Characteristics of Wine Consumers in the Mid-Atlantic States: A Statistical Analysis

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Wine production in the Mid-Atlantic region

• As of December 2015, there were 8,702 wineries in the U.S. (Wines & Vines, 2016)

• Little if any data is available that describes the Mid-Atlantic wine consumer, their attitudes and preferences, and wine consumption and purchasing behaviors.

• Research pertaining to consumption and purchasing patterns of Mid-Atlantic wine consumers would greatly benefit wineries and wine tasting room owners and operators.
Research objectives

• Document Mid-Atlantic (New Jersey, New York, and Pennsylvania) wine consumers’ purchasing and consumption preferences and behaviors

• Understand factors that motivate Mid-Atlantic consumers wine purchasing and consumption
A 15-minute Internet survey was used to collect data, 20 to 25 September 2013

Screener criteria:
• 21 years of age or older
• Not a member of the wine industry
• Resided in New Jersey, New York, or Pennsylvania
• Drank and purchased wine at least once within the previous year
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Data were segmented based on:
• Their wine consumption frequency
• Whether wine consumption changed between 2010 and 2013
• Number of adults, age 21 and older, in the household who drink wine
Survey respondents

- Administered to Survey Sampling International, LLC panelists
- Pretested with a subset (n=164) of the target consumer
- 1,952 opened and attempted the survey
- 1,246 qualified and completed the survey
- Participants received a one-dollar incentive

Segmentation based on state of residence

- Pennsylvania: 407 (32.7%)
- New York: 597 (47.9%)
- New Jersey: 242 (19.4%)

- Female (62.9%)
- Household incomes of $25,000 to $49,999 (26.2%) and $50,000 to $75,999 (22.7%)
- Bachelor’s degree (30.4%) some college/technical school (25.8%)
- One other adult drinks wine (44.7%) and two or more other adults drink wine (27.5%)
- No children in the household (51.6%)
Age ranges and wine consumption frequency

- 45 to 64 years: 26.6%
- 35 to 44 years: 27.7%
- 25 to 35 years: 27.3%
- 21 to 24 years: 18.4%

- Super core: 32.9%
- Marginal: 48.3%
- Core: 18.8%
Wine consumption frequency: 2010 to 2013

- Change in wine consumption:
  - 31.3% increased consumption

- Top reasons for the increase:
  - Became more interested in drinking wine than other alcoholic beverages, 52.6%
  - Learned more about wine and was interested in consuming more, 43.2%
  - Health benefits associated with drinking wine, 41.6%
  - 40.2% of super core wine consumers increased their wine consumption during this period
Wine consumption frequency: 2010 to 2013

- Change in wine consumption:
  - 31.3% increased consumption
  - 51.0% no change
Wine consumption frequency: 2010 to 2013

- **Change in wine consumption:**
  - 31.3% increased consumption
  - 51.0% no change
  - 17.7% decreased consumption

- **Top reasons for the decrease:**
  - Price of wine, 35.4%
  - Money that they would normally spend on wine is spent on “other things,” 31.8%
  - Concerns about weight gain, 28.1%

- 59.4% of marginal wine consumers decreased their wine consumption during this period
How frequently do participants purchase 750mL bottles of wine?

Percent of participants that are super core, core, and marginal wine consumers that purchase wine daily to a few times a year.
How 750mL bottles of wine do participants purchase at one time?

Purchasing patterns based on participants’ change in wine consumption between 2010 and 2013 (%)

- **One or more bottles to be consumed immediately**
  - Increased: 70.9a
  - No change: 65.4a
  - Decreased: 65.1a

- **One or more bottles to be added to a collection/consumed later**
  - Increased: 54.1a
  - No change: 50.7a
  - Decreased: 40.1b

- **Purchases a case at a time, but infrequently**
  - Increased: 9.3.0a
  - No change: 11.3a
  - Decreased: 10.5a

- **Purchases a set number of bottles through a wine club**
  - Increased: 1.8a
  - No change: 2.6a
  - Decreased: 0.6a
Which segments purchased different wines for everyday consumption and for special occasions and/or when entertaining in their own home?

- More super core and core wine consumers purchased different wines for the two occasions (84.1 and 77.4%, respectively) compared to marginal wine consumers (57.5%)

- Participants living in households where: a) one other adult drinks wine (72.4%) and b) two or more adults drink wine (74.5%) were more likely to purchase different wines than participants that lived in a households where other adults do not drink wine (57.1%)

- Participants in households with two or more other wine consumers were more likely to purchase everyday wine priced between $25.00 - $29.00 (5.0%) and $35.00 and higher (2.9%) than that lived in a households where other adults do not drink wine (0%)
Conclusions

• Data that describes the Mid-Atlantic wine consumer can assist wineries, wine associations, and tasting rooms better market products to likely buyers.

• By understanding consumption frequency and changes in consumption:
  - promotions can be developed to encourage repeat purchases and
  - misconceptions and be identified and corrected, or relevant products can be created.

• Based on wine purchasing frequency and trends, incentives designed to encourage more frequent purchases and purchases of multi-unit packages of wine can be offered.

• While there were statistical significance among groups for certain variable and participant responses, there were instances where differences did not exist. Hence, not all promotional strategies need to be unique and target a specific wine consuming segment.
Thank you! Any questions?

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