



Online Wine Consumer Survey

Market Research Report
August 2007

In partnership with:



SIDEWAYS™ WINE CLUB.com



Vizu Corporation, 463 Pacific Avenue, San Francisco, CA 94133
Phone: 415 362 8498 Email: research@vizu.com
www.VizuAnswers.com

Copyright © 2007, Vizu Corporation

TABLE OF CONTENTS

Online Wine Consumer Survey.....	3
Vizu Answers Appendix	
About our Partners.....	11
The VizuAnswers Network.....	12

OBJECTIVE

Assess online wine purchase behavior.

METHODOLOGY

The survey was conducted by Vizu via the Vizu Answers online research network between April 24 and May 12, 2007.

Each question was presented on more than 40 English language Web sites.

EXECUTIVE SUMMARY

The online wine market is still small, with only 17% regularly purchasing online. The potential for expansion exists, with a minority purchasing more often online and with greater than 50% of respondents identifying themselves as regular wine drinkers.

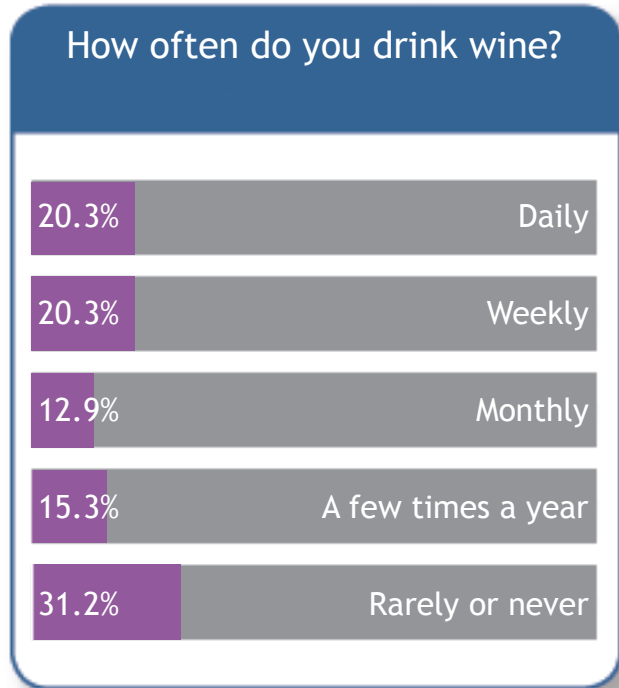
Shipping remains the largest obstacle with a combined 46% citing cost, time or state restrictions as reasons against online wine purchases. In addition, we found no dominant reason for purchasing online, nor a preferred channel for online purchase.

Wine purchases are overwhelmingly made by and for family and friends, and little credence is given to celebrity endorsements. Conversely, it is clear that word-of-mouth, in the form of personal recommendations or user reviews is what drives the majority of wine purchases overall and online.

Wine Consumer Profiles

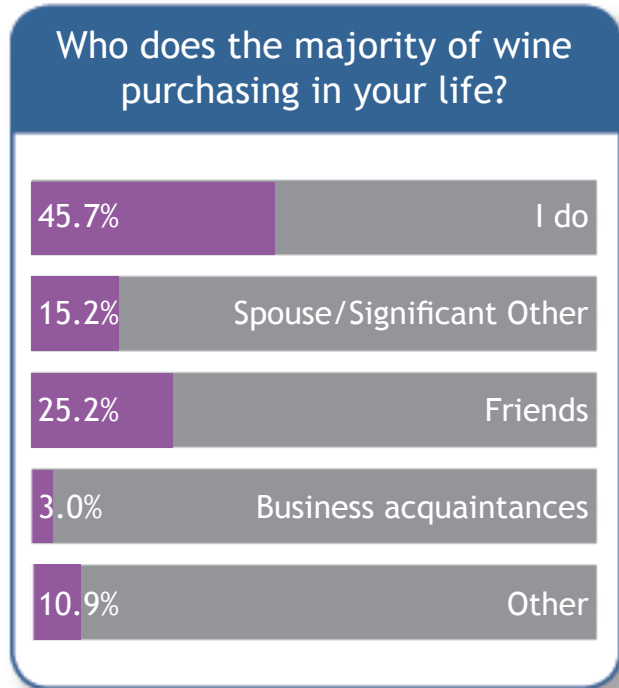
More than half of respondents drink wine on a regular basis (at least monthly).

