

Attitudes of UK supermarket shoppers towards wine purchasing

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Executive Summary

Objectives

This research is part of a larger study¹ concerned with the analysis of the Oxford Landing wine value chain, from South Australia (the largest wine producing state in Australia) to Tesco shoppers in the UK (the largest single customer of the Oxford Landing brand and Australian wine as a whole). The objectives of this research is to establish UK supermarket shoppers' attitudes towards Australian wine and the Oxford Landing brand, what they perceive to be important in terms of wine attributes and how they shop the wine category within UK supermarkets.

Methodology

The research was conducted in two phases. The first involved six focus groups conducted during the summer of 2008 with Tesco shoppers from three different lifestages (2 groups of young adults – male and female, 2 groups of young mothers and 2 groups of female empty nesters – older adults with children no longer living at home) all of whom were regular purchasers of Oxford Landing from Tesco. The second phase involved a survey² of 1100 people who purchase wine from a supermarket, administered during November 2008.

Key Findings

Focus Groups³

- There was a strong degree of consensus with regard to the positive images associated with Australian wine – reliable, good quality, good value, fresh, crisp, fruity - with the over-riding view that Australian wine will 'never let you down'. On the negative side, the investment made by the Australian wine industry in delivering good quality wine at competitive prices appears to have resulted in a degree of commodisation, as the majority of the discussants confessed that Australian wine rarely featured when then were looking for something special
- Oxford Landing was described as a 'typical' Australian wine - a safe bet – but viewed by some as more expensive than others of a similar quality. The bottle and labelling were widely regarded as uninspiring but for many the purchase of Oxford Landing, like most 'everyday' wines, was triggered by a promotion, which in the case of a known brand was difficult to resist and required little effort (and thus attention to the bottle or the label). Effectively, the positioning of Australian wine has reduced the perceived value of some, if not most, of the attributes peripheral to the wine itself.

¹ Sustainable Value Chain Analysis – A Case Study of South Australian Wine (see www.thinkers.gov.sa.au).

² 1000 questionnaires were completed on-line, through an internet panel of UK consumers administered by CINT Ltd, and 100 were conducted face-to-face, to test for methodological bias.

³ See Appendix 1 for a summary of the focus groups and sample verbatims from the different groups.

- Promotions were regarded as the main purchase filter for most of the discussants, when considering which wines to purchase as part of a supermarket shopping mission, followed by colour and wine type and/or grape variety, but more often than not known brands would be purchased with minimal consideration when on promotion. More time would be taken when shopping for something special, when the promotional offers would be less influential, but as already highlighted, on these occasions, shoppers would often bypass the Australian wines on route to more expensive wines associated with other countries (notably France and Italy).
- Few of the discussants saw any link between the concept of sustainability (which for most was primarily associated with re-cycling and corporate social responsibility, as opposed to the responsibility of individual consumers) and wine – its production or consumption! None of them were remotely aware of the sustainability credentials of the Oxford Landing brand and when the information on the back label was drawn to their attention there was a mixture of mild interest and considerable scepticism – as one discussant put it “...if they were that bothered they wouldn’t be selling it over here really would they”! Similarly, few people were impressed by the eco-friendly packaging formats they were shown (pouches and cartons), concluding they were unappealing, and only suitable for outdoor drinking. A few said they would be more likely to trust a brand they knew if it was offered in a different format.

Survey⁴

- The primary focus of the survey was the quantification of the value shoppers attach to different product attributes when considering which wine(s) to purchase as part of their supermarket shopping mission.
- The results (see tables 1-3 overleaf) highlight the degree of consensus around the most and the least important attributes for regular wine purchases
 - price, type of wine (e.g. sweet/dry), colour, grape variety and promotional activity accounted for almost three quarters of the choices made for ‘the most important wine attribute’ for a regular wine purchase
 - bottle, closure, sustainability of production/packaging, ‘wine miles’, front label, weight of the bottle and suitability for vegans/vegetarians scored particularly low in terms of importance and together accounted for just 8% of choices made for ‘the most important wine attribute’ for a regular wine purchase
- They also highlight the degree of heterogeneity of preferences when shoppers are segmented and consideration is given to different shopping missions
 - price and promotional activity were chosen as the most important attribute associated with wine purchased for a special occasion by just 11% and 5% of respondents respectively, compared with 25% and 12% respectively for a regular wine purchase and brand name was chosen as the most important wine attribute for special occasions by 12% of respondents, compared with just 3% for a regular purchase
 - Females attach greater importance to colour, type of wine and promotions and less importance to price per bottle and country of origin than males

⁴ See Appendix 2 for the tabulated survey data and analysis of variance with respect to the importance attached to different wine attributes by different respondent groups.

