Average number of brands mentioned per promotion	2.43	1.76
Total brands mentioned	305	306

Base Wave 1: Total promotions (n=460).

Base Wave 2: Total promotions (n=556).

As shown in Table 15 and 16, the most common brands being promoted were either in the beer or spirits/liqueurs categories. In both waves, Carlton and Victoria Bitter, which fall

under 'bulk/standard/cheap beer', were in the top three brands being promoted. In line with the previously noted finding that promotions targeted towards bulk/standard/cheap beer decreased from Wave 1 to Wave 2, the percentage of promotions targeting Carlton beer and Victoria Bitter beer decreased from the 'peak' to 'ordinary' drinking periods.

Brands which were consistently targeted in promotions in both waves included spirits/liqueurs: Jim Beam, Bundaberg Rum, Johnnie Walker, Jack Daniels and Smirnoff Vodka.

Consistent with the overall findings that there was an increase in promotions targeted towards craft/specialty beer in Wave 2, in Wave 2 two craft/specialty beer brands now appeared in the top 15 brands being promoted: Corona and Heineken beer.

Of interest is that in Wave 1, three major wine and/or champagne/sparkling wine brands were in the top 15 brands mentioned (Yellowglen, Wolf Blass, and Jacobs Creek) compared to one in Wave 2 (Yellowglen) and the total number of wine and champagne/sparkling wine brands mentioned in Wave 1 (173 brands) was greater than the total mentioned in Wave 2 (156 brands).

This suggests that while the number of wine-based (including champage/sparkling) promotions increased in Wave 2, the promotions were more focused on particular wine brands. It follows that there may be fewer champagne/sparkling brands suited to promotions compared to normal wine, so in a period that pushes sparkling wines it is plausible that the number of brands mentioned would decrease even as the total number of promotions increases.

Again, these findings work in with the hypothesis that the October/November Melbourne spring racing carnival events could have impacted on Victorian liquor store promotions, in that they focused more so on wine, champagne/sparkling wine, and craft/specialty beer.

Table 15. Percentage of Promotions by Alcohol Brand – Wave 1

Alcohol Brand	Alcohol Type	% of Promotions
Carlton	Beer	10.9%
Victoria Bitter	Beer	10.4%
Jim Beam	Spirits/Liqueurs	7.2%
Bundaberg Rum	Spirits/Liqueurs	6.3%
Jack Daniels	Spirits/Liqueurs	5.9%
Wild Turkey	Spirits/Liqueurs	5.2%
XXXX	Beer	4.8%

Alcohol Brand	Alcohol Type	% of Promotions
Yellowglen	Wine	4.1%
Vodka Cruiser	Spirits/Liqueurs	3.9%
Wolf Blass	Wine	3.9%
Smirnoff Vodka	Spirits/Liqueurs	3.7%
Johnnie Walker	Spirits/Liqueurs	3.5%
Rekorderlig	Cider	3.5%
Jacobs Creek	Wine	3.5%
Canadian Club	Spirits/Liqueurs	3.3%

Base: Total promotions (n=460). Multiple brands could be recorded for a single promotion.

Table 16. Percentage of Promotions by Alcohol Brand – Wave 2

Alcohol Brand	Alcohol Type	% of Promotions
Carlton	Beer	6.7%
Jim Beam	Spirits/Liqueurs	5.6%
Victoria Bitter	Beer	5.0%
Bundaberg Rum	Spirits/Liqueurs	4.9%
Johnnie Walker	Spirits/Liqueurs	4.3%
Smirnoff Vodka	Spirits/Liqueurs	3.6%
Corona	Beer	3.4%
Rekorderlig	Cider	3.2%
Heineken	Beer	3.1%
James Boags	Beer	2.9%
Yellowglen	Wine	2.7%
Tooheys	Beer	2.5%
Vodka Cruiser	Spirits/Liqueurs	2.3%
Jack Daniels	Spirits/Liqueurs	2.2%
Strongbow	Cider	2.2%
Coopers	Beer	2.0%

Base: Total promotions (n=556). Multiple brands could be recorded for a single promotion.

4.3.1 Number of Alcohol Brands by Store Demographics

Table 17 shows the average number of brands listed per promotion by store demographics across the two waves of auditing.

The average number of brands mentioned per promotion decreased from the Wave 1 'peak' drinking period to the Wave 2 'ordinary' drinking period across all store types, store sizes, and suburb types, with the exception of stores in central suburbs, which saw a slight increase in the average number of brands mentioned per promotion.

A comparison of the two major stores types also revealed that licensed supermarkets/individual retailers were promoting on average a higher number of brands per promotion than hotel bottle shops across both waves.

Table 17. Average Number of Brands per Promotion by Store Demographics

Store Demographics	Average Number of Brands	
	Wave 1	Wave 2
Store Type		
Licensed supermarkets/individual retailers	2.72	1.99
Hotel bottle shops	1.78	1.25
Suburb Classification		
Central suburbs	1.96	2.07
Inner urban	3.57	2.23
Advantaged suburban	1.71	1.66
Fringe	2.07	1.96
Disadvantaged suburban	2.36	1.41
Geelong	1.96	1.71
Ballarat	2.84	1.35
Store Size		
Very small	1.66	1.59
Small	2.35	1.61
Medium-sized	2.59	1.65
Large	2.19	1.79
Very large	3.57	2.88
Overall Average	**2.43**	**1.76**

Base: Total promotions for Wave 1 with at least one brand specified (n=440). Total promotions for Wave 2 with at least one brand specified (n=527).

4.4 Promotion Methods

Table 18 shows the distribution of promotion methods for Wave 1 and Wave 2.

There was stability across the two waves in that the most dominant promotion method employed by stores was product-based signage, such as flyers attached to wine bottle necks and shelf talkers (e.g. small posters hanging from shelves), and the use of this promotion method increased from Wave 1 (59.6%) to Wave 2 (65.1%).

The next most common promotion methods used in both waves were price posters (Wave 1 = 27.0%; Wave 2 = 28.4%) and 'other posters' (Wave 1 = 10.0%; Wave 2 = 15.6%).

Table 18. Distribution of Promotion Methods

Promotion Method	Wave 1		Wave 2	
	Number of Promotions	% of Promotions	Number of Promotions	% of Promotions
Other product-based signage	274	59.6%	362	65.1%
Price poster	124	27.0%	158	28.4%
Other posters	46	10.0%	87	15.6%
Pamphlets	43	9.3%	26	4.7%
Signage hanging from ceiling	12	2.6%	7	1.3%
Special staff/tasting station	2	0.4%	4	0.7%
In-store audio announcements	1	0.2%	0	0.0%
Video screens	0	0.0%	0	0.0%
Other[2]	47	10.2%	42	7.6%
Total	**460**	**100%**	**556**	**100%**

Base: Total promotions Wave 1 (n=460); Total promotions Wave 2 (n=556). Multiple promotion types could have been reported for a single promotion.

4.4.1 Promotion Method by Store Type

Chart 4 and Chart 5 show a comparison of promotion method by the type of liquor store in Waves 1 and 2 respectively.

In both Wave 1 and Wave 2, other product-based signage (such as shelf talkers) were the most common promotion methods used for both licensed supermarkets/individual retailers (Wave 1 = 60.9%; Wave 2 = 70.3%) and hotel bottle shops (Wave 1 = 56.3%; Wave 2 = 53.9%). Furthermore, the use of this promotion method was consistently higher for the

