

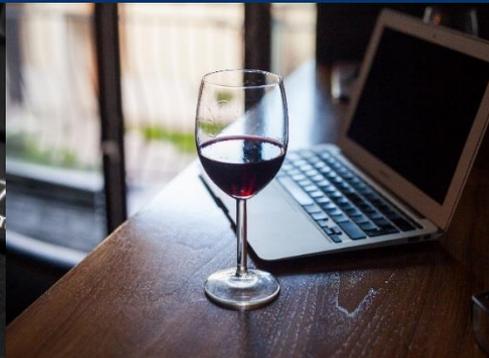
Report Brochure



## AUSTRALIA - INTERNET AND SOCIAL MEDIA



JANUARY 2015



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

# Report price



Report price:

GBP 1,500

AUD 2,775

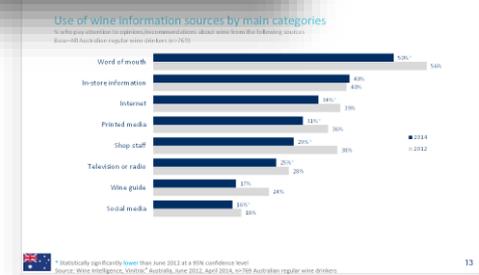
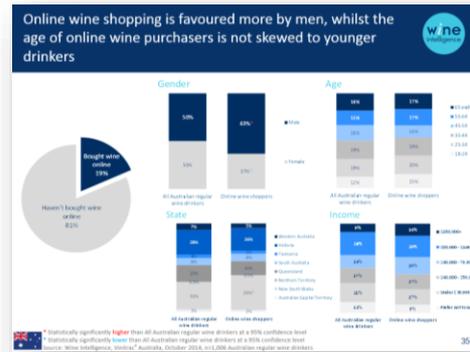
EUR 1,800

USD 2,475

Report credits:

3

56 page  
PowerPoint  
report



\*All prices exclusive of VAT, GST or relevant local sale taxes at the current rate

# Contents Page

- Introduction p. 4
- Management summary p. 6
- Use of internet for wine information: p. 13
  - Market size
  - Sources for wine information: categories (*tracked vs. 2012*)
  - Sources for wine information: individual sources (*tracked vs. 2012*)
  - Trust of sources for wine information (*tracked vs. 2012*)
  - Online gateways to wine information (*tracked vs. 2012*)
  - Reasons for looking up wine information online (*tracked vs. 2012*)
  - Impact of online content on wine purchase
- Devices p. 20
  - Mobile phone and tablet usage (*tracked vs. 2012*)
  - Application usage (*tracked vs. 2012*)
  - Wine apps
- Social Media p. 25
  - Frequency of social media use (in general)
  - Frequency of key social media use for wine
  - Active use of social media (*tracked vs. 2012*)
  - Actions towards using social media for wine
- Online shopping for wine: p. 30
  - Online channel for wine in the context of other channels
  - Websites used to purchase wine online
  - Motivations for buying wine online
  - Purchasing frequencies of wine online
  - Purchasing quantities of wine (online vs. offline)
  - Profile of online wine buyers
- Online Opinion Leader profile p. 39
  - Demographics
  - Country of origin for wine
  - Channels used to buy wine
  - Off-trade spend
  - Wine app usage
  - Social media actions for wine
  - Impact of online content on wine purchase
- Appendix: Portraits segmentation summary p. 49
- Methodology p. 55

# Excerpts from the introduction



‘With an increasing range of options available to engage wine drinkers via mobile and online channels, this report brings you an update on how Australian wine consumers are both engaging with wine content online and also buying wine online.’

‘Beyond buying wine online, there is a growing base who are browsing the internet to learn more about wine. It’s true that the majority are simply looking for price information via retailer websites. However, there is the opportunity to make online an important touch point for building consumer engagement.’

‘One of the main ways consumers are actively engaging with wine in their social media lives is by posting pictures of wine moments or wines they have drunk. The growth of Instagram this year to 300 million followers supports this consumer engagement with visual, and is a platform which began allowing advertising this year.’



Natasha Rastegar, Country Manager,  
Australia and New Zealand



# Research methodology: Vinitrac<sup>®</sup> Australia methodology



- Data collection:
  - The data for this report was collected in April 2014
  - Data was gathered via Wine Intelligence's Vinitrac<sup>®</sup> 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 once per month, to drink at least red, white or rosé wine and to buy wine in the off-premise and/or in the on-premise
- 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



## SAMPLE SIZES

At least 500 respondents per survey; 1,000 in most countries, 2,000 in US  
Regular adult wine drinkers (where 'regular' = drinks wine at least once per month)

Each Vinitrac<sup>®</sup> 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-trade and/or in the on-trade channels

... and rejects all respondents who do not fulfil these Vinitrac<sup>®</sup> 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



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

Format: 56 page PowerPoint (PDF)

Purchase online: <http://www.wineintelligence.com/topic-reports/>

Contact us directly: [reports-shop@wineintelligence.com](mailto:reports-shop@wineintelligence.com)

If you have any questions, please contact your local Wine Intelligence office:

#### **AVIGNON**

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: [jean-philippe@wineintelligence.com](mailto:jean-philippe@wineintelligence.com)

#### **GUANGZHOU USD**

Rui Su, Research Manager | T +86(20) 8718 1277 | Email: [rui@wineintelligence.com](mailto:rui@wineintelligence.com)

#### **CAPE TOWN**

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: [dcoutras@iafrica.com](mailto:dcoutras@iafrica.com)

#### **DELAWARE**

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: [erica@wineintelligence.com](mailto:erica@wineintelligence.com)

#### **FRANKFURT**

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: [wilhelm@wineintelligence.com](mailto:wilhelm@wineintelligence.com)

#### **LONDON**

Tetyana Halutva, Project Manager | T +44 020 7378 1277 | Email: [tetyana@wineintelligence.com](mailto:tetyana@wineintelligence.com)

#### **SYDNEY**

Natasha Rastegar, Australia Country Manager | T +61 (0) 428 755 057 | Email: [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com)

#### **TRIESTE**

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: [pierpaolo@wineintelligence.com](mailto:pierpaolo@wineintelligence.com)