2016 Preferences of the American Wine Consumer

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Topics

- About the Survey
- High-Level Results
- Implications for Lake County & Wineries

About the Survey

- Launched in May of 2016
- With Survey Sampling International – household panel data
- 1081 American wine consumers
- All 50 states*
- 3rd Year of Conducting this Survey

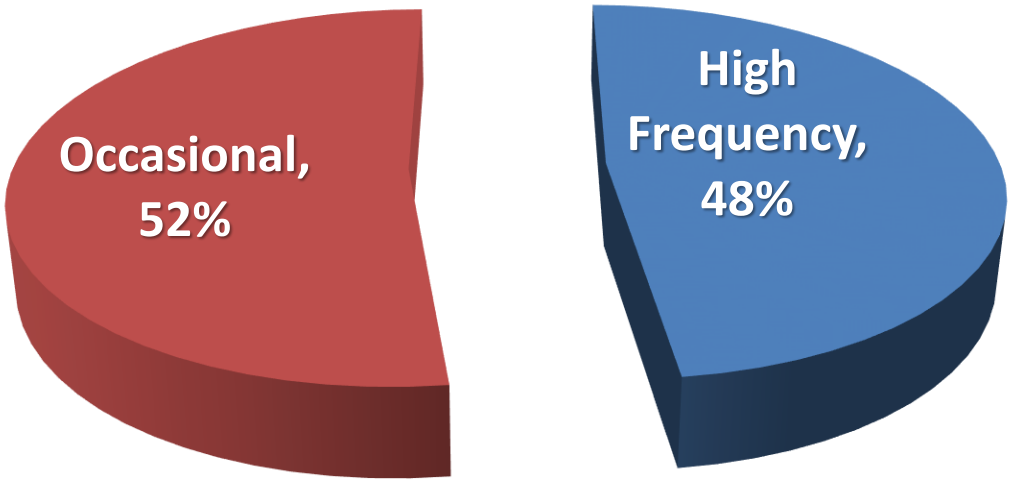
* Top 10 Responding States: California, New York, Florida, Texas, Pennsylvania, Illinois, Ohio, New Jersey, North Carolina, & Michigan

About the 2016 Sample

- **Gender** = 58% women and 42% men
- **Ages** = 29% Millennials (21-39); 22% Gen Xers (40-50); 40% Boomers (51-69); and 9% Greatest Generation (70+)
- **Ethnicity** = 81% Caucasian, 7% African-American, 5% Hispanic and 5% Asian
- **Median Income** = $50,000 – $69,999
  - *But 25% made over $100,000 per year*
- **Highly Educated** = 62% with college degrees (compared with 32% in US)
- **Marital Status =** 58% married; 30% with children under 18 living at home

Wine Consumption Frequency

How often do you drink wine?

