




**2017 Wine Market Council
Wine Consumer Segmentation Slide Handbook**

October 1, 2017

Table of Contents

Note: when viewing document in **slide view**, links will take you to corresponding page. Click  to return to this page.

<u>ORC Segmentation Study Handbook</u>	7
<u>ORC Segmentation Study Methodology</u>	9
<u>Notes from the Wine Business Institute at Sonoma State University</u>	10
Base: Total U.S. Adults	11
<u>Wine Consumption Among U.S. Adults</u>	12
<u>Wine, Beer, & Spirits Consumption Crossover Among U.S. Adults 21+</u>	13
Base: Total Wine Drinkers	14
<u>Additional Alcoholic Beverage Consumption Among Total Wine Drinkers</u>	15
<u>Wine, Beer, & Spirits Consumption Crossover among Total Wine Drinkers</u>	16
<u>Wine, Beer, & Spirits Consumption Among Total Wine Drinkers by Age and Gender</u>	17
<u>Wine Consumption Frequency Among Total Wine Drinkers</u>	18
<u>Change in Wine Consumption vs. a Couple of Years Ago Among Total Wine Drinkers</u>	19
<u>Change in Wine Consumption vs. a Couple of Years Ago Among Total Wine Drinkers by Age</u>	20

Table of Contents *(continued)*

<u>Estimated Color/Style Make Up of Total Wine Consumed (Total Wine Drinkers)</u>	21
<u>Estimated Color/Style Make Up of Total Wine Consumed (Total Wine Drinkers) by Age</u>	22
<u>Estimated Color/Style Make Up of Total Wine Consumed (Total Wine Drinkers) by Gender</u>	23
<u>Estimated Domestic/Imported Make Up of Total Wine Consumed (Total Wine Drinkers)</u>	24
<u>Wine Purchase Frequency by Price Category Among Total Wine Drinkers</u>	25
<u>Wine Purchase Frequency by Package Size Among Total Wine Drinkers</u>	26
<u>Total Wine Drinkers: Gender</u>	27
<u>Total Wine Drinkers: Age</u>	28
<u>Total Wine Drinkers: Generation</u>	29
<u>Total Wine Drinkers: Top States Represented</u>	30
<u>Total Wine Drinkers: Marital Status and Household Ownership</u>	31
<u>Total Wine Drinkers: Household Make Up</u>	32
<u>Total Wine Drinkers: Education</u>	33

Table of Contents *(continued)*

<u>Total Wine Drinkers: Employment Status</u>	34
<u>Total Wine Drinkers: Income</u>	35
<u>Total Wine Drinkers: Ethnicity/Race</u>	36
Base: Total Wine Drinkers by Wine Consumption Frequency	37
<u>High Frequency vs. Occasional Wine Drinkers by Gender, Age, and Generation</u>	38
<u>Wine, Beer, & Spirits Consumption Crossover</u>	39
<u>Change in Wine Consumption vs. a Couple of Years Ago</u>	40
<u>Estimated Color/Style Make Up of Total Wine Consumed</u>	41
<u>Estimated Domestic/Imported Make Up of Total Wine Consumed</u>	42
<u>Monthly/Weekly Purchase by Price Category</u>	43
<u>Monthly/Weekly Purchase by Package Size</u>	44
Base: Total High Frequency Wine Drinkers	45
<u>Wine, Beer, & Spirits Consumption Crossover Among High Frequency Wine Drinkers</u>	46

Table of Contents *(continued)*

<u>Additional Alcoholic Beverage Consumption Among High Frequency Wine Drinkers</u>	47
<u>Change in Wine Consumption vs. a Couple of Years Ago Among High Frequency Wine Drinkers</u>	48
<u>Estimated Color/Style Make Up of Total Wine Consumed Among High Frequency Wine Drinkers</u>	49
<u>Estimated Domestic/Imported Make Up of Total Wine Consumed Among High Frequency Wine Drinkers</u>	50
<u>Total Wine Consumption: Domestic vs. Imported Wine Among High Frequency Wine Drinkers by Age</u>	51
<u>Wine Purchase Frequency by Price Category Among High Frequency Wine Drinkers</u>	52
<u>Wine Purchase Frequency by Package Size Among High Frequency Wine Drinkers</u>	53
<u>High Frequency Wine Drinkers: Gender</u>	54
<u>High Frequency Wine Drinkers: Age</u>	55
<u>High Frequency Wine Drinkers: Generation</u>	56
<u>High Frequency Wine Drinkers: Marital Status and Household Ownership</u>	57
<u>High Frequency Wine Drinkers: Household Make Up</u>	58
<u>High Frequency Wine Drinkers: Education</u>	59

Table of Contents *(continued)*

<u>High Frequency Wine Drinkers: Employment Status</u>	60
<u>High Frequency Wine Drinkers: Income</u>	61
<u>High Frequency Wine Drinkers: Ethnicity/Race</u>	62

ORC Segmentation Study Handbook

- ✓ The purpose of this handbook is to provide Wine Market Council members with ready-made slides to use in presentations and other business activities.
- ✓ This handbook includes detailed slides on the breakdown of U.S. adults by alcohol consumption frequency, topline results by total wine drinkers, and key measures among high frequency wine drinkers.
- ✓ For those in a membership tier that has access to all Wine Market Council data tabulations, the ORC segmentation study data is available upon request. Data is available on the following variables:
 - Total wine drinkers
 - Based on the responses of 2,512 U.S. adults 21+ who drink wine at least once every 2 – 3 months.
 - Data also available by gender, age bands (20s, 30s, 40s, 50s, 60+), ethnicity/race, purchase frequency by price categories, frequency of box wine purchases, some major geographic regions, rosé wine consumption, and sparkling wine consumption.
 - Total high frequency wine drinkers
 - Based on the responses of 896 U.S. adults 21+ who drink wine more often than once a week.
 - Data also available by gender, age bands (20s, 30s, 40s, 50s, 60+), ethnicity/race, purchase frequency by price categories, frequency of box wine purchases, some major geographic regions, rosé wine consumption, and sparkling wine consumption.

ORC Segmentation Study Handbook (*continued*)

- Occasional wine drinkers
 - Based on the responses of 1,616 U.S. adults 21+ who drink wine once a week or less often.
 - Data also available by gender and 10 year age bands (20s, 30s, 40s, 50s, 60+).
 - Beer and spirits drinkers who consume no wine (demographics only)
 - Based on the responses of 1,483 U.S. adults 21+ who drink beer and/or spirits, but not wine.
 - Infrequent wine drinkers (demographics only)
 - Based on the responses of 490 U.S. adults 21+ who drink alcohol only every 2 – 3 months or less often.
 - Abstainers (demographics only)
 - Based on the responses of 1,815 U.S. adults 21+ who never drink alcohol.
- ✓ This research is proprietary to Wine Market Council members. Proper attribution is required for use and is included on each slide.
- ✓ As this set of slides is not exhaustive, please direct requests for additional slides based on the above data breakdowns, as well as requests for full data tabulations and other questions to Jennifer Pagano, Director or Research at jpagano@winemarketcouncil.com.

ORC Segmentation Study Methodology

- ✓ Survey was fielded in June and July, 2017 by ORC International in partnership with Illuminate Market Research.
- ✓ Survey was conducted among a representative sample of U.S. adults adjusted to current Census Bureau demographic data using a proprietary weighting scheme.
- ✓ 5,810 U.S. adults were polled to determine U.S. wine consumer incidence.
- ✓ 2,512 wine consumers who drink wine at least once every two or three months participated in the study.

Notes:

- Wine drinkers are defined as those who drink wine at least once every 2 – 3 months, High Frequency wine drinkers as those who drink wine more often than once a week, and Occasional wine drinkers as those who drink wine once a week or less often, but at least once every 2 – 3 months.
- All data included in this handbook is based on self-reported consumer survey participant responses.
- Significance level = .05
- Some figures do not add to 100% due to rounding.

Wine Market Council (WMC) is furnishing these survey results "as is" and does not provide any warranty of such results whatsoever, whether express, implied, or statutory, including, but not limited to, any warranty of merchantability or fitness for a particular purpose or any warranty that the results will be error-free. In this regard, the results do not constitute advice and WMC shall have no liability for the member's use thereof. In no respect shall WMC incur any liability for any damages including, but not limited to, direct, indirect, special, or consequential damages arising out of, resulting from, or any way connected to the use of the results, whether or not based upon warranty, contract, tort, or otherwise; whether or not injury was sustained by persons or property or otherwise; and whether or not loss was sustained from, or arose out of, the results of, the survey.

Notes from the Wine Business Institute at Sonoma State University

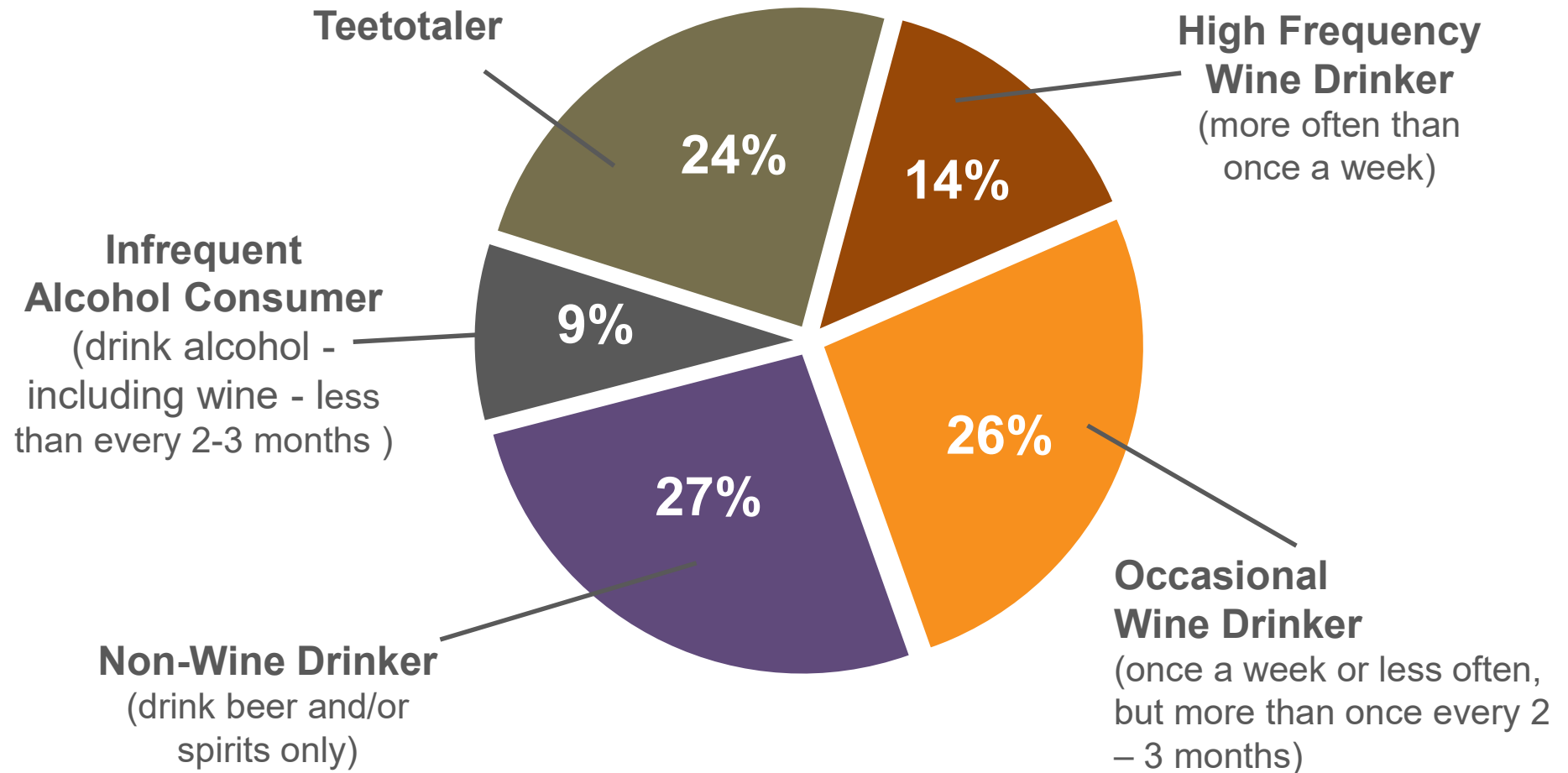
- ✓ Electronic handbooks are effective in two specific ways. Primarily, they may be kept updated as new data becomes available. Secondly, they may be shared among partners with minimal effort. As such, using this handbook as a reference tool should become an adapted part of operations when preparing to present on the current nature of regular wine consumer perceptions.
- ✓ The Wine Market Council focuses specifically on samples of higher frequency wine consumers. By their very nature, such a population of consumers has significantly higher consumption frequency, purchase and repurchase frequencies, as well as consideration sets than the entire population of wine consumers. Emphasizing these differences from the outset of a presentation will help assuage audience concerns about these findings being different to findings from samples of a general wine drinking population.
- ✓ Specifically, high frequency consumers contribute a significantly greater revenue stream to the wine sector than their representation would suggest within the population of all wine consumers. The benefit in focusing on the perceptions of high frequency consumers is that opportunities are identified for which wine producers can best effect business strategy.
- ✓ This handbook is best used by comparing the information contained within its pages alongside the characteristics of a wine business' database of customers. Any wine business with such a database has a list of consumers that typically illustrate high frequency wine consumption. Therefore, by comparing the behavior of a winery's customers with the results contained herein, the user of this handbook is provided with insight on emergent changes in recent wine drinking behavior, and can use such knowledge to help adapt a modern implementation of strategy.



Base: Total U.S. Adults



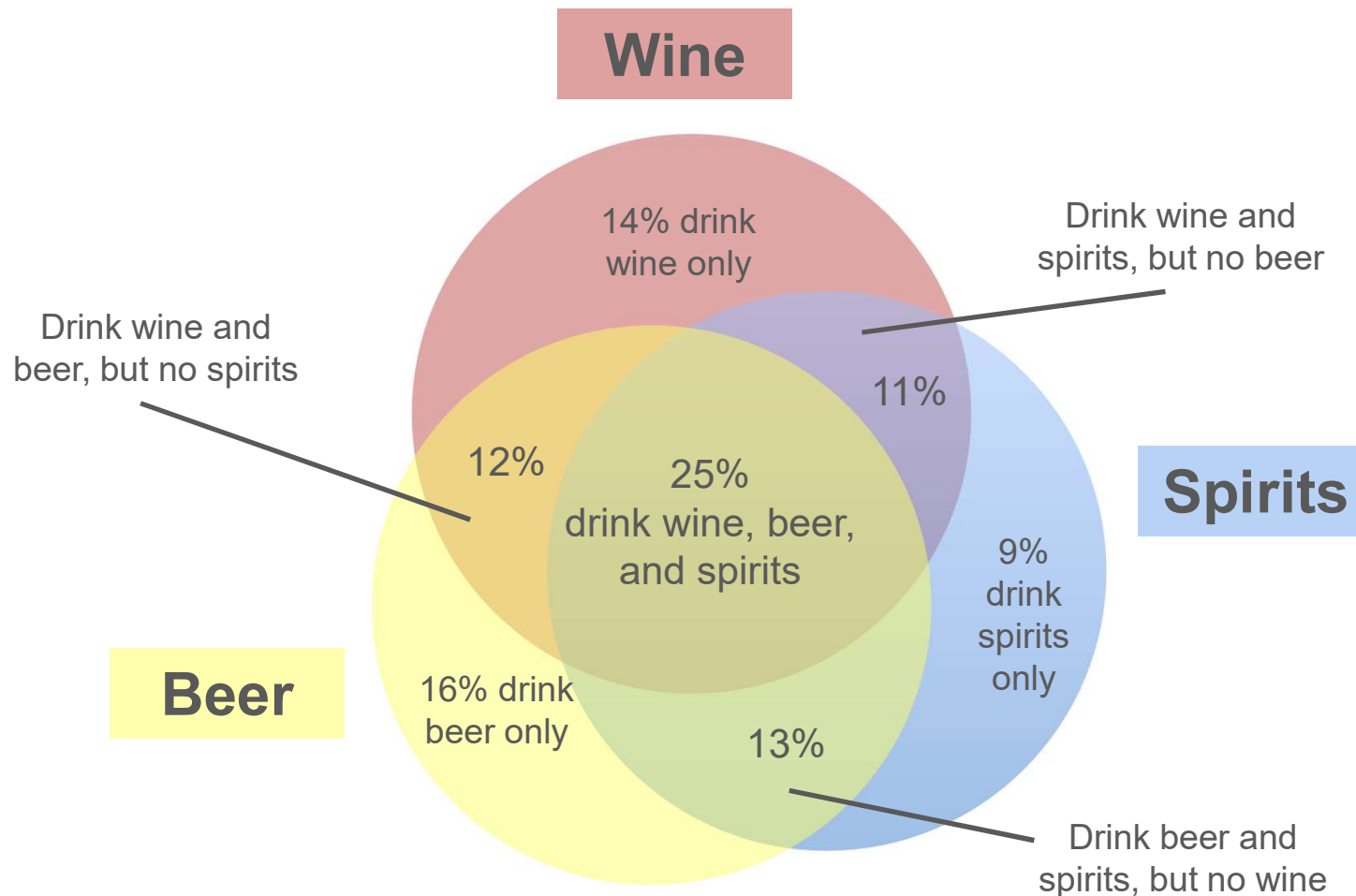
Wine Consumption Among U.S. Adults



Base: 5,810 U.S. Adults 21+
Source: WMC – ORC Segmentation Survey June/July 2017



Wine, Beer, & Spirits Consumption* Crossover Among Total U.S. Adults 21+



*Consume at least every 2 – 3 months

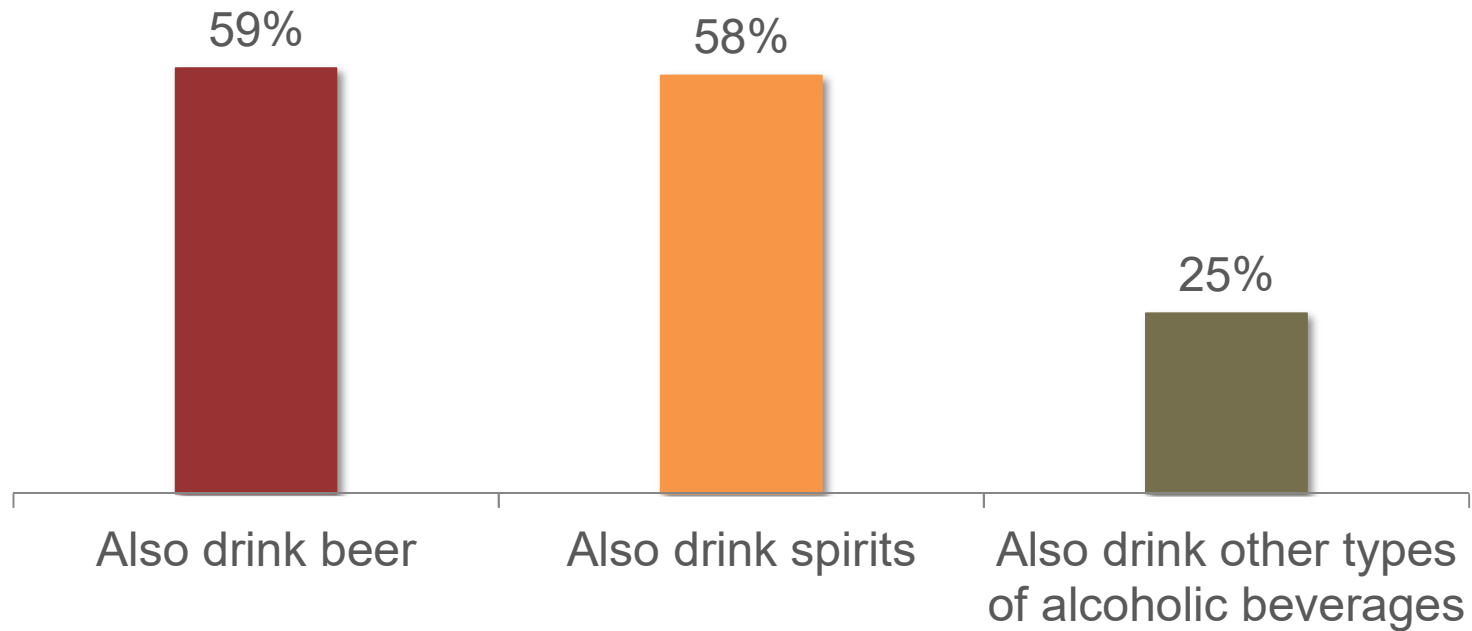
Base: 3,926 U.S. Adults 21+ who drink wine, beer, and/or spirits
Source: WMC – ORC Segmentation Survey June/July 2017



