

2012

US WINE CONSUMPTION

An internet user survey with
analysis of older Millennials

INVICTUS MARKETING™

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AN INTERNET USER SURVEY WITH
ANALYSIS OF OLDER MILLENNIALS

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INVICTUS MARKETING™

Methodology

Invictus Marketing fielded an online survey during April of 2012 targeting respondents in the US. To reduce the effects of non-response and non-coverage bias data from the study, data was weighted to the US Census Current Population Data, which includes age, gender, and geographic data.

Age and gender were inferred by using DoubleClick cookies.

Approximate location was determined by using the IP address of the respondent.

Income and urban density were inferred by mapping respondent location to census tracts and using the census data to calculate income and urban density.

In the 2012 survey, 1,500 online respondents participated. 1,500 responses ensures top-line results will be within a 3-5% margin of error and that results segmented by one or two dimensions (e.g. age, gender, etc.) will be within a 10% margin of error.

- 261 respondents were between the ages of 18-24
- 284 respondents were between the ages of 25-34
- 147 respondents were between the ages of 35-44
- 177 respondents were between the ages of 45-54
- 162 respondents were between the ages of 55-64
- 87 respondents have an age of 65 and greater.

The analysis of the 2012 data will be focused on the 284 respondents between the ages of 25-34 (older Millennials).

2012 US Wine Consumption

Survey Question: Do you drink wine?

Weighted by Age, Gender, US Region (1,110 responses)



All Respondents (1,110)

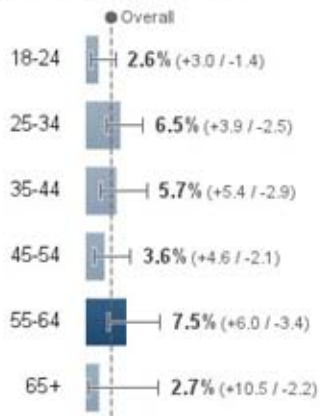
Yes, at least once a Day	4.7% (+2.4 / -1.6)
Yes, a few times a Week	7.9% (+2.4 / -1.9)
Yes, a few times a Month	16.5% (+2.9 / -2.6)
Yes, a few times a Year	14.7% (+2.8 / -2.4)
No, I do not drink wine	56.3% (+3.4 / -3.5)

- 43.7% of the respondents drink wine at least once a year.
- 16.5% of the respondents drink wine a few times a month; nearly 2% more than the respondents who drink only a few times a year.
- 29.1% of the respondents drink wine more than once a month.

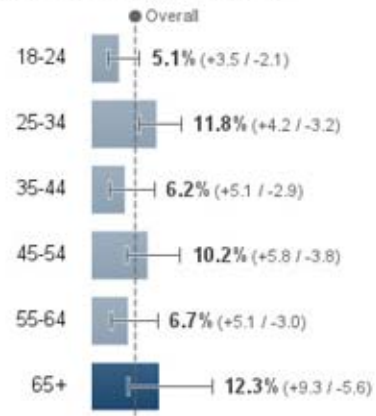
Age Segmentation: Charts

Weighted by US Region (1,110 responses)

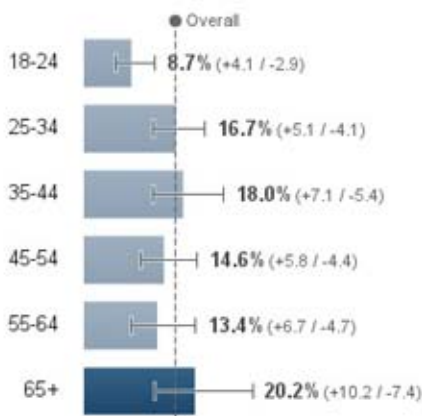
Yes, at least once a Day (53 responses)