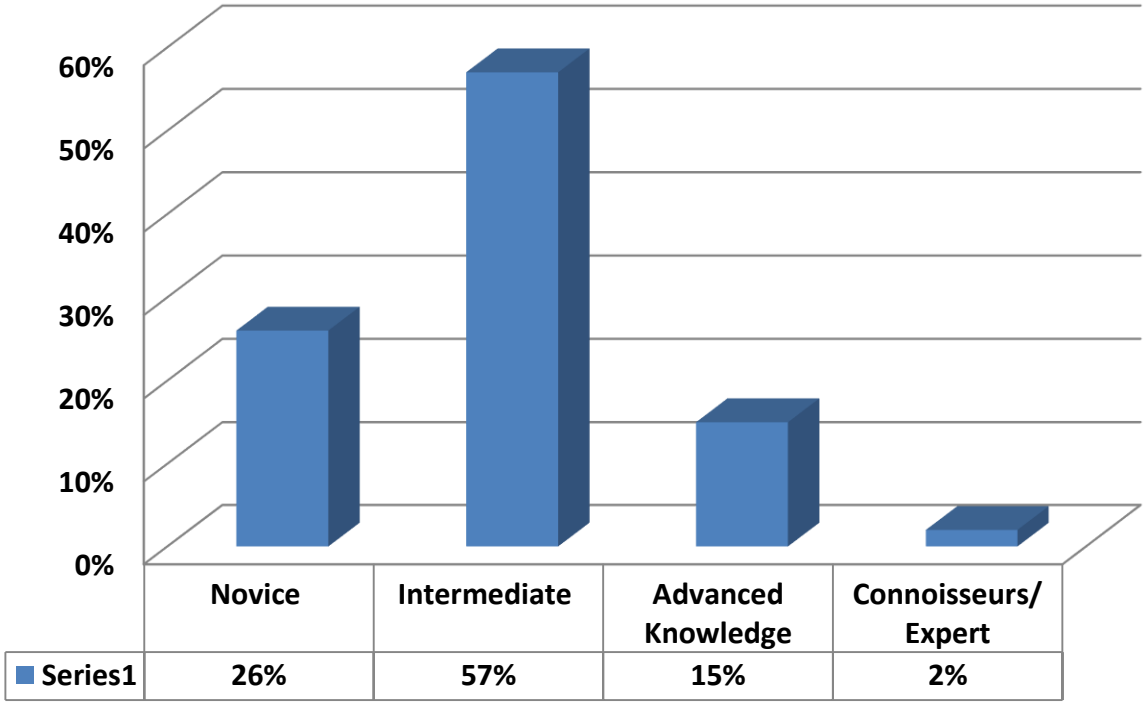


High Frequency = Daily or several times per week

Wine Knowledge Level

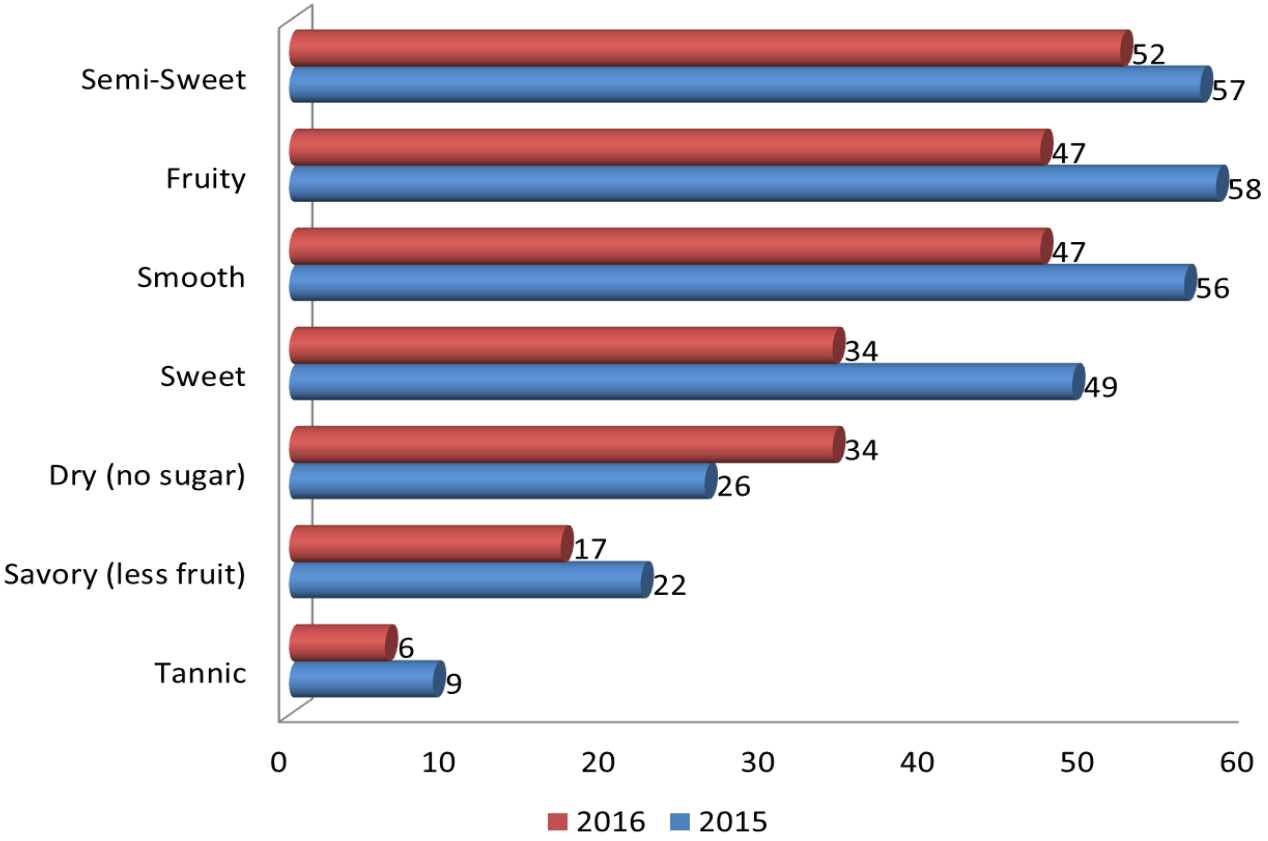
How would you describe your level of knowledge about wine?

- Novice - I know very little about wine
- Intermediate - I know the basics about wine
- Advanced - I consider myself to know more about wine than most people
- Connoisseur - I am expert; I have an extensive knowledge of wine



