YouGov®

Wine
Fieldwork Dates: 24th - 25th October 2019

Conducted by YouGov
On behalf of YouGov RealTime

YouGov RealTime

Wine

US_nat_int Sample: 24th - 25th October 2019

	Total	Gender		Generation							Reg	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
		A	B	C	D	E	F	G	H	I	J	K
rrw_q1. How often, if ever, do you drink wine?												
Unweighted base	1179	537	642	-	359	300	434	85	1	-	208	277
Base: All US Adults	1175	570	604	-	368	299	418	88	1	-	208	250
Daily	4%	4%	4%	- **	6%	3%	3%	7% *	- **	- **	8% K.L	2%
A few times a week	8%	9%	8%	- **	10% G	10% G	7%	2% *	- **	- **	8%	7%
Once a week	7%	7%	6%	- **	10% E.F	4%	6%	6% *	- **	- **	6%	5%
Once every couple of weeks	8%	7%	8%	- **	11%	7%	7%	6% *	- **	- **	10%	7%
Once a month	7%	8%	6%	- **	10% E.G	5%	7%	2% *	- **	- **	7%	10% L
More often than once a month	2%	1%	2%	- **	3%	1%	1%	- *	- **	- **	-	1%
Only on special occasions	24%	24%	24%	- **	24%	26%	24%	22% *	100% **	- **	23%	26%
Never	39%	37%	40%	- **	24%	44% D	44% D	54% D*	- **	- **	37%	41%
Don't know	2%	2%	2%	- **	3% E	1%	2%	1% *	- **	- **	1%	1%
Thinking of drinking a glass of wine by itself, to what extent do you like or dislike each of the following types of wine? Please select one option on each row.												
rrw_q2_1. Red wine												
Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
Like a lot	37%	43% B	31%	- **	30%	40% D	42% D	42% *	100% **	- **	48% K.L.M	32%
Somewhat like	32%	31%	34%	- **	34%	34%	31%	23% *	- **	- **	29%	30%
Neither like nor dislike	11%	9%	13%	- **	12%	8%	11%	16% *	- **	- **	9%	15%
Somewhat dislike	11%	9%	12%	- **	12%	11%	10%	7% *	- **	- **	8%	14%
Strongly dislike	6%	4%	7%	- **	8% F	5%	3%	9% *	- **	- **	5%	7%
Don't know	2%	2%	1%	- **	2%	1%	1%	3% *	- **	- **	1%	2%
Not applicable - I've never had this type of wine	2%	1%	2%	- **	2%	1%	2%	- *	- **	- **	1%	2%
rrw_q2_2. White wine												
Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
Like a lot	29%	26%	32%	-	30%	26%	29%	34%	-	-	40%	28%

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	Total	...ion		Race				Education				
		South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
		L	M	N	O	P	Q	R	S	T	U	V

rrw_q1. How often, if ever, do you drink wine?

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	1179	427	267	829	141	142	67	435	374	236	134	582
Base: All US Adults	1175	446	270	789	142	179	64	472	349	223	131	576
Daily	4%	4%	4%	4%	4%	6%	4% *	4%	2%	5% S	11% R.S.T	4%
A few times a week	8%	8%	9%	8%	11%	7%	7% *	6%	7%	12% R.S	15% R.S	10% AB
Once a week	7%	5%	10% K.L	6%	4%	11%	7% *	7%	4%	11% R.S.U	5%	8%
Once every couple of weeks	8%	6%	10%	8%	5%	10%	7% *	7%	7%	9%	12%	8%
Once a month	7%	6%	7%	8%	6%	5%	6% *	5%	9%	8%	7%	7%
More often than once a month	2%	2% J	2%	1%	2%	2%	5% N*	1%	2%	2%	2%	1%
Only on special occasions	24%	26%	21%	24%	28%	21%	29% *	21%	28% R	24%	24%	24%
Never	39%	41%	34%	40%	38%	34%	34% *	46% T.U	40% T.U	30%	24%	37%
Don't know	2%	2%	2%	1%	2%	4% N	- *	3% T	2%	-	1%	2%

Thinking of drinking a glass of wine by itself, to what extent do you like or dislike each of the following types of wine? Please select one option on each row.
rrw_q2_1. Red wine

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
Like a lot	37%	35%	35%	37%	30% *	42% *	37% *	41% S	31%	35%	40% *	40%
Somewhat like	32%	31%	39%	34%	35% *	25% *	31% *	28%	35%	38% R	30% *	36% X.Z
Neither like nor dislike	11%	9%	12%	10%	13% *	12% *	14% *	13%	11%	8%	12% *	11%
Somewhat dislike	11%	13%	8%	11%	12% *	11% *	6% *	11%	12%	11%	7% *	7%
Strongly dislike	6%	7%	4%	6%	3% *	6% *	8% *	3%	8% R	6%	9% R*	4%
Don't know	2%	2%	1%	2%	3% *	1% *	2% *	2%	2%	2%	1% *	1%
Not applicable - I've never had this type of wine	2%	2%	1%	1%	4% *	3% *	2% *	3%	1%	1%	- *	1%

rrw_q2_2. White wine

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
Like a lot	29%	27%	26%	31%	29%	26%	21%	23%	29%	35%	35%	30%

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| | Total | Marital Status | | | | | | | | | | Younger than 18 |
| | | Civil Partnership | Living together, not married or civil partnership | In a relationship, not living together | NET: In a relationship | Single | Divorced | Widowed | Separated | Other | Prefer not to say | |
		W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG
rrw_q1. How often, if ever, do you drink wine?												
Unweighted base	1179	30	79	24	715	271	110	49	18	5	11	305
Base: All US Adults	1175	32	74	26	708	280	103	49	19	5	10	312
Daily	4%	3% **	4% *	3% **	4%	5%	2%	9% *	- **	20% **	- **	7% AH.AI
A few times a week	8%	16% **	6% *	- **	10% AB	6%	4%	9% *	4% **	13% **	- **	12% AH.AI.AJ
Once a week	7%	7% **	7% *	7% **	8%	6%	4%	2% *	5% **	- **	- **	9%
Once every couple of weeks	8%	14% **	9% *	8% **	8%	8%	8%	4% *	5% **	- **	9% **	7%
Once a month	7%	15% **	9% *	17% **	8%	7%	3%	4% *	4% **	- **	- **	7%
More often than once a month	2%	- **	4% V.Z*	5% **	1% V	2%	2%	1% *	4% **	- **	8% **	1%
Only on special occasions	24%	20% **	26% *	15% **	24%	21%	32% AA	21% *	35% **	49% **	55% **	24%
Never	39%	24% **	32% *	46% **	36%	43%	43%	51% X.Z*	35% **	- **	17% **	30%
Don't know	2%	- **	3% *	- **	2%	2%	1%	- *	7% **	18% **	11% **	2%
Thinking of drinking a glass of wine by itself, to what extent do you like or dislike each of the following types of wine? Please select one option on each row.												
rrw_q2_1. Red wine												
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
Like a lot	37%	35% **	34% *	19% **	39%	34%	38% *	28% **	42% **	- **	20% **	37%
Somewhat like	32%	12% **	20% *	27% **	32% X	32%	34% *	38% **	26% **	33% **	25% **	37%
Neither like nor dislike	11%	8% **	21% V.Z.AB*	9% **	12%	11%	5% *	12% **	13% **	- **	11% **	13%
Somewhat dislike	11%	36% **	19% V.Z.AA*	26% **	11% V	8%	17% V.AA*	11% **	8% **	24% **	20% **	9%
Strongly dislike	6%	9% **	4% *	19% **	5%	7%	6% *	10% **	11% **	- **	24% **	3%
Don't know	2%	- **	0% *	- **	1%	4%	- *	- **	- **	18% **	- **	1%
Not applicable - I've never had this type of wine	2%	- **	2% *	- **	1%	4%	- *	- **	- **	25% **	- **	1%
rrw_q2_2. White wine												
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
Like a lot	29%	36%	26%	31%	30%	29%	30%	36%	14%	20%	20%	30%

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	Total	Parent or guardian of any children				Income				Type of Area Lived in		
		18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
		AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR

rrw_q1. How often, if ever, do you drink wine?