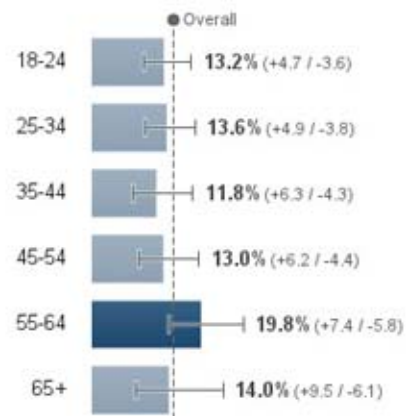
Yes, a few times a Week (104 responses)



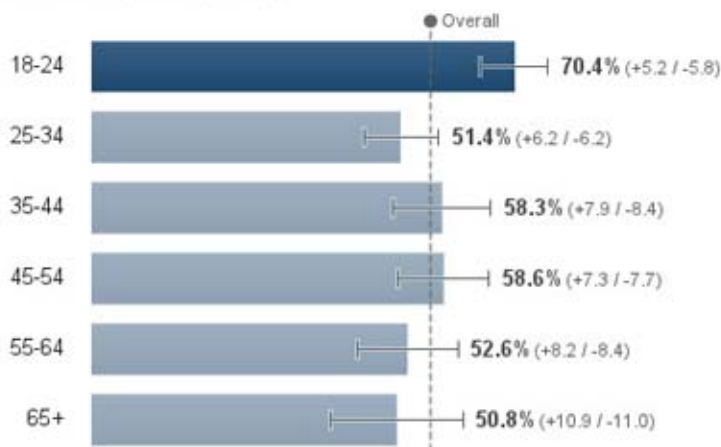
Yes, a few times a Month (167 responses)



Yes, a few times a Year (161 responses)



No, I do not drink wine (625 responses)



Age Segmentation: Details

Weighted by US Region (1,110 responses)

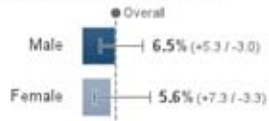
	18-24 year olds in US (260)	25-34 year olds in US (283)	35-44 year olds in US (144)	45-54 year olds in US (176)	55-64 year olds in US (161)	65+ year olds in US (86)
Yes, at least once a Day	2.6% (+3.0 / -1.4)	6.5% (+3.9 / -2.5)	5.7% (+5.4 / -2.9)	3.6% (+4.6 / -2.1)	7.5% (+6.0 / -3.4)	2.7% (+10.5 / -2.2)
Yes, a few times a Week	5.1% (+3.5 / -2.1)	11.8% (+4.2 / -3.2)	6.2% (+5.1 / -2.9)	10.2% (+5.8 / -3.8)	6.7% (+5.1 / -3.0)	12.3% (+9.3 / -5.6)
Yes, a few times a Month	8.7% (+4.1 / -2.9)	16.7% (+5.1 / -4.1)	18.0% (+7.1 / -5.4)	14.6% (+5.8 / -4.4)	13.4% (+6.7 / -4.7)	20.2% (+10.2 / -7.4)
Yes, a few times a Year	13.2% (+4.7 / -3.6)	13.6% (+4.9 / -3.8)	11.8% (+6.3 / -4.3)	13.0% (+6.2 / -4.4)	19.8% (+7.4 / -5.8)	14.0% (+9.5 / -6.1)
No, I do not drink wine	70.4% (+5.2 / -5.8)	51.4% (+6.2 / -6.2)	58.3% (+7.9 / -8.4)	58.6% (+7.3 / -7.7)	52.6% (+8.2 / -8.4)	50.8% (+10.9 / -11.0)

- 35% of older Millennials (ages 25-34) consume wine at least once a month, just 0.2% less the 55-64 year old age group.
- Older Millennials are the second largest group of wine drinkers; 48.6% of which drink at least once annually.
- Older Millennials are the second highest daily and weekly drinkers; 6.5% and 11.8% respectively.