- Younger shoppers are more likely to be influenced by recommendations from friends, the appearance of the bottle and front label design than older shoppers
- Single parents attach the greatest importance to environmentally sustainable production/packaging, alcohol content and recommendations in newspapers/magazines
- Level of education has no bearing on the importance attached to environmental sustainability but graduates are significantly more interested in country of origin and year of vintage than shoppers with no education beyond secondary school
- Frequent wine buyers attach significantly more importance to brand names and promotional offers for special occasion purchases than occasional wine buyers, who are more interested in price per bottle and type of wine
- Wine shoppers in M&S or Waitrose are significantly more interested in grape variety and provenance (country or region) than shoppers in Asda, Morrisons and Aldi, whilst Co-op shoppers attach the greatest importance to promotional offers
- Oxford Landing buyers attached significantly less importance to price but more importance to year of vintage, grape variety and promotional offers than shoppers who have never purchased Oxford Landing

Table 1 - Importance of wine attributes (mean scores*)⁵

	Full Sample	Oxford Landing Buyers	Oxford Landing Buyers - Tesco
Price per bottle	5.6	5.6	5.6
Type of wine (e.g. dry/sweet)	5.5	5.6	5.6
Colour	5.5	5.5	5.5
Grape variety	4.8	5.3	5.4
Which wines are on promotion	4.7	5.1	5.1
Information on the back label	4.4	4.6	4.5
Recommendations from friends/relatives	4.3	4.4	4.3
Country of origin	4.3	4.7	4.8
Brand name	4.1	4.7	4.8
Specific region within a country	4.0	4.4	4.4
Year of vintage	3.6	4.1	4.2
Recommendation in newspapers/magazines	3.5	3.8	3.8
Alcohol content	3.5	3.7	3.8
Appearance of the bottle	3.4	3.7	3.6
Type of closure	3.4	3.4	3.3
Environmentally sustainable production process	3.3	3.5	3.4
Environmentally sustainable packaging	3.3	3.4	3.4
Design of the front label	3.2	3.6	3.6
Distance the wine has traveled	2.8	3.1	3.0
Weight of the bottle	2.8	3.0	3.0
Suitability for vegetarians/vegans	2.4	2.6	2.5
Number of respondents	1100	377	181

* 1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

⁵ Highlighted attributes are those for which the difference in mean scores (table 1) and % of respondents (tables 2 and 3) for the different respondent groups are statistically significant, at the 5% level.

Table 2 - Most important attribute (Regular Purchase)

	Full Sample	Oxford Landing Buyers	Oxford Landing Buyers - Tesco
	% Respondents	% Respondents	% Respondents
Price per bottle	25	22	27
Type of wine (e.g. dry/sweet)	12	9	8
Colour	15	11	12
Grape variety	11	15	14
Which wines are on promotion	12	15	13
Information on the back label	1	1	1
Recommendations from friends/relatives	3	4	4
Country of origin	4	5	6
Brand name	3	6	3
Specific region within a country	2	2	2
Year of vintage	1	2	1
Recommendation in newspapers/magazines	1	1	1
Alcohol content	2	2	2
Appearance of the bottle	1	1	1
Type of closure	2	1	2
Environmentally sustainable production process	1	2	1
Environmentally sustainable packaging	1	1	1
Design of the front label	1	1	2
Distance the wine has traveled	1	1	0
Weight of the bottle	0	0	1
Suitability for vegetarians/vegans	1	1	2
Number of respondents	1029	377	176

Table 3 - Most important attribute (Special Occasion)

