

Wine Buying

Q52Q1: [res transfer_1]How often do you currently buy wine (e.g., from a store, online) for personal consumption?

Table with columns for Total, Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, Current wine buyers, and frequency of purchase (at least once a day, several times a week, etc.).

* Table Base: U.S. RESPONDENTS AGE 21+

Q52Q2: How important are each of the following factors to you when buying wine for personal consumption?

Table with columns for My familiarity with the brand, Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, and importance of factors like 'Very important', 'Somewhat important', etc.

* Table Base: WINE BUYERS

Table with columns for Taste, Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, and importance of factors like 'Very important', 'Somewhat important', etc.

* Table Base: WINE BUYERS

Table with columns for Bottle design, Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, and importance of factors like 'Very important', 'Somewhat important', etc.

* Table Base: WINE BUYERS

Table with columns for Place of origin (i.e., where the wine is made), Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, and importance of factors like 'Very important', 'Somewhat important', etc.

* Table Base: WINE BUYERS

Table with columns for Price, Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, and importance of factors like 'Very important', 'Somewhat important', etc.

* Table Base: WINE BUYERS

Table with columns for The types/blends of wine a brand offers, Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, and importance of factors like 'Very important', 'Somewhat important', etc.

* Table Base: WINE BUYERS

Table with columns for Year the wine was bottled, Gender, Age, Male Age, Female Age, and Region. Rows include Total, Unweighted, and importance of factors like 'Very important', 'Somewhat important', etc.

* Table Base: WINE BUYERS

Q52Q3: Which U.S. states do you closely associate with the wine industry? Please select all that apply.

Table with columns for Total, Gender, Age, Male Age, Female Age, and Region. Rows list U.S. states and their association with the wine industry.

Pennsylvania	4%	4%	3%	3%	H	5%	4%	4%	4%	4%	6%	m	6%	2%	2%	2%	3%	2%	5%	5%	13%	TUV	2%	1%	2%
Illinois	4%	3%	5%	7%		4%	4%	2%	0%	2%	6%	0%	4%	1%	0%	43%	1%	0%	2%	1%	1%	0%	13%	STV	2%
South Carolina	3%	3%	3%	3%	f	3%	1%	8%	3%	3%	1%	8%	4%	1%	7%	2%	1%	7%	3%	7%	1%	0%	1%	0%	
Delaware	3%	4%	2%	4%		4%	4%	2%	0%	2%	0%	3%	0%	13%	HM	4%	3%	2%	4%	1%	4%	3%	4%	2%	
Alabama	3%	5%	c	1%	5%	h	3%	h	3%	0%	8%	M	6%	m	1%	5%	m	0%	1%	0%	2%	3%	0%	6%	U
Colorado	4%	2%	1%	3%		8%	2%	2%	2%	8%	2%	1%	3%	1%	14%	lhm	3%	2%	4%	3%	0%	2%	2%	3%	
Tennessee	3%	3%	3%	3%		4%	3%	2%	0%	4%	0%	1%	2%	6%	l	3%	3%	4%	4%	0%	1%	3%	4%	2%	1%
Kentucky	3%	3%	2%	4%		1%	2%	4%	2%	4%	1%	2%	2%	8%	M	0%	2%	2%	2%	0%	5%	2%	2%	4%	2%
Connecticut	2%	1%	2%	4%	k	1%	0%	1%	0%	1%	8%	5%	0%	3%	1%	0%	1%	2%	0%	0%	4%	1%	6%	0%	TU
Maryland	2%	2%	2%	2%		2%	1%	2%	3%	1%	3%	1%	3%	1%	3%	1%	2%	2%	0%	5%	0%	5%	0%	2%	
Indiana	2%	3%	1%	2%		3%	2%	3%	1%	2%	5%	1%	6%	1%	2%	1%	2%	1%	2%	0%	1%	1%	5%	T	2%
Missouri	2%	1%	2%	3%	e	4%	2%	3%	2%	0%	2%	0%	2%	8%	l	2%	2%	2%	1%	1%	1%	1%	5%	Stv	5%
Idaho	3%	1%	1%	1%		5%	3%	1%	1%	1%	5%	0%	0%	6%	f	1%	3%	2%	0%	0%	2%	1%	1%	1%	T
New Jersey	2%	2%	2%	4%		1%	1%	1%	1%	3%	3%	1%	0%	1%	4%	5%	1%	1%	1%	1%	7%	2%	0%	0%	
Arkansas	2%	3%	2%	3%		2%	3%	2%	1%	2%	8%	2%	2%	2%	0%	2%	2%	2%	0%	2%	1%	2%	1%	6%	sk
Vermont	2%	2%	2%	0%		1%	0%	0%	1%	0%	1%	2%	1%	2%	1%	4%	0%	1%	5%	3%	1%	3%	3%	0%	
Hawaii	2%	1%	2%	1%		1%	5%	2%	1%	1%	1%	0%	4%	0%	4%	2%	0%	0%	10%	NOq	1%	1%	2%	0%	4%
Minnesota	3%	1%	2%	2%		2%	2%	2%	2%	4%	0%	0%	0%	4%	0%	0%	0%	0%	4%	0%	4%	0%	1%	1%	t
Alaska	2%	2%	2%	2%		2%	0%	2%	2%	4%	0%	0%	3%	0%	0%	0%	0%	5%	n	1%	1%	4%	0%	3%	
Wisconsin	2%	1%	2%	3%		0%	1%	3%	1%	3%	1%	0%	0%	0%	2%	3%	0%	1%	7%	0%	0%	0%	0%	6%	Stv
Montana	2%	2%	1%	1%		5%	0%	1%	1%	2%	4%	0%	4%	2%	0%	0%	0%	6%	n	0%	0%	0%	0%	6%	0%
New Mexico	2%	2%	2%	3%		0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	na	0%	3%	2%	1%	0%	TU
West Virginia	1%	2%	1%	2%		1%	0%	4%	0%	2%	0%	0%	8%	0%	0%	2%	1%	0%	0%	0%	3%	T	0%	3%	0%
Mississippi	1%	2%	1%	2%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	2%	0%
Kansas	1%	2%	1%	1%		4%	1%	1%	1%	2%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	4%	0%	0%	st
Rhode Island	1%	2%	1%	1%		0%	2%	1%	2%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%	3%	2%	0%	0%
Iowa	1%	1%	1%	1%		5%	0%	0%	0%	1%	4%	0%	0%	0%	0%	0%	0%	6%	n	0%	0%	0%	0%	4%	0%
Maine	1%	2%	1%	2%		1%	1%	0%	1%	0%	2%	0%	1%	0%	4%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
Oklahoma	1%	2%	c	0%		2%	1%	1%	0%	3%	1%	0%	0%	5%	0%	0%	0%	0%	1%	0%	0%	1%	2%	0%	1%
South Dakota	1%	2%	0%	0%		0%	2%	0%	4%	0%	1%	0%	0%	8%	0%	2%	0%	2%	0%	0%	1%	0%	4%	0%	0%
Nebraska	1%	0%	0%	0%		1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	4%	0%
North Dakota	1%	1%	0%	2%		0%	1%	0%	0%	3%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	2%	t	0%	0%	0%
New Hampshire	1%	2%	0%	2%		3%	0%	0%	0%	3%	4%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	t	0%	0%	0%
North Carolina	1%	1%	0%	2%		1%	0%	0%	1%	0%	3%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%
Massachusetts	1%	1%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	1%	0%
Nebraska	0%	1%	0%	0%		2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Louisiana	0%	0%	0%	0%		0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%
Utah	0%	0%	0%	0%		0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%
Wyoming	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None	2%	1%	3%	6%	F	2%	0%	2%	1%	5%	0%	0%	0%	0%	7%	p	3%	0%	3%	2%	2%	3%	4%	1%	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			

