



AUSTRALIA INTERNET AND SOCIAL MEDIA REPORT

How Australian consumers use the digital world to learn about wine

 July 2012



REPORT PRICE: GBP 1,500 or 3 Report Credits

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Research questions for this report



1. What sources of information, including online sources, do Australian wine consumers use to learn about wine?
2. How do Australian wine consumers use online sources of information?
 - What are the information sources that consumers trust for wine information?
 - What types of information do consumers look for about wine online?
 - Where do consumers tend to share opinions about wine?
 - What devices do consumers use for wine information?
 - How do consumers use QR codes in the context of wine?
3. Who tends to share opinions about wine online, and what is this group's relationship with wine?



- The data for this study was collected in June 2012
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey of 1,505 Australian regular wine drinkers, meeting the following requirements:
 - Above legal drinking age
 - Drink red, white and/or rosé wine at least once a month
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey was quota-based and post-weighted to be representative of Australian regular wine drinkers in terms of age and gender



How we define internet and social media in the context of wine information



Our survey explored how respondents use the following online and traditional sources in the context of wine information:

Online sources of wine information

- Internet**
(websites through which consumers passively access information)
 - Newspaper or magazine websites
 - Small wine producer's websites
 - Mainstream wine brand's websites
 - Websites promoting particular wine regions or countries
 - Supermarket websites
 - Wine merchant's websites
 - Articles about wine on Wikipedia
- Social media**
(platforms through which consumers interact with one another)
 - Discussions about wine on Twitter
 - Posts about wine on Facebook
 - Post about wine on independent blogs

Traditional sources of wine information

- Word of mouth** {
 - Friends, family or colleagues
- Shop staff** {
 - Shop staff in a wine merchant
 - Supermarket staff
- Television or radio** {
 - Television
 - Radio
- Wine guides** {
 - Wine guide/book
- Printed media** {
 - Newspapers
 - Lifestyle/cooking magazines
- In-store information** {
 - In-store shelf signs
 - Supermarket magazines/catalogues



Questionnaire design: Topic list

Respondents were asked the following questions about how and why they look for wine information:

1. **Current usage:** Which sources they look to for opinions or recommendations about wine, selected from a list of both traditional and online sources of wine information presented in random order
2. **Trust:** The extent to which they trust opinion or recommendations from each of the online sources that they use
3. **Reasons for use:** Why they use each of the online sources that they use “regular” or “a few times”, selected from a list of possible uses
4. **Active use:** Whether they use each of the online sources to publish comments about wine
5. **Specific website usage:** Which websites they use to search for, discuss or learn about wine

(continued on following page)



Questionnaire design: Topic list (continued)

6. **Device for internet:** What devices do they use and what devices do they use for information about wine
7. **Where to use device for wine information online:** Which of the devices are used for wine information in different locations, incl. at home, at work, at the wine aisle etc.
8. **Smartphone / tablet apps for wine:** Whether they use a wine-related app on their smartphone or tablet
9. **Targeted adverts:** What attitudes do they have towards targeted advertisements
10. **QR code usage:** Whether they use a QR code in general and in the wine context on a smartphone or tablet

Please contact us for full question wording



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