

# Report Brochure



## CLOSURE TRENDS IN AUSTRALIA, UK & US

🇦🇺 AUSTRALIA | 🇬🇧 UK | 🇺🇸 US

JULY 2014



REPORT PRICE • AUD 2,775 • GBP 1,500 • USD 2,475 or 3 Report Credits

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# Excerpts from the introduction



“Winemakers, chemists and critics are involved in a seemingly endless debate about the merits of various types of wine closure. Does natural cork really help wine to “breathe”, and is the risk of spoilage still too high to justify? Do more perfect seals, created by synthetic stoppers and screw-caps, offer a better alternative, or do they somehow “suffocate” the wine and inhibit bottle ageing?”

“While this scientific discussion continues, consumers have been drawing their own conclusions. Their opinions do not tend to be based on detailed technical analysis. Instead, their views are shaped by nebulous concepts like emotions, image, history and practicality. For some, the key question is whether they can actually access the wine in the bottle without recourse to a toolbox, or the help of a neighbour.”

“Our study concerns three large markets, united by a common language but divided, in many respects, by their approach to wine closures. In the USA, it seems almost unthinkable to buy a quality wine that’s been sealed by anything other than cork – yet according to UC Davis, 60% of America’s 500 biggest-selling wines are bottled with synthetic stoppers.”

“...the fact remains that closures are an important issue for millions of wine drinkers. Our study isn’t intended to add to the mass of scientific data about how they affect wine at a molecular level. But we hope to shed a great deal of light on how they interact with consumers”

Graham Holter  
Associate Director -  
Publishing  
Wine Intelligence



June 2014

- Data collection:
  - The data for this report was collected in April 2014
  - Data was gathered via Wine Intelligence's Vinitrac® Australia online survey and is representative of all Australian regular wine drinkers (n=1,158)
  - Sampling: quotas / stratified
  
- Screening criteria:
  - Respondents were required to drink wine at least once 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



- Data collection:
  - The data for this report was collected in April 2014
  - Data was gathered via Wine Intelligence's Vinitrac® UK online survey and is representative of all UK regular wine drinkers (n=1,021)
  - Sampling: quotas / stratified
  
- Screening criteria:
  - Respondents were required to drink wine at least once 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, gender and SEGs



# Research Methodology

## Vinitrac® US - Regular wine drinkers



- Data collection:
  - The data for this report was collected in October 2013
  - Data was gathered via Wine Intelligence's Vinitrac® US online survey and is representative of all US regular wine drinkers (n=1,207)
  - Sampling: quotas / stratified
- Screening criteria:
  - Respondents were required to drink wine at least once 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, gender and region



### SAMPLE SIZES

At least 500 respondents per survey; 1,000 in most countries  
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

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