

Premium wine drinkers in the US market



AUGUST 2014



REPORT PRICE • USD 6,600 • GBP 4,000 • 8 Report Credits

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Supporting data in Excel includes:



Vinitrac® US Basepack questions:

- Demographics (age, gender, household income, life stage)
- Alcoholic beverage repertoire
- Consumption frequency
- Wine-buying channels and stores
- Off and on-premise occasions frequency and spend
- Choice cues when buying wine
- Wine attitudes
- Wine involvement
- Closure Attitudes
- Red and white varietal usage
- Country and region of origin

Brand health measures for over 45 brands

- **Brand awareness** (which ones they have heard of)
- **Brand purchase** (which ones they have bought in the past 3 months)
- **Affinity** (which ones were right for people like them)
- **Recommendation** (which they would recommend to a friend)

Crosstabs by the following measures:

- Gender
- Age
- US Premium segments
- US regions
- US divisions

Quickly answer individual questions

such as:

- Do younger consumers drink wine at different occasions?
- Do West Coast consumers drink different countries/varietyals?

The image shows a screenshot of an Excel spreadsheet with multiple data tables and charts. The tables contain columns for various demographic and consumption metrics, and the charts provide visual representations of the data. The spreadsheet is titled 'Wine Intelligence' and includes a 'Data Table 2014' at the bottom.



Excerpts from the introduction



“The US is rightly seen as one of the most dynamic on the planet for wine sales. It’s certainly one of the biggest: 145 million American adults drink wine to some degree, 90 million of them on a regular basis. These numbers are impressive, but they don’t necessarily help us understand the US market any better – or to unlock its still-significant potential.

This report focuses squarely on the bigger spenders: premium wine drinkers who account for just over a quarter of the wine drinking population, but a much bigger proportion of total volumes, and the lion’s share of the spend”.

“Yet even that definition can be further narrowed down. That’s why we’ve subdivided our group into three distinct segments: the Popular Premiums (typically brand-conscious drinkers who don’t consider themselves to be experts); Super Premiums (slightly more adventurous drinkers who are keen to learn more); and finally the Ultra Premiums (exemplified by wealthy young male consumers with a strong interest in wine)”.

“The fact that Wine Intelligence can produce detailed analysis of three different types of premium wine drinker in the US demonstrates just how far this market has come. The task of keeping pace with the country’s biggest-spending wine drinkers has become more complicated – but the rewards for doing so have never been bigger”.

Graham Holter
Associate Director – Publishing
Wine Intelligence



August 2014



Research methodology:

Vinitrac[®] Premium US methodology



- The data for this report was collected in July 2014
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey and is representative of US Premium wine drinkers
 - A sample of weekly Premium drinkers was collected and analyzed for this report
 - Sampling: Quota (age, gender & region) representative of Premium wine drinkers in the US
- Screening criteria:
 - Respondents were required to drink wine at least once per week and to typically spend USD \$15+ on a bottle of wine in the off premise
- Data processing:
 - Invalid responses (those who completed the survey too quickly, or who "straight-lined" through selected questions) were removed from the sample



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: June 23rd / 24th / 25th 2014

Group length: 1.5 hour

- 30 minutes of standard questions on general wine usage and attitudes
- 60 minutes for confidential and bespoke client questions

Location: Private dining rooms, restaurants in Philadelphia, central NYC and Chicago

Sample: 4 groups: 1 group in Philadelphia, 1 group in NYC and 2 groups in Chicago

- Recruiting 10 respondents for at least 8 attending, final n=39

Recruitment specifications:

- Aged 25 – 65 male and female wine drinkers
- Drink wine at least once a week
- Typical spend per bottle for an everyday occasion USD \$15 +
- Household income over USD \$100K
- Fulfil standard Wine Intelligence best practice recruitment criteria



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