

# WINE INTELLIGENCE VINITRAC® OCTOBER 2020



THE GLOBAL WINE CONSUMER SURVEY

This October, Wine Intelligence will launch the next wave of Vinitrac®, the world's largest ongoing online study of wine drinkers.

Talk to one of our team today to see how Vinitrac® can **help you understand wine consumer needs in key markets**. This next wave of surveys will be rolled out across a selection of 35 key wine markets that account for almost 80% of global wine purchases.

Find out more about your wine consumers by submitting bespoke questions or purchasing one of our insight packages, such as the following:



#### Brand health tracking

Affinity, awareness, consideration, purchase and recommendation



#### Label testing

Test your labels and brand names prior to launch



#### Purchase cues

What factors motivate your consumers to buy wine?



#### Region and country health

How is your local wine region performing?



#### Demographics

Discover who is buying your brand and how they view it



#### Advertising testing

Understand attitudes to advertisements before they go to market

#### Other popular options include:

Packaging and closure attitudes, drinker profiling and new concept testing

**Question Deadline:**  
Friday,  
2 October 2020

**Survey in field:**  
From mid-  
October

## WHAT IS VINITRAC®?

Vinitrac® is our online survey that uses a representative sample of adults who drink wine in each of the countries where we operate. Our surveys are representative of approximately 647 million wine drinkers and 496 million *regular* wine drinkers.

Our **omnibus survey** consists of a standard question set, which you can purchase as a whole. You can also add your own bespoke questions. If you have your survey requirements fall outside of these parameters, we can also programme custom surveys. Please contact us for more information.

[View our standard base pack questions by clicking here](#)

**vinitrac®**

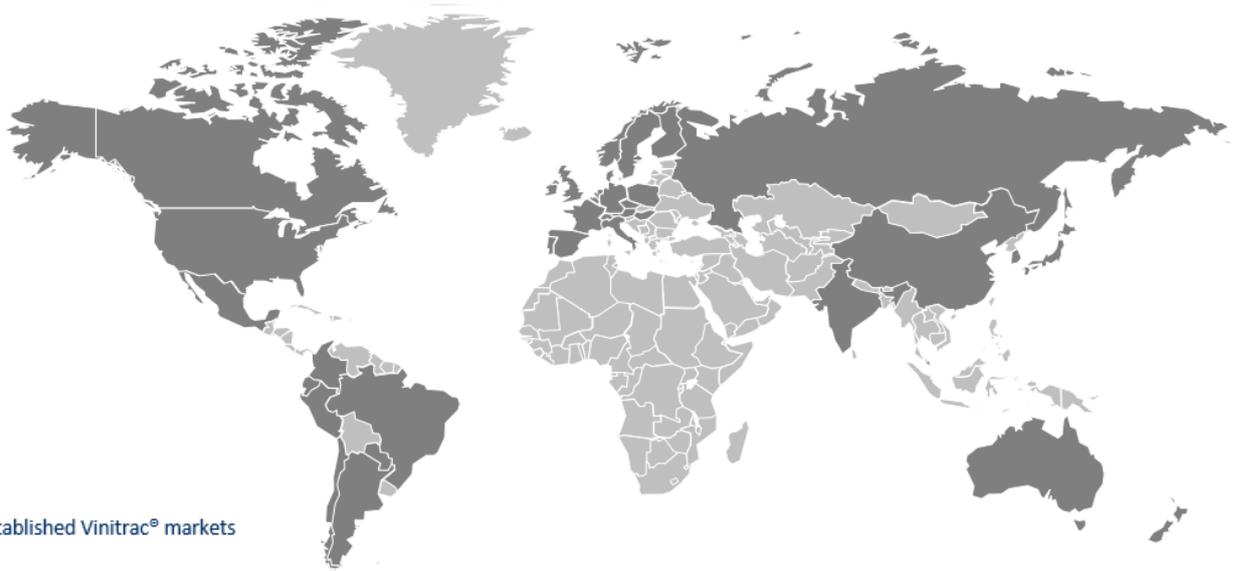
#### Other waves include:

January  
March  
May / June (sparkling wine consumers)  
July

## RUNNING IN 35 KEY WINE MARKETS:

Choose one or more of the following markets

Argentina ▪ Australia ▪ Belgium ▪ Brazil ▪ Canada ▪ Chile ▪ China ▪ Colombia ▪ Czech Republic ▪ Denmark ▪ Ecuador ▪ Finland ▪ France ▪ Germany ▪ Hong Kong ▪ India ▪ Italy ▪ Ireland ▪ Japan ▪ Mexico ▪ New Zealand ▪ Norway ▪ Paraguay ▪ Peru ▪ Poland ▪ Portugal ▪ Russia ▪ Singapore ▪ South Korea ▪ Spain ▪ Sweden ▪ Switzerland ▪ The Netherlands ▪ United Kingdom ▪ United States



*Other markets available on request.*

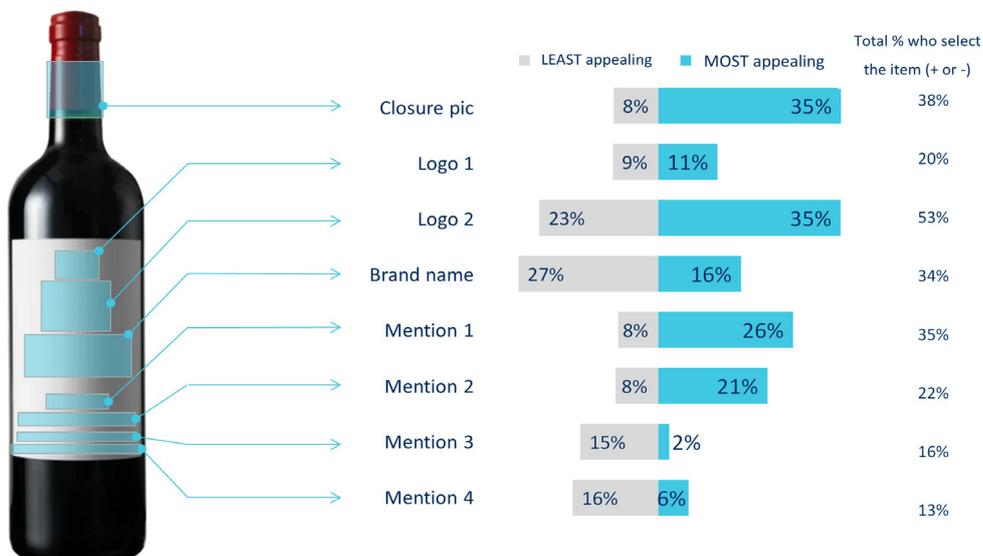
*Discounts available for multimarket projects.*

*Tracking data available going back ten years for selected markets.*

## SAMPLE OUTPUT:

Choose between different options of output – ranging from Excel data tables to full reporting.

An example output of label testing reporting:



## TECHNICAL SPECIFICATIONS:

Vinitrac® samples are quota-based to be fully representative of the wine drinking population in each country. Representative sample quotas are established using regular calibration studies in each market

