



Wine Survey Results October 2010

Wine Buying Habits

Key Findings



- About 54% of wine drinkers buy 1 to 2 bottles of wine a month in a restaurant.
- Consumers are buying slightly less wine in restaurants.
- Consumers generally order wine they have either tried before or name they recognize.
- While majority of wine drinkers purchase 1-2 bottles of wine in a store, a considerable amount purchase 6 or more bottles per month.
- Store purchases see a tilt toward more buying than in the past.
- Wine drinkers typically buy wine priced between \$11 and \$15.

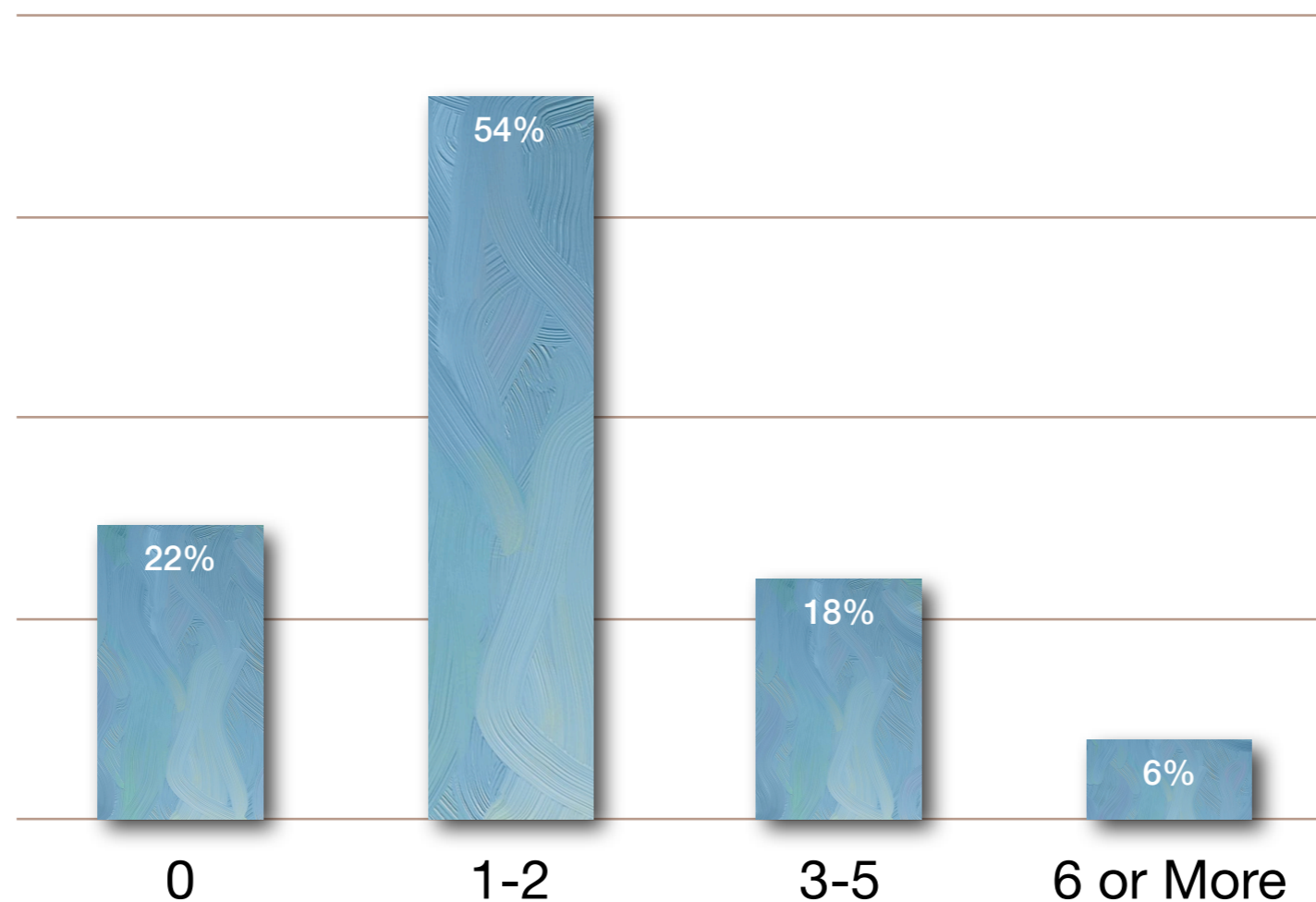


Thinking about the wine you purchase in a restaurant, how many bottles of wine do you buy in a typical month?



