

# Pro-monarchy attitudes and wine consumption across citizens: An empirical study across Austrian states

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## Abstract

This paper investigates the relationship between wine consumption and monarchy in Austria. The authors argue that countries with a strong wine culture are more likely to have a social hierarchy based on inherited wealth and status, such as a monarchy or aristocracy. Using data from surveys conducted in counties surrounding Vienna in 2021 and 2022, the authors find that individuals' preferences for a particular type of wine are significantly associated with their attitudes towards monarchy. In particular, individuals who prefer "Blaufränkischer Wein" exhibit strong pro-monarchy attitudes, while the relationship between wine and monarchy is insignificant for consumers of "Grüner Veltliner." The authors' analysis supports the "wine and monarchy" hypothesis and suggests that wine may be associated with luxury and high social status, leading to a greater likelihood of a social hierarchy based on inherited wealth and status. The results are robust to a variety of robustness tests, lending support to the authors' conclusions. This study contributes to the literature on the relationship between culture and politics, and raises important questions about the role of wine in shaping political attitudes and institutions.

Keywords: Monarchy, Democracy, Citizen's preferences, Wine, Alcohol, April Fools, Beverage, Correlation is not Causation.

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In this paper, we test and confirm the "wine and monarchy" hypothesis. We argue that countries with a long tradition of wine consumption are more likely to have a monarchy or a strong aristocratic class. Our causal mechanism suggests that wine is often associated with luxury and high social status, and countries with a strong wine culture may be more likely to have a social hierarchy that is based on inherited wealth and status, such as a monarchy or aristocracy.

We base our theory on the work of French historian Fernand Braudel, who in his book "Civilization and Capitalism, 15th-18th Century" argued that wine was an important symbol of aristocratic culture and a marker of social status in European societies. Further, we draw insights from geographer Tim Unwin's book "Wine and the Vine: An Historical Geography of Viticulture and the Wine Trade," that traces the historical relationship between wine consumption and social hierarchy in Europe.

Our contribution is both theoretical and empirical. On the theoretical level, we add a local dimension to this literature. Specifically, we hypothesize that variation in wine consumption across sub-national counties correlates with attitudes towards monarchy, not just across countries. Moreover, we hypothesize that preference for specific types of wines can be a predictor of pro-monarchy attitudes.

We empirically test these hypotheses. In 2021 and 2022, we fielded several surveys in counties surrounding Vienna, Austria to obtain information on residents' wine consumption and political attitudes. Our analysis reveals that there are significant differences across individuals' preference for a particular type of wine and their attitudes towards monarchy. In particular, individuals preferring "Blaufränkischer Wein" (a red wine with intense, dark fruit flavors and high tannins, primarily produced in the Burgenland region east of Vienna) exhibit particularly strong pro-monarchy attitudes. In contrast, the relationship between wine and monarchy is statistically insignificant for consumers of "Grüner Veltliner" (a crisp, dry white wine from the Wachau region, which is located along the Danube River between Vienna and the city of Krems). The results are robust to a variety of robustness tests.

Future work needs to examine the precise mechanism by which particular types of wines produce pro-monarchy attitudes. Potential explanations include the focus on the color (red vs. white wines) or the location (historical relationship between different counties and the city of Vienna). In addition, future work should address issues of endogeneity (does wine consumption produce pro-monarchy attitudes, or do pro-monarchy attitudes shape preferences for particular

wines).

# Happy April Fools Day :)

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