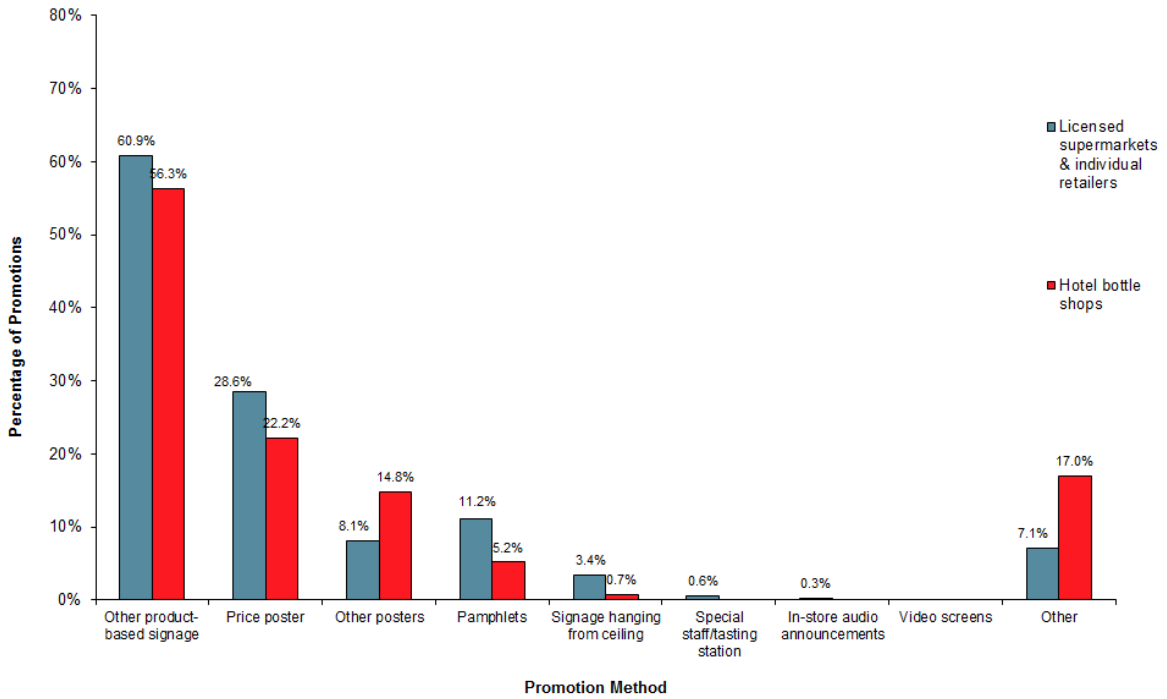
[2] The 'other' types of promotion methods mentioned included: gift boxes with product inside, free-standing boards with posters, billboard displays, neon signs, case displays, and a chalkboard.

licensed supermarkets/individual retailers than the hotel bottle shops and this difference was more pronounced in Wave 2.

In both waves price posters were the next most common promotion used by both store types, with the prevalence of price promotions increasing in hotel bottle shops from Wave 1 (22.2%) to Wave 2 (36.4%).

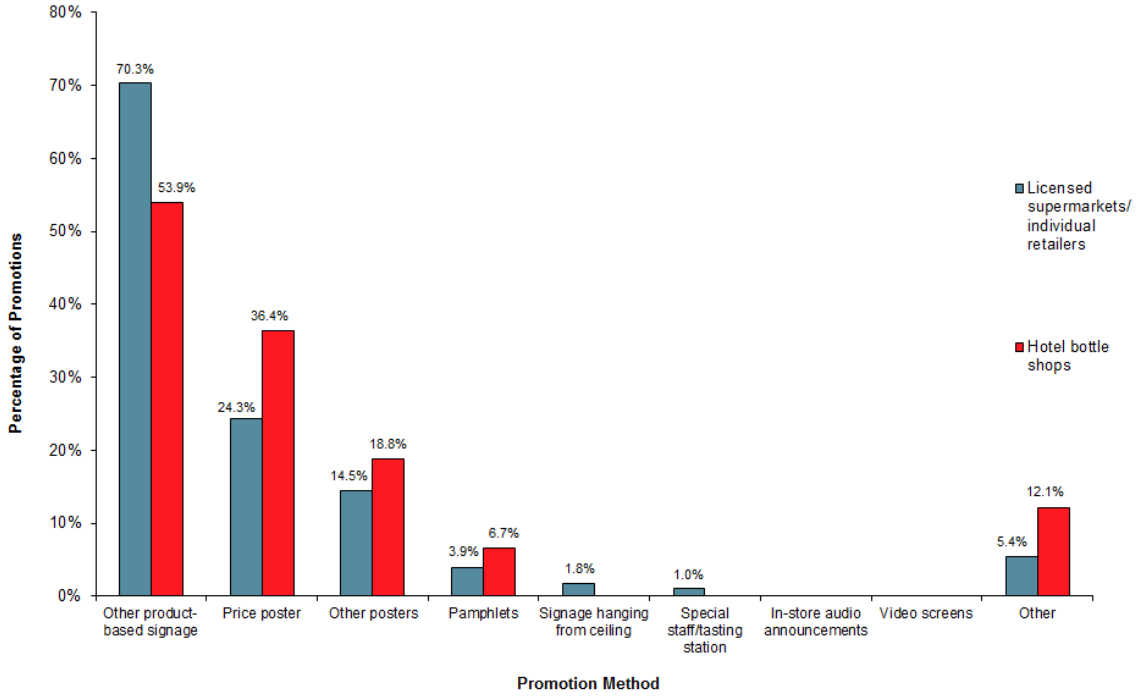
The other types of promotion methods used by the two store types appeared to be relatively consistent across the two waves.

Chart 4. Promotion Method by Store Type – Wave 1



Base: Total promotions (n=460). Multiple promotion methods could have been reported for a single promotion. Store type: Licensed supermarkets/individual retailers (n=322). Boutique bottle shops with promotions have been omitted from this chart due to a small sample size.

Chart 5. Promotion Method by Store Type – Wave 2



Base: Total promotions Wave 2 (n=556). Multiple promotion methods could have been reported for a single promotion. Store type: Licensed supermarkets/individual retailers (n=387); Hotel bottle shops (n=165). Boutique bottle shops with promotions have been omitted from this chart due to a small sample size

4.4.2 Promotion Method by Suburb Classification

Tables 19 and 20 show a comparison of promotion methods by store suburb classification in each wave.

Consistent across both waves and in line with the overall trend, the most common promotion method across all suburb types was ‘other product-based signage’, such as shelf talkers, followed by price posters and other types of posters.

The main finding between waves was that ‘other product-based signage’ decreased from Wave 1 to Wave 2 for Melbourne central suburbs (down from 70.2% to 56.3%) but increased for Melbourne fringe suburbs (up from 54.2% to 66.7%) and the Victorian regional areas of Geelong and Ballarat.

Table 19. Promotion Method by Suburb Classification – Wave 1

Promotion Method	Central suburbs	Inner urban	Advantaged suburban	Fringe	Disadvantaged suburban	Geelong	Ballarat
Other product-based signage	70.2%	67.1%	44.3%	54.2%	76.6%	54.2%	56.8%
Price poster	36.2%	41.8%	31.1%	10.2%	4.3%	31.9%	25.3%
Other posters		12.7%	9.8%	18.6%	10.6%	5.6%	10.5%
Pamphlets		7.6%		8.5%	2.1%	27.8%	11.6%
Signage hanging from ceiling	2.1%	5.1%	4.9%	3.4%	2.1%		1.1%
Special staff/tasting station						1.4%	1.1%
In-store audio announcements							1.1%
Video screens							
Other	2.1%	12.7%	18.0%	6.8%	4.3%	2.8%	17.9%

Base: Total promotions Wave 1 (n=460). Multiple promotion methods could have been reported for a single promotion. Suburb classification: Central suburbs (n=47); Inner urban (n=79); Advantaged suburban (n=61); Fringe (n=59); Disadvantaged suburban (n=47); Geelong (n=72); Ballarat (n=95).

Table 20. Promotion Method by Suburb Classification – Wave 2

Promotion Method	Central suburbs	Inner urban	Advantaged suburban	Fringe	Disadvantaged suburban	Geelong	Ballarat
Other product-based signage	56.3%	68.0%	45.9%	66.7%	72.7%	65.5%	73.8%
Price poster	43.8%	38.8%	44.6%	11.1%	6.1%	40.0%	18.9%
Other posters	4.7%	32.0%	12.2%	13.9%	16.7%		17.2%
Pamphlets		1.9%			4.5%	9.1%	13.1%
Signage hanging from ceiling	1.6%	4.9%		1.4%			
Special staff/tasting station	1.6%	1.0%	1.4%				0.8%
In-store audio announcements							
Video screens							
Other	4.7%	5.8%	18.9%	6.9%			11.5%