Nearly half buy their own wine, as opposed to receiving it as a gift. When significant others are considered, a collective 61% of wine purchases are made from within a household.



Select 1

Respondents: 202



Select 1

Respondents: 230

Online Wine Purchasing Behavior

Only 17% buy wine online, with a subset of 11% that can be considered regular online wine buyers (at least monthly).

9% claim to shop for wine *more often* online than offline.



Select 1

Respondents: 239



Select 1

Respondents: 301

Reasons for and against buying wine online

Convenience, selection and price were all cited as reasons for purchasing online, but no one reason rises to the top.

Shipping is the largest obstacle with a combined 46% of respondents citing shipping cost, time or state restrictions as a reason not to purchase wine online.



Select 1

Respondents: 574



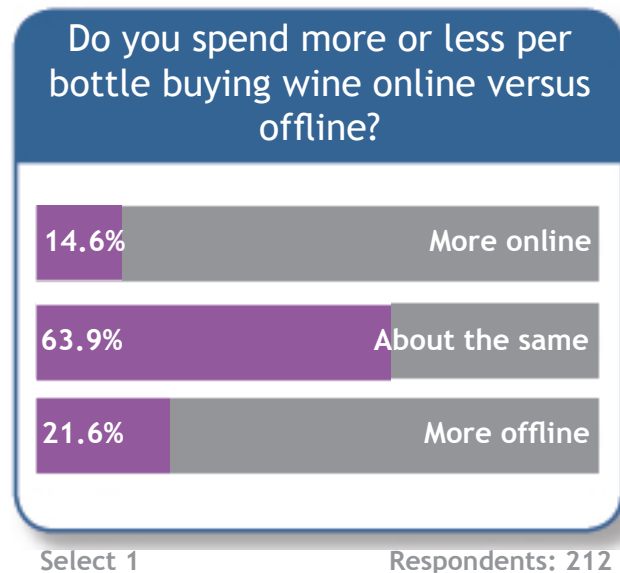
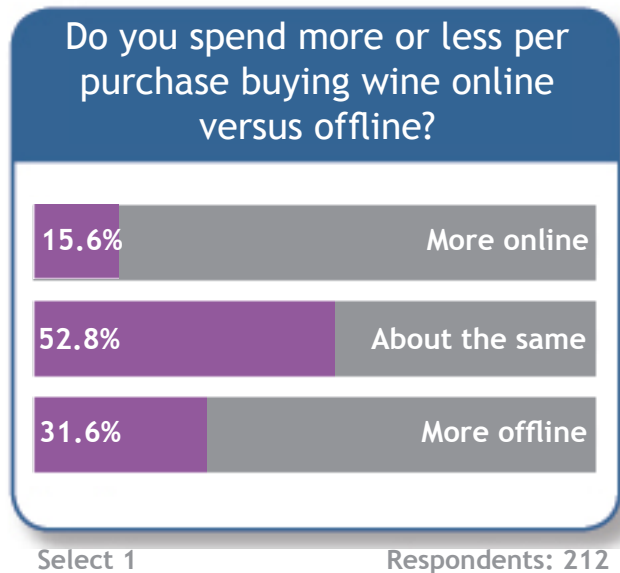
Select 1

Respondents: 511

Online versus Offline purchasing patterns

Most respondents spend about the same amount for wine online or offline.

When there is a difference in spending, twice as many spend less online than offline. This gap shrinks when looked at on a per bottle basis.

