

PRESS RELEASE

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New study by Pernod Ricard shows Australians starved of real human connections

- **75% of Australians stay home to stream a film or TV show instead of connecting with family and friends in person**
- **47% of Australians feel that relationships with their friends are becoming more superficial**
- **9 out of 10 Australians yearn for more real-life connections**

15 APRIL 2019 - Wine and spirits company Pernod Ricard today released the results of a research study which revealed that human connection is increasingly becoming a lost art form as technology plays a greater role in our daily lives. Pernod Ricard are inviting the world to make a new friend a day in a bid to encourage greater human connection.

For broadcast quality footage and high-res images, please visit the Multimedia News Release:
<http://news.medianet.com.au/professional-public/new-study-pernod-ricard-shows>

The survey conducted by OpinionWay, assessed global attitudes towards conviviality in 11 countries on 5 continents with nearly 11,500 respondents. The study revealed that **56 per cent** of Australians say they meet up less with friends because of social media. **Over 70 per cent** of respondents say they stay home to stream a film or TV show instead of connecting with family and friends in person. At the same time, **9 out of 10 Australians** yearn for more real-life connections.

The survey also suggests the digital world may be impacting the quality of friendships citing that **almost half of Australia** (47 per cent) feel their relationships with their friends are becoming more superficial as a result of social media. Consequently, **only 33 per cent** of Australians have met half of their Facebook friends or less in real life. To form meaningful relationships in person, it was found that **89 per cent** of respondents want to be less addicted to social media to have more time to meet up with others in person.

Further results found that **two-thirds of Australians** think that the world is less convivial than it was five years ago - a rate 5 per cent higher than the global average of 61 per cent. Globally, the French are most likely to say the world has become less convivial (82 per cent) followed by Germans (73 per cent) while Mexicans appear to be the most optimistic on the topic with 92 per cent saying their country is convivial.

Neer Korn, sociologist and expert on Australian culture, believes that there are many elements that contribute to the lack of conviviality. Those include, but are not limited to, technology and social media adoption, the pace of change in society, the severe decline of trust in society and our transient lifestyles.

“Australians feel their country, and their own lives, are less convivial than previously. Much of this is due to the constant negativity that pervades public and political debate, exasperating their sense of worry and uncertainty,” explained Korn.

“Social media has played a major role in disconnecting people under the guise of allowing them to be more connected. While we may be intouch with others more readily, they have led to declined personal connections. Australians seek these connections and a sense of the glass-half-full in their own lives. Rather than living frantically, they wish to slow down and smell-the-roses.”

Spokesman for Pernod Ricard Australia, Bryan Fry, said it was concerning that Australians are socialising less than in previous years but was encouraged by the move to fix this trend.

“There is a real desire for connection and sharing in today’s world as evident in the survey which revealed that 86 per cent of Australians believe conviviality contributes positively to their well-being. This mindset resonates strongly at Pernod Ricard, where we actively encourage our teams to make a new friend every day,” said Fry.

Entertaining appears to be the antidote with the majority of Australians stating that sharing a meal at home with their friends was their top activity for social gathering. Globally, 79 per cent associate convivial moments with having a drink or a meal with relatives.

“There is a universal need for us to look up from our phones and catch up in real life and connect,” said Fry.

The results from the survey will further affirm Pernod Ricard’s vision and signature to be the ‘Creators of Conviviality’ and form the basis of the group’s global campaign encouraging Australians and the rest of the world to exercise more conviviality in a world yearning for connection and sharing.

Supporting the research and centerpiece of the campaign, Pernod Ricard unveiled the **documentary ‘The Power of Conviviality’**, directed by Elephant At Work. It collates the vibrant testimonies of people of all origins from around the world, evoking the importance

of what conviviality means to them; and the shared moments they define as true and authentic, which are a source of honest joy.

The film crew traveled to **12 destinations around the world**, recording everything from Millennials meeting in a karaoke bar in Shanghai, friends sharing a night out in Marseille, and guests of a chic dinner in New Orleans, to New Year's Eve in Berlin, a beach aperitif in Tulum (Mexico), a Brooklyn bar, and a wedding in Goa.

www.theconvivialists.com contains portraits of each protagonist in the documentary, a manifesto for a more convivial world, the complete results of the OpinionWay study and additional content that analyses mankind's need to be convivial.

About Pernod Ricard

Pernod Ricard is the world's n°2 in wines and spirits with consolidated sales of €8,987 million in FY18. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well as Jacob's Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,900 people and operates through a decentralised organisation, with 6 "Brand Companies" and 86 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

About Pernod Ricard Australia

Pernod Ricard Australia is one of the country's leading alcohol companies with a unique portfolio of premium brands including Absolut Vodka, Chivas Regal, The Glenlivet, Jameson, Martell, Beefeater, Mumm and Perrier-Jouët champagnes, as well as Jacob's Creek, Brancott Estate, Stoneleigh and St Hugo wines.

With a global commitment to innovation, Pernod Ricard Australia is a strategic testing ground and a launch pad for major products including Jacob's Creek Double Barrel, which is now a global success story.

Pernod Ricard Australia is an employer of choice and strongly committed to a sustainable development policy which encourages responsible consumption.

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