- About 54% of wine drinkers buy 1 to 2 bottles of wine a month in a restaurant.

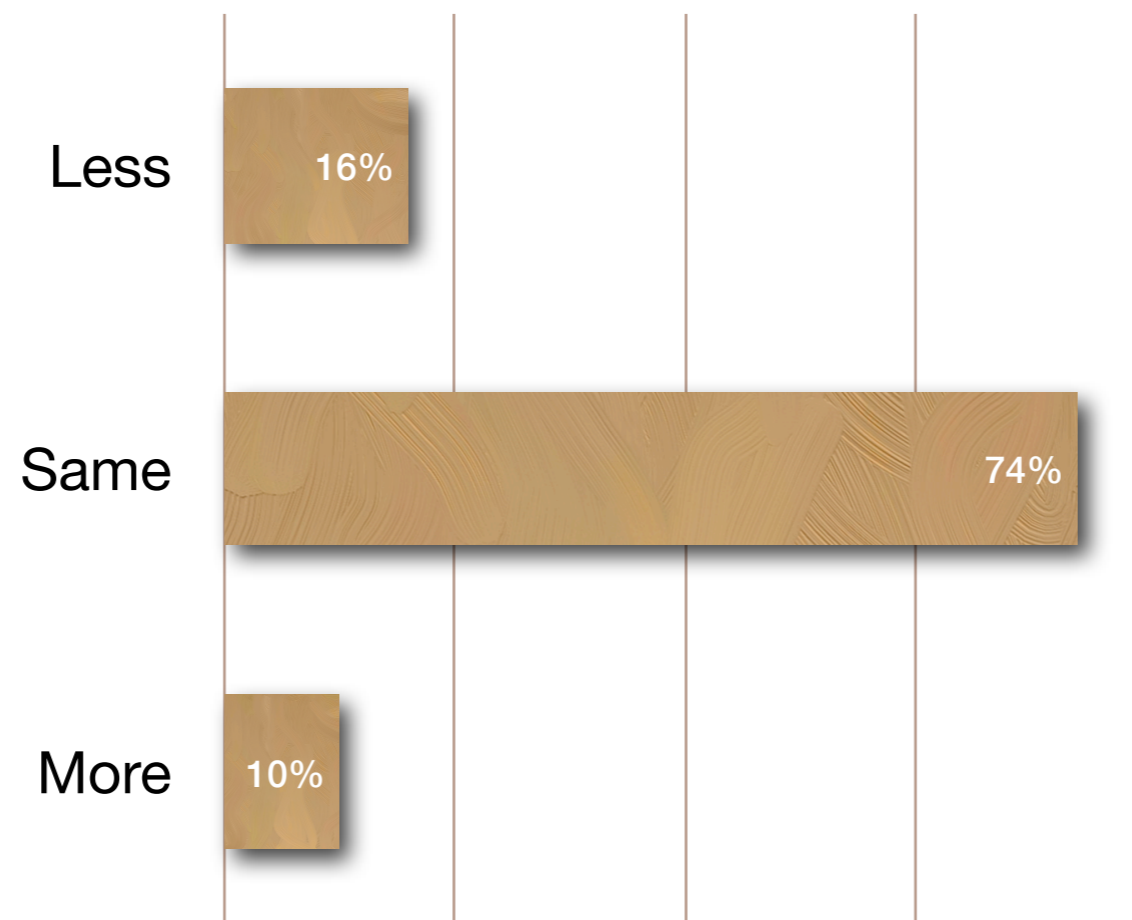
Number Of Bottles Per Month



Would you say that is more, less, or the same amount as compared to the past?