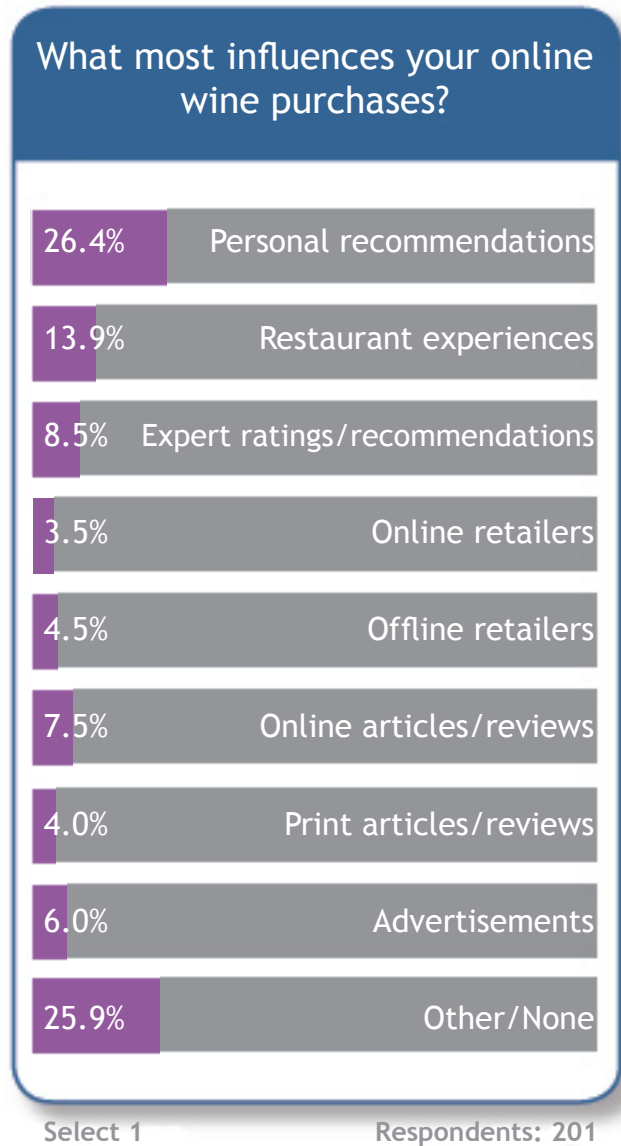


Purchase Influences

There are many factors and influences involved with purchasing wine online.

Personal recommendations are the most influential with restaurant experiences a distant second.

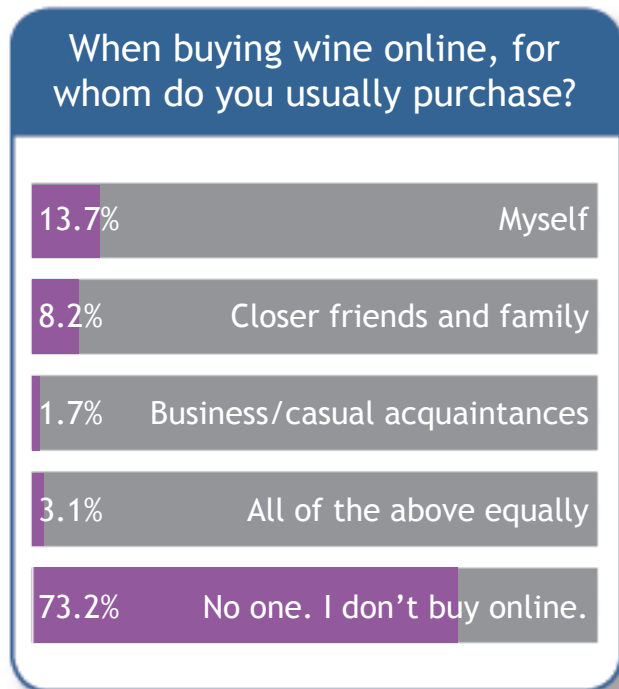
Ratings and reviews, in aggregate, have the largest influence on purchase behavior.