	Full Sample	Oxford Landing Buyers	Oxford Landing Buyers - Tesco
	% Respondents	% Respondents	% Respondents
Price per bottle	11	8	8
Type of wine (e.g. dry/sweet)	13	9	8
Colour	7	7	9
Grape variety	13	15	18
Which wines are on promotion	5	4	4
Information on the back label	2	3	2
Recommendations from friends/relatives	7	5	4
Country of origin	5	6	6
Brand name	12	16	17
Specific region within a country	3	3	4
Year of vintage	7	9	7
Recommendation in newspapers/magazines	3	5	4
Alcohol content	2	2	3
Appearance of the bottle	3	3	1
Type of closure	2	2	1
Environmentally sustainable production process	1	1	1
Environmentally sustainable packaging	1	1	1
Design of the front label	1	1	1
Distance the wine has traveled	1	1	1
Weight of the bottle	1	1	0
Suitability for vegetarians/vegans	1	2	1
Number of respondents	989	377	170

Conclusions

The results of this shopper research indicate very strongly that sustainability is a concept that remains poorly understood amongst shoppers and sustainable wine production/packaging is something that supermarket buyers may be requesting of their suppliers, in support of socially responsible strategic initiatives, but very few UK shoppers currently value as an attribute of the wine they purchase from supermarkets. This may change if UK government and supermarket initiatives to encourage more sustainable consumption behaviour begin to impact decision-making at the point of purchase. However, with wine a discretionary item in the majority of supermarket trolleys and the high level of importance attached to promotional offers for branded wines, it is difficult to see this happening soon. In the meantime, Australian winemakers should consider strategies for more effective targeting of distinct shopper segments with differential preferences for specific attributes, in an effort to break the paradox of brand loyalty inextricably linked to promotions and drag themselves out of the commodity trap they have inadvertently engineered over a decade of promotion-driven sales growth and a distinct lack of investment in building genuine brand loyalty.

Appendix 1 – Summary of Focus Groups

1. Choice of Supermarket

The single most important factor determining which supermarket people choose to shop is convenience. The majority of discussants chose the supermarket that was nearest to their home or workplace for their regular supermarket shopping, during which they all purchased wine. Motives for shopping elsewhere include the need/preference for something special or a particular distaste for the nearest supermarket due to poor quality, limited choice, poor parking, poor customer service or higher prices (see tables 1-3).

Table 1: Choice of supermarket - Young adults

“...if I'm doing a big shop I go to Tesco's because it's a lot bigger, and they do clothes and DVD's and all sorts”
“...as Tesco's is open 24 hours, I can get there quite late”
“I prefer Sainsbury's for presentation, I know it's not necessarily going to be cheaper, but I prefer the way it's presented”
“Sainsbury's so convenient for me on the way home from work”
“I just don't like it, I've got lots of bad food from there before, and they don't have very good offers” (*Somerfield*)
“I'd rather shop at Tesco's, I prefer it, I have to drive a bit further, but when I do I find the offers are better there”
“Tesco's got the club card that's always been an incentive”
“I think like you were saying presentation ..., I don't mind Tesco's but I prefer Sainsbury's”
“Sainsbury's does some good offers as well ... I think I find they do better kind of buy one get one free offers and kind of 20% off whereas Tesco's although it's cheaper, the offers aren't as good”
“I think Tesco's a bit more for my money”

Table 2: Choice of supermarket - Young mothers

“Location”
“I just prefer Sainsbury's over Tesco's ... better shopping experience”
“I just like the way it's (*Sainsbury's*) laid out and presented, it's different to Tesco's”
“... at Tesco's I always get side tracked it's just too big”
“I used to shop at ASDA which is nearer to me but I find that they don't always have what you want
“... shelves are sort of bare there” (*ASDA*)
“I like ASDAs cause they do a lot of deals and I can get my bread and things like that”
“Well my main shop is ASDA and it's mainly because of the location it's not far from me at all and I suppose I do think about price of things as well and I have shopped in Sainsbury's once before and the difference in price of my monthly shop is quite a lot of money”
“... occasionally I do an online shop to save myself the stress if I know that my husband won't go with me”
“...the co-op is very local so whatever I've forgotten it's only a walk”
“I mainly go Sainsbury's or Waitrose I suppose if it's for food”
“...if it's a big shop I tend to go to Tesco's Sainsbury's and Waitrose are smaller shopping”
“I travel around quite a lot in my job so I kind of fit my shopping in around where I'm going to be on that day”