Market	Sample	Size	Methodology
Argentina	Regular wine drinkers	1,000	Online survey
Australia	Regular wine drinkers	1,000	Online survey
Belgium	Regular wine drinkers	1,000	Online survey
Brazil	Regular wine drinkers	1,000	Online survey
Canada	Regular wine drinkers	1,000	Online survey
Chile	Regular wine drinkers in urban areas	700	Online survey
China	Urban upper-middle class semi-annual imported wine drinkers	1,000	Online survey
Colombia	Semi-annual wine drinkers in selected areas	700	Online survey
Czech Republic	Regular wine drinkers	700	Online survey
Denmark	Regular wine drinkers	1,000	Online survey
Ecuador	Semi-annual wine drinkers in selected cities	500	Online survey
Finland	Regular wine drinkers	1,000	Online survey
France	Wine drinkers	1,000	Online survey
Germany	Regular wine drinkers	1,000	Online survey
Hong Kong	Semi-annual wine drinkers (aged 18-60 with monthly household pre-tax income HKD15k+(million))	600	Online survey
India	Upper-middle class semi-annual wine drinkers in the selected urban areas	1,000	Online survey
Italy	Regular wine drinkers	1,000	Online survey
Ireland	Regular wine drinkers	1,000	Online survey
Japan	Regular wine drinkers	1,000	Online survey
Mexico	Semi-annual imported wine drinkers in selected cities	700	Online survey
New Zealand	Regular wine drinkers	1,000	Online survey
Norway	Regular wine drinkers	1,000	Online survey
Paraguay	Semi-annual wine drinkers	700	Online survey
Peru	Semi-annual imported wine drinkers	700	Online survey
Poland	Semi-annual wine drinkers	1,000	Online survey
Portugal	Regular wine drinkers	1,000	Online survey
Russia	Semi-annual imported wine drinkers in selected areas	700	Online survey
Singapore	Semi-annual wine drinkers (aged 18-64 with monthly household pre-tax income SGD 7k+)	600	Online survey
South Korea	Semi-annual imported grape-based wine drinkers (19-64 years)	1,000	Online survey
Spain	Regular wine drinkers	1,000	Online survey
Sweden	Regular wine drinkers	1,000	Online survey
Switzerland	Regular wine drinkers	500	Online survey
The Netherlands	Regular wine drinkers	1,000	Online survey
United Kingdom	Regular wine drinkers	1,000	Online survey
United States	Regular wine drinkers	2,000	Online survey

## PRICING GUIDELINES:

Prices indicative per market

All deliverables range from Excel data tables to full report depending on project scope

Project type	GBP	USD	AUD	EUR
<b>Brand health tracking</b> Three options available for testing all including standard brand health questions (prompted brand awareness, purchase, consideration, conversion, affinity and recommendation) plus additional questions and reporting for other levels	From 2,000	From 2,300	From 3,300	From 2,100
<b>Label testing</b> Three options for testing available each with different levels of questions and deliverables	From 3,200	From 3,900	From 5,900	From 3,600
<b>All standard questions (omnibus survey)</b> Demographics, behaviour in the off- / on-premise, choice cues, country health, brand health and / or closures	From 3,500	From 4,675	From 6,300	From 3,920
<b>Bespoke questions</b> These questions are confidential to you and your organisation and can be analysed in the context of our standard questions	900 - 2,500	1,125 - 3,125	1,650 - 4,500	1,000 - 2,800

### Please contact us to discuss your specific project

Prices and exchange rates shown for illustration only. Costs shown are indicative per market and can vary according to project scope, market type, etc. Additional services such as custom questionnaire design will incur additional fees. Subject to availability and contract.

## Clients & Testimonials

Our clients include:

ZONIN1821



O'NEILL  
VINTNERS & DISTILLERS

ARESTI  
PASION FAMILIAR



"Access to Wine Intelligence's omnibus survey has given us valuable insight into the quantitative results of our efforts to both understand consumer awareness levels and evaluate whether our activities are having an impact."

VQA Ontario

FAMILIA  
TORRES  
Desde 1870



TAYLORS®  
CLARE VALLEY

"Wine Intelligence has been working with Brown Brothers to provide insight on brand and product opportunities through bespoke research projects. Their Vinitrac® tracking has also allowed us to set measures on key metrics and evaluate the effectiveness of our marketing activities over time. From planning and methodology to presentation and interpretation of data, Wine Intelligence continues to be a valuable research partner for Brown Brothers."

Brown Brothers



Pernod Ricard

Créateurs de convivialité



AVELEDA  
OUR WINE. OUR LOVE. OUR LIFE.



TREASURY  
WINE ESTATES



KOBRAND



CASELLA  
FAMILY BRANDS

GRUPO PEÑAFLORES  
BODEGAS ARGENTINAS LÍDERES

vspt.wine.group

CONCHA Y TORO®

## Contact Wine Intelligence

### LONDON - HEAD OFFICE

E info@wineintelligence.com

T +44 (0)20 8194 0090

www.wineintelligence.com

### Wine Intelligence global offices:

Australia ▪ Brasil ▪ Deutschland ▪ España ▪ France ▪ Italia ▪ Portugal ▪ South Africa ▪ UK ▪ US