Base: Total Wine Drinkers



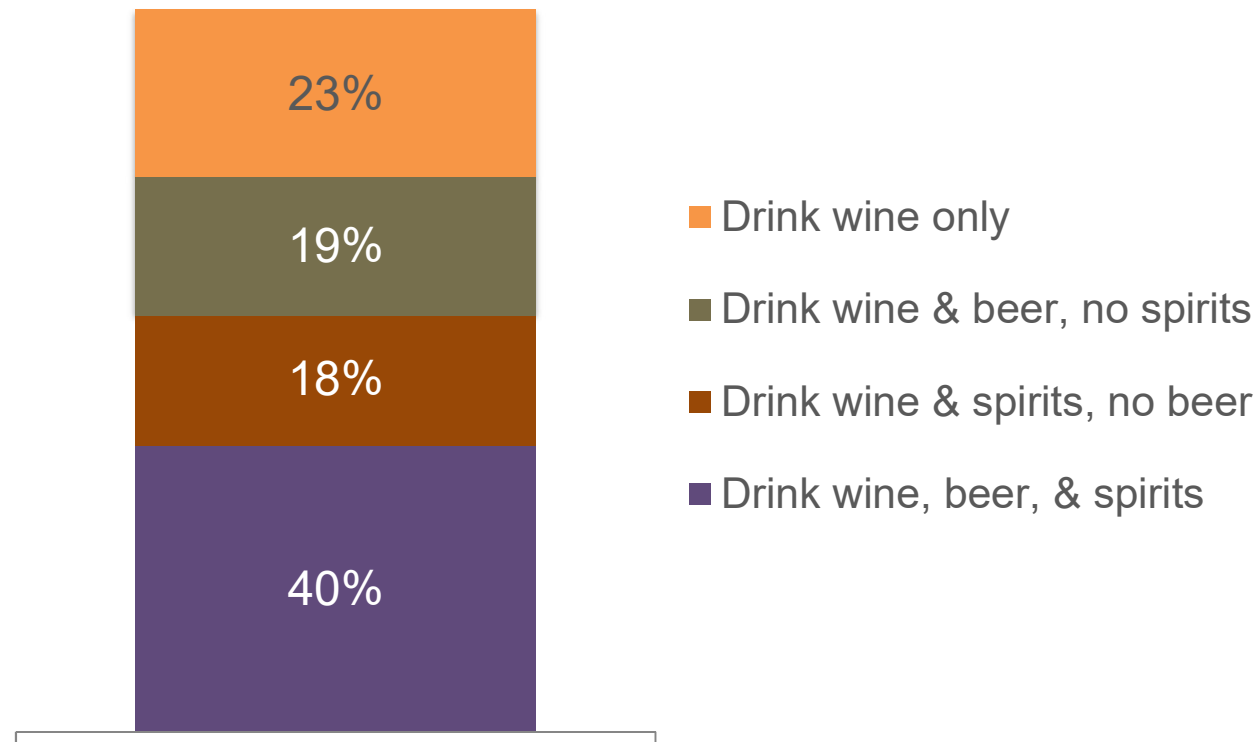
Additional Alcoholic Beverage Consumption Among Total Wine Drinkers



Base: 2,512 U.S. wine drinkers
Source: WMC – ORC Segmentation Survey June/July 2017



Wine, Beer, & Spirits Consumption* Crossover Among Total Wine Drinkers



*Consume at least every 2 – 3 months



Wine, Beer, & Spirits Consumption* Among Total Wine Drinkers by Age† and Gender

	21 – 29**	30 – 39	40 – 49	50 – 59	60+
Drink wine only	21%	17%	21%	19%	30%
Drink wine, beer, & spirits	46%	48%	43%	45%	30%
Drink wine, beer/no spirits	18%	20%	17%	18%	20%
Drink wine, spirits/no beer	16%	15%	19%	18%	20%

	Male	Female**
Drink wine only	15%	28%
Drink wine, beer, & spirits	50%	34%
Drink wine, beer/no spirits	24%	15%
Drink wine, spirits/no beer	11%	23%

*Consume at least every 2 – 3 months

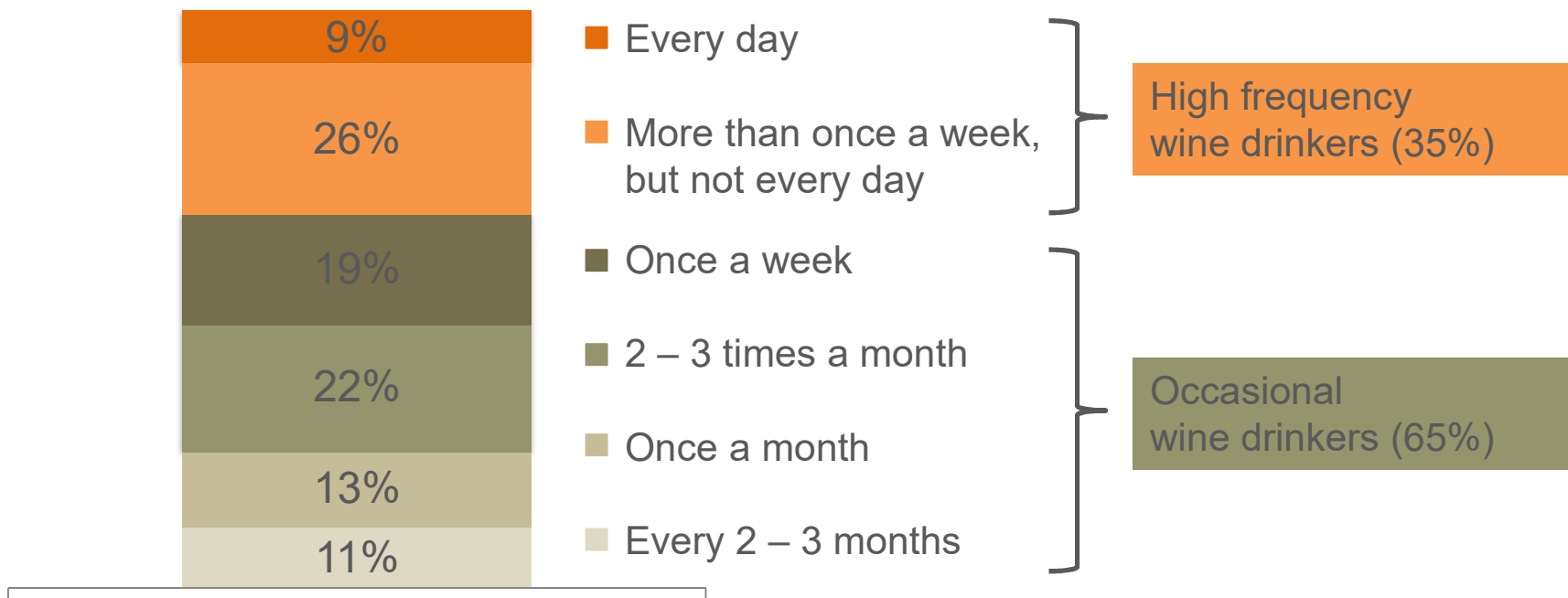
†Highlights signify statistical significance compared all segments not highlighted.

**Does not add to 100% due to rounding

Base: 2,512 U.S. wine drinkers: 20s = 375, 30s = 509, 40s = 349, 50s = 468, 60+ = 811;
Males = 1,094, Females = 1,418. Source: WMC – ORC Segmentation Survey June 2017

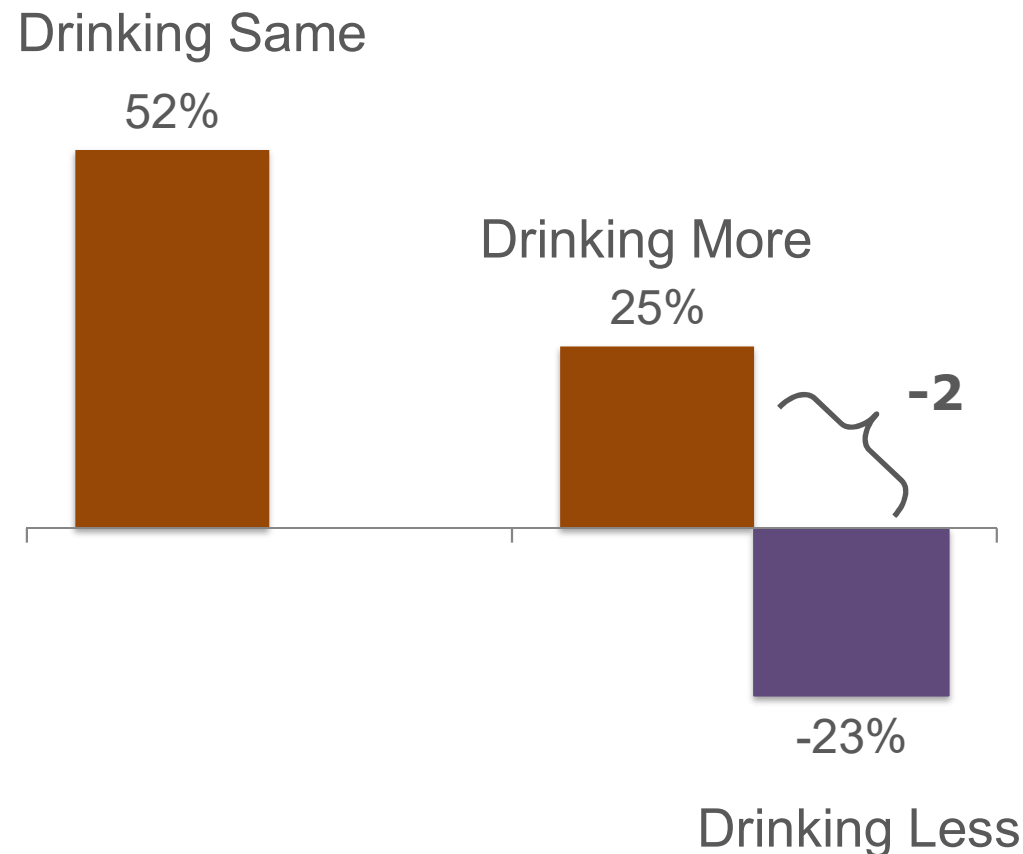


Wine Consumption Frequency Among Total Wine Drinkers





Change in Wine Consumption vs. a Couple of Years Ago Among Total Wine Drinkers





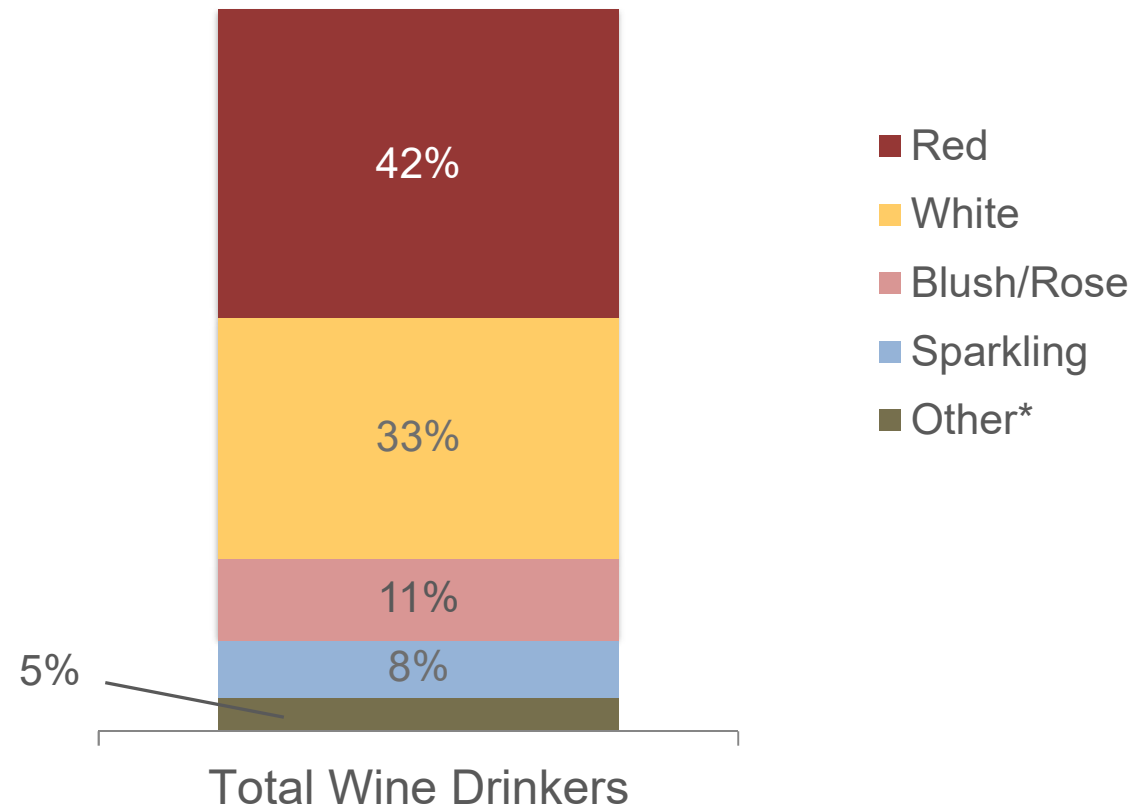
Change in Wine Consumption vs. a Couple of Years Ago Among Total Wine Drinkers by Age*

	21 – 29	30 – 39	40 – 49	50 – 59	60+
Drinking about the same	26%	47%	48%	54%	66%
Drinking more	47%	28%	28%	24%	12%
Drinking less	27%	25%	24%	22%	22%
Net percentage point change (drinking more – drinking less)	+20	+3	+4	+2	-10

*Highlights signify statistical significance compared to all unhighlighted consumer segments.



Estimated Color/Style Make Up of Total Wine Consumed (Total Wine Drinkers)



*Such as flavored wine like sangria, wine-based beverages like spritzers, or orange wine



Estimated Color/Style Make Up of Total Wine Consumed (Total Wine Drinkers) by Age *

	21 – 29	30 – 39	40 – 49	50 – 59	60+
Red wine	35%	41%	40%	44%	45%
White wine	33%	30%	32%	31%	37%
Blush/rose wine	12%	12%	13%	12%	10%
Sparkling wine	11%	11%	9%	9%	5%
Other types of wine	9%	6%	6%	4%	3%
Total volume consumed	100%	100%	100%	100%	100%

*Highlights signify statistical significance compared to all unhighlighted consumer segments.



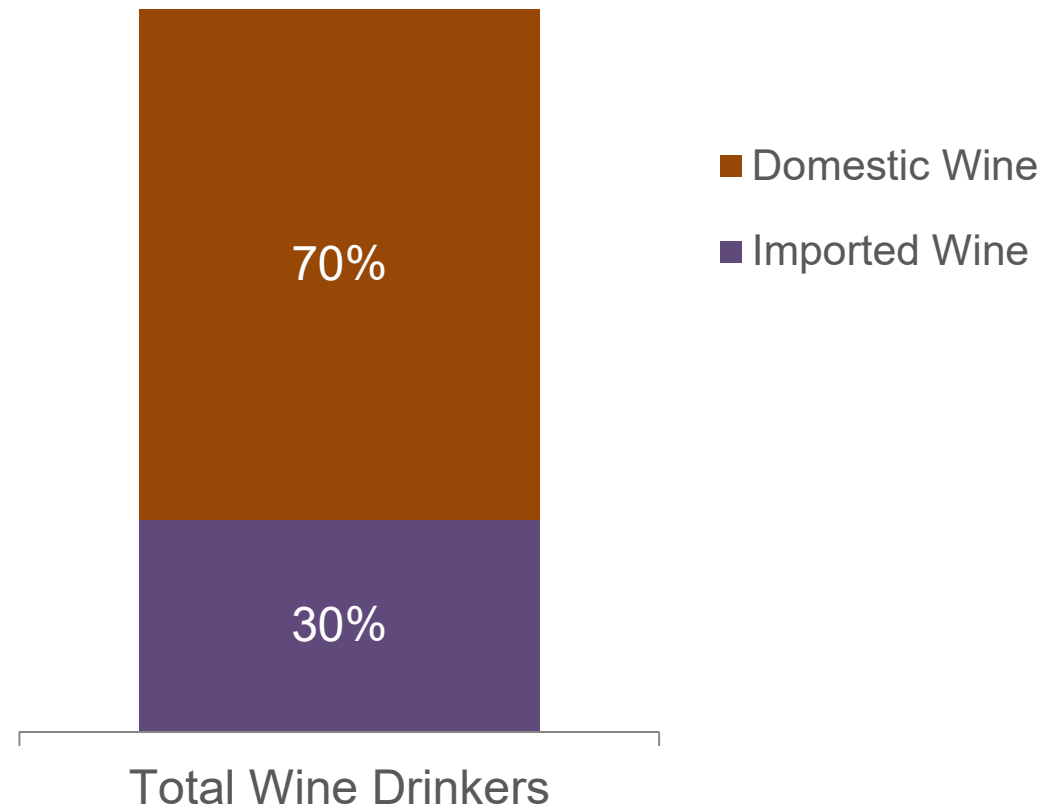
Estimated Color/Style Make Up of Total Wine Consumed (Total Wine Drinkers) by Gender

	Male *	Female
Red wine	51%	35%
White wine	29%	37%
Blush/rose wine	10%	13%
Sparkling wine	6%	10%
Other types of wine	4%	6%
Total volume consumed	100%	100%

