

Clients deadline: Friday 29th April
Surveys in field: From mid-May

THE GLOBAL SPARKLING WINE CONSUMER SURVEY

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

Vinitrac® Sparkling can **help you understand wine consumer needs in 4 key markets**. This next wave of sparkling surveys will be rolled out across a selection of 4 key wine markets: Canada, France, UK and US.

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



Sparkling wine brand health
Awareness, purchase, conversion, consideration, affinity, recommendation and brand bought most often



Advertising and name testing
Test your advertising campaigns and brand names prior to launch



Purchase cues
What factors motivate your consumers to buy sparkling wine



Packaging attitudes
Test label and packaging designs before they go to market



Demographics
Discover who is buying your brand and how they view it

WHAT IS VINITRAC® SPARKLING?

Vinitrac® Sparkling is our online survey that uses a **representative sample of 1,000 adults** who drink sparkling wine in each of the countries where we operate.

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.

Canada ▪ France ▪ UK ▪ US
(other markets available upon request)

Wave:	Deadline:	Surveys in field:
May 2022	Friday 29 th April	From mid-May

EXAMPLE OUTPUT:

Sparkling wine involvement, value and expertise: by age and gender

% who have selected one of the following statements to be applicable to them
Base = All UK drinkers of sparkling wine who drink sparkling wine at least once a year (n=1,000)

	All drinkers of sparkling wine in the UK n=	Male			Female		
		18-34	35-54	55+	18-34	35-54	55+
Drinking sparkling wine gives me pleasure	1,000	140	170	160	150	190	190
I always look for the best quality sparkling wines I can get for my budget	77%	70%	77%	74%	76%	83%	77%
Deciding which sparkling wine to buy is an important decision	72%	68%	67%	70%	68%	77%	78%
I like to take my time when I purchase a bottle of sparkling wine	56%	61%	52%	46%	63%	58%	57%
Generally speaking, sparkling wine is an expensive drink	55%	53%	55%	46%	62%	56%	54%
I feel competent about my knowledge of sparkling wine	47%	52%	53%	45%	46%	47%	39%
Sparkling wine is important to me in my lifestyle	38%	56%	47%	32%	44%	35%	20%
I have a strong interest in sparkling wine	37%	54%	40%	20%	48%	40%	27%
	37%	53%	38%	18%	50%	41%	26%

Red / Blue: Statistically significantly higher / lower than all UK drinkers of sparkling wine at a 95% confidence level
Source: Wine Intelligence, Vinitrac® UK, June 2021 (n=1,000) UK drinkers of sparkling wine who drink sparkling wine at least once a year



[View our standard sparkling questions here](#)

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