OS2O1: fres transfer 1]How often do you currently buy wine (e.g., from a store, online) for personal consumption?

Column	QS2Q1: [res transfer_1]How often do you currer	ntly buy wine (e.g., fro	om a store, online) fo	or personal consumption	in?																		
State Stat	Current wine buyers (Net) At least once a day Several times a week Once a week Several times a month Once a month or less often Never	N=998 N=1007 68% 7% 9% 11% 15% 27% 32%	N=481 N=447 73% C 9% c 11% 10% 15% 28% 27%	N=504 N=546 65% 5% 7% 13% 15% 25%	N=243 N=249 77% GH 11% FGH 12% H 15% gH 15% 23%	N=179 N=178 78% GH 12% FGH 14% gH 13% h 20% f	45-54 (F) N=171 N=165 70% H 3% 9% h 16% GH 11% 31% E	N=176 N=166 61% 4% 7% 7% 13% 30%	N=228 N=249 55% 1% 3% 7% 15% 30% e	N=120 N=102 86% KLM 18% KIM 12% M 13% L 18%	N=88 * N=86 * 83% kLM 14% KM 20% M 15% L 19% k 13%	45-54 (K) N=83 N=65 67% 2% 10% 14% L 7% 34% J	N=87 N=60 61% 6% M 8% 11% 35% J	N=108 N=141 60% 0% 3% 8% 16% 33%	N=123 N=147 67% r 5% 13% R 17% r 11% 22%	N=91 * N=92 * 74% R 10% Qr 8% 10% 20% 25%	N=88 * N=100 72% R 5% 7% 18% R 15% 27%	N=89 N=106 60% 2% 5% 13% 15% 26%	N=120 N=108 52% 2% 3% 6% 14% 27%	N=176 N=209 70% 6% 11% 11% 16% u	N=381 N=417 64% 4% 8% 13% V 18% U	Midwest (U) N=206 N=180 76% T 7% 6% 15% V 8% 39% STV	N=236 N=201 67% 10% 6% 14% 28%
	QS2Q2: How important are each of the followin	g factors to you when	buying wine for per	sonal consumption?																			
Part	My familiarity with the brand																						
The column	Total (Unweighted) At least somewhat important (Net) Vey important Somewhat important Not very important Not very important Not at all important	N=681 N=654 72% 30% 42% 21% 7%	N=349 N=306 71% 28% 43% 21%	N=327 N=343 72% 31% 41% 21%	N=187 N=182 66% 31% f 35% 24%	N=140 N=140 80% D _R 43% dFG 37% 16%	N=120 N=112 70% 18% 52% De 26%	N=107 N=90 67% 22% 45% 26%	N=127 N=130 76% 31% f 45% 15%	N=104 N=81 61% 25% 37% 26%	N=73 * N=71 * 85% II 47% IKL 38% 11%	45-54 (K) N=56 N=44 70% 18% 52% 30% Jm	N=53 N=35 66% 18% 48% 25%	N=65 * N=77 * 79% i 32% 47% 14%	N=83 N=101 72% 39% P 33% 21%	N=67 * N=69 * 75% 39% P 36% 20%	45-54 (P) N=64 • N=68 • 71% 18% 53% N 22%	N=54 N=55 67% 26% 41% 27%	N=62 N=53 73% 30% 42% 16%	N=123 N=146 78% 35% t 42% 17%	N=251 69% 24% 44% v 23%	Midwest (U) N=156 N=123 73% 25% 47% v	N=159 N=134 70% 38% T 33% 20%
Part		WINE BUYERS																					
Property of the content of the con	Total (Unweighted) At least somewhat important (Net) Very important Somewhat important Not very important Not at all important * Table Base:	N=681 N=654 92% 69% 23% 5% 3%	N=349 N=306 90% 62% 28% C	Female (C) N=327 N=343 95% 76% B 19% 4%	N=187 N=182 85% 57% 28% 7%	N=140 N=140 97% D 72% D 25% 3%	45-54 (F) N=120 N=112 94% d 70% 25% 5%	N=107 N=90 * 94% 76% D 18% 6%	N=127 N=130 95% D 77% D 18% 4%	N=104 N=81 81% 53% 28% 7%	N=73 * N=71 * 98% I 67% 30% 2%	45-54 (K) N=56 • N=44 • 94% 63% 31% 6%	N=53 N=35 89% 60% 30% 9%	N=65 * N=77 * 95% 75% 21% 3%	N=83 • N=101 89% 62% 27% Q 6%	N=67 • N=69 • 97% 77% n 20% q 3%	45-54 (P) N=64 * N=68 * 95% 75% 19% q 4%	N=54 * N=55 * 98% 92% NoP 6% 2%	N=62 N=53 95% 79% 16% 5%	N=123 N=146 94% 71% 23% 6%	N=243 N=251 93% 68% 25% 4%	Midwest (U) N=156 N=123 90% 64% 26% 7%	N=159 N=134 93% 74%
March Marc	Bottle design			Gender			Age					Male Age					Female Age					Region	
Property Property	Total (Unweighted) At least somewhat important (Net) Very important Somewhat important Not very important	N=681 N=654 41% 16% 26% 27%	N=349 N=306 43% 18% 24% 28%	N=327 N=343 41% 13% 28% 27%	N=187 N=182 53% FGH 22% FH 32% H	N=140 N=140 56% FGH 23% FH 33% H	N=120 N=112 36% h 10% 26% 29%	N=107 N=90 33% 12% 20% 33%	N=127 N=130 21% 7% 15% 28%	N=104 N=81 * 51% kM 23% M 28%	N=73 * N=71 * 66% KLM 32% KM 35% Im 17%	N=44 30% 10% m 20% 36%	N=53 * N=35 * 35% M 14% M	N=65 N=77 18% 1% 17% 30%	N=83 • N=101 56% QR 19% Q 37% R 20%	N=67 N=69 44% r 14% 30% r 34% n	N=68 * 40% 10% 30% r 23%	N=54 N=55 31% 4% 26% 33%	N=62 N=53 24% 12% 12% 25%	N=123 N=146 48% 18% t 30% 22%	N=251 38% 11% 27% 30%	N=156 N=123 40% 15% 25% 26%	N=159 N=134 44% 22% T 21% 28%
March Marc		WINE BUYERS																					
Part	Total (Unweighted) At least somewhat important (Net) Very important Somewhat important Not very important	N=681 N=654 54% 23% 31%	N=349 N=306 60% C 26% C 34%	Female (C) N=327 N=343 47% 19% 28% 34% B	N=187 N=182 46% 23% 23%	N=140 N=140 68% DFH 33% FH 34% d 27%	N=120 N=112 51% 16% 34% 32%	N=107 N=90 58% 23% 35% 24%	N=127 N=130 49% 18% 31% 27%	N=104 N=81 46% 26% 21%	N=73 * N=71 * 77% Im 42% kM 36%	45-54 (K) N=56 * N=44 * 62% 20% 42% 23%	N=53 N=35 61% 23% 38% 22%	N=65 * N=77 * 60% 19% 41%	N=83 * N=101 47% 20% 27% 32%	N=67 * N=69 * 57% r 24% 33% 38%	N=64 N=68 40% 13% 28% 41%	N=54 N=55 56% 24% 32% 27%	N=62 * N=53 * 36% 16% 20% 34%	N=123 N=146 63% tu 30% Tu 33% 23%	N=243 N=251 50% 17% 33% 32%	Midwest (U) N=156 N=123 48% 17% 31% 33%	N=159 N=134 58% 33% TU 25%
The column		WINE BUYERS																					
This content	Total (Unweighted) At least somewhat important (Net) Very important Somewhat important Not every important	N=681 N=654 85% 39% 46% 11%	N=349 N=306 84% 38% 46% 12%	Female (C) N=327 N=343 87% 40% 47% 11%	N=187 N=182 81% 45% h 37% 13%	N=140 N=140 89% 47% fH 42% 8%	45-54 (F) N=120 N=112 85% 33% 52% d 13%	N=107 N=90 86% 37% 49% 10%	N=127 N=130 87% 30% 57% De 12%	N=104 N=81 * 85% 43% M 41% 10%	N=73 * N=71 * 87% 46% M 42% 11%	45-54 (K) N=56 • N=44 • 80% 38% m 42% 17%	N=53 • N=35 • 82% 38% 45% 8%	N=65 * N=77 * 83% 20% 63% IJk 14%	N=83 • N=101 78% 46% p 31% 17% o	N=67 • N=69 • 90% n 48% p 43% 5%	45-54 (P) N=64 • N=68 • 89% 28% 61% No 10%	N=54 * N=55 * 89% 37% 52% N 11%	N=62 N=53 90% 40% 50% 10%	N=123 N=146 87% 36% 51% 10%	N=243 N=251 84% 41% 43% 11%	N=156 N=123 83% 31% 52% 13%	N=159 N=134 88% 47% U 41% 11%
Triange 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		WINE BUYERS																					
Part	Total Total (Unweighted) At least somewhat important (Net) Very important Somewhat important Not very important Not at all important	N=681 N=654 81% 39% 43% 13% 5%	N=349 N=306 85% c 39% 46% 11%	Female (C) N=327 N=343 77% 38% 39% 16% b	N=187 N=182 83% 38% 44% e	N=140 N=140 81% 48% h 33% 15%	45-54 (F) N=120 N=112 83% 35% 48% e 12%	N=107 N=90 81% 37% 44% 17%	N=127 N=130 77% 33% 44%	N=104 N=81 86% 37% 49%	N=73 • N=71 • 85% 52% m 33% 12%	45-54 (K) N=56 N=44 92% 37% 54%	N=53 N=35 79% 35% 44% 19%	N=65 N=77 82% 32% 50% 11%	N=83 N=101 80% 41% 39% 15%	N=67 N=69 76% 43% 33% 18%	45-54 (P) N=64 • N=68 • 75% 34% 41% 16%	N=54 N=55 84% 40% 44% 16%	N=62 N=53 72% 34% 39% 18%	N=123 N=146 86% 45% T 41%	N=243 N=251 80% 30% 50% U	N=156 N=123 79% 43% T 35% 19% S	N=159 N=134 81% 41% t 39%
Part		WINE BUYERS		c								Mala A					Famula Aus					0	
CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all that page. CSQLE Which U.S. state[s] do you closely associate with the wire industry? Please select all tha	At least somewhat important (Net) Very important Somewhat important Not very important	N=681 N=654 56% 23% 34% 25%	N=349 N=306 69% C 27% C 42% C	Female (C) N=327 N=343 43% 17% 25% 30% B	N=187 N=182 66% fgH 31% FGH 35% 17%	N=140 N=140 67% FRH 39% FGH 29% 24%	45-54 (F) N=120 N=112 51% 11% 41% 30% D	N=107 N=90 * 51% 16% 36% 34% D	N=127 N=130 39% 10% 29% 27%	N=104 N=81 * 74% m 36% KM 39% 13%	N=73 * N=71 * 84% kLM 45% KLM 39% 16%	45-54 (K) N=56 N=44 65% 11% 54% 25%	N=53 * N=35 * 59% 18% 41% 29%	N=65 * N=77 * 56% 14% 42% 24%	N=83 * N=101 56% R 25% pR 31% 22%	N=67 • N=69 • 49% R 32% PqR 18% 32%	45-54 (P) N=64 N=68 40% r 10% 30% 34%	N=54 * N=55 * 44% R 14% 31% 38% n	N=62 N=53 20% 5% 15% 30%	N=123 N=146 54% 29% TU 25% 31%	N=243 N=251 52% 18% 34% 23%	Midwest (U) N=156 N=123 60% 14% 46% StV 25%	N=159 N=134 61% 32% TU 29%
Femile F																							
Total Ne Para Ne Par	QS2Q3: Which U.S. state(s) do you closely assoc	iate with the wine inc	dustry? Please select																				
No. 10 (N)	Total (Unweighted) California New York Washington Oregon Georgia Hass Trass Artiona Michigan Virginia	N=681 N=654 55% 17% 12% 8% 7% 7% 7% 5% 5%	N=349 N=306 55% 20% 12% 9% 8% 6% 7% 6% 7% c	Female (C) N=327 N=343 54% 15% 13% 7% 6% 7% 6% 44% 3% 44%	N=187 N=182 34% 12% 13% 5% 11% h 4%	N=140 N=140 52% D 22% dG 10% 6% 7% 14% DH 7% 4% 3%	N=120 N=112 52% D 16% 12% 3% 6% 6% 8% 1% 4%	N=107 N=90 66% D 8% 13% 13% dF 6% 7% 8% 9% FH 10% ch	N=127 N=130 82% DEFG 29% DfG 13% 15% DeF 3% 4% 5% 11%	N=104 N=81 39% 16% 11% 7% 11% 4% 10% 10% m 6%	N=73 N=71 PT N=71 N=71 N=71 N=71 N=71 N=71 N=71 N=71	45-54 (K) N=56 N=56 N=44 61% 15% 4% 0% 4% 3% 9% 0% 7% 10%	N=53 • N=35 • S8% 7% k 14% K 11% 4% 11% 4% 14% kM 15% 2%	N=65 * N=77 * 85% JJKL 38% IKL 16% 23% JJK 6% 5% 1% 4% 4%	N=83 N=101 28% 7% 15% 2% 12% Qr 4% 3% 7% 5% 3%	N=67 * N=69 * S8% N 21% N 9% 9% 5% 17% NQr 5% 6% 3% 2%	45-54 (P) N=64 N=68 N=68 - 45% n 18% n 19% 6% 8% q 10% 1% 1% 1% 6%	N=54 * N=55 * N=55 * NP 9% 9% 12% N 0% 13% n 4% 6%	N=62 * N=53 * NoP 19% n 10% 8% 11% 2% 44% 0% 11% oQ	N=123 N=146 55% 49% TUV 6% 2% 5% 6% 2% 6% 2% 6% 2%	N=243 N=251 53% 11% 10% 6% 11% sV 10% 15% SUV 3% 3% 3%	Midwest (U) N=156 N=123 45% 5% 5% 5% 6% 5% 2% 6% 13% STV 1%	N=159 N=134 67% TU 15% U 24% STU 17% 354 55% 26% 7% 38% 45%

Pennylwania Illinois South Carolina Dolaware Alabama Garana Alabama Garana Alabama Garana Alabama Garana Ga	4% 4% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3%	4% 4% 5% C 6 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6	3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3	376 H 376 H 376 H 377 H 377 H 378 F 378 R	50% cfight 22% cfight	4% 8% E 0% 4% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	4% 2% 2% 2% 2% 2% 2% 2%	4% 0% 0% 0% 0% 0% 0% 0%	4% 2% 3% M 15% 3% M 1	6% m 1% 6% m 5% 6% m 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5	6% 4% 8% 11% 11% 11% 12% 12% 12% 12% 12% 12% 12	2% 11% 50% 12% 1	2% ON 40%	2% Cor 13% Cor	376. 116. 1176. 1278. 278. 278. 278. 278. 278. 278. 278.	216, 175, 100, 100, 100, 100, 100, 100, 100, 10	55% 226 226 226 205 205 205 205 205 205 205 205 205 205	50% 11% 11% 10% 00% 00% 10% 10% 10% 10% 1	13% TUV 19% 39% 39% 39% 39% 29% 29% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20	20% UV 10% 130% 130% 130% 130% 130% 130% 130%	13% STV 13% ST	2% ON U 2% ON TU 2% O	
Count	2.06	2.27	1.84	1.99	2.11	1.81	2.30	2.13	2.32	2.07	1.66	2.89	2.38	1.57	2.16	1.93	1.71	1.86	2.18	1.98	1.82	2.31	
* Table Base:	WINE BUYERS																						
QS2Q4: When buying a new brand of wine, assu	iming all prices are ide	ntical, would you rat	her buy a brand produ	ced in California or a	brand produced in a	state other than Califo	emia?																
Total Total (Unweighted) A brand produced in California A brand produced in a state other than Californi	Total (A) N=681 N=654 62% a 38%	Male (B) N=349 N=306 66% 34%	Gender Female (C) N=327 N=343 58% 42%	18-34 (D) N=187 N=182 56% 44% e	35-44 (E) N=140 N=140 69% df 31%	Age 45-54 (F) N=120 N=112 57% 43% e	55-64 (G) N=107 N=90 61% 39%	65+ (H) N=127 N=130 67% 33%	18-34 (I) N=104 N=81 59% 41%	35-44 (J) N=73 N=71 75% 25%	Male Age 45-54 (K) N=56 N=44 66% 34%	55-64 (L) N=53 N=35 55% 45%	65+ (M) N=65 N=77 74% 26%	18-34 (N) N=83 N=101 52% 48%	35-44 (O) N=67 N=69 64% 36%	Female Age 45-54 (P) N=64 * N=68 * 49% 51% q	55-64 (Q) N=54 • N=55 • 68% p	65+ (R) N=62 N=53 59% 41%	Northeast (S) N=123 N=146 65% 35%	South (T) N=243 N=251 62% 38%	Region Midwest (U) N=156 N=123 56% 44%	West (V) N=159 N=134 64% 36%	
* Table Base:	WINE BUYERS																						
QS2Q5: Excluding Napa Valley, California, how f	amiliar are you with o	ther U.S. wine-produ	icing regions?																				
Total Total (Unweighted) At least somewhat familiar (Net) Vey familiar Somewhat familiar Not very familiar Not at all familiar	Total (A) N=681 N=654 58% 20% 38% 28% 14%	Male (8) N=349 N=306 59% 26% C 33% 31% 10%	Gender Female (C) N=327 N=343 56% 13% 43% B 25% 19% B	18-34 (D) N=187 N=182 64% gH 26% FH 37% 24% 12%	35-44 (E) N=140 N=140 72% FGH 32% FGH 40% 19% 9%	Age 45-54 (F) N=120 N=121 55% 7% 47% h 30% e	55-64 (G) N=107 N=90 * 50% 15% 35% 40% DE	65+ (H) N=127 N=130 44% 12% 32% 30% e 26% DEG	18-34 (I) N=104 N=81 * 60% 31% Km 29% 23%	35-44 (J) N=73 * N=71 * 82% IKLM 44% KIM 38% 16% 2%	Male Age 45-54 (K) N=56 N=44 54% 8% 46% 34% 12%	55-64 (L) N=53 • N=35 • 44% 23% 21% 51% U	65+ (M) N=65 • N=77 • 47% 15% 33% 40% U	18-34 (N) N=83 N=101 68% R 20% Pq 47% 25% 8%	35.44 (O) N=67 N=69 61% r 19% p 42% 23% 16%	Female Age 45-54 (P) N=64 N=68 55% 6% 49% 27% 18%	55-64 (Q) N=54 N=55 55% 6% 48% 28% 17%	65+ (R) N=62 • N=53 • 40% 10% 31% 21% 39% NOPq	Northeast (5) N=123 N=146 70% tU 30% TU 41% 23% 7%	South (T) N=243 N=251 S8% U 16% 42% 27% 15% S	Region Midwest (U) N=156 N=123 46% 12% 34% 35% s 19% S	West (V) N=159 N=134 59% 25% tU 34% 25% 15% s	
* Table Base:	WINE BUYERS																						
QS2Q6: How likely are you to purchase a bottle		ajor wine-producing	state (i.e., not from Ca	lifornia, Washington,	or New York)?																		
QS2Q6: How likely are you to purchase a bottle Total Total (Unweighted) At least somewhat likely (Net) Very likely Not val all likely * Table Bisse:		Male (8) N=349 N=306 81% 30% 51% 17% 2%	state (i.e., not from Ca Gender Female (C) N=327 N=343 81% 30% 52% 14% 4%	18-34 (D) N=187 N=182 84% H 37% H 47% 15%	35-44 (E) N=140 N=140 S5% H 38% fH 48% 13%	Age 45-54 (F) N=120 N=112 80% 23% 57% 10% DEGh	55-64 (G) N=107 N=90 • 84% h 30% h 53% 15%	65+ (H) N=127 N=130 70% 17% 52% 28% DEF	18-34 (I) N=104 N=81 * M 33% M 48% 18%	35-44 (J) N=73 * N=71 * 84% M 40% M 44% 14% 2%	Male Age 45-54 (K) N=56 • N=44 • 85% M 32% M 53% 11% 3%	55-64 (L) N=53 * N=35 * 91% M 34% M 58% 9% 0%	65+ (M) N=65 • N=77 • 61% 54% 34% iJKL	18-34 (N) N=83 • N=101 864 6 41% P 45% 11% 3%	35-44 (O) N=67 • N=69 • 87% 34% P 52% 11% 2%	Female Age 45-54 (P) N=64 N=68 76% 16% 61% 8% NOOR	55-64 (Q) N=54 N=55 ***********************************	65+ (R) N=62 N=53 79% 28% 50% 21% 0%	Northeast (5) N=123 N=146 82% 34% 47% 16% 2%	South (T) N=243 N=251 79% 25% 54% 18% 3%	Region Midwest (U) N=156 N=123 81% 28% 53% 13% 6%	West (V) N=159 N=134 83% 35% 47% 15% 2%	

OS2O1: fres transfer 1 How often do you currently buy wine (e.g., from a store, online) for personal consumption?