Online wine purchases: Whom and where?

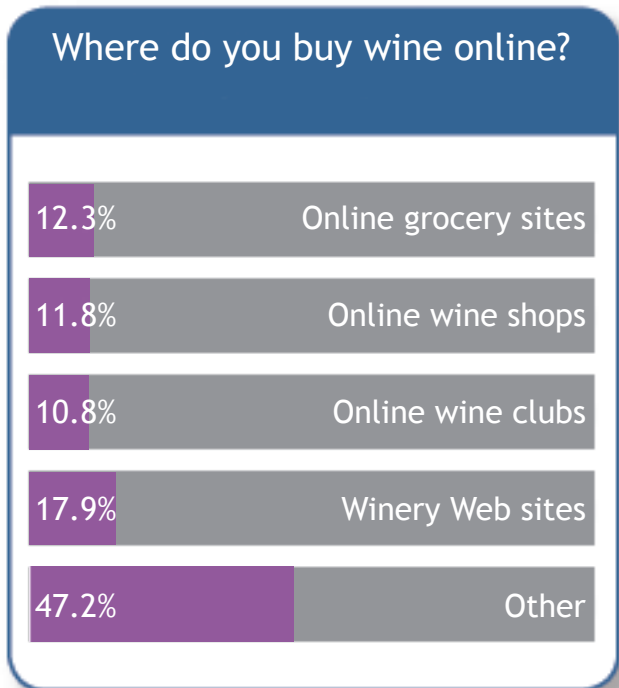
Of those purchasing online, the majority of purchases are for personal consumption.

There is no dominant online channel for wine purchases. Only winery web sites have a slight edge compared to other outlets.



Select 1

Respondents: 230



Select 1

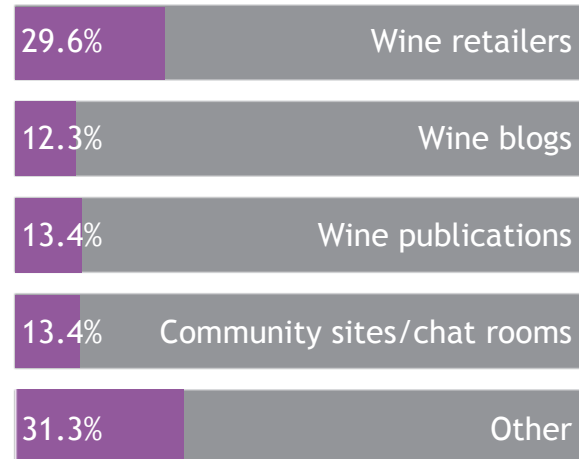
Respondents: 195

Research and Trust

Online wine shoppers conduct research via a wide variety of sources, with wine retailers showing a decided edge with nearly 30% of respondents.

User reviews and expert ratings are trusted most by 73% of wine shoppers, far more than any other form of information.

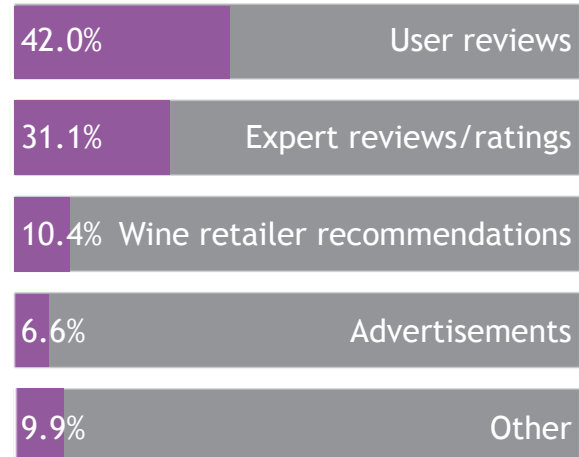
How do you research wine online?