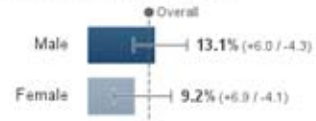
Older Millennial Gender Segmentation: Charts

Weighted by US Region (283 responses)

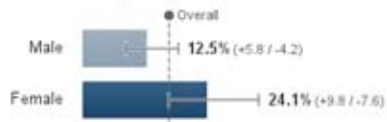
Yes, at least once a Day (18 responses)



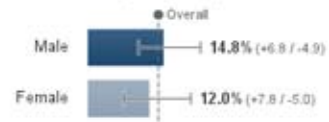
Yes, a few times a Week (41 responses)



Yes, a few times a Month (43 responses)



Yes, a few times a Year (38 responses)



No, I do not drink wine (137 responses)



Older Millennial Gender Segmentation: Details

Weighted by US Region (283 responses)

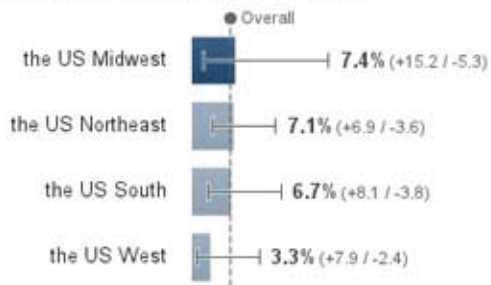
	Men aged 25-34 in US (163)	Women aged 25-34 in US (120)
Yes, at least once a Day	6.5% (+5.3 / -3.0)	5.6% (+7.3 / -3.3)
Yes, a few times a Week	13.1% (+6.0 / -4.3)	9.2% (+6.9 / -4.1)
Yes, a few times a Month	12.5% (+5.8 / -4.2)	24.1% (+9.8 / -7.6)
Yes, a few times a Year	14.8% (+6.8 / -4.9)	12.0% (+7.8 / -5.0)
No, I do not drink wine	53.1% (+7.9 / -8.0)	49.1% (+9.9 / -9.8)

- Women in the older Millennial group are slightly more likely to be wine drinkers than their male counterparts; 50.9% vs. 46.9%.
- Men in the older Millennial group are slightly more frequent to drink wine than their female counterparts; daily 6.5% vs. 5.6%; weekly 13.1% vs. 9.2%.

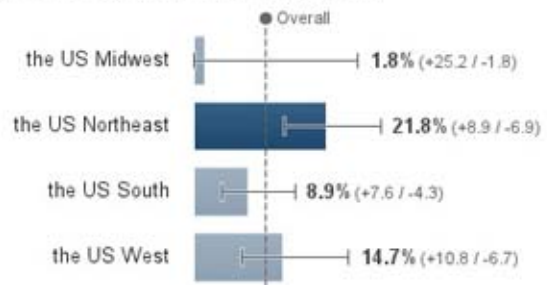
Older Millennial Region Segmentation: Charts

Weighted by Age, Gender (283 responses)

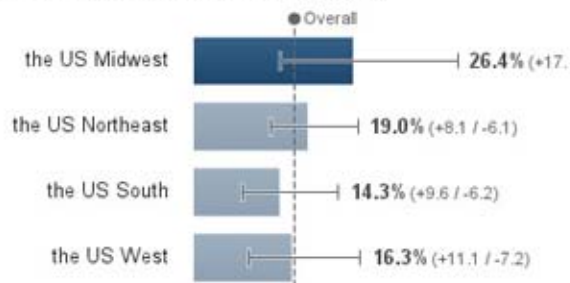
Yes, at least once a Day (18 responses)



Yes, a few times a Week (41 responses)



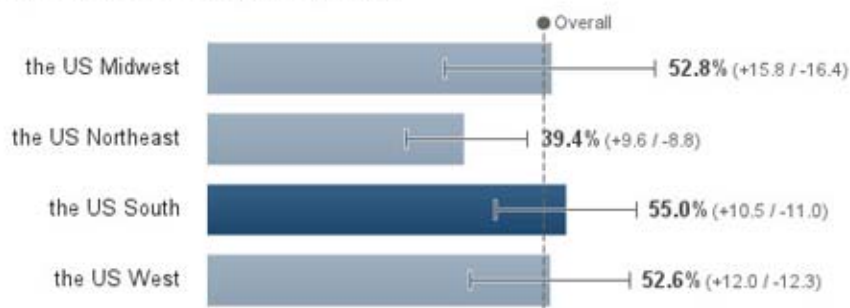
Yes, a few times a Month (49 responses)