Preferred Wine Styles

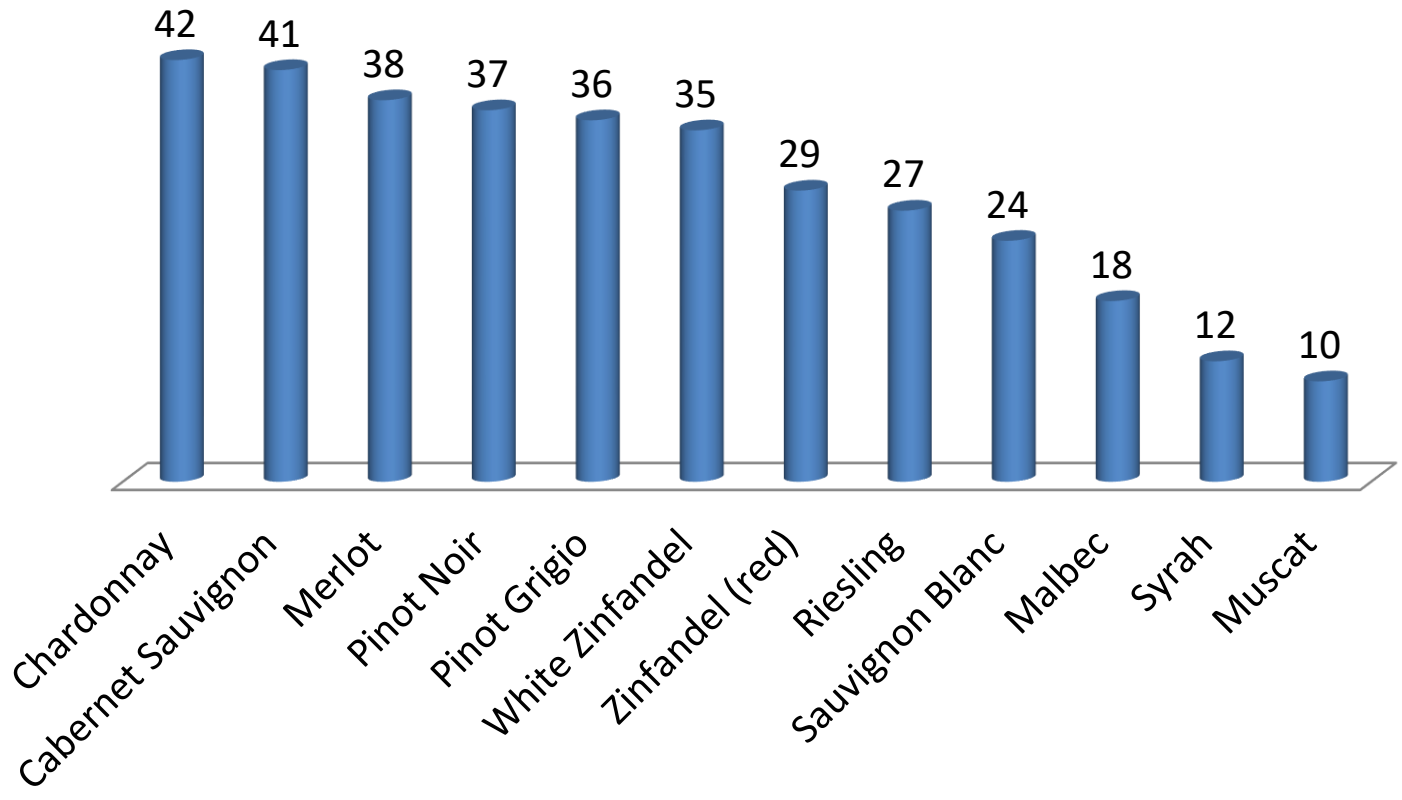
How do you prefer your wine to taste? Check all that apply.

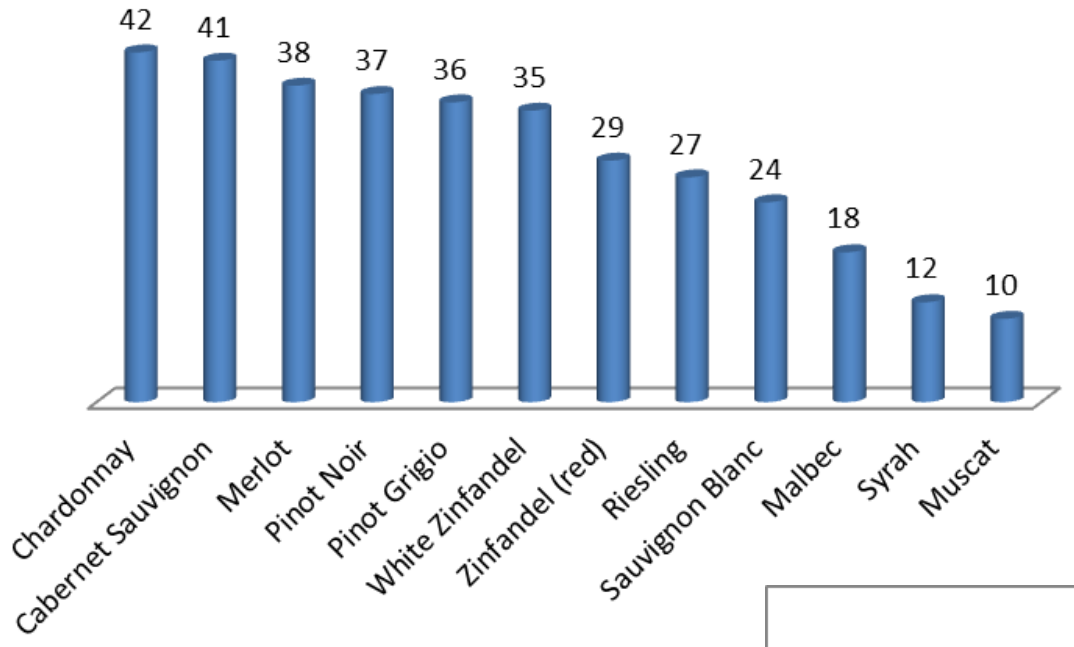


BUT varies by wine knowledge – Connoisseurs & Advanced (16%) prefer more Tannic & Savory