Select 1

Respondents: 179

What type of online wine information is most trustworthy?



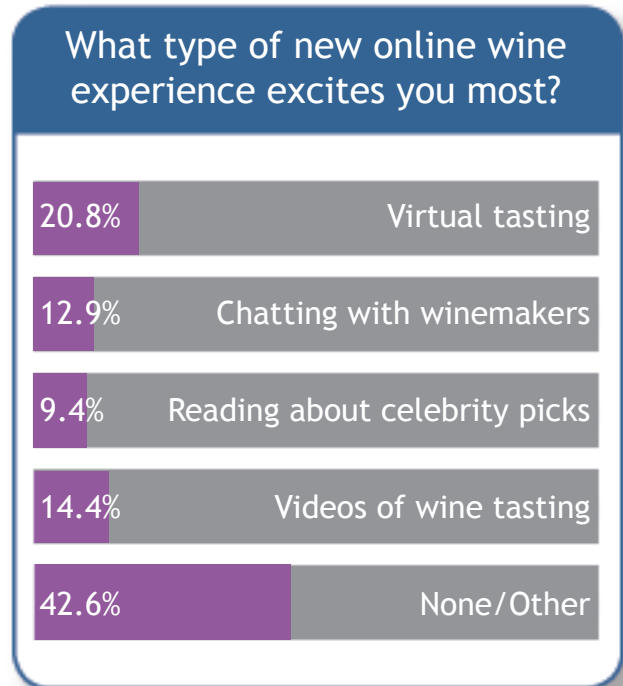
Select 1

Respondents: 212

Interactive features and celebrity endorsements

Online wine sellers may wish to look to interactive and rich media to boost sales given the excitement behind virtual and video tasting.

Celebrity endorsements hold little sway over wine shoppers, with 4 out of 5 giving celebrity picks no weight over their purchase decision.



Select 1

Respondents: 202



Select 1

Respondents: 214

ABOUT OUR PARTNERS

[Bottlenotes \(www.bottlenotes.com\)](http://www.bottlenotes.com)

Bottlenotes is both a customized wine club service offering five different wine clubs based on personal preferences, and a retail wine Web site offering wines from some of the best producers around the world. Coming soon: Bottlenotes Events, a corporate and consumer wine special events service.

[Sideways Wine Club \(www.sidewayswineclub.com\)](http://www.sidewayswineclub.com)

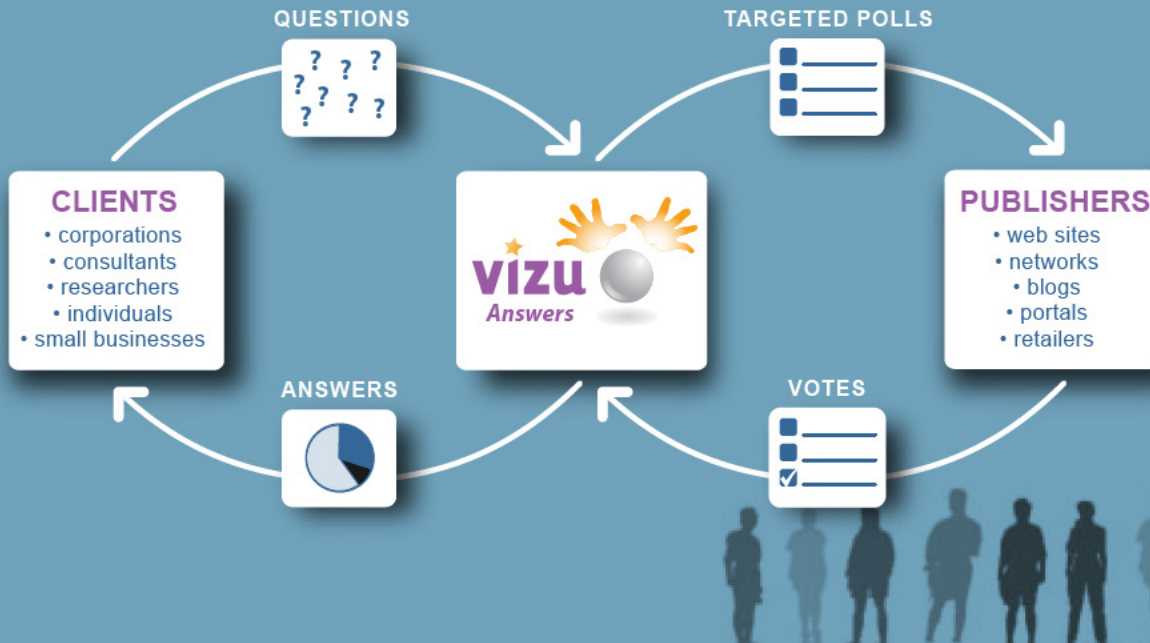
Years ago, I realized there were too few hours in my day to keep up with the expanding world of wine. But I loved discovering new wines. Over time I developed some trusted guides - winemakers, merchants and importers - who gently guided me into the world of great, undiscovered wines. Their generosity and passion inspired me to leave a cushy corporate existence to seek my own way in the wine world. That was the genesis of The Sideways Wine Club.