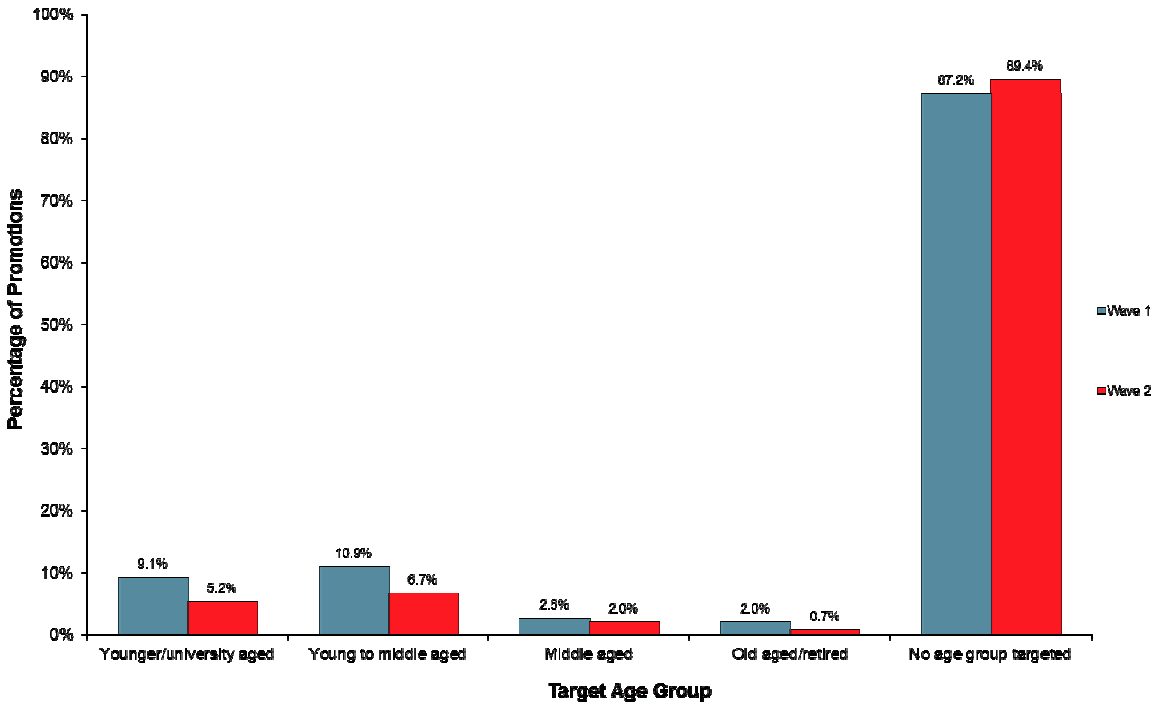
Base: Total promotions Wave 2 (n=556). Multiple promotion methods could have been reported for a single promotion. Suburb classification: Central suburbs (n=64); Inner urban (n=103); Advantaged suburban (n=74); Fringe (n=72); Disadvantaged suburban (n=66); Geelong (n=55); Ballarat (n=122).

4.5 Targeted Age Group for Promotions

Chart 6 shows the distribution of age groups perceived to be targeted by the promotions for Wave 1 and Wave 2. In both waves, the majority of promotions were not perceived to be targeted towards any age group (Wave 1 = 87.2%; Wave 2 = 89.4%).

In Wave 1 compared to Wave 2, a somewhat higher percentage of promotions were thought to be targeted towards the younger/university aged group (Wave 1 = 9.1%; Wave 2 = 5.2%) and the young to middle aged group (Wave 1 = 10.9%; Wave 2 = 6.7%). Promotions targeting middle-aged and older/retired accounted for less than 3% in both waves.

Chart 6. Percentage of Promotions by Targeted Age Group



Base: Total promotions Wave 1 (n=460); Total promotions Wave 2 (n=556). Multiple targeted age groups could have been reported for a single promotion.

Interviewers recorded explanations for why they thought a promotion was targeted toward the particular age group(s). Table 21 shows some examples the reasons why interviewers perceived particular promotions to be different age groups for Wave 1 and Wave 2.

In Wave 1, the reasons for promotions being perceived as targeted towards younger/university aged groups were based on the alcohol product being cheaper and promotions with prizes appealing to this younger group (e.g. winning a trip, lunch with a football legend). Promotions involving football and non-alcohol prizes (e.g. a Sherrin mini football) were thought to be targeted at young to middle-aged groups. This focus of

promotions in Wave 1 on football likely reflects promotions seeking to gain advantage from the interest in the September AFL finals.

It should be noted that there was a degree of overlap with promotions being thought to be targeted to both the younger/university aged and young to middle-aged groups. No promotions were perceived as only being targeted towards the middle-aged or old aged/retired demographics.

Consistent with Wave 1, promotions thought to be targeted towards the younger/university aged groups in Wave 2 were because of the appeal of festivals and prizes/gifts and the alcohol product being cheaper. In Wave 2, promotions thought to be targeted towards young to middle-aged groups were due to the appeal of gifts and the alcohol product being cheaper. This contrasted to Wave 1 where the promotions thought to be targeted for this young to middle aged group were focused on the football – which coincided with the September AFL finals.

For the promotions thought to be targeted towards the middle aged groups in Wave 2, this was due to the gift type, alcohol type, or greater quantity (e.g. more to share) of the promotion appealing to this age group. As per Wave 1, in Wave 2 no promotions were perceived as only being targeted towards the old aged/retired demographics.

Table 21. Perceptions of why promotions were targeted towards age groups

Age Group	Wave 1	Wave 2
Younger/university aged	*Cheaper more economical drink for younger on a budget.* *Younger people like to share bottles with friends.* *Lunch with a footy legend would appeal to the young.* *I think they like premix - young people like variety and new experiences.* *A trip to Bermuda would appeal to music loving young people.* *Festivals are generally for young people.*	*Young cricketer playing a cricket shot.* *The offer of $10 iTunes music cards makes this appealing to this age group.* *Music festival - directed at young.* *Music festivals often appeal to younger people.* *More drinks to share with friends. Cheaper for younger [people] on a budget.* *Has a T-Shirt with the person's photo on it. [Which is more appealing to this group].* *Bonus bottle opener. The*

Age Group	Wave 1	Wave 2
		competition to the city is appealing for this age group.
Young to middle-aged	*Young to middle aged males would like to get the Sherrin mini footy for their child or as a souvenir.* *Targeting footy fans.* *Might like football for self or children.* *For young to middle age males who like to drink beer together and like going to the footy.* *Hard Yakka vouchers suggest workforce target.*	*Young Australian player is shown on the poster.* *The offer of $10 iTunes music cards makes this appealing to this age group.* *More drinks by buying 2 slabs. Appealing for young to middle aged men and bonus glasses is appealing.* *More bottles to share with friends/cheaper.* *More bottles and is cheaper for younger/university and middle aged on a budget.*
Middle-aged	*No unique comments – all promotions perceived as targeting the middle-aged group were also perceived to be targeting other groups.	*Magazine subscription for Donna Hay which would be appealing to middle aged women.* *Acquired taste more for middle-aged to retired aged.* *Drinks for friends when they come over for sharing such as barbeques/ dinner etc.*
Old aged/Retired	*No unique comments – all promotions perceived as targeting the old aged/retired group were also perceived to be targeting other groups.	* No unique comments – both comments for promotions perceived as targeting old aged/retired groups were also targeted towards the middle-aged group.

4.5.1 Younger and University Age Group Promotions by Store Demographics

Trends between Wave 1 and Wave 2 for promotions thought to be targeted towards the younger and university age groups were explored by store demographics (store type, suburb classification, and store size), alcohol type, promotion type, and promotion method (refer to Charts 7, 8, 9, and 10 in Appendix C).

A few trends between waves were found for promotions targeted at younger age groups:

- In Wave 1, of the promotions which were thought to be targeted towards the younger and university aged groups, 59.5% were from licensed supermarkets/individual retailers and the remaining 40.5% in hotel bottle shops. By contrast, in Wave 2 a higher percentage of the promotions thought to be targeted at the younger and university aged groups were in hotel bottle shops (62.1%), followed by licensed supermarkets/individual retailers (37.9%). In both waves, none of the promotions in boutique bottle shops appeared to be targeted towards this or any age group.
- In Wave 1 the stores audited in Ballarat (38.1%) and Melbourne's advantaged suburbs (33.3%) together accounted for the majority of the promotions targeted towards the younger age groups. A somewhat different pattern was observed in Wave 2: advantaged suburbs accounted for more than half of the promotions geared towards younger/university aged groups (58.6%), followed by fringe suburbs (17.2%) and regional Ballarat (13.8%).
- Consistent across both waves, alcopops and RTDs were the most prevalent alcohol type being promoted which was thought be targeted to younger age groups, and this was more prevalent in Wave 1 (31.0%) than Wave 2 (24.1%).
- Both spirits/liqueurs and cask/cheap wine under $15 were more prevalent in promotions perceived to be targeting the younger age group in Wave 1 compared to Wave 2.
- A higher percentage of the promotions thought to be targeted towards youth involved bulk/standard/cheap beer in Wave 2 (20.7%) than Wave 1 (11.9%).
- Price promotions made up a considerably higher proportion of promotions thought to be targeting the younger age groups in Wave 2 (58.6%) than Wave 1 (35.7%). The prevalence of other promotion methods remained relatively consistent between waves for this age group.
- In Wave 2, 'other product-based signage' was used to advertise over half of the promotions thought to be targeted to this younger age group (55.2%) compared to just over a third in Wave 1 (35.7%).
- 'Other' types of promotions accounted for a higher percentage of the promotions seen to be targeted towards this group in Wave 2 (31.0%) than Wave 1 (21.4%).