Yes, a few times a Year (38 responses)



No, I do not drink wine (137 responses)



Older Millennial Region Segmentation: Details

Weighted by Age, Gender (283 responses)

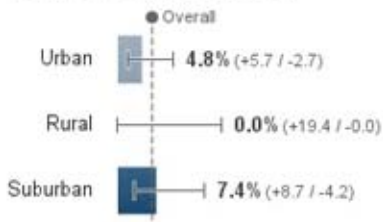
	25-34 year olds in US Midwest (39)	25-34 year olds in US Northeast (103)	25-34 year olds in US South (80)	25-34 year olds in US West (61)
Yes, at least once a Day	7.4% (+15.2 / -5.3)	7.1% (+6.9 / -3.6)	6.7% (+8.1 / -3.8)	3.3% (+7.9 / -2.4)
Yes, a few times a Week	1.8% (+25.2 / -1.8)	21.8% (+8.9 / -6.9)	8.9% (+7.6 / -4.3)	14.7% (+10.8 / -6.7)
Yes, a few times a Month	26.4% (+17.1 / -12.1)	19.0% (+8.1 / -6.1)	14.3% (+9.6 / -6.2)	16.3% (+11.1 / -7.2)
Yes, a few times a Year	11.6% (+14.1 / -6.8)	12.8% (+7.9 / -5.2)	15.0% (+9.6 / -6.3)	13.2% (+10.7 / -6.3)
No, I do not drink wine	52.8% (+15.8 / -16.4)	39.4% (+9.6 / -8.8)	55.0% (+10.5 / -11.0)	52.6% (+12.0 / -12.3)

- 28.9% of older Millennials in the Northeastern United States drink wine at least weekly.
- Older Millennials in the Northeastern United States are 13.2% more likely to be wine drinkers compared to older Millennials in any other region.

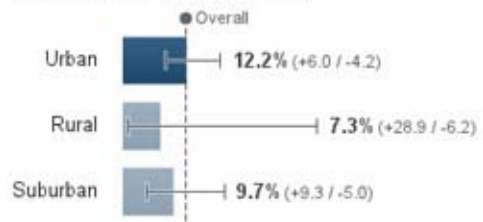
Older Millennial Urban Density Segmentation: Charts

Weighted by Gender (278 responses)

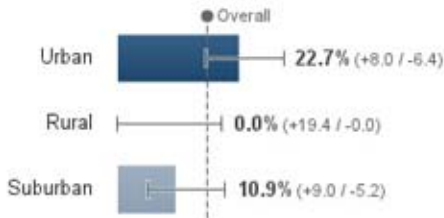
Yes, at least once a Day (17 responses)



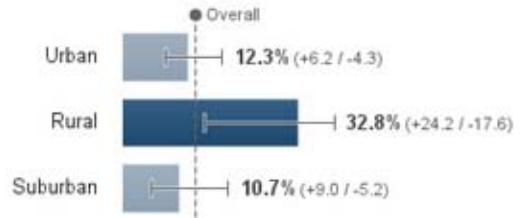
Yes, a few times a Week (39 responses)



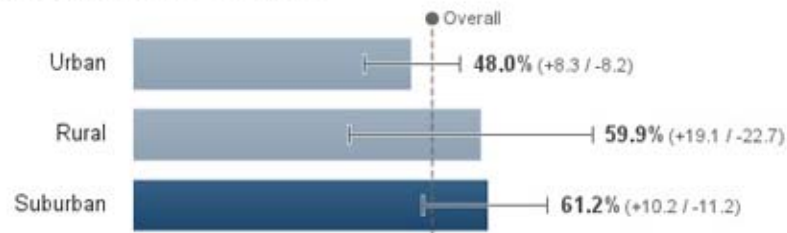
Yes, a few times a Month (49 responses)



Yes, a few times a Year (38 responses)



No, I do not drink wine (135 responses)