	Total	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR
Unweighted base	1179	433	695	452	32	414	345	260	160	374	550	247
Base: All US Adults	1175	420	690	454	31	424	346	251	154	377	542	247
Daily	4%	2%	4% AH	4%	5% **	4%	4%	6%	4%	5%	3%	4%
A few times a week	8%	6%	9% AH	8%	3% **	5%	8%	15% AL.AM.AO	5%	11% AR	9% AR	3%
Once a week	7%	7%	7%	6%	- **	7% AO	6%	9% AO	2%	11% AQ.AR	6% AR	2%
Once every couple of weeks	8%	7%	7%	9%	12% **	6%	9%	8%	10%	9%	8%	7%
Once a month	7%	6%	7%	7%	5% **	5%	9%	8%	7%	7%	6%	10%
More often than once a month	2%	1%	1%	2%	- **	2%	1%	1%	2%	2%	2%	1%
Only on special occasions	24%	25%	24%	25%	11% **	21%	28% AL	23%	26%	21%	26%	26%
Never	39%	46% AG.AI.AJ	39% AG	37% AG	49% **	48% AM.AN.AO	34%	29%	37%	32%	40% AP	46% AP
Don't know	2%	0%	1% AH	2%	16% **	1%	1%	1%	7% AL.AM.AN	3%	2%	1%

Thinking of drinking a glass of wine by itself, to what extent do you like or dislike each of the following types of wine? Please select one option on each row.

rrw_q2_1. Red wine

	Total	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
Like a lot	37%	39%	38%	37%	10% **	42% AO	35% AO	44% AO	17% *	39%	36%	34%
Somewhat like	32%	31%	33%	31%	24% **	30%	33%	31%	40% *	34%	30%	37%
Neither like nor dislike	11%	10%	11%	11%	- **	13%	10%	11%	10% *	13%	11%	9%
Somewhat dislike	11%	11%	11%	10%	28% **	7%	13%	9%	16% AL*	8%	14% AP	9%
Strongly dislike	6%	8% AG.AI	5%	6%	22% **	5%	6%	5%	7% *	5%	6%	6%
Don't know	2%	1%	1%	2%	11% **	1%	1%	1%	5% AL.AM.AN*	2%	1%	4% AQ
Not applicable - I've never had this type of wine	2%	1%	1%	2%	6% **	3% AN	1%	-	3% AN*	1%	3%	1%

rrw_q2_2. White wine

	Total	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
Like a lot	29%	31%	30%	28%	16%	26%	29%	37%	23%	28%	32%	26%

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	Total	Other
		AS

rrw_q1. How often, if ever, do you drink wine?

	Total	Other AS
Unweighted base	1179	8
Base: All US Adults	1175	8
Daily	4%	14% **
A few times a week	8%	- **
Once a week	7%	- **
Once every couple of weeks	8%	12% **
Once a month	7%	- **
More often than once a month	2%	- **
Only on special occasions	24%	11% **
Never	39%	48% **
Don't know	2%	16% **

Thinking of drinking a glass of wine by itself, to what extent do you like or dislike each of the following types of wine? Please select one option on each row.

rrw_q2_1. Red wine

	Total	Other AS
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
Like a lot	37%	70% **
Somewhat like	32%	- **
Neither like nor dislike	11%	- **
Somewhat dislike	11%	- **
Strongly dislike	6%	30% **
Don't know	2%	- **
Not applicable - I've never had this type of wine	2%	- **

rrw_q2_2. White wine

	Total	Other AS
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
Like a lot	29%	20%

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	Total	Gender		Generation							Reg	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
				**				*	**	**	L.M	
Somewhat like	36%	38%	35%	- **	33%	38%	40%	35% *	- **	- **	30%	30%
Neither like nor dislike	16%	16%	17%	- **	18%	15%	15%	16% *	- **	- **	18%	21% M
Somewhat dislike	9%	8%	9%	- **	9%	10%	8%	7% *	100% **	- **	7%	10%
Strongly dislike	4%	4%	3%	- **	3%	8% D.F	2%	3% *	- **	- **	4%	4%
Don't know	3%	4%	2%	- **	3%	2%	3%	5% *	- **	- **	0%	4% J
Not applicable - I've never had this type of wine	3%	4%	2%	- **	5%	1%	3%	- *	- **	- **	1%	3%

rrw_q2_3. Rosé

	Total	Gender		Generation							Reg	
Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
Like a lot	22%	19%	26% A	- **	26%	22%	20%	12% *	- **	- **	27%	20%
Somewhat like	33%	31%	35%	- **	35%	30%	31%	42% *	100% **	- **	35%	34%
Neither like nor dislike	21%	21%	21%	- **	16%	20%	26% D	29% *	- **	- **	18%	21%
Somewhat dislike	10%	13% B	7%	- **	7%	14% D	11%	7% *	- **	- **	8%	10%
Strongly dislike	5%	6%	4%	- **	5%	7% F	3%	4% *	- **	- **	5%	4%
Don't know	4%	5% B	2%	- **	5%	2%	3%	6% *	- **	- **	4%	3%
Not applicable - I've never had this type of wine	5%	5%	5%	- **	6%	4%	5%	- *	- **	- **	4%	7%

rrw_q3. Which ONE, if any, of the following red wines do you prefer the MOST?

	Total	Gender		Generation							Reg	
Unweighted base	503	249	254	-	173	126	176	27	1	-	100	103
Base: All US Adults who drink wine	500	265	235	-	178	124	171	26	1	-	101	91
Pinot Noir	12%	16% B	9%	- **	11%	18%	10%	8% **	- **	- **	12% *	7% *
Cabernet sauvignon	18%	20%	14%	- **	12%	20%	19%	28% **	100% **	- **	13% *	14% *
Cabernet franc	2%	3%	1%	- **	2%	2%	1%	- **	- **	- **	4% *	1% *
Merlot	19%	16%	22%	- **	17%	23%	17%	26% **	- **	- **	14% *	21% *
Zinfandel	12%	10%	15%	- **	12%	10%	15%	15% **	- **	- **	16% *	13% *
Malbec	5%	4%	5%	- **	8%	4%	3%	- **	- **	- **	2% *	6% *

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		Region		Race				Education				
	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
					*	*	*			R	R*	
Somewhat like	36%	36%	45% J.K	39% P	33% *	27% *	40% *	33%	36%	40%	40% *	38%
Neither like nor dislike	16%	16%	11%	15%	19% *	16% *	26% *	20%	15%	13%	14% *	16%
Somewhat dislike	9%	9%	8%	9%	6% *	11% *	8% *	8%	12%	7%	7% *	7%
Strongly dislike	4%	4%	3%	3%	4% *	8% N*	2% *	5%	4%	2%	2% *	5%
Don't know	3%	3%	3%	2%	2% *	5% *	2% *	5%	2%	1%	2% *	3%
Not applicable - I've never had this type of wine	3%	4%	4%	1%	7% N*	8% N*	- *	6% T.U	2%	2%	- *	2%

rrw_q2_3. Rosé

Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
Like a lot	22%	20%	23%	20%	33% N.Q*	28% *	14% *	20%	26%	24%	16% *	21%
Somewhat like	33%	33%	32%	36% Q	29% *	29% *	21% *	30%	31%	41% R.S	33% *	33%
Neither like nor dislike	21%	22%	22%	21%	18% *	17% *	38% N.O.P*	23%	19%	16%	29% S.T*	24% AA
Somewhat dislike	10%	10%	11%	11%	5% *	9% *	11% *	9%	11%	9%	11% *	9%
Strongly dislike	5%	6%	3%	5%	4% *	2% *	7% *	4%	5%	4%	7% *	4%
Don't know	4%	4%	5%	3%	2% *	7% *	2% *	6% T	3%	1%	2% *	3%
Not applicable - I've never had this type of wine	5%	5%	4%	4%	7% *	8% *	7% *	7% U	4%	5%	1% *	5%

rrw_q3. Which ONE, if any, of the following red wines do you prefer the MOST?