* Table Base: WINE BUYERS

Q32Q: When buying a new brand of wine, assuming all prices are identical, would you rather buy a brand produced in California or a brand produced in a state other than California?

	Gender											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	N=681	N=349	N=327	N=187	N=140	N=120	N=127	N=104	N=73	N=56	N=53	N=65	N=83	N=67	N=64	N=54	N=62	N=123	N=243	N=156	N=159																
Total (Unweighted)	N=654	N=306	N=343	N=182	N=140	N=112	N=90	N=130	N=81	N=71	N=44	N=35	N=77	N=101	N=69	N=68	N=55	N=53	N=146	N=251	N=123	N=134															
A brand produced in California	62%	60%	38%	56%	69%	df	67%	67%	75%	66%	50%	74%	52%	64%	49%	68%	p	59%	65%	62%	64%																
A brand produced in a state other than California	38%	34%	42%	44%	e	31%	43%	e	39%	41%	25%	34%	45%	26%	48%	36%	32%	41%	35%	38%	44%	36%															

* Table Base: WINE BUYERS

Q32S: Excluding Napa Valley, California, how familiar are you with other U.S. wine-producing regions?

	Gender											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	N=681	N=349	N=327	N=187	N=140	N=120	N=127	N=104	N=73	N=56	N=53	N=65	N=83	N=67	N=64	N=54	N=62	N=123	N=243	N=156	N=159																
Total (Unweighted)	N=654	N=306	N=343	N=182	N=140	N=112	N=90	N=130	N=81	N=71	N=44	N=35	N=77	N=101	N=69	N=68	N=55	N=53	N=146	N=251	N=123	N=134															
At least somewhat familiar (Net)	58%	59%	56%	64%	rh	72%	FGH	55%	50%	44%	60%	44%	47%	68%	R	61%	r	55%	55%	40%	70%	u	58%	u													
Very familiar	20%	20%	23%	23%	32%	FGH	7%	13%	23%	44%	31%	25%	25%	20%	25%	15%	6%	6%	20%	30%	TU	16%	23%	u													
Somewhat familiar	38%	33%	43%	B	37%	40%	47%	h	35%	32%	29%	38%	46%	l	21%	33%	47%	42%	41%	48%	31%	42%	46%	u													
Not very familiar	28%	31%	25%	24%	19%	19%	30%	e	40%	DE	30%	e	23%	16%	34%	l	51%	u	25%	23%	27%	28%	21%	23%													
Not at all familiar	14%	10%	19%	B	12%	9%	15%	11%	26%	DEG	16%	J	2%	12%	l	5%	13%	l	8%	16%	17%	39%	NOQR	s													

* Table Base: WINE BUYERS

Q32Q: How likely are you to purchase a bottle of wine from a non-major wine-producing state (i.e., not from California, Washington, or New York)?

