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Excerpts from the introduction



“If you thought American wine consumers were living the wine dream through their cell phone or tablet, it may be time to reassess. It may sometimes seem like the internet has taken over our daily lives, but the reality is that, in consumer’s relationships with the world of wine in the USA, the internet and social media have only just scratched the surface.”

“There’s a very low conversion rate of people using the web to source information about wine to making online purchases. While 58.5 million people say they research wine online, and around 30 million make online recommendations, fewer than 10 million buy wine online, suggesting that wine shoppers still don’t seem convinced that the internet is as interesting, as convenient or as good value as going into a shop.”

“One in three use the internet to look up information about prices, and 38% use social media to stay up to date with discounts and promotions, but nowhere near as many go a step further to make a purchasing click on an ecommerce website.”

“There’s no doubt that the internet and social media have made big in-roads into the world of wine – but there’s still plenty more to come.”



Michael Werner
Project Manager
July 2015



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® 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® 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



- **Data collection:**
 - The data for this report were collected in April 2011 and March 2015
 - Data was gathered via Wine Intelligence's Vinitrac[®] USA online survey and is representative of all US 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-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



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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