



# July 2015 Markets China, UK, USA

Talk to **390 million** wine consumers around the world

Other markets available on request including:

Finland, Mexico, Norway, Spain, Australia, Brazil, Canada, Denmark, France, Germany, Poland

Track consumer wine usage and attitudes across these key markets, using Vinitrac® standard questions such as:

- Demographics
- Wine consumer behaviour and attitudes
- Brands and region health measures
- Purchase cues
- Typical spend / occasion and channels

*NB: Tracking data available going back 5 years for selected markets*

Include your customised and bespoke questions to gain insights on:

- Brand health
- Region and country positioning
- Consumer profiling
- Packaging tests
- Advertising and social media campaign pre-tests
- Advertising effectiveness tracking

*These questions are confidential to you and your organisation and can be analysed in the context of our standard questions*

**Question  
deadline:**

**10<sup>th</sup> July  
2015**



**Surveys  
in field:**

**w/c 20<sup>th</sup>  
July 2015**



## Online Vinitrac® surveys

- China
- UK
- USA

Bespoke and confidential questions from:  
**GBP 600 / EUR 850 / AUD 1200 / USD 950** per question

Standard questions from  
**GBP 300 / EUR 420 / AUD 600 / USD 480** per question

- ✓ Pick and choose the wine markets to suit you
- ✓ Discounts available for multi-country projects

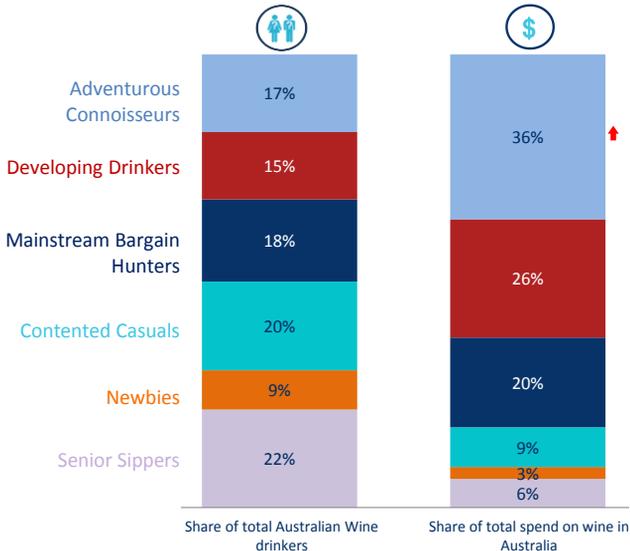


## Sample Vinitrac® output

### Australia

#### Share of population and market value

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

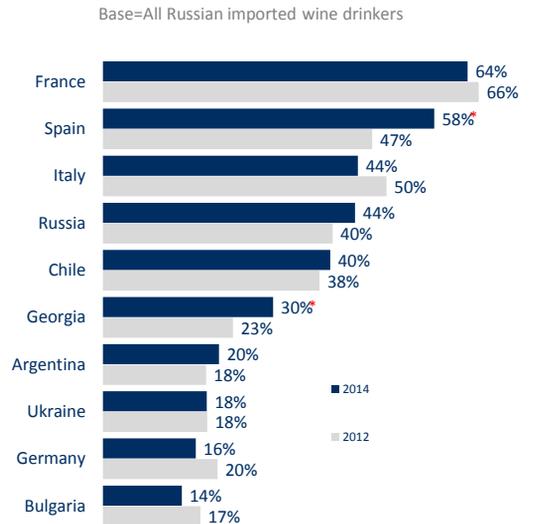


↑ significantly higher than 2012, ↓ significantly lower than 2012  
 Source: Wine Intelligence, Vinitrac® Australia, April '11, Oct '11, May '12; n=3,525 and March '14, April '14 n=2,189 Australian regular wine drinkers

### Russia

#### Top 10 country of origin consumption in the past 6 months

% who have drunk wine from the following wine-producing places in the past 6 months  
 Base=All Russian imported wine drinkers



\* Statistically significantly lower than November 2012 at a 95% confidence level  
 Source: Wine Intelligence, Vinitrac® Russia, November '12 (n=712), April '14 (n=713) Russian imported wine drinkers

**Vinitrac® survey details**

| Market | Sample  | Size  | Methodology   |
|--------|---|-------|---------------|
| China  | Upper-middle class imported wine drinkers, at least twice a year (In 9 selected cities)                         | 1,000 | Online survey |
| UK     | Regular wine drinkers   | 1,000 | Online survey |
| USA    | Regular wine drinkers<br><b>This July's US survey will include a Spanish language option for the first time</b> | 2,000 | Online survey |

**Vinitrac® survey details**

- Vinitrac® samples are quota-based to be fully representative of the wine drinking population in each country and have typically 1,000 respondents per market (2,000 respondents in the USA)
- Representative sample quotas are established using regular calibration studies in each market
- The wine drinking population in each market is consumers who drink red, white or rosé wine at least once per month (regular wine drinkers), with the exception of France and South Africa, where the base is all wine drinkers; Spain, where we survey all wine drinkers 18-65; and China, where we survey drinkers of imported wine who are urban upper/middle class residents. For Brazil, we choose selected cities and the base is imported wine drinkers.

**Contact your local office to get your Vinitrac® insights**

|            |                                    |                     |
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