4.6 Requirements for Promotions

In both Wave 1 and Wave 2, descriptions of the requirements of each promotion were recorded by interviewers. The most common types of promotions were described as:

- Purchase a number of products for an amount (e.g. 2 bottles for $20);

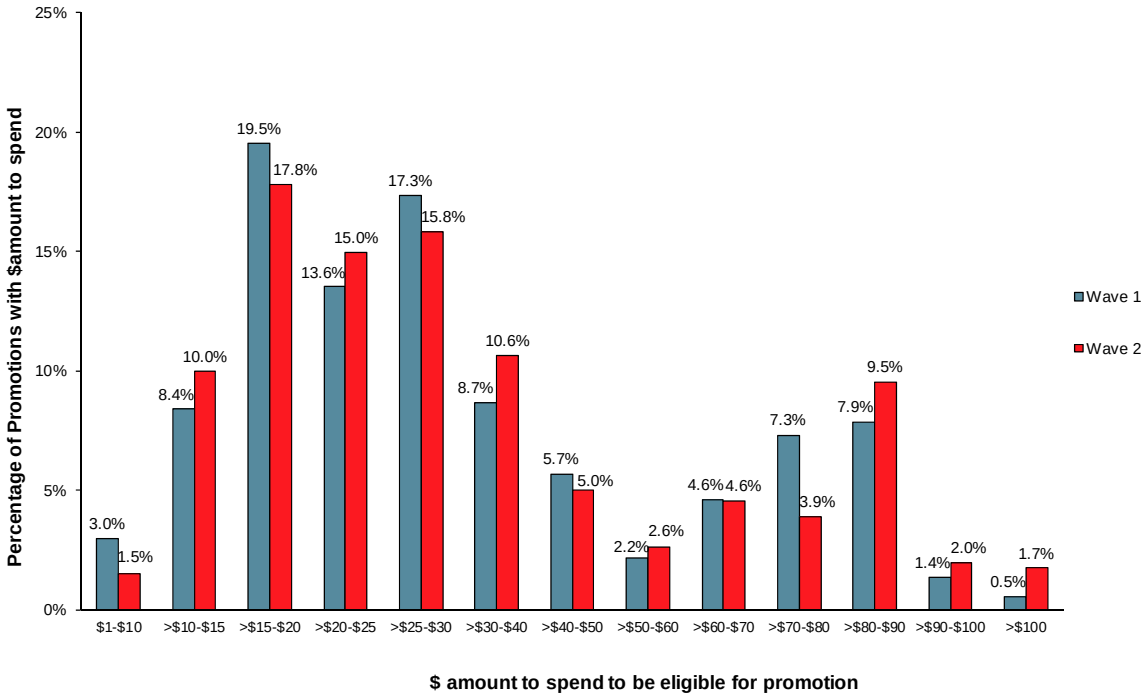
- A percentage off the price of a product when purchasing a certain number of products (e.g. 20% off beer packs when buy 2 or more packs);
- Dollar amount off the price of a product when spending a certain amount (e.g. spend $30 and get one for $10);
- Buy 1 and get 1 free;
- Purchase a certain dollar amount of products to enter a draw or receive a prize (e.g. purchase over $50 and win a $30 Hard Yakka voucher);
- Buy an alcohol product and enter a competition (e.g. buy 2 bottles of Matua and enter a competition for a trip to NZ including vineyard tour);
- Purchase an in-store non-alcohol product and get an alcohol product (e.g. receipt rewards: buy 320 grams of Coles burgers and get a James Squire 6 pack);
- Purchase an alcohol product and get a non-alcoholic product (e.g. 2 free glasses when you buy 2 slabs/cases).

4.7 Dollar amount of promotion purchase and dollar value of discount

On average the amount required to be spent to be eligible for the promotion was only slightly higher in Wave 2 (Mean = $39.12; Range = $1 to $148) than Wave 1 (Mean = $38.27; Range = $1 to $300), suggesting a consistency in the average dollar amounts promotions in Victorian stores are requiring customers to spend to be eligible for the promotion.

Chart 11 shows the distribution of the promotions audited by the amount required to be spent for the promotion for Wave 1 and Wave 2. The trends for both audits appeared relatively similar, with around half of the promotions requiring a spend of between $15 and $30 for the promotion for both waves.

Chart 11. Dollar Amount Required to Spend to be Eligible for the Promotion

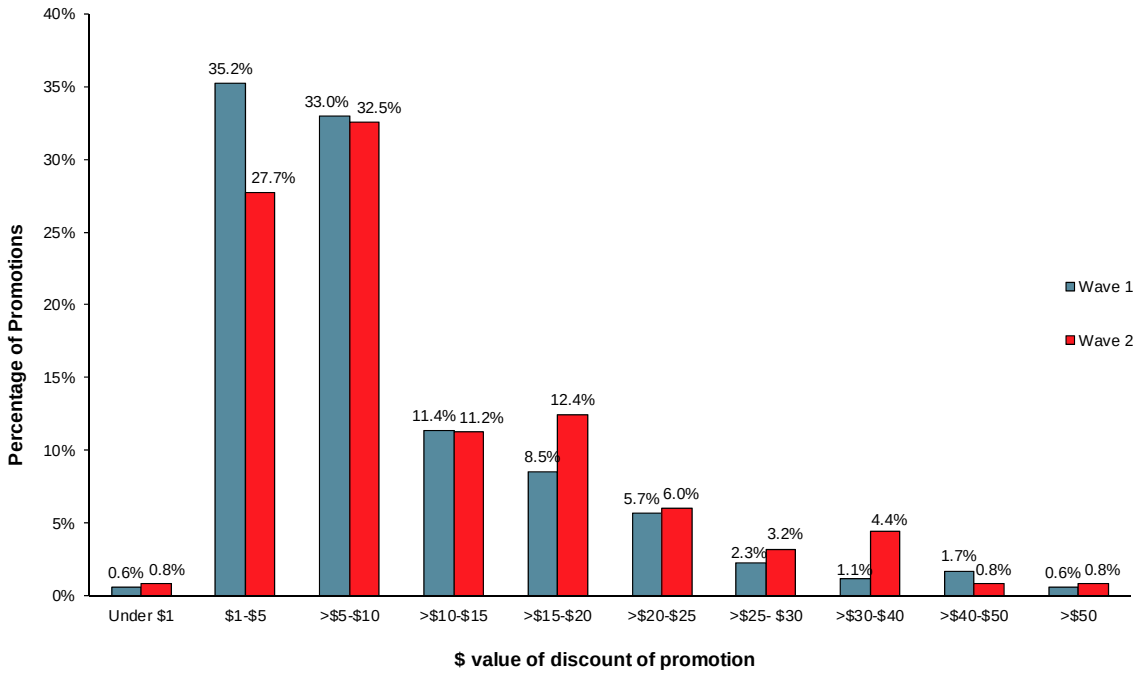


Base: Total promotions in Wave 1 specifying $ amount to spend to be eligible for promotion (n=369). Total promotions in Wave 2 specifying $ amount to spend to be eligible for promotion (n=461).

Similar to the trend for the amount required to be spent on the promotion, on average the dollar value of the promotion discount was only slightly higher in Wave 2 (Mean = $11.92; Range = $1 to $71) than in Wave 1 (Mean = $10.94; Range = $0.97 to $210), suggesting that the value of discount for promotions is not greater during 'peak' drinking periods.

Chart 12 shows the distribution of the promotions audited by the value of discount for the promotion for Wave 1 and Wave 2. In both waves, the majority of promotions offered a discount valued between $1 and $10.

Chart 12. Dollar Value Discounted for Promotion



Base: Total promotions for Wave 1 specifying $ value discounted for promotion (n=176). Total promotions for Wave 2 specifying $ value discounted for promotion (n=249).

Tables 22 and 23 show comparisons between Wave 1 and Wave 2 for the average dollar amount required to be spent to be eligible for the promotion and the value of the discount by store type, store suburb classification, and store size.

The amount required to be spent for promotions was stable between Wave 1 and Wave 2 for both licensed supermarkets/individual retailers (Wave 1 Mean = $40.00; Wave 2 Mean = $42.08) and hotel bottle shops (Wave 1 Mean = $31.87; Wave 2 Mean = $31.18). Interestingly, the value of the discount was relatively consistent between Wave 1 and Wave 2 for licensed supermarkets/individual retailers, but for hotel bottle shops the value of the discount was nearly twice as high in Wave 1 (Mean = $11.24) than Wave 2 ($6.00).

A comparison of the suburb classification shows a consistency in the amounts required to be spent for the promotion between Wave 1 and Wave 2 for stores in Melbourne central, inner urban, advantaged, and fringe suburbs. Melbourne fringe suburbs also consistently had higher dollar amounts required to be spent (approximately $43). Stores in disadvantaged suburbs and regional Geelong showed increases in amounts required to be spent from Wave 1 to Wave 2 by approximately $5 each on average. By contrast, the regional area of Ballarat had a $4 decrease from Wave 1 to Wave 2 in the amount required to be spent for the promotion. The average dollar value a customer saves in the discount/promotion did not vary greatly between the different stores' locations in Wave 1

(between $10 and $14.50). In Wave 2, however, the discount values were higher on average for stores located in Melbourne inner urban areas (Mean = $15.10) and regional Geelong (Mean = $16.45).