Unweighted base	503	169	131	350	57	66	30	157	146	122	78	281
Base: All US Adults who drink wine	500	177	131	333	58	80	29	175	140	114	70	277
Pinot Noir	12%	9%	21% K.L	12%	4% *	22% O*	9% **	16% S	6%	14% S	14% *	15%
Cabernet sauvignon	18%	21%	19%	19%	13% *	12% *	29% **	12%	19%	18%	28% R*	16%
Cabernet franc	2%	1%	1%	1%	- *	4% *	6% **	1%	1%	2%	3% *	2%
Merlot	19%	22%	18%	19%	23% *	18% *	12% **	15%	24%	18%	20% *	17%
Zinfandel	12%	12%	10%	10%	27% N*	14% *	3% **	15% T	16% T	7%	7% *	12%
Malbec	5%	8% M	2%	5%	2% *	5% *	7% **	3%	3%	7%	9% S*	6%

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	Total	Marital Status										Younger than 18
		Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
		**	*	**			*	**	**	**	**	
Somewhat like	36%	16% **	36% *	45% **	37%	32%	39% *	49% **	47% **	24% **	25% **	37%
Neither like nor dislike	16%	9% **	20% *	24% **	16%	15%	21% *	15% **	20% **	13% **	11% **	17%
Somewhat dislike	9%	29% **	13% *	- **	9% V	10%	6% *	- **	11% **	- **	20% **	7%
Strongly dislike	4%	4% **	5% *	- **	4%	3%	1% *	- **	8% **	- **	11% **	5%
Don't know	3%	- **	0% *	- **	3%	4%	1% *	- **	- **	18% **	- **	2%
Not applicable - I've never had this type of wine	3%	6% **	- *	- **	2% V.Z	7%	1% *	- **	- **	25% **	14% **	2%

rrw_q2_3. Rosé

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
Like a lot	22%	17% **	16% *	18% **	20%	24%	29% *	34% **	22% **	- **	20% **	32% AH.AI.AJ
Somewhat like	33%	24% **	36% *	45% **	33%	34%	31% *	46% **	8% **	13% **	25% **	29%
Neither like nor dislike	21%	19% **	25% *	9% **	24% AA	14%	16% *	14% **	37% **	44% **	32% **	18%
Somewhat dislike	10%	24% **	11% *	13% **	10%	9%	13% *	3% **	14% **	25% **	9% **	6%
Strongly dislike	5%	10% **	4% *	6% **	5%	6%	4% *	3% **	11% **	- **	- **	6%
Don't know	4%	- **	4% *	10% **	3%	5%	3% *	- **	8% **	18% **	- **	3%
Not applicable - I've never had this type of wine	5%	6% **	4% *	- **	4%	8%	4% *	- **	- **	- **	14% **	5%

rrw_q3. Which ONE, if any, of the following red wines do you prefer the MOST?

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	503	11	30	6	328	100	43	17	9	2	4	157
Base: All US Adults who drink wine	500	12	27	6	322	106	42	16	8	2	4	161
Pinot Noir	12%	- **	14% **	22% **	14%	10% *	8% *	- **	14% **	61% **	- **	15%
Cabernet sauvignon	18%	31% **	16% **	19% **	17%	21% *	12% *	30% **	10% **	- **	21% **	10%
Cabernet franc	2%	- **	3% **	- **	2%	- *	- *	10% **	- **	- **	- **	4% AH
Merlot	19%	27% **	23% **	14% **	18%	21% *	21% *	27% **	12% **	- **	23% **	21%
Zinfandel	12%	9% **	7% **	- **	11%	13% *	18% *	22% **	20% **	39% **	- **	13%
Malbec	5%	7% **	8% **	- **	6%	2% *	6% *	5% **	- **	- **	- **	9% AJ

YouGov RealTime
Wine

US_nat_int Sample: 24th - 25th October 2019

	Total	Parent or guardian of any children				Income				Type of Area Lived in		
		18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
					**			AL.AO	*			
Somewhat like	36%	35%	36%	37%	18% **	35%	39%	35%	36% *	34%	38%	38%
Neither like nor dislike	16%	18%	18%	14%	12% **	19%	16%	15%	14% *	18%	16%	13%
Somewhat dislike	9%	9%	8%	9%	23% **	7%	9%	7%	13% *	9%	7%	11%
Strongly dislike	4%	2%	4%	3%	18% **	5%	3%	4%	3% *	4%	3%	3%
Don't know	3%	3%	3%	3%	5% **	2%	2%	2%	6% *	3%	1%	7% AQ
Not applicable - I've never had this type of wine	3%	1%	2%	5% AH.AI	7% **	5% AN	2%	-	6% AN*	4%	3%	1%

rrw_q2_3. Rosé

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
Like a lot	22%	21%	26% AH.AJ	18%	10% **	23%	25% AO	22%	13% *	26%	20%	20%
Somewhat like	33%	35%	32%	35%	13% **	32%	31%	39%	28% *	31%	36%	31%
Neither like nor dislike	21%	22%	21%	22%	26% **	23%	21%	17%	24% *	19%	23%	20%
Somewhat dislike	10%	11% AG.AI	8%	12% AG	18% **	8%	10%	12%	11% *	11%	7%	16% AQ
Strongly dislike	5%	5%	6%	3%	14% **	4%	4%	5%	7% *	5%	4%	4%
Don't know	4%	4%	4%	4%	5% **	3%	5%	2%	6% *	3%	4%	5%
Not applicable - I've never had this type of wine	5%	2%	4% AH	6% AH	13% **	6%	5%	2%	10% AN*	5%	5%	5%

rrw_q3. Which ONE, if any, of the following red wines do you prefer the MOST?

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	503	165	303	193	7	149	152	141	61	187	220	93
Base: All US Adults who drink wine	500	159	300	194	5	157	155	132	56	186	217	94
Pinot Noir	12%	12%	13%	11%	15% **	8%	15%	13%	15% *	15%	10%	14% *
Cabernet sauvignon	18%	15%	13%	24% AG.AH.AI	9% **	18%	14%	19%	23% *	16%	20%	14% *
Cabernet franc	2%	-	2% AH	1%	- **	1%	2%	3%	- *	3%	1%	2% *
Merlot	19%	20%	20%	18%	- **	21%	19%	16%	20% *	20%	20%	14% *
Zinfandel	12%	15%	14%	10%	9% **	14%	16% AN	8%	9% *	9%	14%	17% *
Malbec	5%	4%	6%	2%	- **	2%	5%	8% AL	6% *	6%	5%	2% *

YouGov

	Total	Other
		**
Somewhat like	36%	- **
Neither like nor dislike	16%	27% **
Somewhat dislike	9%	30% **
Strongly dislike	4%	23% **
Don't know	3%	- **
Not applicable - I've never had this type of wine	3%	- **

rrw_q2_3. Rosé

	Total	Other
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
Like a lot	22%	20% **
Somewhat like	33%	- **
Neither like nor dislike	21%	23% **
Somewhat dislike	10%	- **
Strongly dislike	5%	57% **
Don't know	4%	- **
Not applicable - I've never had this type of wine	5%	- **

rrw_q3. Which ONE, if any, of the following red wines do you prefer the MOST?

	Total	Other
Unweighted base	503	3
Base: All US Adults who drink wine	500	3
Pinot Noir	12%	- **
Cabernet sauvignon	18%	29% **
Cabernet franc	2%	- **
Merlot	19%	71% **
Zinfandel	12%	- **
Malbec	5%	- **

YouGov RealTime

Wine

US_nat_int Sample: 24th - 25th October 2019

YouGov

	Total	Gender		Generation							Reg	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Sangiovese	2%	1%	2%	- **	2%	2%	1%	- **	- **	- **	1% *	- *
Syrah/Shiraz	4%	4%	4%	- **	4%	4%	5%	- **	- **	- **	1% *	6% *
Barbera	1%	1%	1%	- **	3% F	-	-	- **	- **	- **	3% *	- *
A red blend	10%	9%	10%	- **	13%	6%	9%	7% **	- **	- **	15% L*	11% *
Other	4%	3%	5%	- **	2%	4%	6%	3% **	- **	- **	4% *	3% *
Don't know	5%	5%	6%	- **	9% E	2%	5%	- **	- **	- **	7% *	7% *
Not applicable - I don't have a preference	7%	7%	7%	- **	6%	6%	8%	12% **	- **	- **	8% *	11% *

rrw_q4. Which one, if any, of the following white wines do you prefer the MOST?

