



## Millennial wine drinkers in the United States



AUGUST 2014



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

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# Report price

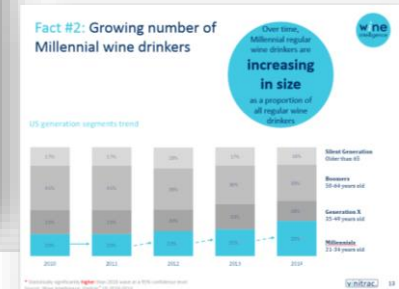


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# Excerpts from the introduction



“Marketers of the 21st century beware: there’s a new game in town, and it’s called the Millennial consumer. Born after 1980, these people are highly connected, obsessively social, mobile, frenetic, unwilling (or unable) to settle into home ownership or consistent job.”

“Above all, this generation is having to define themselves in a fundamentally new way. While their grandparents might have drawn their status in society from their profession, and their parents from what car they drove and where they lived, today’s Millennials are less likely to own homes (too expensive) or cars (too much hassle), or have stable careers (too scarce, or boring). They are more likely to travel, live in cities, have college educations and have worked in at least three jobs (and sometimes 3 careers) by the time they hit 30.”

“Their behaviors are changing the rules across all sorts of consumer goods categories. Will wine be different, or will the Millennial revolution also push its way in here too?”

“Our investigation of Millennials for this report has turned up some oft-suspected truths about wine drinking among the under 35s. One of the most fascinating is that they are indeed made, not born: just because you were born into a wealthy family, doesn’t make you a wine connoisseur by default. The biggest driver of involvement in wine amongst Millennials is if, when they were growing up, the family all ate dinner together at home, regularly, and wine was served.”

“Perhaps the main reason to care about Millennials, and the reason to read this report, is that the wine industry now needs to understand, adapt and cater to a generation of consumers who exhibit fundamentally different consumer behaviour patterns compared with any generation that came before. In some cases, there is a cultural legacy of wine drinking which needs to be nurtured; in other cases, it’s a question of turning curiosity and ignorance into knowledge and confidence. The bottom line, however, is that in a rapidly-evolving, information-rich world, nothing, and no one, should be taken for granted.”



*Richard Halstead*  
Chief Operating Officer



# Research methodology:

## Vinitrac<sup>®</sup> US methodology



- The data for this report was collected in March and July 2014
- Data was gathered via Wine Intelligence's Vinitrac<sup>®</sup> online survey and is representative of US Millennial wine drinkers
  - Sampling: quotas / stratified
- Screening criteria:
  - Respondents were required to drink wine at least once per month, to drink at least red, white, rosé or blush wine and to be age 21 to 34 (to be considered Millennials)
- 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



### 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



# Research Methodology:

## Qualitative research methodology



**Date:** Feb 27<sup>th</sup> and March 5<sup>th</sup>

**Group length:** 1 hour

**Location:** Private home in Delaware and private dining rooms in central NYC restaurant

**Sample:** 3 groups: 2 groups in Delaware, 1 group in NYC, final n=21

- Recruiting: 4 respondents (Delaware, group 1)  
5 respondents (Delaware, group 2)  
12 respondents (NYC group)

### Recruitment specifications:

- Mixed gender across groups
- Aged 24 – 34
- Drink wine at least once a month
- Fulfil standard Wine Intelligence best practice recruitment criteria



# Research Methodology:

## Methodology for Pre-legals



- Data was collected through conversations conducted on social media sites (Facebook) and text message in July 2014
  
- **All respondents were:**
  - Male or Female
  - Between the ages of 16 and 21
  - Residents of the US (and in one case Bermuda)
  - Attendees of a high school/college in the US
  - English native speakers
  
- **Conversations were:**
  - Either with one or up to five participants
  - Conducted online and over text message
  - Lasted 15-30 minutes





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