QSZQ1: [res transfer_1]How often do you curre	ently buy wine (e.g., tri	om a store, online)	ror personal consumption	one																		
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (1)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
Total Total (Unweighted)	998	481 447	Female (C) 504 546	243 249	179	171 165	176 166	65+ (H) 228 249	120	88 *	83	87	108	123	91 92	88	89	65+ (R) 120 108	176 209	South (T) 381 417	206	West (V) 236 201
Current wine buyers (Net)	681	349	327	187	140	120	107	127	102	73	56	53	65	83	67	64	106 54	108 62	123	243	156	159
At least once a day	65 88	42	23	28	22	6	7 12	2	22	13	2	5	0	6	9	4	1	2	11	16	15	23 23
Several times a week Once a week	114	51 49	37 64	30 36	25 23	15 28	13	7 15	14 15	18 14	8 12	1	9	16 21	9	6 16	5 11	7	20 19	32 50	13 32	23 13
Several times a month	148	72	75	36	36	19	23	34	22	17	6	9	17	14	18	13	13	17	29	69	17	34
Once a month or less often Never	266 318	136 132	127 177	57 57	34 39	52 51	54 69	68 102	30 16	12 15	28 27	30 34	36 44	27 40	23 23	24 24	23 35	33 58	44 53	76 138	81 49	65 77
* Table Base:	II S REPSONDE																					
QS2Q2: How important are each of the following	ng factors to you wher	buying wine for po	ersonal consumption?																			
My familiarity with the brand																						
	Total (A)	Male (B)	Gender	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (1)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (9)	Northeast (S)	South (T)	Region Midwest (U)	Wast (V)
Total	681	Male (B) 349 306	Female (C) 327	187	140 140	120 112	107	127	104	73 *	56	53	65	83	67	64	54	65+ (R) 62	123	South (T) 243	156 123	West (V) 159 134
Total (Unweighted) At least somewhat important (Net)	654 488	306 249	343	182 124	140 112	112 84	90 • 72	130 96	81 *	71 * 62	44 * 39	35 *	77 * 51	101 60	69 • 50	68 * 45	55 *	53 *	146 96	251 167	123 113	134 112
Very important	202	99	234 100	58	60	21	23	39	26	34	10	10	20	32	26	11	14	19	43	59	40	60
Somewhat important Not very important	285 144	150 74	134 70	66 45	52 22	63 31	48 28	57 19	38 27	28 8	29 17	26 13	30 9	28 17	24 14	34 14	22 15	26 10	52 20	108 55	74 36	52 32
Not at all important	49	26	23	18	6	5	8	12	13	3	0	5	5	6	3	5	3	7	7	20	7	15
* Table Base:	WINE BUYERS																					
Taste			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total Total (Unweighted)	681 654	349 306	327	187	140	120	107 90	127	104 81	73	56	53	65	83 * 101	67	64 68	54 • 55 •	62 53	123	243	156	159
At least somewhat important (Net)	629	316	343 309	182 158	140 136	112 113	101	130 120	84	71	53	48	62	74	65	61	53	59	146 115	251 225	123 141	134 148
Very important Somewhat important	470 159	218	248	107 51	101 35	83 30	82 19	97 23	55	49 22	35 17	32 16	48 13	52 22	52 13	48 12	50	49 10	87 28	165	100	118
Not very important	34	98 20	61 13	13	4	6	6	5	29 7	2	3	5	2	5	2	3	1	3	7	60 11	41 11	30 5
Not at all important	18	14	4	16	0	1	1	1	12	0	0	1	1	4	0	1	0	0	0	7	5	6
* Table Base:	WINE BUYERS																					
Bottle design			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (1)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total Total (Unweighted)	681 654	349 306	327 343	187 182	140 140	120 112	107 90	127 130	104 81	73 71	56 44	53 • 35 •	65 77	83 * 101	67 69	64 68	54 * 55 *	62 53	123 146	243 251	156 123	159 134
At least somewhat important (Net) Very important	282 106	149 64	133 42	99 40	78 32	43 12	35 13	27	53 24	48 23	17	18 11	12	46 16	30	26	16	15	59 22	92 26	62 23	69 35
Somewhat important	176	84	92	59	32 46	31	22	19	29	25	11	8	11	31	20	19	14	7	36	66	39	34
Not very important	187	99 101	92 87 107	47 41	35	35 43	35 37	35	30	12	20	17 18	19 33	31 17 20	23	15	18	16	27 37	74 77	41	45 45
Not at all important	212	101	107	41	27	43	37	65	21	12	19	18	33	20	14	24	20	31	37	77	53	45
* Table Base: Place of origin (i.e., where the wine is made)	WINE BUYERS																					
race of origin (e.e., where the waters made)			Gender			Age					Male Age					Female Age					Region	
Total	Total (A) 681	Male (B) 349	Female (C) 327	18-34 (D) 187	35-44 (E) 140	45-54 (F) 120	55-64 (G) 107	65+ (H) 127	18-34 (I) 104	35-44 (J) 73	45-54 (K) 56	55-64 (L) 53	65+ (M) 65	18-34 (N) 83	35-44 (O) 67	45-54 (P) 64	55-64 (Q) 54	65+ (R) 62	Northeast (5) 123	South (T) 243	Midwest (U) 156	West (V) 159
Total (Unweighted)	654	306	343	182	140	112	90 •	130	81	71 *	44 *	35	77 •	101	69	68	55 •	53 *	146	251	123	134
At least somewhat important (Net) Very important	366 157	209 92	153 62	87 43	95 46	61 19	63 25	62 23	48 27	57 30	35 11	33 12	39 13	39 17	38 16	26 8	30 13	23 10	77 36	122 41	75 26	92 53
Somewhat important	210	118	91	43	48	41	38	39	21	26	24	21	27	22	22	18	17	12	41	80	49	40
Not very important Not at all important	200 114	87 53	112 61	64 36	38 8	39 21	26 19	34 31	37 19	13 4	13 8	12 9	13 13	27 18	25 4	26 12	14 9	21 19	28 17	77 44	52 29	42 25
* Table Base:	WINE BUYERS																					
Price	WINE BUYERS																					
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (1)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (9)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
Total	681	349	327	187	140	120	107	127	104	73	56	53	65	83	67	64	54	65+ (R) 62 *	123	243	156	159
Total (Unweighted) At least somewhat important (Net)	654 580 266	306 292 133	343 283 131	182 152	140 124	112 102	90 •	130 110	81 * 88	71 *	44 *	35 * 44	77 • 54	101 64	69 * 61	68 * 57	55 * 48	53 * 56	146 106	251 205	123 130	134 139
Very important	266	133	131	83	65	39	40	38	45	33	21	20	13	38	32	18	20	25	44	99	49	74
Somewhat important Not very important	314 78	160 42	153 35	69 24	59 12	62 16	52 10	72 15	43 10	30 8	23 10	24 4	41 9	26 14	29 4	39 6	28 6	31	63 12	106 28	81 20	65 18
Not at all important	23	15	8	10	4	2	5	1	6	1	2	5	1	5	3	1	0	0	4	10	6	2
* Table Base:	WINE BUYERS																					
The types/blends of wine a brand offers																Female Age						
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
Total Total (Unweighted)	681 654	349 306	327 343	187 182	140 140	120 112	107	127 130	104 81	73	56	53	65 77	83 * 101	67 69	64 •	54 55	62 53	123 146	243 251	156 123	159 134
At least somewhat important (Net)	552	297	253	155	113	100	87	98	89	62	51	42	53	66	51	48	45	45	106	195	123	128
Very important Somewhat important	263 290	136 161	124 129	72 83	67 46	42 57	40 47	42 56	38 51	38 24	21 30	18 24	21 32	34 32	29 22	22 27	21 24	21 24	56 50	73 121	68 55	66 63
Not very important	290 92 37	37	54	20	20	15	19	18	8	8	4	10	7	32 12	12	10	9	24 11	10	121 36 12	29	17
Not at all important	37	15	20	12	7	6	1	10	8	3	0	1	4	5	4	6	0	6	7	12	4	14
* Table Base: Year the wine was bottled	WINE BUYERS																					
rear the wine was pottled			Gender			Age					Male Age					Female Age					Region	
Total	Total (A) 681	Male (B) 349	Female (C) 327	18-34 (D) 187	35-44 (E) 140	45-54 (F) 120	55-64 (G) 107	65+ (H) 127	18-34 (I) 104	35-44 (J) 73	45-54 (K) 56	55-64 (L) 53	65+ (M) 65	18-34 (N) 83	35-44 (O) 67	45-54 (P) 64	55-64 (Q) 54	65+ (R) 62	Northeast (S) 123	South (T) 243	Midwest (U) 156	West (V) 159
Total Total (Unweighted)	654	306	242	182	140	112	90 *	130	104 81	73	44	35	65 77	101	69	68	54	53	123 146	251	123	134
At least somewhat important (Net) Very important	383 153	241 95	139 57	123 58	94 54	62 13	55 17	49 12	77 37	61 33	36 6	31	36	46 21	33 21	25	24	12	66 36	127 45	93 21	97 51
Somewhat important		147	82	66	40	49	39	37	40 13	28	30	22	27	25 18	12	19	17	9	30	82	72	46 37
Not very important Not at all important	171 126	70 38	99 89	31 32	33 12	36 22	36 16	34 44	13 13	12 0	14	16	16 13	18 19	22 12	22 17	20 10	19 31	38 18	56 60	40 23	37 25
	110	30	0.7	32	12	22	10	***	15	· ·	0		13	19	12	1/	10	31	10	00	23	25
* Table Base:	WINE BUYERS																					
QS2Q3: Which U.S. state(s) do you closely asso	ciate with the wine inc	dustry? Please selec	t all that apply.																			
			Gender			Age				****	Male Age					Female Age		40.00			Region	
Total	Total (A) 681	Male (B) 349	Female (C) 327	18-34 (D) 187	35-44 (E) 140	45-54 (F) 120	55-64 (G) 107	65+ (H) 127	18-34 (I) 104	35-44 (J) 73	45-54 (K) 56	55-64 (L) 53	65+ (M) 65	18-34 (N) 83	35-44 (O) 67	45-54 (P) 64	55-64 (Q) 54	65+ (R) 62	Northeast (S) 123	South (T) 243	Midwest (U) 156	West (V) 159
Total (Unweighted)	654	306	343	182	140	112	90 •	130	81 *	71 *	44 *	35	77 *	101	69 *	68	55	53	146	251	123	134
California New York	373 118	193 70	178 48	63 22	73 31	63	70 9	104 37	40 17	34 17	34 8	31 4	55 25	23	39 14	29 11	40	49 12	69 61	128 26	70 8	107 23
Washington	82	41	42	24	14	14	14	16	17	8	2	10	10	13	6	12	5	6	7	25	12	38
Oregon	54 48	33	22	8	9	4 7	14	19	7 11	3	0	8	15	1	6	4	6	5	2	14	11 10	26
Georgia Florida	48 47	29 23	19 24	8	9 19	8	7	5	4	8	2	6	4	3	3 11	6	2	1	7	27 25	8	7
	46 35	28 22	19 13	12 17	10	9	9	6	10	7	5	2	3	2	3	4	7	2	2	37	4	4
Texas			13	1/		5	10 11	3	7	2	4	8	2	b 4	2	1	2 3	1	3	,		11
Arizona Michigan	34	24	10	10																	20	
Arizona Michigan Virginia	35 34 33	18	10 15	8	4	10	1	10	6	2	6	1	3	2	1	4	0	7	2	23	1	6
Arizona Michigan	34	24 18 14 12	10 15 15 15	10 8 8 11	4 5 5	10 11 4	1 0 1	10 6 7	6 5 10	2 3 0	6 2 0	1 0 1	3 4 1	2 2 1	1 2 5	4 8 4	0	7 2 6	2 5 1	23 5 20	1 17 1	6 2 6