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Unweighted base	*482*	*223*	*259*	*-*	*173*	*112*	*169*	*28*	*-*	*-*	*93*	*96*
Base: All US Adults who drink wine	472	229	243	-	175	108	161	28	-	-	92	86
Sauvignon blanc	11%	12%	10%	- **	11%	10%	10%	18% **	- **	- **	12% K*	3% *
Chardonnay	17%	20%	13%	- **	13%	14%	19%	34% **	- **	- **	13% *	18% *
Riesling	14%	15%	13%	- **	8%	11%	20% D	20% **	- **	- **	17% *	20% L*
Moscato	23%	16%	31% A	- **	29% F	31% F	16%	4% **	- **	- **	18% *	26% *
Pinot Grigio/Gris	13%	11%	15%	- **	11%	10%	18%	8% **	- **	- **	16% *	8% *
Gewürztraminer	4%	6% B	2%	- **	4%	3%	5%	- **	- **	- **	4% *	8% L*
Viognier	2%	1%	2%	- **	3%	1%	1%	- **	- **	- **	2% *	1% *
A white blend	5%	5%	6%	- **	7%	6%	3%	3% **	- **	- **	6% K*	- *
Other	2%	2%	3%	- **	2%	4%	2%	- **	- **	- **	- *	5% J*
Don't know	4%	6% B	1%	- **	5%	3%	3%	- **	- **	- **	1% *	5% *
Not applicable - I don't have a preference	6%	7%	5%	- **	7%	4%	5%	14% **	- **	- **	11% M*	7% M*

rrw_q5. Which one, if any, of the following types of rosé do you prefer the MOST?

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Unweighted base	*407*	*168*	*239*	*-*	*164*	*94*	*126*	*22*	*1*	*-*	*82*	*89*
Base: All US Adults who drink wine	400	178	222	-	170	87	120	22	1	-	81	81
Grenache Rosé	5%	6%	3%	- **	6%	3% *	5%	- **	- **	- **	3% *	6% *

YouGov RealTime
Wine

US_nat_int Sample: 24th - 25th October 2019

YouGov

	Total	...ion		Race				Education				Married
		South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	
Sangiovese	2%	2%	3%	2%	- *	1% *	- **	1%	1%	2%	3% *	2%
Syrah/Shiraz	4%	5%	4%	5%	- *	1% *	6% **	4%	7% U	4%	- *	5%
Barbera	1%	1%	-	1%	0% *	1% *	- **	2%	-	1%	1% *	1%
A red blend	10%	6%	10%	9%	14% *	8% *	6% **	11%	8%	14% U	4% *	12%
Other	4%	4%	4%	5%	- *	1% *	7% **	4%	4%	3%	3% *	4%
Don't know	5%	5%	3%	4%	6% *	8% *	7% **	7%	3%	6%	4% *	5%
Not applicable - I don't have a preference	7%	5%	6%	7%	11% *	4% *	7% **	9%	7%	5%	4% *	4%

rrw_q4. Which one, if any, of the following white wines do you prefer the MOST?

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	482	164	129	344	56	55	27	133	145	127	77	255
Base: All US Adults who drink wine	472	167	126	329	55	62	26	143	136	119	75	246
Sauvignon blanc	11%	11% K	17% K	10%	8% *	18% *	14% **	13%	7%	14% S	11% *	13%
Chardonnay	17%	17%	18%	17%	17% *	13% *	17% **	16%	18%	15%	17% *	16%
Riesling	14%	11%	11%	16% O	5% *	7% *	18% **	10%	17%	17%	9% *	15% AA
Moscato	23%	29%	19%	22%	35% N*	23% *	14% **	24%	28% U	23%	15% *	24%
Pinot Grigio/Gris	13%	13%	13%	14%	9% *	9% *	13% **	10%	10%	11%	27% R.S.T*	12%
Gewürztraminer	4%	2%	3%	4%	2% *	5% *	- **	5%	2%	5%	2% *	3%
Viognier	2%	2%	3%	2%	- *	2% *	3% **	1%	1%	3%	3% *	2%
A white blend	5%	3%	11% K.L	3%	11% N*	13% N*	- **	7%	6%	4%	4% *	7%
Other	2%	2%	2%	2%	1% *	- *	8% **	1%	2%	2%	4% *	2%
Don't know	4%	5%	3%	3%	4% *	5% *	9% **	4%	3%	3%	4% *	2%
Not applicable - I don't have a preference	6%	6% M	1%	6%	8% *	5% *	4% **	9%	6%	3%	4% *	4%

rrw_q5. Which one, if any, of the following types of rosé do you prefer the MOST?

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	407	135	101	277	53	60	17	120	126	108	53	209
Base: All US Adults who drink wine	400	140	99	263	55	67	15	128	120	102	50	200
Grenache Rosé	5%	4%	7% *	3%	5% *	11% N*	- **	6%	5%	4%	3% *	6%

YouGov RealTime
Wine
US_nat_int Sample: 24th - 25th October 2019

YouGov

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
					Marital Status							
Sangiovese	2%	7% **	- **	- **	2%	1% *	- *	- **	- **	- **	- **	3%
Syrah/Shiraz	4%	10% **	- **	- **	5%	3% *	7% *	- **	- **	- **	- **	3%
Barbera	1%	- **	- **	13% **	1%	1% *	- *	- **	- **	- **	35% **	1%
A red blend	10%	- **	12% **	15% **	12%	7% *	7% *	- **	- **	- **	- **	12%
Other	4%	- **	4% **	- **	4%	3% *	3% *	6% **	21% **	- **	- **	1%
Don't know	5%	- **	9% **	- **	5%	8% *	- *	- **	9% **	- **	20% **	4%
Not applicable - I don't have a preference	7%	10% **	3% **	18% **	5%	10% *	18% V.Z*	- **	12% **	- **	- **	4%

rrw_q4. Which one, if any, of the following white wines do you prefer the MOST?

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	482	13	33	11	312	94	41	21	8	2	4	145
Base: All US Adults who drink wine	472	13	31	11	301	97	40	21	7	2	4	148
Sauvignon blanc	11%	20% **	12% *	- **	12%	8% *	14% *	9% **	- **	- **	- **	13%
Chardonnay	17%	16% **	18% *	7% **	15%	16% *	18% *	34% **	12% **	- **	21% **	18%
Riesling	14%	14% **	15% *	18% **	15% AA	6% *	18% AA*	23% **	14% **	45% **	- **	11%
Moscato	23%	35% **	27% *	26% **	25%	22% *	17% *	17% **	23% **	- **	24% **	26%
Pinot Grigio/Gris	13%	- **	10% *	9% **	11%	17% *	14% *	14% **	11% **	55% **	- **	10%
Gewürztraminer	4%	- **	- *	- **	3%	7% *	2% *	- **	26% **	- **	- **	5%
Viognier	2%	7% **	- *	8% **	2%	1% *	- *	3% **	- **	- **	- **	2%
A white blend	5%	- **	- *	19% **	6%	3% *	8% *	- **	- **	- **	- **	8%
Other	2%	- **	- *	- **	2%	5% *	2% *	- **	- **	- **	- **	1%
Don't know	4%	- **	12% V.Z.AB*	- **	3% V	8% V.Z*	- *	- **	- **	- **	20% **	1%
Not applicable - I don't have a preference	6%	9% **	7% *	13% **	5%	7% *	9% *	- **	14% **	- **	35% **	5%

rrw_q5. Which one, if any, of the following types of rosé do you prefer the MOST?

