

# WINE INTELLIGENCE BASE PACK QUESTIONS



DEMOGRAPHIC QUESTIONS	
QUESTION TITLE	QUESTION LABEL
Country	Which country do you live in?
Region	Which region do you live in?
Age	Which of the following age groups do you fall into?
Gender	Are you...?
Income*	Which of the following best describes your total household income before tax?

CONSUMER BEHAVIOUR QUESTIONS	
QUESTION TITLE	QUESTION LABEL
Beverages	Which of the following alcohol beverages have you drunk in the last 12 months?
Consumption frequency	Which one of these categories best describes how often you usually drink wine? (Including drinking at home and when you're out at restaurants, for example)
Wine-buying channels	From which type(s) of stores have you bought wine in the past six months?
Stores*	Please tell us the names of the store(s) you mainly use to buy wine.
Off-trade occasions frequency	The next three questions are about your wine drinking habits when you are at home. How frequently do you drink wine for each of the following types of occasions?
Off-trade gifting	Do you buy wine for gifting?
Off-trade occasions spend	For each of the same set of occasions, how much do you typically spend on a bottle of wine?
Bars or pubs*	Do you ever buy wine in a bar or pub?
Restaurant*	Do you ever buy wine in a restaurant?
On-trade occasions spend	The next two questions are about your wine drinking habits in bars, pubs and restaurants. How frequently do you drink wine for each of the following types of occasions?
Choice cues	Looking at the list below, please indicate how important each is to you when buying wine. Please use the 1-5 scale where 1 = 'Disagree strongly' and 5 = 'Agree strongly'

Please note: Off- / on-premise used in appropriate markets

VARIETAL USAGE QUESTIONS	
QUESTION TITLE	QUESTION LABEL
Proportions of red, white and rosé	What proportion of red, white and rosé do you drink?
White varietal usage	Which white wine grape varieties or types have you drunk in the past six months?
Red varietal usage	Which red wine grape varieties or types have you drunk in the past six months?

## COUNTRY/ REGION OF ORIGIN QUESTIONS

QUESTION TITLE	QUESTION LABEL
Country of origin awareness	Looking at the list of places below, please indicate which ones you know produce wine.
Country of origin usage	From which of the following wine-producing places have you drunk wine in the past six months?
Region of origin awareness	Looking at the wine-growing regions below, please indicate which ones you have heard of.
Region of origin usage	Looking at the wine-growing regions below, please indicate which ones you have bought wine from in the past three months.

## BRAND HEALTH QUESTIONS

QUESTION TITLE	QUESTION LABEL
Prompted brand awareness	Looking at the brands below, please indicate which of the brands you have heard of.
Brand purchase	Which of these brands have you bought in the past three months?
Brand consideration	Which of the following brands would you consider buying?
Brand affinity	Which of these brands are right for people like you?
Brand recommendation	Which of these brands would you recommend to a friend?

## ATTITUDE, INVOLVEMENT AND CLOSURE QUESTIONS

QUESTION TITLE	QUESTION LABEL
Wine attitude	Thinking about your attitude to wine, please look at the statements below and choose the one that is most appropriate to you
Involvement, value and perceived expertise 1	Looking at the statements below, please use the 1-5 scale where 1 = 'Not at all important' and 5 - 'Very important'
Involvement, value and perceived expertise 2	Looking at the statement below, please use the 1-5 scale where 1 = 'Not at all important' and 5 - 'Very important'
Closures	What is your view about buying wine with the following types of closure?

