

The title "US Portraits 2018" is centered in a large, dark blue, sans-serif font. It is overlaid on a semi-transparent white horizontal band that spans the width of the page. Below the text, a decorative horizontal bar consists of several colored rectangular segments in shades of blue, purple, and teal.

US Portraits 2018

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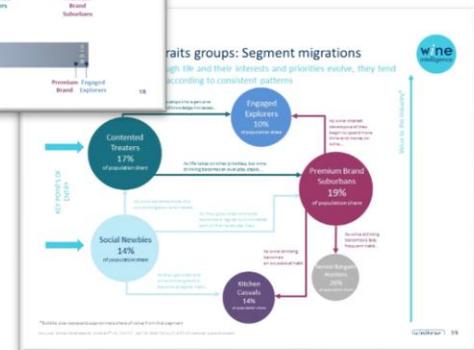
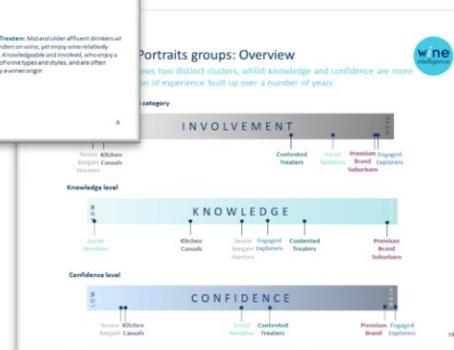


Report price:
GBP 2,500
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Report credits:
5

Price also includes
**profiling data in
Excel**
(All Vinitrac® questions with
cross-tabulations by the
segments)

99 - page
PowerPoint
report



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How Portraits works

What are Portraits?

- Portraits are a series of reports designed by Wine Intelligence to provide wine businesses with a reference segmentation model of wine drinkers which can be applied to individual brands, regions, countries of origin, style categories and retailers
- Portraits are detailed in a full PDF report and supporting Excel data table
- US Portraits 2018 is the sixth published edition of our US Portraits. Portraits is also available for the UK, China, Australia and Canada

How we make Portraits...

- Wine Intelligence uses factor and cluster analysis to group consumers into distinct segments based on their answers to questions about their wine-drinking behavior and their attitude towards wine. Once consumers have been identified as belonging to a specific segment, these segments are profiled based on a set of output variables, which in addition to the input variables above include demographic information and more detailed questions on wine-drinking behavior
- Portraits are based an integrated research methodology utilising both quantitative and qualitative techniques
 - **Quantitative:** Analysis for US Portraits is based on a sample of 12,632 US regular wine drinkers collected in October 2017 and January / March 2018 via Wine Intelligence's Vinitrac® online survey. Comparisons for some measures were made against the previous US Portraits 2016
 - **Qualitative:** Focus groups were conducted across the US in September and October 2018 (see Appendix for details of the qualitative research methodology)

How can I use Portraits?

Objectives

The Portraits report series has two main objectives:

1. Help to **identify your target consumers**
2. Provide a detailed understanding of those consumers, including:
 - **Who** they are
 - **Why** they drink wine
 - **What** they drink
 - **Where and how** they buy wine
 - **How** you can target them

This report identifies the higher value, mid-value and lower value consumer groups in the wine market, and provides detail on the preferences and behaviors of each segment in order to help you to identify the right target group for your product. This analysis can then be combined with an analysis of the competitive landscape to build a decision of which consumers to target

The segmentation model can be used to identify and understand target consumers, and to map on to brand, portfolio and channel strategies. Reading the report, it is important to note that each consumer group has its own needs and merits. Higher value consumers may offer a tempting target because they tend to buy more expensive wines more frequently; on the other hand they tend to have broad portfolios and the competition for their attention is intense. Lower value consumers may shop for wine less often and spend less, but can still represent significant opportunities for producers whose strengths align with lower cost, consumer-friendly products

Putting findings into practice

Once you have decided on your target and built an understanding of who these consumers are, there are a number of ways to apply this understanding to better target your key customers. In the past, wine companies have used Portraits to inform:

- Packaging and label design
- Brand positioning
- Advertising and marketing communications
- Channel strategy
- In-store positioning and layout