2016 Preferred Varietals - %

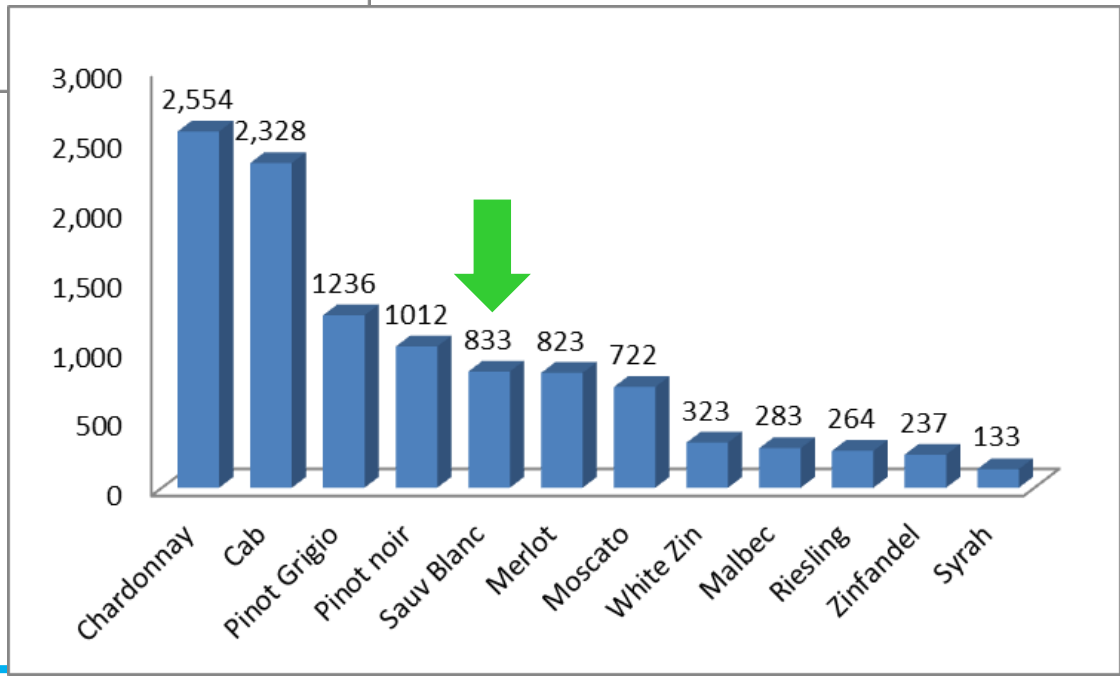
What are some of your favorite wine varietals? Check all that apply."





Slight Difference with Nielsen Sales Data

Nielson Scan Data
Dollar Volume in Millions$
52 weeks ending 12/31/16

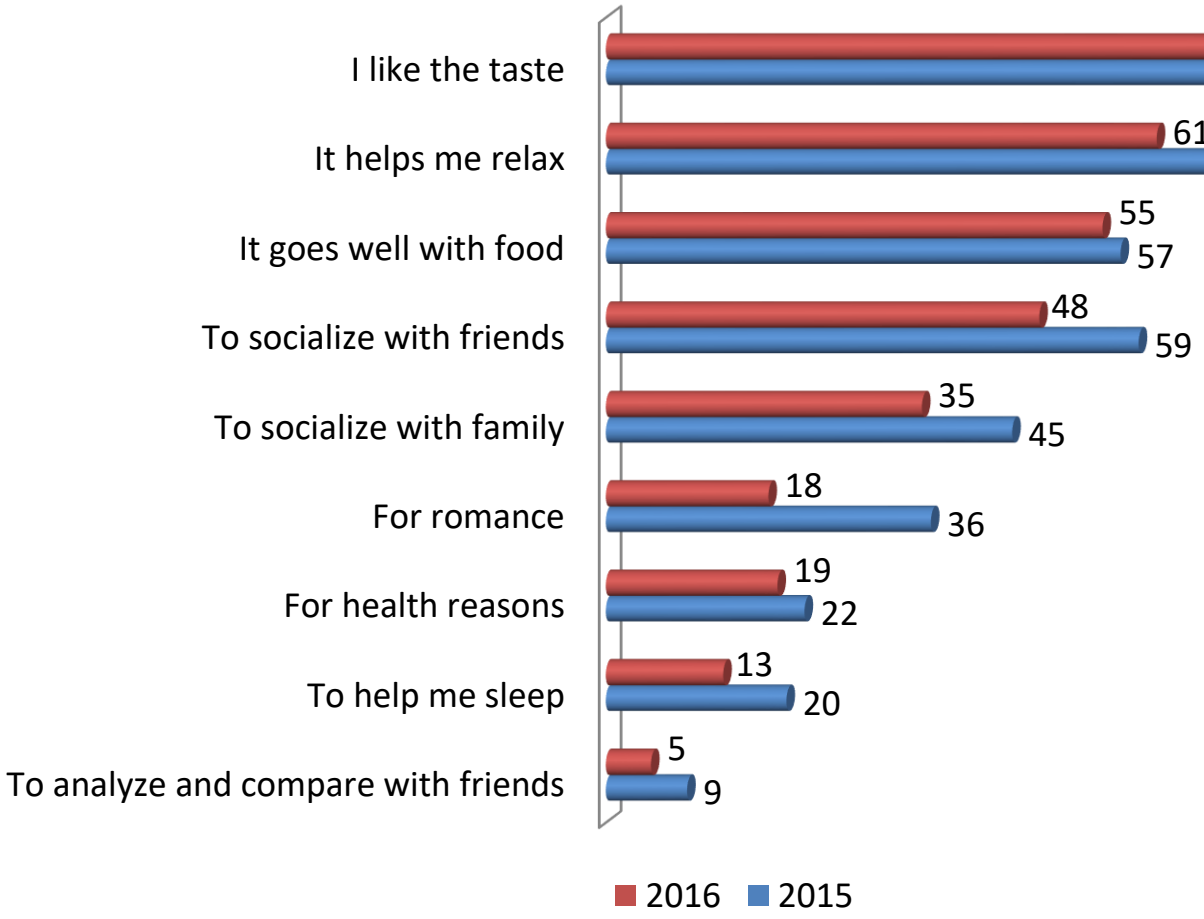


Good for Lake County!