A comparison by store size shows consistency across waves in the average amounts required to be spent for the promotion for all store sizes, with the exception of very large stores whose average amounts dropped from Wave 1 (Mean = $55.07) to Wave 2 (Mean = $40.20). The average dollar value of the discount/promotion varied by store size across waves, but the saving was consistently lower for the very large stores compared to stores of smaller size.

Table 22. Dollar Amount Required to Spend to be Eligible for the Promotion by Store Demographics

Store Demographics	Average $ Amount to Spend for Promotion			
	Wave 1		Wave 2	
Store Type	**N**	**Mean**	**N**	**Mean**
Licensed supermarkets/individual retailers	258	$40.00	326	$42.08
Hotel bottle shops	109	$31.87	131	$31.18
Suburb Classification	**N**	**Mean**	**N**	**Mean**
Central suburbs	35	$35.20	50	$36.13
Inner urban	60	$37.45	85	$39.46
Advantaged suburban	41	$35.17	52	$37.83
Fringe	39	$43.79	60	$43.05
Disadvantaged suburban	38	$38.07	51	$43.36
Geelong	66	$37.26	48	$42.49
Ballarat	90	$39.87	115	$35.41
Store Size	**N**	**Mean**	**N**	**Mean**
Very small	32	$34.25	50	$34.18
Small	72	$35.49	112	$39.24
Medium	151	$37.78	200	$40.85
Large	92	$38.64	56	$36.28
Very large	22	$55.07	43	$40.20
Overall	**369**	**$38.27**	**461**	**$39.12**

Base: Total promotions for Wave 1 specifying $ amount to spend to be eligible for promotion (n=369). Total promotions for Wave 2 specifying $ amount to spend to be eligible for promotion (n=461).

Table 23. Value of Discount of Promotion by Store Demographics

Store Demographics	Average $ Value of Discount/Promotion			
	Wave 1		Wave 2	
Store Type	**N**	**Mean**	**N**	**Mean**
Licensed supermarkets/individual retailers	145	$10.78	203	$13.03
Hotel bottle shops	29	$11.24	43	$6.00
Suburb Classification	**N**	**Mean**	**N**	**Mean**
Central suburbs	26	$10.26	42	$10.45
Inner urban	22	$10.65	43	$15.10
Advantaged suburban	26	$14.46	31	$10.53
Fringe	15	$13.07	25	$14.03
Disadvantaged suburban	6	$12.55	16	$11.63
Geelong	27	$10.24	19	$16.45
Ballarat	54	$9.46	73	$9.63
Store Size	**N**	**Mean**	**N**	**Mean**
Very small	12	$9.33	24	$12.91
Small	28	$8.46	41	$11.04
Medium	81	$10.91	134	$13.14
Large	42	$14.19	31	$9.53
Very large	13	$8.22	19	$7.85
Overall	**176**	**$10.94**	**249**	**$11.92**

Base: Total promotions for Wave 1 specifying $ value of discount/promotion (n=176). Total promotions for Wave 2 specifying $ value of discount/promotion (n=249).

Tables 24 and 25 show the average dollar amount required to be spent to be eligible for the promotion and the value of the discount by promotion type, alcohol type, promotion method, and targeted age group for Wave 1 and Wave 2.

On average, both higher amounts were required to be spent on the promotions and higher amounts were discounted in Wave 2 than in Wave 1 across most promotion types, excluding competitions. This suggests that stores were pushing promotions during the 'peak' drinking period. However, the value of the discount between Wave 1 and Wave 2 across the promotion types was variable.

The average dollar amount required to be spent to be eligible for the promotion by alcohol type did not differ greatly between Wave 1 and Wave 2, with the exception of champagne/sparkling wine which increased on average from Wave 1 (Mean = $26.31) to Wave 2 (Mean = $53.90). Furthermore, champagne/sparkling wine had the highest

increase in the average value saving of the discount/promotion between Wave 1 (Mean = $9.66) and Wave 2 (Mean = $17.08). These trends for champagne/sparkling wine may be due to the promotions targeting the October/November Melbourne spring racing carnivals.

A comparison of promotion methods used by the average dollar amount required to be spent to be eligible for the promotion revealed a consistency across Wave 1 and Wave 2. Promotions advertised via signage hanging from the ceiling had on average higher amounts to spend to be eligible for the promotion in both waves (approximately $70 spend). The average discount value for promotions did not vary greatly between Wave 1 and Wave 2 by promotion method, with the exception of an decreased average discount amount for 'other' types of promotion methods.

Lastly, for promotions where it was perceived by the interviewer that an age group was targeted, on average the amounts to spend for the promotion were higher across all age groups in Wave 2 than Wave 1. However, in Wave 2 the average value of the discount was consistent across all targeted age groups in Wave 2.

Table 24. Dollar Amount Required to Spend to be Eligible for the Promotion by Promotion Type, Alcohol Type, Promotion Method, and Targeted Age Group

	Average $ Amount to Spend for Promotion			
	Wave 1		Wave 2	
Promotion Type	**N**	**Mean**	**N**	**Mean**
Price promotion	297	$39.26	373	$40.11
Competition	32	$38.92	47	$27.16
Non-alcohol cross-promotion/gift	26	$36.09	23	$46.46
Volume discount	12	$25.16	15	$35.65
Alcohol cross-promotion/gift	7	$34.57	10	$44.70
Reward points	0		1	$1.00
Other	4	$33.00	5	$38.00
Alcohol Type	**N**	**Mean**	**N**	**Mean**
Cask/cheap wine under $15	71	$23.34	92	$25.33
Bulk/standard/cheap beer	58	$60.89	63	$53.92
Other wine	55	$31.74	72	$34.05
Spirits/liqueurs	52	$52.08	53	$56.75
Alcopops/RTDs	52	$29.61	54	$25.72
Craft/specialty beer	41	$46.64	65	$48.68
Cider	35	$23.43	45	$21.93
Champagne/Sparkling wine	28	$26.31	50	$53.90
Fortified wine	5	$40.40	9	$47.44

	Average $ Amount to Spend for Promotion			
	Wave 1		Wave 2	
Other	8	$33.63	8	$23.88
Promotion Method	**N**	**Mean**	**N**	**Mean**
Other product-based signage	237	$34.21	327	$37.73
Price poster	96	$41.22	125	$43.80
Other posters	25	$39.72	56	$33.73
Pamphlets	30	$35.62	15	$33.25
Signage hanging from ceiling	10	$70.96	5	$72.52
Special staff/tasting station	2	$19.45	2	$63.85
In-store audio announcements	1	$78.00	0	
Video screens	0		0	
Other	33	$51.54	32	$38.85
Targeted Age Group	**N**	**Mean**	**N**	**Mean**
Younger/university aged	28	$32.00	24	$36.79
Young to middle-aged	27	$31.89	32	$43.59
Middle-aged	4	$20.50	10	$40.60
Old aged/Retired	2	$18.50	3	$39.30
No age group targeted	334	$39.00	412	$39.06
Overall	**369**	**$38.27**	**461**	**$39.12**

Base: Total promotions for Wave 1 specifying $ amount to spend to be eligible for promotion (n=369). Total promotions for Wave 2 specifying $ amount to spend to be eligible for promotion (n=461).