Table 3: Choice of supermarket - Empty nesters

“Sainsbury's is right near where I live so we go there”
“I tend to go to Waitrose because it's quieter”
“Waitrose is literally up the road from me I go there after work”
“Sainsbury's isn't that far from me but I do prefer Waitrose cause it's less hassle”
“I just shop at Tesco's I like it, I meet people for coffee there”
“I can do everything in Tesco's I like it”
“I go to Tesco's cause it's nearer”
“Dirty sometimes, busy can't get parking” (*Tesco at Pearly*)
“You end up parking miles away in the car park don't you?” (*Tesco at Pearly*)
“...the car parks fairly big ... you can always get a space and it is actually quite pleasurable to shop” (*Waitrose*)
“...if I end up going to Waitrose I don't mind ... it's a nice place”
“If you want to get something nice the food there is nicer” (*at Waitrose*)
“... it's quieter it's busy enough to obviously keep going well but it's just a much more pleasant experience” (*Waitrose*)
“The staff are more friendly” (*Waitrose*)

“I often go late in the day cause they reduce nice things like they do the big prawns and they’ll reduce those right down” (*Waitrose*)
 “It’s good value, it’s actually good stuff in there” (*Sainsbury*)
 “I shop at Sainsbury’s because it’s only up the road”
 “I just like their products in Sainsbury’s”
 “I like Sainsbury’s own”
 “I do mainly shop in Sainsbury’s and that’s choice because I like the products and I like lots of their own brands and I think they’re worth buying”
 “I like to see what’s around and different things”
 “I quite like going to Tesco’s sometimes because it’s got clothes there”

2. Attitudes to wine

The groups were asked about what they associated with wine. As can be seen from Table 4, the responses to this question were very positive across all groups, with white wine in particular associated with summertime, the outdoors, parties and summer evenings.

Table 4: “Thinking about wine reminds me of...”

Young adults	Young mothers	Empty nesters
dinner	relaxing	Chablis
relaxing	summer	picnics
evening	de-stressing	summer evenings
travelling (holidays)	a great time	food
special occasions	socialising	cooking
weddings	unwinding	bbq
parties	happiness	sitting on the patio
celebrations	fun	relaxation
thirst	too much fun	holidays with friends
fun times	friends	gifts
candles	refreshing	de-stressing
		chilling out
		friends
		parties
		college
		special occasions
		relaxing
		France
		holidays
		camping
		vineyards
		sunshine

Red wine tended to be more associated with cold weather. The “empty nesters” linked it to Christmas with its use in mulled wine and they referred to the health benefits that are cited in relation to red wine consumption. The young females considered red to be a more relaxing, mellow wine. The young mothers mentioned that white wine can be enjoyed anytime whereas red wine is better consumed with a meal.

Discussants were then asked to comment on their perceptions of Australian wine, which generated further positive images associated with summertime, crispy and fruity flavours, good value and some specific brands (see table 5).

The empty nesters commented that they were transposing their views of Australia directly onto the wine and could identify a connection between wine consumption and outdoor living. Some of these also considered Australian wine to be a bit better than Chilean wine but there was no apparent agreement on how much higher up the wine hierarchy it might figure when compared with Chilean.

Table 5: “Thinking about Australian wine reminds me of...?”

Young adults (female)	Young adults (male)	Young mothers	Empty nesters
crisp white wine Jacobs Creek Chardonnay summer	popular trendy white wine value for money	nice white crisp new world wine sunshine space barbeques outdoorsy fun warmth laid back, easy going relaxing	wide open spaces sunshine bbqs vineyards outside fruity white wine dinner parties

The young female adults commented that whilst Australian wine is a ‘safe bet’ and the price is reasonable, they would not buy it for a special occasion when they would be looking to spend a bit more. For this group, it was definitely seen as more an everyday wine or suitable for a party when they would buy in bulk, because of its reasonable price and reliable quality.

For an everyday drink, the men preferred beer to wine with the latter being more commonly associated with accompanying food, to take to other people’s houses as a gift or if going out to eat.

