



2018 High Frequency Wine Drinker Survey

National online survey

Base = 1,200 high frequency wine drinkers (drink wine more often than once a week)

- In addition to wine, three-quarters of high frequency wine drinker respondents reported they drink beer (75%), two-thirds drink spirits (69%), and one-third drink cider (32%). Just over one-quarter use cannabis for either recreational or medicinal purposes (28%).
 - ✓ High frequency wine drinkers in their 20s were the most apt to self-identify as a recreational "cannabis consumer" (38%). There was no difference in cannabis usage among male and female respondents (23%).
- Nearly three-quarters of respondents last drank wine when at home (72%). Most of the remaining respondents had last consumed wine at someone else's home (13%), or on-premise (13%).
- When asked about the origins of the wine they had consumed in the past three months, the majority had consumed a wine from Italy (65%), followed by France (56%), Spain (40%), and Australia (32%). In contrast, 87% had consumed a California wine in the past three months.
- 40% of high frequency wine drinker respondents "never" buy wine priced \$30 or more. Therefore 60% do buy \$30+ wine, although some not very often. When respondents who only buy \$30+ wine several times a year or once a year/less often are taken into consideration, 31% of high frequency wine drinker respondents buy wine that costs \$30 or more at least "every couple of months."
 - ✓ This rate of high frequency respondents who buy \$30+ wine at least every couple of months is higher among respondents under 50 (43%) and men (40%).
- Of all high frequency wine drinkers polled, 16% buy wine that is priced between \$30-\$49 at least every couple of months, and 15% buy \$50+ wine every couple of months.

A comparison of \$30-\$49 vs. \$50+ wine purchases showed that:

- Wines that costs \$30-\$49 tend to be purchased from specialty wine shops or liquor stores, are more likely to be single-bottle purchases, and less likely to be for an away-from-home celebration or for aging/future consumption.
- Reviews and recommendations and technical information about how the wine was made or grapes were grown are more important to \$50+ wine purchase decisions.