Table 25. Value of Discount of the Promotion by Promotion Type, Alcohol Type, Promotion Method, and Targeted Age Group

	Average $ Value of Discount/Promotion			
	Wave 1		Wave 2	
Promotion Type	**N**	**Mean**	**N**	**Mean**
Price promotion	156	$9.32	225	$11.56
Competition	4	$49.20	4	$4.75
Non-alcohol cross-promotion/gift	3	$20.49	7	$13.42
Volume discount	12	$13.49	13	$13.40
Alcohol cross-promotion/gift	4	$10.75	7	$16.50
Reward points	1	$25.00	0	
Other	1	$4.00	2	$7.50
Alcohol Type	**N**	**Mean**	**N**	**Mean**
Cask/cheap wine under $15	40	$9.53	59	$11.65
Bulk/standard/cheap beer	27	$9.70	23	$9.73

	Average $ Value of Discount/Promotion			
	Wave 1		Wave 2	
Other wine	33	$18.64	48	$13.44
Spirits/liqueurs	15	$11.60	27	$11.32
Alcopops/RTDs	20	$6.41	20	$8.20
Craft/specialty beer	20	$10.82	33	$11.79
Cider	16	$6.34	21	$5.50
Champagne/Sparkling wine	14	$9.66	35	$17.08
Fortified wine	5	$12.39	8	$17.62
Other	4	$16.50	4	$10.25
Promotion Method	**N**	**Mean**	**N**	**Mean**
Other product-based signage	114	$8.83	190	$11.81
Price poster	50	$10.31	63	$12.63
Other posters	12	$10.75	28	$12.72
Pamphlets	7	$14.14	6	$7.20
Signage hanging from ceiling	6	$12.50	2	$10.49
Special staff/tasting station	1	$16.90	2	$11.08
In-store audio announcements	1	$5.99	0	
Video screens	0		0	
Other	14	$25.39	10	$10.41
Targeted Age Group	**N**	**Mean**	**N**	**Mean**
Younger/university aged	11	$24.65	10	$10.19
Young to middle-aged	9	$31.60	14	$11.18
Middle-aged	0		3	$11.83
Old aged/Retired	0		1	$9.99
No age group targeted	162	$9.88	227	$12.06
Overall	**176**	**$10.94**	**249**	**$11.92**

Base: Total promotions for Wave 1 specifying $ value of discount/promotion (n=176). Total promotions for Wave 2 specifying $ value of discount/promotion (n=249).

4.8 Other types of non-dollar incentives for promotions

When a dollar amount of the promotion was not available to be recorded in the survey, interviewers recorded a description of the promotion. In both Wave 1 and Wave 2, these descriptions included:

- Prizes;
- Competitions and draws;
- A percentage off the price of an alcohol product; and
- Reward points.

4.9 Number of Similar Promotions of Same Promotion Type and Product Type

In both waves, around half of the promotions recorded had at least one other promotion of the exact same promotion type and product type in the store (Wave 1 = 55.4%; Wave 2 = 47.6%). The average number of multiple examples of a promotion in the same store was higher in Wave 2 (Mean = 4.31) than Wave 1 (Mean = 3.07).

Extrapolating this data to calculate the total number of promotions shows that there were more than half again as many promotions in Victorian liquor stores audited in Wave 2 (2,950 promotions identified) than in Wave 1 (1,873 promotions identified).

Table 26 shows a distribution of the number of examples of the same promotion type and product type for Wave 1 and Wave 2.

Table 26. Distribution of Number of Similar Promotions of Same Promotion Type and Product Type

Number of Similar Promotions of Same Promotion Type and Product Type	Wave 1		Wave 2	
	Number of Promotions	% of Promotions	Number of Promotions	% of Promotions
0	205	44.6%	291	52.4%
1	48	10.4%	38	6.8%
2	59	12.8%	50	9.0%
3	29	6.3%	35	6.3%
4	24	5.2%	31	5.6%
5	17	3.7%	15	2.7%
6	19	4.1%	17	3.1%
7	6	1.3%	4	0.7%
8	11	2.4%	15	2.7%
9	9	2.0%	4	0.7%
10	13	2.8%	11	2.0%
Over 10	20	4.3%	44	7.9%
Total	**460**	**100%**	**555**	**100%**

Base: Total promotions Wave 1 (n=460); Total promotions Wave 2, excluding 1 case with a missing value for this question (n=555). Multiple promotion types could have been reported for a single promotion.

Table 27 shows a comparison of the average number of similar types of promotions and types of products for the one audited by store demographics for Wave 1 and Wave 2. The following trends were seen:

- The average number of the same type of promotion for the same type of product increased markedly for licensed supermarkets/individual retailers from Wave 1 (Mean = 2.91) to Wave 2 (Mean = 4.79);
- With the exception of Melbourne central suburbs and Ballarat, stores in all other suburbs had increases in the average number of the same promotion type and product type, and this increase was most prominent for stores in disadvantaged suburbs (Wave 1 Mean = 6.36; Wave 2 Mean = 10.23); and
- In both waves, on average stores classified as large had the highest number of the same type of promotion for the same type of product and a significant increase was shown from Wave 1 (Mean = 4.68) to Wave 2 (Mean = 15.45); and
- In both waves, very small stores had the lowest average number of the same promotion type and product type (Wave 1 Mean = 1.00; Wave 2 Mean = 0.98).

Table 27. Average Number of Similar Types of Promotions by Store Demographics

Store Demographics	Average Number of Similar Type of Promotion and Product			
	Wave 1		Wave 2	
Store Type	**N**	**Mean**	**N**	**Mean**
Licensed supermarkets/individual retailers	322	2.91	386	4.79
Hotel bottle shops	135	3.49	165	3.23
Suburb Classification	**N**	**Mean**	**N**	**Mean**
Central suburbs	47	1.98	64	1.77
Inner urban	79	2.96	103	4.48
Advantaged suburban	61	3.39	74	4.07
Fringe	59	5.90	71	8.39
Disadvantaged suburban	47	6.36	66	10.23
Geelong	72	1.03	55	1.27
Ballarat	95	1.66	122	1.46
Store Size	**N**	**Mean**	**N**	**Mean**
Very small	37	1.00	62	0.98
Small	101	3.88	135	3.67
Medium	181	2.03	231	1.97
Large	111	4.68	75	15.45
Very large	30	3.20	52	4.27
Overall	**460**	**3.07**	**555**	**4.31**

Base: Total promotions in Wave 1 (n=460). Total promotions in Wave 2, excluding 1 case with a missing value for this question (n=555).

Table 28 shows a comparison of the average number of similar types of promotions and types of products for the one audited by promotion type, alcohol type, promotion method, and targeted age group for Wave 1 and Wave 2. The following was found:

- In both waves, price promotions had on average a much greater number of the same promotion and product type (Wave 1 Mean = 4.09; Wave 2 Mean = 5.63) than other types of promotions, which the exception of volume discount promotions where the average increased from Wave 1 (Mean = 1.79) to Wave 2 (Mean = 4.65);
- In Wave 1, little variation was shown between the alcohol types, the exception being cask/cheap wine under $15, which had on average 6.36 of the same promotion and product type in store. In contrast, Wave 2 showed a great deal of variation by alcohol type on the average number of promotions with the same promotion and product type in store and increases were seen across most alcohol types except 'other types';
- Champagne/sparkling wine had the greatest increase in the number of similar promotion/product types from Wave 1 (Mean = 3.39) to Wave 2 (Mean = 8.25), followed by 'other wine' over $15 (Wave 1 Mean = 3.65; Wave 2 Mean = 7.23). In line with the other findings of this report, the higher volume of promotions for champagne/sparkling wine and other wine could have been due to the October/November Melbourne spring racing carnival;
- From Wave 1 to Wave 2, there were moderate increases in the average number of the same promotion and product type in store across all types of promotion methods;
- In both Wave 1 and Wave 2, promotions targeted towards the younger/university aged group on average had a higher number of the same promotion and product type in store (Wave 1 Mean = 2.64; Wave 2 Mean = 4.10) than other targeted age groups. However, the bulk of the promotions were not targeted towards any age group and their averages for multiple similar promotions were higher than those thought to be targeted towards an age group (Wave 1 Mean = 3.24; Wave 2 Mean = 4.48).

Table 28. Average Number of Similar Types of Promotions and Promotion Type, Alcohol Type, Promotion Method, and Targeted Age Group

	Average Number of Similar Type of Promotion and Product			
	Wave 1		Wave 2	
Promotion Type	**N**	**Mean**	**N**	**Mean**
Price promotion	325	4.09	397	5.63
Competition	74	0.66	85	0.24
Non-alcohol cross-promotion/gift	39	0.36	41	0.51

	Average Number of Similar Type of Promotion and Product			
	Wave 1		Wave 2	
Volume discount	14	1.79	23	4.65
Alcohol cross-promotion/gift	9	0.11	12	0.50
Reward points	3	1.33	3	0.00
Other	7	0.14	8	0.75
Alcohol Type	**N**	**Mean**	**N**	**Mean**
Cask/cheap wine under $15	85	6.36	106	7.42
Bulk/standard/cheap beer	82	1.99	72	2.79
Other wine	71	3.65	96	7.23
Spirits/liqueurs	67	1.70	70	4.34
Alcopops/RTDs	57	2.16	61	3.30
Craft/specialty beer	55	1.80	86	1.86
Cider	39	1.44	49	2.59
Champagne/Sparkling wine	38	3.39	69	8.25
Fortified wine	6	0.67	12	22.0
Other	13	1.00	10	0.40
Promotion Method	**N**	**Mean**	**N**	**Mean**
Other product-based signage	274	3.98	361	5.76
Price poster	124	2.35	158	3.32
Other posters	46	0.93	87	5.48
Pamphlets	43	1.44	26	10.96
Signage hanging from ceiling	12	2.58	7	37.29
Special staff/tasting station	2	0.00	4	30.00
In-store audio announcements	1	4.00	0	
Video screens	0		0	
Other	11	1.11	42	3.67
Targeted Age Group	**N**	**Mean**	**N**	**Mean**
Younger/university aged	42	2.64	29	4.10
Young to middle-aged	50	0.68	37	3.11
Middle-aged	12	0.50	11	2.09
Old aged/Retired	9	0.44	4	1.50
No age group targeted	401	3.24	496	4.48
Overall Average	**460**	**3.07**	**555**	**4.31**

Base: Total promotions in Wave 1 (n=460). Total promotions in Wave 2, excluding 1 case with a missing value for this question (n=555).