Pennsylvania	26	14	11	6	7	5	4	5	4	4	3	1	1	2	2	1	3	3	16	5	2	3
Illinois South Carolina	25 23	9	16 9	13	5	5	2	0	2	4	2	1 2	0	11	1	3	1	0	1	0	21	3
Delaware	22	14	7	7	4	0	8	2	5	2	0	7	0	3	1	0	1	2	4	10	5	3
Alabama	21	16	5	9	4	5	3	0	9	4	0	3	0	1	0	4	0	0	3	8	0	10
Colorado Tennessee	21 18	13	8	3 7	5	2	9	2	1	2	0	8	2	2	3	2	1	0	3	5	8	5
Kentucky	18	10	7	7	2	2	4	3	5	1	1	4	ō	2	1	2	ō	3	2	6	7	2
Connecticut	16	13	3	9	5	1	0	1	8	4	1	0	1	1	2	0	0	0	5	2	0	10
Maryland Indiana	16 14	9	7	5	2	2	4	4	4	1	2	1	2	1	1	0	3	2	1	11	1	3
Missouri	14	10	4	6	0	0	5	3	4	0	0	4	2	1	ō	0	1	1	0	4	9	1
Idaho	14	9	5	2	5	0	5	2	1	4	0	3	2	2	1	0	2	0	3	2	1	8
New Jersey Arkansas	14 13	7	7	7	1	1	1	3	3	0	0	1	3	4	1	1	0	1	8	5	0	1
Vermont	13	6	7	1	3	1	6	1	0	1	1	4	0	1	3	0	2	1	2	7	4	0
Hawaii	13	5	7	1	1	6	2	2	1	1	0	2	1	0	0	6	0	1	2	4	0	6
Minnesota Alaska	13 12	9	4	3	0	6	2	1	3	0	3	2	0	0	0	3	0	1	3	2	6	1
Wisconsin	12	5	7	5	ő	1	4	1	3	0	0	0	1	3	ő	1	4	ō	1	1	9	1
Montana	11	7	4	1	6	0	2	1	1	3	0	2	1	0	4	0	0	0	2	0	0	9
New Mexico West Virginia	11	6	5	6	4	0	0	1	6	0	0	0	0	0	4	0	0	1	3	2	0	6
Mississippi	9	6	3	4	5	0	0	0	3	3	0	ō	0	1	2	0	0	0	1	5	0	3
Kansas	9	7	2	1	1	5	1	1	1	1	5	0	0	0	0	0	1	1	0	1	7	1
Rhode Island Iowa	8	6	2	2	2 7	0	3	2	2	1 3	0	2	1	0	1	0	1	1	4	4	0	7
Maine	8	2	6	4	2	1	0	1	1	ő	1	0	1	3	2	0	0	0	4	2	1	2
Oklahoma	8	7	1	4	1	1	3	0	4	1	0	3	0	0	0	1	0	0	1	5	0	2
South Dakota Nevada	8	6	2	0	3	0	4	1	0	1	0	4	1	0	2	0	0	0	1 2	1	6	0
New Hampshire	7	6	1	3	4	0	0	o	3	3	0	0	0	0	1	0	o	o	2	o	0	4
North Dakota	5	4	1	3	1	0	1	0	3	0	0	1	0	0	1	0	0	0	0	0	1	4
Massachusetts Nebraska	4	3	0	3	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0	1	0	1
Louisiana	3	2	1	0	1	0	0	1	0	1	0	0	1	0	1	0	0	0	1	0	0	1
Utah	2	1	1	1	1	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	1
Wyoming None	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0
Count	2.06	2.27	1.84	1.99	2.11	1.81	2.30	2.13	2.32	2.07	1.66	2.89	2.38	1.57	2.16	1.93	1.71	1.86	2.18	1.98	1.82	2.31
8 Table Days	MUNIC DUDYERS									2.07	1.00	2.05	2.30		2.10	1.93	1.71	2.00	2.20		1.01	
* Table Base:	WINE BUYERS									2.07	1.00	2.05	4.30		2.10	1.93	1.71	1.50	2.20		1.01	
* Table Base: QS2Q4: When buying a new brand of wine, assure		entical, would you ra	ither buy a brand prod	uced in California or a	a brand produced in a					2.07	1.00	2.05	2.30		2.10	1.93	****	1.50	2.20		1.01	
	ning all prices are ide		Gender			state other than Callif	omia?				Male Age					Female Age			2.20		Region	
Q52Q4: When buying a new brand of wine, assur	ning all prices are ide Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	state other than Callif Age 45-54 (F)	omia? 55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
Q52Q4: When buying a new brand of wine, assur	ning all prices are ide Total (A)	Male (B) 349	Gender Female (C) 327	18-34 (D) 187	35-44 (E) 140	state other than Calife Age 45-54 (F) 120	omia? 55-64 (G) 107	65+ (H) 127	18-34 (I) 104		Male Age 45-54 (K) 56	55-64 (L) 53	65+(M) 65 *	18-34 (N) 83	35-44 (O) 67	Female Age 45-54 (P) 64	55-64 (Q) 54	65+ (R) 62	Northeast (5)	South (T) 243	Region Midwest (U) 156	West (V) 159
QS2Q4: When buying a new brand of wine, assur Total Total (Unweighted) A brand produced in California	Total (A) 681 654 421	Male (B) 349 306 229	Gender Female (C) 327 343 190	18-34 (D) 187 182 105	35-44 (E) 140 140 97	state other than Calife Age 45-54 (F) 120 112 68	55-64 (G) 107 90 66	65+ (H) 127 130 85	18-34 (f) 104 81	35-44 (J) 73 • 71 • 55	Male Age 45-54 (K) 56 44	55-64 (L) 53 • 35 •	65+ (M) 65 • 77 •	18-34 (N) 83 • 101 43	35-44 (O) 67 • 69 •	Female Age 45-54 (P) 64 68 31	55-64 (Q) 54 • 55 • 36	65+(R) 62 • 53 •	Northeast (5) 123 146 80	South (T) 243 251 151	Region Midwest (U) 156 123 88	West (V) 159 134 102
QS2Q4: When buying a new brand of wine, assur Total Total (Unweighted)	Total (A) 681 654 421	Male (B) 349 306	Gender Female (C) 327 343	18-34 (D) 187 182	35-44 (E) 140 140	state other than Callife Age 45-54 (F) 120 112	55-64 (G) 107 90	65+ (H) 127 130	18-34 (I) 104 81	35-44 (J) 73 71	Male Age 45-54 (K) 56 • 44 •	55-64 (L) 53 35	65+ (M) 65 •	18-34 (N) 83	35-44 (O) 67 69	Female Age 45-54 (P) 64 68	55-64 (Q) 54 55	65+ (R) 62 • 53 •	Northeast (S) 123 146	South (T) 243 251	Region Midwest (U) 156 123	West (V) 159 134
QS2Q4: When buying a new brand of wine, assur Total Total (Unweighted) A brand produced in California	Total (A) 681 654 421	Male (B) 349 306 229	Gender Female (C) 327 343 190	18-34 (D) 187 182 105	35-44 (E) 140 140 97	state other than Calife Age 45-54 (F) 120 112 68	55-64 (G) 107 90 66	65+ (H) 127 130 85	18-34 (f) 104 81	35-44 (J) 73 • 71 • 55	Male Age 45-54 (K) 56 44	55-64 (L) 53 • 35 •	65+ (M) 65 • 77 •	18-34 (N) 83 • 101 43	35-44 (O) 67 • 69 •	Female Age 45-54 (P) 64 68 31	55-64 (Q) 54 • 55 • 36	65+(R) 62 • 53 •	Northeast (5) 123 146 80	South (T) 243 251 151	Region Midwest (U) 156 123 88	West (V) 159 134 102
Q52Q4: When buying a new brand of wine, assum Total (Inweighted) Total (Unweighted) A brand produced in California A brand produced in a state other than California * Table Base:	Total (A) 681 654 421 260 WINE BUYERS	Male (B) 349 306 229 120	Gender Female (C) 327 343 190 137	18-34 (D) 187 182 105	35-44 (E) 140 140 97	state other than Calife Age 45-54 (F) 120 112 68	55-64 (G) 107 90 66	65+ (H) 127 130 85	18-34 (f) 104 81	35-44 (J) 73 • 71 • 55	Male Age 45-54 (K) 56 44	55-64 (L) 53 • 35 •	65+ (M) 65 • 77 •	18-34 (N) 83 • 101 43	35-44 (O) 67 • 69 •	Female Age 45-54 (P) 64 68 31	55-64 (Q) 54 • 55 • 36	65+(R) 62 • 53 •	Northeast (5) 123 146 80	South (T) 243 251 151	Region Midwest (U) 156 123 88	West (V) 159 134 102
Q52Q4: When buying a new brand of wine, assur Total Total (Unweighted) A brand produced in California A brand produced in a state other than California	Total (A) 681 654 421 260 WINE BUYERS	Male (B) 349 306 229 120	Gender Female (C) 327 343 190 137	18-34 (D) 187 182 105	35-44 (E) 140 140 97	state other than Califi Age 45-54 (F) 120 112 68 52	55-64 (G) 107 90 66	65+ (H) 127 130 85	18-34 (f) 104 81	35-44 (J) 73 • 71 • 55	Male Age 45-54 (K) 56 44 37	55-64 (L) 53 • 35 •	65+ (M) 65 • 77 •	18-34 (N) 83 • 101 43	35-44 (O) 67 • 69 •	Female Age 45-54 (P) 64 8 31 33	55-64 (Q) 54 • 55 • 36	65+(R) 62 • 53 •	Northeast (5) 123 146 80	South (T) 243 251 151	Region Midwest (U) 156 123 88 68	West (V) 159 134 102
Q52Q4: When buying a new brand of wine, assum Total (Inweighted) Total (Unweighted) A brand produced in California A brand produced in a state other than California * Table Base:	Total (A) 681 654 421 260 WINE BUYERS milliar are you with o	Male (B) 349 306 229 120 ther U.S. wine-prod	Gender Female (C) 327 343 190 137 ucing regions? Gender	18-34 (D) 187 182 105 82	35-44 (E) 140 140 97 43	Age 45-54 (F) 120 112 68 52	55-64 (G) 107 90 66 41	65+ (H) 127 130 85 42	18-34 (0) 104 81 61 43	35-44 (J) 73 • 71 • 55 18	Male Age 45-54 (K) 56 44 - 37 19	55-64 (L) 53 35 30 24	65+ (M) 65 77 48 17	18-34 (N) 83 101 43 40	35.44 (O) 67 69 43 24	Female Age 45-54 (P) 64 * 68 * 31 33	55-64 (Q) 54 55 36 17	65+ (R) 62 • 53 37 25	Northeast (5) 123 146 80	South (T) 243 251 151 92	Region Midwest (U) 156 123 88	West (V) 159 134 102 57
GSIQ4: When boying a new brand of wire, assured for the control of	Total (A) 681 654 421 260 WINE BLIYERS milliar are you with o Total (A) 681	Male (8) 349 306 229 120 ther U.S. wine-prod Male (8) 349	Gender Female (C) 327 343 190 137 ucing regions? Gender Female (C) 327	18-34 (D) 187 182 105 82 18-34 (D) 187	35-44 (E) 140 140 97 43 35-44 (E) 140	Age 45-54 (F) 120 112 68 52 Age 45-54 (F) 120 112 120 112 100 112 100 112 112 112	55-64 (G) 107 90 66 41	65+ (H) 127 130 85 42 65+ (H) 127	18-34 (I) 104 81 61 43	35-44 (J) 73 . 71 . 55 . 18	Male Age 45-54 (K) 56 44 37 19 Male Age 45-54 (K)	55-64 (L) 53 35 30 24	65+ (M) 65 . 77 . 48 . 17 .	18-34 (N) 83 101 43 40	35.44 (O) 67 69 43 24	Female Age 45-54 (P) 64 68 68 31 33 33 Female Age 45-54 (P) 64	55-64 (Q) 54 55 36 17 55-64 (Q) 54	65+ (R) 62 53 37 25 65+ (R) 62	Northeast (5) 123 146 80 43 Northeast (5) 123	South (T) 243 251 151 92 South (T) 243	Region Midwest (U) 136 123 88 68 Region Midwest (U) 136	West (V) 159 134 102 57 West (V) 159
QS2Q4: When buying a new brand of wine, assur Total Total (Inweighted) A brand produced in california A brand produced in a state other than California * Table Base: GS2Q5: Excluding Napa Valley, California, how fa Total Total (Inweighted)	Total (A) 681 654 421 260 WINE BUYERS milliar are you with o Total (A) 681 654	Male (8) 349 306 229 120 ther U.S. wine-prod Male (8) 349 306	Gender Female (C) 327 343 190 137 ucing regions? Gender Female (C) 327 343	18-34 (D) 187 182 105 82 18-34 (D) 187	35-44 (E) 140 140 97 43 35-44 (E) 140	Age 45-54 (F) 120 112 68 52 Age 45-54 (F) 120 112 112 112 112 112 112 112 112 112	55-64 (G) 107 90 66 41 55-64 (G) 107	65+ (H) 127 130 85 42 65+ (H) 127 130	18-34 (f) 104 81 61 43 18-34 (f) 104 81	35-44 (J) 73 • 71 55 18	Male Age 45-54 (X) 56 44 37 19 Male Age 45-54 (X) 56	55-64 (L) 53 35 30 24 55-64 (L) 53	65+ (M) 65	18-34 (N) 83 101 43 40 18-34 (N) 83 101	35-44 (0) 67 69 43 24 35-44 (0) 67 69	Female Age 45-54 (P) 64 68 31 33 33 Female Age 45-54 (P) 64	55-64 (Q) 54 55 36 17 55-64 (Q) 54	65+ (R) 62 53 - 37 25 65+ (R) 62 53 - 53	Northeast (5) 123 146 80 43 Northeast (5) 123 146	South (T) 243 251 151 92 South (T) 243 251	Region Mildwest (U) 156 123 8 68 Region Mildwest (U) 156 123	West (V) 159 134 102 57 West (V) 159 134
GSIQ4: When boying a new brand of wine, assur Total Total (Inweighted) A brand produced in california A trand produced in a state other than California * Table Base: GIQQS: Excluding Napa Valley, California, how fa	Total (A) 681 654 421 260 WINE BUYERS milliar are you with o Total (A) 681 681 684 394	Male (8) 349 306 229 120 ther U.S. wine-prod Male (8) 349 306 206	Gender Female (C) 327 343 190 137 Gender Female (C) 327 343 184	18-34 (D) 187 182 105 82 18-34 (D) 187 182 119	35.44 (E) 140 97 43 35.44 (E) 140 101	Age 45-54 (F) 120 112 68 52 Age 45-54 (F) 120 112 120 112 120 112 120 120 120 120	55-64 (G) 107 90 66 41 55-64 (G) 107 90 55-64 (G) 107 90 53	65+ (H) 127 130 85 42 65+ (H) 127 130 56	18-34 (0) 104 81 61 43 18-34 (0) 104 81 63	35-44 (J) 73 · . 71 · . 55 · . 18 · .	Male Age 45-54 (K) 56 4 4 37 19 Male Age 45-54 (K) 56 4 4 4 3 30	55-64 (L) 53 35 30 24 55-64 (L) 53 35 24	65+(M) 657 48 17 65+(M) 65 77	18-34 (N) 83-101 101 43-40 18-34 (N) 83-101 56	35-44 (O) 67 69 43 24 35-44 (O) 67 69	Female Age 45-54 (P) 64 68 68 31 33 33 Female Age 45-54 (P) 64	\$5-64 (Q) 54 55 36 17 55-64 (Q) 54 55 30	65+ (R) 62 53 37 25 65+ (R) 62 53	Northeast (S) 123 146 80 43 Northeast (S) 123 146 86	South (T) 243 251 151 92 South (T) 243 251 141	Region Midwest (U) 136 123 88 68 Region Midwest (U) 156 123 72	West (V) 159 134 102 57 West (V) 139 134
QS2Q4: When buying a new brand of wine, assur Total Total (Inweighted) A brand produced in california A brand produced in a state other than California * Table Base: GS2Q5: Excluding Napa Valley, California, how fa Total Total (Inweighted)	Total (A) 681 682 682 684 421 260 WINE BUYERS milliar are you with o Total (A) 681 681 684 394 134 260	Male (8) 349 306 229 120 ther U.S. wine-prod Male (8) 349 306 206 92 114	Gender Female (C) 3.77 343 190 137 Uscling regions? Gender Female (C) 3.27 343 184 43 141	18-34 (D) 187 182 105 82 18-34 (D) 187	35.44 (E) 140 97 43 35.44 (E) 140 140 101 45	state other than Califi Age 45-54 (F) 120 112 68 52 Age 45-54 (F) 120 112 66	55-64 (G) 107 90 66 41 55-64 (G) 107 90 55-64 (G) 107 90 53 16 37	65+ (H) 127 130 85 42 65+ (H) 127 130 56 16	18-34 (0) 104 81 61 43 18-34 (0) 104 81 63 32	35-44 (J) 73 • 71 55 18	Male Age 45-54 (X) 56 44 37 19 Male Age 45-54 (X) 56	55-64 (L) 53 35 30 24 55-64 (L) 53 35 24 12	65+ (M) 65 - 77 - 48 17 - 65+ (M) 65 - (M) 65 - 77 - 31 10	18-34 (N) 83 101 101 43 40 18-34 (N) 83 101 56 17	35-44 (0) 67 69 43 24 35-44 (0) 67 69 41 12 28	Female Age 45-54 (P) 64 68 31 33 33 Female Age 45-55 (P) 64 64 64 4 35 4	\$5.64 (Q) \$4 \$5 \$36 17 \$5.64 (Q) \$4 \$5 \$30 3 3 26	65+ (R) 62 53 37 25 65+ (R) 62 53 62 6 19	Northeast (5) 123 146 80 43 Northeast (5) 123 146 86 36 50	South (T) 243 251 151 92 South (T) 243 251 141 39 102	Region Mildwest (U) 156 123 88 68 Region Mildwest (U) 156 152 72 18 54	West (V) 159 134 102 57 West (V) 159 129 129 144 144 145 145 145 145 145 145 145 145
GSIQ4: When boying a new brand of wires, assured for the control (Inweighted) A brand produced in California A brand produced in a state other than California * Table Base: GSIQ35: Excluding Napa Valley, California, how fa Total Total (Inweighted) At least somewhat familiar (bled) Somewhat familiar Somewhat familiar	Total (A) 681 654 421 260 WINE BLYERS milliar are you with o Total (A) 681 654 394 134 260	Male (8) 349 306 229 120 ther U.S. wine-prod Male (8) 349 306 206 92 114 107	Gender Female (C) 327 343 150 137 137 150 137 137 137 137 137 137 137 137 137 137	18-34 (D) 187 182 105 82 18-34 (D) 187 187 189 199 70 45	35-44 (E) 140 97 43 35-44 (E) 140 101 45 56 27	Age 45-54 (F) 112 68 52 45-54 (F) 110 66 67 120 111 66 9 57	55-64 (G) 107 90 66 41 55-64 (G) 107 90 90 90 90 90 90 90 90 90 90 90 90 90	65+ (H) 127 130 85 42 65+ (H) 127 130 56 16 40 38	18-34 (f) 104 81 61 61 62 63 32 30 24	35-44 (J) 73 71 71 55 18 35-44 (J) 73 71 60 32 27	Male Age 45-56 (K) 56 44 37 19 Male Age 45-56 (K) 56 44 5-56 (K) 56 44 5-56 (K) 57 56 56 56 56 57 57 57 57 57 57 57 57 57 57 57 57 57	55-64 (L) 53 35 30 24 55-64 (L) 53 35 24 12 11	65+ (M) 65 77 48 17 65+ (M) 65 77 31 10 21	18-34 (N) 83 101 43 40 18-34 (N) 83 101 56 17 39 21	35-44 (O) 67 69 43 24 35-44 (O) 67 69 41 12 28	Female Age 45-54 (P) (-64 68 - 68 68 - 31 33 - 64 54 (P) (-64 68 68 - 64 68 68 68 68 68 68 68 68 68 68 68 68 68	55-64 (Q) 54 55 36 17 55-64 (Q) 54 55 30 3 26 15	65+ (R) 62 53 37 25 65+ (R) 62 53 25 6	Northeast (5) 123 146 80 43 Northeast (5) 123 146 86 96 96 50 28	South (T) 243 251 151 92 South (T) 243 251 141 39 102 66	Region Midwest (U) 136 13 13 13 13 13 13 14 15 14 15 15 15 15 15 15 15 15 15 15 15 15 15	West (v) 150 150 162 162 162 17 184 184 184 184 184 184 184 184 184 184
GSIQ4: When boying a new brand of wine, assur Total Total (Inweighted) A Frand produced in california A Frand produced in a state other than California * Table Base: GSIQ5: Excluding Napa Valler, California, how fa Total Total (Inweighted) At least comewhat familiar (Net) Very familiar Somewhat familiar	Total (A) 681 682 682 684 421 260 WINE BUYERS milliar are you with o Total (A) 681 681 684 394 134 260	Male (8) 349 306 229 120 ther U.S. wine-prod Male (8) 349 306 206 92 114	Gender Female (C) 3.77 343 190 137 Uscling regions? Gender Female (C) 3.27 343 184 43 141	18-34 (D) 187 182 105 82 18-34 (D) 187 182 119 49 70	35.44 (E) 140 97 43 35.44 (E) 140 140 101 45	Age 45-54 (F) 120 112 66 52 Age 45-54 (F) 120 112 66 57 120 120 120 120 120 66 9 57	55-64 (G) 107 90 66 41 55-64 (G) 107 90 55-64 (G) 107 90 53 16 37	65+ (H) 127 130 85 42 65+ (H) 127 130 56 16	18-34 (0) 104 81 61 43 18-34 (0) 104 81 63 32	35-44 (J) 73 71 55 18 35-44 (J) 73 60 22	Male Age 45-54 (K) 566 445-54 (K) 719 Male Age 45-54 (K) 56 44 30 5	55-64 (L) 53 35 30 24 55-64 (L) 53 35 24 12	65+ (M) 65 - 77 - 48 17 - 65+ (M) 65 - (M) 65 - 77 - 31 10	18-34 (N) 83 101 101 43 40 18-34 (N) 83 101 56 17	35-44 (0) 67 69 43 24 35-44 (0) 67 69 41 12 28	Female Age 45-54 (P) 64 68 31 33 33 Female Age 45-55 (P) 64 64 64 4 35 4	\$5.64 (Q) \$4 \$5 \$36 17 \$5.64 (Q) \$4 \$5 \$30 3 3 26	65+ (R) 62 53 37 25 65+ (R) 62 53 62 6 19	Northeast (5) 123 146 80 43 Northeast (5) 123 146 86 36 50	South (T) 243 251 151 92 South (T) 243 251 141 39 102	Region Mildwest (U) 156 123 88 68 Region Mildwest (U) 156 152 72 18 54	West (V) 159 134 102 57 West (V) 159 129 129 144 144 145 145 145 145 145 145 145 145
GSIQ4: When boying a new brand of wires, assured for the control (Inweighted) A brand produced in California A brand produced in a state other than California * Table Base: GSIQ35: Excluding Napa Valley, California, how fa Total Total (Inweighted) At least somewhat familiar (bled) Somewhat familiar Somewhat familiar	Total (A) 681 654 421 260 WINE BLYERS milliar are you with o Total (A) 681 654 394 134 260	Male (8) 349 306 229 120 ther U.S. wine-prod Male (8) 349 306 206 92 114 107	Gender Female (C) 327 343 150 137 137 150 137 137 137 137 137 137 137 137 137 137	18-34 (D) 187 182 105 82 18-34 (D) 187 187 189 199 70 45	35-44 (E) 140 97 43 35-44 (E) 140 101 45 56 27	Age 45-54 (F) 112 68 52 45-54 (F) 110 66 67 120 111 66 9 57	55-64 (G) 107 90 66 41 55-64 (G) 107 90 90 90 90 90 90 90 90 90 90 90 90 90	65+ (H) 127 130 85 42 65+ (H) 127 130 56 16 40 38	18-34 (f) 104 81 61 61 62 63 32 30 24	35-44 (J) 73 71 71 55 18 35-44 (J) 73 71 60 32 27	Male Age 45-56 (K) 56 44 37 19 Male Age 45-56 (K) 56 44 5-56 (K) 56 44 5-56 (K) 57 56 56 56 56 57 57 57 57 57 57 57 57 57 57 57 57 57	55-64 (L) 53 35 30 24 55-64 (L) 53 35 24 12 11	65+ (M) 65 77 48 17 65+ (M) 65 77 31 10 21	18-34 (N) 83 101 43 40 18-34 (N) 83 101 56 17 39 21	35-44 (O) 67 69 43 24 35-44 (O) 67 69 41 12 28	Female Age 45-54 (P) (-64 68 - 68 68 - 31 33 - 64 54 (P) (-64 68 68 - 64 68 68 68 68 68 68 68 68 68 68 68 68 68	55-64 (Q) 54 55 36 17 55-64 (Q) 54 55 30 3 26 15	65+ (R) 62 53 37 25 65+ (R) 62 53 25 6	Northeast (5) 123 146 80 43 Northeast (5) 123 146 86 96 96 50 28	South (T) 243 251 151 92 South (T) 243 251 141 39 102 66	Region Midwest (U) 136 13 13 13 13 13 13 14 15 14 15 15 15 15 15 15 15 15 15 15 15 15 15	West (v) 150 150 162 162 162 17 184 184 184 184 184 184 184 184 184 184
GSIQ4: When boying a new brand of wine, assur Total Total (Inweighted) A brand produced in California A brand produced in a state other than California *Table Bisse: GSIQ5: Escluding Napa Valles, California, how fa Total Total (Inweighted) At least somewhat familiar (Net) Ver familiar Somewhat familiar Net very familiar Net very familiar Net very familiar	Total (A) 681 681 682 421 280 280 Total (A) 681 694 701 Total (A) 681 681 681 681 684 184 189 189 189 189	Male (B) 349 306 229 120 ther U.S. wine-prod 349 306 209 306 206 92 114 107 36	Gender Female (C) 327 343 190 137 Gender Female (C) 237 343 184 43 144 81 62	18-34 (D) 187 182 105 82 18-34 (D) 187 182 119 49 70 45 23	35-44 (E) 140 140 97 43 35-44 (E) 140 101 45 56 27	Age 45-54 (F) 112 68 52 45-54 (F) 120 112 66 69 120 112 66 9 57 36	55-64 (G) 107 90 66 41 55-64 (G) 107 90 90 90 90 90 90 90 90 90 90 90 90 90	65+ (H) 127 130 85 42 65+ (H) 127 130 56 16 40 38	18-34 (f) 104 81 61 61 62 63 32 30 24	35-44 (J) 73 71 71 55 18 35-44 (J) 73 71 60 32 27	Male Age 45-56 (K) 56 44 37 19 Male Age 45-56 (K) 56 44 5-56 (K) 56 44 5-56 (K) 57 56 56 56 56 57 57 57 57 57 57 57 57 57 57 57 57 57	55-64 (L) 53 35 30 24 55-64 (L) 53 35 24 12 11	65+ (M) 65 77 48 17 65+ (M) 65 77 31 10 21	18-34 (N) 83 101 43 40 18-34 (N) 83 101 56 17 39 21	35-44 (O) 67 69 43 24 35-44 (O) 67 69 41 12 28	Female Age 45-54 (P) (-64 68 - 68 68 - 31 33 - 64 54 (P) (-64 68 68 - 64 68 68 68 68 68 68 68 68 68 68 68 68 68	55-64 (Q) 54 55 36 17 55-64 (Q) 54 55 30 3 26 15	65+ (R) 62 53 37 25 65+ (R) 62 53 25 6	Northeast (5) 123 146 80 43 Northeast (5) 123 146 86 36 50 28	South (T) 243 251 151 92 South (T) 243 251 141 39 102 66	Region Midwest (U) 136 13 13 13 13 13 13 14 15 14 15 15 15 15 15 15 15 15 15 15 15 15 15	West (v) 150 150 162 162 162 17 184 184 184 184 184 184 184 184 184 184
GSIQ4: When boying a new brand of wine, assur Total Total (Imweighted) A brand produced in california A brand produced in a state other than California * Table Base: GSIQ5: Excluding Napa Valley, California, how fa Total (Imweighted) A fleat comments familiar (Net) Very familiar Somewhat familiar Not very familiar Not very familiar Not very familiar Not stat all familiar * Table Base:	Total (A) 681 681 682 421 280 280 Total (A) 681 694 701 Total (A) 681 681 681 681 684 184 189 189 189 189	Male (B) 349 306 229 120 ther U.S. wine-prod 349 306 209 306 206 92 114 107 36	Gender Female (C) 327 343 190 137 Gender Female (C) 237 343 184 43 144 81 62	18-34 (D) 187 182 105 82 18-34 (D) 187 182 119 49 70 45 23	35-44 (E) 140 140 97 45 35-44 (E) 140 140 140 140 155 56 27 13	Age 45-54 (F) 120 (88 52 47 48 48 48 48 48 48 48 48 48 48 48 48 48	55-64 (G) 107 90 66 41 55-64 (G) 107 90 90 90 90 90 90 90 90 90 90 90 90 90	65+ (H) 127 130 85 42 65+ (H) 127 130 56 16 40 38	18-34 (f) 104 81 61 61 62 63 32 30 24	35-44 (J) 73 71 71 55 18 35-44 (J) 73 71 60 32 27	Male Age 45-54 (X) 5-6 56 44 43 37 19 Male Age 45-54 (X) 5 56 44 50 77 Male Age	55-64 (L) 53 35 30 24 55-64 (L) 53 35 24 12 11	65+ (M) 65 77 48 17 65+ (M) 65 77 31 10 21	18-34 (N) 83 101 43 40 18-34 (N) 83 101 56 17 39 21	35-44 (O) 67 69 43 24 35-44 (O) 67 69 41 12 28	Female Age 45-54 (P) 64 68 68 11 32 Female Age 45-54 (P) 68 68 63 13 17 11 11	55-64 (Q) 54 55 36 17 55-64 (Q) 54 55 30 3 26 15	65+ (R) 62 53 37 25 65+ (R) 62 53 25 6	Northeast (5) 123 146 80 43 Northeast (5) 123 146 86 36 50 28	South (T) 243 251 151 92 South (T) 243 251 141 39 102 66	Region Midwest (U) 136 13 13 13 13 13 13 14 15 14 15 15 15 15 15 15 15 15 15 15 15 15 15	West (v) 150 150 162 162 162 17 184 184 184 184 184 184 184 184 184 184
G32Q4: When buying a new brand of wires, assure Total Total (Inweighted) A mand or orduced in California A brand produced in a size other than California * Table Base: G22Q5: Excluding Naza Valley, California, how fa Total California was size of the California * Total T	Total (A) 681 694 421 260 WINE BUYERS milliar are you with o Total (A) 681 684 499 490 491 491 492 493 494 494 494 494 494 495 496 496 496 497 497 497 497 497 497 497 497 497 497	Male (8) 349 306 229 120 ther U.S. wine-produce Male (8) 349 366 206 92 114 107 36 Male (8)	Gender Female (C) 127 343 150 150 150 150 150 150 150 150 150 150	18-34 (D) 187 182 155 156 157 158 2 18-34 (D) 187 159 159 159 159 159 159 159 159 159 159	35-44 (E) 140 140 7 43 85-44 (E) 140 140 140 140 140 140 140 140 140 156 67 17 18 18 18 18 18 18 18 18 18 18 18 18 18	Age 45-54 (F) 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	55-64 (G)	65+ (M) 127 130 85 42 65+ (M) 127 130 38 32	18-34 (0) 10-4 (0) 10-4 (1) 10-4 (1) 10-4 (1) 10-4 (1) 10-4 (1) 10-4 (1) 10-4 (1) 10-3 (1) 10	35-44 (J) 77 75 75 75 18 85-44 (J) 77 77 77 77 77 77 77 77 77 77 77 77 77	Male Age 45-54 (0) 56 47 47 17 19 Male Age 45-54 (0) 55 55 57 19 7	55-64 (L) 53 - 35 30 - 24 55-64 (L) 53 - 35 29 - 27 31 - 27 3 - 35 35 - 35 36 - 37 37 38 - 37 39 - 37 30 - 37 30 - 37 31 - 37	65+ (Md) 657 88 8 8 8 11 12 12 12 12 12 12 12 12 12 12 12 12	18-34 (N) 83 101 43 40 18-34 (N) 83 101 56 77 77 79 21 6	35-44 (0) 60	Female Age 45-54 (P) 46 4 49 49 40 40 40 40 41 41 41 41 41 41 41 41 41 41 41 41 41 41 42 43 44 45 46 47 47 48 48 49 40 40 40 41 41 42 43 44 45 46 47 47 48 48 49 40	55-64 (Q) 54 55 55 36 17 55-64 (Q) 54 59 9	65+ (R) 62	Northeast (5) 123 166 167 167 167 167 167 167 167 167 167	South (7) 243 151 151 192 South (7) 243 251 251 266 35	Region Midwest (U) 156 128 88 68 68 117 127 127 128 139 149 149 159 169 170 170 170 170 170 170 170 170 170 170	West (V) 159 159 159 159 159 159 159 159 159 159
GSIQ4: When buying a new brand of wine, assur Total Total (Imweighted) A brand produced in california A trand produced in a state other than California * Table Base: GSIQ5: Excluding Napa Valley, California, how fa Total (Imweighted) A fleat somewhat familiar (Net) Very familiar Somewhat familiar Not very familiar Not very familiar Not very familiar * Table Base: GSIQ6: How likely are you to purchase a bottle of	Total (A) 681 421 681 421 681 681 681 681 681 884 421 681 1054 681 134 260 WINE BUYERS WIN	Male (8) 349 366 229 120 ther U.S. wine-prod Male (8) 396 396 206 92 114 107 36	Gender Female (C) 327 343 150 157 Ucing regions? Gender Fenale (C) 327 343 184 43 141 81 62 g state (i.e., not from C) Gender	18-34 (D) 187 182 195 195 195 197 197 199 199 199 199 199 199 199 199	35-44 (E) 140 140 97 45 35-44 (E) 140 140 140 140 155 56 27 13	Age 45-54 (F) 120 (88 52 47 48 48 48 48 48 48 48 48 48 48 48 48 48	55-64 (G) 107 90 66 41 55-64 (G) 107 90 107 90 117 121 121	65+ (td) 127 130 85 42 42 157 130 65+ (td) 127 130 56 16 16 16 18 18 18 18 18	19-34 (0) 104 81 61 43 19-34 (0) 104 81 63 23 24 27	35-44 (J) 73 71 55 18 8 19 19 19 19 19 19 19 19 19 19 19 19 19	Male Age 45-54 (X) 5-6 56 44 43 37 19 Male Age 45-54 (X) 5 56 44 50 77 Male Age	\$5-64 (t) 53 35 30 32 4 35 35 35 35 35 35 35 35 35 35 35 37 .	65+ (M) 65	19-34 (N) 83 101 43 40 40 19-34 (N) 83 101 101 56 56 119 129 121 6	35-44 (Q) (G7 (G9	Female Age 45-54 (P) 64 68 68 11 32 Female Age 45-54 (P) 68 68 63 13 17 11 11	55-64 (Q) 54 55 55 36 17 55-64 (Q) 54 55 30 3 26 15 9	65* (R) 62	Northeat (5) 123 80 43 146 85 85 86 86 86 88 8 8 8 8	South (7) 243 124 151 151 92 South (7) 243 141 39 102 66 35	Region Midwest (U) 156 68 68 68 68 68 68 68 68 68 68 68 68 68	West (v) 150 150 162 162 177 189 189 189 189 184 49 40 25
G32Q4: When buying a new brand of wires, assure Total Total (Inweighted) A mand or orduced in California A brand produced in a size other than California * Table Base: G22Q5: Excluding Naza Valley, California, how fa Total California was size of the California * Total T	Total (A) 681 694 421 200 WINE BUYERS TOTAL (A) 681 681 694 421 701 WINE BUYERS TOTAL (A) 681 681 681 681 681 681 681 681 681 681	Male (8) 349 306 223 326 223 120 120 Male (8) 349 349 350 350 360 360 360 360 Male (8) 360 Male (8) 349	Gender Femals (C) 227 344 250 250 250 250 257 250 257 257 257 257 257 257 257 257 257 257	18-34 (D) 187 182 105 82 18-34 (D) 187 199 199 199 199 199 199 199 199 199 19	35-44 (E) 140 140 97 43 140 140 140 140 140 140 140 140 140 140	Age 45-54 (F) 112 120 121 121 121 121 121 121 121 121	S5-64 (G) 107 90 66 41 55-64 (G) 107 90 55-64 (G) 107 90 107 91 107 107 107 107 107 107 107 107 107 10	65+ (rd) 127 130 85 42 65+ (rd) 127 130 56 16 43 38 12 27	19-34 (0) 104 81 61 43 19-34 (0) 105 107 107 107 108 11 109 109 109 109 109 109 109 109 109	35-44 (J) 73 71 55 18 18 44 (J) 73 71 60 32 71 11 2 2	Male Age 45-54 (K) 56 44 37 19 19 40 45-54 (K) 56 40 57 19 7	55-64 (L) 53 53 55 53 50 24 55-64 (L) 52 24 12 17 27 3	65+ (M) 65 77 48 17 17 17 18 19 19 19 19 19 19 19 19 19 19 19 19 19	19-34 (N) 83 101 43 40 40 18-34 (N) 83 101 15-56 17 39 21 6	B5-44 (Q) (G7 (G9	Female Age 45-54 (P) 46-64 (F) 46-54 (P) 46-54 (P) 11 11 11 11 11 11 11 11 11 11 11 11 11	55-64 (Q) 54 55 55 36 17 55-64 (Q) 3 3 3 26 15 9	65+ (R) 62	Northeast (3) 1124 136 143 143 144 143 146 143 146 143 146 145 146 145 146 145 145 145 145 145 145 145 145 145 145	South (T) 243 124 151 151 92 South (T) 243 102 66 35	Region Midwest (U) 1312 123 123 124 125 125 125 125 125 125 125 125 125 125	West (V) 159 159 151 150 150 150 150 154 154 154 154 154 155 155 West (V)
GSI2G4: When boying a new brand of wine, assure Total Total (Inweighted) A brand produced in California A brand produced in a size other than California * Table Bose: GSI2G5: Excluding Napa Valley, California, how fa Total Total (Inweighted) At least concenhat familiar (Net) Ver familiar Not at all familiar * Table Bose: GSI2G6: New Stelly are you to punchase a bottle of Total Tota	Total (A) 681 694 421 697 698 698 698 698 698 698 698 698 698 698	Male (8) 3-89 3-90 3-90 3-90 1-20 Male (8) 3-92 1-14 107 3-6 Male (8) 3-92 1-14 107 3-6 Male (8) 3-90 2-92 1-90 3-90 2-92 1-90 2-92 1-90 2-92 1-90 2-90 2-90 2-90 2-90 2-90 2-90 2-90 2	Gender Female ICI 1970 1970 1970 1970 1970 1970 1970 1970	18-34 (D) 187 182 1834 (D) 187 182 1834 (D) 187 182 183 1834 (D) 187 183 1834 (D) 187 183 1834 (D) 183 1834 (D) 183 183 183 183 183 183 183 183 183 183	35-4 (E) 140 (D) 155 (Age 45-54 [9] 122 66 9 12 12 12 12 12 12 12 12 12 12 12 12 12	55-64 (G) 257 267 267 267 267 267 267 267 267 267 26	65+ (rd) 127 130 85 42 42 45+ (rd) 127 130 155 156 157 150 158 152 157 158 158 158 158 158 158 158 158 158 158	19-34 (0) 10-10-10-10-10-10-10-10-10-10-10-10-10-1	35-44 (J) 73 71 75 75 75 77 77 77 77 77 77 77 77 77 77	Male Age 45 54 [0]	\$5.64 (L) 53 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	65+ (M) 65 77 112 26 8 8	19-34 (N) 83 101 49 40 40 19-34 (N) 83 101 101 52 21 6	B5-44 (0) (7	Female Age 45-54 (P) 64 68 68 33 33 33 31 17 111 111 111 111 111 111	55-64 (Q) 54 55 55 51 51 55 55 55 55 55 55 55 55 55	65+(R) 62 33 37 25 65+(R) 62 63 13 24 4 65+(R) 63 13 24 13 24	Northeast (5) 123 Northeast (5) 123 Northeast (5) 123 166 86 85 85 88 8 Northeast (5) 124 160 123 124 160 124 125 124 125 125 126 127 127 128 129 120 120 120 120 120 120 120 120 120 120	South (f) 243 251 251 151 252 262 263 263 263 264 265 264 265 265 265 265 265 265 265 265 265 265	Region Midwest (U) 112 22 23 23 24 25 25 27 27 27 27 27 27 27 27 27 27 27 27 27	West (v) 134 134 135 139 139 159 159 159 140 25 57
G32Q4: When buying a new brand of wires, assure Total Total (Inweighted) A stand-ordered in California A brand-ordered in state other than California * Table Base: G22Q5: Excluding Napa Valley, California, how fa Total (Inweighted) Total (Inweighted) Total (Inweighted) Somewhat Familiar (Net) Wes familiar Not very fa	Total (A) 681 684 421 680 681 684 422 680 WINNE BUYERS 681 681 682 681 683 681 681 681 680 681 681 680 681 680 681 680 681 680 681 680 681 680 681 680 681 680 681 680 681 680 681 680 681 680 681 681 681 681	Male (8) 3-89 3-90 2-29 120 120 120 Male (8) 3-99 3-99 114 3-107 3-107 3-107 Male (8) 3-39 3-107	Gender Female (C) 277 3 250 250 250 250 250 250 250 250 250 250	18-34 (D) 187	35-44 (E) 140 (B) 150	Age 45-54 (F) 120 120 120 120 120 120 120 120 120 120	55.64 (G) 107 55.64 (G) 107 66 61 107 55.64 (G)	65+ (rq 1277) 8 15 15 15 15 15 15 15 15 15 15 15 15 15	18-34 (0) 1304 (1) 150	35-44 (J) 77 75 75 75 76 77 77 77 77 77 77 77 77 77 77 77 77	Male Age 45-54 (IV) 55-6 37-7 19 Male Age 45-54 (IV) 55-1 57 7 Male Age 45-54 (IV) 55-54 55-54 55-54 65-54	55-64 (L)	65+ (M) 657 48 65- (M) 677 31 10 21 22 8 65- (M) 65 7 7 32 33 35 8	18-34 (N) 88 2 1921 30 40 18-34 (N) 88 2 101 56 17 39 2 6 6	35-44 (O) 60 43 44 (O) 60 60 60 60 60 60 60 60 60 60 60 60 60	Female Age 45-54 (P) 46-6 46-13 33 46-54 (P) 46-65 47 47 47 47 47 47 47 47 47 47 47 47 47	55-64 (Q) 54 55 55 61 17 55-64 (Q) 55 55 56 18 75 55-64 (Q) 55 56 18 18 19 57 57	65+ (R) 62 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	Northeast (5) 123 80 80 80 86 86 86 86 86 86 86 86 86 86 86 86 86	South (f) 243 251 252 252 252 252 252 252 252 252 252	Region Midwest (U) 15.6 12.8 8.8 68 68 68 68 68 68 68 68 68 68 68 68 68	West (V) 159 159 160 160 175 175 175 175 175 175 175 175 175 175
GSI2G4: When boying a new brand of wine, assure Total Total (Inweighted) A brand produced in California A brand produced in a size other than California * Table Bose: GSI2G5: Excluding Napa Valley, California, how fa Total Total (Inweighted) At least concenhat familiar (Net) Ver familiar Not at all familiar * Table Bose: GSI2G6: New Stelly are you to punchase a bottle of Total Tota	Total (A) 681 694 421 697 698 698 698 698 698 698 698 698 698 698	Male (8) 3-89 3-90 3-90 3-90 1-20 Male (8) 3-92 1-14 107 3-6 Male (8) 3-92 1-14 107 3-6 Male (8) 3-90 2-92 1-90 3-90 2-92 1-90 2-92 1-90 2-92 1-90 2-90 2-90 2-90 2-90 2-90 2-90 2-90 2	Gender Female ICI 1970 1970 1970 1970 1970 1970 1970 1970	18-34 (D) 187 182 1834 (D) 187 182 1834 (D) 187 182 183 1834 (D) 187 183 1834 (D) 187 183 1834 (D) 183 1834 (D) 183 183 183 183 183 183 183 183 183 183	35-4 (E) 140 (D) 155 (Age 45-54 [9] 122 66 9 12 12 12 12 12 12 12 12 12 12 12 12 12	55-64 (G) 257 267 267 267 267 267 267 267 267 267 26	65+ (rd) 1377 1372 1385 142 65+ (rd) 1371 130 140 140 140 151 150 160 160 160 170 170 180 180 180 180 180 180 180 180 180 18	19-34 (0) 10-10-10-10-10-10-10-10-10-10-10-10-10-1	35-44 (J) 73 71 75 75 75 77 77 77 77 77 77 77 77 77 77	Male Age 45-54 (0) 56 - 37 37 19 Male Age 45-54 (0) 55 55 51 97 Male Age 45-54 (0) 55 55 55 56 44 43 43 43 43 43 44 44 45 44 45 46 46 46 47 48 48 48 48	55-64 (L) 53 33 30 24 55-64 (L) 53 24 55-64 (L) 53 31 55-64 (L) 53 31	65+ (M) 65 77 112 26 8 8	18-34 (N) 83	35-44 (O) 67	Female Age 45-54 (P) 464 463 4	55-64 (Q) 54 55 55 51 51 55 55 55 55 55 55 55 55 55	65+(R) 62 33 37 25 65+(R) 62 63 13 24 24 65+(R) 63 13 24 24 65+(R) 65+(R	Northeast (5) 123 Northeast (5) 123 Northeast (5) 123 166 86 85 85 88 8 Northeast (5) 124 160 123 124 160 124 125 124 125 125 126 127 127 128 129 120 120 120 120 120 120 120 120 120 120	South (f) 243 251 251 151 252 262 263 263 263 264 265 264 265 265 265 265 265 265 265 265 265 265	Region Midwest (U) 112 22 23 23 24 25 25 27 27 27 27 27 27 27 27 27 27 27 27 27	West (v) 134 134 135 139 139 159 159 159 140 25 57