US Portraits: New segmentation for 2018

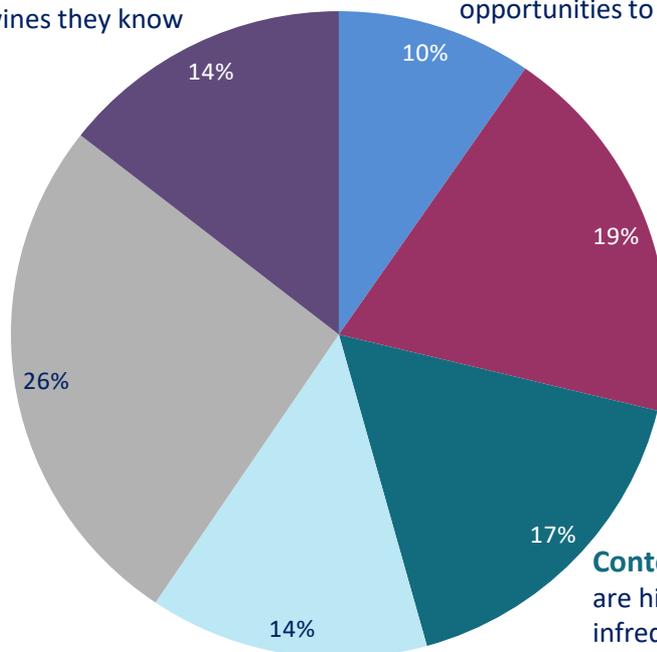


% Share of US regular wine drinkers by Portraits segments

Kitchen Casuals: One of the oldest segments, they are infrequent wine drinkers, with very few consuming wine in the on-premise. They show a limited interest in the wine category, sticking to the narrow range of wines they know

Engaged Explorers: One of the younger segments (typically 25–44 years), they are the most frequent wine drinkers and the highest spenders, buying from a broad repertoire of wine styles, countries and regions. The most experimental group, actively seeking opportunities to build wine experiences

Senior Bargain Hunters: The least frequent and one of the oldest wine drinking segments. Time in the category has led to relatively strong wine knowledge, however they still purchase from a narrow repertoire of wine styles and brands, being strongly value driven



Premium Brand Suburbans: Mid to older aged, they are frequent wine drinkers, yet amongst the lowest spenders per bottle, sticking to the wines and brands they know. Their category experience leads them to have the highest wine knowledge of all segments

Social Newbies: The youngest wine drinking segment with 2/3rds aged under 35 years, they drink wine on average twice a week, are mid spenders, with wine not yet fully integrated into their lifestyle. They have limited wine category knowledge yet and rely heavily on recommendations when it comes to buying wine

Contented Treaters: Mid and older affluent drinkers who are high spenders on wine, yet enjoy wine relatively infrequently. Knowledgeable and involved, who enjoy a broad range of wine types and styles, and are often influenced by a wines origin



Quantitative Methodology

- The quantitative data for this study was collected in surveys in October 2017, January 2018 and March 2018
- Quantitative data was gathered via Wine intelligence's Vinitrac® online surveys with 12,632 US regular wine drinkers
- Respondents were required to drink wine at least once per month, to drink red, white or rosé wine and to buy wine in the off-premise and / or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The surveys were post-weighted to be representative of US regular wine drinkers in terms of age, gender and region
- The distribution of the sample is shown in the table:

	US	
	Sample size=	12632
Gender	Male	49%
	Female	51%
	<i>Total</i>	100%
Age	21-24	8%
	25-34	22%
	35-44	14%
	45-54	18%
	55-64	17%
	65+	21%
	<i>Total</i>	100%
Region	New England	6%
	Middle Atlantic	15%
	East North Central	13%
	West North Central	5%
	South Atlantic	20%
	East South Central	4%
	West South Central	10%
	Mountain	6%
	Pacific	21%
	<i>Total</i>	100%

Source: Wine Intelligence, Vinitrac® US, Oct'17, Jan'18, Mar'18 n=12,632 US regular wine drinkers

Qualitative Methodology: Consumer interviews



Focus group methodology

- 20 consumer interviews have been conducted via phone or in person
 - 5 x Engaged Explorers
 - 5 x Premium Brand Suburbans
 - 5 x Contented Treaters
 - 5 x Social Newbies
- The interviews lasted between 30 and 45 minutes and were done via phone or in person in September 2018, covering general wine drinking and buying behavior and preferences, motivations and attitudes towards wine and purchase choice cues

REPORT PRICE: • GBP 2,500 • AUD 4,500 • USD 3,500 • EUR 3,000 • 5 Report Credits

Format: 99 - page PowerPoint (PDF) + supporting data table (Excel)

Purchase online: <http://www.wineintelligence.com/product-category/report-type/consumer-segmentations/>

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