Signature Varietals:
Cabernet Sauvignon
Sauvignon Blanc

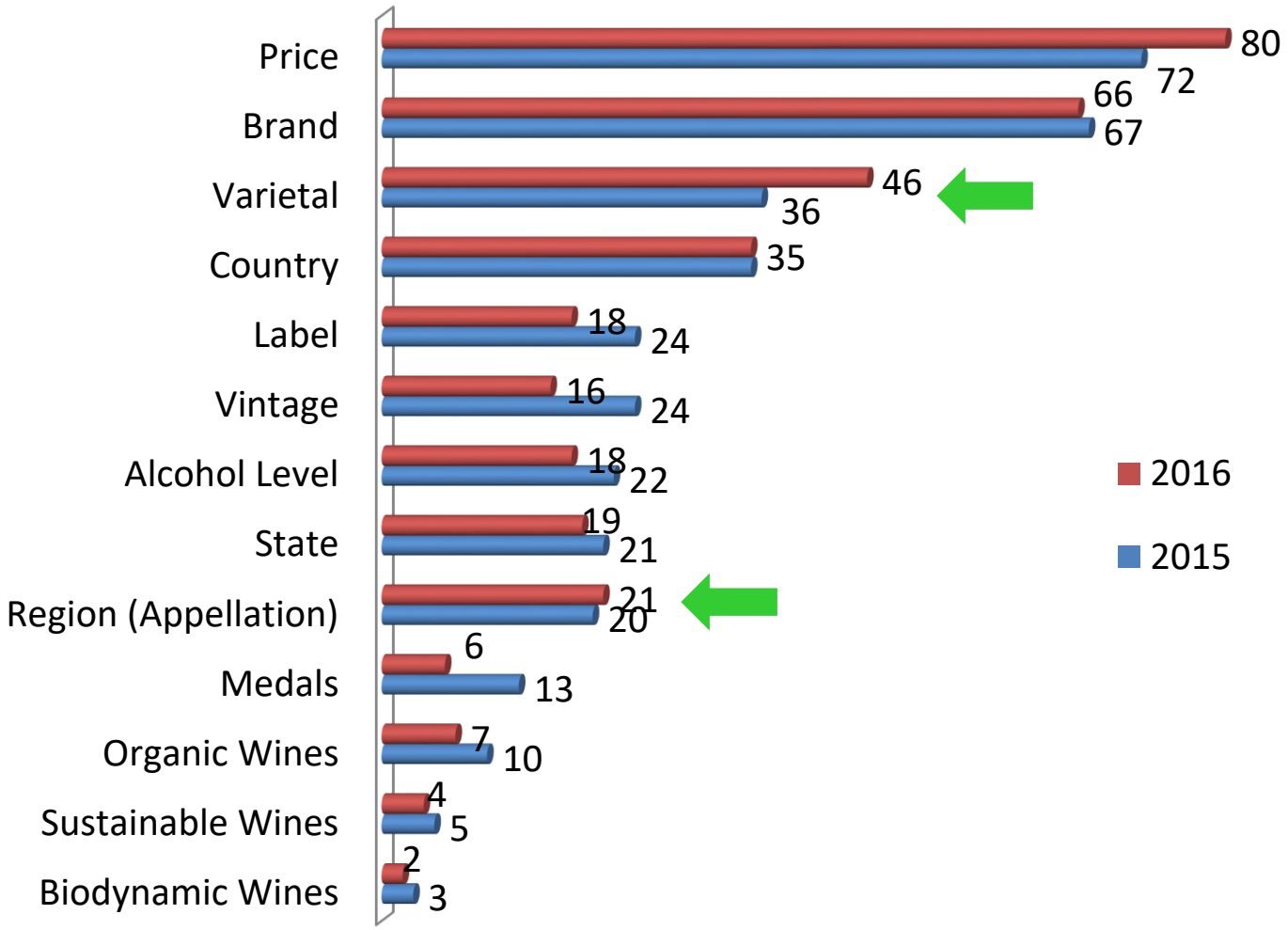
Motivations to Drink Wine - %

I drink wine for the following reasons. Check all that apply."



Decision Making - %

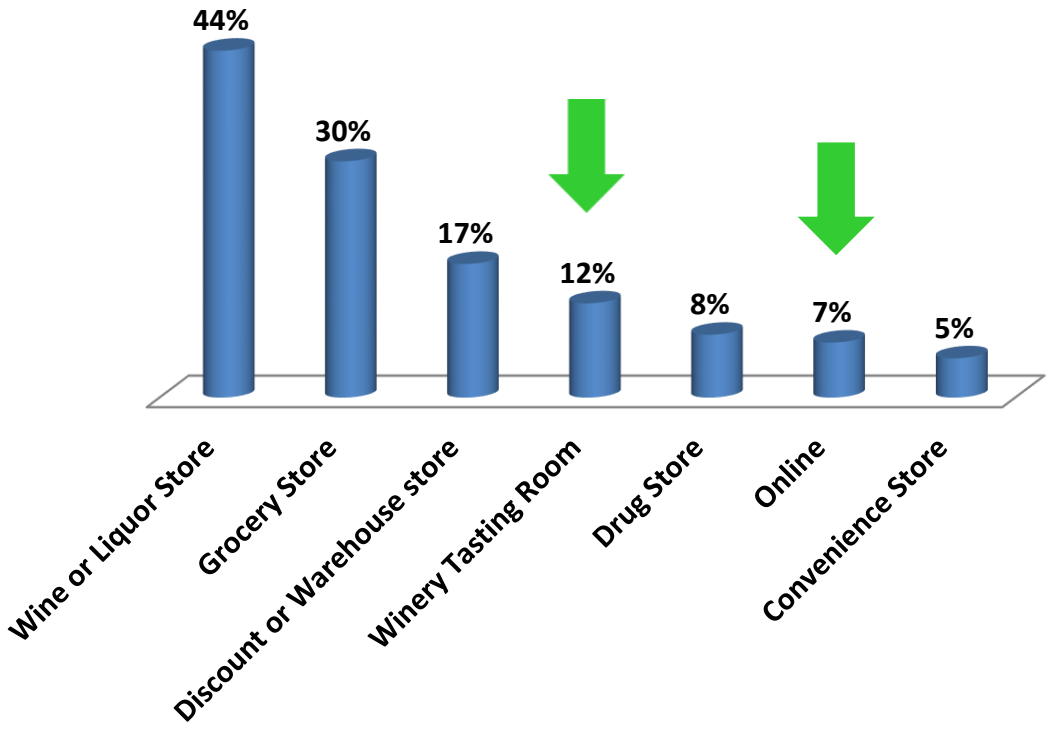
When making a decision on which wine to buy, I usually consider. Check all that apply