Wine Buying

QS2Q1: [res transfer_1]How often do you currently buy wine (e.g., from a store, online) for personal consumption

QS2Q1: [res transfer_1]How often do you curre	ently buy wine (e.g., fro	om a store, online) fo	r personal consumpt	ion																	
			House	hold Income			Education			Employed		Children in HH		of Child Under 18	Hom	ne Ownership		arital Status		Race/Ethnicity	,
****	Total (A)) \$50K - \$74.9K (C)		\$100K+ (E)	HS or Less (F)	Some College (G) N=344	College Grad+ (H		No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O) N=672	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U) N=155
Total Total (Unweighted)	N=998 N=1007	N=281 N=378	N=161 N=203	N=130 N=149	N=377 N=232	N=276 N=263	N=344 N=324	N=235 N=264	N=573 N=542	N=425 N=465	N=377 N=355	N=622 N=652	N=348 N=330	N=650 N=677	N=672	N=295 N=302	N=501 N=542	N=498 N=465	N=654 N=773	N=100 N=62	N=155 N=88
Current wine buyers (Net)	68%	59%	67%	77% B	77% Bc	59%	66%	72% F	75%	58%	78% L	62%	82% N	61%	71%	65%	75% R	62%	65%	69%	79% S
At least once a day	7%	5%	2%	3%	11% BCD	7%	4%	9% G	10%	J 2%	11% L	4%	12% N	3%	9% P	2%	9% R	4%	5%	11% 5	12% S
Several times a week	9%	11% c	6%	13% c	8%	7%	10%	6%	11%	5%	14% L	6%	15% N	6%	8%	10%	9%	9%	7%	11%	17% S
Once a week Several times a month	11% 15%	9% 10%	9% 17% b	14% 24% B	15% b 16%	6% 14%	11% 17%	15% F 15%	14%	1 8% 15%	15% L	. 9% 13%	15% N 18% n	9% 13%	13%	9% 17%	14% 17%	9% 12%	10% 14%	12% 22%	13% 15%
Once a month or less often	27%	24%	33% b	23%	28%	25%	25%	27%	26%	28%	20%	31% K	21%	30% M	27%	26%	26%	27%	30% T	14%	21%
Never	32%	41% DE	33% e	23%	23%	41% H	34%	28%	25%	42%	22%	38% K	18%	39% M	29%	35%	25%	38% Q	35% U	31%	21%
* Table Base:	II S REPSONDENT	E ACE 21.																			
QS2Q2: How important are each of the following	ng factors to you when	buying wine for pers	onal consumption?																		
My familiarity with the brand																					
			House	hold Income	\$100K+(E)		Education			Employed		Children in HH		of Child Under 18	Hom	ne Ownership		arital Status		Race/Ethnicity	
Total	Total (A) N=681	Less than \$50K (B N=165) \$50K - \$74.9K (C) N=108	\$75K - \$99.9K (D) N=100	N=289	HS or Less (F) N=163	Some College (G) N=228	College Grad+ (H N=170	Yes (I) N=433	No (J) N=248	Yes (K) N=293	No (L) N=388	Yes (M) N=284	No (N) N=397	N=479	Renter (P) N=192	Married (Q) N=374	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=214	N=181	N=404	N=250	N=266	N=388	N=257	N=397	N=450	N=195	N=380	N=274	N=491	N=41 *	N=69 *
At least somewhat important (Net)	72% 30% 42%	72%	71%	68%	73%	67%	66%	75%	73%	70%	78% L	67%	78% N	67%	74% p	65%	77% R	66%	74%	70%	70%
Very important Somewhat important	30%	30% 42%	33% 38%	22% 46%	31% 42%	32% 35%	25% 41%	30% 45%	31% 42%	28% 41%	39% L	23% 44%	39% N	23% 44%	33% P 42%	22% 43%	31% 45%	28% 38%	29% 46%	34% 36%	34% 36%
Not very important	21%	20%	18%	29%	21%	24%	26%	20%	20%	24%	18%	23%	18%	23%	18%	43% 29% O	19%	24%	18%	25%	25%
Not at all important	7%	9%	11% d	3%	7%	9%	8%	5%	8%	7%	3%	10% K	3%	10% M	7%	6%	4%	11% Q	8%	5%	5%
* Table Base:	WINE BUYERS																				
* Table Base: Taste	WINE BUYERS																				
				hold Income			Education			Employed No (J)		Children in HH		of Child Under 18		ne Ownership		arital Status		Race/Ethnicity	
Total	Total (A) N=681	Less than \$50K (B N=165) \$50K - \$74.9K (C) N=108	\$75K - \$99.9K (D) N=100	\$100K+ (E) N=289	HS or Less (F) N=163	Some College (G) N=228	College Grad+ (H N=170) Yes (I) N=433	No (J) N=248	Yes (K) N=293	No (L) N=388	Yes (M) N=284	No (N) N=397	Homeowner (O) N=479	Renter (P) N=192	Married (Q) N=374	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=214	N=181	N=404	N=250	N=266	N=388	N=257	N=397	N=450	N=195	N=380	N=274	N=491	N=41 *	N=69 *
At least somewhat important (Net)	92%	88%	93% 70%	86% 59%	97% BD	92% 61%	89% 66%	94% 73% f	91%	94% 71%	91%	93%	91% 67%	93%	92% 71% p	93% 62%	95% R	89% 64%	95% U 73% u	89%	85%
Very important	69%	62%	70%	59%	77% BD	61%	66%	73% f	68%	71%	66%	71%	67%	71%	71% p	62%	73% r	64%	73% u	58%	61%
Somewhat important Not very important	23% 5%	26% 8% E	23% 5% e	27% 11% E	20%	31% 5%	23%	21% 5%	24% 5%	23% 5%	25% 7%	22% 4%	25% 6%	22% 4%	21% 5%	31% O	22% 3%	25% 7% a	22% 2%	30% 8% s	24% 11% S
Not at all important	3%	8% E 4%	2%	3%	2%	3%	5%	1%	4%	1%	2%	3%	3%	3%	3%	2%	2%	7% q 4%	3%	3%	4%
		-	•		•	•				-			-			-	•	•		-	-
* Table Base: Bottle design	WINE BUYERS																				
	Total (A)		House	hold Income	\$100K+ (F)	HS or Less (F)	Education) Yes (II)	Employed	Yes (K)	Children in HH	Parent Yes (M)	of Child Under 18	Homeowner (O)	ne Ownership	M	arital Status	White (S)	Race/Ethnicity	
Total	Total (A) N=681	Less than \$50K (B N=165) \$50K - \$74.9K (C) N=108	\$75K - \$99.9K (D) N=100	\$100K+ (E) N=289	HS or Less (F) N=163	Some College (G) N=228	College Grad+ (H N=170) Yes (I) N=433	No (J) N=248	Yes (K) N=293	No (L) N=388	Yes (M) N=284	No (N) N=397	Homeowner (O) N=479	Renter (P) N=192	Married (Q) N=374	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=214	N=181	N=404	N=250	N=266	N=388	N=257	N=397	N=450	N=195	N=380	N=274	N=491	N=41 *	N=69 *
At least somewhat important (Net)	41%	44%	33%	41%	43%	48% G	34%	43%	48%	30%	52% L	34%	53% N	33%	40%	45%	45%	37%	38%	52%	47%
Very important	16%	13%	12%	13%	19%	20% G	10%	19% G	19%	J 9%	21% L	11%	22% N 31% N	11%	17%	11%	19% r	12%	13%	22%	24% S
Somewhat important Not very important	26%	31% 30% e	21% 35% E	28% 33% e	24% 21%	28% 28%	25% 35% H	24% 21%	29% 26%	20%	30% I	22% 30%	31% N 23%	22% 31%	23% 28%	34% O 26%	26% 22%	25% 34% Q	25%	30% 20%	23% 28%
Not at all important	27% 31%	27%	32%	26%	36% b	23%	35% H 31%	37% f	26%	29% 41%	24%	37% K	24%	36% M	31%	28%	32%	29%	29% 33%	29%	25%
* Table Base:	WINE BUYERS																				
Place of origin (i.e., where the wine is made)	WINE BUTERS																				
	Total (A)			hold Income \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education	College Grad+ (H	Yes (I)	Employed		Children in HH	Parent Yes (M)	of Child Under 18		ne Ownership	Married (Q)	arital Status	White (S)	Race/Ethnicity	
Total	Total (A) N=681	Less than \$50K (B N=165) \$50K - \$74.9K (C) N=108	\$75K - \$99.9K (D) N=100	\$100K+(E) N=289	N=163	Some College (G) N=228	College Grad+ (H N=170) Yes (I) N=433	No (J) N=248	Yes (K) N=293	No (L) N=388	Yes (M) N=284	No (N) N=397	Homeowner (O) N=479	Renter (P) N=192	Married (Q) N=374	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=214	N=181	N=404	N=250	N=266	N=388	N=257	N=397	N=450	N=195	N=380	N=274	N=491	N=41 *	N=69 •
At least somewhat important (Net)	54% 23%	52%	45% 16%	52% 18%	59% €	48% 27% G	47%	62% fG	59% 27%	45%	63% L	47%	62% N	48%	56% 26% P	50%	58% R 27% R	48% 18%	57% u 20%	54%	43% 23%
Very important Somewhat important	23%	19%	16%	18%	29% bC	27% G	14% 33% f	26% G 37% F	27%	16%	29% L	19%	29% N	19%	26% P	16%	27% R	18%	20%	39% S	23%
Somewhat important Not very important	31% 29%	33% 29%	28% 40% bE	34% 35% e	30% 24%	21% 32%	33% f 35% h	37% F 24%	32% 28%	29% 32%	34% 24%	29% 34% K	33% 24%	29% 33% m	30% 28%	34% 35%	31% 25%	30% 35% Q	36% TU 25%	16% 29%	20% 44% S
Not at all important	17%	19%	15%	13%	18%	20%	18%	13%	14%	22%	14%	19%	13%	19%	17%	15%	17%	17%	18%	17%	14%
* Table Base: Price	WINE BUYERS																				
			House	hold Income			Education			Employed		Children in HH	Parent	of Child Under 18	Hom	ne Ownership		arital Status		Race/Ethnicity	,
F	Total (A)	Less than \$50K (B) \$50K - \$74.9K (C)	\$75K - \$99.9K (D) N=100	\$100K+ (E) N=289	HS or Less (F)	Some College (G) N=228	College Grad+ (H N=170	Yes (I) N=433	No (J) N=248	Yes (K)	No (L) N=388	Yes (M)	No (N)	Homeowner (O) N=479	Renter (P) N=192	Married (Q)	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
Total (Unweighted)	N=681 N=654	N=165 N=204	N=108 N=135	N=100 N=110	N=289 N=187	N=163 N=136	N=228 N=214	N=170 N=181	N=433 N=404	N=248 N=250	N=293 N=266	N=388 N=388	N=284 N=257	N=397 N=397	N=450	N=192 N=195	N=374 N=380	N=307 N=274	N=427 N=491	N=70 • N=41 •	N=124 N=69
At least somewhat important (Net)	85%	82%	86%	83%	87%	79%	83%	92% FG	86%	85%	84%	86%	84%	86%	85%	86%	87%	83%	86%	83%	82%
Very important	39%	43% d	34%	30%	42%	33%	38%	42%	41%	35%	42%	37%	43%	36%	39%	39%	43%	35%	34%	46%	49% S
Somewhat important Not very important	46%	39% 13%	52% b	53% b	45% 11%	46% 17% H	45%	50% 7%	44%	49%	42% 10%	49% 12%	41% 10%	50% m 12%	46%	46%	44% 11%	49% 12%	53% U	37% 14%	33%
Not at all important	11% 3%	5%	11% 3%	12% 5%	2%	17% H 4%	12% 5% h	1%	12% 3%	11% 4%	6% L	2%	6% N	2%	11% 4%	13% 2%	2%	5%	11% 2%	3%	10% 7% s
* Table Base: The types/blends of wine a brand offers	WINE BUYERS																				
The types/sienas of white a braile offers			House	hold Income			Education			Employed		Children in HH		of Child Under 18	Hom	ne Ownership		arital Status		Race/Ethnicity	,
Total	Total (A)	Less than \$50K (B		\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H		No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total Total (Unweighted)	N=681 N=654	N=165 N=204	N=108 N=135	N=100 N=110	N=289 N=187	N=163 N=136	N=228 N=214	N=170 N=181	N=433 N=404	N=248 N=250	N=293 N=266	N=388 N=388	N=284 N=257	N=397 N=397	N=479 N=450	N=192 N=195	N=374 N=380	N=307 N=274	N=427 N=491	N=70 * N=41 *	N=124 N=69
At least somewhat important (Net)	81%	77%	79%	81%	85% b	81%	79%	86%	83%	78%	81%	81%	82%	81%	83%	76%	82%	80%	83%	78%	80%
Very important	81% 39%	34%	32%	37%	45% bc	36%	33%	41%	41%	35%	42%	36%	43%	35%	44% P	24%	42%	35%	40%	43%	38%
Somewhat important Not very important	43% 13%	43% 16%	47% 16%	44% 17%	41% 9%	45% 15%	45% 16%	44% 10%	42% 13%	44% 15%	39% 12%	45% 14%	39% 12%	45% 14%	39% 11%	52% O	40% 12%	45% 15%	44% 13%	35% 9%	41% 16%
Not at all important	5%	7%	6%	2%	5%	5%	5%	4%	5%	6%	6%	5%	6%	5%	6%	3%	6%	5%	3%	14% S	4%
* Table Base	WINE BUYERS																				
* Table Base: Year the wine was bottled	WINE BUYERS																				
	W-1-1677		House	hold Income	******		Education			Employed	w	Children in HH		of Child Under 18		ne Ownership		arital Status	1818 to . ***	Race/Ethnicity	
Total	Total (A) N=681	Less than \$50K (B N=165) \$50K - \$74.9K (C) N=108	\$75K - \$99.9K (D) N=100	\$100K+ (E) N=289	HS or Less (F) N=163	Some College (G) N=228	College Grad+ (H N=170	Yes (I) N=433	No (J) N=248	Yes (K) N=293	No (L) N=388	Yes (M) N=284	No (N) N=397	Homeowner (O) N=479	Renter (P) N=192	Married (Q) N=374	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=214	N=181	N=404	N=250	N=266	N=388	N=257	N=397	N=450	N=195	N=380	N=274	N=491	N=41 *	N=69 *
At least somewhat important (Net)	56% 23%	53%	52%	58%	60%	56%	52% 15%	62%	63%	J 45%	72% L	45%	72% N 33% N	45%	57% 23%	55%	57%	56%	52%	71% 5	66% s 34% S
Very important Somewhat important	23% 34%	24% c 29%	14%	20% 38%	26% C 34%	32% GH 24%	15% 37% f	19% 43% F	27% 36%	J 15%	32% L	15% 29%	33% N	15% 31%	23%	21% 34%	23% 34%	22% 34%	17%	38% S 33%	34% S
Somewhat important Not very important	34% 25%	29%	38% 30% e	29%	34% 19%	24%	29%	43% F 22%	24%	30% 26%	40% L	31% K	38% 17%	31% M	34% 24%	28%	34% 24%	34% 27%	36% 27%	33% 14%	32% 25%
Not at all important	19%	19%	19%	13%	21%	19%	19%	16%	13%	29%	11%	24% K	11%	24% M	20%	16%	19%	18%	21% u	15%	9%
* Table Base:	WINE BUYERS																				
QS2Q3: Which U.S. state(s) do you closely assoc	riate with the wine ind	lustry? Please select a	ill that apply.																		
			House	hold Income			Education			Employed		Children in HH	Parent	of Child Under 18	Hom	ne Ownership	M	arital Status		Race/Ethnicity	,
Total	Total (A) N=681	Less than \$50K (B N=165) \$50K - \$74.9K (C) N=108	\$75K - \$99.9K (D) N=100	\$100K+ (E) N=289	HS or Less (F) N=163	Some College (G) N=228	College Grad+ (H N=170	Yes (I) N=433	No (J) N=248	Yes (K) N=293	No (L) N=388	Yes (M) N=284	No (N) N=397	Homeowner (O) N=479	Renter (P) N=192	Married (Q) N=374	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
Total (Unweighted)	N=654	N=165 N=204	N=108 N=135	N=100 N=110	N=289 N=187	N=163 N=136	N=228 N=214	N=170 N=181	N=433 N=404	N=248 N=250	N=293 N=266	N=388 N=388	N=257	N=397	N=450	N=192 N=195	N=374 N=380	N=307 N=274	N=427 N=491	N=41	N=124 N=69
California	55%	39%	49%	48%	69% BCD	41%	55% F	64% F	50%	63%	46%	61% K	46%	61% M	59% P	45%	63% R	45%	63% TU	40%	47%
New York	17% 12%	9%	21% B	14%	21% B	14%	12%	23% G	17%	19%	17%	17%	18%	17%	18%	17%	18%	17%	18%	8%	19%
Washington	12%	5%	13% 8	7%	16% B	10%	12%	12%	10%	15%	8% 4%	15% K	8%	15% M	13%	10%	16% R	7%	13%	3%	10%
Oregon Georgia	8% 7%	5% 7%	12% b 7%	8% 9%	8% 6%	6% 7%	9% 8%	10% 8%	7% 7%	10% 7%	4% 11%	11% K	4% 11% N	11% M 4%	9% 7%	5% 7%	11% R 7%	5% 7%	10% t	0% 10%	9%
Florida	7% 7%	7% 5%	7% 6%	9% 8%	8%	7% 3%	8% 7%	9%	7% 8%	7% 6%	11%	4%	11% N 12% N	4%	7% 7%	7% 7%	7% 10% R	3%	5% 7%	10% 7%	12% s 10%
Texas	7%	5%	9%	10%	6%	8%	5%	8%	8%	4%	8%	6%	9%	5%	7%	6%	8%	5%	6%	16% 5	7%
Arizona	5%	6% C	0%	8% C	5% C	4%	8% H	1%	5%	6%	8% L	3%	8% n	3%	6%	4%	3%	8% Q	4%	4%	8%