APPENDIX A: STORE QUESTIONNAIRE

VICTORIAN ALCOHOL POINT OF SALE PROMOTIONS STUDY

Interviewer code: ☐☐☐☐☐

Store Id: ☐

Store Name: ☐

Store Address: ☐

Postcode: ☐

1. Has the store name/brand changed or does the address need correcting?

   Yes ☐ 1 (Give details in Q3)
   No ☐ 2

2. Is the store open for business?

   Yes ☐ 1
   No, store has closed temporarily (fieldwork must be attempted again) ☐ 2
   No, store has closed permanently ☐ 3
   } Give details in Q3

IF YES AT Q1 OR NO AT Q2, ANSWER Q3

3. Record store name/brand or new address. Describe why the store is closed.

   1 ☐

3a. Date of first visit to store.

Date	Month	Year
☐☐	☐☐	2 0 ☐☐

IF STORE IS PERMANENTLY CLOSED END INTERVIEW.

Complete for all stores that are open.

4. What size best describes this store?

   Very large ☐ 1
   Large ☐ 2
   Medium-sized ☐ 3
   Small ☐ 4
   Very small ☐ 5

5. Does the store have any promotions?

   Yes ☐ 1 Complete Promotion sheet for every promotion
   No ☐ 2 Go to Q10, over page

SECTION Z

6. How many different promotions did you complete a promotion sheet for?

   0 ☐
   1 ☐
   2 ☐
   3 ☐
   4 ☐
   5 ☐
   6 ☐
   7 ☐
   8 ☐
   9 ☐
   10 ☐
   If more than 10, how many: ☐☐ ☐

R08444 I

7. Date of last visit to store (if different from 3a):

Date ☐☐ Month ☐☐ Year 2 0 ☐☐

8. Number of store visits required to complete the audit? ☐

9. Photo/video used to complete the fieldwork ☐

10. Please record any issues you encountered during your visit or any other information you wish to share with the office.

R08444

2

APPENDIX B: PROMOTION SHEET

Promotions Sheet

Date: Date [ ][ ] Month [ ][ ] Year 2 0 [ ][ ]

Store Id: [ ]

Promotion Sheet No: [ ][ ]

Instructions: Please try and collect all the information on this sheet, for each different promotion that you can see. Please use one sheet for each different promotion e.g. If you are reporting on 5 different promotions in the one store, please use 5 sheets and number each sheet from 1 to 5.

TYPE:
P1. Which of the following best describes this promotion?

- Volume discount (e.g. buy 2 cases and receive a 3rd one free) ☐ 1
- Price promotion (e.g. significant price discounts for bulk purchases) ☐ 2
- Alcohol cross promotion/gift (e.g. buy a slab of beer and receive a bottle of wine) ☐ 3
- Non-alcohol cross promotion/gift (e.g. buy something and receive a free non-alcohol gift or promotional item) ☐ 4
- Competition (e.g. buy something for a chance to win a prize) ☐ 5
- Reward points (e.g. buy something to receive bonus Frequent Flyer or other rewards points) ☐ 6
- Other (specify) [ ] ☐ 7

PRODUCT:
P2. What type of alcohol is being promoted?

- Craft beer/Specialty beer ☐ 1
- Other beer (e.g. bulk/standard/cheap beer) ☐ 2
- Cask wine/bottled wine under $15 per 750ml ☐ 3
- Champagne or sparkling wine ☐ 4
- Wine (other than listed above) ☐ 5
- Fortified wine (e.g. port, sherry, vermouth, etc.) ☐ 6
- Cider ☐ 7
- Spirits and liqueurs (not pre-mixed) ☐ 8
- Alcopops/RTDs ☐ 9
- Other (specify) [ ] ☐ 10

BRAND:
P3. What brand(s) is/are being promoted? Please specify.

[ ]
[ ]
[ ]
[ ]
[ ]
[ ]

No specific brand ☐ 2

R08444 – Promotion A

P4. How is the promotion being promoted? (Mark all that apply)

- Price poster ☐ 1
- Other posters ☐ 2
- Video screens ☐ 3
- Pamphlets ☐ 4
- Special staff/tasting station ☐ 5
- Signage hanging from ceiling ☐ 6
- Other product-based signage (e.g. flyers attached to wine bottle necks, shelf talkers) ☐ 7
- In-store audio announcements ☐ 8
- Other (specify) ☐ 9

P5. Does the promotion appear to be targeted at a particular age group(s)? (Mark all that apply)

- Yes – younger/university aged ☐ 1
- Yes – between young and middle-aged ☐ 2
- Yes – middle-aged ☐ 3
- Yes – older people/retired age ☐ 4

Continue

- No ☐ 5 Complete Details section

P6. Please explain why you feel it is targeted towards this particular age group(s).

DETAILS SECTION:

P7. Please describe the promotion in detail in the table below. Please also collect any brochures or pamphlets that explain the promotion. If you collect any material, please also write the store ID, date and promotion number on this. If appropriate/necessary, please take a photo of the promotion.

Detailed description of discount/ promotion/gift/competition/reward/other		
$ amount you need to spend to be eligible	$ ☐☐☐ : ☐☐ OR	
$ value of discount/promotion/ gift/competition/reward/other (if obvious)	$ ☐☐☐ : ☐☐ OR	

P8a. Are there multiple examples of this precise type of promotion and product in this store?

