
Almost Three in Five Americans Are Wine Buyers

Wines from Australia, Chile, Argentina and South Africa purchased more often than 5 years ago, as Italian and French wines slip

ROCHESTER, N.Y. – February 12, 2009 – A new survey from *The Harris Poll*® finds that almost six in ten Americans (58%) are wine buyers while 39% say they never buy a bottle of wine. Also, those who are wine drinkers¹ are buying wine slightly more frequently than they were five years ago. In 2004, almost three-quarters of wine drinkers (73%) bought a bottle of wine once a month or less often while 3% bought one twice a week or more often. There has been a small shift as two-thirds of wine drinkers (67%) are buying a bottle once a month or less often while 8% are buying one twice a week or more often. When it comes to drinking wine, just over half of wine drinkers (54%) say they drink wine once a month or less often while 18% drink two or three times a month, 7% drink once a week and one in five (20%) drink twice a week or more often.

These are some of the findings of a nationwide Harris Poll of 1,475 U.S. adults aged 21 and over who buy or drink wine, which were surveyed online by Harris Interactive between December 9 and December 15, 2008.

Which countries' wines do people drink?

More Americans are consuming wines from Australia, Chile, Argentina and South Africa and less people are drinking French and Italian wines. However, nine out of ten American wine buyers and drinkers (90%) drink or buy wine from the United States, with almost the same number as in 2004 (91%). Next on the list of countries where people do buy or drink wine from are: Italy (37%, down from 44%); Australia (37% up from 32%); France (34% down from 40%); Germany (22%, almost unchanged from 23%); Spain (22% and new this year); and Chile (20% up from 16%).

Which countries' wines would people consider buying?

The survey has some good news for wine producing countries. Many people who aren't buying wines from other countries right now are willing to consider wines from these countries. For example, while just 37% of American wine drinkers are buying Italian wines, 61% would consider buying them. For some of the countries further down on the current wine buying list, this is even better news. People may not be drinking wine from the lesser known wine producing countries, but more would consider it:

Turkey – 1% currently buying/drinking; 18% would consider,

Poland – 1% buying/drinking; 19% would consider,

Israel – 4% buying/drinking; 24% would consider,

Greece – 4% buying/drinking; 28% would consider,

Portugal – 8% buying/drinking; 32% would consider, and

New Zealand – 12% buying/drinking; 33% would consider.

¹ "Wine drinkers" defined as U.S. adults aged 21 and over who buy or drink wine.

How much do Americans pay for a bottle of wine?

One thing that has remained consistent in the past four years is the amount of money that American wine buyers are spending on a bottle of wine. Just over one-quarter of wine buyers (27%) spent less than \$10 on their last bottle while three in ten (30%) spent between \$10 and \$14. Just under one-quarter spent between \$15 and \$19 on their last bottle while one in five (20%) spent over \$20. When it comes to spending a lot on a bottle, over one-third of wine buyers (37%) say they have spent \$30 or more on a bottle of wine.

So What?

Even in hard economic times (and maybe more so because of them) Americans are still buying and drinking wine, both from the U.S. and from other countries. Many wine drinkers, just like they were four years ago, are interested in wines from other countries, but haven't made the leap into purchasing them yet. These wine producing countries, with a little more marketing, need to let American wine purchasers know they are out there and showcase the types of wines they offer. In these tough times, if they can make a case for being more affordable than wines from other countries, that might also help spur their sales.

TABLE 1
HOW OFTEN BUY WINE

"How often do you, or does someone in your household buy a bottle of wine?"

Base: All adults

	Dec 2008
	%
Never	39
HAS PURCHASED WINE (NET)	58
Once a month or less often	39
Two or three times a month	9
Once a week	5
Twice a week or more often	5
Not sure	3

Note: Totals may not add to 100% due to rounding

TABLE 1A
HOW OFTEN BUY WINE AMONG WINE DRINKERS

“How often do you, or does someone in your household buy a bottle of wine?”

Base: Adults who buy wine or have someone in their household who buys wine

	Dec 2004	Dec 2008
	%	%
Once a month or less often	73	67
Two or three times a month	16	16
Once a week	8	9
Twice a week or more often	3	8

Note: Totals may not add to 100% due to rounding

TABLE 2
HOW OFTEN DRINK WINE

“How often do you drink wine?”

Base: Adults who drink wine

	Dec 2008
	%
Once a month or less often	54
Two or three times a month	18
Once a week	7
Twice a week or more often	20

Note: Totals may not add to 100% due to rounding

TABLE 3
COST OF WINE BOUGHT

“Last time you bought a bottle of wine approximately how much did you pay for a bottle?”

“Have you ever purchased a bottle of wine for personal consumption that cost at least \$30?”

Base: Adults who buy wine or have someone in their household who buys wine

	Dec 2004	Dec 2008
Cost of Last Bottle Bought	%	%
\$30 or more	5	9
\$20–29	12	11
\$15–19	19	23
\$10–14	32	30
Less than \$10	31	27
Ever bought bottle of wine costing \$30 or more	36	37

TABLE 4
WHICH COUNTRIES' WINES BOUGHT OR CONSUMED

"Do you ever buy or drink wine from any of the following countries?"

Base: Adults who buy or drink wine

	Dec 2004	Dec 2008
	%	%
U.S.	91	90
Italy	44	37
Australia	32	37
France	40	34
Germany	23	22
Spain	N/A	22
Chile	16	20
Argentina	9	18
New Zealand	10	12
South Africa	6	10
Portugal	N/A	8
Greece	5	4
Israel	4	4
Brazil	N/A	3
Bolivia	1	2
Turkey	N/A	1
Poland	1	1
Canada	N/A	1

N/A=Not applicable. The country was not offered as a choice at that time.

TABLE 5
COUNTRIES WHOSE WINES WOULD CONSIDER BUYING

“Which of the following countries’ wine would you consider buying?”

Base: Adults who buy or drink wine

	Dec 2004	Dec 2008
	%	%
U.S.	87	83
Italy	73	61
France	64	61
Australia	52	49
Spain	N/A	47
Germany	48	42
Argentina	35	35
Chile	36	34
New Zealand	41	33
Portugal	N/A	32
Greece	36	28
Brazil	N/A	27
South Africa	29	24
Israel	28	24
Bolivia	24	20
Poland	25	19
Turkey	N/A	18
Canada	N/A	1
Any country	N/A	5

N/A=Not applicable. The country was not offered as a choice at that time.

Methodology

This Harris Poll® was conducted online within the United States between December 9 and 15, 2008, among 1,475 adults (aged 21 and over) who buy or drink wine, a sub-sample of a larger sample of 2,388 adults, of whom 1,348 say they or someone in their household buys wine, and 1,340 say they drink wine. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are

misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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