

Connoisseur Desserts



Quantifying faux-cialising.

The Brief

Connoisseur Desserts wanted to understand the choices Australians make in their social lives, and tasked McCrindle to quantify how rampant faux-cialising has become.

The Work

We interviewed 1,002 working-age Australians to tell us about their social lives, and whether they regularly cancel plans or turn down an invitation to go out on the basis they

would prefer to stay at home (faux-cialising). An astounding 73% of Australians admit to faux-cialising, and 45% always prefer to stay home, no matter what night of the week it is.

Results & Deliverables

Connoisseur Desserts has aligned the strong research results with their brand positioning, encouraging Australians to stock their fridges with indulgent treats to make their faux-cialising even more enjoyable.

Contact

Sophie Renton: sophie@mccrindle.com.au