The range of views expressed about wine in general and Australian wine in particular are summarised in the verbatims listed in Tables 6-9.

Table 6: Attitudes to wine – Young adults (female)

<p>“Summer is white wine winter is red” “...red wine I mainly think of like an open fire or winter or being cold” “I’ll drink white wine because it’s summer but in winter it’s red wine more so it’s more warmth, cosy” “I also find red wine always makes me feel really sleepy” “I wouldn’t associate red wine as a party” “White wine’s more refreshing whereas red wine is quite heavy” “...in the winter time you don’t want to be holding a cold glass that’s why I get red because it’s not cold” “I suppose with red you think of like meat and heavier food whereas with white wine it’s more like the fish and chips and salads” “...if it was an intimate, a nice meal and I wanted a really nice bottle of wine I’d probably go for something French” “I will pay up to 15 pounds for a nice bottle of wine” “You can get a nice cheap, red wine if it’s not nice red wine it tastes like vinegar so if you’ve had a bad bottle then you kind of get put off until someone shows you one that’s nice” “...white wine is quite easy to get a cheap nice bottle of white wine”</p> <p><i>And to Australian wine:</i> “Australian wine is a safe choice at the supermarket” “It mightn’t be wonderful but it’s not going to taste like vinegar” “It’s reasonably priced as well” “Australian is more like your every day drink during the week” “...it’s dictated by price and I think you associate a good wine with having to spend a bit more money whereas Australian wines are quite a good reasonable price” “If it’s a special occasion then I’ll probably go and spend that little bit extra but because ... most Australian wines <i>(are an) average (price)</i> and in my head I’ve said I’m going to spend that little bit more I’d tend to then go and look for a different wine”</p>

Table 7: Attitudes to wine – Young adults (male)

“... white preference for the other half but more I like a couple of reds towards winter time, Christmas time I drink red”
“...if I'm eating fish obviously I have white ... if I'm eating beans I'll go for a red”
“I definitely prefer white I'm not a massive red drinker at all ... I just generally go with what I've had and if I like the taste of it I kind of stick with it I'm not very adventurous”
“Wine is probably slightly more of an occasion drink for me whereas if you just fancied a beer you just grab one out the fridge”
“...generally I'm a beer man ... she probably won't finish the bottle so I have a couple of beers then I finish off the bottle of wine”
“... at home it will be wine more but if I go the pub or something I drink beer”
“I drink wine with meals, if I drink too much beer it bloats me up so a glass of wine with a meal”
“If I go out dining I tend to stay with the wines first while we're eating rather than go straight on beers”
“I quite often have a glass of wine when I get home from work if I've had a bad day I tend to have a bit more”
“... it's normally beers and a wine with the meal and a bit of port after”
“I'd never take spirits round if I was going to a party unless I was going to have shots or something like that but generally I think wine if you're going for a meal”

Table 8: Attitudes to wine – Young mothers

“If I'm out with the girls I drink white but if I was relaxing I would drink red”
“I would drink red in the winter”
“Red rose in the winter”
“It would depend what your eating as well like if I was to have fish I would probably have white or I was having lamb I'd probably have red wine”
“I wouldn't drink both on the same night”
“Wine makes me think of a fire or a cosy ambience snuggling”
“I tend to drink red when it's colder and I stick to white in summer”
“I'm white but I will buy a bottle of red if I have a dinner party”
“I like red so I like French and Australian and those are my favourite and I like quite a full bodied wine”
“...in summer time which is more when I drink white wine it's more of the lighter and fruitier type because it's just more refreshing”
“I really steer clear from English I had some once and it was vile I can only say that about it”
“I've got no commitment to any particular country I don't mind if it's dry, medium, sweet, I like sweet sparkling wine, I like dry wine as well so I'm not really too fussed”
“I prefer Australian to French I don't know why, I don't know whether it's mind over matter maybe it's because it's coming from a far hotter country”
“I like New Zealand Australian wines mainly they're the main ones I go for”

And to Australian wine:
“It wouldn't be my first(choice) ”
“I'd take it if it was on offer but it wouldn't be my first I would go for a French wine”
“I've had a bad experience so it wouldn't be top”