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	407	8	28	9	254	88	36	20	4	1	4	132
Base: All US Adults who drink wine	400	10	26	9	245	93	35	19	4	1	4	135
Grenache Rosé	5%	31% **	- **	- **	6%	3% *	- *	- **	- **	- **	- **	9% AH.AJ

YouGov

	Total	Parent or guardian of any children				Income				Type of Area Lived in		
		18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Sangiovese	2%	1%	2% AH	1%	- **	1%	1%	3%	2% *	3% AQ	0%	1% *
Syrah/Shiraz	4%	5%	5%	3%	- **	3%	2%	10% AL.AM.AO	1% *	4%	5%	2% *
Barbera	1%	-	1%	2%	- **	1%	3%	-	- *	2%	0%	- *
A red blend	10%	7%	10% AH	9%	17% **	10%	11%	8%	8% *	9%	10%	11% *
Other	4%	6% AG	4% AG	3%	- **	4%	3%	4%	4% *	2%	4%	8% AP*
Don't know	5%	6%	4%	7%	15% **	9% AM	3%	4%	4% *	4%	5%	7% *
Not applicable - I don't have a preference	7%	9% AG	6% AG	7%	35% **	8%	7%	5%	9% *	7%	6%	9% *

rrw_q4. Which one, if any, of the following white wines do you prefer the MOST?

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	482	156	283	192	7	131	152	138	61	166	231	84
Base: All US Adults who drink wine	472	150	280	187	5	135	153	127	56	158	227	86
Sauvignon blanc	11%	8%	11%	11%	9% **	14%	8%	12%	11% *	13%	10%	11% *
Chardonnay	17%	17%	17%	16%	- **	17%	17%	13%	22% *	18%	14%	22% *
Riesling	14%	20% AG.AI.AJ	16% AG	11%	15% **	4%	17% AL	19% AL	14% AL*	8%	17% AP	13% *
Moscato	23%	22%	23%	23%	32% **	26%	22%	22%	24% *	29% AR	23%	16% *
Pinot Grigio/Gris	13%	14%	12%	14%	15% **	11%	13%	15%	13% *	10%	16%	12% *
Gewürztraminer	4%	4%	5%	2%	- **	5%	4%	2%	3% *	2%	4%	7% AP*
Viognier	2%	1%	2%	2%	- **	1%	2%	3%	1% *	3%	2%	- *
A white blend	5%	5%	6%	4%	- **	6%	6%	6%	- *	7% AR	6%	1% *
Other	2%	2%	1%	4%	- **	2%	1%	2%	5% *	1%	2%	4% *
Don't know	4%	2%	2%	6% AG.AH.AI	15% **	6%	3%	4%	- *	5%	2%	5% *
Not applicable - I don't have a preference	6%	6%	5%	7%	15% **	7% AN	7% AN	2%	6% *	5%	5%	10% *

rrw_q5. Which one, if any, of the following types of rosé do you prefer the MOST?

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	407	134	246	156	5	119	125	119	44	146	191	69
Base: All US Adults who drink wine	400	127	243	153	4	122	128	110	40	148	184	67
Grenache Rosé	5%	2%	6% AH.AJ	2%	21% **	3%	7%	5%	4% *	8%	3%	1% *

YouGov RealTime
Wine

YouGov

	Total	Other
Sangiovese	2%	- **
Syrah/Shiraz	4%	- **
Barbera	1%	- **
A red blend	10%	- **
Other	4%	- **
Don't know	5%	- **
Not applicable - I don't have a preference	7%	- **

rrw_q4. Which one, if any, of the following white wines do you prefer the MOST?

	Total	Other
Unweighted base	482	1
Base: All US Adults who drink wine	472	1
Sauvignon blanc	11%	- **
Chardonnay	17%	- **
Riesling	14%	*100%* **
Moscato	23%	- **
Pinot Grigio/Gris	13%	- **
Gewürztraminer	4%	- **
Viognier	2%	- **
A white blend	5%	- **
Other	2%	- **
Don't know	4%	- **
Not applicable - I don't have a preference	6%	- **

rrw_q5. Which one, if any, of the following types of rosé do you prefer the MOST?

	Total	Other
Unweighted base	407	1
Base: All US Adults who drink wine	400	1
Grenache Rosé	5%	- **

YouGov

	Total	Gender		Generation							Reg	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Sangiovese Rosé	4%	4%	5%	- **	7% *	3% *	2%	- **	- **	- **	4% *	3% *
Tempranillo Rosé	2%	1%	4%	- **	5% F	1% *	-	- **	- **	- **	1% *	- *
Syrah Rosé	3%	3%	3%	- **	3%	3% *	3%	- **	- **	- **	7% L*	3% *
Cabernet Sauvignon Rosé	10%	14% B	7%	- **	10%	12% *	10%	5% **	- **	- **	13% *	7% *
Zinfandel Rosé	33%	33%	34%	- **	22%	33% *	47% D.E	48% **	100% **	- **	36% *	38% M*
Tavel Rosé	3%	3%	3%	- **	6% F	3% *	1%	- **	- **	- **	5% *	1% *
Provence Rosé	6%	6%	5%	- **	5%	8% *	5%	5% **	- **	- **	7% *	2% *
Other	1%	1%	2%	- **	1%	- *	2%	- **	- **	- **	1% *	2% *
Don't know	13%	12%	14%	- **	16%	12% *	10%	4% **	- **	- **	10% *	14% *
N/A - I don't have a preference	19%	17%	21%	- **	19%	22% *	15%	38% **	- **	- **	14% *	24% *

rrw_q6. If you were to do a blind taste test, how confident, if at all, are you that you could taste the difference between an inexpensive wine ($5 bottle) and an expensive wine ($100+ bottle)?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest
Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
Very confident	12%	15% B	9%	- **	20% E.F.G	10% G	6%	- *	- **	- **	17%	9%
Somewhat confident	24%	24%	24%	- **	23%	19%	27%	35% E*	- **	- **	28% K	17%
Not very confident	23%	24%	21%	- **	21%	28%	22%	16% *	100% **	- **	20%	19%
Not at all confident	34%	30%	38% A	- **	29%	35%	38% D	44% *	- **	- **	31%	43% J.L
Don't know	7%	6%	9%	- **	8%	8%	7%	5% *	- **	- **	4%	13% J.M

rrw_q7. When purchasing a bottle of wine for your own enjoyment (not for a special occasion), what is the approximate amount you generally aim to spend?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest
Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
$1-10	24%	21%	26%	- **	23%	20%	24%	38% D.E*	- **	- **	21%	27%
$11-20	44%	39%	48% A	- **	33%	52% D	51% D	44% *	100% **	- **	47%	50%
$21-30	14%	16%	11%	- **	17%	14%	12%	7% *	- **	- **	13%	13%

YouGov

	Total	Region		Race				Education				
		South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Sangiovese Rosé	4%	4%	7% *	3% *	2% *	6% *	19% **	1%	6% R	5%	6% *	3%
Tempranillo Rosé	2%	4%	4% *	2%	1% *	6% *	6% **	3%	1%	2%	5% *	3%
Syrah Rosé	3%	1%	3% *	3%	- *	4% *	11% **	3%	1%	3%	4% *	5% AA
Cabernet Sauvignon Rosé	10%	9%	12% *	9%	21% N*	10% *	- **	10%	12%	10%	7% *	9%
Zinfandel Rosé	33%	36%	24% *	36% P	36% *	21% *	35% **	35%	35%	35%	23% *	39% AA
Tavel Rosé	3%	4%	3% *	2%	5% *	8% N*	- **	5%	2%	2%	4% *	3%
Provence Rosé	6%	5%	8% *	5%	2% *	9% *	5% **	7%	2%	7%	9% *	7%
Other	1%	2%	1% *	2%	- *	- *	- **	1%	1%	3%	- *	0%
Don't know	13%	10%	17% *	13%	10% *	13% *	6% **	12%	13%	12%	16% *	8%
N/A - I don't have a preference	19%	22%	16% *	22%	17% *	13% *	19% **	18%	20%	18%	24% *	15%

rrw_q6. If you were to do a blind taste test, how confident, if at all, are you that you could taste the difference between an inexpensive wine ($5 bottle) and an expensive wine ($100+ bottle)?