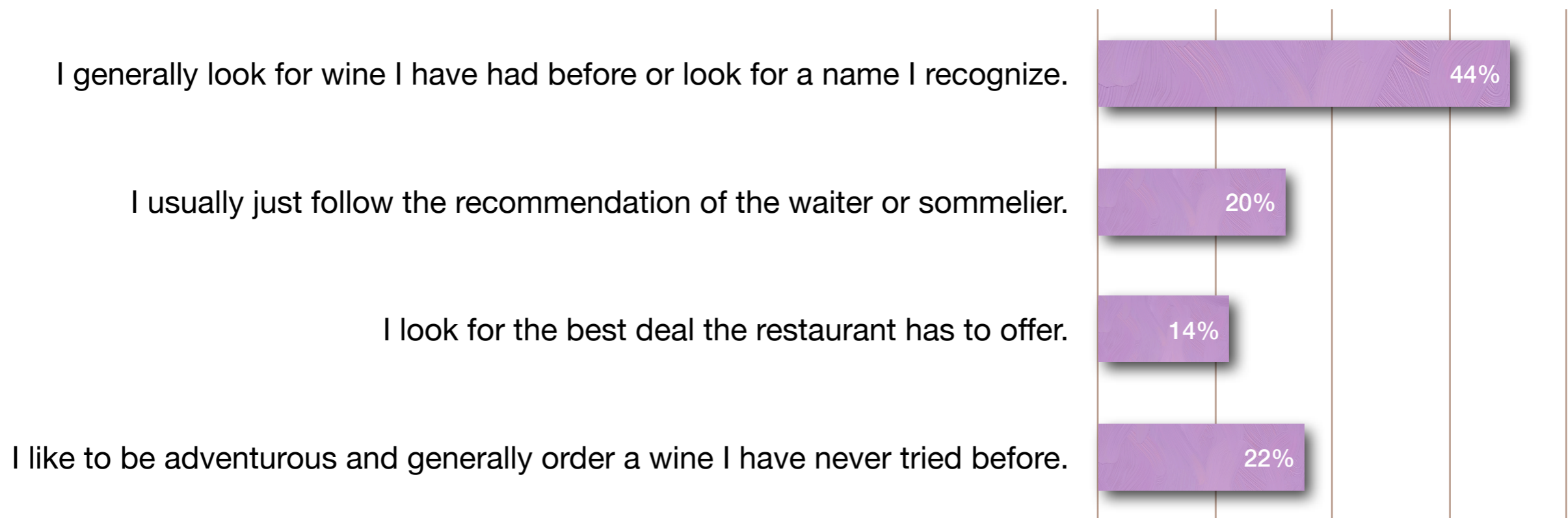
- Consumers are buying slightly less wine in restaurants.



When ordering a bottle of wine in a restaurant which statement best describes you?



- Consumers generally order wine they have either tried before or know.

