

Progressive Enterprises Limited

Submission on Wellington City Council's Draft Local Alcohol Policy

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Beer and wine sales in our supermarkets:

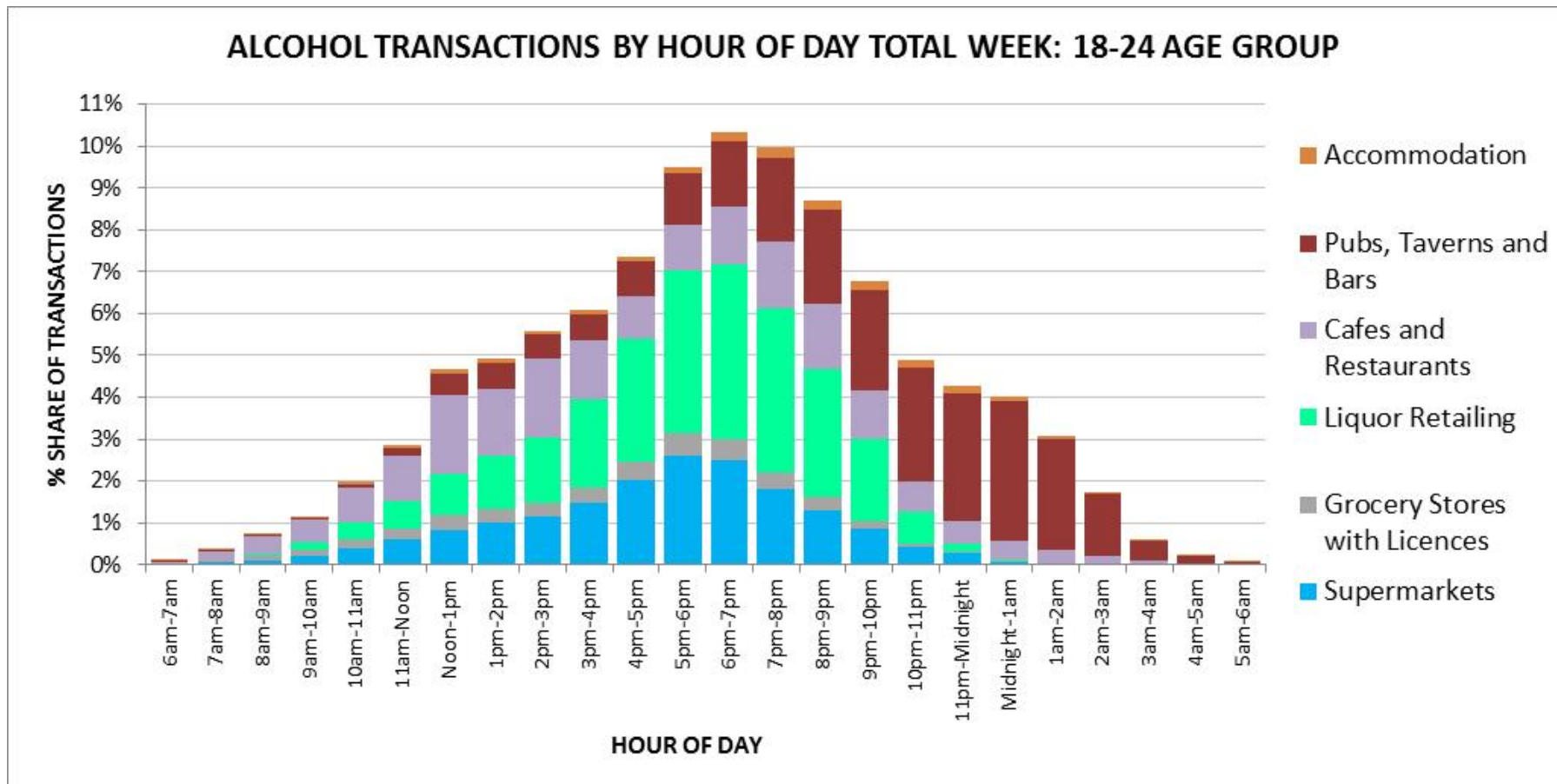
- **1.7%** of all customers purchase beer and/ or wine only
- **0.3%** of customers purchase beer or wine at the same time as they buy snacks and/ or confectionery
- **16%** of customers purchase beer or wine at the same time as other groceries
- Young adults (18-25) are the **most likely** of all customers **not to purchase** any beer or wine

Customer visits in our Wellington City stores

- After 9pm
 - **130,000+** customer visits each year
- Before 9am
 - **210,000+** customer visits each year

Dr Fairgray: Alcohol sales trends to young adults

Source: BNZ Marketview dataset of national eftpos and credit card transactions broken down by age; cross-referenced with NZ Statistics and Progressive Enterprises' point of sale data



Young adults: impact of LAP in supermarkets

- Between 9pm and 11pm:
 - Supermarkets account for **6%** of young adults' total spending on alcohol. Bottle stores account for **30%**, on-licences (restaurants, bars, clubs and taverns) account for **64%**.
 - **On a Friday and Saturday night**, the supermarket proportion of young adults' spend drops to **3%**
 - In a typical supermarket, there are **less than 15 beer and wine sales** to young adults on a Friday/Saturday night from 9pm to 11pm.
- And between 7am and 9am:
 - **Less than 2 beer or wine sales to young adults per store**
 - Young adults have the lowest incidence of beer and wine purchasing (0.5%).

Alcohol sales trends to young adults