*Does not add to 100% due to rounding



Estimated Domestic/Imported Wine Make Up of Total Wine Consumed (Total Wine Drinkers)



Base: 2,512 U.S. wine drinkers

Source: WMC – ORC Segmentation Survey June/July 2017



Wine Purchase Frequency by Price Category Among Total Wine Drinkers

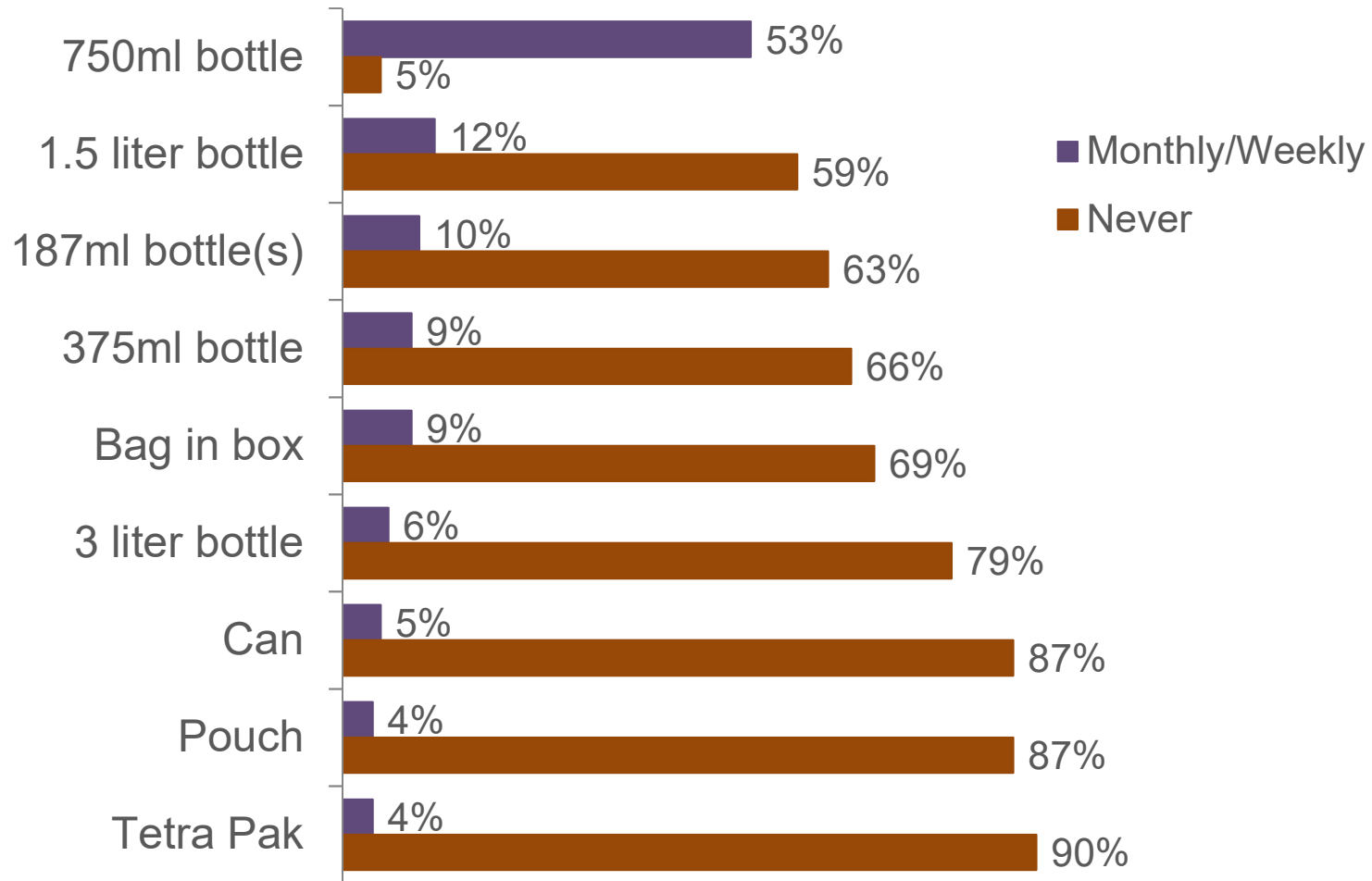
	Weekly	Monthly	Several times a year	Once a year or less	Never
Under \$10	15%	23%	30%	12%	21%
\$10 - \$14.99	10%	26%	37%	14%	13%
\$15 - \$19.99	5%	17%	32%	22%	24%
\$20 - \$29.99	3%	8%	20%	25%	44%
\$30 - \$49.99	2%	5%	11%	18%	64%
\$50 - \$74.99	1%	3%	6%	12%	78%
\$75 - \$99.99	1%	2%	4%	10%	83%
\$100 or more	1%	2%	2%	9%	86%

Base: 2,512 U.S. wine drinkers

Source: WMC – ORC Segmentation Survey June/July 2017



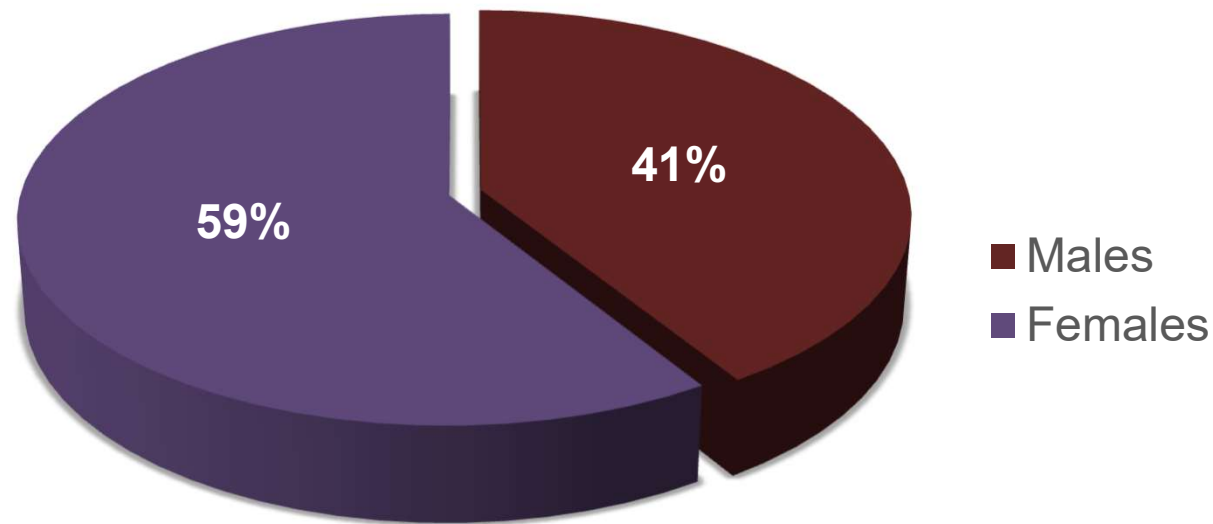
Wine Purchase Frequency by Package Size Among Total Wine Drinkers



Base: 2,512 U.S. wine drinkers
Source: WMC – ORC Segmentation Survey June/July 2017



Total Wine Drinkers: Gender

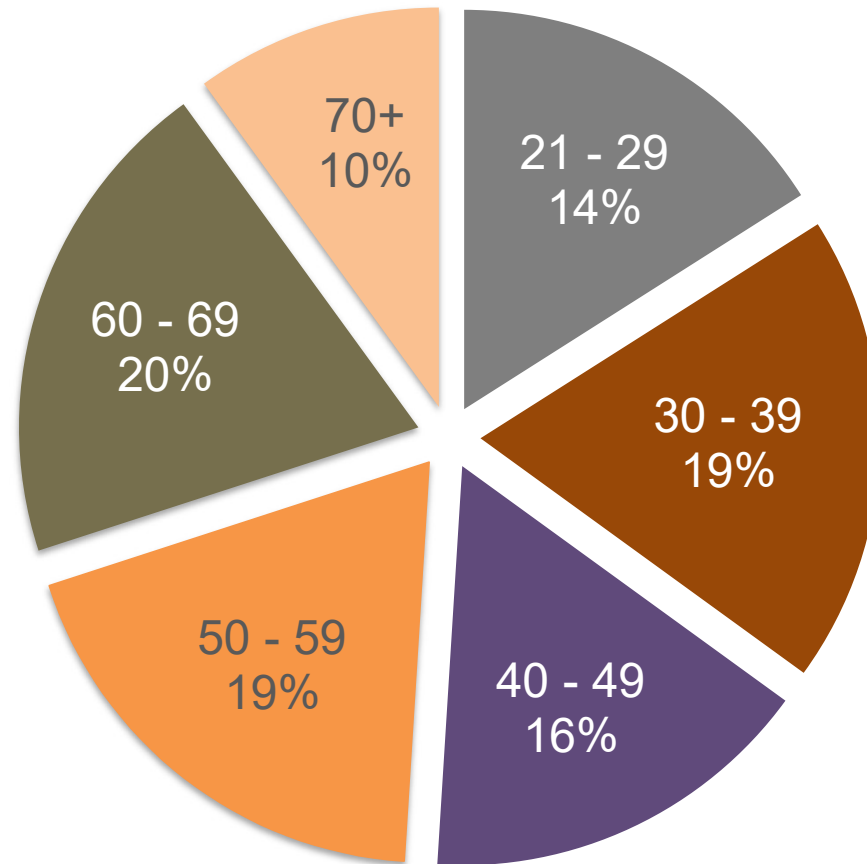


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Age

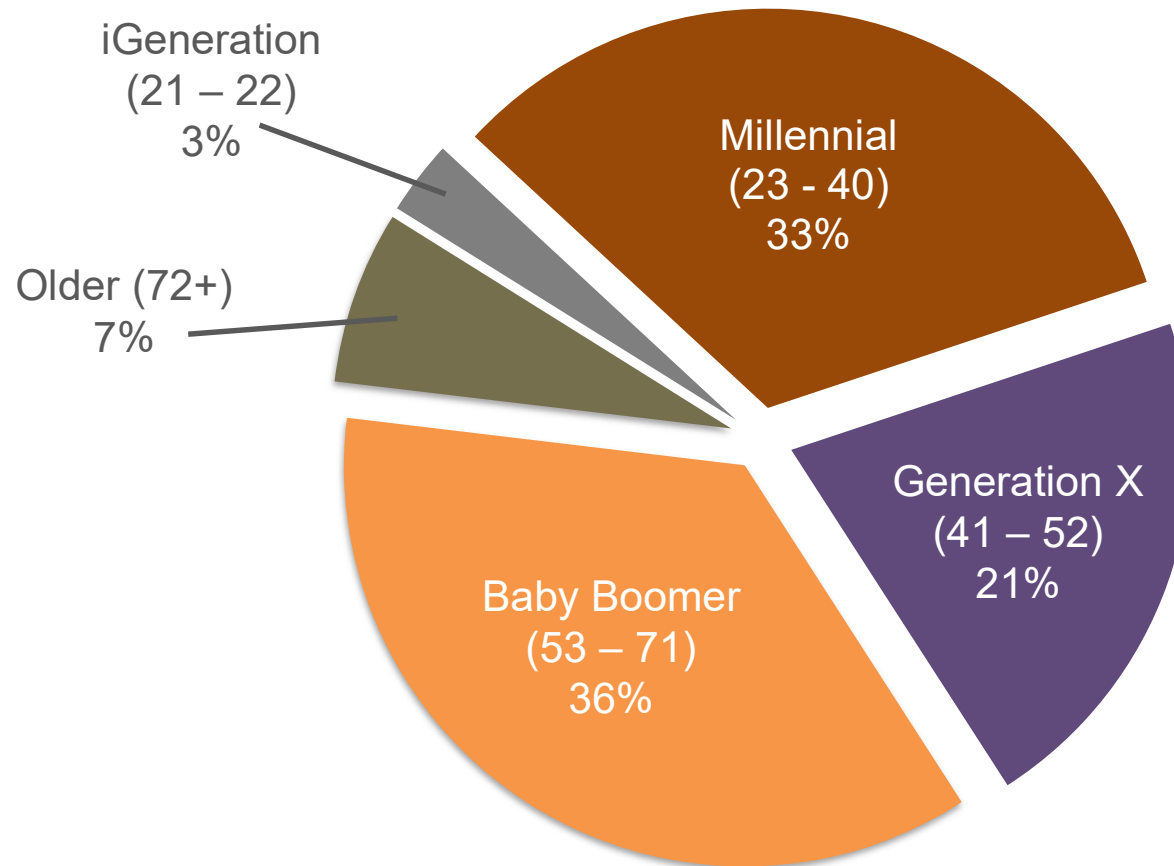


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Generation

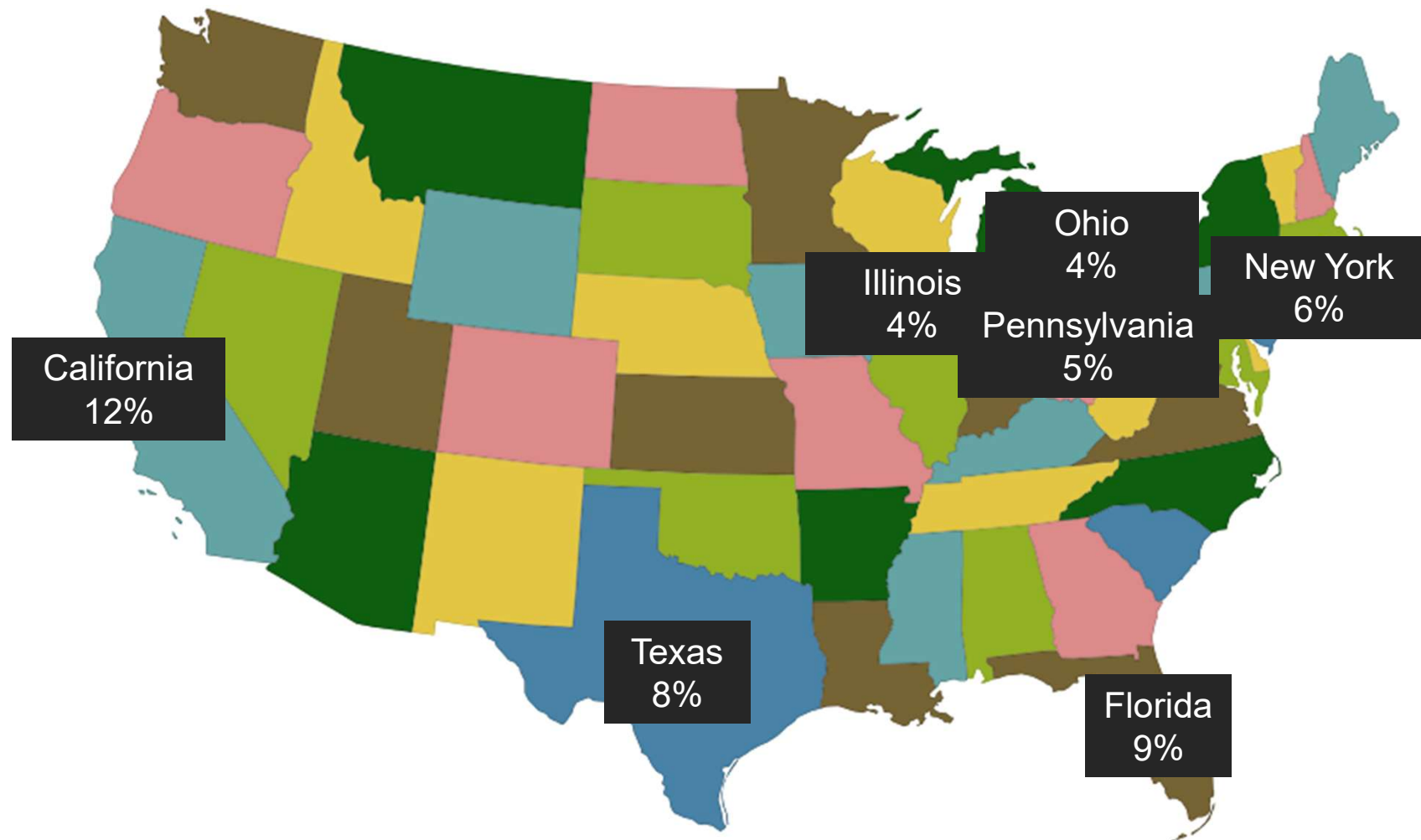


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Top States Represented

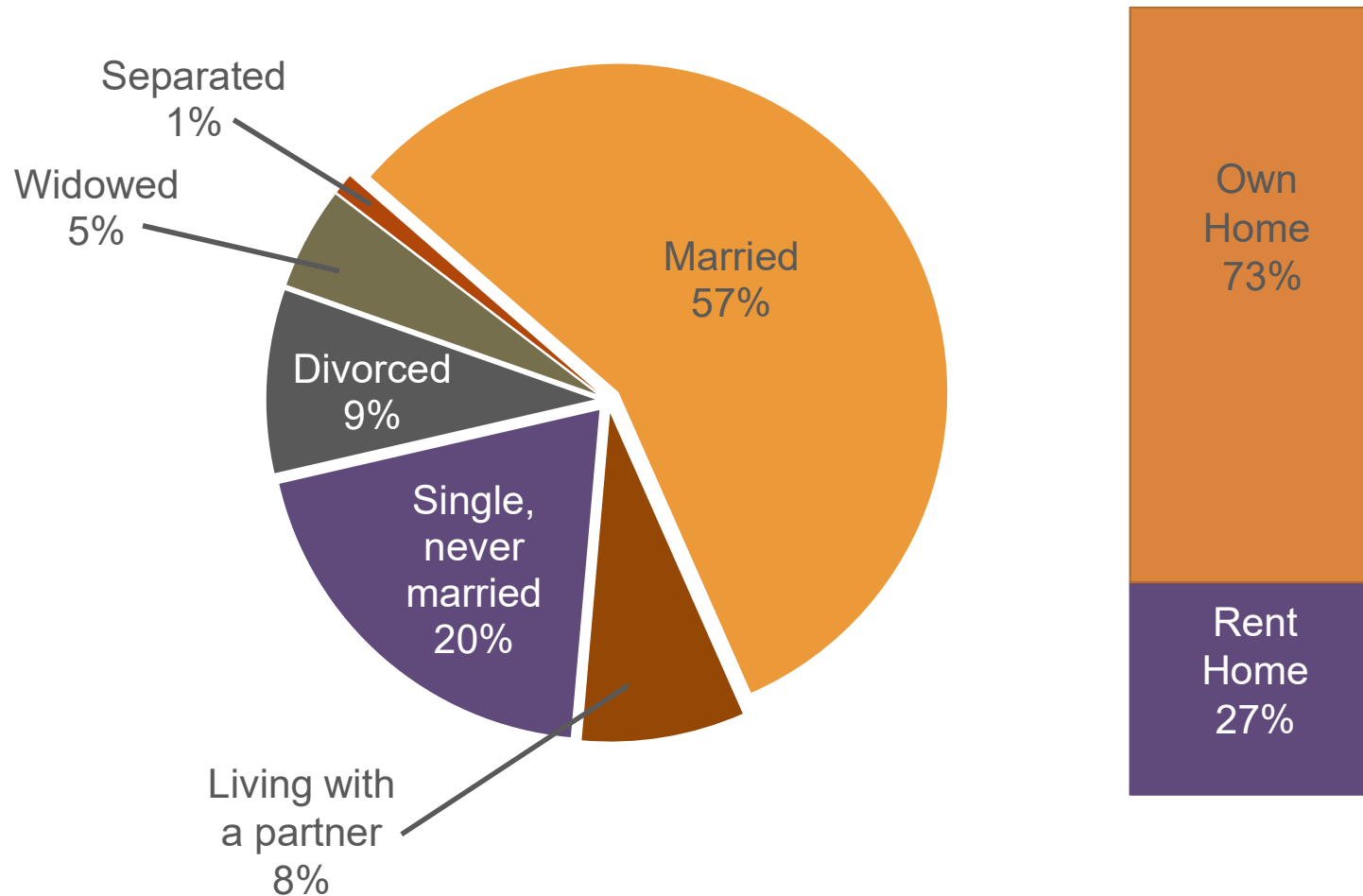


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Marital Status and Household Ownership