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
Very confident	12%	11%	13%	8%	21% N*	23% N*	9% *	17% S.T	9%	8%	13% *	11%
Somewhat confident	24%	26%	24%	26%	20% *	20% *	20% *	20%	21%	32% R.S	27% *	27% AA
Not very confident	23%	25%	24%	23%	13% *	32% O*	16% *	23%	27% U	23%	14% *	20%
Not at all confident	34%	30%	35%	36% P	34% *	21% *	49% P*	30%	36%	33%	41% *	35%
Don't know	7%	8%	4%	7%	12% *	4% *	6% *	11% T	7%	5%	5% *	7%

rrw_q7. When purchasing a bottle of wine for your own enjoyment (not for a special occasion), what is the approximate amount you generally aim to spend?

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
$1-10	24%	23%	24%	24%	27% *	21% *	24% *	24%	27%	23%	17% *	22%
$11-20	44%	42%	39%	48% O.P	34% *	33% *	47% *	37%	45%	46%	56% R*	45% X.Z
$21-30	14%	13%	17%	12%	17% *	20% *	12% *	15%	13%	13%	13% *	17%

YouGov RealTime

Wine

US_nat_int Sample: 24th - 25th October 2019

YouGov

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
							Marital Status					
Sangiovese Rosé	4%	- **	- **	- **	3% *	7% *	5% *	4% **	28% **	- **	- **	6%
Tempranillo Rosé	2%	- **	7% **	9% **	4%	1% *	- *	- **	- **	- **	- **	5% AH
Syrah Rosé	3%	- **	- **	- **	4%	- *	5% AA*	- **	- **	- **	- **	4%
Cabernet Sauvignon Rosé	10%	- **	11% **	- **	9% *	15% *	3% *	19% **	- **	- **	21% **	14% AH.AI
Zinfandel Rosé	33%	40% **	33% **	11% **	37% AA	21% *	37% *	45% **	24% **	- **	- **	28%
Tavel Rosé	3%	- **	4% **	- **	3% *	3% *	6% *	- **	- **	- **	- **	6%
Provence Rosé	6%	10% **	5% **	- **	7% *	3% *	7% *	- **	- **	- **	- **	10% AJ
Other	1%	- **	3% **	- **	1% *	3% *	3% *	- **	- **	- **	- **	-
Don't know	13%	8% **	13% **	37% **	10% *	22% V.Z.AB*	5% *	14% **	21% **	100% **	20% **	8%
N/A - I don't have a preference	19%	11% **	23% **	43% **	17% *	20% *	29% *	18% **	27% **	- **	59% **	10%

rrw_q6. If you were to do a blind taste test, how confident, if at all, are you that you could taste the difference between an inexpensive wine ($5 bottle) and an expensive wine ($100+ bottle)?

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
Very confident	12%	22% **	4% *	6% **	10%	18% V.X.Z.AB	6% *	6% **	33% **	- **	9% **	22% AH.AI.AJ
Somewhat confident	24%	34% **	25% *	7% **	26% AA	14%	25% *	29% **	25% **	37% **	48% **	27%
Not very confident	23%	14% **	36% V.Z*	30% **	22%	27%	25% *	12% **	14% **	20% **	- **	18%
Not at all confident	34%	29% **	29% *	52% **	35%	31%	39% *	49% **	23% **	- **	20% **	27%
Don't know	7%	- **	6% *	6% **	7%	9%	5% *	3% **	6% **	42% **	23% **	6%

rrw_q7. When purchasing a bottle of wine for your own enjoyment (not for a special occasion), what is the approximate amount you generally aim to spend?

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
$1-10	24%	27% **	33% *	48% **	24% V	24%	27% *	21% **	19% **	- **	9% **	15%
$11-20	44%	50% **	29% *	8% **	42% X	42%	56% X.Z*	58% **	46% **	58% **	20% **	42%
$21-30	14%	16% **	13% *	12% **	16%	12%	7% *	11% **	7% **	- **	- **	18%

YouGov RealTime
Wine
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YouGov

	Total	Parent or guardian of any children				Income				Type of Area Lived in		
		18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Sangiovese Rosé	4%	2%	4%	5%	- **	4%	5%	3%	6% *	6%	4%	1% *
Tempranillo Rosé	2%	1%	3% AH	2%	- **	-	5% AL	3% AL	1% *	5%	2%	- *
Syrah Rosé	3%	2%	3%	3%	- **	1%	3%	5%	1% *	3%	3%	2% *
Cabernet Sauvignon Rosé	10%	7%	10% AH	10%	22% **	14%	10%	9%	4% *	13%	8%	11% *
Zinfandel Rosé	33%	45% AG.AI.AJ	37% AG	28%	35% **	35%	37%	27%	33% *	25%	38% AP	39% *
Tavel Rosé	3%	2%	4% AH	2%	- **	5%	2%	3%	- *	5%	3%	- *
Provence Rosé	6%	6%	8% AJ	2%	- **	3%	4%	12% AL.AM	2% *	9%	4%	2% *
Other	1%	1%	0%	3%	- **	1%	2%	-	4% AN*	1%	1%	3% *
Don't know	13%	11%	9%	18% AG.AI	22% **	14% AM	6%	13% AM	29% AL.AM.AN*	12%	12%	16% *
N/A - I don't have a preference	19%	20% AG.AI	16% AG	25% AG.AI	- **	21%	19%	20%	15% *	13%	21%	26% AP*

rrw_q6. If you were to do a blind taste test, how confident, if at all, are you that you could taste the difference between an inexpensive wine ($5 bottle) and an expensive wine ($100+ bottle)?

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
Very confident	12%	6%	14% AH	10%	11% **	17% AM.AO	8%	13%	7% *	14%	12%	7%
Somewhat confident	24%	24%	27%	21%	11% **	21%	24%	31% AL.AO	18% *	28%	22%	21%
Not very confident	23%	22%	20%	27% AG.AI	17% **	25%	24%	17%	24% *	22%	21%	29%
Not at all confident	34%	41% AG.AI	34% AG	34%	22% **	33%	37%	33%	31% *	28%	38% AP	36%
Don't know	7%	6%	6%	8%	39% **	4%	6%	6%	20% AL.AM.AN*	8%	7%	7%

rrw_q7. When purchasing a bottle of wine for your own enjoyment (not for a special occasion), what is the approximate amount you generally aim to spend?

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
$1-10	24%	22%	19% AG	30% AG.AH.AI	28% **	29% AN	21%	20%	24% *	27%	20%	27%
$11-20	44%	50% AI	45%	42%	29% **	39%	45%	46%	49% *	34%	50% AP	49% AP
$21-30	14%	12%	15% AH	12%	- **	15% AO	15% AO	17% AO	5% *	16% AR	14%	9%

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	Total	Other
Sangiovese Rosé	4%	- **
Tempranillo Rosé	2%	- **
Syrah Rosé	3%	- **
Cabernet Sauvignon Rosé	10%	- **
Zinfandel Rosé	33%	- **
Tavel Rosé	3%	- **
Provence Rosé	6%	- **
Other	1%	- **
Don't know	13%	- **
N/A - I don't have a preference	19%	100% **

rrw_q6. If you were to do a blind taste test, how confident, if at all, are you that you could taste the difference between an inexpensive wine ($5 bottle) and an expensive wine ($100+ bottle)?

	Total	Other
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
Very confident	12%	30% **
Somewhat confident	24%	27% **
Not very confident	23%	23% **
Not at all confident	34%	20% **
Don't know	7%	- **

rrw_q7. When purchasing a bottle of wine for your own enjoyment (not for a special occasion), what is the approximate amount you generally aim to spend?

