



WINE INTELLIGENCE

**US STATE-LEVEL**

**LANDSCAPES: NEW YORK**

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# WINE CONFIDENCE AND KNOWLEDGE INDEX

## EXAMPLE



### Wine **knowledge** index

Wine knowledge index (0-100) is calculated based on consumer-reported awareness of wine-producing countries, wine-growing regions and wine brands  
Base = All regular wine drinkers in the US (n=11,330)



### Wine **confidence** index

Wine confidence index (0-100) is calculated based on the extent to which consumers feel competent about their wine knowledge  
Base = All regular wine drinkers in the US (n=11,330)



**Wine confidence** index uses consumers' answers to three attitudinal statements:

1. I feel competent about my knowledge of wine
2. Compared to others, I know less about the subject of wine
3. I don't understand much about wine

# RESEARCH METHODOLOGY

Vinitrac® US



- The data for this report was collected in the US in 2015, 2017, 2018 and 2019
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
  - 4,029 regular wine drinkers (2015)
  - 12,051 regular wine drinkers (2017)
  - 12,000 regular wine drinkers (2018)
  - 11,330 regular wine drinkers (2019)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise 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 data is representative of US regular wine drinkers in terms of age and gender
- The distribution of the sample is shown in the table

		<i>n=</i>	<b>2015</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>Gender</b>	Male		49%	48%	50%	50%
	Female		51%	52%	50%	50%
	<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Age</b>	21 - 24		8%	8%	8%	8%
	25 - 34		22%	21%	22%	22%
	35 - 44		16%	13%	14%	14%
	45 - 54		18%	18%	18%	18%
	55-64		16%	17%	18%	18%
	65 and over		19%	22%	21%	21%
	<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Wine Intelligence, Vinitrac® US, 2015 (n=4,029), 2017 (n=12,051), 2018 (n=12,000) and 2019 (n=11,330) US regular wine drinkers

## Qualitative

### Trade interview methodology

- Trade interviews were conducted with 3 experienced industry professionals in US wine trade in December 2019
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The 3 interviewees were members of the wine trade working in different roles within the industry:
  - *x 2 Wine and Spirits Importer and Distributor*
  - *x 1 Wine Producer*

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## **Wine Intelligence London (Head Office)**

109 Maltings Place  
169 Tower Bridge Road  
London  
SE1 3LJ

Telephone: +44 (0)20 7378 1277  
Email: [info@wineintelligence.com](mailto:info@wineintelligence.com)  
Website: [www.wineintelligence.com](http://www.wineintelligence.com)

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