Report Brochure

PORTRAITS

UK | 2014

REPORT PRICE: GBP 2,500 or 5 Report Credits*

Contents

Report Price

Report price:

GBP 2,500
EUR 3,000
USD 4,000
AUD 4,250

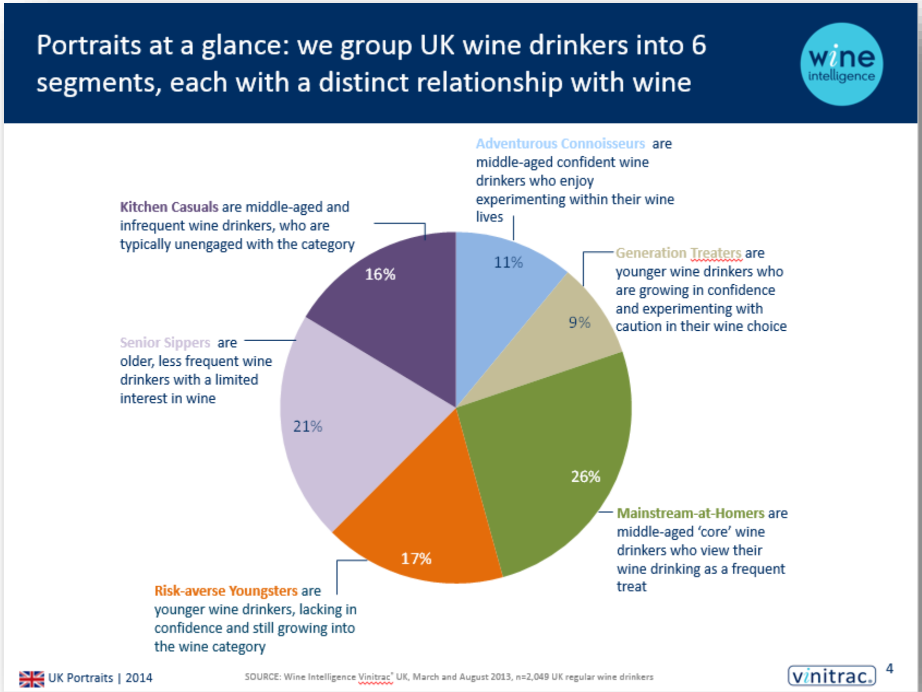
Report credits:
5

23 page Management Summary
65 page PowerPoint report

Price also includes
Profiling data in Excel
(All Vinitrac® questions with cross-tabulations by the segments)

What is UK Portraits?

- To help wine businesses better target their consumers, Wine Intelligence has developed a segmentation of UK regular wine drinkers*, which we call Portraits
- We use latent class analysis to group consumers who have similar levels of spend on wine per occasion, frequency of wine consumption per occasion and attitudes towards wine
- We then study these consumer groups through quantitative and qualitative research (including through focus groups, interviews, and through our online survey platform Vinitrac®) to build a deep understanding of how they behave and what motivations lie behind their wine consumption



Excerpts from the introduction

"The wine industry, quite rightly, talks a lot these days about "what the consumer wants". But of course this "consumer" is a mythical beast."

"Clearly no two people are exactly alike. Dealing with a market as large and complex as the UK means engaging with 27.5 million regular wine drinkers, which can seem quite daunting. But thankfully consumer behaviour does follow some distinctive patterns, which can be identified by analysing large volumes of survey data, and this allows us divide UK consumers into six recognisable groups."

"These "Portrait" categories, as we call them, help us make sense of consumer types and consumer behaviour. This doesn't just apply to basic information like age, gender and income brackets. It also takes account of the way people interact with wine."

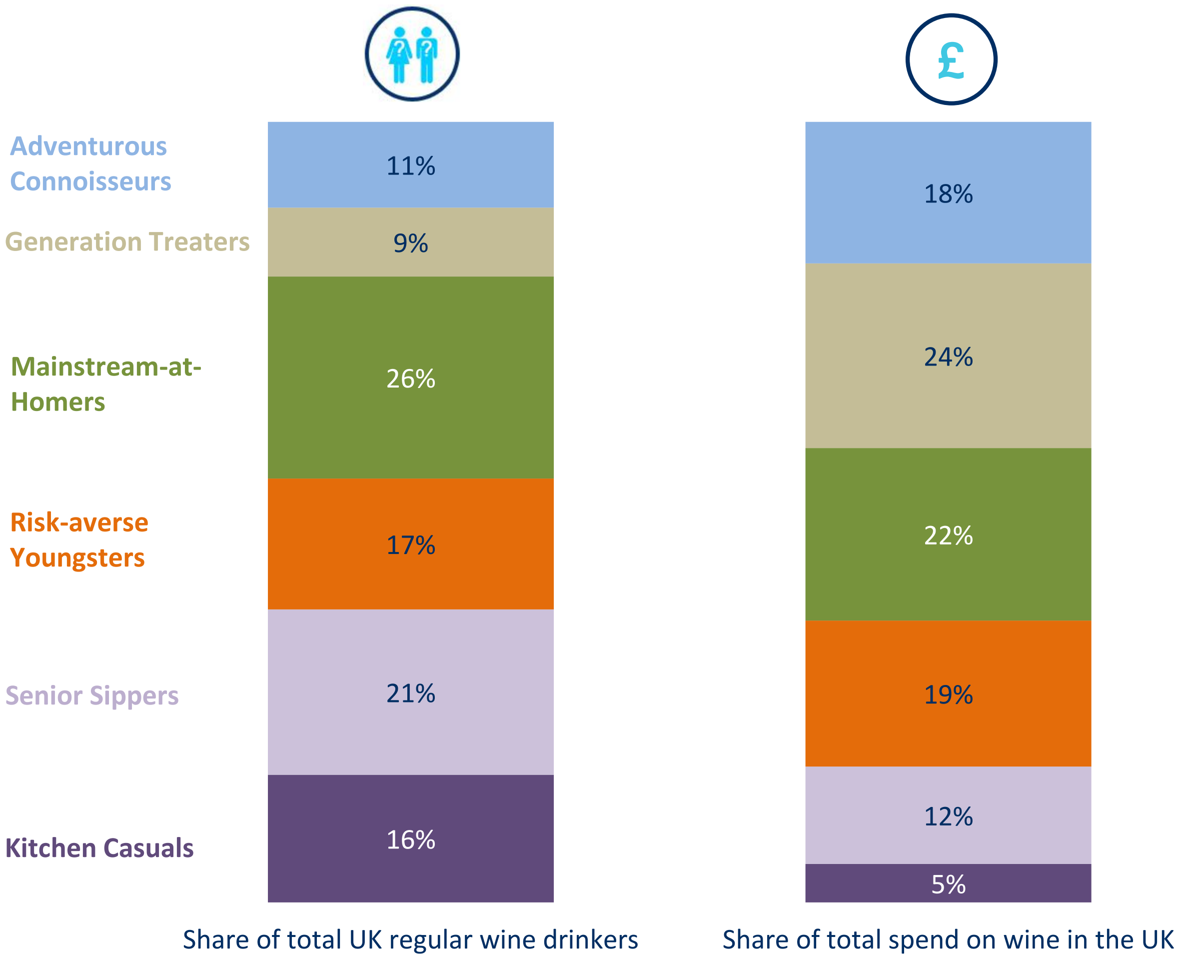
"This document is not intended simply as a spotter's guide to consumer types. Its purpose is not simply to identify wine drinkers, but to target them effectively. That's why, as well as offering detail about the lifestyles and mind-sets of each Portrait group, we suggest how best to appeal to them. What kind of label information do they prefer? Do they respond to food matching ideas? Do price promotions draw them in, or act as a turn-off?"

"This kind of information is increasingly important to anyone involved in selling wine in the UK: a market that arguably reached maturity a number of years ago and which is unlikely to experience significant growth, at least not on the scale we saw in the 1990s and early part of this century. The country's economic conditions have not favoured discretionary consumer spending, and the government's duty escalator has applied an automatic above-inflation tax increase every year, ensuring the UK retains one of the most punitive excise regimes in Europe."

"More than ever, wine marketing in the UK requires a thoughtful, strategic approach. And there is no better place for that to start than by focusing on the people who matter most: the consumers."

Graham Holter
Associate Director, publishing
Wine Intelligence

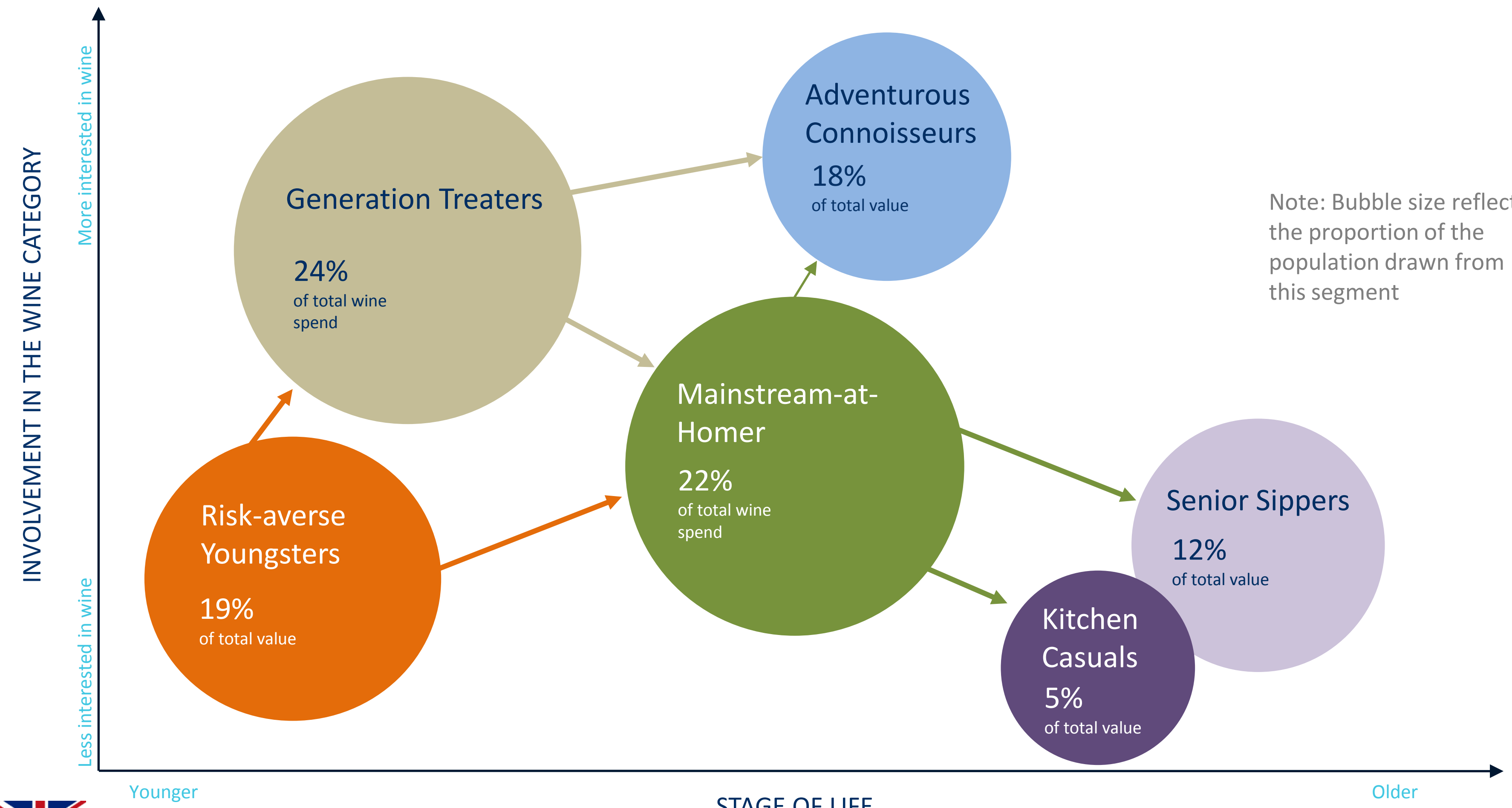
UK Portraits segments by share of total UK regular wine drinkers and value



SOURCE: Wine Intelligence Vinitrac® UK, March and August 2013, n=2,049 UK regular wine drinkers

As consumers progress through life, changing lifestyles and priorities impact their relationship with wine, and can cause them to move from one segment to another

These are several junctures where either increased or decreased interest in wine can cause consumers to shift to higher-spending groups, or drop out of the category altogether



Note: Bubble size reflects the proportion of the population drawn from this segment

SOURCE: Wine Intelligence Vinitrac® UK, March and August 2013, n=2,049 UK regular wine drinkers

Quantitative methodology

- The quantitative data for this study was collected in two surveys in March and August 2013
- Quantitative data was gathered via Wine Intelligence's Vinitrac® online surveys with 2,049 UK regular wine drinkers
- Respondents were required to drink wine at least once per month, to drink red, white or rosé wine and to buy wine in the off-trade and/or in the on-trade
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The survey was post-weighted to be representative of UK regular wine drinkers in terms of age, gender and SEG.

Qualitative methodology

- Qualitative data for this report was collected primarily through a programme of in-house focus groups with target consumers

- The most recent set of qualitative data was gathered in October 2013
  - 2 focus groups were conducted with Generation Treaters and Mainstream-at-Homers
  - Duration: 1 hour per group
  - Location: London

- Additional qualitative data was collected through in-depth interviews in November 2013:
  - 4 interviews with Adventurous Connoisseurs
  - 2 interviews with Mainstream-at-homers
  - 2 interviews with Generation Treaters
  - 5 interviews with Risk-averse Youngsters

- Additional qualitative data was collected through 21 email questionnaires to Mainstream-at-homers (n=11), Generation Treaters (n=11) and Risk-averse Youngsters (n=2)

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