	Gender											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	N=681	N=349	N=327	N=187	N=140	N=120	N=127	N=104	N=73	N=56	N=53	N=65	N=83	N=67	N=64	N=54	N=62	N=123	N=243	N=156	N=159																
Total (Unweighted)	N=654	N=306	N=343	N=182	N=140	N=112	N=90	N=130	N=81	N=71	N=44	N=35	N=77	N=101	N=69	N=68	N=55	N=53	N=146	N=251	N=123	N=134															
At least somewhat likely (Net)	81%	81%	81%	84%	H	85%	H	80%	84%	M	85%	M	85%	M	81%	87%	79%	79%	82%	79%	83%	83%															
Very likely	30%	30%	30%	37%	fh	38%	fh	23%	37%	M	40%	M	32%	M	34%	M	7%	41%	P	34%	P	16%	27%														
Somewhat likely	51%	52%	52%	47%	48%	57%	48%	52%	48%	44%	52%	54%	53%	54%	53%	54%	53%	61%	49%	50%	47%	54%															
Not very likely	16%	17%	14%	15%	13%	15%	28%	14%	34%	14%	39%	34%	34%	11%	11%	11%	11%	12%	13%	16%	15%	15%															
Not at all likely	3%	2%	4%	1%	2%	10%	DEGH	1%	2%	0%	2%	0%	5%	0%	2%	16%	NOQR	2%	0%	2%	3%	6%															

* Table Base: WINE BUYERS

Wine Buying

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

Table with 18 columns: 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). Rows include Total, Total (Unweighted), Current wine buyers (Net), and frequency of purchase (At least once a day, Several times a week, etc.).

* Table Base: U.S. RESPONDENTS AGE 21+

QS2Q2: How important are each of the following factors to you when buying wine for personal consumption?

My familiarity with the brand

Table with 18 columns: 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). Rows include Total, Total (Unweighted), and importance levels (At least somewhat important, Very important, Somewhat important, etc.).

* Table Base: WINE BUYERS

Bottle design

Table with 18 columns: 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). Rows include Total, Total (Unweighted), and importance levels (At least somewhat important, Very important, Somewhat important, etc.).

* Table Base: WINE BUYERS

Place of origin (i.e., where the wine is made)

Table with 18 columns: 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). Rows include Total, Total (Unweighted), and importance levels (At least somewhat important, Very important, Somewhat important, etc.).

* Table Base: WINE BUYERS

Price

Table with 18 columns: 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). Rows include Total, Total (Unweighted), and importance levels (At least somewhat important, Very important, Somewhat important, etc.).

* Table Base: WINE BUYERS

The types/blends of wine a brand offers

Table with 18 columns: 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). Rows include Total, Total (Unweighted), and importance levels (At least somewhat important, Very important, Somewhat important, etc.).

* Table Base: WINE BUYERS

Year the wine was bottled

Table with 18 columns: 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). Rows include Total, Total (Unweighted), and importance levels (At least somewhat important, Very important, Somewhat important, etc.).

* Table Base: WINE BUYERS

QS2Q3: Which U.S. state(s) do you closely associate with the wine industry? Please select all that apply.

Table with 18 columns: 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). Rows include Total, Total (Unweighted), and state selections (California, New York, Washington, Oregon, Georgia, Florida, Texas, Arizona, Michigan, Virginia, Ohio, North Carolina).