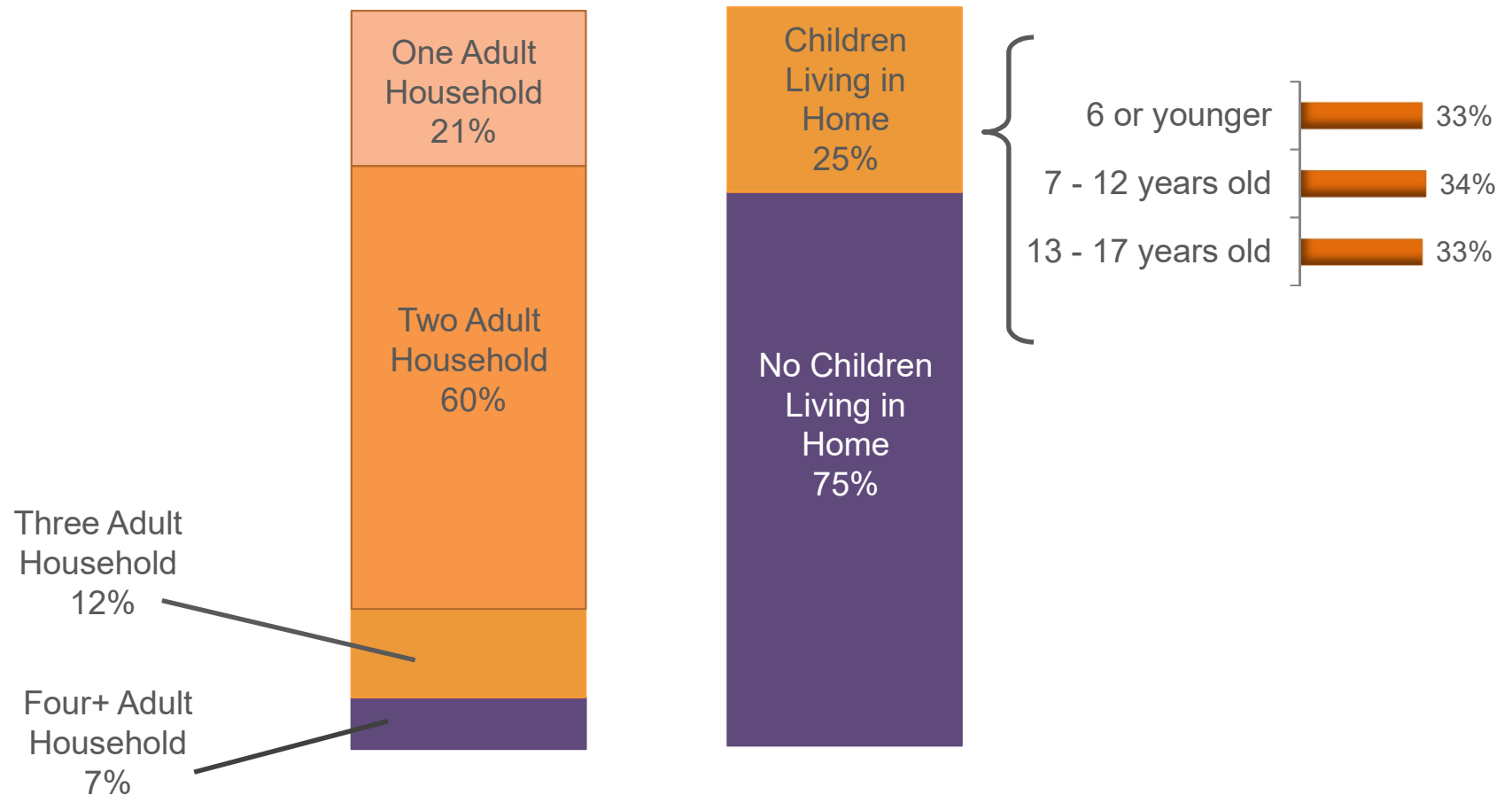


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Household Make Up

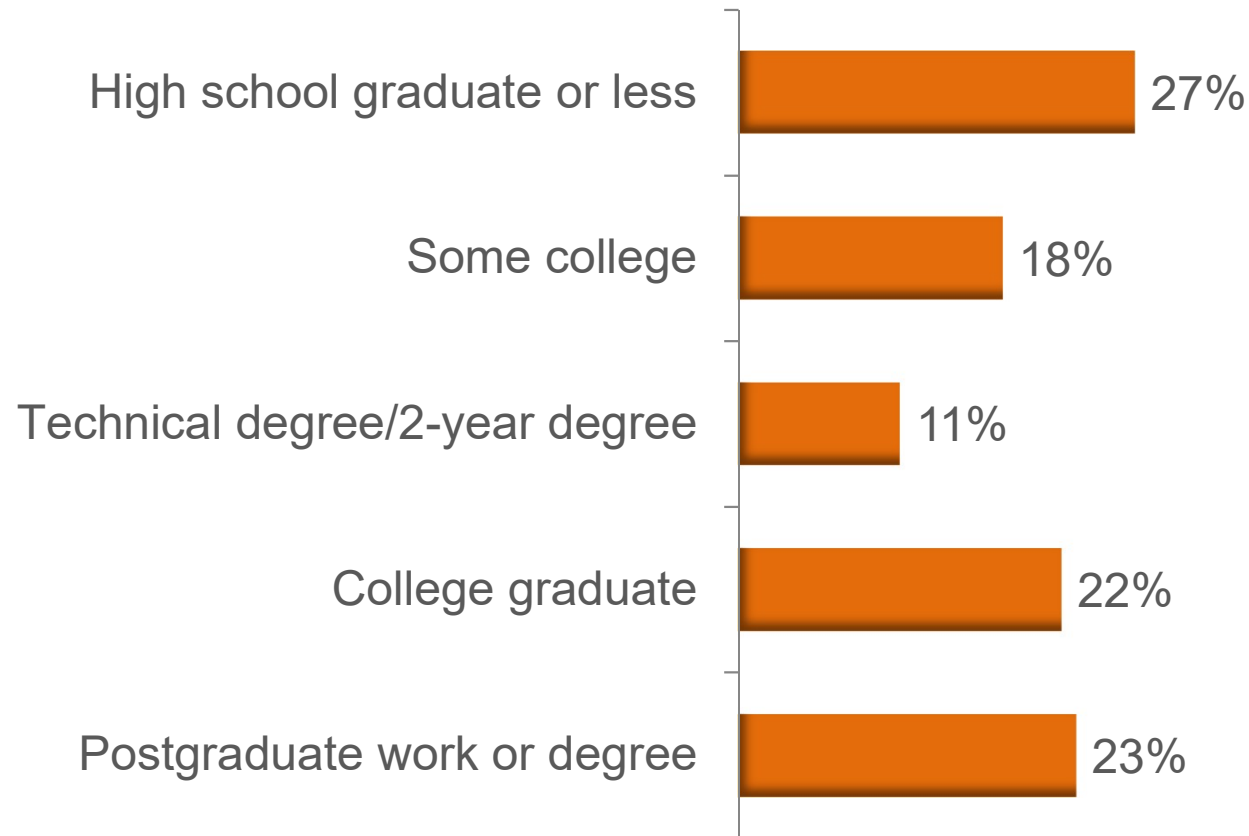


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Education

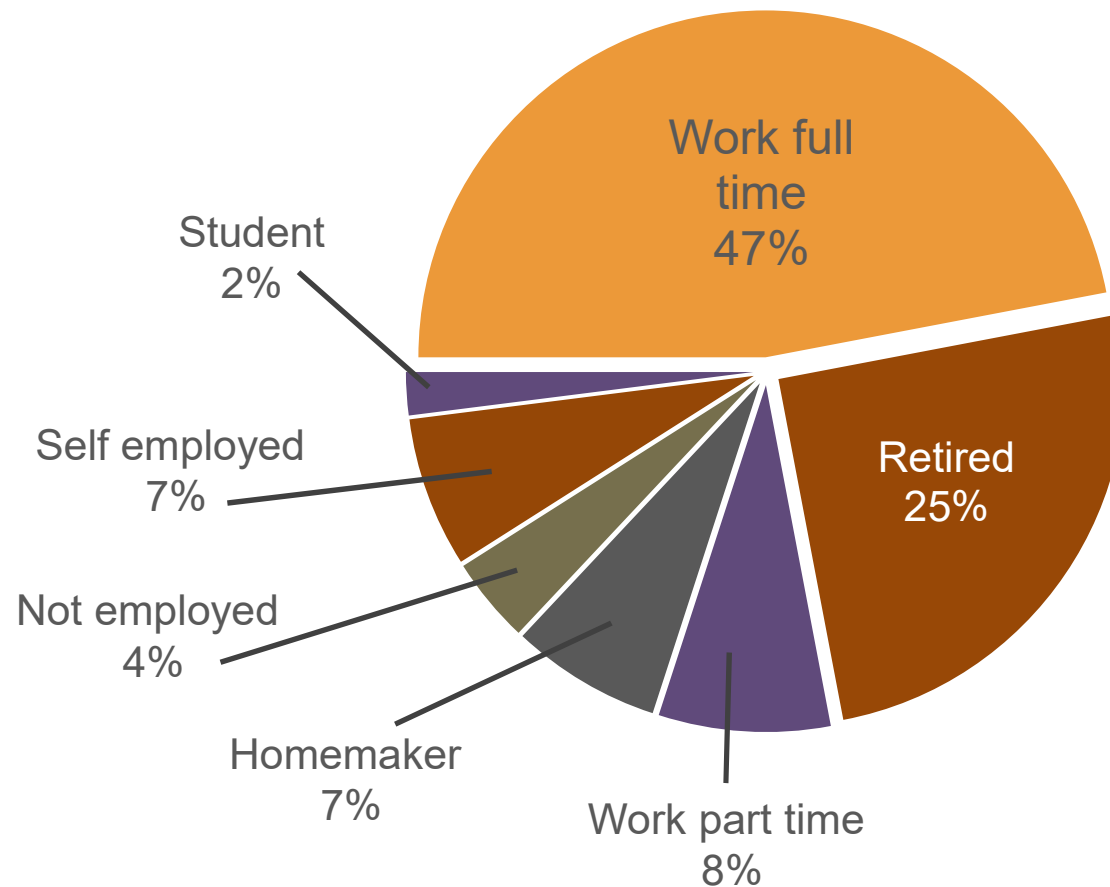


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Employment Status



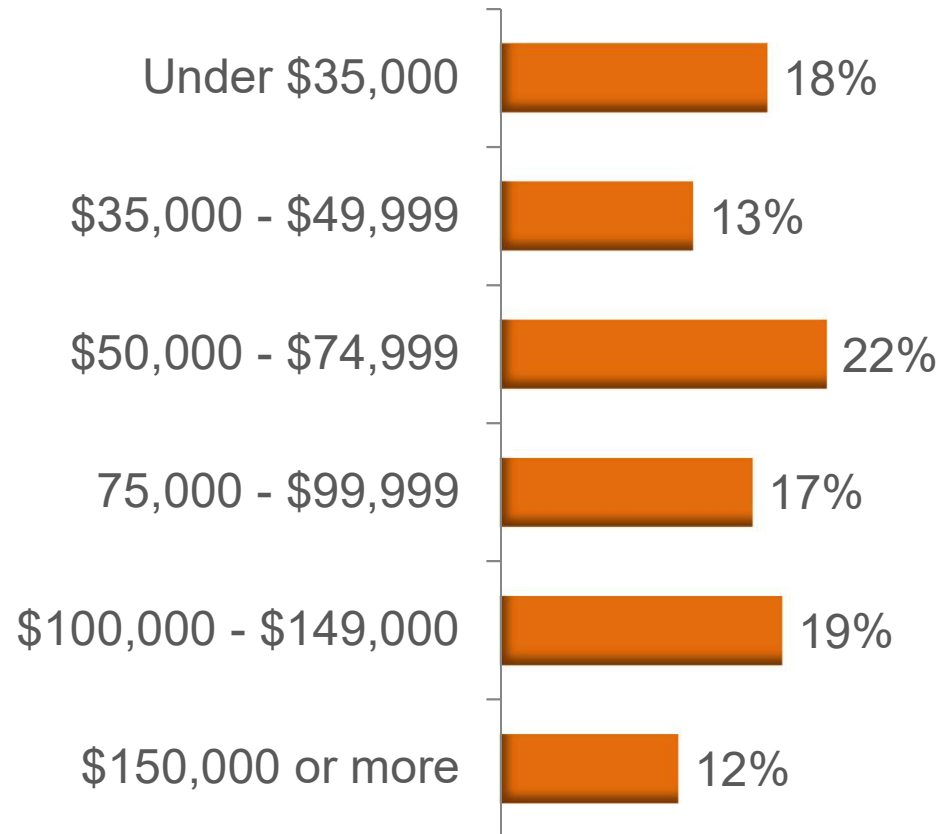
Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Income

(Total household income before taxes in 2016)

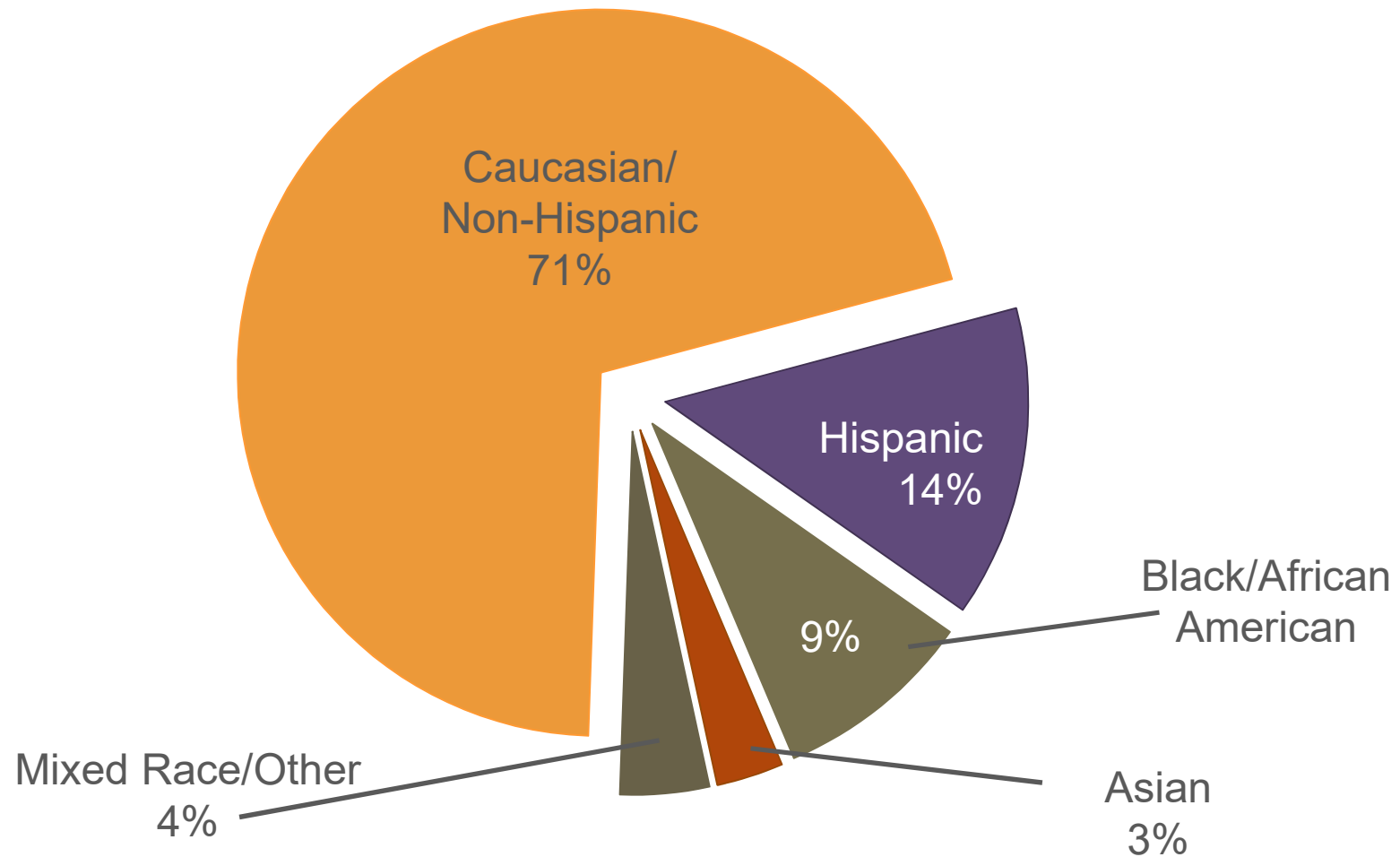


Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Drinkers: Ethnicity/Race



Base: 2,512 U.S. wine drinkers

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Base: Total Wine Drinkers by Wine Consumption Frequency

(Key Differences Between High Frequency Wine Drinkers
and Occasional Wine Drinkers)



High Frequency vs. Occasional Wine Drinkers by Gender, Age, and Generation

	High Frequency Wine Drinkers	Occasional Wine Drinkers
<u>Gender</u>		
Male	43%	40%
Female	57%	60%
<u>Age</u>		
21 - 29	12%	17%
30 - 39	16%	20%
40 - 49	13%	14%
50 - 59	18%	18%
60 - 69	24%	20%
70+	17%	11%
<u>Mean Age</u>	52.6	48.0