[Beltramo's Wines & Spirits \(www.beltramos.com\)](http://www.beltramos.com)

Beltramo's Wines & Spirits specializes in small wine estates from around the world. Family owned since 1882, Beltramo's has been voted "Best Place to Buy Wine" in local Northern California polls for the last 10 years in a row. It was named "Retailer of the Year" by Market Watch, the wine industry affiliate of the Wine Spectator, and "a top wine shop" from publications such as Food and Wine Magazine's Wine Guide and The New York Times.

RESEARCH NETWORK OVERVIEW

“UNTIL NOW, MOST RESEARCH HAS BEEN LIMITED BY A LACK OF TIME, MONEY, OR KNOW HOW”



Welcome to Vizu Answers. The Internet's First Research Network.

Vizu Answers allows you to conduct custom market research quickly, easily, and at an affordable price.

If you want an answer, the key is asking the right people. Our diverse network of publishers makes that possible by providing you access to their unique audiences.

VIZU ANSWERS

- Custom data delivered in as little as 24 hours
- Targeted respondent audiences
- Do-it-yourself convenience and ease
- 24/7 availability
- Costs \$100's, not \$1000's

THE POWER OF KNOWLEDGE

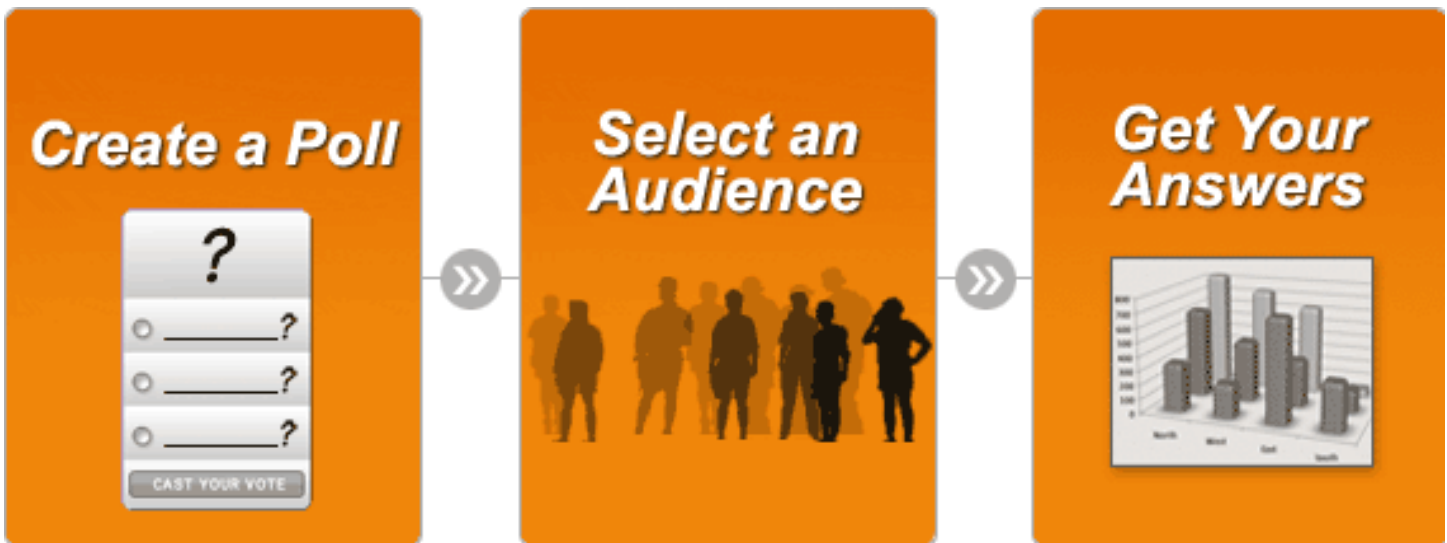
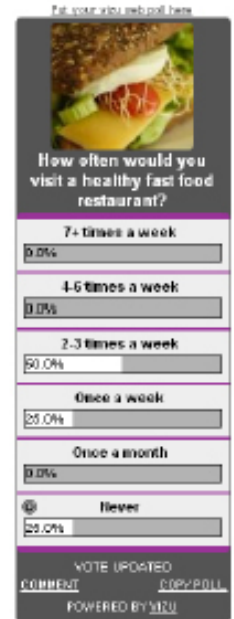