Pennsylvania	26	14	11	6	7	5	4	5	4	4	3	1	1	2	2	1	3	3	16	5	2	3
Illinois	25	9	16	13	5	5	2	0	2	4	2	1	0	11	1	3	1	0	1	0	21	3
South Carolina	23	13	9	6	1	9	4	3	3	1	4	3	3	0	0	5	1	1	18	4	2	0
Delaware	22	14	7	7	4	0	8	2	0	7	0	3	0	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	21	13	8	3	5	2	9	2	1	2	0	8	2	2	1	3	2	1	3	5	8	5
Tennessee	18	10	8	7	3	3	3	2	5	0	1	3	2	2	3	2	0	0	4	9	3	2
Kentucky	18	10	7	7	2	2	4	3	5	1	1	4	0	2	1	2	0	3	2	6	7	2
Connecticut	16	13	3	9	0	5	1	0	1	8	4	1	0	1	2	0	0	3	5	2	10	0
Maryland	16	9	7	5	2	2	4	4	4	1	2	1	2	1	1	0	3	2	1	11	1	3
Indiana	14	10	4	4	5	2	3	1	2	4	1	3	1	2	1	1	0	0	2	1	8	3
Missouri	14	10	4	6	0	5	3	4	0	4	0	0	0	4	2	0	1	4	0	4	1	9
Idaho	14	9	5	2	5	0	5	2	1	4	0	3	2	2	1	0	2	0	2	2	1	8
New Jersey	14	7	7	7	1	1	1	3	3	0	0	1	3	4	1	1	0	1	8	5	0	1
Arkansas	13	9	4	3	7	2	0	0	3	6	1	0	7	1	0	1	0	1	0	3	9	2
Vermont	13	6	7	1	3	1	6	1	0	1	4	0	1	3	0	2	1	2	7	4	0	0
Hawaii	13	5	7	1	1	6	2	2	1	1	1	0	2	1	0	0	6	0	1	2	4	0
Minnesota	13	9	4	3	0	6	2	1	3	0	3	2	0	0	0	3	0	0	3	2	6	1
Alaska	12	5	7	4	3	2	0	3	4	0	1	0	0	0	3	1	0	3	5	2	0	5
Wisconsin	12	5	7	5	0	1	4	1	3	0	0	0	0	1	3	0	1	4	0	1	9	1
Montana	11	7	4	1	6	0	2	1	1	3	0	2	1	0	4	0	0	2	0	0	9	0
New Mexico	11	6	5	5	4	0	0	1	6	0	0	0	0	0	0	4	0	1	3	2	0	6
West Virginia	9	6	3	4	1	0	4	0	2	0	0	0	4	0	2	1	0	0	4	0	4	0
Mississippi	9	6	3	4	5	0	0	0	3	3	0	0	0	1	2	0	0	1	5	0	0	3
Kansas	9	7	2	1	1	5	1	1	1	1	5	0	0	0	0	0	0	1	1	0	1	7
Rhode Island	8	6	2	2	2	0	3	2	2	1	0	2	1	0	0	1	0	1	4	4	0	0
Iowa	8	4	6	1	7	0	0	0	1	3	0	0	0	0	4	0	0	0	0	1	0	7
Maine	8	6	2	4	1	2	0	1	0	1	0	1	2	1	2	1	0	2	1	4	0	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	8	6	2	0	3	0	4	1	0	4	1	0	4	1	0	2	0	0	1	1	6	0
Nevada	7	1	0	1	0	1	0	0	1	0	0	4	0	1	0	0	1	0	0	4	0	4
New Hampshire	7	6	1	3	4	0	0	0	3	3	0	0	0	0	1	0	0	0	2	0	0	4
North Dakota	5	4	1	3	1	0	1	0	3	0	0	1	0	0	0	0	0	0	0	1	4	0
Massachusetts	4	2	2	3	0	0	2	0	2	0	0	0	0	1	0	0	0	0	1	1	0	0
Nebraska	3	3	0	0	3	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	3
Louisiana	3	2	1	0	1	0	0	1	0	1	0	0	1	0	1	0	0	0	1	0	0	0
Utah	2	1	1	1	1	0	0	0	0	1	0	0	1	0	0	0	0	1	0	1	0	1
Wyoming	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None	16	5	10	11	2	0	2	2	5	0	0	0	6	2	0	2	2	2	7	6	2	31
Count	2,96	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

Q52Q: When buying a new brand of wine, assuming all prices are identical, would you rather buy a brand produced in California or a brand produced in a state other than California?

	Gender										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	681	349	327	187	140	120	107	127	104	73	56	53	65	83	67	64	54	62	123	243	156	159		
Total (Unweighted)	654	336	343	182	140	112	90	130	81	71	44	35	77	101	69	68	55	53	146	251	123	134		
A brand produced in California	421	229	190	105	97	68	66	85	61	55	37	30	48	43	43	31	36	37	80	151	88	102		
A brand produced in a state other than California	260	120	137	82	43	52	41	42	43	18	19	24	17	40	24	33	17	25	43	92	68	57		

* Table Base: WINE BUYERS

Q52Q5: Excluding Napa Valley, California, how familiar are you with other U.S. wine-producing regions?

	Gender										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	681	349	327	187	140	120	107	127	104	73	56	53	65	83	67	64	54	62	123	243	156	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 familiar (Net)	394	206	184	119	101	66	53	56	63	60	30	24	31	56	41	35	30	25	86	141	72	94		
Very familiar	134	52	43	49	45	9	16	16	32	32	5	12	10	17	4	3	6	36	39	18	40			
Somewhat familiar	260	114	141	70	56	37	40	30	27	25	11	21	39	28	31	26	19	50	102	54	54			
Not very familiar	189	107	81	45	27	36	43	38	24	11	19	27	26	21	15	17	15	13	28	66	54	40		
Not at all familiar	98	36	62	23	13	18	12	32	17	2	7	3	8	6	11	9	8	35	30	25	25			

* Table Base: WINE BUYERS

Q52Q6: How likely are you to purchase a bottle of wine from a non-major wine-producing state (i.e., not from California, Washington, or New York)?