Table 9: Attitudes to wine – Empty nesters

“I prefer a nice cold white but I do drink red, sometimes at a dinner party at the end of your meal it's nice to have a nice full bodied red”
“...it's a health issue in the red wine”
“My doctor (*told me*) to have a glass of red wine”
“I think a red one is like Christmas and stuff isn't it?”
“I'm so white”
“I don't drink red at all”
“I go for an Australian or a New Zealand”
“I like dry white wine”
“I also buy Australian rose wine which is really nice”

3. Attitudes to Oxford Landing

The perceptions of and attitudes towards Oxford Landing wine are summarised in Tables 10-13. The groups were all familiar with the wine, although not necessarily its origin. The empty nesters in particular thought it sounded a very English wine or even, in one case, American!

On the whole, Oxford Landing was considered to be a good quality, “middle of the road” wine, consistently referred to as a “safe bet” although there was some variation between the groups on the likelihood of their purchase as well as on the occasions when Oxford Landing would be consumed. The young female adults put Oxford Landing in a group with wines such as Blossom Hill and Jacobs Creek. They considered it to be of a consistent priced and quality and hence a reliable wine. The men saw it as a good quality wine at a reasonable price. The young mothers might buy it for a special occasion such as a dinner party but because they regarded it as quite “pricey” they said would not necessarily choose it for a larger party when they were buying in bulk.

The empty nesters saw it as a “middle of the road” wine, more expensive than others of the same quality or taste especially when offers were applied to other wines in the same category. One considered it a “posh” wine because of its perceived higher price. One mentioned that it is just another wine and when compared with a cheaper wine it might be necessary to read the labels to see if it really was worth the price difference. Again it was considered a wine suitable for a dinner party although one discussant was insistent that French and Italian wines were better.

Table 10: Attitudes to Oxford Landing – Young adults (female)

“2 glasses and you're fancy free”
“White wine”
“In my head whenever I see it I think of wines like Blossom Hill or Jacobs Creek because it's almost like you remember that rather than the actual what wine it is”
“It's constant in price”
“...you're not disappointed ... you don't come home have a glass and think oh why did I bother getting that”
“...you always automatically associate a white wine”
“I certainly wouldn't buy the red I tend to get Riocca whenever I buy red”
“...it's okay just for a week night”
“...you wouldn't give it to your friends as a gift or anything”
“... You know what you're going to get”

Table 21: Attitudes to Oxford Landing – Young adults (male)

“It's good quality at decent price”
“I wouldn't be embarrassed to take it anywhere”
“There isn't any reason why I wouldn't take it or drink it”

Table 32: Attitudes to Oxford Landing – Young mothers

“It tastes nice”
“It's quite refreshing”
“I think it would suit most people's taste because it's not really, really dry it's not really sickly sweet, it's kind of somewhere in the middle it would probably suit most people”
“A safe bet”
“Smooth and reasonably priced quality of wine”
“Maybe middle of the road”
“I'd pick it”
“It's a good price for a bottle of white if you want a nice bottle of white but if you were buying about 20 bottles or something I wouldn't necessarily pick a 6 pound bottle I would probably go for a 5 pound bottle”
“...if there's something else similar to the quality and that's on offer I would take that”
“ (<i>I would buy it</i>) if I'm going to somebody's house”
“I would ... take a nice bottle round to someone's house, I don't like to take something that looks cheap”

"I would pick it sometimes to take somewhere or just to have at home"
 "I don't tend to drink wine often at home by myself so I would only usually get it to go somewhere"
 "I would tend to buy it when it's on offer, generally I wouldn't pay the full price for it"
 "A bit expensive but it's nice"
 "I do buy that if I'm going to a dinner party cause I think it's quite a safe bet"
 "...recently it was a special offer in Tesco's so we had a bit more then"