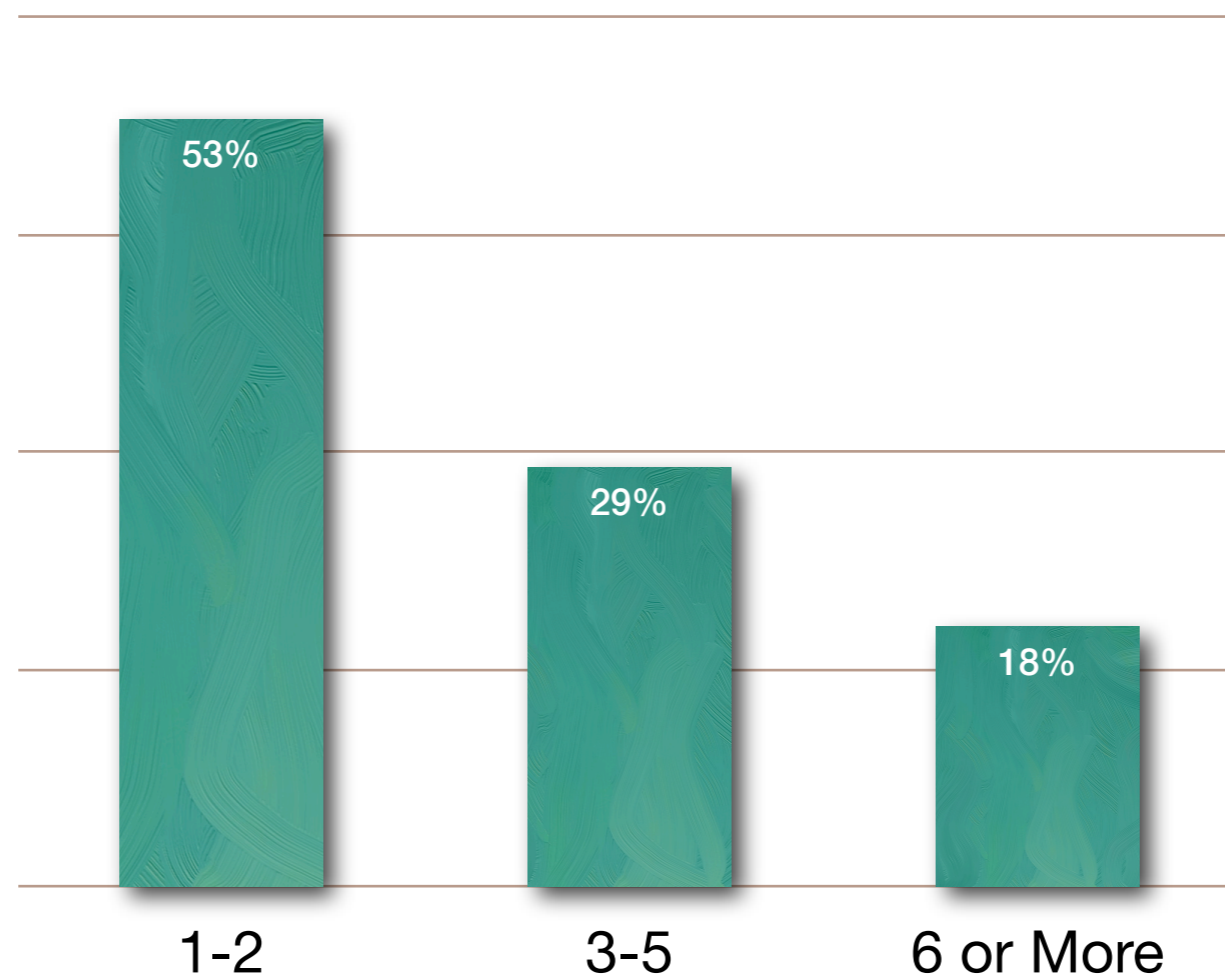


Thinking about wine you buy in a store, how many bottles of wine do buy in a typical month?



- While majority of wine drinkers purchase 1-2 bottles of wine, a considerable amount purchase 6 or more bottles per month.