Older Millennial Urban Density Segmentation: Details

Weighted by Gender (278 responses)

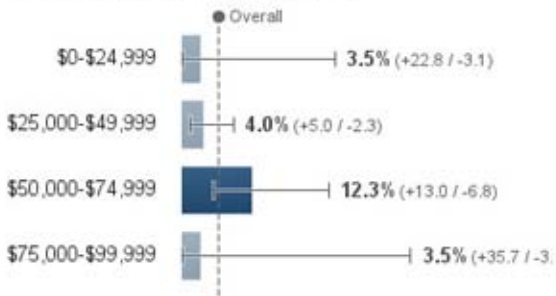
	25-34 year olds in urban US areas (186)	25-34 year olds in rural US areas (16)	25-34 year olds in suburban US areas (76)
Yes, at least once a Day	4.8% (+5.7 / -2.7)	0.0% (+19.4 / -0.0)	7.4% (+8.7 / -4.2)
Yes, a few times a Week	12.2% (+6.0 / -4.2)	7.3% (+28.9 / -6.2)	9.7% (+9.3 / -5.0)
Yes, a few times a Month	22.7% (+8.0 / -6.4)	0.0% (+19.4 / -0.0)	10.9% (+9.0 / -5.2)
Yes, a few times a Year	12.3% (+6.2 / -4.3)	32.8% (+24.2 / -17.6)	10.7% (+9.0 / -5.2)
No, I do not drink wine	48.0% (+8.3 / -8.2)	59.9% (+19.1 / -22.7)	61.2% (+10.2 / -11.2)

- Overall, suburban older Millennials are less likely to be wine drinkers when compared their both urban and rural counterparts.
- 17.1% of surveyed older Millennials suburbanites drink wine at least once a week; more than their urban and rural counterparts.

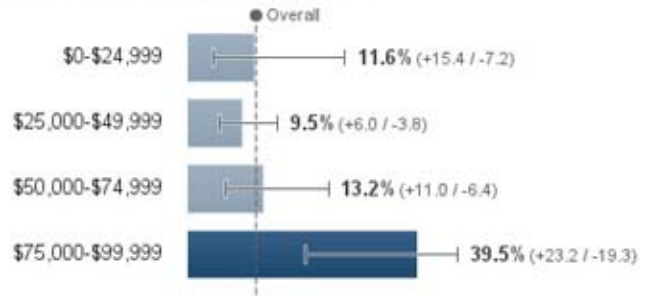
Older Millennial Income Segmentation: Charts

\$0-\$24,999, \$25,000-\$49,999, \$50,000-\$74,999 were weighted by US Region; \$75,000-\$99,999 was weighted by Gender; \$100,000-\$149,999, \$150,000+ were not weighted. (279 responses)

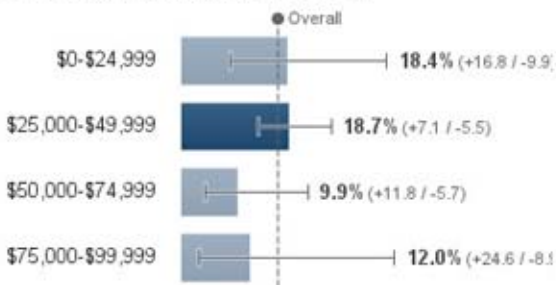
Yes, at least once a Day (18 responses)



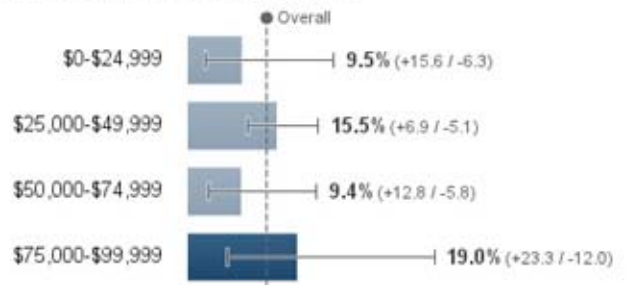
Yes, a few times a Week (41 responses)