	Total	Other
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
$1-10	24%	50% **
$11-20	44%	20% **
$21-30	14%	- **

YouGov RealTime
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YouGov

		Gender		Generation							Reg	
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
$31-40	4%	7% B	2%	- **	6%	4%	3%	3% *	- **	- **	5%	2%
$41-50	3%	2%	3%	- **	5% F	2%	1%	- *	- **	- **	4%	2%
More than $50	2%	4% B	1%	- **	4% F	3%	1%	- *	- **	- **	6% K.L	-
Don't know	9%	10%	9%	- **	12% E	5%	9%	8% *	- **	- **	3%	7%

rrw_q8. When purchasing a bottle of wine, which THREE, if any, of the following factors are most important to you? Please select up to three options.

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
Price	66%	62%	71% A	- **	57%	67% D	75% D	79% D*	100% **	- **	64%	70%
Brand	36%	34%	39%	- **	26%	38% D	45% D	50% D*	100% **	- **	41%	37%
Alcohol percentage	24%	26%	22%	- **	30% F.G	29% F.G	16%	10% *	- **	- **	20%	27%
Varietal	17%	15%	18%	- **	12%	19% D	22% D.G	8% *	- **	- **	19%	17%
Region	20%	23%	18%	- **	17%	21%	23%	27% *	- **	- **	23%	16%
Vintage/Year	17%	22% B	13%	- **	16%	22%	15%	17% *	100% **	- **	19%	11%
Organic	10%	11%	9%	- **	14% E	5%	8%	9% *	- **	- **	11%	5%
Bottle or label design	16%	11%	21% A	- **	20% E	12%	15%	9% *	- **	- **	15%	16%
Reviews	21%	21%	20%	- **	22%	18%	20%	30% *	- **	- **	22%	19%
Other	5%	3%	6%	- **	3%	6%	5%	7% *	- **	- **	4%	8%
Don't know	8%	8%	9%	- **	10%	7%	8%	3% *	- **	- **	8%	7%

How interested, if at all, would you be in trying a wine that comes in the following types of containers/packaging?
rrw_q9_1. Boxed

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
Very interested	23%	24%	21%	- **	30% F	22%	15%	16% *	- **	- **	32% K.L	21%
Somewhat interested	35%	33%	38%	- **	35%	33%	39%	23% *	- **	- **	30%	37%
Not very interested	19%	18%	21%	- **	14%	22%	22% D	28% D*	100% **	- **	22%	23% M

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	Total	Region		Race				Education				
		South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
$31-40	4%	6%	4%	4%	5% *	7% *	2% *	4%	5%	3%	4% *	4%
$41-50	3%	3%	3%	1%	4% *	7% N*	4% *	3%	2%	4%	1% *	3%
More than $50	2%	1%	3% K	2%	3% *	4% *	2% *	3%	1%	2%	3% *	3%
Don't know	9%	13% J.K	10% J	9%	10% *	9% *	10% *	13% S	6%	9%	6% *	7%

rrw_q8. When purchasing a bottle of wine, which THREE, if any, of the following factors are most important to you? Please select up to three options.

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
Price	66%	63%	70%	73% O.P	57% *	48% *	63% *	62%	67%	72% R	69% *	64%
Brand	36%	34%	35%	35%	49% N.P*	32% *	35% *	35%	38%	36%	36% *	35%
Alcohol percentage	24%	26%	22%	19%	45% N.Q*	30% N*	21% *	32% S.T.U	23% U	22% U	9% *	22%
Varietal	17%	14%	18%	21% O.P	5% *	9% *	13% *	9%	13%	23% R.S	31% R.S*	22% X.AA
Region	20%	20%	22%	22% O	10% *	17% *	30% O*	14%	20%	30% R.S	21% *	23%
Vintage/Year	17%	20% K	16%	13%	21% *	28% N*	21% *	17%	19%	16%	18% *	20%
Organic	10%	9%	14% K	8%	16% N*	13% *	11% *	8%	11%	9%	12% *	10%
Bottle or label design	16%	14%	18%	17%	12% *	13% *	17% *	14%	15%	15%	22% *	14%
Reviews	21%	19%	24%	22%	20% *	14% *	21% *	14%	23% R	24% R	26% R*	21%
Other	5%	4%	4%	6%	3% *	2% *	7% *	4%	7%	4%	4% *	4%
Don't know	8%	11%	6%	8%	10% *	8% *	7% *	12% T	8%	5%	5% *	7%

How interested, if at all, would you be in trying a wine that comes in the following types of containers/packaging?
rrw_q9_1. Boxed

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
Very interested	23%	18%	24%	21%	26% *	28% *	13% *	26%	18%	18%	30% S.T*	22%
Somewhat interested	35%	36%	36%	34%	37% *	37% *	38% *	36% U	37% U	40% U	21% *	35%
Not very interested	19%	20%	14%	23% P	18% *	11% *	14% *	13%	26% R	19%	23% R*	20%

YouGov RealTime
Wine
US_nat_int Sample: 24th - 25th October 2019

	Total		Marital Status									Younger than 18
		Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
$31-40	4% **	- **	8% *	17% **	4%	3%	1% *	10% **	11% **	- **	20% **	7% AJ
$41-50	3%	3% **	2% *	- **	3%	3%	- *	- **	- **	- **	11% **	7% AH.AI.AJ
More than $50	2%	4% **	1% *	- **	3%	1%	2% *	- **	- **	- **	16% **	6% AH.AI.AJ
Don't know	9%	- **	16% V.Z*	15% **	8%	14% V.Z	7% *	- **	17% **	42% **	25% **	6%

rrw_q8. When purchasing a bottle of wine, which THREE, if any, of the following factors are most important to you? Please select up to three options.

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
Price	66%	63% **	57% *	61% **	63%	73% X	74% *	87% **	67% **	33% **	39% **	55%
Brand	36%	41% **	41% *	7% **	35%	35%	38% *	56% **	44% **	37% **	22% **	30%
Alcohol percentage	24%	37% **	32% *	26% **	24%	28%	19% *	20% **	20% **	13% **	9% **	34% AH.AI.AJ
Varietal	17%	14% **	5% *	15% **	20% X.AA	8%	18% X.AA*	3% **	31% **	44% **	9% **	16%
Region	20%	8% **	15% *	6% **	21%	20%	19% *	21% **	17% **	- **	20% **	15%
Vintage/Year	17%	23% **	13% *	9% **	19%	15%	15% *	13% **	24% **	- **	11% **	23% AH.AI.AJ
Organic	10%	- **	6% *	6% **	9%	12%	13% *	3% **	7% **	- **	11% **	11%
Bottle or label design	16%	23% **	21% *	6% **	15%	17%	21% *	18% **	7% **	- **	- **	14%
Reviews	21%	12% **	20% *	- **	20%	22%	27% *	22% **	16% **	- **	11% **	20%
Other	5%	4% **	2% *	27% **	4%	5%	5% *	8% **	- **	20% **	9% **	3%
Don't know	8%	- **	14% *	19% **	8%	7%	11% *	3% **	8% **	42% **	40% **	7%

How interested, if at all, would you be in trying a wine that comes in the following types of containers/packaging?
rrw_q9_1. Boxed

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
Very interested	23%	28% **	24% *	26% **	23%	24%	14% *	30% **	20% **	- **	20% **	35% AH.AI.AJ
Somewhat interested	35%	31% **	33% *	25% **	34%	36%	39% *	40% **	27% **	24% **	35% **	33%
Not very interested	19%	10% **	23% *	43% **	20%	16%	25% *	18% **	29% **	25% **	- **	13%

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	Total	Parent or guardian of any children				Income				Type of Area Lived in		
		18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
$31-40	4%	4%	5% AJ	2%	14% **	4%	3%	7%	3% *	6% AQ	2%	6%
$41-50	3%	2%	4% AH.AJ	1%	6% **	2%	5%	1%	1% *	4%	2%	2%
More than $50	2%	2%	3% AH.AJ	1%	- **	2%	2%	4% AO	- *	4% AR	2%	-
Don't know	9%	9%	7%	11% AG	22% **	10%	9%	5%	18% AM.AN*	8%	10%	9%

rrw_q8. When purchasing a bottle of wine, which THREE, if any, of the following factors are most important to you? Please select up to three options.