	Gender										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	681	349	327	187	140	120	107	127	104	73	56	53	65	83	67	64	54	62	123	243	156	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 likely (Net)	500	282	265	156	120	96	90	88	63	61	48	49	40	71	58	41	49	49	100	192	127	131		
Very likely	204	105	97	68	53	28	33	22	35	29	18	18	5	34	23	10	15	17	42	62	44	56		
Somewhat likely	347	178	168	88	67	69	57	66	50	32	30	31	35	38	39	30	31	58	130	84	75			
Not very likely	109	60	47	28	18	12	17	35	19	10	6	5	22	9	8	5	12	13	20	45	20	25		
Not at all likely	21	7	14	3	2	12	1	3	0	1	2	0	3	2	1	10	1	0	2	6	10	3		

* Table Base: WINE BUYERS

Wine Buying

QS2Q1: [res transfer 1]How often do you currently buy wine (e.g., from a store, online) for personal consumption

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, Current wine buyers (Net), and frequency of buying.

* Table Base: U.S. RESPONDENTS AGE 21+

QS2Q2: How important are each of the following factors to you when buying wine for personal consumption?

My familiarity with the brand

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and importance levels.

* Table Base: WINE BUYERS

Taste

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and importance levels.

* Table Base: WINE BUYERS

Bottle design

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and importance levels.

* Table Base: WINE BUYERS

Place of origin (i.e., where the wine is made)

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and importance levels.

* Table Base: WINE BUYERS

Pice

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and importance levels.

* Table Base: WINE BUYERS

The types/blends of wine a brand offers

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and importance levels.

* Table Base: WINE BUYERS

Year the wine was bottled

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and importance levels.

* Table Base: WINE BUYERS

QS2Q3: Which U.S. states do you closely associate with the wine industry? Please select all that apply.

Table with 15 columns: Total, Household Income, HS or Less (F), Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, Race/Ethnicity. Rows include Total, Unweighted, and state associations.