2016 Location to Buy Wine

How often do you buy wine at the following locations?

- Never
- Rarely
- Sometimes
- **Often**
- **Almost Always**



Purchase Price Per Bottle for HOME

How much do you usually spend per bottle to drink wine at home?

Answer Choices	Responses
Less than $3 per bottle	1.94%
$3 - $5.99 per bottle	7.47%
$6 - $8.99 per bottle	17.44%
$9 - $11.99 per bottle	26.94%
$12 - $14.99 per bottle	23.99%
$15 - $19.99 per bottle	15.41%
$20 to $30 per bottle	4.80%
$30 to $50 per bottle	1.57%
Over $50 per bottle	0.46%
Total	

Purchase Price Per Bottle at Restaurant

How much do you usually spend per bottle to drink wine at a restaurant?

Answer Choices	Responses
$15 - 25 per bottle	15.50%
$26 - 35 per bottle	21.22%
$36 - 45 per bottle	11.62%
$46 - 55 per bottle	5.44%
$56 to $75 per bottle	2.40%
Over $75 per bottle	0.65%
I only buy wine by the glass at restaurants	24.72%
I bring my own bottle and pay corkage	0.55%
I don't buy wine at restaurants	17.90%
Total	

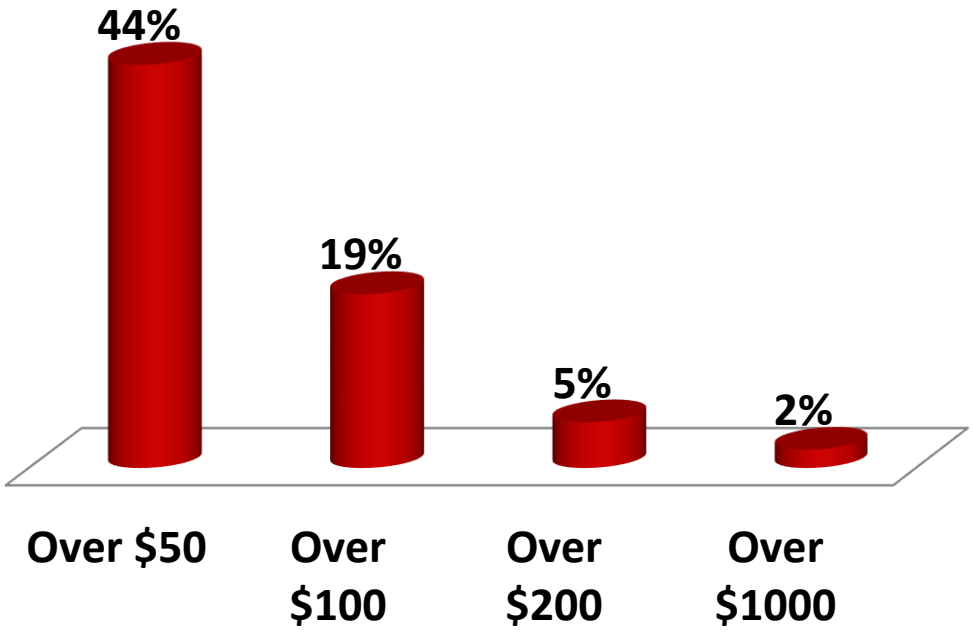
Price for Wine by the Glass

When buying wine BY THE GLASS I usually will spend

Answer Choices	Responses
Less than $6 per glass	24.35%
$7 to $10 per glass	46.86%
$11 to $15 per glass	10.89%
$16 to $20 per glass	2.40%
Over $20 per glass	0.55%
I do not buy wine by the glass	14.94%

Luxury Wine Purchases

Have you ever spent over ____ for a bottle of wine?