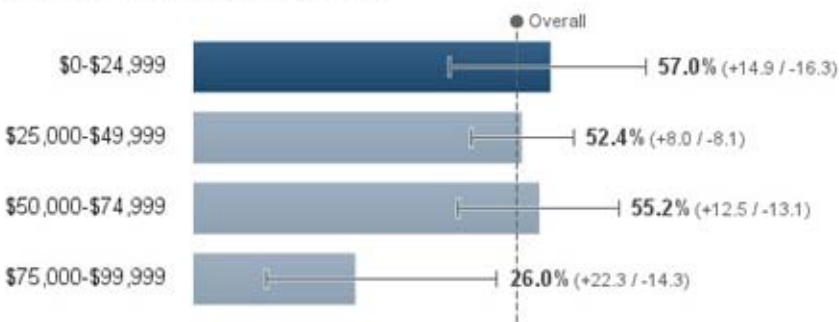
Yes, a few times a Month (47 responses)



Yes, a few times a Year (38 responses)



No, I do not drink wine (135 responses)



*\$100k+ income brackets were not graphed due to Insufficient Data.

Older Millennial Income Segmentation: Details

\$0-\$24,999, \$25,000-\$49,999, \$50,000-\$74,999 were weighted by US Region; \$75,000-\$99,999 was weighted by Gender; \$100,000-\$149,999, \$150,000+ were not weighted. (279 responses)

	25-34 year olds in US earning \$0-\$24K (38)	25-34 year olds in US earning \$25-\$49K (148)	25-34 year olds in US earning \$50-\$74K (73)	25-34 year olds in US earning \$75-\$99K (20)	25-34 year olds in US earning \$100-\$149K	25-34 year olds in US earning \$150K+
Yes, at least once a Day	3.5% (+22.8 / -3.1)	4.0% (+5.0 / -2.3)	12.3% (+13.0 / -6.8)	3.5% (+35.7 / -3.3)	Insufficient data	Insufficient data
Yes, a few times a Week	11.6% (+15.4 / -7.2)	9.5% (+6.0 / -3.8)	13.2% (+11.0 / -6.4)	39.5% (+23.2 / -19.3)	Insufficient data	Insufficient data
Yes, a few times a Month	18.4% (+16.8 / -9.9)	18.7% (+7.1 / -5.5)	9.9% (+11.8 / -5.7)	12.0% (+24.6 / -8.9)	Insufficient data	Insufficient data
Yes, a few times a Year	9.5% (+15.6 / -6.3)	15.5% (+6.9 / -5.1)	9.4% (+12.8 / -5.8)	19.0% (+23.3 / -12.0)	Insufficient data	Insufficient data
No, I do not drink wine	57.0% (+14.9 / -16.3)	52.4% (+8.0 / -8.1)	55.2% (+12.5 / -13.1)	26.0% (+22.3 / -14.3)	Insufficient data	Insufficient data

- Older Millennials earning \$75-\$99K are far more prevalent wine drinkers when compared to their counterparts.
- Older Millennials earning \$50-\$74k are approximately 8% more likely than their counterparts to be daily wine drinkers.

Sampling Bias

Comparing this question's sample distribution to the US Census Current Population Survey (CPS) data.

Group	Response Rate	Non-Response	CPS	Bias
Male	54.70%	49.70%	48.90%	5.80%
Female	45.30%	50.30%	51.10%	-5.80%
18-24	21.90%	21.10%	13.20%	8.80%
25-34	26.60%	29.20%	18.70%	7.90%
35-44	13.10%	15.60%	19.10%	-6.00%
45-54	16.20%	14.20%	20.50%	-4.20%
55-64	14.10%	10.90%	16.00%	-1.90%
65+	8.00%	9.00%	12.50%	-4.50%
Midwest	22.50%	18.00%	21.50%	1.00%
Northeast	27.80%	28.70%	19.20%	8.60%
South	29.60%	28.10%	35.10%	-5.50%
West	20.20%	25.20%	24.30%	-4.10%
RMSE score				5.8%