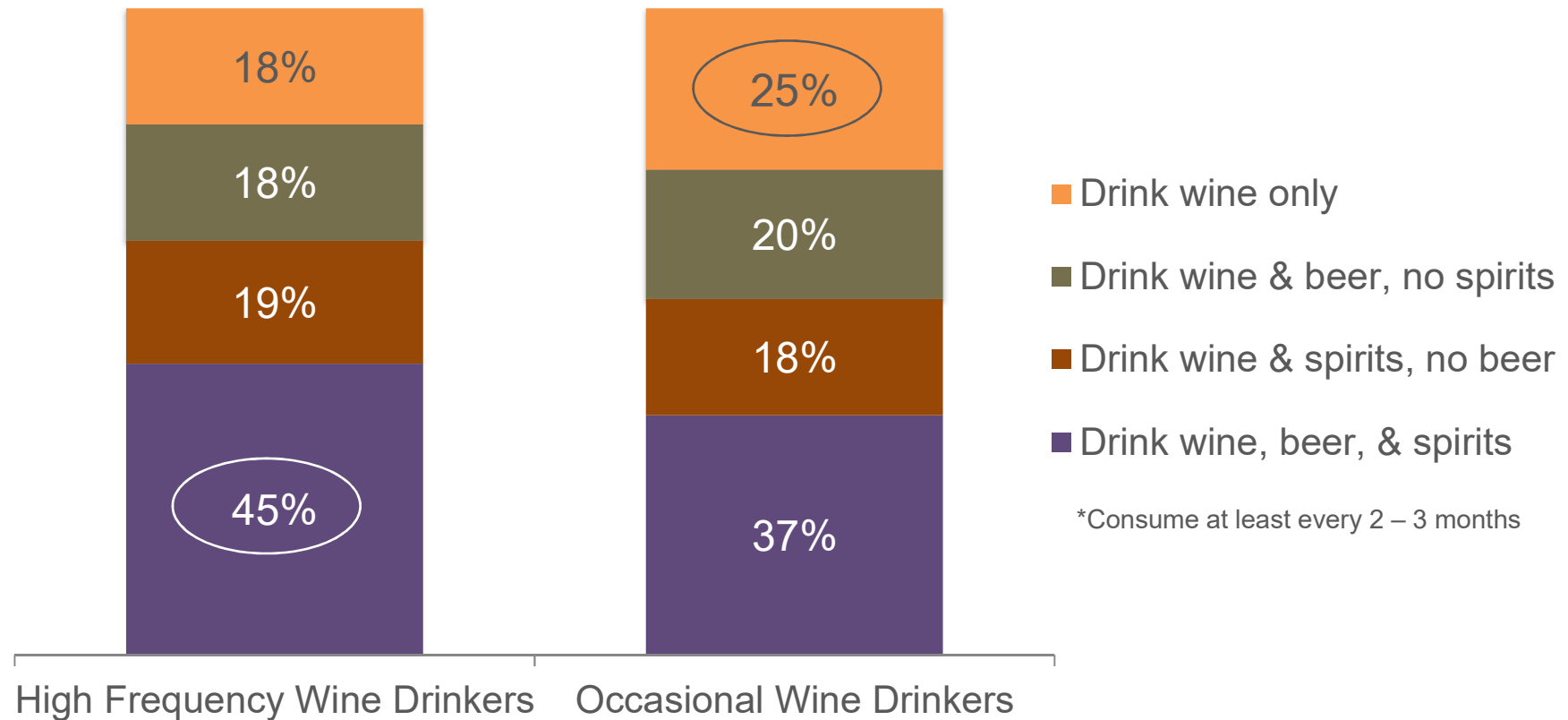
	High Frequency Wine Drinkers*	Occasional Wine Drinkers*
<u>Generation</u>		
iGeneration (21 – 22)	3%	3%
Millennial (23 – 40)	26%	35%
Gen X (41 – 52)	18%	20%
Baby Boomer (53 – 71)	42%	34%
Older (72+)	12%	7%

*Does not add to 100% due to rounding.



Wine, Beer, & Spirits Consumption* Crossover

(Total wine drinkers by consumption frequency)

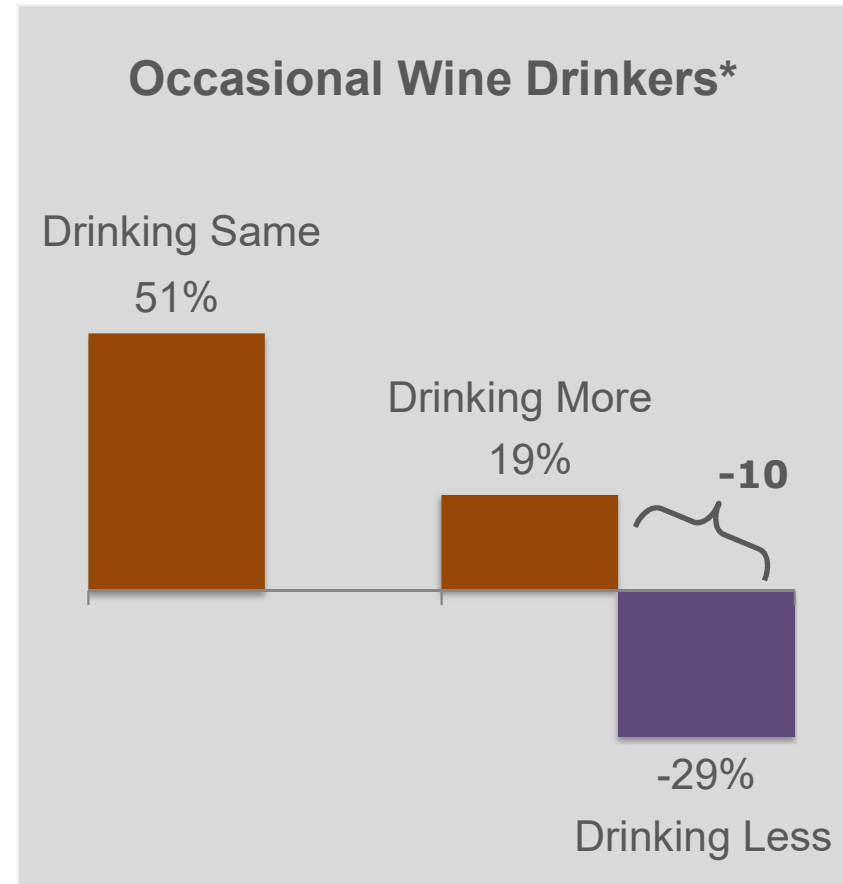
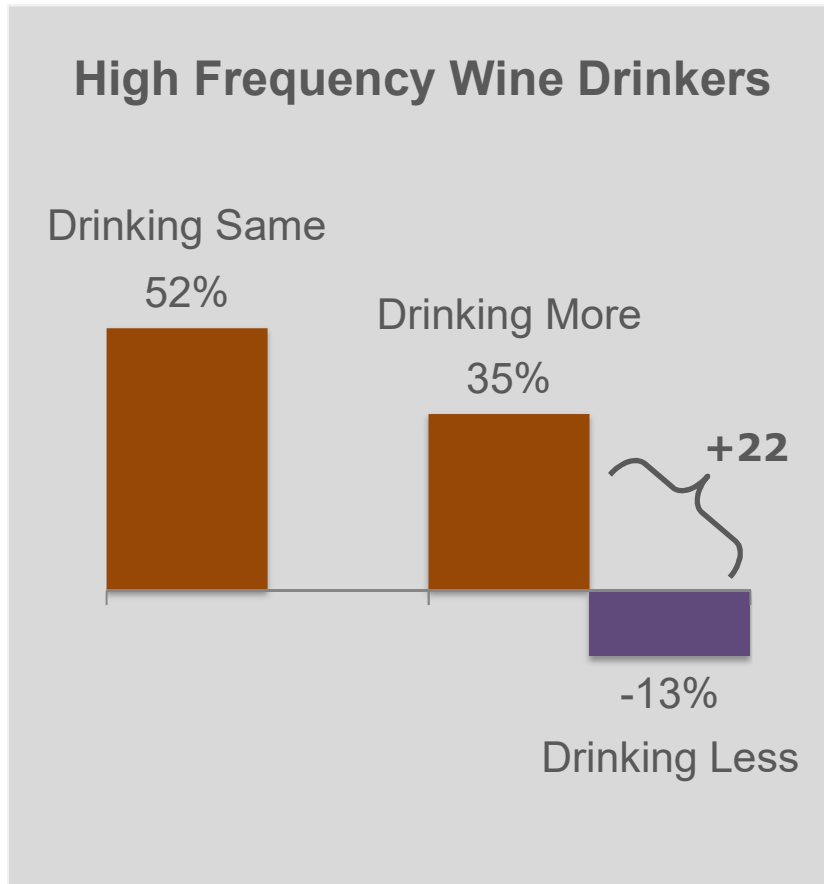


Base: 896 High Frequency (more often than once a week) and 1,376 Occasional (once a week or less often)
Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Change in Wine Consumption vs. a Couple of Years Ago

(Total wine drinkers by consumption frequency*)



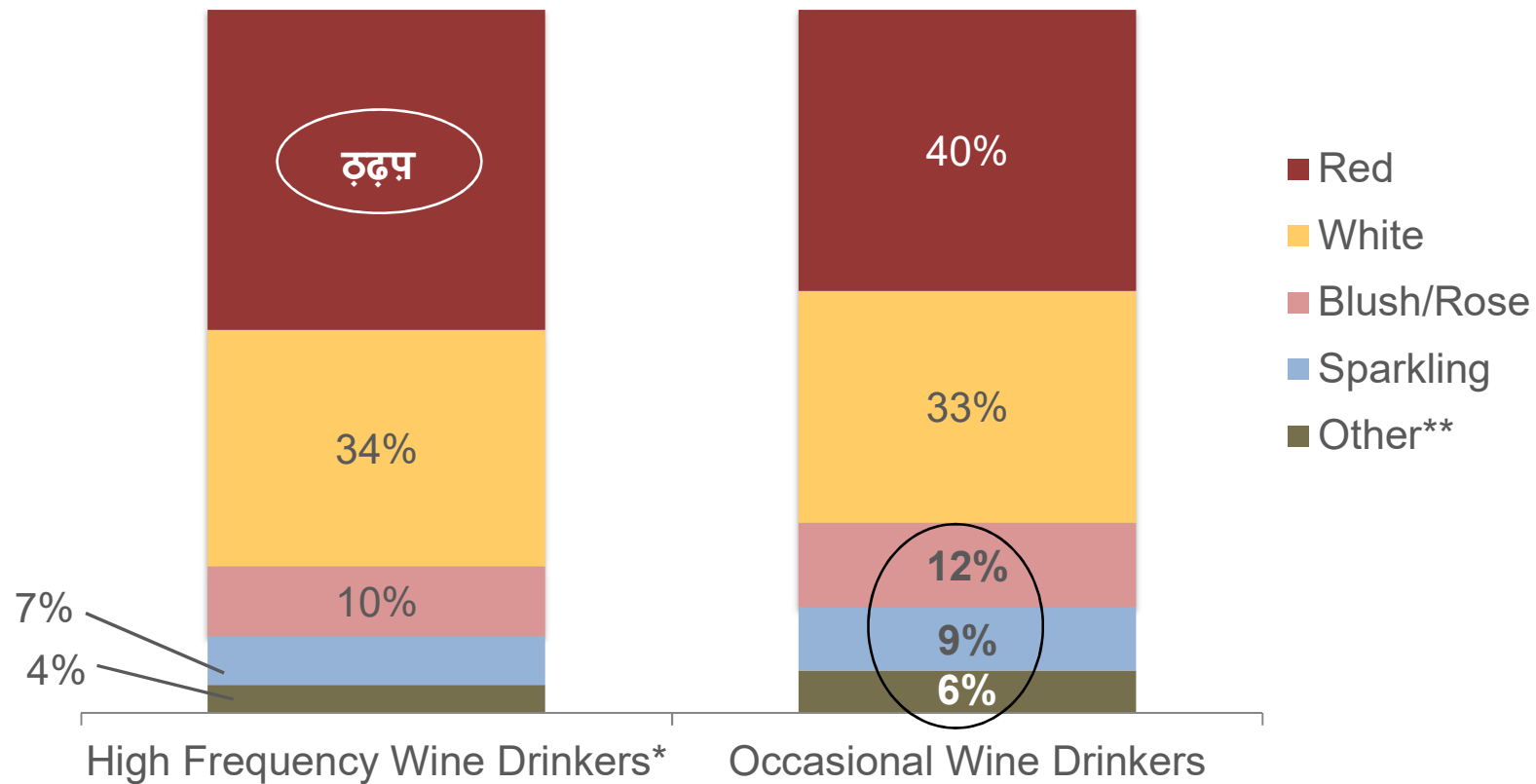
*Does not add to 100% due to rounding

Base: 896 High Frequency (more often than once a week) and 1,376 Occasional (once a week or less often)
Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Total Wine Consumption by Color/Style

(Total wine drinkers by consumption frequency)



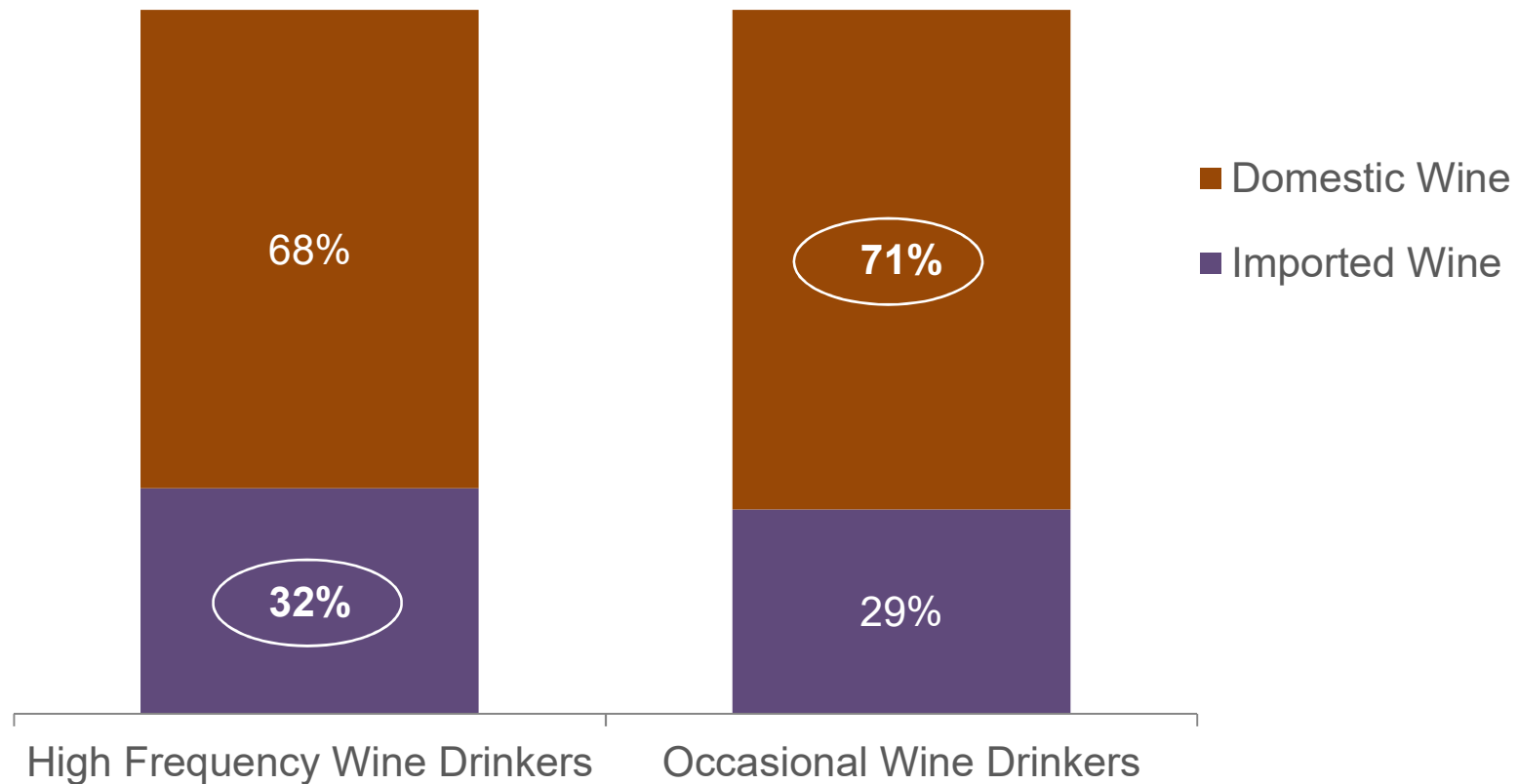
*Does not add to 100% due to rounding

**Such as flavored wine like sangria, wine-based beverages like spritzers, or orange wine



Total Wine Consumption: Domestic vs. Imported Wine

(Total wine drinkers by consumption frequency*)

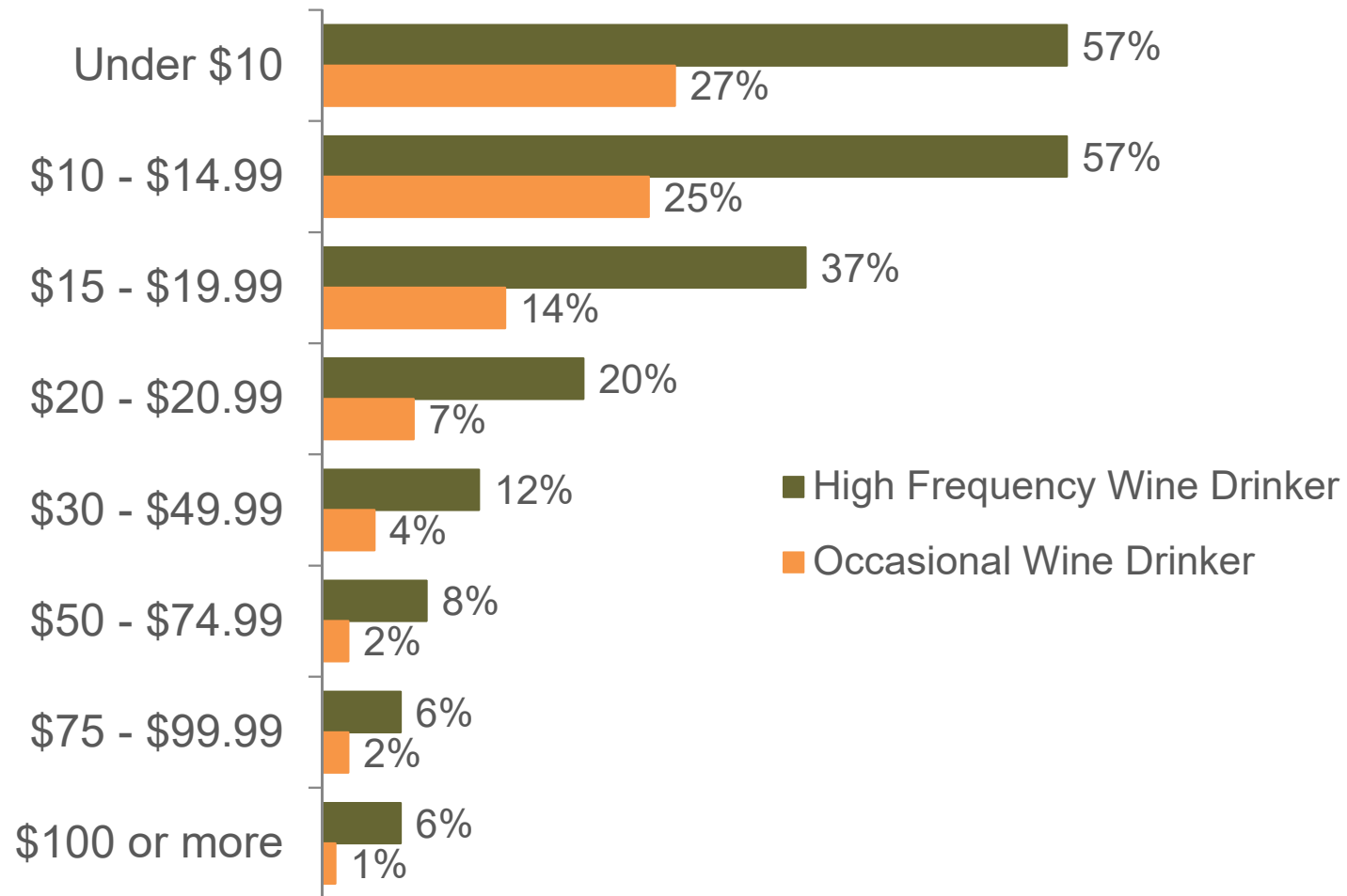


Base: 896 High Frequency (more often than once a week) and 1,376 Occasional (once a week or less often)
Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Monthly/Weekly Purchase by Price Category

