

Report Brochure



HISPANIC WINE DRINKERS IN THE US MARKET



NOVEMBER 2013



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CONTENTS



1.	Introduction	
	▪ 10 Key learnings	p.6
2.	The Hispanic population in the USA	
	▪ Hispanics definition	p.11
	▪ Understanding acculturation	p.13
	▪ Hispanic population in the USA	p.14
	▪ Hispanic population growth projections till 2050	p.16
	▪ Generation and process of acculturation	p.22
	▪ Hispanic population growth by generation till 2050	p.23
	▪ Why they arrived to the USA	p.24
3.	Size of the Hispanic alcohol drinking population in the USA	
	▪ Overview of the Hispanic market in the USA	p.26
	▪ Overview of the Hispanic market in the USA by Hispanic generation	p.27
	▪ Beverage repertoire (Hispanics vs. non-Hispanics)	p.28
	▪ Beverage repertoire by Hispanic generation	p.29
4.	The wine lives of Hispanic drinkers	
	1. Hispanic's relationship with wine	p.31
	2. Countries of origin consumed by Hispanics	p.37
	3. How to target Hispanics in the USA	p.42
5.	Methodology	p.45

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2

Profile of 1st generation regular wine drinkers



Hispanics who live in the USA but were born elsewhere

Why they matter

- Of the 15 million 1st generation Hispanics in legal drinking age 5.2 million / 34% drink wine at least once a month

Who are 1st generation regular wine drinkers?

- Male bias (60%)
- Middle-aged and older than the 2nd and 3rd generation regular wine drinkers

What do they drink?

- Domestic wines and much more likely to drink wines from Chile, Argentina and Spain

What is their relationship with wine?

- One quarter started drinking wine after they arrived to the USA
- Wine gives them pleasure and is important
- At the same time they don't feel comfortable
- Because of this lack of knowledge they need the recommendation or medal endorsement

How to target them?

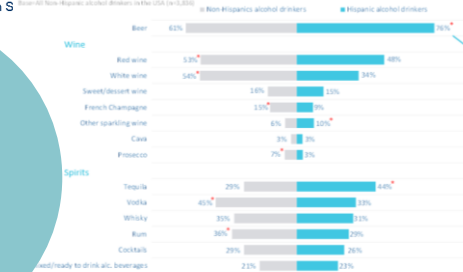
- The majority of them consume media in Spanish
- Cultural specific wine events (e.g. wine festivals)
- Targeting in Spanish (e.g. adverts in Spanish)

Beverage repertoire (Hispanics vs. non-Hispanics)



Beverage repertoire

to who have drunk the following alcoholic beverages in the past 12 months



Hispanics have a stronger preference for beer and tequila
Hispanics also drink significantly less white wine

46 page
PowerPoint
report

vinitrac

Excerpts from the introduction



“Hispanics are an important cultural and economic force in the USA, though in the wine category their role is not as widely understood as it could be. There is a feeling, perhaps, that people of Mexican descent – the biggest single ethnic group within the Hispanic community – may favor beer or tequila over wine.”

“It’s true to say that Hispanic adults are less likely to drink wine than non-Hispanics. But 16 million American residents, who classify themselves as Hispanic, drink wine – that’s more than half of the Hispanic adult population – and 11 million Hispanics drink wine at least once a month (classified as regular wine drinkers)”.

“So we have the numbers. But to make sense of them, we need to drill a little deeper. For example, Vinitrac® research can tell us that Hispanics are generally more likely to drink red wine than white; and that brand awareness, grape variety and a recommendation by a friend or family member are the top purchasing cues.”

“There are differences in the behaviour between first-generation Hispanics (that is, those born outside of the USA) and their second and third generation offspring. Whilst one quarter of first generation Hispanics regular wine drinkers only acquire the wine habit when they arrive in the USA, that leaves three-quarters who arrive in the US as committed wine drinkers already.”

“The good news for the wine industry is that Hispanic consumers are generally more adventurous in their choices than non-Hispanics. And, despite their love of wines from “the old country”, this holds true for first generation citizens as well as Hispanics who were born in the USA. This is a community worth targeting, and worth understanding.”

Graham Holter
Associate Director, publishing
Wine Intelligence



SAMPLE SIZES

At least 500 respondents per survey; 1,000 in most countries, 2,000 in US
Regular adult wine drinkers (where 'regular' = drinks wine at least once per month)

Each Vinitrac® survey starts with questions to screen respondents:

- Adult drinking age within each country
- Permanent resident of the country being surveyed
- Drinks wine at least once per month
- Drinks at least red, white or rosé wine
- Buys wine in the off-premise and/or in the on-premise channels

... and rejects all respondents who do not fulfil these Vinitrac® criteria



Each sample is representative of the 'regular' wine drinking population in that market and is therefore valid; a sample size of at least 500 consumers ensures results are reliable. It's like a 'smaller' version of the wine drinking population at large

WHY IS VINITRAC® NOT A PANEL?

- Panels are good for monitoring detailed purchase activity but require regular input from exactly the same complete group of respondents
- This requires more time from respondents, for which they are paid, and panels are therefore more heavily skewed towards home-based consumers, e.g. students and home-makers
- This group of a country's wine-drinking population does not fully represent the accurate weighted sample of adult regular wine drinkers on which Vinitrac® insights are based

HOW DOES VINITRAC® WORK?

- Invitations to participate in Vinitrac® are distributed to adult consumers in each market
- Consumers interested in a wine survey are directed to an URL address, which welcomes them to the online survey
- Wine Intelligence monitors incoming completed responses to build a sample representative of the wine drinking population of the target market
- When a representative sample of at least 1,000 (US: 2,000) is logged, the survey is closed



- The data for this study was collected between October & November 2013
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey in two waves:
 1. Survey of n=3,836 Non-Hispanics alcohol drinkers in the USA (survey conducted in English)
 2. Survey of n=655 Hispanics in the USA (survey conducted in both Spanish and English)
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis



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