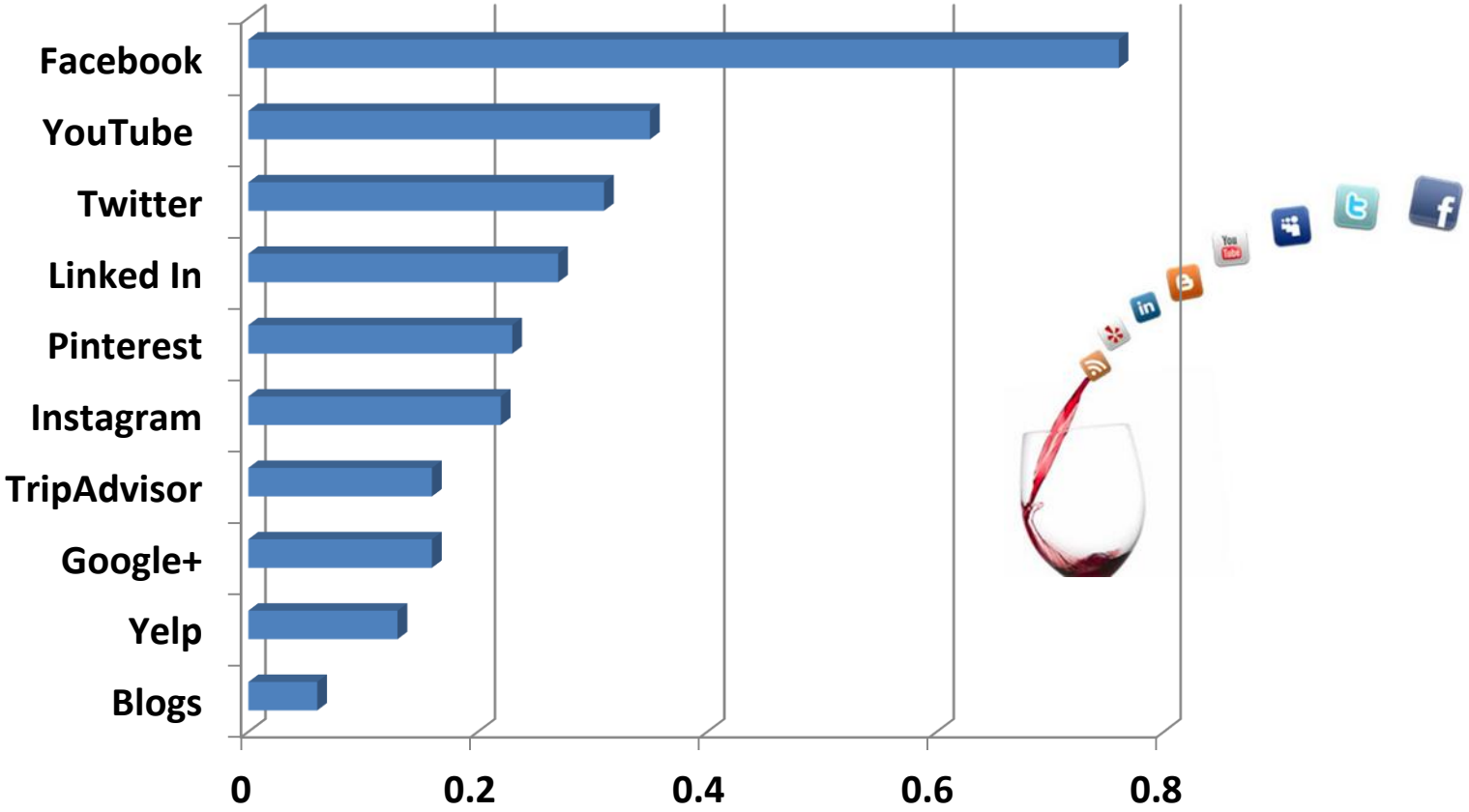


WHY?

For a special occasion	60%
To enjoy	53%
For a gift	42%
For my cellar	12%
Other	4%

Social Media Channels

Which types of Social Media do you use? Please check all that apply.



Using Social Media to Talk About Wine

Do you ever use any of the social media platforms to:

Search for wine information	25%
Discuss wine	22%
Ask friends for wine recommendation	20%
Look at winery web/fan page	17%

Mobile commerce predicted to grow 48% in the US to $90 billion by the end of 2017, (Forrester, 2012),

Mobile & Wine Apps

Do you? (check all that apply)

Have a smart phone	**80%**
Use your smart phone to check prices on wine	**20%**
Use wine apps	**15%**

Favorite Wine Apps?