Michigan	5%	6%	c	1%	6%	c	6%	c	5%	4%	6%	4%	6%	5%	5%	4%	5%	6%	6%	4%	5%	6%	4%	6%	4%
Virginia	5%	1%		3%	5%	b	7%	B	1%	8%	F	5%	5%	4%	7%	K	2%	7%	M	6%	P	1%	5%	5%	6%
Ohio	4%	3%		6%	6%		3%	4%	4%	7%		4%	5%	3%			5%	3%		5%		3%	3%	3%	7%
North Carolina	4%	4%		2%	7%	c	4%	5%	6%	4%	3%	4%	5%	4%			5%	4%		5%		3%	4%	4%	7%
Pennsylvania	4%	2%		6%	4%		4%	3%	4%	4%		4%	5%	2%			4%	4%		5%	2%	5%	3%	5%	1%
Illinois	4%	4%		3%	9%		2%	1%	7%		f	3%	4%	2%			4%	4%		3%		3%	4%	5%	3%
South Carolina	3%	2%		1%	5%		1%	2%	6%	f	3%	3%	3%	3%			4%	3%		3%		3%	4%	2%	2%
Delaware	3%	4%	c	0%	5%	c	3%	C	4%	2%	2%	3%	3%	6%	L	1%	6%	N	1%	3%	3%	2%	4%	1%	7%
Alabama	3%	3%		0%	2%		4%	3%	6%	F	4%	2%	4%	2%			2%	3%		4%	2%	3%	4%	3%	4%
Colorado	3%	3%		1%	8%	Ce	2%	C	4%	1%	4%	3%	5%	4%			3%	5%	N	1%	3%	3%	3%	3%	6%
Tennessee	3%	4%		4%	1%		3%	3%	4%	1%	3%	3%	2%	3%			3%	3%		3%	3%	3%	3%	3%	6%
Kentucky	3%	2%		0%	2%		2%	1%	2%	5%	3%	3%	3%	3%			2%	4%		3%	3%	4%	1%	2%	5%
Connecticut	2%	1%		1%	3%		3%	3%	3%	3%		3%	2%	2%			2%	2%		3%	2%	2%	3%	1%	4%
Maryland	2%	2%		3%	0%		3%	0%	3%	2%		2%	3%	2%			3%	2%		3%	2%	1%	2%	5%	0%
Indiana	2%	4%	c	0%	2%		2%	4%	1%	1%	1%	3%	1%	2%			2%	2%		2%	2%	2%	3%	1%	2%
Missouri	2%	2%		2%	2%		2%	2%	3%	2%		2%	2%	2%			3%	2%		2%	2%	2%	2%	1%	6%
Idaho	2%	2%		4%	2%		2%	2%	0%	3%		2%	2%	2%			2%	2%		3%	1%	2%	2%	1%	8%
New Jersey	2%	3%		1%	3%		1%	2%	2%	3%		2%	2%	2%			2%	2%		2%	2%	2%	2%	4%	2%
Arkansas	2%	1%		1%	3%		1%	2%	1%	3%		2%	1%	3%			1%	2%		2%	2%	2%	2%	2%	2%
Vermont	2%	1%		1%	2%		3%	0%	2%	3%		2%	3%	2%			3%	1%		2%	1%	3%	1%	2%	4%
Hawaii	2%	1%		3%	0%		3%	0%	2%	2%		1%	2%	4%	L	1%	3%	n	1%	2%	2%	2%	2%	0%	1%
Minnesota	2%	1%		1%	0%		3%	1%	1%	1%		3%	1%	4%	N	1%	4%	N	1%	2%	2%	2%	2%	4%	1%
Alaska	2%	0%		0%	1%		1%	2%	1%	1%		1%	2%	1%			2%	1%		2%	2%	1%	2%	1%	0%
Wisconsin	2%	1%		2%	2%		1%	4%	1%	2%		2%	2%	1%			2%	1%		2%	2%	1%	2%	0%	1%
Montana	2%	0%		6%	Bde		0%	2%	1%	0%		3%	1%	0%			4%	N	0%	1%	3%	1%	2%	1%	5%
New Mexico	2%	1%		5%	0%		4%	1%	1%	2%		2%	2%	2%			3%	2%		1%	4%	1%	2%	1%	2%
West Virginia	1%	1%		0%	1%		1%	1%	1%	1%		1%	1%	1%			1%	1%		1%	1%	1%	1%	1%	5%
Mississippi	1%	3%		2%	0%		1%	1%	2%	1%		2%	0%	3%	L	0%	3%	N	0%	1%	1%	1%	1%	7%	
Kansas	1%	0%		1%	0%		2%	0%	1%	3%		1%	0%	3%	I	0%	3%	N	0%	2%	0%	0%	0%	0%	0%
Rhode Island	1%	1%		0%	1%		2%	1%	1%	1%		1%	1%	2%			1%	1%		1%	1%	1%	1%	1%	0%
Iowa	1%	1%		4%	0%		1%	3%	R	0%		2%	0%	2%	L	0%	2%	n	0%	1%	1%	2%	0%	3%	1%
Maine	1%	2%		0%	2%		1%	2%	1%	1%		1%	1%	1%			1%	1%		1%	1%	1%	1%	0%	3%
Oklahoma	1%	0%		0%	1%		0%	2%	0%	1%		0%	0%	3%	L	0%	3%	N	0%	1%	1%	1%	1%	1%	0%
South Dakota	1%	0%		0%	0%		1%	1%	1%	1%		2%	0%	2%			2%	n	0%	2%	0%	1%	0%	1%	0%
Nevada	1%	2%		0%	1%		1%	0%	1%	1%		1%	1%	1%			1%	1%		1%	0%	2%	2%	0%	0%
New Hampshire	1%	1%		0%	1%		1%	0%	1%	1%		1%	1%	1%			1%	1%		1%	2%	1%	2%	2%	2%
North Dakota	1%	2%		0%	1%		2%	0%	1%	0%		1%	1%	1%			1%	1%		1%	1%	1%	1%	0%	2%
Massachusetts	1%	1%		1%	1%		1%	0%	2%	0%		1%	1%	0%			1%	1%		1%	1%	1%	1%	0%	2%
Nebraska	0%	0%		0%	0%		0%	0%	0%	0%		0%	2%	1%			0%	1%		0%	0%	0%	0%	0%	0%
Louisiana	0%	0%		0%	0%		0%	1%	0%	1%		0%	1%	0%			0%	0%		0%	1%	0%	0%	1%	0%
Utah	0%	0%		0%	0%		0%	0%	0%	1%		0%	0%	0%			1%	0%		0%	0%	0%	0%	0%	0%
Wyoming	0%	0%		0%	0%		0%	0%	0%	0%		0%	0%	0%			0%	0%		0%	0%	0%	0%	0%	0%
None	2%	2%		4%	2%		4%	1%	4%	2%		2%	2%	2%			2%	2%		2%	2%	2%	2%	2%	3%
Count	2.06	1.54		1.92	1.96		2.40	1.62	2.09	2.23		2.02	2.28	1.89			2.30	1.88		2.18	1.79	2.31	1.75	2.06	1.93

* Table Base: WINE BUYERS

QS2Q4: When buying a new brand of wine, assuming all prices are identical, would you rather buy a brand produced in California or a brand produced in a state other than California?

	Household Income										Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital 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)	AA (T)	Hispanic (U)		
Total	N=681	N=165	N=108	N=100	N=289	N=163	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	N=70	N=124		
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=124	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	N=41	N=69		
A brand produced in California	62%	52%	67%	B	66%	B	49%	64%	F	71%	F	59%	66%	49%	63%	58%	64%	60%	65%	63%	55%	37%	45%	
A brand produced in a state other than California	38%	48%	Ce	33%	34%	B	51%	GH	34%	29%	34%	41%	34%	51%	37%	42%	40%	35%	37%	45%	37%	45%		

* Table Base: WINE BUYERS

QS2Q5: Excluding Napa Valley, California, how familiar are you with other U.S. wine-producing regions?