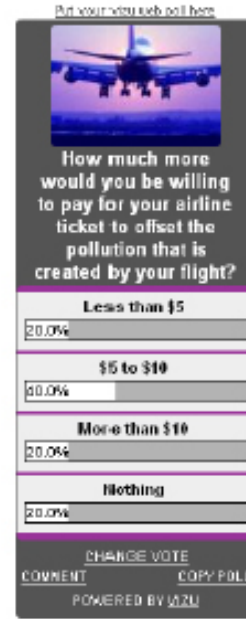
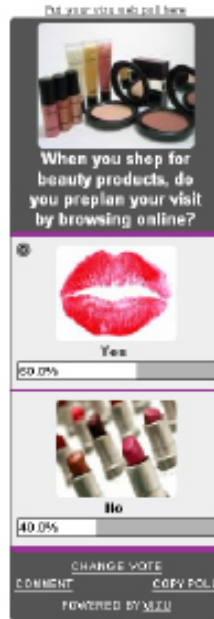
- Conduct preliminary fact finding
- Test concepts for inclusion in bigger research projects
- Differentiate sales pitches
- Test nagging questions and hunches
- Answer questions left out of research budgets

“Vizu’s simplicity and effectiveness is unmatched. The speed at which you can create a survey, distribute it to the web and gain real consumer feedback has made Vizu a vital tool for our marketing team.”

— Geoff Hamm, VP
Western Region, Orbitz Worldwide

VIZU ANSWERS WORKS FOR MANY TYPES OF QUESTIONS...

- Consumer Insights
- Concept Research
- Public Opinion
- Product Research
- Investment Insights
- Graphic Design
- Menu Design
- And MORE...



FIND OUT HOW YOU CAN GET STARTED TODAY

Contact:

AJ Kohn

415-362-8498

ajkohn@vizu.com

Vizu Corporation

463 Pacific Avenue

San Francisco, CA 94133

Phone: 415 362 8498

Email: research@vizu.com

www.VizuAnswers.com

“Vizu Answers is an innovative way to promptly obtain consumer insights.”

- Betty Chen, Institutional Research, Cowen & Company

“We were very pleased with the data from the 10 polls that we conducted with Vizu Answers.”

- Steve Douty, Founder/CEO Snapjot.com