igan nia	5%	6% C	1%	6% c	6% C	5%	4%	6%	4%	6%	5%	5%	4% 5%	6%	4%	6%	4%	5%	6%	4%
a	5%	1%	3%	5% b	7% B	1%	8% F	5%	5%	4% 4%	2% 5%	7% K	2% 7%	M 6% P	196	5%	5%	6%	8%	2%
Carolina	4%	3% 4%	6% 2%	6% 7%	3% 4%	4%	3% 6%	7% 3%	4%	8%	5%	3% 4%	5% 3% 5% 4%	5% 4%	3% 5%	5%	4%	3% 4%	3%	7% 7%
	4%	2%	6%	4%	4%	3%	4%	3% 4%	2% 5%	2%	4%	4%		4% 5%	2%	5%		5%	4% 5%	1%
ania		4%															3%			
_	4%		3%	9% cE	2%	1%	7% f	3%	4%	2%	4%	3%	4% 4%	3%	5%	3%	4%	3%	5%	5%
arolina	3%	2%	1%	2%	5%	1%	6% f	3%	4%	3%	4%	3%	4% 3%	3%	3%	4%	3%	4%	2%	2%
are	3%	4% c	0%	5% c	3%	4%	2%	2%	3%	3%	6%	1%	6% N 1%	3%	3%	2%	4%	1%	7% S	8% S
na	3%	3%	0%	2%	5% C	0%	6% F	2%	4%	2%	4%	2%	5% 2%	3%	3%	2%	4%	3%	3%	3%
ado	3%	3%	1%	8% Ce	2%	3%	4%	1%	3%	4%	5%	1%	5% N 1%	3%	3%	3%	3%	3%	0%	6%
essee	3%	4%	4%	3%	1%	3%	4%	1%	3%	2%	3%	3%	3% 3%	3%	3%	3%	3%	3%	6% u	0%
icky	3%	2%	0%	2%	4%	1%	2%	5%	3%	3%	3%	2%	4% 2%	3%	3%	4%	1%	2%	1%	5%
ecticut	2%	1%	1%	1%	3%	3%	3%	3%	3%	1%	2%	2%	2% 2%	3%	2%	2%	3%	2%	1%	4%
rland	2%	2%	3%	0%	3%	0%	3%	2%	2%	2%	2%	3%	2% 3%	3%	1%	3%	1%	2%	5%	0%
na	2%	4% c	0%	2%	2%	4%	1%	1%	3%	1%	2%	2%	2% 2%	2%	2%	3%	1%	2%	5%	0%
uri	2%	2%	2%	0%	3%	1%	2%	5%	2%	2%	3%	1%	3% 1%	2%	2%	3%	1%	2%	0%	6% s
,	2%	2%	4%	2%	2%	0%	3%	2%	3%	1%	2%	2%	2% 2%	3%	1%	2%	2%	1%	0%	8% S
lersey	2%	3%	1%	3%	1%	2%	3%	2%	2%	3%	2%	2%	2% 2%	2%	3%	2%	2%	2%	4%	2%
sas	2%	1%	1%	1%	3%	0%	1%	3%	2%	1%	3%	1%	3% 1%	2%	1%	3%	1%	2%	3%	2%
int	2%	1%	1%	2%	3%	0%	2%	3%	2%	1%	3%	1%	3% 1%	2%	1%	3%	1%	2%	1%	4%
i	2%	1%	3%	0%	3%	0%	2%	2%	2%	1%	4%	1%	3% n 1%	2%	2%	2%	2%	2%	0%	1%
sota	2%	1%	1%	0%	3%	1%	1%	1%	3%	1%	3%	1%	4% N 1%	2%	2%	2%	2%	1%	2%	4%
	2%	0%	196	1%	3% b	2%	1%	1%	2%	1%	2%	1%	3% 1%	2%	196	2%	2%	1%	0%	3%
nsin	2%	1%	2%	2%	2%	1%	4%	1%	1%	2%	1%	2%	1% 2%	2%	2%	2%	1%	2%	0%	1%
ana	2%	0%	6% Bd	0%	2%	2%	1%	0%	3%	0%	3%	0%	4% N 0%	1%	3%	1%	2%	1%	5% S	3%
Mexico.	2%	1%	5% bE	1%	0%	4%	1%	1%	2%	2%	3%	1%	3% 1%	1%	4% 0	1%	2%	1%	2%	5% S
Virginia	1%	1%	0%	0%	2%	1%	1%	3%	1%	1%	2%	1%	2% 1%	1%	1%	1%	1%	1%	0%	5% S
sippi	1%	3%	2%	0%	1%	1%	2%	1%	2%	0%	3%	. 0%	3% N 0%	1%	1%	1%	1%	1%	7% S	1%
ssippi IS	1%	0%	1%	1%	2%	0%	1%	3%	2%	1%	3%	0%	3% N 0%	2%	0%	2% r	0%	1%	7% Su	0%
e Island	1%	1%	0%	1%	2%	0%	1%	1%	2%	1%	2%	1%	2% 1%	1%	1%	1%	1%	1%	0%	1%
	1%	1%	4%	0%	1%	3% g	0%	0%	2%	0%	2%	. 0%	2% n 0%	1%	2%	1%	2%	0%	3%	3% \$
e e	1%	2%	4%	2%	1%	5% g 2%	1%	1%	2%	1%	1%	1%	2% n 0%	1%	1%	1%	2% 1%	1%	0%	1%
e ioma	1%	0%	1%	0%	2%	0%	1%	3%	2%	0%	3%	0%	3% N 0%	1%	1%	1%	1%	1%	2%	1%
i Dakota	1%	0%	0%	0%	2%	0%	1%	3%	1%	1%	3%	0%	3% N U%	2%	0%	1% r	0%	1%	0%	3%
da	1%	2%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1% 1%	1%	1%	0%	2%	2%	0%	0%
	1%	0%	2%	2%	1%	1%	1%	2%	1%	0%	1%	1%	2% 1%	1%	0%	1%	1%	1%	2%	2%
Hampshire Dakota	1%	2%	0%	0%	1%	2%	0%	0%	1%	1%	1%	1%	1% 1%	1%	0%	1%	1%	1%	0%	2%
									1%					1%						
achusetts	1%	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%	0%	1% 0% 1% 0%	1%	1% 0%	1%	1%	0%	2%	1%
ska	0%	0%	0% 1%	0%	1% 0%	0%	0% 1%	2%	1% 1%	0%		0%			0% 1%	1%	0%	0% 1%	0%	2% S
ana											0%		0% 0%	0%						
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1% 0%	0%	0%	1%	0%	0%	0%	0%
ning	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0% 0%	0%	0%	0%	0%	0%	0%	0%
	2%	3%	4%	2%	1%	4% h	1%	1%	2%	4%	2%	3%	2% 3%	2%	3%	1%	4% q	2%	2%	3%
	2.06	1.54	1.92	1.96	2.40	1.62	2.09	2.23	2.08	2.02	2.28	1.89	2.30 1.88	2.18	1.79	2.31	1.75	2.06	1.93	2.42
e Rase-	WINE BUYERS																			
(4: When buying a new brand of wine, assur	ning all prices are id	entical, would you r			r a brand produced in	a a state other than C														
				usehold Income			Education			Employed		Children in HH	Parent of Child Un	er 18	Home Ownership	N	Marital Status		Race/Ethnicity	
	Total (A)		B) \$50K - \$74.9K			HS or Less (F)	Some College (G)			No (J)	Yes (K)	No (L)	Yes (M) No (N		r (O) Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
	N=681	N=165	N=108	N=100	N=289	N=163	N=228	N=170	N=433	N=248	N=293	N=388	N=284 N=397	N=479	N=192	N=374	N=307	N=427	N=70 *	N=124
(Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=214	N=181	N=404	N=250	N=266	N=388	N=257 N=397	N=450	N=195	N=380	N=274	N=491	N=41 *	N=69 *
nd produced in California	62%	52%	67% B	62%	66% B	49%	64% F	71% F	59%	66%	66%	59%	66% 59%	63%	58%	64%	60%	65%	63%	55%
nd produced in a state other than California	38%	48% CE	33%	38%	34%	51% GH	36%	29%	41%	34%	34%	41%	34% 41%	37%	42%	36%	40%	35%	37%	45%
Base:	WINE BUYERS																			
5: Excluding Napa Valley, California, how far	miliar are you with o	other U.S. wine-proc	ucing regions?																	
Co. Excussing Hupa Vancy, Camorina, now rai							Education			Employed		Children in HH	Parent of Child Un		Home Ownership		Marital Status		Race/Ethnicity	
(2). Excluding rupu vancy, Camorina, now in	F1(4)		He	usehold Income	1 44000 (11)			College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M) No (N	Homeowne	r (O) Renter (P) N=192	Married (Q) N=374	Not married (R) N=307	White (S) N=427	AA (T) N=70	Hispanic (U) N=124
3. Excluding Hugu Valley, California, ITOM Tu	Total (A)		B) \$50K - \$74.9K	(C) \$75K - \$99.9K (D		HS or Less (F)	Some College (G)				N=293	N=388	N=284 N=397	N=479						
	N=681	N=165	8) \$50K - \$74.9K N=108	(C) \$75K - \$99.9K (D N=100	N=289	N=163	N=228	N=170	N=433	N=248										
(Unweighted)	N=681 N=654	N=165 N=204	N=108 N=135	(C) \$75K - \$99.9K (D N=100 N=110	N=289 N=187	N=163 N=136	N=228 N=214	N=170 N=181	N=404	N=250	N=266	N=388	N=257 N=397	N=450	N=195	N=380	N=274	N=491	N=41 *	N=69 *
(Unweighted) st somewhat familiar (Net)	N=681 N=654 58%	N=165 N=204 50%	N=108 N=135 54%	(C) \$75K - \$99.9K (D N=100 N=110 62%	N=289 N=187 62% b	N=163 N=136 56%	N=228 N=214 49%	N=170 N=181 65% G	N=404 63% J	N=250 50%	N=266 71%	N=388 48%	N=257 N=397 71% N 49%	N=450 59%	N=195 55%	N=380 62% r	N=274 53%	N=491 54%	N=41 * 77% Su	N=69 * 54%
(Unweighted) st somewhat familiar (Net) Very familiar	N=681 N=654 58% 20%	N=165 N=204 50% 12%	B) \$50K - \$74.9K N=108 N=135 54% 15%	(C) \$75K - \$99.9K (D N=100 N=110 62% 20%	N=289 N=187 62% b 26% Bc	N=163 N=136 56% 22% G	N=228 N=214 49% 9%	N=170 N=181 65% G 24% G	N=404 63% J 25% J	N=250 50% 10%	N=266 71% 30%	N=388 48% 12%	N=257 N=397 71% N 49% 30% N 12%	N=450 59% 23% P	N=195 55% 13%	N=380 62% r 22%	N=274 53% 17%	N=491 54% 18%	N=41 * 77% Su 34% S	N=69 * 54% 19%
Unweighted) st somewhat familiar (Net) /ery familiar somewhat familiar	N=681 N=654 58% 20% 38%	N=165 N=204 50% 12% 38%	B) \$50K - \$74.9K N=108 N=135 54% 15% 40%	(C) \$75K - \$99.9K (D N=100 N=110 62% 20% 42%	N=289 N=187 62% b 26% Bc 36%	N=163 N=136 56% 22% G 34%	N=228 N=214 49% 9% 40%	N=170 N=181 65% G 24% G 41%	N=404 63% J 25% J 38%	N=250 50% 10% 39%	N=266 71% 30% 41%	N=388 48% 12% 36%	N=257 N=397 71% N 49% 30% N 12% 40% 37%	N=450 59% 23% P 37%	N=195 55% 13% 42%	N=380 62% r 22% 40%	N=274 53% 17% 36%	N=491 54% 18% 36%	N=41 * 77% Su 34% S 43%	N=69 * 54% 19% 35%
Unweighted) t somewhat familiar (Net) eyr familiar omewhat familiar y familiar	N=681 N=654 58% 20% 38% 28%	N=165 N=204 50% 12% 38% 30%	N=108 N=135 54% 15% 40% 30%	(C) \$75K - \$99.9K (D) N=100 N=110 62% 20% 42% 31%	N=289 N=187 62% b 26% Bc 36% 24%	N=163 N=136 56% 22% G 34% 29%	N=228 N=214 49% 9% 40% 35% H	N=170 N=181 65% G 24% G 41% 23%	N=404 63% J 25% J 38% 28%	N=250 50% 10% 39% 27%	N=266 71% 30% 41% 23%	N=388 48% 12% 36% 31% k	N=257 N=397 71% N 49% 30% N 12% 40% 37% 23% 31%	N=450 59% 23% P 37% m 26%	N=195 55% 13% 42% 29%	N=380 62% r 22% 40% 26%	N=274 53% 17% 36% 30%	N=491 54% 18% 36% 31% T	N=41 * 77% Su 34% S 43% 6%	N=69 * 54% 19% 35% 33% T
Inweighted) Somewhat familiar (Net) ry familiar mewhat familiar ffamiliar	N=681 N=654 58% 20% 38%	N=165 N=204 50% 12% 38%	B) \$50K - \$74.9K N=108 N=135 54% 15% 40%	(C) \$75K - \$99.9K (D N=100 N=110 62% 20% 42%	N=289 N=187 62% b 26% Bc 36%	N=163 N=136 56% 22% G 34%	N=228 N=214 49% 9% 40%	N=170 N=181 65% G 24% G 41%	N=404 63% J 25% J 38%	N=250 50% 10% 39%	N=266 71% 30% 41%	N=388 48% 12% 36%	N=257 N=397 71% N 49% 30% N 12% 40% 37%	N=450 59% 23% P 37%	N=195 55% 13% 42%	N=380 62% r 22% 40%	N=274 53% 17% 36%	N=491 54% 18% 36%	N=41 * 77% Su 34% S 43%	N=69 54% 19% 35%
Inweighted) somewhat familiar (Net) eyr familiar omewhat familiar y familiar if familiar	N=681 N=654 58% 20% 38% 28% 14%	N=165 N=204 50% 12% 38% 30%	N=108 N=135 54% 15% 40% 30%	(C) \$75K - \$99.9K (D) N=100 N=110 62% 20% 42% 31%	N=289 N=187 62% b 26% Bc 36% 24%	N=163 N=136 56% 22% G 34% 29%	N=228 N=214 49% 9% 40% 35% H	N=170 N=181 65% G 24% G 41% 23%	N=404 63% J 25% J 38% 28%	N=250 50% 10% 39% 27%	N=266 71% 30% 41% 23%	N=388 48% 12% 36% 31% k	N=257 N=397 71% N 49% 30% N 12% 40% 37% 23% 31%	N=450 59% 23% P 37% m 26%	N=195 55% 13% 42% 29%	N=380 62% r 22% 40% 26%	N=274 53% 17% 36% 30%	N=491 54% 18% 36% 31% T	N=41 * 77% Su 34% S 43% 6%	N=69 * 54% 19% 35% 33% T
Unweighted) t somewhat familiar (Net) ever familiar monewhat familiar all familiar all familiar	N=681 N=654 58% 20% 38% 28% 14% WINE BUYERS	N=165 N=204 50% 12% 38% 30% 20% D	8) \$50K - \$74.9K N=108 N=135 54% 15% 40% 30% 16% d	(C) \$75K - \$99.9K (D N=100 N=110 62% 20% 42% 31% 7%	N=289 N=187 62% b 26% Bc 36% 24% 14%	N=163 N=136 56% 22% G 34% 29%	N=228 N=214 49% 9% 40% 35% H	N=170 N=181 65% G 24% G 41% 23%	N=404 63% J 25% J 38% 28%	N=250 50% 10% 39% 27%	N=266 71% 30% 41% 23%	N=388 48% 12% 36% 31% k	N=257 N=397 71% N 49% 30% N 12% 40% 37% 23% 31%	N=450 59% 23% P 37% m 26%	N=195 55% 13% 42% 29%	N=380 62% r 22% 40% 26%	N=274 53% 17% 36% 30%	N=491 54% 18% 36% 31% T	N=41 * 77% Su 34% S 43% 6%	N=69 * 54% 19% 35% 33% T
Unweighted) tomewhat familiar (Net) ery familiar mowewhat familiar all familiar	N=681 N=654 58% 20% 38% 28% 14% WINE BUYERS	N=165 N=204 50% 12% 38% 30% 20% D	8) \$50K - \$74.9K N=108 N=135 54% 15% 40% 30% 16% d	(C) \$75K - \$99.9K (D N=100 N=110 62% 20% 42% 31% 7%	N=289 N=187 62% b 26% Bc 36% 24% 14%	N=163 N=136 56% 22% G 34% 29%	N=228 N=214 49% 9% 40% 35% H	N=170 N=181 65% G 24% G 41% 23%	N=404 63% J 25% J 38% 28%	N=250 50% 10% 39% 27%	N=266 71% 30% 41% 23%	N=388 48% 12% 36% 31% k	N=257 N=397 71% N 49% 30% N 12% 40% 37% 23% 31%	N=450 59% 23% P 37% m 26%	N=195 55% 13% 42% 29%	N=380 62% r 22% 40% 26%	N=274 53% 17% 36% 30%	N=491 54% 18% 36% 31% T	N=41 * 77% Su 34% S 43% 6%	N=69 * 54% 19% 35% 33% T
Unweighted) st somewhat familiar (Net) every familiar omewhat familiar of the somewhat familiar	N=691 N=654 58% 20% 38% 28% 14% WINE BUYERS If wine from a non-m	N=165 N=204 50% 12% 38% 30% 20% D	8) \$50K - \$74.9K N=108 N=135 54% 15% 40% 30% 16% d	(C) \$75K - \$99.9K (D N=100 N=110 62% 20% 42% 31% 7% n California, Washingto	N=289 N=187 62% b 26% Bc 36% 24% 14%	N=163 N=136 56% 22% G 34% 29% 15%	N=228 N=214 49% 9% 40% 35% H 16%	N=170 N=181 65% G 24% G 41% 23% 13%	N=404 63% J 25% J 38% 28% 9%	N=250 50% 10% 39% 27% 23%	N=266 71% 30% 41% 23% 6%	N=388 48% 12% 36% 31% k 21% K	N=257 N=397 71% N 49% 30% N 12% 40% 37% 23% 31% 6% 20%	N=450 55% 23% P 37% m 26% M 14%	N=195 55% 13% 42% 29% 15%	N=380 62% r 22% 40% 26% 12%	N=274 53% 17% 36% 30% 18%	N=491 54% 18% 36% 31% T	N=41 * 77% Su 34% \$ 43% 6% 18%	N=69 54% 19% 35% 33% T 12%
(Unweighted) at somewhat familiar (Net) Very familiar Konnewhat familiar Very familiar	N=681 N=654 58% 20% 38% 28% 14% WINE BUYERS f wine from a non-m	N=165 N=204 50% 12% 38% 30% 20% D	8) \$50K - \$74.9K N=108 N=135 54% 15% 40% 30% 16% d	(C) \$75K - \$99.9K (D) N=100 N=110 62% 20% 42% 31% 7% In California, Washingto	N=289 N=1.87 6.2% b 2.6% Bc 3.6% 2.4% 1.4%	N=163 N=136 56% 22% G 34% 29% 15%	N=228 N=214 49% 40% 35% H 16%	N=170 N=181 65% G 24% G 41% 23% 13%	N=404 63% J 25% J 38% 28% 9%	N=250 50% 10% 39% 27% 23%	N=266 71% 30% 41% 23% 6%	N=388 48% 12% 36% 31% k 21% K	N=257 N=397 71% N 49% 30% N 12% 40% 31% 6% 20% Parent of Child Un Yes (M) No (N	N=450 59% 23% P 37% m 26% M 14%	N=195 55% 13% 42% 29% 15% Home Ownerzhip r(O) Renter (P)	N=380 62% r 22% 40% 26% 12%	N=274 53% 17% 36% 30% 18% Warital Status Not married (R)	N=491 54% 18% 36% 31% T 15%	N=41 * 77% Su 34% \$ 43% 6% 18% Race/Ethnicity	N=69 • 54% 19% 35% 33% T 12%
(Unweighted) at somewhat familiar (Net) Very familiar Somewhat familiar vy familiar all familiar ie Base: 6: How likely are you to purchase a bottle o	N=681 N=654 58% 20% 38% 28% 14% WINE BUYERS f wine from a non-m	N=165 N=204 50% 12% 38% 30% 20% D	8) \$50K - \$74.9K N=108 N=135 54% 15% 40% 30% 16% d	(C) \$75K - \$99.9K (D) N=100 N=10 62% 20% 42% 31% 7% In California, Washingte usehold income (C) \$75K - \$99.9K (D) N=100	N=289 N=187 62% b 26% Bc 36% 24% 14%	N=163 N=136 56% 22% G 34% 29% 15% HS or Less (F) N=163	N=228 N=214 49% 9% 40% 35% H 16% Education Some College (G) N=228	N=170 N=181 65% G 24% G 41% 23% 13%	N=404 63% J 25% J 38% 28% 9% Yes (I) N=433	N=250 50% 10% 39% 27% 23% Employed No (J) N=248	N=266 71% 30% 41% 23% 6% Yes (K) N=293	N=388 48% 12% 36% 31% k 21% K Children in HH No (L) N=388	N=257 N=397 715 N 49% 30% N 12% 40% 37% 23% 31% 6% 20% Parent of Child Un Yes (M) N= (M) N= (M) N=284 N=393	N=450 59% 23% p 37% m 26% M 14%	N=195 55% 13% 42% 29% 15% Home Ownership r (O) Renter (P) N=192	N=380 62% r 22% 40% 26% 12% Narried (Q) N=374	N=274 53% 17% 36% 30% 18% Marital Status Not married (R) N=307	N=491 54% 18% 36% 31% T 15% T	N=41 * 77% Su 34% S 43% 6% 18% Race/Ethnicity AA(T) N=70 *	N=69 • 54% 19% 35% 33% T 12% Hispanic (U) N=124
(Unweighted) att comewhat familiar (Net) Very familiar Somewhat familiar yet familiar eyt familiar at familiar be Base: (Life How likely are you to purchase a bottle o	N=681 N=654 58% 20% 38% 28% 14% WINE BUYERS f wine from a non-m Total (A) N=681 N=654	N=165 N=204 50% 12% 38% 30% 20% D aajor wine-producin Less than \$50K N=165 N=204	8) \$50K - \$74.9K N=108 N=135 54% 15% 40% 30% 16% d	(C) \$75% - \$99.9K (D) N=100 N=100 N=100 20% 20% 42% 31% 7% n California, Washingte usehold Income (C) \$75% - \$99.9K (D) N=100 N=100 N=100	N=289 N=187 62% b 26% Bc 36% 24% 14% 14% Son, or New York}? D) \$100K+(E) N=289 N=187	N=163 N=136 56% 22% G 34% 29% 15% HS or Less (F) N=163 N=136	N=228 N=214 49% 9% 40% 35% H Education Some College (G) N=228 N=214	N=170 N=181 65% G 24% G 41% 23% 13% College Grad+ (H) N=170 N=181	N=404 63% J 25% J 38% 28% 9% Yes (I) N=433 N=404	N=250 S0% 10% 39% 27% 23% Employed No (J) N=248 N=250	N=266 71% 30% 41% 23% 6% Yes (K) N=293 N=266	N=388 48% 12% 36% 31% k 21% K Children in HH No (L) N=388 N=388	N=257 N=297 71% N 49% 30% N 12% 40% 37% 6% 20% Parent of Child Un Yes (M) No (M N=284 N=397 N=257 N=397	N=450 59% 23% 23% 37% m 26% M 14%	N=195 55% 13% 42% 29% 15% Home Ownership r (O) Renter (P) N=192 N=195	N-380 62% r 22% 40% 26% 12% N-374 N-380	N=274 53% 17% 36% 30% 18% Marital Status Not married (R) N=307 N=274	N=491 54% 18% 36% 31% T 15% White (S) N=427 N=491	N=41 * 77% Su 34% \$ 43% 6% 6% 18% Race/Ethnicity AA (T) N=70 * N=41 * * *	N=69
[Unweighted] at somewhat familiar (Net) at somewhat familiar (Net) Somewhat familiar ve y familiar at all familiar de Base: (6: How likely are you to purchase a bottle o [Unweighted] at somewhat likely (Net)	N=681 N=654 S8% 20% 38% 28% 14% WINE BUYERS F wine from a non-m Total (A) N=681 N=654 81%	N=165 N=204 50% 12% 38% 30% 20% D	8) \$50K - \$74.9K N=108 N=135 54% 15% 40% 30% d 16% d ** state (i.e., not from HM. B) \$50K - \$74.9K N=108 N=135 77%	(C) \$75K - \$99.9K (D) N=100 N=100 N=110 62% 20% 42% 31% 7% In California, Washingte usehold income (C) \$75K - \$99.9K (D) N=100 N=100 N=10	N=289 N=187 62% b 26% Bc 36% 24% 14% 100n, or New York]? D) \$100K+{E} N=289 N=187 85% B	N=163 N=136 56% 22% G 34% 29% 15% HS or Less (F) N=163 N=136 75%	N=228 N=214 49% 9% 40% 35% H 16% Education Some College (G) N=228 N=214 80%	N=170 N=181 S5% G 24% G 41% 23% 13% College Grad+ (H) N=170 N=181 83%	N=404 63% J 25% J 38% 28% 9% Yes (I) N=433 N=404 86% J	N=250 50% 10% 39% 27% 23% Employed No (J) N=248 N=250 72%	N=266 71% 30% 41% 23% 6% Yes (K) N=293 N=266 83%	N=388 48% 12% 36% 31% k 21% K Children in HH No (t) N=388 N=388 79%	Ne1257 Ne12913 30% N 12% 40% 37% 23% 31% 6% 20% Parent of Child Un Yes (M) Ne1284 Ne1391 Ne1257 Ne1393 84% 79:397	N=450 59% 23% P 37% m 26% M 14% er 18 Homeowne N=459 N=450 81%	N=195 55% 13% 42% 29% 15% Home Ownership r(O) Renter (P) N=192 N=192 N=195 81%	N=380 62% r 22% 40% 26% 12% N=374 N=380 85% R	N=274 53% 17% 36% 30% 18% Marital Status Not married (R) N=307 N=274 76%	N=491 54% 18% 36% 31% T 15% White (5) N=427 N=491 84%	N=41 * 77% Su 34% S 43% 6% 18% Race/Ethnicity AA (T) N=70 * N=41 * 77%	N=69
(Unweighted) at somewhat familiar (Net) very familiar Somewhat familiar yr familiar el familiar e de Base: 68:How likely are you to purchase a bottle o Unweighted) ut somewhat likely (Net)	N=681 N=654 58% 20% 38% 28% 14% WINE BUYERS f wine from a non-m Total (A) N=681 N=654 81%	N=165 N=204 50% 12% 38% 30% 20% D hajor wine-producin Less than \$50K i N=165 N=204 75% 25%	8) \$50K - \$74.9K N-108 N-108 N-135 54% 15% 40% 30% 16% d 16% d 16% d N-135 N-108 N-108 N-108 N-126 77% 26%	(C) \$75% - 599.9K (D) N=100 N=100 62% 20% 42% 31% 7% a California, Washingte usehold Income (C) \$75% - 599.9K (D) N=100 N=100 N=100 84% 24%	N-289 N-187 62% b 26% Bc 36% 24% 14% 14% 001, or New York)? 01 \$100K+ (E) N-289 N-187 85% B 37% Bd	N=163 N=136 56% 22% G 34% 29% 15% HS or Less (F) N=163 N=136 75% 30%	N=228 N=214 49% 9% 40% 35% H Education Some College (G) N=228 N=214 80%	N=170 N=181 S5% G 24% G 41% 23% 13% College Grad+ (H) N=170 N=181 83%	N=404 63% J 25% J 38% 28% 9% Yes (I) N=433 N=404 86% J 35% J	N=250 50% 10% 39% 27% 23% Employed No (J) N=248 N=250 72% 20%	N=266 71% 30% 41% 23% 6% Yes (K) N=293 N=266 83% 37%	N-388 48% 12% 36% 31% k 21% K Children in HH No (1) N-388 N-388 79% 25%	Ne1257 Ne128193 30% N 1216 40% 37% 23% 31% 6% 20% Parent of Child University Net (M) Ne284 Ne1257 Ne1284 Ne1251 84% 79% 38% N 24%	N=450 59% 23% P 37% m 26% M 14% Homeowne N=479 N=450 81% 32%	N=195 55% 13% 42% 29% 15% Home Ownership r (O) Renter (P) N=192 N=195 81% 25%	N=380 62% r 22% 40% 26% 12% Narried Q1 N=374 N=380 85% R	N=274 53% 17% 36% 30% 18% Marital Status Not married (R) N=307 N=274 76% 27%	N=491 54% 18% 36% 31% T 15% White (5) N=427 N=491 84% 29%	N-41 * 5u 34% 5 44% 6% 18% * 6 * 6 * 6 * 6 * 6 * 6 * 6 * 6 * 6 *	N=69 54% 19% 35% 33% T 12% T Hispanic (U) N=124 N=69 75% 30%
(Unweighted) set somewhat familiar (Net) Very familiar Somewhat familiar yet (similiar set familiar set familiar set familiar (let be asset) (6: How likely are you to purchase a bottle o (Unweighted) set of familiar set o	N=681 N=654 S8% 20% 38% 28% 14% WINE BUYERS f wine from a non-m Total (A) N=681 N=654 81% 30% 51%	N=165 N=204 50% 12% 38% 30% 20% D Less than \$50K N=165 N=204 75% 25%	8) \$50K - \$74.9K N=108 N=135 \$4% 15% 40% 30% d 16% d 1state (i.e., not fro Hr. 1state (i.e., not fro Hr. 1state (i.e., not fro 1state (i.e., not f	(C) \$75x - 599.9K (D) N=100 N=110 G2% 20% 42% 31% 7% CC alifornia, Washingto usehold income (C) \$75x - 599.9K (D) N=100 N=110 84% 24% 60%	N-189 N-187 62% b 26% Bc 36% 8c 14% 14% D) \$100K+{E} N-289 N-187 85% B 37% Bd 49%	N=163 N=136 55% 22% G 34% 29% 15% HS or Less (F) N=163 N=136 75% 30% 46%	N=228 N=214 49% 9% 40% 35% H 16% Education Some College (G) N=228 N=214 80% 26% 54%	Ne-170 Ne-181 65% G 24% G 41% 22% 13% College Grad+ (H) Ne-170 Ne-181 83% 30%	N=404 63% J 25% J 38% 28% 9% Yes (I) N=433 N=404 86% J 35% J	N=250 50% 10% 39% 27% 23% 1 Employed No (1) N=248 N=250 72% 20% 52%	N=266 71% 30% 41% 23% 6% Yes (K) N=293 N=266 83% 37% 46%	N-388 48% 12% 36% 31% k 21% K Children in HH No (U) N-388 N-388 79% 25% 55%	Ne2577 Ne3893 30% N 22% 40% 37% 23% 31% 6% 20% Parent of Child Un Yes (M) No (N Ne284 Ne393) 88% N 24% 46% 55%	N=450 59% 23% P 37% m 26% M 14% Homeowne N=479 N=450 81% 32% m 49%	N-195 55% 13% 42% 29% 15% Home Ownership r (O) Renter (P) N-192 N-195 81% 25% 56%	N=380 62% r 22% 40% 26% 12% N=374 N=380 85% R 32% 52%	N=274 53% 17% 36% 30% 30% 18% Marital Status Not married (R) N=307 N=274 76% 27% 49%	N=491 54% 18% 36% 31% 15% T White (S) N=427 N=491 84% 29% 55%	N-41 * 5u 34% 5u 43% 6% 18% Race/Ethnich AI (1) N-70 * N-41 7 * 39% 38%	N=69 54% 19% 35% 33% T 12% V Hispanic (U) N=124 N=69 75% 30% 45%
(Bioweliphed) act comewhat familiar (Net) Very familiar Somewhat familiar (Net) Very familiar Somewhat familiar et all familiar let Base: Bi Now likely are you to purchase a bottle o Bi Noweliphed Bi St Komewhat Bley (Net) Very lichy Somewhat Bley Very lichy Somewhat Bley Very lichy	N=681 N=654 58% 20% 38% 28% 14% WINE BUYERS f wine from a non-m Total (A) N=681 N=654 81%	N=165 N=204 50% 12% 38% 30% 20% D hajor wine-producin Less than \$50K i N=165 N=204 75% 25%	8) \$50K - \$74.9K N-108 N-108 N-135 54% 15% 40% 30% 16% d 16% d 16% d N-135 N-108 N-108 N-108 N-126 77% 26%	(C) \$75% - 599.9K (D) N=100 N=100 62% 20% 42% 31% 7% a California, Washingte usehold Income (C) \$75% - 599.9K (D) N=100 N=100 N=100 84% 24%	N-289 N-187 62% b 26% Bc 36% 24% 14% 14% 001, or New York)? 01 \$100K+ (E) N-289 N-187 85% B 37% Bd	N=163 N=136 56% 22% G 34% 29% 15% HS or Less (F) N=163 N=136 75% 30%	N=228 N=214 49% 9% 40% 35% H Education Some College (G) N=228 N=214 80%	N=170 N=181 S5% G 24% G 41% 23% 13% College Grad+ (H) N=170 N=181 83%	N=404 63% J 25% J 38% 28% 9% Yes (I) N=433 N=404 86% J 35% J	N=250 50% 10% 39% 27% 23% Employed No (J) N=248 N=250 72% 20%	N=266 71% 30% 41% 23% 6% Yes (K) N=293 N=266 83% 37%	N-388 48% 12% 36% 31% k 21% K Children in HH No (1) N-388 N-388 79% 25%	Ne1257 Ne128193 30% N 1216 40% 37% 23% 31% 6% 20% Parent of Child University Net (M) Ne284 Ne1257 Ne1284 Ne1251 84% 79% 38% N 24%	N=450 59% 23% P 37% m 26% M 14% Homeowne N=479 N=450 81% 32%	N=195 55% 13% 42% 29% 15% Home Ownership r (O) Renter (P) N=192 N=195 81% 25%	N=380 62% r 22% 40% 26% 12% Narried Q1 N=374 N=380 85% R	N=274 53% 17% 36% 30% 18% Marital Status Not married (R) N=307 N=274 76% 27%	N=491 54% 18% 36% 31% T 15% White (5) N=427 N=491 84% 29%	N-41 * 5u 34% 5 44% 6% 18% * 6 * 6 * 6 * 6 * 6 * 6 * 6 * 6 * 6 *	N=69 54% 19% 35% 33% T 12% T Hispanic (U) N=124 N=69 75% 30%