	Household Income										Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital 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)	AA (T)	Hispanic (U)		
Total	N=681	N=165	N=108	N=100	N=289	N=163	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	N=70	N=124		
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=124	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	N=41	N=69		
At least somewhat familiar (Net)	58%	50%	54%	62%	62%	b	56%	49%	65%	G	63%	J	50%	71%	L	48%	71%	N	49%	57%	54%	77%	Su	54%
Very familiar	20%	12%	15%	20%	26%	Bc	22%	9%	24%	G	23%	I	10%	30%	N	12%	23%	13%	17%	18%	34%	S	19%	
Somewhat familiar	38%	38%	40%	42%	36%		34%	40%	41%		38%	39%	34%	40%		37%	42%		36%	34%	35%		35%	
Not very familiar	28%	30%	30%	31%	24%		29%	35%	H	23%	23%	27%	27%	23%		31%	k	23%	31%	m	26%	29%	26%	
Not at all familiar	14%	20%	D	16%	d	14%	14%	15%	16%	13%	9%	23%	I	6%		20%	13%		15%	12%	18%	20%	12%	

* Table Base: WINE BUYERS

QS2Q6: How likely are you to purchase a bottle of wine from a non-major wine-producing state (i.e., not from California, Washington, or New York)?

	Household Income										Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital 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)	AA (T)	Hispanic (U)		
Total	N=681	N=165	N=108	N=100	N=289	N=163	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	N=70	N=124		
Total (Unweighted)	N=654	N=204	N=135	N=110	N=187	N=136	N=124	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	N=41	N=69		
At least somewhat likely (Net)	81%	75%	77%	84%	85%	B	75%	80%	83%	J	72%	83%	79%	84%		81%	81%		85%	84%	77%	84%	75%	
Very likely	30%	25%	30%	34%	37%	Bd	30%	30%	33%	J	37%	49%	38%	38%		32%	32%	R	32%	27%	29%	30%		
Somewhat likely	51%	50%	51%	60%	49%		46%	54%	54%		52%	46%	55%	46%		56%	52%		49%	55%	38%	45%		
Not very likely	16%	18%	16%	20%	14%		17%	16%	17%		25%	14%	14%	13%		18%	13%		16%	12%	21%	14%		
Not at all likely	3%	7%	E	3%	4%		6%	3%	3%		3%	3%	3%			3%	3%		3%	3%	3%	4%		

* Table Base: WINE BUYERS

Wine Buying

QS2Q1: [res transfer 1]How often do you currently buy wine (e.g., from a store, online) for personal consumption

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and frequency categories like 'At least once a day'.

* Table Base: U.S. RESPONDENTS AGE 21+

QS2Q2: How important are each of the following factors to you when buying wine for personal consumption?

My familiarity with the brand

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and importance categories like 'Very important'.

* Table Base: WINE BUYERS

QS2Q3: Which U.S. state(s) do you closely associate with the wine industry? Please select all that apply.

Table with 20 columns: Total (A), Household Income (B-E), Education (F-I), Employment (J), Children in HH (K), Parent of Child Under 18 (L-M), Home Ownership (N-O), Marital Status (P-Q), Race/Ethnicity (R-T). Rows include Total, Unweighted, and state categories like 'California', 'New York'.