(Total wine drinkers by consumption frequency)

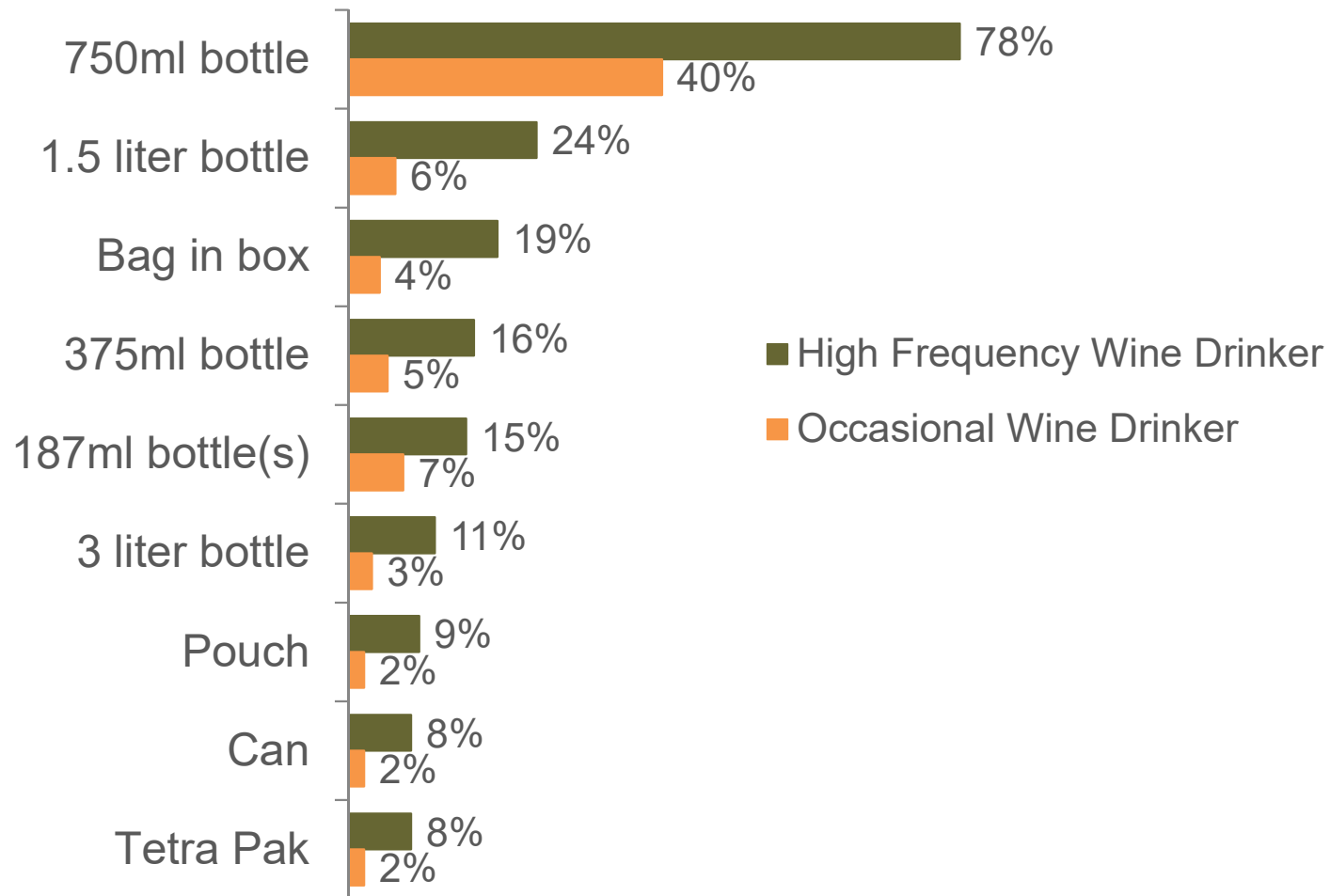


Base: 896 High Frequency (more often than once a week) and 1,376 Occasional (once a week or less often)
Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Monthly/Weekly Purchase by Package Size

(Total wine drinkers by consumption frequency)



Base: 896 High Frequency (more often than once a week) and 1,376 Occasional (once a week or less often)
Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



Base: Total High Frequency Wine Drinkers



Wine, Beer, & Spirits Consumption* Crossover Among High Frequency Wine Drinkers

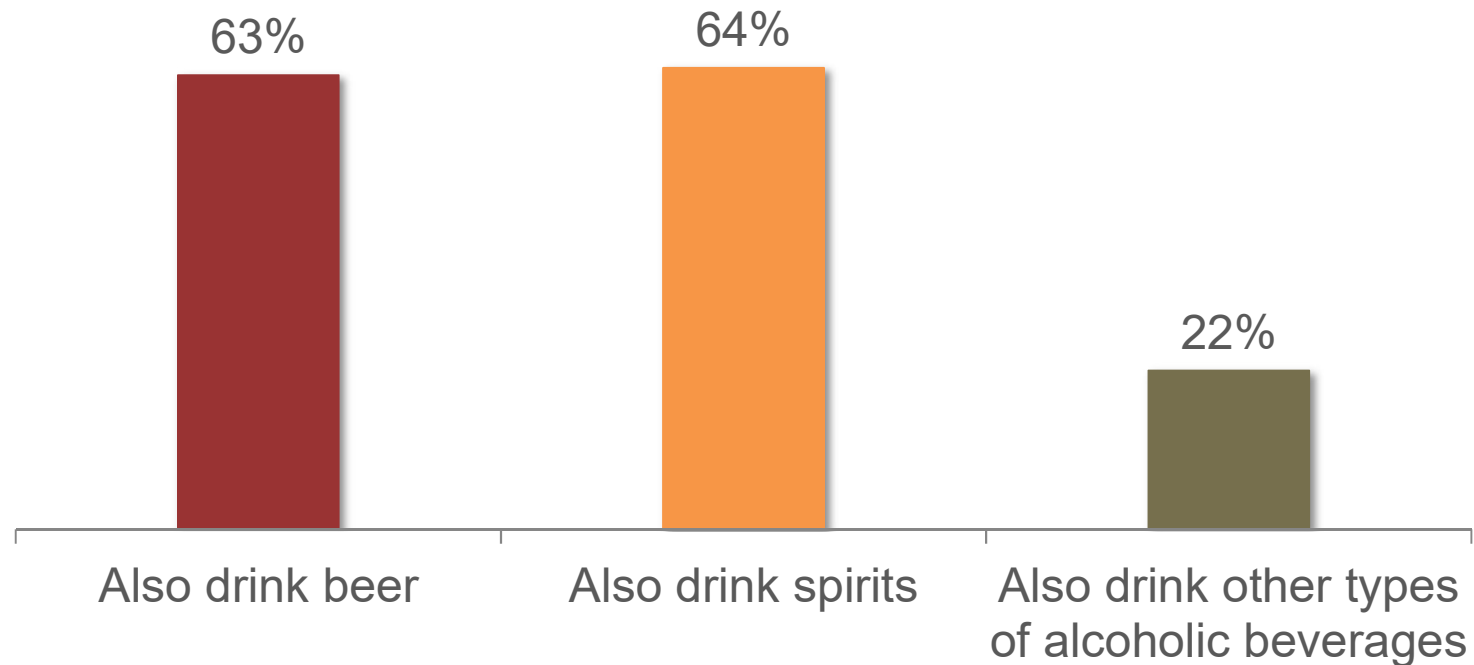


*Consume at least every 2 – 3 months

Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)
Source: WMC – ORC Segmentation Survey June/July 2017



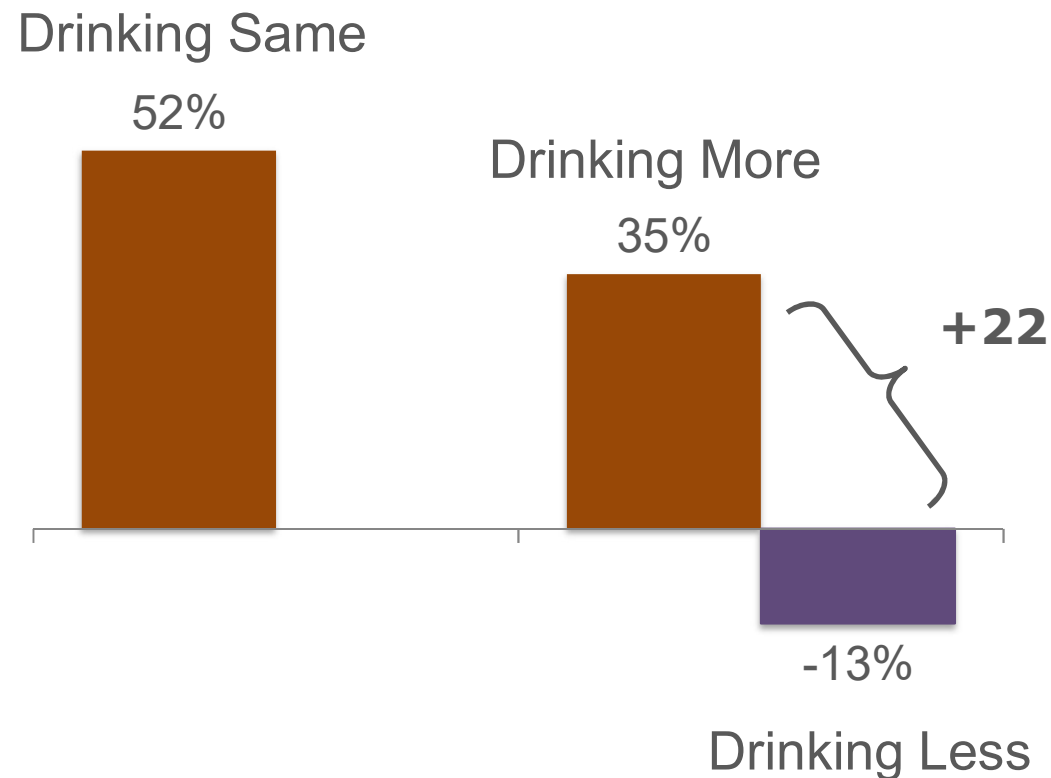
Additional Alcoholic Beverage Consumption Among High Frequency Wine Drinkers



Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)
Source: WMC – ORC Segmentation Survey June/July 2017



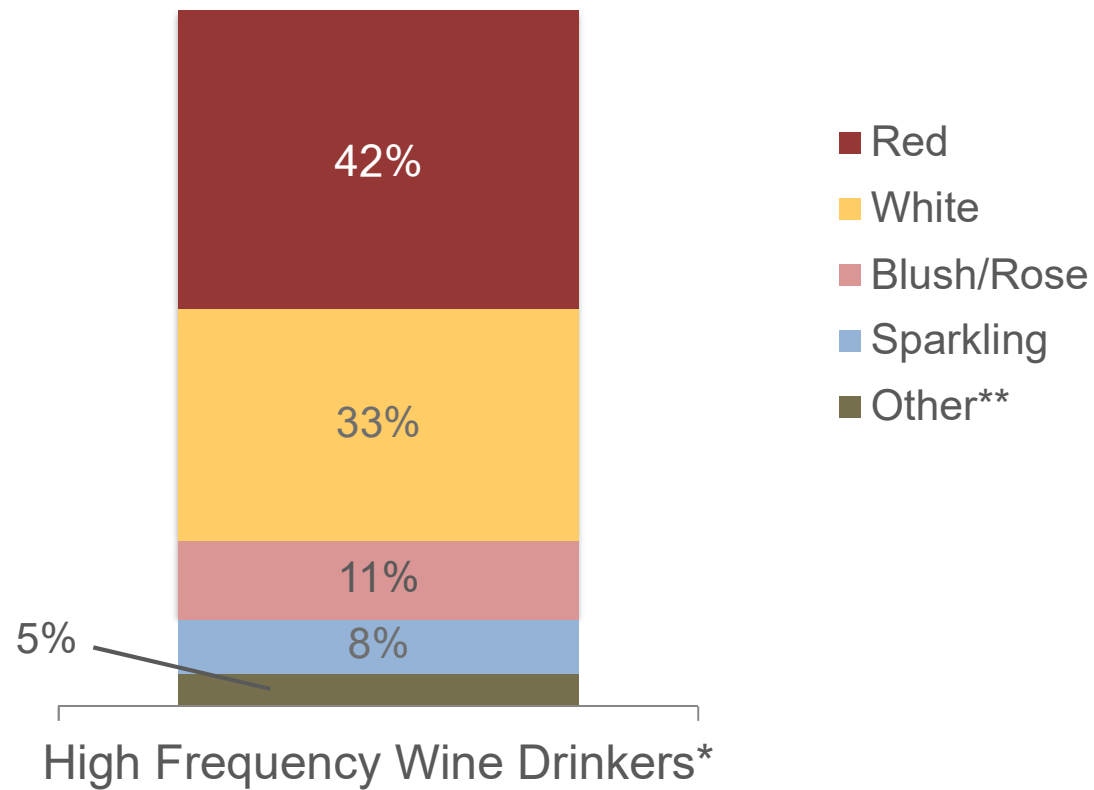
Change in Wine Consumption vs. a Couple of Years Ago Among High Frequency Wine Drinkers



Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)
Source: WMC – ORC Segmentation Survey June/July 2017



Total Wine Consumption by Color/Style Among High Frequency Wine Drinkers



*Does not add to 100% due to rounding

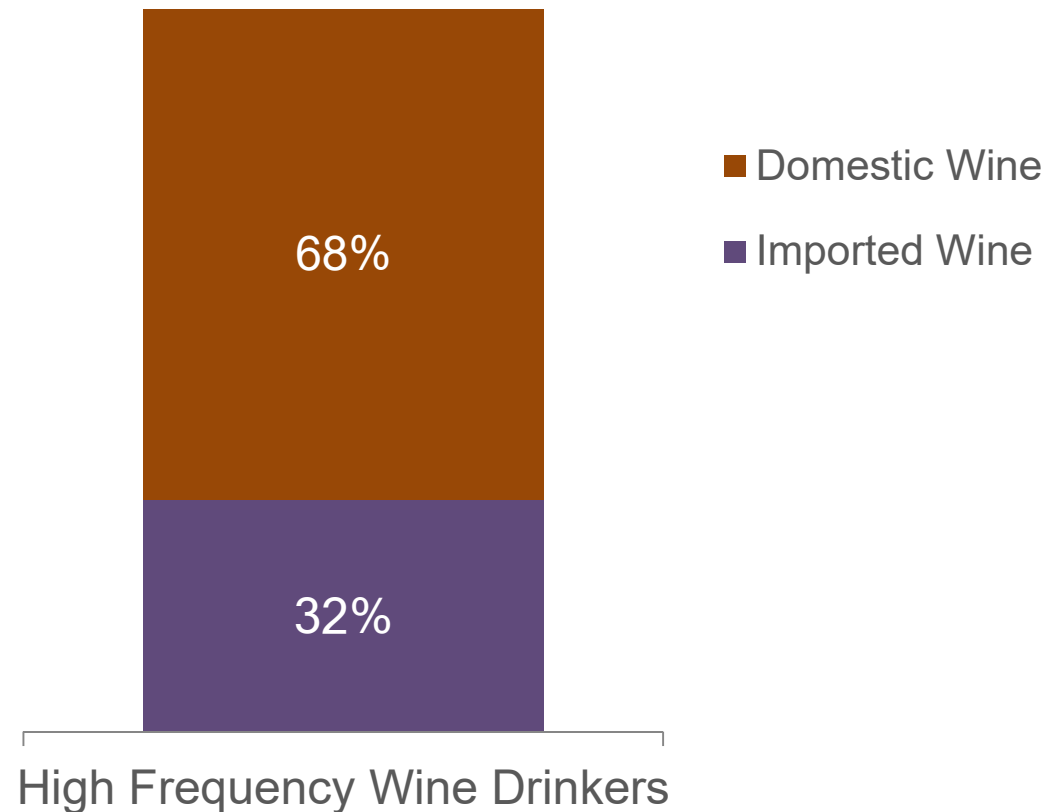
**Such as flavored wine like sangria, wine-based beverages like spritzers, or orange wine

Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: WMC – ORC Segmentation Survey June/July 2017