WINE BUYERS

* Table Base:

QS2Q1: [res transfer_1]How often do you currently buy wine (e.g., from a store, online) for personal consumption

QS2Q1: [res transfer_1]How often do you curr	ently buy wine (e.g., f	rom a store, online) for	personal consumpti	ion																	
			House	hold Income			Education			Employed		Children in HH	Parent	t of Child Under 18	Hor	ne Ownership		arital Status		Race/Ethnicity	
Total	Total (A) 998	Less than \$50K (B) 281	\$50K - \$74.9K (C) 161	\$75K - \$99.9K (D)	\$100K+(E) 377	HS or Less (F) 276	Some College (G) 344	College Grad+ (H) 235	Yes (I) 573	No (J) 425	Yes (K) 377	No (L) 622	Yes (M) 348	No (N) 650	Homeowner (O) 672	Renter (P) 295	Married (Q) 501	Not married (R) 498	White (S) 654	AA (T) 100	Hispanic (U) 155
Total (Unweighted)	1,007	378	203	149	232	263	324	264	542	465	355	652	330	677	672	302	542	465	773	62	88 *
Current wine buyers (Net) At least once a day	681 65	165 13	108	100	289 42	163 19	228 12	170 21	433 56	248	293 43	388 22	284 43	397 22	479 59	192	374 43	307 22	427	70 11	124
Several times a week	88	32	10	17	29	20	33	15	66	22	53	35	51	37	56	31	45	43	45	11	27
Once a week Several times a month	114 148	24 29	14 28	19 31	55 59	18 38	38 59	36 34	80 83	34 65	57 66	57 82	54 63	61 84	86 97	28 50	68 86	46 62	63 92	12 22	21 24
Several times a month Once a month or less often	148 266	29 66	28 53	31 30	105	38 68	59 84	34 64	83 148	65 118	74	82 192	63 73	84 193	97 181	50 78	132	134	92 194	22 14	33
Never	318	116	54	30	87	113	116	65	141	177	84	234	64	254	193	103	127	190	228	31	32
* Table Base:	U.S. REPSONDEN	ITS AGE 21+																			
QS2Q2: How important are each of the followi																					
	ing ractors to you write	ii buying wine for pers	onal consumption:																		
My familiarity with the brand			House	hold Income			Education			Employed		Children in HH	Parent	t of Child Under 18	Hor	ne Ownership	м	arital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D) \$100K+(E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total Total (Unweighted)	681 654	165 204	108 135	100 110	289 187	163 136	228 214	170 181	433 404	248 250	293 266	388 388	284 257	397 397	479 450	192 195	374 380	307 274	427 491	70 • 41 •	124 69
At least somewhat important (Net)	488	118	77	69	210	110	150 56	128	315	172	229	258	222	266	356 157	125	286 117	201	318	48	87
Very important Somewhat important	202 285	49 69	36 41	22 46	90 120	53 57	56 93	51 77	132 183	70 102	114 115	88 170	111 111	91 174	157 199	41 83	117 169	85 116	122	24 25	42 45
Not very important	144	32	19	29	60	39	60	34	85	59	53	90	52	91	88	55	71	73	196 77	18	30
Not at all important	49	14	12	3	19	15	18	8	33	16	10	39	9	40	34	12	16	33	32	3	6
* Table Base: Taste	WINE BUYERS																				
Taste				hold Income			Education			Employed		Children in HH		t of Child Under 18		ne Ownership		arital Status		Race/Ethnicity	
Total	Total (A) 681	Less than \$50K (B) 165	\$50K - \$74.9K (C) 108	\$75K - \$99.9K (D)	\$100K+(E) 289	HS or Less (F) 163	Some College (G) 228	College Grad+ (H) 170	Yes (I) 433	No (J) 248	Yes (K) 293	No (L) 388	Yes (M) 284	No (N) 397	Homeowner (O) 479	192	Married (Q) 374	Not married (R) 307	White (S) 427	AA (T) 70	Hispanic (U) 124
Total (Unweighted)	654	204	135	110	187	136	214	181	404	250	266	388	257	397	450	195	380	274	491	41	69
At least somewhat important (Net) Very important	629 470	145 101	100 75	86	280 221	150 99		160 124	396 294	233 176	266 194	362 276	259 189	370 281	441 342	178 119	356 274	273 197	406 312	62	105 75
Somewhat important	159	44	25	27	59	51	149 53	37	102	57	72	87	70	89	98	59	82	77	94	21	29
Not very important Not at all important	34 18	14	5	11	2	9	15 11	8	22 15	12	20	14 11	18	16 11	23 15	11	12	21 12	10 11	6	13
		ь	3	3	7	5	11	2	15	3	7	11	7	11	15	3	6	12	11	2	5
* Table Base: Bottle design	WINE BUYERS																				
	Total (A)	lare the fear on	House \$50K - \$74.9K (C)	thold Income) \$100K+(E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent Yes (M)	t of Child Under 18 No (N)	Homeowner (O	ne Ownership Renter (P)	M Married (Q)	arital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total	681	165	108	100	289	163	228	170	433	248	293	388	284	397	479	192	374	307	427	70 *	124
Total (Unweighted) At least somewhat important (Net)	654 282	204 72	135 36	110 41	187 125	136 79	214 78	181 73	404 208	250 74	266 152	388 130	257 151	397 131	450 193	195 87	380 169	274 113	491 162	41 .	69
Very important	106	21	13	13	55	33	22	32	83	23	63	43	63	43	84	21	70	36	54	15	30
Somewhat important	106 176 187	51	23	28	70 60	46 46	56	40	125	51	89	87	88	88	109	66	99	36 77	108	21 14	28
Not very important Not at all important	187 212	49 44	38 34	33 26	104	46 38	80 70	35 62	114 110	72 101	71 70	116 142	66 67	121 145	136 150	51 54	83 121	104 90	126 139	14 20	35 31
* Table Base:	WINE BUYERS																				
Place of origin (i.e., where the wine is made)	WINE BUTERS																				
	Total (A)	Less than \$50K (B)	House \$50K - \$74.9K (C)	shold Income \$75K - \$99.9K (D) \$100K+(E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent Yes (M)	t of Child Under 18 No (N)	Homeowner (O)	ne Ownership Renter (P)	M Married (Q)	arital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total	681	165	108	100	289	163	228	170	433	248	293	388	284	397	479	192	374	307	427	70 *	124
Total (Unweighted) At least somewhat important (Net)	654 366	204 85	135 48	110 52	187 169	136 79	214 107	181 106	404 254	250 112	266 183	388 183	257 176	397 190	450 266	195 95	380 218	274 148	491 243	41 *	69 * 53
Very important	157	31	18	18	83	45	32	44	116	40	85	72	83	74	124	31	100	56	87	27	28
Somewhat important Not very important	210 200	54 48	31 43	34 35	87 68	34 52	75 81	62 42	138 120	72 80	99 70	111 130	93 69	116 131	143 132	65 68	118 93	92 107	156 108	11 20	25 54
Not at all important	114	32	16	13	52	33	40	22	59	55	40	75	38	76	81	29	63	52	76	12	17
* Table Base:	WINE BUYERS																				
Price			House	hold Income			Education			Employed		Children in HH	Parent	t of Child Under 18	Hor	ne Ownership	м	arital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D) \$100K+(E)	HS or Less (F)	Some College (G)	College Grad+ (H)		No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total Total (Unweighted)	681 654	165 204	108 135	100 110	289 187	163 136	228 214	170 181	433 404	248 250	293 266	388 388	284 257	397 397	479 450	192 195	374 380	307 274	427 491	70 • 41 •	124 69
At least somewhat important (Net)	580	134	93	83	252	128	189	157	370	210	246	334	238	342	406	164	324	255	368	58	102
Very important Somewhat important	266 314	71 64	36 56	30 53	121 131	54 75	86 103	72 85	178 193	88 122	123 123	143 191	121 117	145 197	186	75 89	159 165	106 149	144 224	32 25	61 41
Not very important	78	22	12	12	31	28	28	11	50	28	30	48	30	48	220 53	24	41	37	48	10	12
Not at all important	23	8	3	5	7	7	11	2	13	10	17	6	17	6	20	3	8	15	11	2	9
* Table Base: The types/blends of wine a brand offers	WINE BUYERS																				
The types/blends of wine a brand offers			House	hold Income			Education			Employed		Children in HH		t of Child Under 18	Hor	ne Ownership		arital Status		Race/Ethnicity	
Total	Total (A) 681	Less than \$50K (B) 165	\$50K - \$74.9K (C) 108	\$75K - \$99.9K (D) 100	\$100K+(E) 289	HS or Less (F) 163	Some College (G) 228	College Grad+ (H) 170	Yes (I) 433	No (J) 248	Yes (K) 293	No (L) 388	Yes (M) 284	No (N) 397	Homeowner (O) 479	Renter (P) 192	Married (Q) 374	Not married (R) 307	White (S) 427	AA (T) 70	Hispanic (U) 124
Total (Unweighted)	654	204	135	110	187	136	214	181	404	250	266	388	257	397	450	195	380	274	491	41 *	69 *
At least somewhat important (Net) Very important	552 263	127 56	85 35	81 37	247 129	132 59	179 75	146 71	358 176	194 87	238 123	314 140	232 122	320 141	397 209	146 46	305 155	247 107	355 169	54 30	98 47
Somewhat important	290	70	50	44	118	73	104	75	182	108	115	175	110	180	188	100	150	140	186	25	51
Not very important Not at all important	92 37	26 12	17	17	27 15	24 8	37 12	17	54 21	37 16	36 19	55 18	35 17	57 20	52 30	39	46 22	46 15	57 14	6	20
		12	ь	2	15	8	12	,	21	16	19	18	17	20	30	,	22	15	14	9	ь
* Table Base: Year the wine was bottled	WINE BUYERS																				
	Total (A)	Less than \$50K (R)	House \$50K - \$74.9K (C)	hold Income \$75K - \$99.9K (D) \$100K+(E)	HS or Less (F)	Education Some College (G)	College Grad+ (H)	Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Parent Yes (M)	t of Child Under 18 No (N)	Homeowner (O	ne Ownership Renter (P)	M Married (Q)	arital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	Hispanic (U)
Total	681	165	108	100	289	163	228	170	433	248	293	388	284	397	479	192	374	307	427	70 *	124
Total (Unweighted) At least somewhat important (Net)	654 383	204 87	135 56	110 58	187 173	136 91	214 119	181 105	404 273	250 110	266 211	388 173	257 204	397 180	450 271	195 106	380 213	274 171	491 223	41 *	69 • 81
Very important	153	39	15	20	75	52	34	32	117	36	95	59	95	59	111	40	86	68	72	26	42
Somewhat important Not very important	230 171	48	41 32	38 29	98 56	40 41	85 65	73 38	156 106	74 65	116	114	109	121 123	161 114	66 54	127	103 82	152 116	23	40
Not very important Not at all important	171 126	46 31	32 20	29 13	56 60	41 31	65 44	38 27	106 54	65 72	51 32	120 95	48 32	123 94	114 94	54 32	89 72	82 55	116 88	10 10	31 11
* Table Base:	WINE BUYERS																				
QS2Q3: Which U.S. state(s) do you closely asso		dustry? Please select at	Il that apply.																		
		, , , , , , , , , , , , , , , , , , , ,		hold Income			Education			Employed		Children in HH	Parent	t of Child Under 18	Mor	ne Ownership	м	arital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D) \$100K+(E)	HS or Less (F)	Some College (G)	College Grad+ (H)		No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total Total (Unweighted)	681 654	165 204	108 135	100 110	289 187	163 136	228 214	170 181	433 404	248 250	293 266	388 388	284 257	397 397	479 450	192 195	374 380	307 274	427 491	70 • 41 •	124 69
California	373	65	53	48	198	67	125	108	218	155	136	237	130	243	281	86	236	137	269	28	58
New York Washington	118	16 8	23 14	14	60 45	23 17	27 27	40 21	72 45	46 37	51 22	67 60	51 22	67 60	85 63	33 19	66 60	52 22	78 55	5	23
Oregon	82 54	8	13	8	24	10	20	16	30	24	12	42	12	42	44	10	40	15	41	0	11
Georgia Florida	48 47	12	7	9	18 24	11	17 16	13 16	30	18 14	33 32	15 15	32	16 14	34	14	25	23	23 28	7	15
Texas	46	9	10	10	17	14	11	14	33 35	11	25	21	33 25	21	35	14 11	29	17	27	11	9
Arizona	35	10	0	8	15	7	18	1	21	14	23	12	22	13	27	8	11	24	19	3	10