Table 43: Attitudes to Oxford Landing – Empty nesters

"A nice one"
 "Middle of the road isn't it ..."
 "It's dearer than others."
 "It's dear ... there is a lot of competition for that one"
 "You can get a (*bottle*) as good as the Oxford Landing for less at least a couple of pounds a bottle"
 "There's a lot of competition for this wine"
 "If you say ... I'm going for this middle range of the wine there is mountains of them so then you can say ... I'm on a budget so I can go for the bottle which is a couple of pounds cheaper and still get a good quality"
 "It's a strange name Oxford Landing"
 "...lecturers in Oxford cause I can see them drinking it"
 "...is there a place in Australia called Oxford?"
 "It sounds like a posh wine"
 "Well the taste of fruit I'm not quite sure which but it's fruity"
 "It's smooth going down"
 "If I've just the girls coming and you've got Indian or you've cooked Italian or something as you say it's quite a nice middle of the road wine so it goes with everything"
 "Tasting this now I would go out and buy some"
 "I buy it cause my husband likes it and actually I like it as well"
 "I would buy more if it was on offer"
 "...it's a good one for special occasions"
 "Yes I've had it before and I like it, my husband likes it"
 "(*I buy it*) If I've got some girlfriends and things coming"
 "It's a nice wine. I don't go for the really cheap wines, I think they're just like vinegar"
 "I don't buy it all the time it's not the only thing I buy but it's something that I'm happy to buy"
 "I like to have it in the wine rack if someone pops round and I think oh I've got a nice bottle of wine"
 "It's got a nice bouquet and I like the screw top if you don't finish it you can finish it the next night"
 "Oxford Landing to me is it's a boat coming up onto a jetty and everybody's springing off after the barbecue or something on the beach"
 "It's just another wine really"
 "If I was getting it for a dinner party I would be quite happy to serve it"
 "I don't know why it just does it just goes with Home and Away"
 "If you'd said what is Oxford Landing ... I would have thought it was American"
 "... when we're having friends around, most like it"
 "I had a dinner party recently and we had Oxford Landing white and a red ... I knew I could rely on the wine"

4. How supermarket shoppers select wine in-store

Strategies for shopping the wine selection in the supermarket showed little variation between the groups. Checking out the offers seemed to be the most frequently mentioned first filter with reading the information on the label fairly low down on the list of selection criteria. There was some mention of Sainsbury's apparent new strategy to position the wine on offer at the front of the store so some would pick up a bottle here in case they did not find it again when they reached the wine aisle. One woman reported filling up the trolley with the wine on offer on entering Sainsbury, only to have to unload the trolley on reaching the wine aisle when she found what she considered to be a better offer!

The young adults (females) seemed to head straight for the promotions and to investigate further how much any reduction was. There was some mention of looking for value when having friends in for a barbeque but spending a bit more time and money on the selection for a special occasion, such as a night in with the partner. Some did refer to looking at the grape variety, having limited

the selection to those wines on offer and there was a reference to looking at the labels if they had a lot of time to spare in the supermarket.

The young males appeared to be more likely to buy wine in bulk, particularly during trips to France and when buying online. They seemed more likely than the women to read the back of the bottle when selecting wine but would also be attracted by special offers. One man commented that theirs was a generation more likely to have travelled to Australia and so they would be more likely to choose Australian wines. These perhaps have a less “stuffy” image than some of the French wines. The men were also more likely to note down a wine that they had heard about on the television although remembering to take this reference to the supermarket was another challenge altogether!

The young mothers might said they would tend to go first for colour and then for the offers but other factors mentioned included selecting by country, going for brand names that they had bought and liked in the past, the bottle shape, one’s mood when shopping and whether the purchase was for a gift or for home consumption. There was also reference to the special offers that sometimes appear in newspapers. This group also mentioned that they might choose Oxford Landing when it is on promotion or when they are in a hurry to choose, knowing that it is a safe bet.

The range of attitudes towards wine purchasing are summarised in the verbatims listed in tables 13-16.