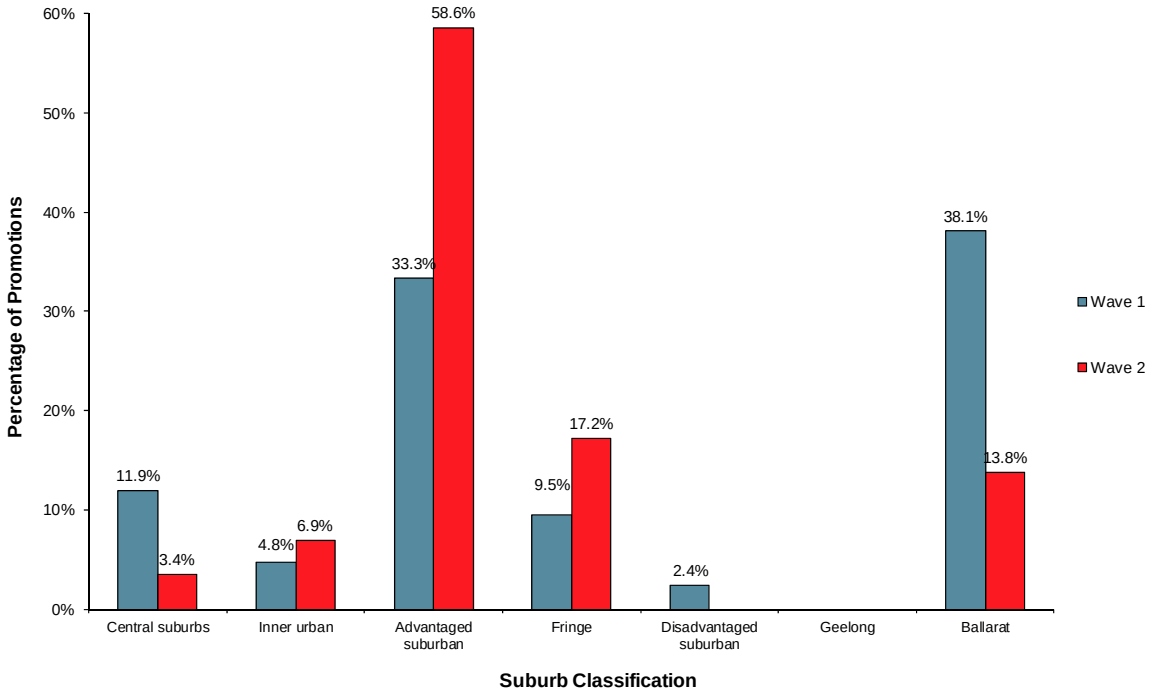
Yes ☐ 1 No ☐ 2

P8b. Record how many: ☐☐☐

R08444 – Promotion B

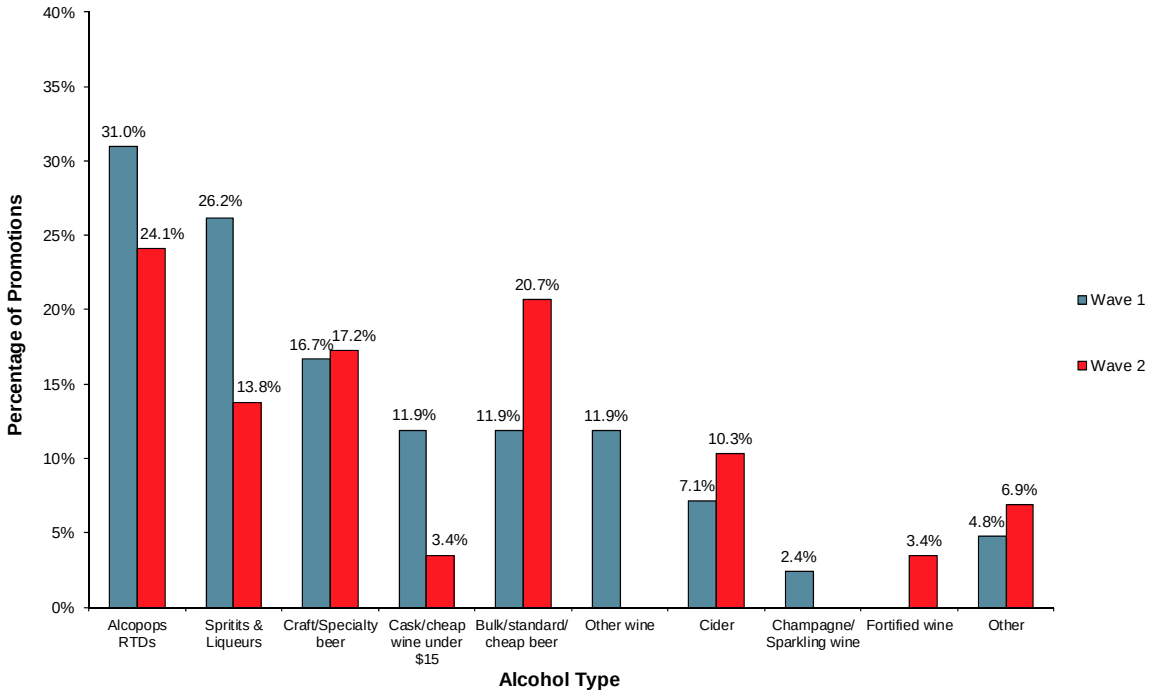
APPENDIX C: CHARTS

Chart 7. Distribution of Promotions for Younger/University Aged Group by Store Suburb Classification



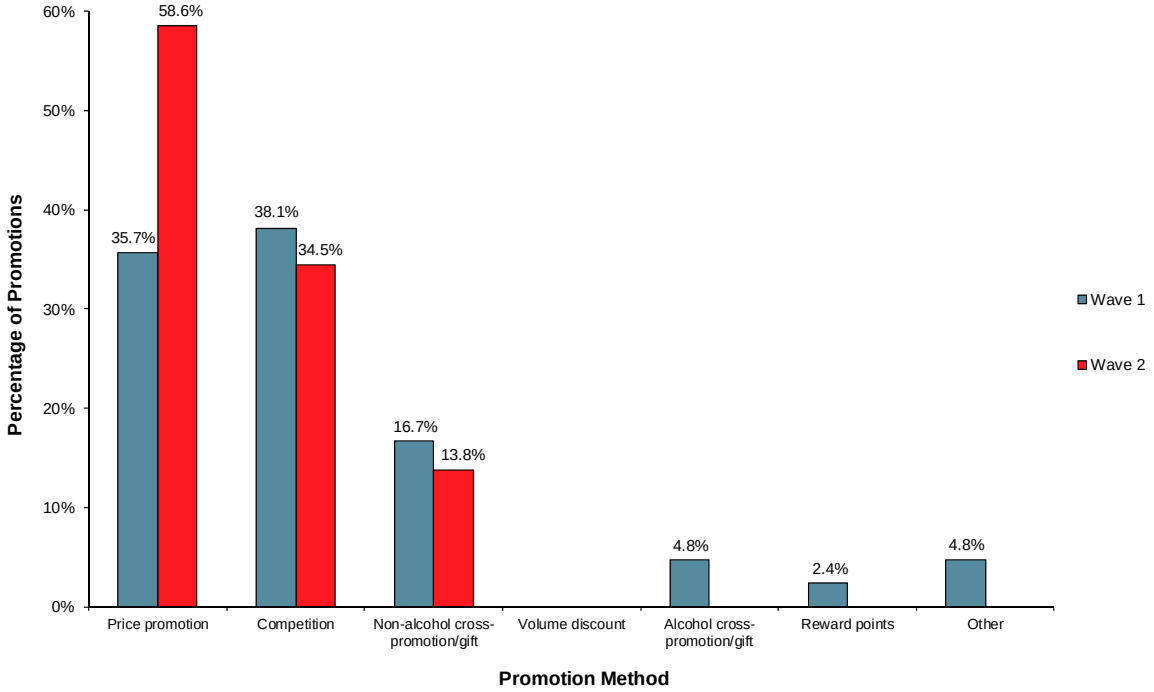
Base: Total promotions in Wave 1 targeted at younger/university age groups (n=42). Total promotions in Wave 2 targeted at younger/university age groups (n=29).

Chart 8. Distribution of Promotions for Younger/University Aged Group by Alcohol Type



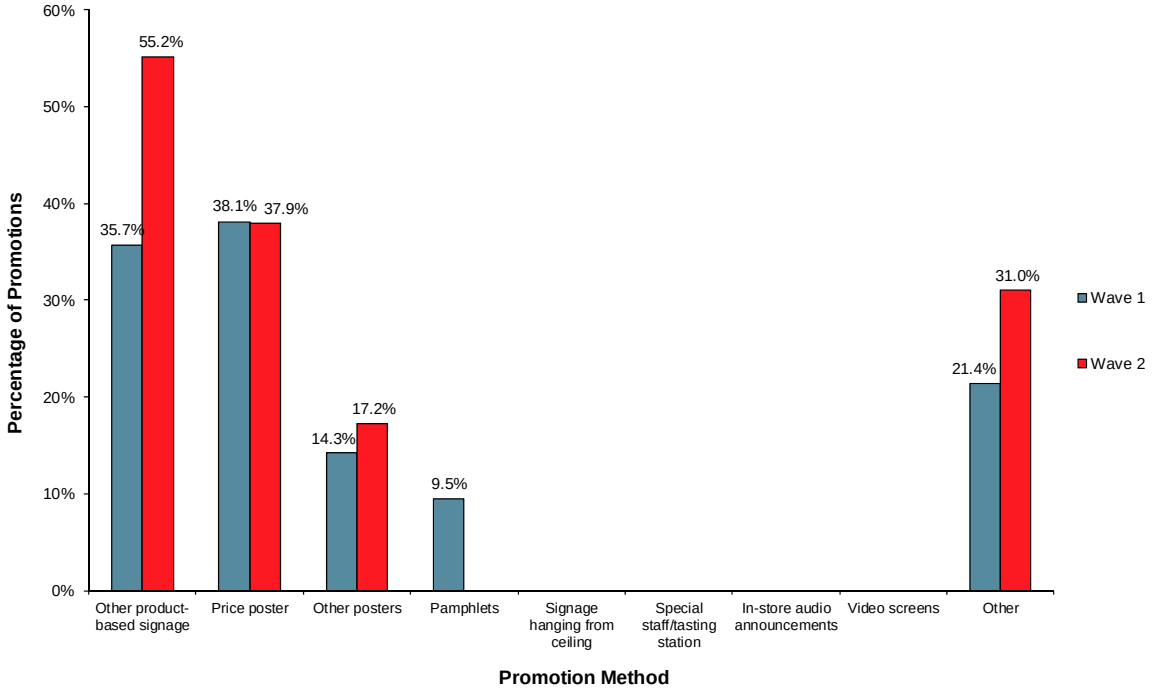
Base: Total promotions in Wave 1 targeted at younger/university age groups (n=42). Total promotions in Wave 2 targeted at younger/university age groups (n=29).

Chart 9. Distribution of Promotions for Younger/University Aged Group by Promotion Type



Base: Total promotions in Wave 1 targeted at younger/university age groups (n=42). Total promotions in Wave 2 targeted at younger/university age groups (n=29).

Chart 10. Distribution of Promotions for Younger/University Aged Group by Promotion Method



Base: Total promotions in Wave 1 targeted at younger/university age groups (n=42). Total promotions in Wave 2 targeted at younger/university age groups (n=29).