Michigan	34	10	1	6	17	8	10	11	18	16	14	21	13	22	27	7	23	11	22	4	5
Virginia	33	2	3	5	21	2	18	8	24	9	6	27	6	27	31	2	18	15	25	5	2
Ohio	29	5	6	6	10	7	7	12	19	10	16	13	16	13	24	5	17	12	15	2	8
North Carolina	28	6	2	7	12	8	15	5	9	19	13	14	13	14	18	9	18	9	16	2	9
Pennsylvania	26	3	6	4	13	4	9	6	6	20	6	11	14	11	15	22	3	18	8	21	4
Illinois	25	7	3	9	6	2	16	6	19	6	12	15	10	15	16	6	12	13	13	3	6
South Carolina	23	4	1	2	16	1	13	5	16	8	13	10	12	11	16	6	14	9	19	1	3
Delaware	22	7	0	5	8	5	4	13	8	18	4	17	5	16	6	9	13	5	5	4	10
Alabama	21	4	0	2	15	0	13	4	15	4	13	8	11	8	4	9	12	16	15	4	4
Colorado	21	5	1	8	5	8	2	11	5	15	5	15	6	14	6	9	11	13	0	7	7
Tennessee	18	6	4	4	4	5	9	3	13	5	8	11	8	11	13	5	10	9	13	4	0
Kentucky	18	4	0	2	11	2	3	8	11	7	10	8	10	8	13	4	13	4	10	1	6
Connecticut	16	2	1	1	10	5	6	4	13	3	7	9	7	13	3	7	9	9	1	5	9
Maryland	16	4	3	0	9	1	6	3	5	6	10	6	10	6	10	14	2	11	5	8	4
Indiana	14	6	0	2	7	6	2	2	11	3	7	7	6	8	10	4	10	4	8	4	0
Missouri	14	3	2	0	9	2	4	9	5	10	5	10	4	10	3	11	3	7	0	3	7
Idaho	14	3	4	2	5	1	8	4	12	2	5	9	5	9	13	1	9	5	4	0	10
New Jersey	14	6	1	3	4	3	6	3	7	7	7	7	7	7	9	5	8	6	8	3	2
Arkansas	13	2	0	1	9	1	6	1	9	4	9	4	9	4	12	2	11	3	8	3	8
Vermont	13	2	1	2	9	0	5	5	11	2	9	5	8	5	12	1	11	2	7	1	5
Hawaii	13	1	4	0	8	0	5	3	10	3	9	5	10	3	9	4	8	5	8	0	1
Minnesota	13	1	1	0	9	2	3	2	12	1	10	3	10	3	8	5	8	5	5	1	5
Alaska	12	0	1	1	7	3	1	2	10	2	7	5	10	2	7	5	10	2	6	0	4
Wisconsin	12	1	2	2	5	1	8	1	6	3	5	8	4	3	8	4	7	3	5	10	0
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	2	6	3	2	5	6	4	2	0
Mississippi	9	5	2	0	2	1	4	1	8	1	8	1	8	1	7	2	5	4	3	5	1
Kansas	9	1	1	6	0	0	3	5	7	2	7	1	7	1	8	1	0	4	5	0	4
Rhode Island	8	1	0	1	6	1	2	1	7	2	5	3	5	3	6	3	5	3	6	0	2
Iowa	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	3	5	1	2	7
South Dakota	8	0	0	0	7	0	2	5	5	3	6	1	6	1	8	0	8	0	4	0	4
Nevada	7	3	0	1	3	0	2	1	6	1	4	3	3	4	4	3	2	5	7	0	4
New Hampshire	7	7	0	2	3	2	4	2	4	2	4	2	4	2	7	2	2	5	1	3	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	1	3	0	2	1	3	1	3	1	3	1	2	2	1	1	1	1
Nebraska	3	0	0	0	3	0	0	3	3	0	3	0	3	0	3	0	3	0	3	0	0
Louisiana	3	0	1	0	1	0	1	1	2	0	1	1	1	1	2	1	1	1	3	0	0
Utah	2	0	0	0	1	1	0	0	2	1	2	1	2	1	2	0	2	0	2	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	7	6	11	6	11	8	6	4	12	8	2	7	3
Count	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

* Table Base: WINE BUYERS

Q32Q4: When buying a new brand of wine, assuming all prices are identical, would you rather buy a brand produced in California or a brand produced in a state other than California?

	Household Income								Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital 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	681	165	108	163	170	289	163	228	170	433	248	388	229	397	479	192	374	307	427	70	124	
Total [Unweighted]	654	204	135	110	289	187	136	214	181	404	250	388	257	397	450	195	380	274	491	41	69	
A brand produced in California	421	86	73	62	190	80	146	120	257	163	192	129	187	233	303	112	238	183	278	44	68	
A brand produced in a state other than California	260	78	35	38	99	83	82	100	175	84	101	229	97	163	176	80	136	124	149	26	56	

* Table Base: WINE BUYERS

Q32Q5: Excluding Napa Valley, California, how familiar are you with other U.S. wine-producing regions?

	Household Income								Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital 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	681	165	108	163	289	163	228	170	433	248	293	388	284	397	479	192	374	307	427	70	124	
Total [Unweighted]	654	204	135	110	289	187	136	214	181	404	250	388	257	397	450	195	380	274	491	41	69	
At least somewhat familiar (Net)	394	83	59	63	179	92	113	110	271	123	207	186	200	194	284	106	231	163	231	53	67	
Very familiar	134	20	16	21	74	35	21	40	108	26	88	46	86	49	108	25	82	52	76	24	23	
Some what familiar	260	62	43	42	105	56	91	145	97	119	105	140	115	140	176	81	149	110	155	30	44	
Not very familiar	189	49	32	31	71	47	80	39	122	67	68	121	66	123	127	56	98	91	133	4	41	
Not at all familiar	98	33	17	7	39	25	36	22	33	40	58	80	18	80	68	29	44	54	64	12	15	

* Table Base: WINE BUYERS

Q32Q6: How likely are you to purchase a bottle of wine from a non-major wine-producing state (i.e., not from California, Washington, or New York)?

	Household Income								Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital 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	681	165	108	163	289	163	228	170	433	248	293	388	284	397	479	192	374	307	427	70	124	
Total [Unweighted]	654	204	135	110	289	187	136	214	181	404	250	388	257	397	450	195	380	274	491	41	69	
At least somewhat likely (Net)	550	123	83	84	247	123	182	141	372	178	243	208	238	313	386	155	316	234	357	54	92	
Very likely	204	41	28	24	106	49	59	50	154	50	108	96	107	96	151	47	100	83	124	27	37	
Some what likely	347	82	55	60	141	74	124	91	218	128	138	130	217	235	108	196	151	233	27	56		
Not very likely	109	29	22	14	39	30	38	26	48	61	41	68	37	72	78	31	63	59	11	26		
Not at all likely	23	12	3	2	3	10	7	2	12	9	9	12	9	12	15	6	11	10	11	4	5	

* Table Base: WINE BUYERS