

The Luxury of Wine 2013:
A study of affluent consumers and their wine drinking lifestyle

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Study Objectives

- ▶ As each wave of Unity Marketing's Luxury Tracking study is fielded, special topics of interest to luxury marketers are researched in more depth and published in a separate trend report. For the second quarter 2013 study, fielded in July 2013, luxury consumers were asked about their enjoyment of wine. A total of n=909 luxury consumers, out of n=1,189 total sample, reported that they regularly or occasionally drink wine, or over three-fourths of the total luxury consumers surveyed. These wine drinkers were asked a range of questions specific to their wine consumption and purchase behavior:
 - What occasions they typically drink wine, such as when dining out, relaxing at the end of the day, with informal meals, etc.
 - Type of wine regularly enjoyed, including domestic or imported, and, if imported, what countries they choose for imported wines.
 - Purchases of wine in restaurants, including how often they order wine when dining out; if they order wine by the glass or bottle; what factors most influence one's wine selection when dining out, such as brand, matched food, recommended by sommelier, etc.; how much one typically spends buying a bottle of wine in restaurant.
 - Purchase of wine at retail, including how often shop for wine at retail; what factors most influence one's wine selection at retail, such as brand, favorite varietal, shelf label, promotion, price, etc.; how much one typically spends buying a bottle of wine at retail.
 - Wine varietals favored, including red varietals and white varietals.
 - Reasons why one drinks and enjoys wine, such as health aspects, taste, with food, affordability, etc.
 - Wine activities participated in during the past year, such as joining a wine club, visiting a vineyard, attended a wine tasting, searched for wine information online, used mobile to access wine information, etc.
- ▶ The results of this study are compared with those from a similar study conducted the fourth quarter 2011, fielded in early January 2012. In that survey a total of 795 out of a total sample of 1,201 luxury consumers (66 percent) report enjoying wine once a month or more often. Note: the wine-drinker samples from each study were selected by slightly different criteria. The 2013 wine drinkers reported they regularly or occasionally enjoyed wine, while no specific criteria were used to define regular or occasional drinking, while in 2011 wine drinkers were defined as those who enjoy wine once a month or more often.



This trend report examines how wine fits into the luxury consumers' lifestyle



This trend report is prepared for marketers that need to better understand the luxury consumers and how wine fits into their lifestyle.

It provides insights to help marketers position their wine brands better to meet the desires of the luxury wine consumers.

It provides data relevant to pricing wine, as well as insights into what wine varieties are in the greatest demand among the luxury wine consumers.

Further it reports on trends in luxury wine drinking and purchases over the past two years.

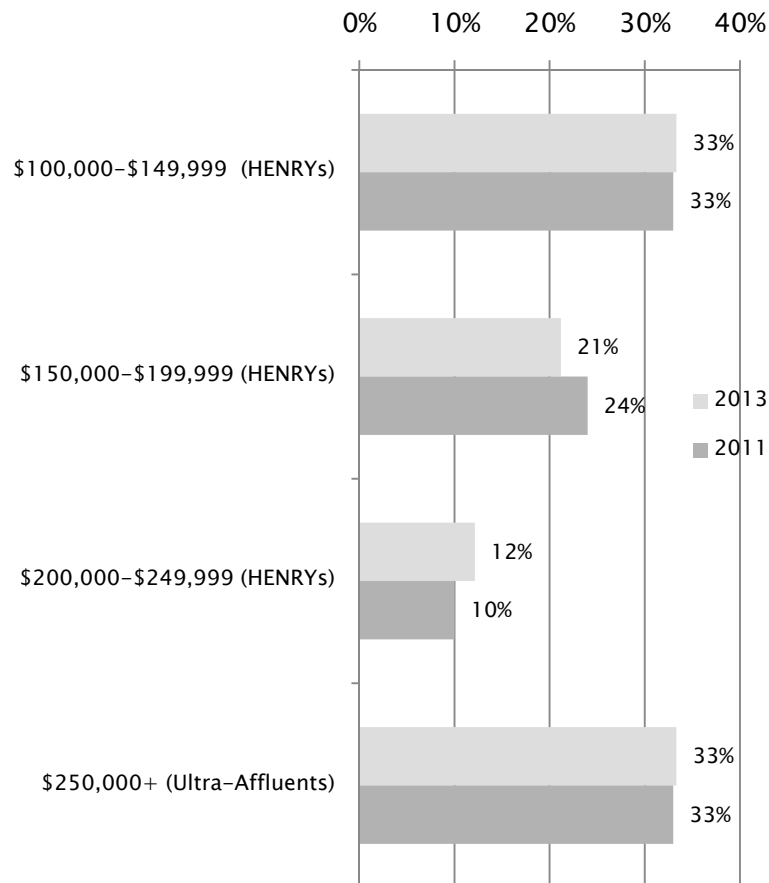
This is a report prepared for any marketer that makes or sells wine targeting the luxury or high-end wine segment or affluent wine consumers.



Survey Sample & Methodology

Luxury Tracking Sample Income Demographics

Average Income 2013=\$273.2k; 2011= \$280k



- ▶ The survey was fielded through an online fielding service July 9-20, 2013 in association with Unity Marketing's quarterly luxury tracking study. A total of 1,189 affluent (i.e. income at top 20 percent of U.S. households) consumers who purchased any of 21 luxury or high-end goods or services in the study period completed the survey. The average income of the sample was \$273.2k. Average age was 47.1 years and men comprised 44 percent of the sample, women 56 percent.
- ▶ The results of this survey are compared with those conducted January 7-18, 2012 in association with Unity Marketing's quarterly Luxury Tracking Survey. The same affluent survey panel was used in both studies. In 2011 a total of 1,201 affluent (i.e. incomes at top 20 percent of U.S. households) luxury (i.e. all respondents purchased one or more of the survey's 22 luxury products or services in the quarter) consumers completed the survey.
 - The average income of the 2011 survey was \$286,300 and the average age was 45.6 years. Among the survey sample, male respondents made up 46 percent of the sample; female 54 percent.