# 'White Cider' in context

The reality of the 'white cider' consumer

'White cider' drinkers – key stats

- Our independent survey of over 400 'white cider' drinkers and Kantar's analysis of Frosty Jack's consumers confirms the majority profile of white cider drinkers as hard working families who closely fit the JAMs (Just About Managing) profile identified by the Joseph Rowntree Foundation (see figs 1 and 2):
    - 92% are in work, 62% married or cohabiting, 42% responsible parents
    - 66% represent older drinkers (aged 30-50+) 34% younger drinkers (18-29)
    - 79% have an average household income of under £20K p.a.
- 'White cider' drinkers are NOT solus white cider drinkers, it represents only part of their drinking repertoire of alcohol with typical Frosty Jack's consumers drinking more Spirits, Wine & Beer (see fig 3)
- Nearly two-thirds of drinkers feel the media portrayal of white cider is unfair and just under half admit that the stigma attached to white cider stops them from buying the drink on certain occasions (see fig 4). This does not stop their consumption of alcohol, it merely encourages consumption to switch to other categories, typically higher strength
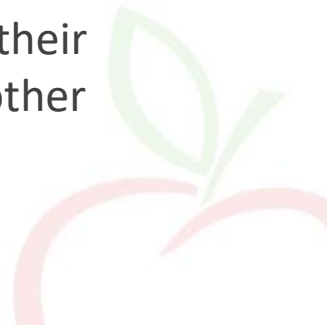
'White Cider' drinkers - profile

Figure 1 - Profile of White Cider drinker (2016)
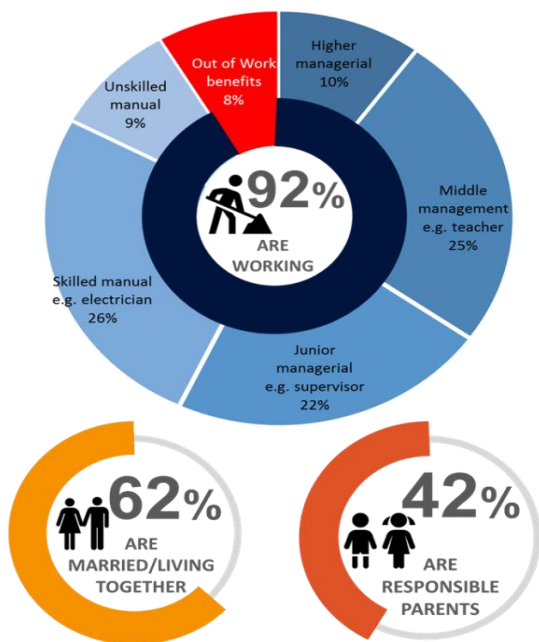
Trinity McQueen White Cider Drinker survey Base: (402)

### Figure 2 - Household income of Frosty Jack's drinkers (2016)

79% OF FROSTY JACK'S DRINKERS HAVE AN INCOME UNDER £20k MAKING THEM THERESA MAY'S "JUST ABOUT MANAGING" FAMILIES
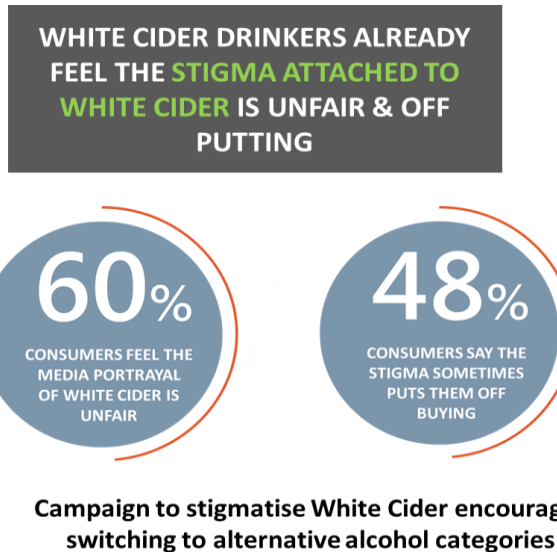
[Kantar Alcovision June 2016]

'White Cider' drinkers – alcohol consumption

Figure 3 - White Cider Drinker repertoire of drinks consumption

FROSTY JACK'S DRINKERS CONSUME MORE ALCOHOL FROM SPIRITS, BEER & WINE CATEGORIES
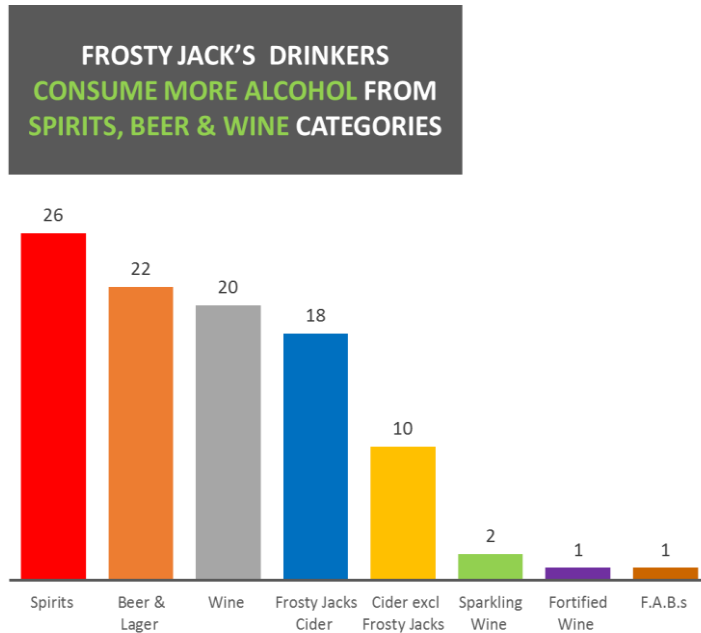
Source: Kantar Alcovision 19th June 2016

Figure 4 - Impact of Negative ' white Cider' media campaign

WHITE CIDER DRINKERS ALREADY FEEL THE STIGMA ATTACHED TO WHITE CIDER IS UNFAIR & OFF PUTTING

60% CONSUMERS FEEL THE MEDIA PORTRAYAL OF WHITE CIDER IS UNFAIR

48% CONSUMERS SAY THE STIGMA SOMETIMES PUTS THEM OFF BUYING

Campaign to stigmatise White Cider encourages switching to alternative alcohol categories

Source: Trinity McQueen White Cider Drinker survey Dec 2016 Base: (402)