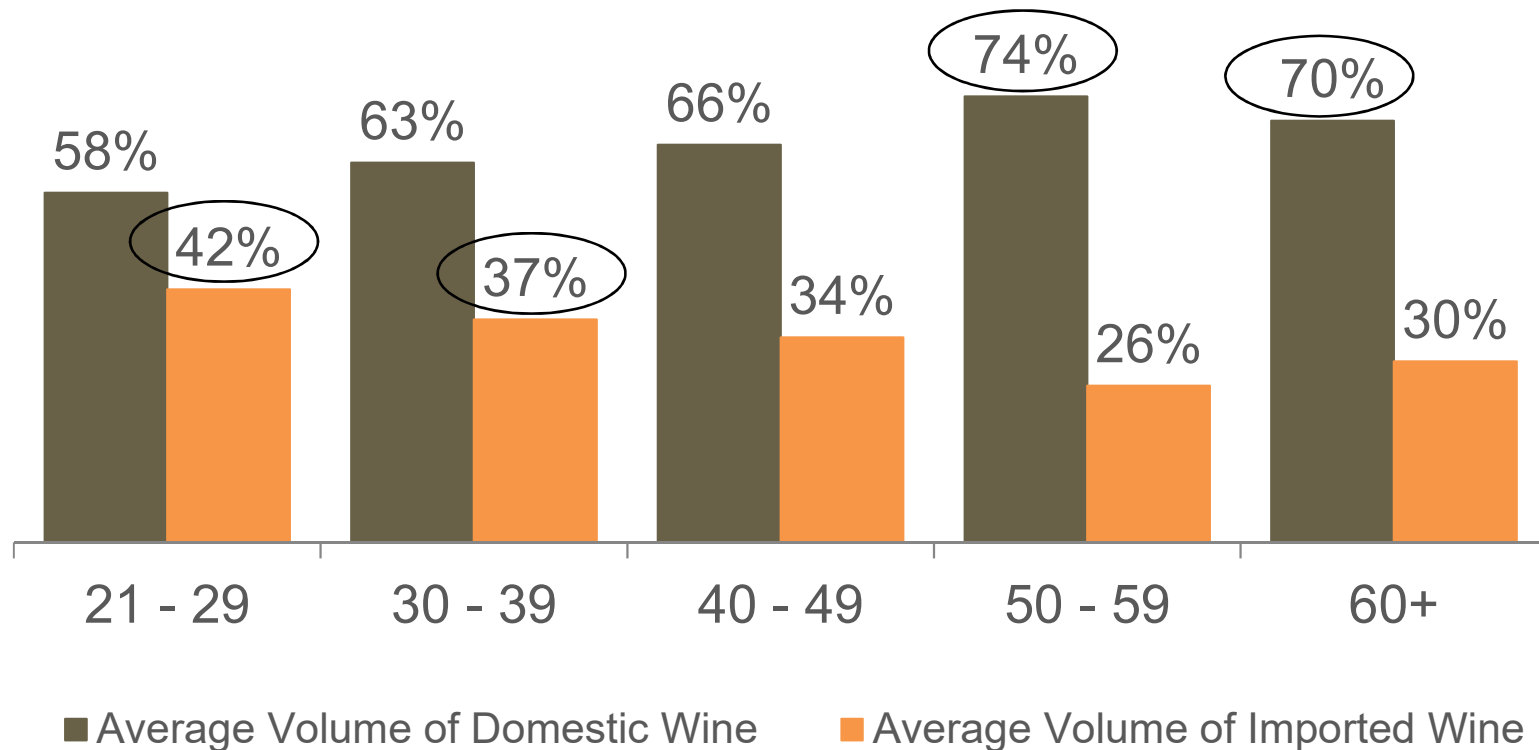
Total Wine Consumption: Domestic vs. Imported Wine Among High Frequency Wine Drinkers



Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)
Source: WMC – ORC Segmentation Survey June/July 2017



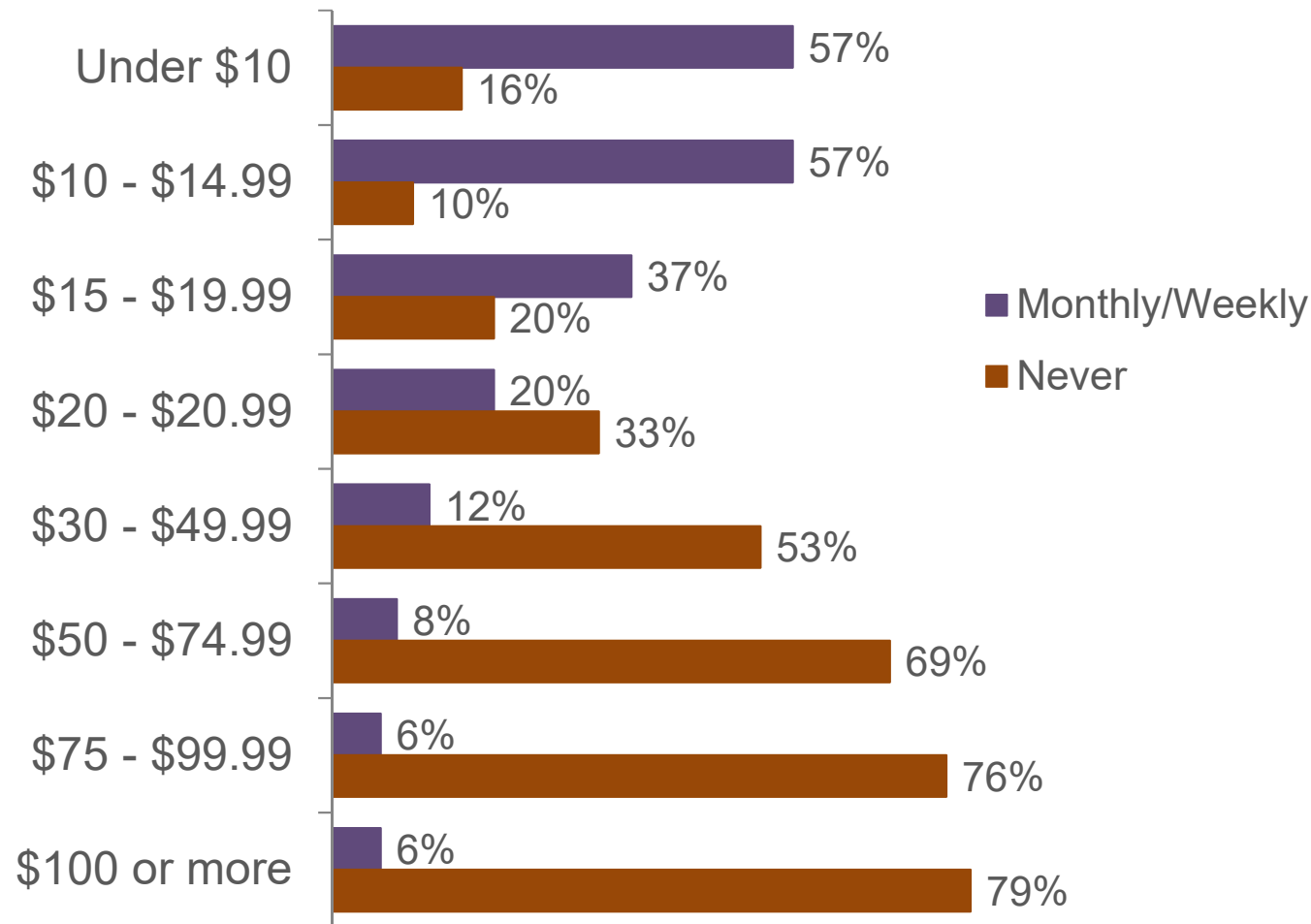
Total Wine Consumption: Domestic vs. Imported Wine Among High Frequency Wine Drinkers by Age



Base: 896 High Frequency wine drinkers (drink wine more often than once a week): 20s = 101, 30s = 156, 40s = 112, 50s = 166, 60+ = 361. Source: WMC – ORC Segmentation Survey June 2017



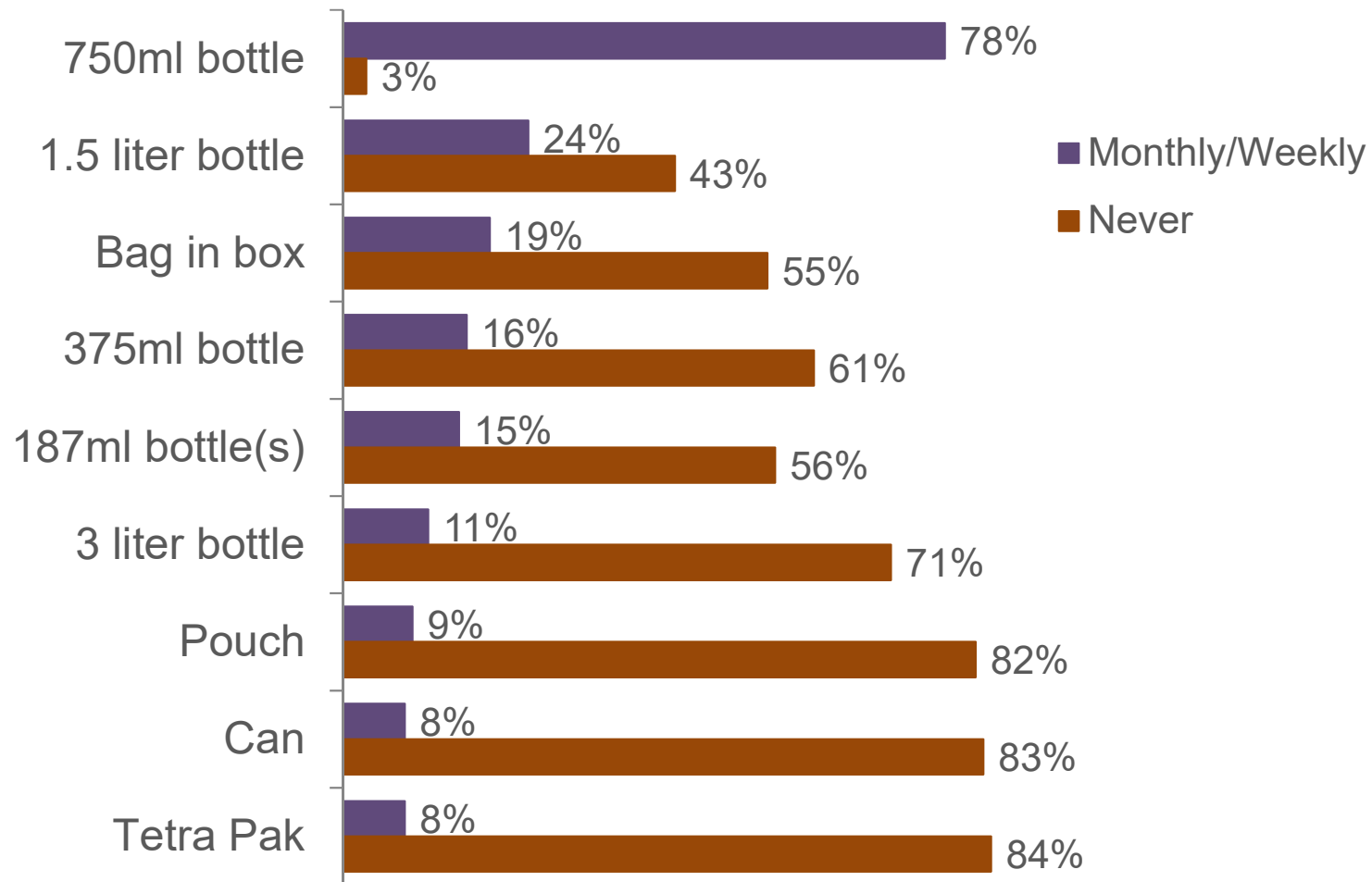
Wine Purchase Frequency by Price Category Among High Frequency Wine Drinkers



Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)
Source: WMC – ORC Segmentation Survey June/July 2017



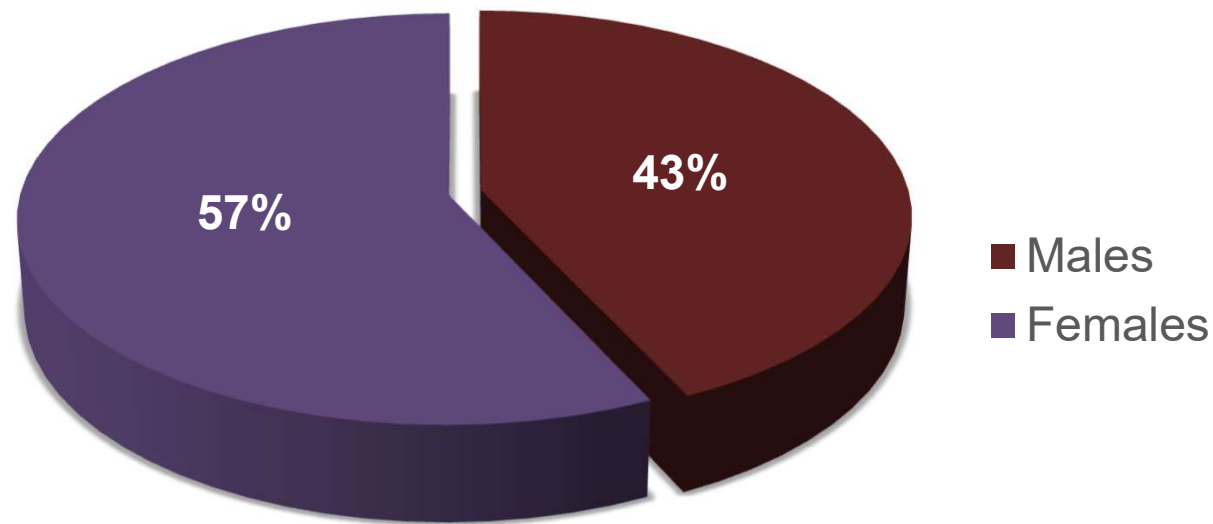
Wine Purchase Frequency by Package Size Among High Frequency Wine Drinkers



Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)
Source: WMC – ORC Segmentation Survey June/July 2017



High Frequency Wine Drinkers: Gender

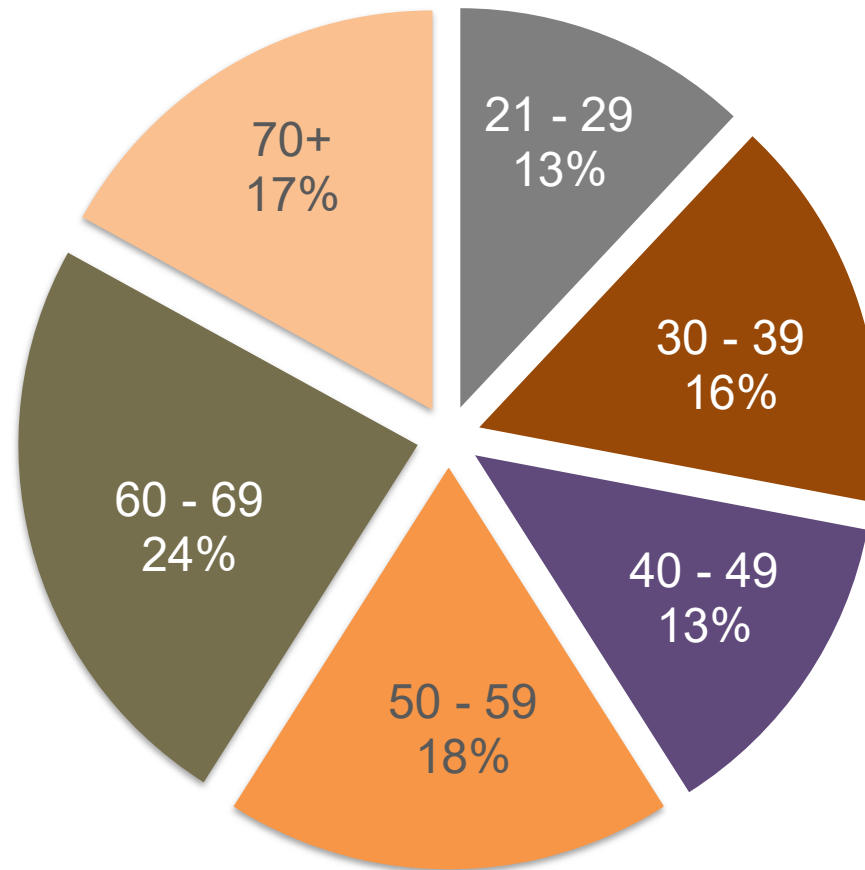


Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Age

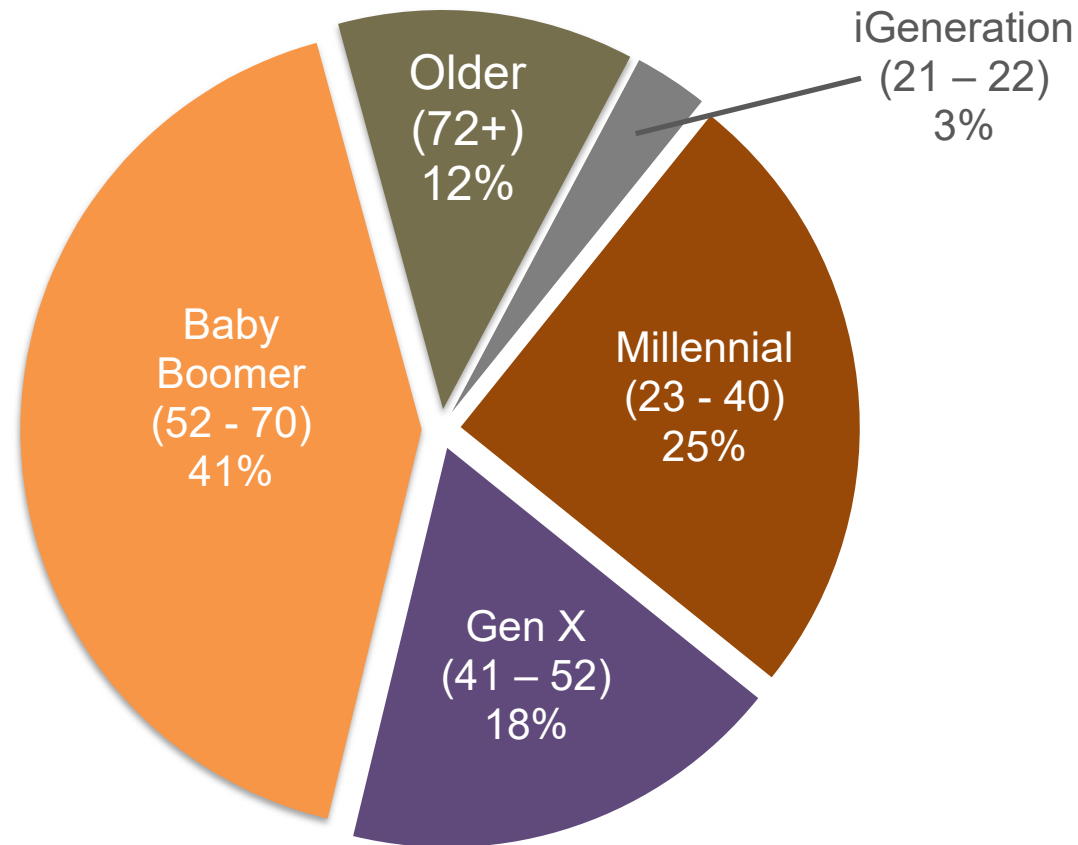


Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Generation

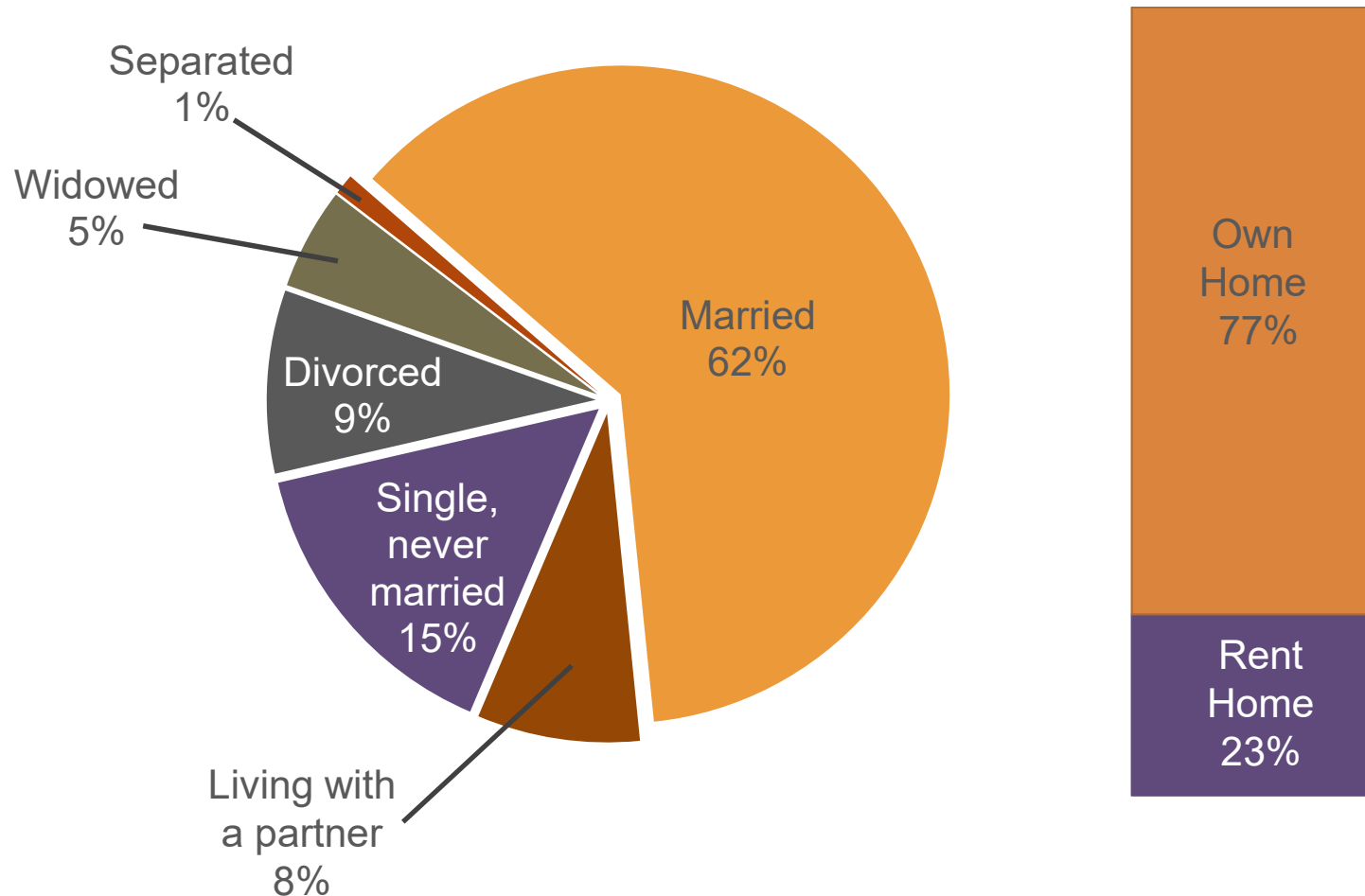


Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Marital Status and Household Ownership