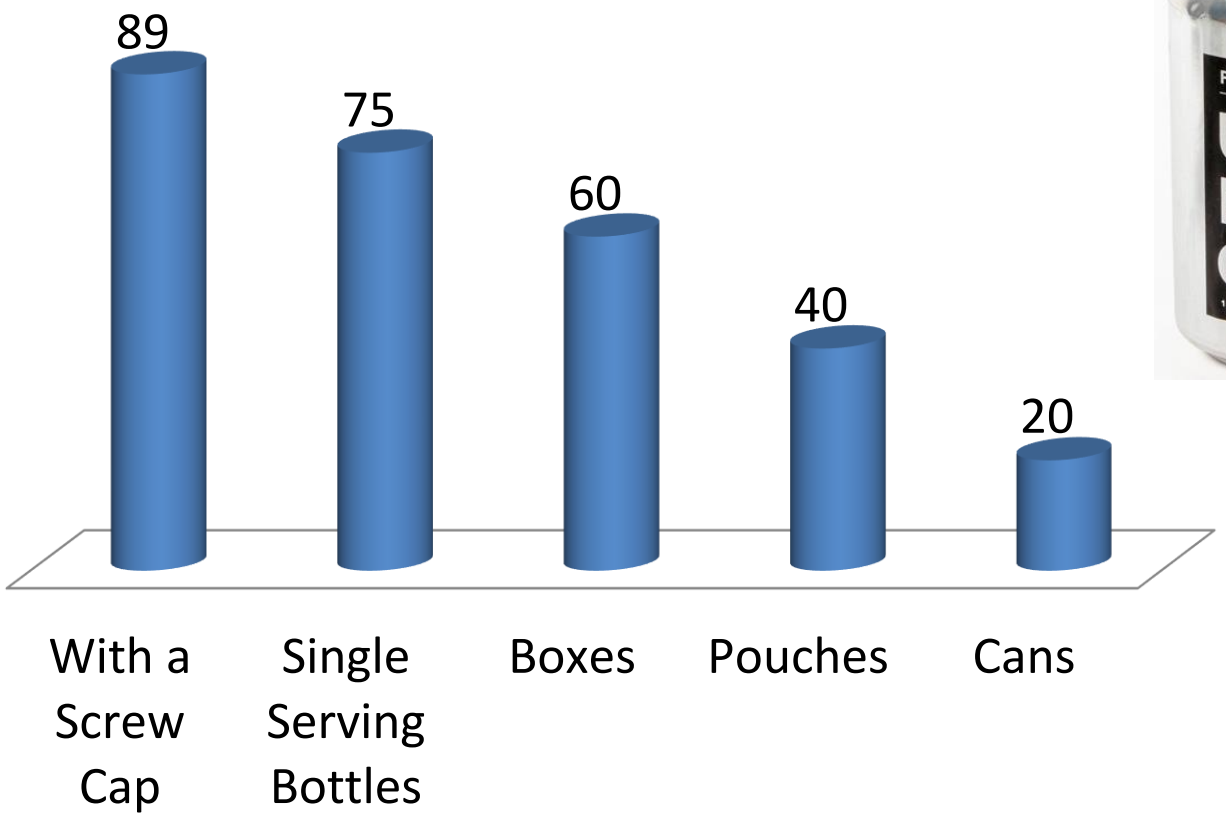
#1 - Winesearcher

#2 – Vivino

#3 - Hello Vino & Delectable tied

Innovative Packaging - % Positive

What is your opinion of the following packaging options for wine?
Yes, Sometimes, No Way!

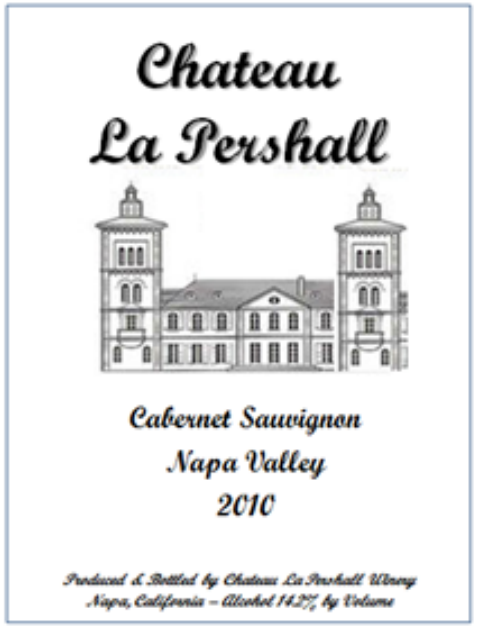


Label Style Preferences

Which of the following wine label styles appeals to you the most?

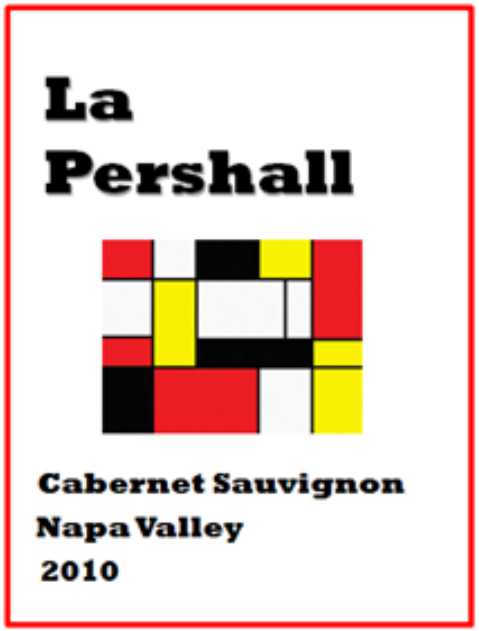
64% PREFERENCE

Traditional



23% PREFERENCE

Modern



13% PREFERENCE

Fun

Implications for Wineries – the 5 P's

1) PRODUCT

Craft wines to match preferred taste styles - *Fruity, smooth, and perhaps a little sweet*

2) PROMOTION

Focus marketing messages on the good taste, relaxation & social benefits of wine.

Adopt social media platforms *to interact with your consumers.*

Work with wine apps *to get your product advertised.*

3) PRICING - Offer wine at multiple price tiers - *Most popular $10 – 15 ; $15 – 20; luxury growing*

Implications for Wineries – the 5 P's

4) PLACEMENT

Tasting Room and online wine shopping growing.

Wine/liquor shops more important in some states.

Mobile phone accessibility critical –sales climbing

5) PACKAGING

Don't be afraid to try some innovative packaging

Label design should highlight your brand – *(37% of consumers select wine based on label)*

Implications for Lake County

1. **REFRESH** Lake County Brand
2. **FOCUS** on Signature Varietals
   - Sauvignon Blanc – no one else in US is doing this well – so go for it!
   - Cabernet Sauvignon – the secret is out – so capitalize on it!
3. **EMPHASIZE** True Volcanic Wines

Thank you for your time!