Michigan	34	10	1	6	17	8	10		18	16					27	7	23		22	4	5
Virginia Ohio	33 29	2	3	5	21 10	2	18		24 19	9		27 13			31 24	2	18		25 15	5	2
North Carolina	28	6	2	7	12	8	15	5	9						18	9	18		16	2	9
Pennsylvania	26	3	6	4	13	4	9	6	20	6	11	14	11		22	3	18	8	21	4	1
Illinois	25	7	3	9	6	2	16		19						16	9	12		13	3	6
South Carolina Delaware	23	4	1	2	16 8	1 7	13		16 13		13 18		12		16 16	6	14		19	1	3
Alabama	21	4	0	2	15	ó	13		17		13		13		15	6	9		15	2	4
Colorado	21	5	1	8	6	5	8	2	11	9	15		15	6	14	6	10	11	13	0	7
Tennessee	18	6	4	4	4	5	9		13	5					13	5	10		13	4	0
Kentucky Connecticut	18 16	4	0	2	11 10	2	3		11 13	7	10	8	10		12	6	13	4	10	1	6
Maryland	16	4	3	0	9	1	6		11	5	6	10	6		14	2	11	5	8	4	0
Indiana	14	6	0	2	7	6	2		11	3	7	7	6		10	4	10	4	8	4	ō
Missouri	14	3	2	0	9	2	4	9	9	5	9	5	10		10	4	11	3	7	0	7
Idaho	14 14	3	4	2	5	1	8	4	12	2	5	9	5	9	13	1	9	5	4	0	10
New Jersey Arkansas	14	2	2	1	9	1	3	6	11	3	9	4	9	4	12	2	11	3	8	2	3
Vermont	13	2	1	2	9	0	5		11	2	9	5	8		12	1	11	2	7	1	5
Hawaii	13	1	4	0	8	0	5		10	3	10	3	10	3	9	4	8	5	8	0	1
Minnesota	13	1	1	0	9	2	3		12	1	10	3	10	3	8	5	8	5	5	1	5
Alaska Wisconsin	12	0	1	1	7	3	1	2	10	2 e	7	5	7	5	10	2	7	5	6	0	4
Montana	11	0	6	0	5	4	3	0	11	0	10	1	10	1	6	5	4	7	4	4	4
New Mexico	11	2	5	1	1	6	3	1	7	4	8	3	8	3	4	7	4	7	2	1	7
West Virginia	9	2	0	0	5	2	1	5	6	2	6	3	6	3	6	3	5	4	2	0	6
Mississippi	9	5	2	0	2	1	4	1	8	1	8	1	8	1	7	2	5	4	3	5	1
Kansas Rhode Island	8	1	0	1	6	1	2	2	7	2	5	3	5	3	6	3	5	3	6	0	2
lowa	8	1	4	0	3	5	0	0	7	1	7	1	7	1	4	4	3	5	2	2	4
Maine	8	4	0	2	2	4	2	1	7	1	4	4	4	4	7	1	4	4	6	0	2
Oklahoma	8	0	1	0	6	0	1	5	8	0	8	0	8	0	6	2	5	3	5	1	2
South Dakota Nevada	8	0	0	0	7	0	2	5	5	3	6	1	6	1	8	0	8	0	3	0	4
New Hampshire	7	0	2	2	3	2	2	3	6	0	4	2	4	2	7	0	5	2	2	1	3
North Dakota	5	3	0	0	2	3	0	0	2	3	2	3	2	3	5	0	2	3	2	0	3
Massachusetts	4	2	1	1	0	1	3	0	2	2	3	1	3	1	3	1	2	2	1	1	1
Nebraska Louisiana	3	0	0	0	3	0	0	3	3	0	3	0	3	0	3	0	3	0	0	0	3
Utah	3	0	0	0	1	1	0	0	2	0	2	1	2	1	2	0	2	0	3	0	0
Wyoming	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None	16	5	4	2	4	7	3	1		10				11	8	6	4	12		2	3
	16 2.06	5 1.54	4 1.92	2 1.96	4 2.40	7 1.62	3 2.09	1 2.23						11	8 2.18	6 1.79	4 2.31	12			3 2.42
None Count	2.06	5 1.54	4 1.92	2 1.96	4 2.40	7 1.62	3 2.09	1 2.23						11		6 1.79	4 2.31	12			3 2.42
None Count * Table Base:	2.06 WINE BUYERS							1 2.23						11		6 1.79	4 2.31	12			3 2.42
None Count	2.06 WINE BUYERS							1 2.23						11		6 1.79	4 2.31	12			3 2.42
None Count * Table Base:	2.06 WINE BUYERS		er buy a brand produ				fornia?	1 2.23	2.08	2.02	2.28	1.89	2.30	11 1.88	2.18			12 1.75		1.93	3 2.42
None ** Count ** * Table Base: QS2Q4: When buying a new brand of wine, assum	2.06 WINE BUYERS sing all prices are ident Total (A)	ntical, would you rath	er buy a brand produ Househ \$50K - \$74.9K (C)	oced in California or a old Income \$75K - \$99.9K (D)	brand produced in a : \$100K+(E)	state other than Calif HS or Less (F)	fornia? Education Some College (G)	College Grad+ (H)	2.08 Empl Yes (I)	2.02 oyed No (J)	2.28 Childre	1.89 en in HH No (L)	2.30 Parent of Ch Yes (M)	11 1.88 ild Under 18 No (N)	2.18 Home (Homeowner (O)	Ownership Renter (P)	Married (Q)	12 1.75 I Status Not married (R)	2.06 White (S)	1.93 Race/Ethnicity AA (T)	Hispanic (U)
None Table Base: 1S2Q4: When buying a new brand of wine, assum	2.06 WINE BUYERS sing all prices are ident Total (A) 681	ntical, would you rath Less than \$50K (B) 165	er buy a brand produ Househ \$50K - \$74.9K (C) 108	oced in California or a old Income \$75K - \$99.9K (D) 100	brand produced in a : \$100K+(E) 289	state other than Calif HS or Less (F) 163	Education Some College (G) 228	College Grad+ (H)	2.08 Empl Yes (I) 433	2.02 oyed No (J) 248	Childre Yes (K) 293	1.89 en in HH No (L) 388	2.30 Parent of Ch Yes (M) 284	11 1.88 ild Under 18 No (N) 397	2.18 Home of Homeowner (O) 479	Ownership Renter (P) 192	Married (Q) 374	12 1.75	2.06 White (S) 427	Race/Ethnicity AA (T) 70	Hispanic (U)
None " Table Base: Table Base: US2Q4: When buying a new brand of wine, assum Total Total (Unweighted)	2.06 WINE BUYERS ing all prices are ides Total (A) 681 654	Less than \$50K (B)	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135	old Income \$75K - \$99.9K (D) 100	\$100K+(E) 289 187	state other than Calif HS or Less (F) 163 136	Fornia? Education Some College (G) 228 214	College Grad+ (H) 170 181	2.08 Empl Yes (I) 433 404	2.02 2.02 No (J) 248 250	2.28 Childre Yes (K) 293 266	1.89 en in HH No (L) 388 388	2.30 Parent of Ch Yes (M) 284 257	11 1.88 ild Under 18 No (N) 397 397	2.18 Home of Homeowner (O) 479 450	Dwnership Renter (P) 192 195	Married (Q) 374 380	12 1.75 I Status Not married (R) 307 274	2.06 White (S) 427 491	1.93 Race/Ethnicity AA (T) 70 41	Hispanic (U) 124 69
None Table Base: 1S2Q4: When buying a new brand of wine, assum	2.06 WINE BUYERS sing all prices are ident Total (A) 681	ntical, would you rath Less than \$50K (B) 165	er buy a brand produ Househ \$50K - \$74.9K (C) 108	oced in California or a old Income \$75K - \$99.9K (D) 100	\$100K+(E) 289 190	state other than Calif HS or Less (F) 163	Education Some College (G) 228	College Grad+ (H) 170 181 120	Z.08 Empl Yes (I) 433 404 257	oyed No (J) 248 250 163	2.28 Childre Yes (K) 293 266 192	1.89 en in HH No (L) 388 388 229	Parent of Ch Yes (M) 284 257 187	11 1.88 ild Under 18 No (N) 397 233	2.18 Home of Homeowner (O) 479	Ownership Renter (P) 192	Married (Q) 374	12 1.75 I Status Not married (R) 307 274 183	2.06 White (S) 427 491 278	1.93 Race/Ethnicity AA (T) 70 41	Hispanic (U)
None " Table Base: Table Base: SS2Q4 When buying a new brand of wine, assum Ifotal Messighted I Ideal (Messighted I) A brand produced in California A brand produced in a state other than California	2.06 WINE BUYERS ing all prices are ides Total (A) 681 654 421 260	Less than \$50K (B) 165 204 86	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73	oced in California or a old Income \$75K - \$99.9K (D) 100 110 62	\$100K+(E) 289 190	state other than Calif HS or Less (F) 163 136 80	Education Some College (G) 228 214 146	College Grad+ (H) 170 181 120	Z.08 Empl Yes (I) 433 404 257	oyed No (J) 248 250 163	2.28 Childre Yes (K) 293 266 192	1.89 en in HH No (L) 388 388 229	Parent of Ch Yes (M) 284 257 187	11 1.88 ild Under 18 No (N) 397 233	2.18 Home (O) 479 450 303	Ownership Renter (P) 192 195 112	Married (Q) 374 380 238	12 1.75 I Status Not married (R) 307 274 183	2.06 White (S) 427 491 278	Race/Ethnicity AA (T) 70 41 44	Hispanic (U) 124 69 68
None " Table Base: Table Base: 152Q4: When buying a new brand of wine, assum Total (Invesighted) A brand produced in California	2.06 WINE BUYERS sing all prices are identification (A) 681 684 421	Less than \$50K (B) 165 204 86	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73	oced in California or a old Income \$75K - \$99.9K (D) 100 110 62	\$100K+(E) 289 190	state other than Calif HS or Less (F) 163 136 80	Education Some College (G) 228 214 146	College Grad+ (H) 170 181 120	Z.08 Empl Yes (I) 433 404 257	oyed No (J) 248 250 163	2.28 Childre Yes (K) 293 266 192	1.89 en in HH No (L) 388 388 229	Parent of Ch Yes (M) 284 257 187	11 1.88 ild Under 18 No (N) 397 233	2.18 Home (O) 479 450 303	Ownership Renter (P) 192 195 112	Married (Q) 374 380 238	12 1.75 I Status Not married (R) 307 274 183	2.06 White (S) 427 491 278	Race/Ethnicity AA (T) 70 41 44	Hispanic (U) 124 69 68
None " Table Base: Table Base: SS2Q4 When buying a new brand of wine, assum Ifotal Messighted I Ideal (Messighted I) A brand produced in California A brand produced in a state other than California	2.06 WINE BUYERS ting all prices are idea Total (A) 681 654 421 260 WINE BUYERS	Less than \$50K (B) 165 204 86 78	Househ \$50K - \$74.9K (C) 108 135 73 35	oced in California or a old Income \$75K - \$99.9K (D) 100 110 62	\$100K+(E) 289 190	state other than Calif HS or Less (F) 163 136 80	Education Some College (G) 228 214 146	College Grad+ (H) 170 181 120	Z.08 Empl Yes (I) 433 404 257	oyed No (J) 248 250 163	2.28 Childre Yes (K) 293 266 192	1.89 en in HH No (L) 388 388 229	Parent of Ch Yes (M) 284 257 187	11 1.88 ild Under 18 No (N) 397 233	2.18 Home (O) 479 450 303	Ownership Renter (P) 192 195 112	Married (Q) 374 380 238	12 1.75 I Status Not married (R) 307 274 183	2.06 White (S) 427 491 278	Race/Ethnicity AA (T) 70 41 44	Hispanic (U) 124 69 68
None " Table Base: Table Base: 152Q4: When buying a new brand of wine, assum 150dd Ifotal (Unweighted) A band produced in California brand produced in a state other than California "Table Base:	2.06 WINE BUYERS ting all prices are idea Total (A) 681 654 421 260 WINE BUYERS	Less than \$50K (B) 165 204 86 78	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73 35	old Income 575K - 599.9K (D) 100 110 62 38	\$100K+(E) 289 190	state other than Calif HS or Less (F) 163 136 80	Education Education Solve (G) 228 214 146 82	College Grad+ (H) 170 181 120	2.08 Empl Yes (I) 433 404 257 175	oyed No (J) 248 255 163 84	Childre Yes (K) 293 266 192	1.89 tn in HH No (L) 388 388 229 159	Parent of Ch Yes (M) 284 257 187 97	11 1.88 ild Under 18 No (N) 397 223 163	Home (O) 479 450 303 176	Ownership Renter (P) 192 195 112 80	Married (Q) 374 380 238 136	12 1.75 1 Status Not married (R) 307 274 183 124	2.06 White (S) 427 491 278	Race/Ethnicity AA (T) 70 - 41 - 44 - 426	Hispanic (U) 124 69 68
None " Table Base: Table Base: 152Q4: When buying a new brand of wine, assum 150dd Ifotal (Unweighted) A band produced in California brand produced in a state other than California "Table Base:	2.06 WINE BUYERS ining all prices are idea Total (A) 681 654 421 260 WINE BUYERS nilliar are you with ot	Less than SSOK (B) 165 204 86 78	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73 35 ing regions?	old Income \$75K-\$99.9K (D) 100 110 62 38	S100K+(E) 289 187 190 99	HS or Less (F) 163 136 80 83	Education Some College (G) 228 214 146 82	College Grad+ (H) 170 181 120 50	2.08 Empl Yes (I) 433 404 257 175	oyed No (J) 248 250 163 84	Childre Yes (K) 293 266 192 101 Childre	1.89 in in HH No (L) 388 388 229 159	Parent of Ch Yes (M) 284 257 187 97	11 1.88	2.18 Home Homeowner (O) 479 450 303 176	Ownership Renter (P) 192 195 1112 80 Ownership	Married (Q) 374 380 238 136	12 1.75 Status Not married (R) 307 274 183 124	White (S) 427 491 278 149	Race/Ethnicity AA(T) 70 41 44 26 Race/Ethnicity	Hispanic (U) 124 69 68 56
None " Table Base: Table Base: 152Q4: When buying a new brand of wine, assum 150dd Ifotal (Unweighted) A band produced in California brand produced in a state other than California "Table Base:	2.06 WINE BUYERS ting all prices are idea Total (A) 681 654 421 260 WINE BUYERS	Less than SSOK (B) 165 204 86 78	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73 35	old Income 575K - 599.9K (D) 100 110 62 38	\$100K+(E) 289 190	state other than Calif HS or Less (F) 163 136 80	Education Education Solve (G) 228 214 146 82	College Grad+ (H) 170 181 120 50 College Grad+ (H)	2.08 Empl Yes (I) 433 404 257 175 Empl Yes (I) Yes (I) Empl Yes (I)	oyed No (J) 248 250 163 84	Childre Yes (K) 293 206 192 101 Childre Yes (K)	1.89 tn in HH No (L) 388 388 229 159	Parent of Ch Yes (M) 284 287 187 97 Parent of Ch Yes (M)	11 1.88 lid Under 18 No (N) 397 223 163	Home (O) 479 450 303 176	Ownership Renter (P) 192 195 112 80	Married (Q) 374 380 238 136	12 1.75 1.5tatus Not married (R) 307 274 183 124	2.06 White (S) 427 491 278 149	Race/Ethnicity AA (T) 70 - 41 - 44 - 426	Hispanic (U) 124 69 68
None " Table Base: Table Base: SEQ4: When buying a new brand of wine, assum Total (Invesighted) Total (Invesighted) Table Base: Table Base: SEQ505: Excluding Napa Valley, California, how fam Total Total Total	2.06 WINE BUYERS ing all prices are ide: Total (A) 681 654 421 260 WINE BUYERS nilliar are you with ot Total (A) 681 681 681	Less than \$50K (B) 165 204 86 78 her U.S. wine-produc Less than \$50K (B) 165 204 204 204 204 204 204 204 204 204 204	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73 35 Ing regions? Househ \$50K - \$74.9K (C) 108	old Income 575X - 599.9K (D) 100 110 62 38 old Income 575X - 599.9K (D) 100	\$100K+(E) 289 190 99 \$100K+(E) 289 191 197 190 199 \$100K+(E) 289 187	HS or Less (F) 163 136 80 83 HS or Less (F) 163 136 136 136	Education Some College (G) 228 214 146 82 Education Some College (G) 228 228 214 265 228 214	College Grad+ (H) 170 181 120 50 College Grad+ (H) 170 181 170 181 181	2.08 Empl Yes (I) 433 404 257 175 Empl Yes (I) 433 404	oyed No (J) 248 250 163 84 No (J) 250 No (J) 248 252	Childre Yes (K) 293 266 192 101 Childre Yes (K) 293 266	1.89 In in HH No (L) 388 388 229 159 In in HH No (L) 388 388	Parent of Ch Yes (M) 1 284 257 187 97 Parent of Ch Yes (M) 284 257	11 1.88 Ild Under 18 No (N) 397 223 163 Ild Under 18 No (N) 397 397 397	Home of the Home of the Homeowner (0) 479 450 176 Homeowner (0) 479 450 450 Homeowner (0) 479 479 Homeowner (0) 479 450 Homeowner (0) 470 Homeowner (0) 47	Ownership Renter (P) 192 195 112 80 Ownership Renter (P) 192 192	Married (Q) 374 380 238 136 Married (Q) 374 3380 374 375 Married (Q) 374 380	12 1.75 I Status Not married (R) 307 274 I Status I Status	White (S) 427 491 149 White (S) 427 427	Race/Ethnicity AA (T) 70 41 44 26 Race/Ethnicity AA (T) 70 41 44 41	Hispanic (U) 124 69 68 56 Hispanic (U) 124 69
None Table Base: Table Base: Total Total Total (Unweighted) Total Total (Unweighted) Total	2.06 WINE BUYERS Ining all prices are idea Total (A) 681 654 421 260 WINE BUYERS Iniliar are you with ot Total (A) 681 681 684 394	Less than \$50K (B) 165 204 Less than \$50K (B) 165 204 Less than \$50K (B) 165 204 88 83	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73 35 sing regions? Househ \$50K - \$74.9K (C) 108 135	old Income \$75K - \$99.9K (D) 100 110 62 38 old Income \$75K - \$99.9K (D) 100 110 63	\$100K+(E) 289 190 99 \$100K+(E) 289 187 179 179 187	HS or Less (F) 163 80 83 HS or Less (F) 163 136 92	Education Some College (G) 228 214 146 82 Education Some College (G) 228 214 113	College Grad+ (H) 170 181 170 170 181 170 181 170 181 170 181 170 181 170 181 170 181 170 181 170 181 181 170 181 181 170 181 170 181 181 170 181 181 181 181 181 181 181 181 181 18	2.08 Empl Yes (I) 433 404 257 175 Empl 433 404 221	oyed No (J) 2.48 2550 163 84 oyed No (J) 123 252 123	Childre Yes (K) 293 266 192 101 Childre Yes (K) 293 266 207	1.89 In in HH No (L) 388 388 229 159 In in HH No (L) 388 388 388 388	Parent of Ch Yes (M) 284 297 187 97 Parent of Ch Yes (M) 284 257 200	11 1.88 iid Under 18 No (N) 397 233 163 iid Under 18 No (N) 397 397 397 397 397 397 397 397 194	Home of Mone (I) 479 450 479 479 450 479 479 479 479 479 450 479 450 479 450 479 450 479 450 479 450 479 479 479 479 479 479 479 479 479 479	Ownership Renter (P) 192 195 115 112 80 Ownership Renter (P) 195 195	Married (Q) 374 380 4374 380 374 380 374 380 374 380 374 380 374 380 381 381 381 381 381 381 381 381 381 381	12 1.75 I Status Not married (R) 307 274 183 124 I Status Not married (R) 307 277 274 185 165 165 165 165 165 165 165 165 165 16	White (S) 427 491 278 149 White (S) 427 491 221	Race/Ethnicity AA (I) 70 41 44 26 Race/Ethnicity AA (I) 70 41 53	Mispanic (U) 124 69 68 56 Mispanic (U) 124 69 67
None Table Base: Table Base: Table Base: Total Investighted) Total (Investighted) Total (Investighted) Total (Investighted) Total (Investighted) Total (Investighted) Table Base: Table Base: Total (Investighted) At least somewhat familiar (Net) Very familiar Total (Investighted)	2.06 WINE BUYERS ing all prices are ide Total (A) 681 654 421 260 WINE BUYERS nilliar are you with ot Total (A) 681 654 394 134	Less than \$50K (B) 165 204 83 206	Househ 550K - 574.9K (C) 108 135 73 35 Househ 550K - 574.9K (C) 108 135 135 135 135 135 135 135 135 135 135	old Income 575K-599.9K (D) 100 110 62 38 38 old Income 575K-599.9K (D) 100 100 100 100 100 100 100 10	\$100K+(E) 289 99 \$100K+(E) 289 187 190 99	HS or Less (F) 163 136 80 83 HS or Less (F) 163 136 136 92 35	Education Some College (G) 228 214 146 82 Education Some College (G) 228 2214 113 211	College Grad+ (H) 170 181 120 50 College Grad+ (H) 170 181 110 40	Yes (I) 433 404 227 438 Empl 439 431 431 432 404 271 108	oyed No (J) 248 250 163 84 84 84 1250 123 123 123 123	Childre Yes (K) 293 266 192 101 Childre Yes (K) 293 266 207 88	1.89 No (1) 388 388 229 159 In in HH No (1) 388 388 186 46	Parent of Ch Yes (M) 284 257 187 97 Parent of Ch Yes (M) 284 284 257 200 86	11 1.88 lid Under 18 No (N) 397 397 194 49 49	Homeowner (O) 479 450 476 476 476 476 476 476 476 476 476 476	Ownership Renter (P) 192 195 112 80 Ownership Renter (P) 192 195 106 225	Married (Q) 374 380 238 136 Married (Q) 374 380 231 82 82	12 1.75 I Status Not married (R) 307 274 183 124 I Status Not married (R) 277 307 277 163 52	White (S) 427 491 278 427 491 231 76	Race/Ethnicity AA (T) 70 - 41 - 44 - 26 Race/Ethnicity AA (T) 70 - 41 - 43 - 44 - 53 - 53 - 24	Hispanic (U) 124 69 68 56 Hispanic (U) 124 69 67 23
None Table Base: Table Base: Total Total (Inweighted) Is bard produced in California Is bard produced in State other than California Table Base: Table Base: Table Base: US2QS: Excluding Napa Valley, California, how fart Total (Inweighted) Very ramilar Somewhat familiar (Net) Very samilar Somewhat familiar Somewhat familiar Somewhat familiar	2.06 WINE BUYERS Ining all prices are ide: Total (A) 681 654 421 260 WINE BUYERS Iniliar are you with ot Total (A) 681 654 394 134 260	Less than \$50K (8) 165 204 86 78 Less than \$50K (8) 165 204 Less than \$50K (8) 165 204	er buy a brand produ Househ \$50K - \$74.9K (C) 108 135 73 35 sing regions? Househ \$50K - \$74.9K (C) 108 135	old Income \$75K - \$99.9K (D) 100 110 62 38 old Income \$75K - \$99.9K (D) 100 110 63	\$100K+(E) 289 187 190 99 \$100K+(E) 289 187 179 187 179 187 179 179 179 179 179 179 175 175 175 175 175 175 175 175 175 175	HS or Less (F) 163 80 83 HS or Less (F) 163 136 92	Education Some College (G) 228 214 146 82 Education Some College (G) 228 214 113	College Grad+ (H) 170 181 120 50 College Grad+ (H) 170 181 110 170 181 181 110 40 70	2.08 Empl Yes (I) 433 404 257 175 Empl 433 404 271 108 163	oyed No (J) 248 2550 163 84 oyed No (J) 121 122 123 126 97	Childre Yes (K) 293 266 192 101 Childre Yes (K) 88 119	1.89 In in HH No (L) 388 388 229 In in HH No (L) 388 388 46 46 46	Parent of Ch Yes (M) 284 257 187 97 Parent of Ch Yes (M) 284 257 260 86 115	11 1.88 Ilid Under 18 No (N) 397 397 397 397 397 397 397 397 397 397	Home of (O) 479 450 479 450 479 450 479 450 479 450 479 450 479 450 479 479 479 479 479 479 479 479 479 479	Ownership Renter (P) 192 195 115 112 80 Ownership Renter (P) 195 195	Married (Q) 374 380 4374 380 374 380 374 380 374 380 374 380 374 380 381 381 381 381 381 381 381 381 381 381	12 1.75 I Status Not married (R) 307 274 183 124 I Status Not married (R) 307 277 277 277 274 163 52	White (S) 427 491 278 149 White (S) 427 491 221 76	Race/Ethnicity AA (I) 70 41 44 26 Race/Ethnicity AA (I) 70 41 53 24 30	Hispanic (U) 124 69 68 56 Hispanic (U) 124 69 67 23
None Table Base: Table Base: Table Base: Total Investighted) Total (Investighted) Total (Investighted) Total (Investighted) Total (Investighted) Total (Investighted) Table Base: Table Base: Total (Investighted) At least somewhat familiar (Net) Very familiar Total (Investighted)	2.06 WINE BUYERS ing all prices are ide Total (A) 681 654 421 260 WINE BUYERS nilliar are you with ot Total (A) 681 654 394 134	Less than \$50K (B) 165 204 86 78 Less than \$50K (B) 165 204 86 165 204 86 20 6	Four a brand produ Househ \$50K - \$74.9K (C) 108 135 73 35 Househ \$50K - \$74.9K (C) 108 135 59 16 43	old Income 575K-599.9K (D) 100 110 62 38 old Income 575K-599.9K (D) 100 110 100 110 63 21	\$100K+(E) 289 197 5100K+(E) 289 197 190 99	HS or Less (F) 163 136 80 83 HS or Less (F) 163 136 92 35 56	Education Some College (G) 228 214 146 82 Education Some College (G) 228 214 113 21 91	College Grad+ (H) 170 181 120 50 College Grad+ (H) 170 181 181 110 40 70	Yes (I) 433 404 257 175 Empl 433 421 163 163 163 163 163 163 163 163 163 16	oyed No (J) 248 2550 163 84 No (J) 248 8250 123 26 97	Childre Yes (K) 293 266 192 101 Childre Yes (K) 293 207 88 119 68	1.89 In in HH No (L) 388 388 229 159 In in HH No (L) 388 388 186 46 140 120	Parent of Ch Yes (M) 284 287 287 187 97 Yes (M) Parent of Ch Yes (M) 284 284 285 257 200 86 115 66	ild Under 18 No (N) 3937 223 163 ild Under 18 No (N) 997 249 149 145 123	Homeowner (O) 479 450 476 476 476 476 476 476 476 476 476 476	Dwnership Renter (P) 192 195 195 1112 80 Dwnership Renter (P) 192 195 196 25 81	Married (Q) 374 380 238 136 Married (Q) 374 380 2374 380 2318 221 382 149	12 1.75 I Status Not married (R) 20 20 20 21 21 21 21 21 21 21 21 21 21 21 21 21	White (5) 427 491 278 149 White (5) 427 427 427 521 76 155	Race/Ethnicity AA (I) 70 41 44 26 Race/Ethnicity AA (I) 70 41 53 24 30	Hispanic (U) 124 69 68 56 Hispanic (U) 124 69 67 23