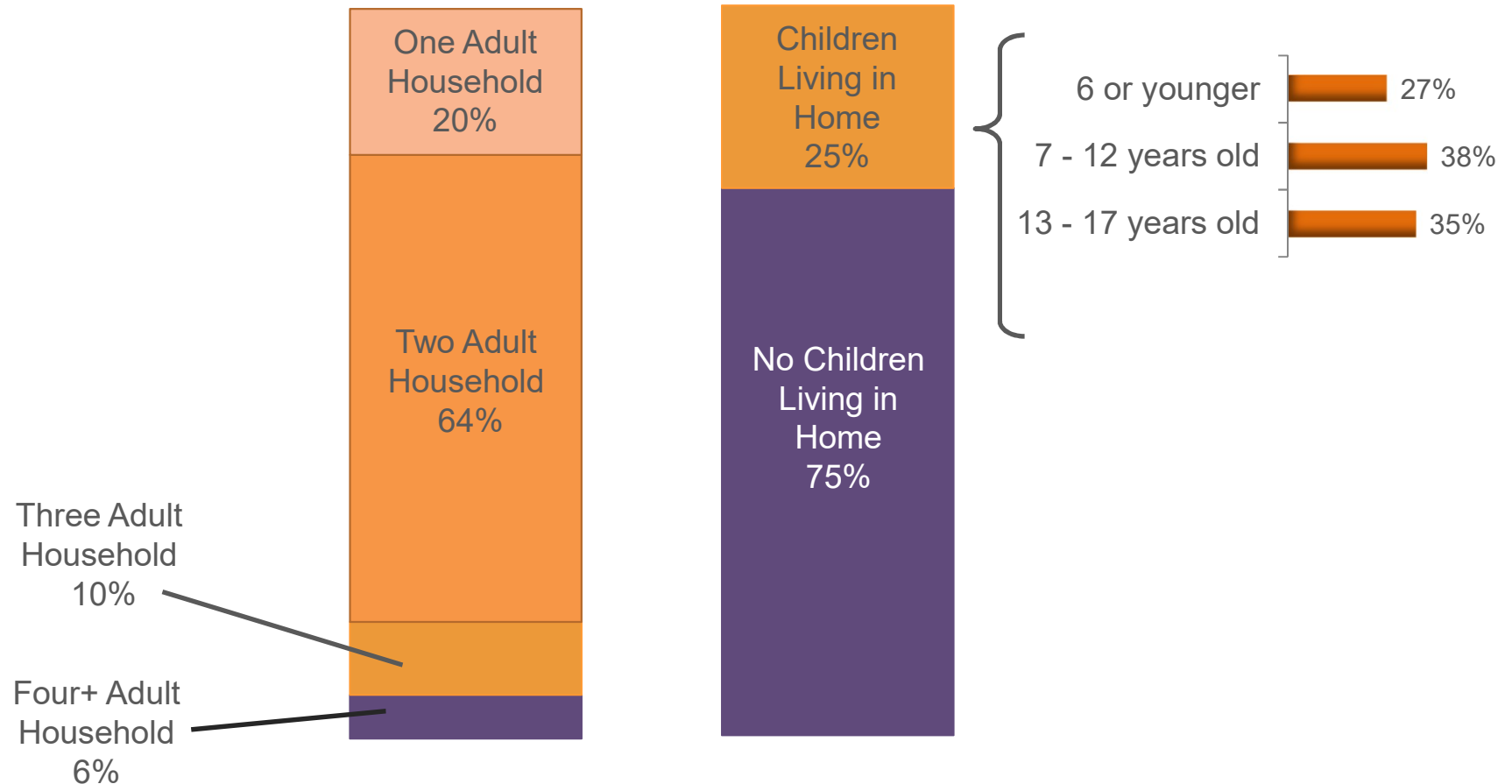


Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Household Make Up

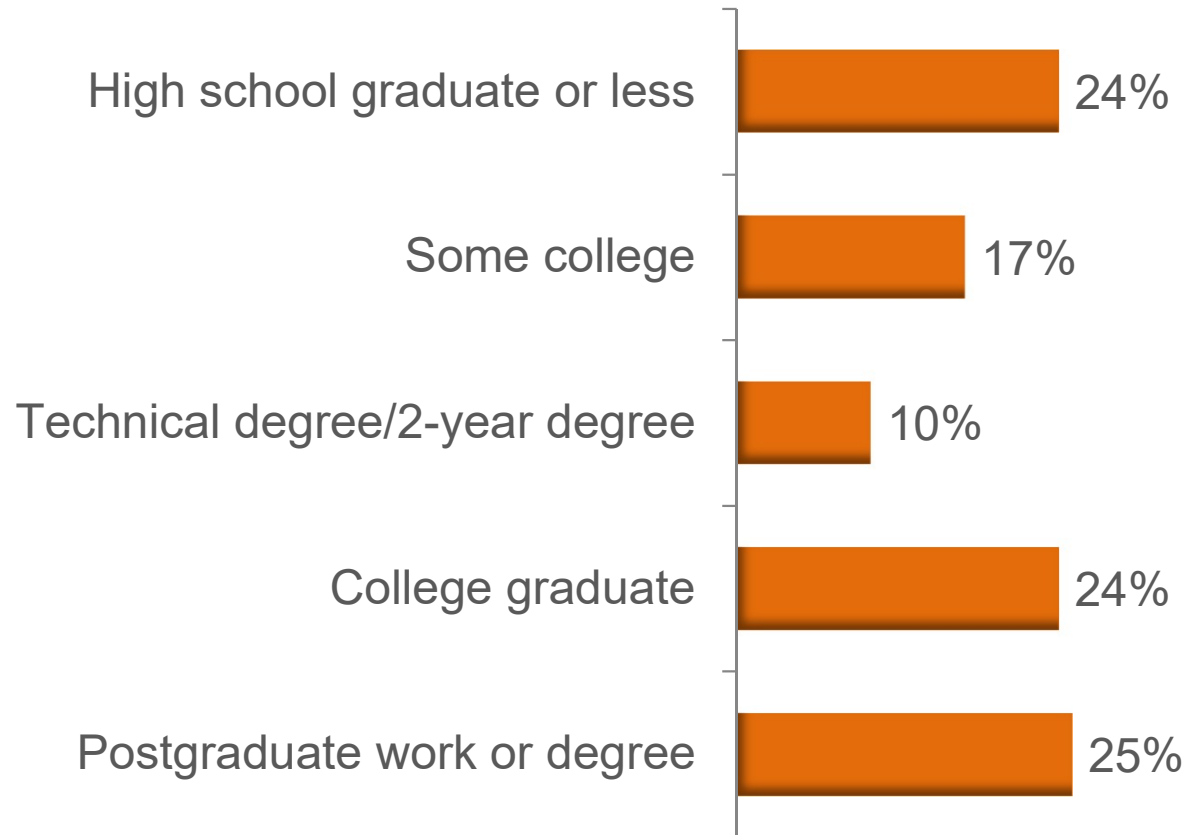


Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Education

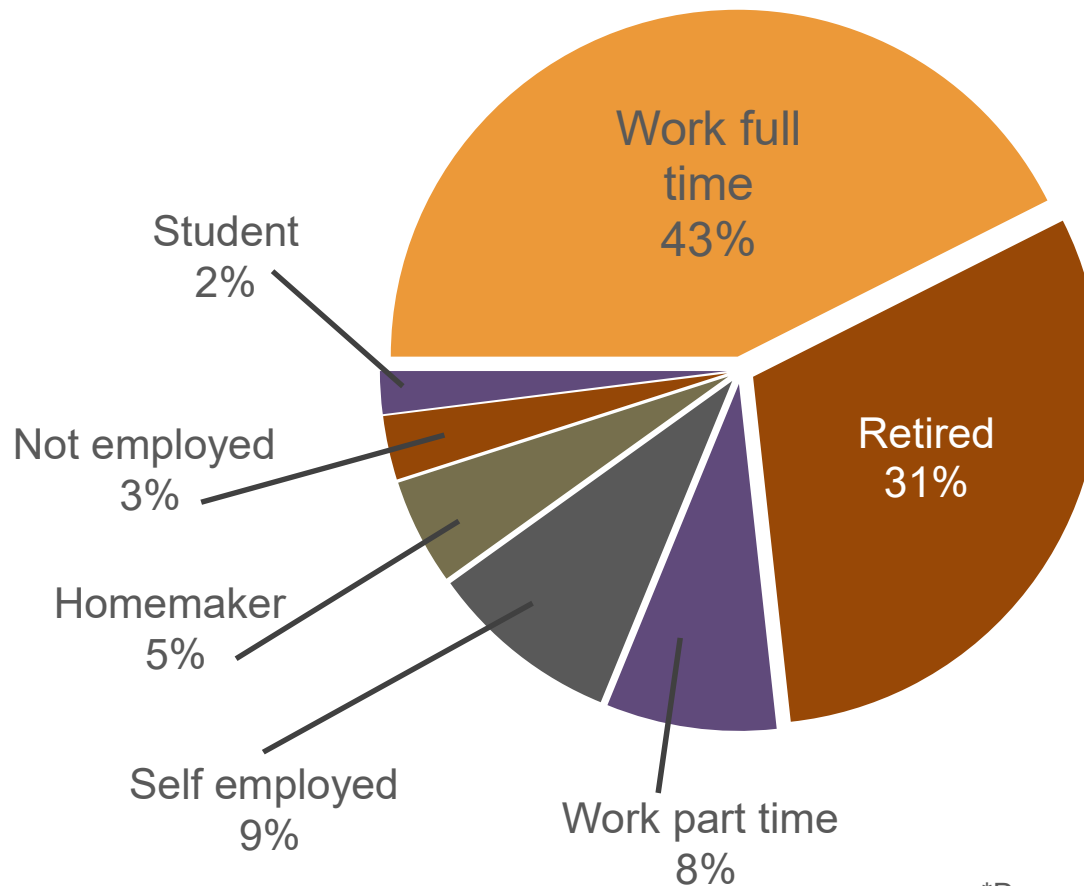


Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Employment Status*



*Does not add to 100% due to rounding

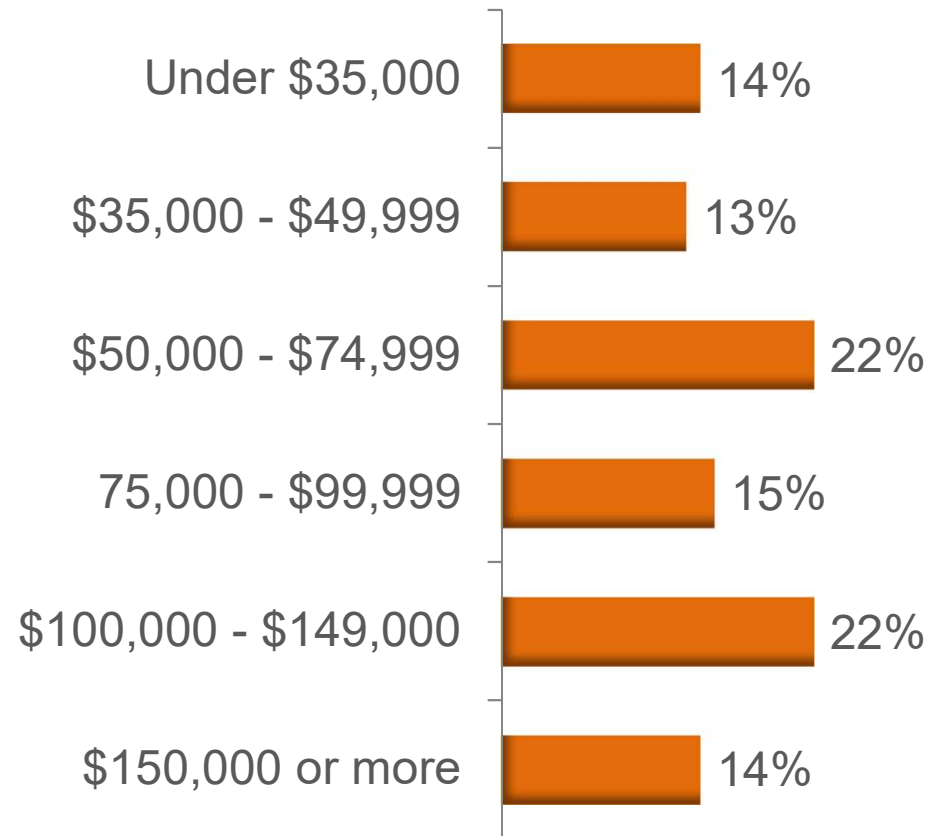
Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Income

(Total household income before taxes in 2016)

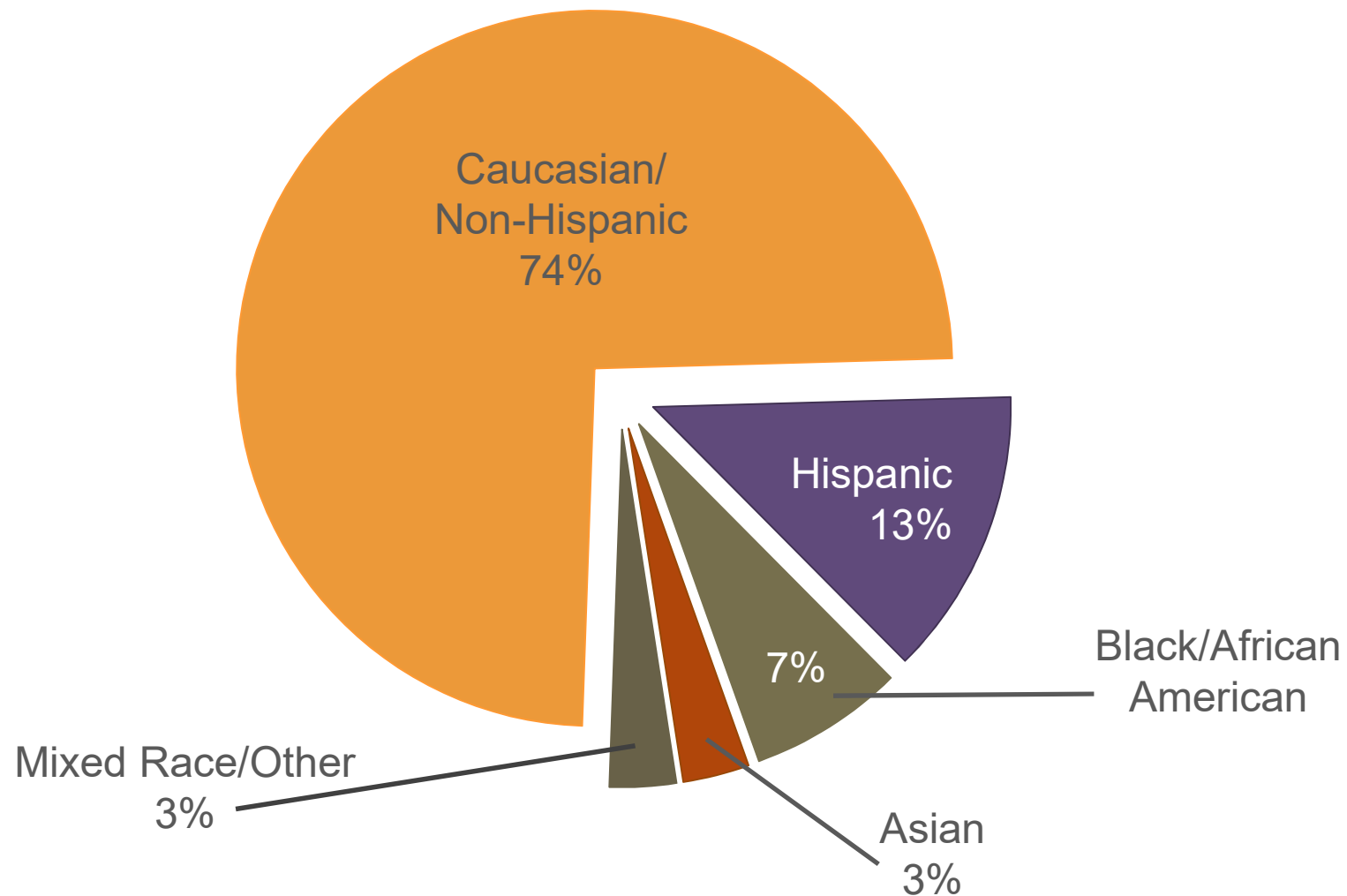


Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses



High Frequency Wine Drinkers: Ethnicity/Race



Base: 896 U.S. High Frequency wine drinkers (drink wine more often than once a week)

Source: ORC demographic question based on June/July 2017 WMC - ORC Segmentation Survey responses