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
Price	66%	69% AG.AI	63% AG	74% AG.AI	41% **	66%	69%	64%	67% *	59%	70% AP	72% AP
Brand	36%	45% AG.AI	36% AG	37%	35% **	37%	36%	35%	38% *	31%	39%	38%
Alcohol percentage	24%	18%	25% AH	24%	10% **	29% AN	26%	18%	19% *	30% AQ	20%	25%
Varietal	17%	20%	18%	14%	11% **	10%	16%	24% AL	18% *	14%	19%	16%
Region	20%	22% AG	19% AG	23% AG	6% **	13%	23% AL	25% AL	23% AL*	19%	21%	23%
Vintage/Year	17%	16%	19%	15%	17% **	15%	19%	19%	17% *	23% AQ	14%	16%
Organic	10%	8%	9%	9%	23% **	11%	10%	7%	9% *	11%	9%	7%
Bottle or label design	16%	14%	15%	18%	3% **	17%	15%	18%	11% *	16%	17%	12%
Reviews	21%	24%	23%	18%	5% **	18%	19%	27% AL	20% *	18%	24%	17%
Other	5%	3%	4%	6%	5% **	5%	4%	2%	9% AN*	4%	4%	8%
Don't know	8%	8%	8%	8%	24% **	8%	8%	7%	13% *	9%	8%	9%

How interested, if at all, would you be in trying a wine that comes in the following types of containers/packaging?
rrw_q9_1. Boxed

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
Very interested	23%	19%	25% AH	19%	16% **	27% AO	21% AO	26% AO	9% *	28% AQ.AR	21%	17%
Somewhat interested	35%	34%	34%	36%	30% **	42% AN	35%	29%	31% *	32%	35%	41%
Not very interested	19%	24% AG.AI	19% AG	20%	24% **	14%	24% AL	20%	22% *	15%	22% AP	20%

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	Total	Other
$31-40	4%	*30%* **
$41-50	3%	- **
More than $50	2%	- **
Don't know	9%	- **

rrw_q8. When purchasing a bottle of wine, which THREE, if any, of the following factors are most important to you? Please select up to three options.

	Total	Other
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
Price	66%	*50%* **
Brand	36%	*30%* **
Alcohol percentage	24%	- **
Varietal	17%	- **
Region	20%	- **
Vintage/Year	17%	- **
Organic	10%	*20%* **
Bottle or label design	16%	- **
Reviews	21%	*20%* **
Other	5%	- **
Don't know	8%	- **

How interested, if at all, would you be in trying a wine that comes in the following types of containers/packaging?
rrw_q9_1. Boxed

	Total	Other
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
Very interested	23%	- **
Somewhat interested	35%	*30%* **
Not very interested	19%	*43%* **

YouGov RealTime
Wine
US_nat_int Sample: 24th - 25th October 2019

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| | Total | Gender | | Generation | | | | | | | Reg | |
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest
Not at all interested	16%	20% B	12%	- **	9%	19% D	20% D	29% D*	- **	- **	13%	12%
Don't know	7%	5%	8%	- **	11% E.F	5%	5%	3% *	- **	- **	4%	7%

rrw_q9_2. Canned

Unweighted base	722	337	385	-	269	171	241	40	1	-	132	161
Base: All US Adults who drink wine	721	358	363	-	279	168	234	40	1	-	132	148
Very interested	12%	14%	10%	- **	22% E.F.G	10% F.G	4%	- *	- **	- **	18% L	11%
Somewhat interested	19%	20%	18%	- **	28% E.F.G	19% F.G	11%	4% *	- **	- **	20%	21%
Not very interested	24%	24%	25%	- **	22%	22%	27%	29% *	- **	- **	24%	22%
Not at all interested	37%	35%	38%	- **	17%	44% D	52% D	60% D*	100% **	- **	32%	39%
Don't know	8%	7%	8%	- **	11%	5%	6%	7% *	- **	- **	7%	7%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AF

YouGov RealTime
Wine

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	Total	Region		Race				Education				
		South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Not at all interested	16%	18%	19%	16%	11% *	18% *	25% *	16%	13%	18%	20% *	19% X
Don't know	7%	9%	7%	6%	9% *	7% *	11% *	9%	6%	6%	6% *	4%

rrw_q9_2. Canned

	Total	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married
Unweighted base	722	253	176	491	90	96	45	230	221	167	104	369
Base: All US Adults who drink wine	721	264	177	471	89	119	43	255	210	157	100	365
Very interested	12%	9%	14%	10%	14% *	22% N.Q*	4% *	16% T	10%	8%	15% *	12%
Somewhat interested	19%	19%	18%	18%	22% *	21% *	19% *	18%	17%	26% S.U	15% *	18%
Not very interested	24%	26%	23%	26%	21% *	22% *	20% *	20%	31% R	25%	20% *	23%
Not at all interested	37%	37%	38%	39%	33% *	29% *	49% P*	36%	36%	35%	43% *	42% Z.AA
Don't know	8%	9%	7%	7%	9% *	8% *	9% *	10%	6%	5%	7% *	5%

Cell Contents (CoR/AS, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov RealTime
Wine
US_nat_int Sample: 24th - 25th October 2019

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	Total	Marital Status									Younger than 18
		Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
Not at all interested	16%	20% **	8% *	6% **	17% X	12%	16% *	12% **	24% **	33% **	20% **	13%
Don't know	7%	10% **	13% V.Z*	- **	5% V	13% V.Z	5% *	- **	- **	18% **	24% **	5%

rrw_q9_2. Canned

	Total	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18
Unweighted base	722	22	54	14	459	150	61	25	13	5	9	215
Base: All US Adults who drink wine	721	25	51	14	454	159	58	24	12	5	9	220
Very interested	12%	21% **	6% *	27% **	12%	15%	10% *	3% **	7% **	- **	11% **	23% AH.AI.AJ
Somewhat interested	19%	27% **	23% *	15% **	19%	24%	15% *	10% **	- **	24% **	9% **	24% AH.AI
Not very interested	24%	23% **	27% *	43% **	24%	22%	32% *	24% **	32% **	- **	30% **	21%
Not at all interested	37%	20% **	31% *	16% **	39% AA	28%	36% *	59% **	51% **	33% **	20% **	27%
Don't know	8%	9% **	13% V.Z*	- **	6% V	12% V.Z	7% *	3% **	9% **	42% **	29% **	5%

Cell Contents (Col

YouGov RealTime

Wine

US_nat_int Sample: 24th - 25th October 2019

	Total	Parent or guardian of any children				Income				Type of Area Lived in		
		18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Not at all interested	16%	18%	16%	17%	7% **	11%	16%	21% AL	19% AL*	16%	16%	17%
Don't know	7%	5%	5%	8%	24% **	6%	5%	4%	19% AL.AM.AN*	10%	6%	5%

rrw_q9_2. Canned

	Total	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural
Unweighted base	722	234	422	282	18	210	222	187	103	253	331	134
Base: All US Adults who drink wine	721	227	420	285	16	220	227	178	96	257	327	133
Very interested	12%	8%	14% AH	10%	5% **	14%	10%	16% AO	6% *	14%	11%	12%
Somewhat interested	19%	10%	17% AH	22% AH	17% **	25% AN.AO	19% AO	17%	9% *	21% AR	21% AR	12%
Not very interested	24%	25%	24%	24%	44% **	23%	31% AN	19%	22% *	26%	23%	24%
Not at all interested	37%	49% AG.AI.AJ	38% AG	36% AG	21% **	31%	33%	44% AL.AM	43% AL*	29%	39% AP	46% AP
Don't know	8%	8%	7%	9%	13% **	7%	7%	3%	20% AL.AM.AN*	10%	6%	7%

Cell Contents (Col

YouGov RealTime
Wine
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	Total	Other
Not at all interested	16%	27% **
Don't know	7%	- **

rrw_q9_2. Canned

	Total	Other
Unweighted base	722	4
Base: All US Adults who drink wine	721	4
Very interested	12%	- **
Somewhat interested	19%	20% **
Not very interested	24%	30% **
Not at all interested	37%	50% **
Don't know	8%	- **

Cell Contents (Col