None "Table Base: "Table Base: 152Q4 When buying a new brand of wine, assum fotal loted (Unweighted) total (Unweighted) total conducted in California brand produced in a state other than California "Table Base: 152Q5: Excluding Napa Valley, California, how farm fotal (Unweighted) total formilar foliage (Net) Very familiar Somewhat familiar Not at all familiar	2.06 WINE BUYERS ing all prices are ide Total (A) 681 681 682 421 WINE BUYERS illiar are you with ot Total (A) 683 683 684 394 194 260 198 98	Less than \$50K (B) 165 204 88 165 204 83 206 62 49	Househ S74.9K (C) 108 135 Househ S750K - S74.9K (C) 108 135 73 35 Househ S50K - S74.9K (C) 108 135 135 135 135 135 135 135 135 13	old Income 575K-599.9K (D) 100 110 62 38 old Income 575K-599.9K (D) 100 110 100 110 63 21	\$100K+(E) 289 197 5100K+(E) 289 197 190 99	HS or Less (F) 163 136 80 83 HS or Less (F) 163 136 92 35 56 47	Education Some College (G) 228 214 146 82 Education Some College (G) 228 214 113 21 91 80	College Grad+ (H) 170 181 120 50 College Grad+ (H) 170 181 181 110 40 70	Yes (I) 433 404 257 175 Empl 433 421 163 163 163 163 163 163 163 163 163 16	oyed No (J) 248 2550 163 84 No (J) 248 8250 123 26 97	Childre Yes (K) 293 266 192 101 Childre Yes (K) 293 207 88 119 68	1.89 In in HH No (L) 388 388 229 159 In in HH No (L) 388 388 186 46 140 120	Parent of Ch Yes (M) 284 287 287 187 97 Yes (M) Parent of Ch Yes (M) 284 284 285 257 200 86 115 66	ild Under 18 No (N) 3937 223 163 ild Under 18 No (N) 997 249 149 145 123	Home (0) 479 450 303 176 Homeowner (0) 479 284 450 284 176 178	Ownership Renter (P) 192 195 112 80 Ownership Renter (P) 192 195 106 25 81 56	Married (Q) 374 380 238 136 Married (Q) 374 380 231 82 149 98	12 1.75 I Status Not married (R) 20 20 20 21 21 21 21 21 21 21 21 21 21 21 21 21	White (5) 427 491 278 149 White (5) 427 427 427 521 76 155	Race/Ethnicity AA (T) 70 41 42 AA (T) 70 41 53 43 44 44 44 44 44 44 44 44	Mispanic (U) 124 69 68 58 56 Mispanic (U) 124 69 67 23 44 41
None Count Table Base: Table Base: Total Total (Inweighted)	2.06 WINE BUYERS ing all prices are Ide 631 631 634 421 260 WINE BUYERS illiar are you with ot Total (A) 134 134 136 139 WINE BUYERS WINE BUYERS	Less than \$50K (B) 204 66 78 66 78 66 78 66 78 66 78 67 67 67 68 68 78 68 78 68 78 68 78 68 78 78 78 78 78 78 78 78 78 78 78 78 78	Househ From the From	ced in California or a old income \$75%-\$99.9K (D) 100 110 038 38 04 100 110 00 110 00 110 00 110 00 110 00 110 00 110 110 00 110	\$100K+(E) 289 187 190 99 99 \$110K+(E) 289 187 179 187 179 179 179 179 179 179 179 171 175 175	HS or Less (F) 163 136 80 83 HS or Less (F) 163 136 92 35 56 47	Education Some College (G) 228 214 146 82 Education Some College (G) 228 214 113 21 91 80	College Grad+ (H) 170 181 120 50 College Grad+ (H) 170 181 181 110 40 70	Yes (I) 433 404 257 175 Empl 433 421 163 163 163 163 163 163 163 163 163 16	oyed No (J) 248 2550 163 84 No (J) 248 8250 123 26 97	Childre Yes (K) 293 266 192 101 Childre Yes (K) 293 207 88 119 68	1.89 In in HH No (L) 388 388 229 159 In in HH No (L) 388 388 186 46 140 120	Parent of Ch Yes (M) 284 287 287 187 97 Yes (M) Parent of Ch Yes (M) 284 284 285 257 200 86 115 66	ild Under 18 No (N) 3937 223 163 ild Under 18 No (N) 997 249 149 145 123	Home (0) 479 450 303 176 Homeowner (0) 479 284 450 284 176 178	Ownership Renter (P) 192 195 112 80 Ownership Renter (P) 192 195 106 25 81 56	Married (Q) 374 380 238 136 Married (Q) 374 380 231 82 149 98	12 1.75 I Status Not married (R) 20 20 20 21 21 21 21 21 21 21 21 21 21 21 21 21	White (5) 427 491 278 149 White (5) 427 427 427 521 76 155	Race/Ethnicity AA (T) 70 41 42 AA (T) 70 41 53 43 44 44 44 44 44 44 44 44	Mispanic (U) 124 69 68 58 56 Mispanic (U) 124 69 67 23 44 41
None "Table Base: "Table Base: 152Q4 When buying a new brand of wine, assum fotal loted (Unweighted) total (Unweighted) total conducted in California brand produced in a state other than California "Table Base: 152Q5: Excluding Napa Valley, California, how farm fotal (Unweighted) total formilar foliage (Net) Very familiar Somewhat familiar Not at all familiar	2.06 WINE BUYERS ing all prices are Ide 631 631 634 421 260 WINE BUYERS illiar are you with ot Total (A) 134 134 136 139 WINE BUYERS WINE BUYERS	Less than \$50K (B) 204 66 78 66 78 66 78 66 78 66 78 67 67 67 68 68 78 68 78 68 78 68 78 68 78 78 78 78 78 78 78 78 78 78 78 78 78	Househ From the From	ced in California or a old income \$75%-\$99.9K (D) 100 110 038 38 04 100 110 00 110 00 110 00 110 00 110 00 110 00 110 110 00 110	\$100K+(E) 289 187 190 99 99 \$110K+(E) 289 187 179 187 179 179 179 179 179 179 179 171 175 175	HS or Less (F) 163 136 80 83 HS or Less (F) 163 136 92 35 56 47	Education Some College (G) 228 214 146 82 Education Some College (G) 228 214 113 21 91 80	College Grad+ (H) 170 181 120 50 College Grad+ (H) 170 181 181 110 40 70	Yes (I) 433 404 257 175 Empl 433 421 163 163 163 163 163 163 163 163 163 16	oyed No (J) 248 2550 163 84 No (J) 248 8250 123 26 97	Childre Yes (K) 293 266 192 101 Childre Yes (K) 293 207 88 119 68	1.89 In in HH No (L) 388 388 229 159 In in HH No (L) 388 388 186 46 140 120	Parent of Ch Yes (M) 284 287 287 187 97 Yes (M) Parent of Ch Yes (M) 284 284 285 257 200 86 115 66	ild Under 18 No (N) 3937 223 163 ild Under 18 No (N) 997 249 149 145 123	Home (0) 479 450 303 176 Homeowner (0) 479 284 450 284 176 178	Ownership Renter (P) 192 195 112 80 Ownership Renter (P) 192 195 106 25 81 56	Married (Q) 374 380 238 136 Married (Q) 374 380 231 82 149 98	12 1.75 I Status Not married (R) 20 20 20 21 21 21 21 21 21 21 21 21 21 21 21 21	White (5) 427 491 278 149 White (5) 427 427 427 521 76 155	Race/Ethnicity AA (T) 70 41 42 AA (T) 70 41 53 43 44 44 44 44 44 44 44 44	Mispanic (U) 124 69 68 58 56 Mispanic (U) 124 69 67 23 44 41
None Count Table Base: Table Base: Total Total (Inweighted)	2.06 WINE BUYERS ing all prices are idee Total (A) 631 654 421 260 WINE BUYERS WINE BUYERS 134 661 654 659 8 WINE BUYERS WINE BUYERS WINE BUYERS WINE BUYERS	Less than \$50K (8) 165 66 78 78 165 165 165 165 165 165 165 165 165 165	Fer buy a brand produ Mouseh SSMC-S74-9K (C) 108 108 105 Mouseh Mouseh 105 Mouseh 106 107 108 109 109 109 109 109 109 109	cced in California or a old Income of S75% - 599 50 (t) 100 100 100 100 100 100 100 100 100 10	\$100K+ (E) 289 187 190 190 190 190 190 190 190 190 190 190	HS or Less (P) 163 89 89 89 116 116 116 116 116 116 116 116 116 11	feducation Some College (G) 228 218 146 82 Iducation Some College (G) 228 214 131 131 131 131 36	College Grad+ (H) 170 170 170 170 170 170 170 170 170 170	2.28 Vec (I) Empl 431 431 431 431 431 432 257 175 Vec (I) Empl 227 108 609 609 609 609 609 609 609 609 609 609	cyyed No (J) A (A)	2.28 Childre Yes IO Childre 192 101 Childre 202 Childre 203 Childre 119 Childre 119 Childre	1.89 nn in HM No (1) 838 838 8229 9219 159 nn in HM No (1) 838 838 838 838 938 900	Parent of Ch	11 1.88 lid Under 18 No (N) 397 397 397 398 397 399 397 399 397 399 397 398 398 398 398 398 398 398 398 398 398	Homeowner (O) 479 450 303 176 Homeowner (O) 479 450 176 Homeowner (O) 479 451 168 176 188	Ownership Renter (P) 192 192 193 194 195 196 Renter (P) 195 195 195 195 29 Ownership 195 29 Ownership	Marited (Q) 374 374 323 328 328 316 Marited (Q) Marited (Q) 40 40 40 40 40 40 40 40 40 40 40 40 40	12 1.75 1.75 1.75 1.75 1.75 1.75 1.75 1.75	White (S) 427 491 491 493 494 495 494 495 495 495 495 495 495 495	Race/thnicity AA (1) 41 44 44 42 6 Race/thnicity AI (1) 20 Race/thnicity 11 21 22 Race/thnicity AI (1) 41 42 43 44 44 44 45 46 47 48 48 48 48 48 48 48 48 48 48 48 48 48	Hispanic (U) 124 69 66 65 56 66 67 72 22 44 44 115
None Todo Base: Table Base: Table Base: Total (Invesighted) A brand produced in California A brand produced in State other than California A brand produced in a state other than California Table Base: Total To	2.06 WINE BUYERS ining all prices are ide Total (A) 681 654 421 200 WINE BUYERS stillar are you with ot Total (A) 681 684 684 394 289 398 WINE BUYERS wine Buyers wine Buyers wine Buyers Total (A) Total (A) Total (A)	Less than \$50K (B) 165 165 165 165 165 165 165 165 165 165	Mouseh From Call 108 12 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18	ced in California or a old income of 575K - 599 5K (b) 100 100 100 100 100 100 100 100 100 10	\$100K+ (E) 289 100K+ (E) 289 299 200 200 200 200 200 200 200 200 20	HS or Less (F) 163 163 163 80 80 83 HS or Less (F) 163 164 175 165 165 167 167 168 168 168 168 168 168 168 168 168 168	formia? If divication Some College (G) 228 228 238 246 256 267 268 27 27 288 28 28 28 28 28 28 28 28 28 28 28 28	College Grad+ (H) 170 170 170 170 170 170 170 170 170 170	2.208 Empl Ves (I) 1 433 404 404 517 Ves (I) 1 433 433 434 434 434 445 440 Empl Ves (I) 440 Empl Ves (I) 450 Empl Empl Ves (I) 450 Empl Ves (I) 450 Empl Empl	oyed No (J) 22.02 See See See See See See See See See Se	Childre Ves (I) Childre Ves (I) Childre Ves (I) Childre Childre Childre Childre Childre Childre	1.89 nn in 1994 No (L) 3838 3838 3839 1839 1839 1839 1839 1840 1850 1860 1860 1860 1860 1860 1860 1860 186	Parent of Ch 234 257 277 277 277 277 277 277 277 277 277	11 1.88 Rid Under 18 No (N) 1393 P. 1394 P. 1394 P. 1394 P. 1395 P. 1394 P. 1395 P. 13	Homeower (0) Homeower (0) 450 Homeower (0) 450 Homeower (0) 479 480 176 Homeower (0) 481 486 Homeower (0)	Ownership Renter (P) 392 392 392 392 392 392 392 392 392 392	Married (Q) 374 380 2238 136 Married (Q) 374 374 380 380 380 380 380 380 380 380 44 Married (Q) Married (Q) Married (Q) Married (Q) Married (Q)	12 1.75 1 Status Not married (R) 303 304 1 Status Not married (R) 1 Status Not married (R) 1 Status 1 Status Not married (R) 1 Status Not married (R) Not married (R)	White (S) White (S) 427 491 278 White (S) White (S) White (S) White (S) White (S)	Race/Ethnicity AA (T) 41 42 44 46 66 Race/Ethnicity AA (T) 70 71 72 73 74 74 74 74 75 75 76 76 76 76 76 76 76 76 76 76 76 76 76	Hispanic (U) 124
None Count Table Base: Table Base: SS2Q4: When buying a new brand of wine, assum Inteat (Unweighted) Inteat (Unweighted) Inteat (Unweighted) Table Base: Table Base: DS2Q5: Excluding Napa Valley, California, how farm Intel (Unweighted) It least somewhat familiar (Net) Very familiar Somewhat familiar (Net) Very familiar Somewhat familiar Not at all familiar Table Base: DS2Q6: How Illiely are you to purchase a bottle of	2.06 WINE BUYERS ing all prices are ide Cotal (A) 661 662 662 WINE BUYERS Total (A) 663 WINE BUYERS Total (A) 661 Total (A)	Less than \$50K (8) 165 165 165 165 165 165 165 165 165 165	Househ From 1 brand products of the first of	ced in California or a old Income of S75K- 599-3K (D) 100 110 23 38 100 110 110 110 110 110 110 110 110 11	\$100K+ (E) 289 187 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 197 299 299 299 299 299 299 299 299 299 2	HS or Less (F) 163 163 165 80 80 81 166 126 126 126 127 148 126 126 137 148 126 138 136 136 136 136 136 136 136 136 136 136	feducation Some College (G) 228 224 146 82 64 62 224 121 132 133 36 feducation Some College (G) 233 65 66 66 67 67 68 68 68 68 68 68 68 68 68 68 68 68 68	College Grad+ (H) 170 170 170 170 170 170 170 170 170 170	2.268 Empl 433 4444 4444 4457 175 Vec (I) Empl 183 108 108 108 108 108 108 108 108 108 108	cyped (No (J) (Add (Add (Add (Add (Add (Add (Add (Ad	Childre Vec (IO) Childre 252 Childre Vec (III) Childre Vec (III) S S Childre Vec (III) Childre Vec (III) Childre Vec (III) Childre Vec (III)	1.89 nn in HH No (U 3.88 No (U 3.	Parent of Ch 284 Parent of Ch 285 Parent of Ch 286 Parent of Ch 286 Parent of Ch 286 Parent of Ch 287 Parent of Ch 288 Parent of Ch	11 1.88 lid Under 18 No (N) 397 397 397 397 397 397 397 397 397 397	Homesower (0)	Downership Renter (P) 192 193 195 191 198 800 Renter (P) 195 195 195 195 195 25 881 881 892 Downership Renter (P) 197 198 198 198 198 198 198 198 198 198 198	Married (Q)	12 1.75 15 Status Not married (IR) 307 274 185 124 15 Status Not married (R) 307 274 15 Status Not married (R) 307 274 15 Status Not married (R) 307 15 Not married (R) 307 16 Not married (R) 307 16 Not married (R)	White (S) 427 428 428 428 428 428 428 428 428 428 428	Race/Ethnicity AA (T) 70 44 42 44 42 66 Race/Ethnicity AA (T) 70 70 43 44 41 41 41 41 41 41 41 41 41 41 41 41	Hispanic (U) 124 69 68 68 55 67 23 44 41 15
None Todo Base: Table Base: Table Base: Total (Invesighted) A brand produced in California A brand produced in State other than California A brand produced in a state other than California Table Base: Total To	2.06 WINE BUYERS ining all prices are ide Total (A) 681 654 421 200 WINE BUYERS stillar are you with ot Total (A) 681 684 684 394 289 398 WINE BUYERS wine Buyers wine Buyers wine Buyers Total (A) Total (A) Total (A)	Less than \$50K (B) 165 165 165 165 165 165 165 165 165 165	Mouseh From Call 108 12 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18	ced in California or a old income of 575K - 599 5K (b) 100 100 100 100 100 100 100 100 100 10	\$100K+ (E) 289 117 249 289 289 299 99 9 9 9 9 9 9 9 9 9 9 9 9	HS or Less (F) 163 163 163 80 80 83 HS or Less (F) 163 164 175 165 165 166 176 176 176 176 176 176 176 176 176	formia? If divication Some College (G) 228 228 238 246 256 267 268 27 27 288 28 28 28 28 28 28 28 28 28 28 28 28	College Grade (H) 170 170 170 170 170 170 170 170 170 170	Yes (I) Empl 483 404 483 404 483 404 404 71 108 169 169 169 169 169 169 169 169 169 169	oyed No (J) A (200)	Childre Ver (10) 293 266 279 293 266 279 293 266 207 293 266 207 288 81 119 66 63 189 Childre Ver (10) 293 206 Childre	1.89 Inn in HH No (U 388 388 388 389 159 Inn in HH No (I) 160 160 160 160 160 160 160 160 160 160	Parent of Ch 284 257 277 284 279 277 277 278 278 278 278 278 278 278 278	11 1.88 lid Under 18. No (N) 2397 2233 163 lid Under 18. No (N) 2397 2233 243 245 245 245 245 245 245 245 245 245 245	Homeower (0) Homeower (0) 450 Homeower (0) 450 Homeower (0) 479 480 176 Homeower (0) 481 486 Homeower (0)	Ownership Renter (P) 392 392 392 392 392 392 392 392 392 392	Married (Q) 374 380 2238 136 Married (Q) 374 374 380 380 380 380 380 380 380 380 44 Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) Married (Q)	12 1.75 I Status Not married (R) 307 307 318 118 118 119 119 119 119 110 110 110 110 110 110	White (S) White (S) 427 491 278 White (S) White (S) 427 491 231 76 White (S) 427 427	Race/Ethnicity AA (T) 41 42 44 46 66 Race/Ethnicity AA (T) 70 71 72 73 74 74 74 74 75 75 76 76 76 76 76 76 76 76 76 76 76 76 76	Hispanic (U) 124
None Count Table Base: Table Base: Table Base: Table Base: Total Unweighted) Total Unweighted) Total Unweighted Total Tot	2.06 WINE BUYERS ining all prices are idee Total (A) 681 654 411 260 WINE BUYERS Total (A) 683 684 98 98 98 98 WINE BUYERS wine from a non-max WINE BUYERS Total (A) 683 684 685 685 686 686	Less than SSOK (B) 204 Less than SSOK (B) 205 Less than SSOK (B) 204 Less than SSOK (B) 204 20 20 20 49 33 30 Less than SSOK (B) 205 Less than	Househ produced from the first	ced in California or a cld Income a cld Income cld Inco	\$100K+ (E) 289 117 249 289 289 299 99 9 9 9 9 9 9 9 9 9 9 9 9	HS or Less (F) 163 163 163 163 163 164 165 165 164 17 165 167 167 168 187 188 188 189 189 189 189 189 189 189 189	feducation Some College (G) 228 228 234 48 82 feducation Some College (G) 229 230 240 250 260 260 260 260 260 260 260 260 260 26	College Grad+ (H) 170 170 170 170 170 170 170 170 170 170	2.208 Empl 433 404 433 404 431 433 404 431 433 434 434 434 444 40 Ves (I) 434 40 Ves (I) 434 40 Ves (I) 437 437 40	cyed (No II) Syd (Childre 223 266 272 273 276 276 276 276 276 276 276 276 276 276	1.89 nn in HH No (L) 3838 3839 3839 3839 3839 3839 159 159 159 160 160 160 160 160 160 160 160 160 160	Parent of Ch 234 237 237 238 237 237 237 238 238 238 238 238 238 238 248 258 268 268 268 27 27 27 288 288 288 288 288 288 288 2	11 1.58 Rid Under 18 No (N) 2323 397 397 163 Rid Under 18 No (N) 397 194 49.5 195 196 Rid Under 18 No (N) 397 397 397 398 Rid Under 18 No (N) 397 397 393 393 393 393	Homeowner (O) 479 450 450 479 450 479 450 479 450 479 479 479 479 479 479 479 479 479 479	Ownership Renter (P) 192 192 193 195 195 196 Renter (P) 195 196 Renter (P) 195 196 Ownership Renter (P) 195 29	Married (Q)	12 1.75 15 Status Not married (R) Not married (R) 12 12 12 12 12 12 12 12 12 12 12 12 12 1	2.0.6 White (S) 427 427 428 428 429 427 427 421 333 446 441 435 4441 337	Race/(thnicity AA (T) AA (T) 41 44 46 66 Race/(thnicity 74 15 32 41 30 41 42 Race/(thnicity AA (T)	Hispanic (U) 124 69 81 125 126 69 7 124 40 115
None Todo Base: Table Base: Table Base: Todo Clave When buying a new brand of wine, assum Todo Clave Cl	2.06 WINE BUYERS ing all prices are ide Total (A) 681 694 694 101 101 101 101 101 101 101 101 101 10	Less than SSOK (B) 165 26 26 26 26 26 26 26 26 26 26 26 26 26	Househ produced from California (California California	ced in California or a rold income and cold income col	\$100K+ (E) 289 2100K+ (E) 299 99 5100K+ (E) 2100 2100 2100 2100 2100 2100 2100 210	HS or Less (P) 163 163 163 163 163 163 163 163 163 163	feducation Some College (G) 228 228 238 246 246 82 feducation Some College (G) 229 239 240 250 250 250 250 250 250 250 250 250 25	College Grad+ (H) 170 170 170 170 170 170 170 170 170 170	2.208 Empl 433 404 433 404 433 404 433 404 433 404 427 11 224 40 Empl 433 404 434 434 434 434 434 434 434 434	oyed No (J) 228 248 250 250 250 250 250 250 250 250 250 250	Childre Vec (0) 293 266 269 293 266 293 207 208 208 208 208 208 208 208 208 208 208	1.89 no in 1994 No (L) 3838 3838 3838 3839 159 159 159 159 160 170 170 170 170 170 170 170 170 170 17	Parent of Ch 284 2757 277 277 277 277 277 277 277 277 27	11 1.88 Rd Under 18 No (N) 1939 29 29 21 21 21 21 21 21 21 21 21 21 21 21 21	Homeowner (D) 479 450 512 127 68 Homeowner (D) 479 479 479 479 479 479 479 479 479 479	Demorship Renter (P) 322 323 324 325 326 327 327 328 80 Demorship Renter (P) 425 81 82 82 82 82 82 82 84 86 86 87 87 88 81 96 88 81 97 88 81 97 88 81 97 97 97 97 97 97 97 97 97 97 97 97 97	Married (Q) Marits (Q) Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) 221 149 98 444 Married (Q) 174 888 88 51 120 120 120 120 120 120 120 120 120 12	12 1.75 15 Status Not married (N) 307 15 Status Not married (N) 183 12 124 15 Status Not married (N) 193 16 3 110 17 14 18 18 18 18 18 18 18 18 18 18 18 18 18	White (S) 427 427 421 427 421 427 427 427 427 421 427 427 427 427 427 427 427 427 427 427	Race/Ethnicity AA (T) 41 - 44 - 46 - 66 - 67 - 67 - 67 - 67 - 67	Hispanic (U) 124
None Count Table Base: Table Base: Table Base: SS2Q4: When buying a new brand of wine, assum Intel (Unweighted) Intel (Unweighted) A brand produced in Culifornia A brand produced in a state other than California Table Base: DS2Q5: Excluding Napa Valley, California, how fare Intel (Unweighted) Intel State State State State State State State State Very familiar Vot at all familiar Vot at all familiar SS2Q6: How likely are you to purchase a bottle of Intel (Unweighted) It test stomewhat finely (Net) Somewhat likely (Net)	2.06 WINE BUYERS are ide Total (A) 661 661 622 622 600 WINE BUYERS Billiar are you with ot Total (A) 681 134 134 134 WINE BUYERS wine from a non-max wine from a non-max Total (A) 683 684 685 685 681 684 685 684 685	Less than \$50K (B) 165 165 165 166 167 168 169 169 169 169 169 169 169 169 169 169	Fer buy a brand product SSSW - S74-9K (C) 108 108 105 105 105 106 107 107 108 109 109 109 109 109 109 109	ced in California or a old Income of 575K-599-9K (b) 100 110 120 138 138 138 138 138 138 138 138 138 138	\$100K- (E) 289 187 197 197 197 197 197 197 197 197 197 19	HS or Less (F) 163 163 80 89 163 164 165 165 167 167 168 168 169 169 169 169 169 169	feducation Some College (G) 228 228 4146 82 Idexation Some College (G) 221 113 113 113 113 114 115 115 115 116 117 117 117 117 117 117 117 117 117	College Grad+ (H) 170 170 170 170 170 170 170 170 170 170	2.208 Empl 433 434 434 434 434 434 431 431 431 431	oyed No (J) Add (S) Ad	Childre Childre	1.89 nn in HH No (U 3.88 8.89 8.89 8.89 8.89 8.89 8.89 8.89	Parent of Ch Ch 284 Parent of	11 1.88 lid Under 18 No (N) 397 397 397 398 397 3997 3997 3997 3997	Home (O) 479 Homeowner (O) 479 Howeowner (O) 479 Homeowner (O) 479 Howeowner (O) 479	Domership Renter (P) 192 192 193 195 196 Renter (P) 197 197 198 199 Domership Renter (P) 195 29 Domership Renter (P) 195 195 195 195 195 195 195 195 195 195	Married (Q) 374 380 3238 380 381 384 387 374 380 387 384 380 384 484 Married (Q) Marted (Q) Marted (Q) Marted (Q) Marted (Q) Marted (Q) Marted (Q) Married (Q) Married (Q) 374 380 380 381 380 381 380 386 484	12 1.75 15 Status Not married (R) 307 307 3124 15 Status Not married (R) 307 274 319 319 319 319 319 319 319 319 319 319	White (S) 42742 4274 4274 4274 4274 4274 4274 42	Race/Ethnicity AA (T) 70 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Hispanic (U) 124 69 69 69 156 Hispanic (U) 124 69 69 69 151 144 15 Hispanic (U) 124 15
None Todo Base: Table Base: Table Base: Todo Clave When buying a new brand of wine, assum Todo Clave Cl	2.06 WINE BUYERS ing all prices are ide Total (A) 681 694 694 101 101 101 101 101 101 101 101 101 10	Less than SSOK (B) 165 26 26 26 26 26 26 26 26 26 26 26 26 26	Househ produced from California (California California	ced in California or a rold income and cold income col	\$100K+ (E) 289 2100K+ (E) 299 99 5100K+ (E) 2100 2100 2100 2100 2100 2100 2100 210	HS or Less (P) 163 163 163 163 163 163 163 163 163 163	feducation Some College (G) 228 228 238 246 246 82 feducation Some College (G) 229 239 240 250 250 250 250 250 250 250 250 250 25	College Grad+ (H) 170 170 170 170 170 170 170 170 170 170	2.208 Empl 433 434 434 434 434 434 434 434 434 43	oyed No (J) 228 248 250 250 250 250 250 250 250 250 250 250	Childre Childre	1.89 nn in HH No (U 3.88 8.89 8.89 8.89 8.89 8.89 8.89 8.89	Parent of Ch Ch 284 Parent of	11 1.88 lid Under 18 No (N) 397 397 397 398 397 3997 3997 3997 3997	Homeowner (D) 479 450 512 127 68 Homeowner (D) 479 479 479 479 479 479 479 479 479 479	Demorship Renter (P) 322 323 324 325 326 327 327 328 80 Demorship Renter (P) 425 81 82 82 82 82 82 82 84 86 86 87 87 88 81 96 88 81 97 88 81 97 88 81 97 97 97 97 97 97 97 97 97 97 97 97 97	Married (Q) Marits (Q) Married (Q) Married (Q) Married (Q) Married (Q) Married (Q) 221 149 98 444 Married (Q) 174 888 88 51 120 120 120 120 120 120 120 120 120 12	12 1.75 15 Status Not married (R) 307 307 3124 15 Status Not married (R) 307 274 319 319 319 319 319 319 319 319 319 319	White (S) White (S)	Race/Ethnicity AA (T) 41 - 44 - 46 - 66 - 67 - 67 - 67 - 67 - 67	Hispanic (U) 124

WINE BUYERS

* Table Base: