



# Portraits



## AUSTRALIA | 2014



REPORT PRICE • GBP 2,500 • AUD 4,625 • 5 Report Credits

# Excerpts from the introduction



“Wine is now arguably synonymous with Australian culture. This may not seem such a leap of faith in the second decade of the 21st Century, but this belies a profound generational shift in Australian drinking habits that has transformed the country over the past 30 years. Australia now boasts one of the highest incidences of wine drinking on a regular basis of any country in the world, with almost 70% of Australian adults enjoying wine at least once a month”

“If we really want to get to grips with what makes Australian wine drinkers tick, it is essential to dig deeper and uncover what motivates the many different types of consumers here. People’s preferences for wine are broad and diverse unlike when it comes to supporting football teams, our consumers are rarely loyal. This is more true than ever, in a marketplace where the available range of source countries, varietals and brands has never been so broad”

“Wine Intelligence has identified six distinctive wine consumer segments, know as Portraits. Each segment has a different relationships with wine, from those who are passionate about exploring the category (Adventurous Connoisseurs) to those who are just looking for a less expensive bottle of white to share with friends at a party (Newbies). But, this Portraits study is about more than just what wine people buy. It explores every aspect of their wine lives – from wine choosing cues to brand affinity....and much more”

“This report (supported by full data Excels) gives you the tools you need to identify who your target consumers really are, in order to plan the most effective ways of reaching them. The Wine Intelligence team are here to help with any questions or queries that you may have when using this report, so do not hesitate to get in touch with us”



*Natasha Rastegar*  
*Country Manager, Australia & New Zealand*

# Report Price



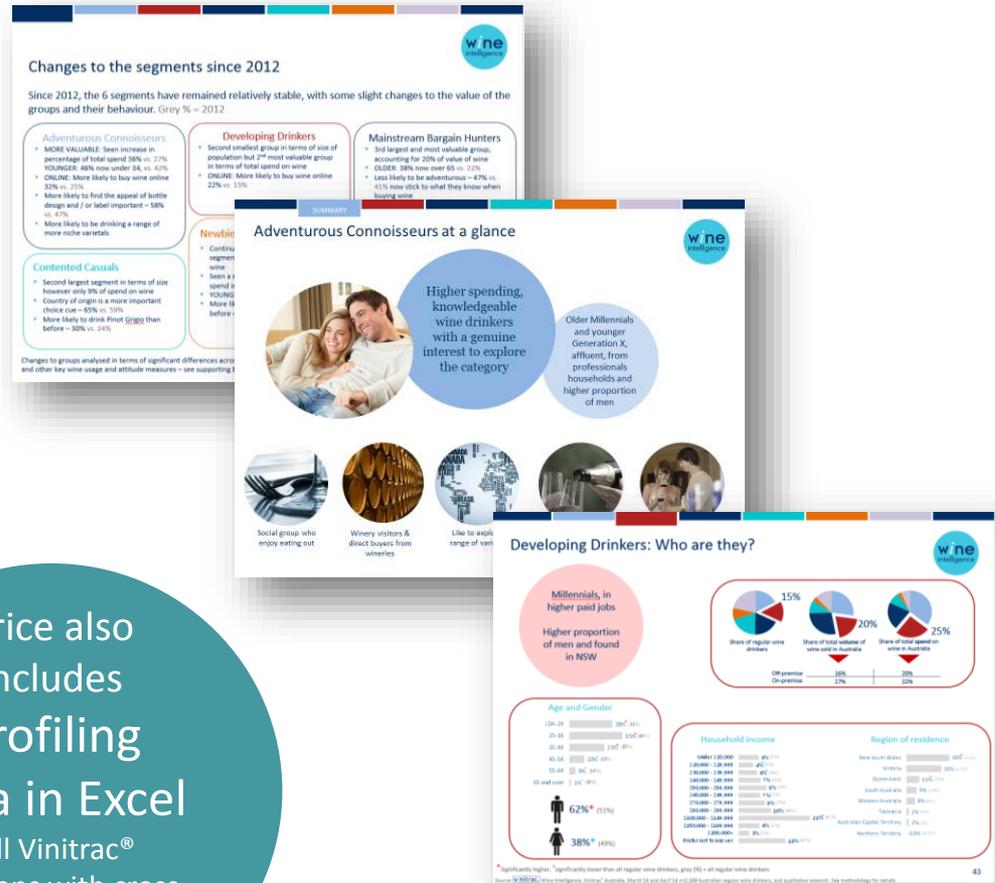
Report price:  
 GBP 2,500  
 EUR 3,000  
 USD 4,125  
 AUD 4,625

Report credits:  
 5

130 page  
 PowerPoint  
 report

Overview  
 plus detail on  
 each of the 6  
 Segments

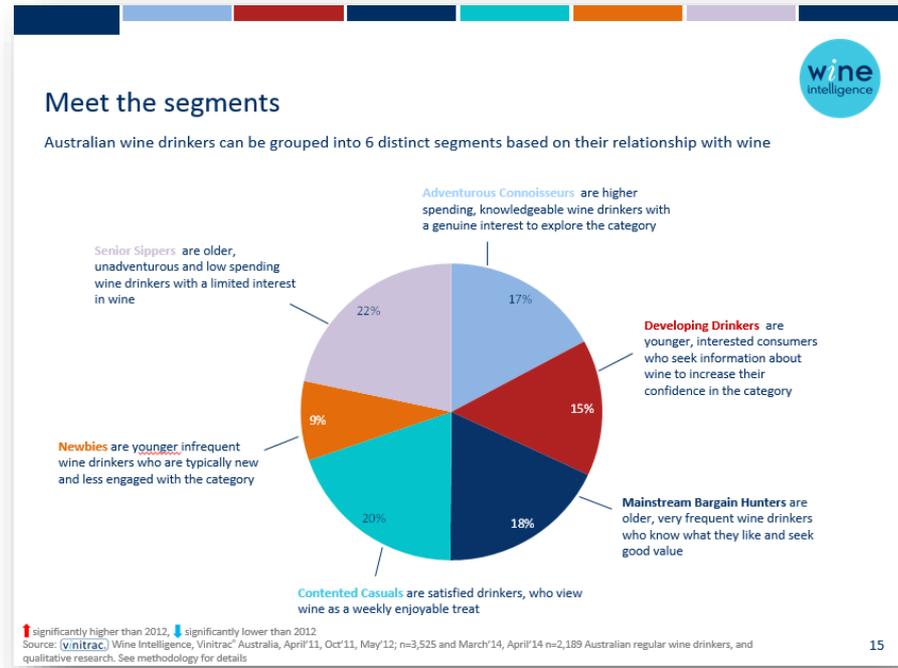
Price also  
 includes  
**Profiling**  
 data in Excel  
 (All Vinitrac®  
 questions with cross-  
 tabulations by the  
 segments)



# What is Australia Portraits?



- To help wine businesses better target their consumers, Wine Intelligence has developed a segmentation of Australian 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

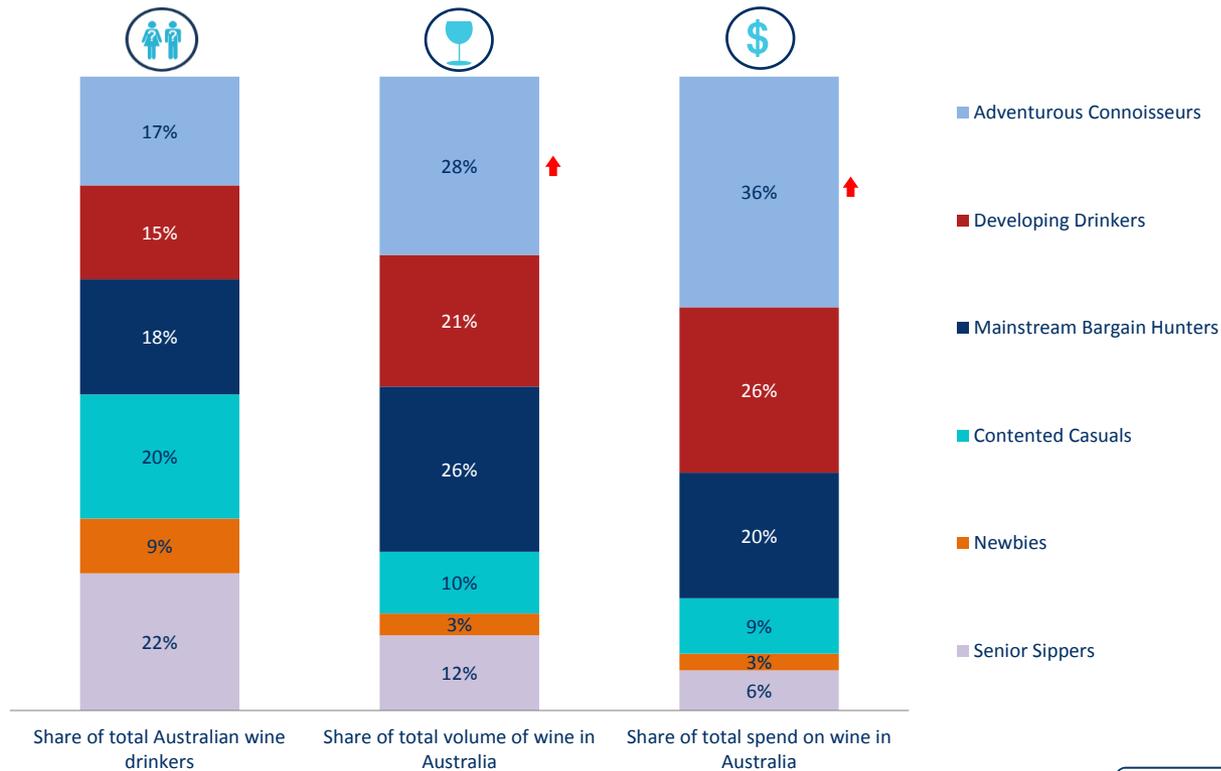


# Australia Portraits segments by share of total Australian regular wine drinkers, total volume and total value



## Relative importance of segments

Share of population, total market volume and total market value  
Base=All Australian regular wine drinkers



↑ significantly higher than 2012, ↓ significantly lower than 2012

Source: Wine Intelligence, Vinitrac® Australia, April'11, Oct'11, May'12; n=3,525 and March'14, April'14 n=2,189 Australian regular wine drinkers, and qualitative research. See methodology for details



- Data collection:
  - The data for this report was collected in April, October 2011, May 2012 and March, April 2014
  - Data was gathered via Wine Intelligence's Vinitrac® Australia online survey and is representative of all Australian regular wine drinkers
  - Sampling: quotas / stratified
  
- Screening criteria:
  - Respondents were required to drink wine at least twice per month, to drink at least red, white or rosé wine and to buy wine in the off-trade and/or in the on-trade
  
- Data processing:
  - Invalid responses (those who completed the survey too quickly, or who “straight-lined” through selected questions) were removed from the sample
  - The survey was post-weighted in terms of age and gender

- Focus groups and in-depth interview were collected to support this study in April 2014, in Sydney and Melbourne
  - 4 x 1hr focus groups with:
    - Developing Drinkers
    - Mainstream Bargain Hunters
    - Contented Casuals
    - Newbies
  - 4 x in-depths with Adventurous Connoisseurs

For more information about this report, please contact:



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