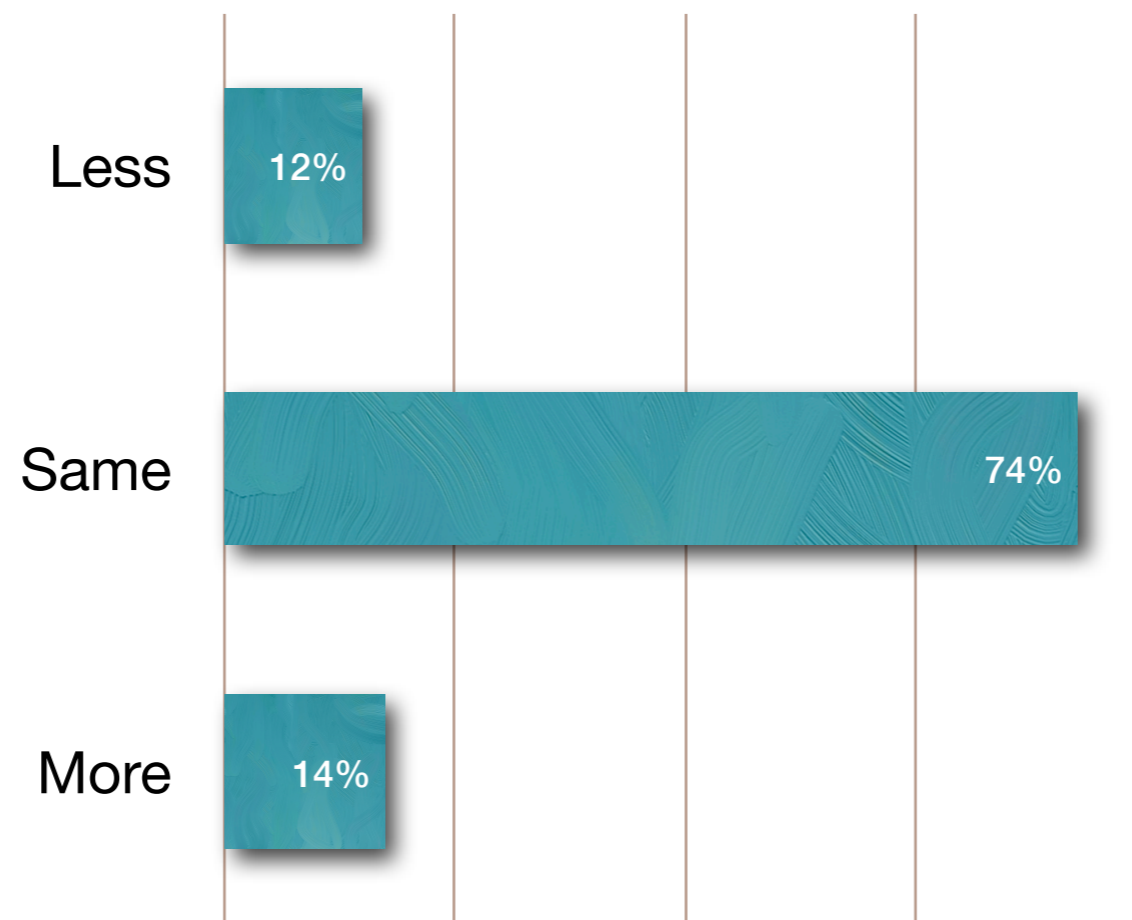
Number of Bottles Per Month



Would you say that is more, less, or the same amount as compared to the past?



- Store purchases see a tilt toward more buying than in the past.

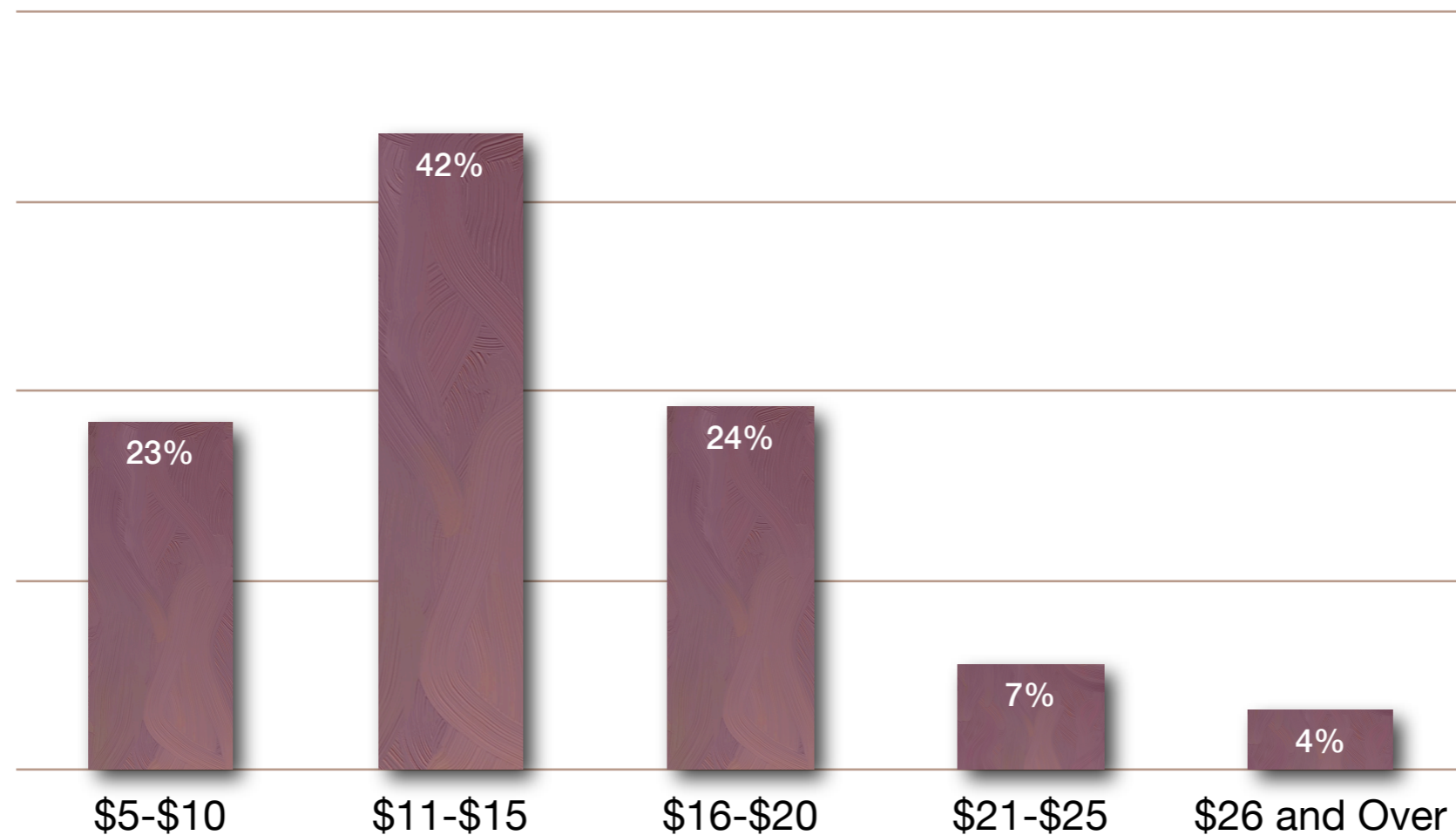


When you think about the majority of wine you purchase in a store, what is the price range you typically spend on a single bottle of wine?



- Wine drinkers typically buy wine priced between \$11 and \$15.

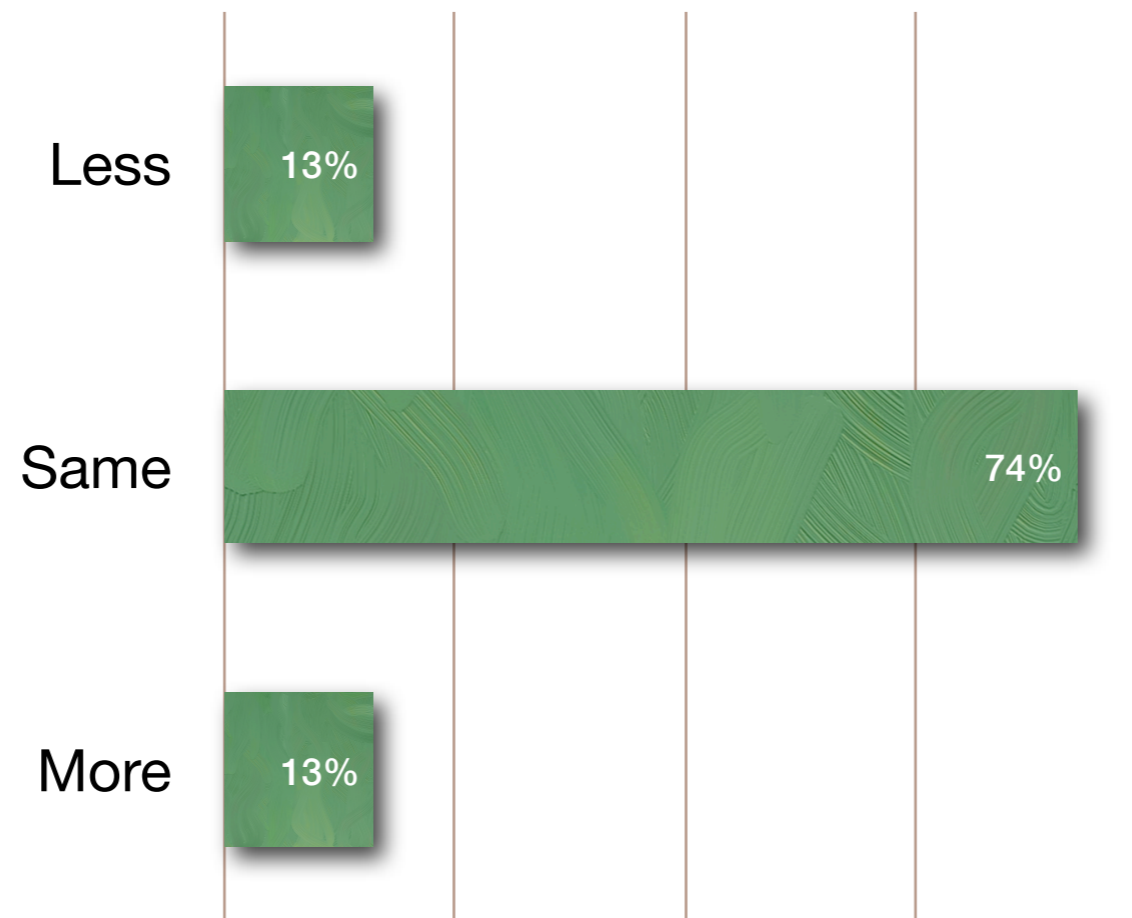
Wine Price Range



Would you say that is more, less, or the same amount as compared to the past?



- The amount spent per bottle of wine seems relatively neutral.



Survey Details & Methodology



- Rhino Wine Gear, an online retailer of wine accessories, conducted a brief online survey to explore the wine buying habits of wine drinkers. The survey focused on restaurant and store purchases.
- The survey took place from August 9, 2010 through September 19, 2010 and was open to all U.S. residents over the age of 21.
- 1180 people participated in the survey, of those 838 qualified for the survey. To qualify you must have been over the age of 21 and purchased at least one bottle of wine, either in a restaurant or in a store over the past month.