Table 13: How supermarket shoppers select wine in-store - Young adults (female)

<p>“I’m really the cheapskate and I head for if I see any red yellow and reds half price”</p> <p>“I would always look at the offers first”</p> <p>“ (<i>It depends</i>) how much money is taken off of it though cause sometimes ... it’s a 10 pound bottle I can get it for 6 quid”</p> <p>“I always head straight to the French section. I’m a bit safe with my wines”</p> <p>“...if there’s nothing or they’ve run out of what I like or they haven’t got it in stock or it’s suddenly gone up in price which I’ve found has happened then I’ll start browsing the aisles”</p> <p>“I do like to have a look at the different wines and have a look and see if there’s one I fancy”</p> <p>“...my local Sainsbury’s have started the whole wine at the front of the store and I’ve gone in so many times and I’m not going to get myself wine and the minute I walk in and I see it yeah go on then why not ... the offers are not even that good but you think they are”</p> <p>“I would look to see if they had any of the wines I liked”</p> <p>“When I’m with my boyfriend I rely on him really cause he knows more about white wines than I do”</p> <p>“If it’s like a barbeque and I’ve got friends coming round then I’ll go for as much wine for as little money as possible ... if I’m having like a nice special night in with my boyfriend then I might actually ... push the boat out”</p> <p>“I go down the aisle as I walk I scout the offers”</p> <p>“I would buy the Oxford Landing it’s quite a nice wine and/or Jacobs Creek cause I know they (<i>my friends</i>) like it”</p> <p>“Best deals for me so that I’m normally not bothered looking at it”</p> <p>“I go for the 50% I look at all the 50% first and what kind of wine it is and if it’s a wine that I think yes I’d like that”</p> <p>“...if I was shopping for a party then I would be looking at the deals and darting and crossing the aisles till I’d figure out which was the best value for money”</p> <p>“...if I’ve got enough time then I will ... even look at what it says on the label”</p> <p>“I do look at the volume as well, I tend to prefer 11 ½ anything above 12 or 12 I tend to not”</p>

Table 14: How consumers select wine in-store - Young adults (male)

<p>“I see what’s on offer if there’s nothing then you get a more expensive bottle”</p> <p>“...generally what’s on offer to be honest”</p> <p>“I tend to go to certain countries like Australia some New Zealand ones, Chile are popular”</p> <p>“I think people from my generation are a lot of people who have travelled to Australia and New Zealand and what not and so have just got a bit more comfortable”</p> <p>“I think wine generally is something people can be a little bit intimidated by actually cause there’s sort of a culture around it ... so I find them quite useful the little notes on them”</p> <p>“I don’t have a preference to be honest they’re so subjective I think ... I remember those cranks on the telly who</p>

used to taste it and taste it with sawdust and horse hair ... but I definitely stick to having reds I'm not a great white man but I'm not that fussy"

Table 5: How consumers select wine in-store - Young mothers

"Probably price ... I don't tend to go for a really high price this is just personally for myself not for going out to dinner parties"
"I really go to certain countries"
"Probably what I've had before or what I've enjoyed before"
"I use a promotion"
"I like the different bottles"
"Deals and how the bottle looks"
"... if there's a deal then I would probably pick that one first"
"... if I wanted to buy a white wine that particular day then I would look at the white wine and then deals"
"I think if I was buying a wine to go somewhere like to someone's house I always buy white because more people drink that"
"Probably brand"
"If it was on promotion, the promotion would draw me to it but it wouldn't necessarily make me buy it"
"I would go colour and then country or if it was a really special occasion I would go to French ... and it tends to be more expensive. If it was every day I would go Australian New Zealand Chile and then I'd weigh it up between what sort of offer and what I've had before and what I know I like and if what I know I like is on offer that would be it"
"... (at) the end of the aisle they seem to have their specials there so if I spot something there I think that's too good a deal like if it's 8 pound down to 4 pound then I'll grab that"
"...sometimes you get the newspapers ... and they advertise the half price on certain wine or you get things through the door"
"If there was something I definitely liked wouldn't be reduced quite as much as something I didn't really know I'd probably still go for the one I liked"
"... white or red I would look for merlot or something that I recognised"
"... it wouldn't matter the brand but I would look at what the discount is and that's the type of wine I like. If there was one I knew I would definitely go for that one"
"But if I was getting a red and a white I normally buy one of each because my husband drinks red and I drink white"
"Waitrose has nice little signs what it goes with and I like to look at those and read it"
"...if it's just for a dinner party ... that's when I tend to then go down and look and see what it goes with ... I'll pick something that I think is going to go with what I'm going to cook"
"I don't mind different countries I prefer dry wine if I haven't got anything in particular I like to go with a nice label"
"...if we were going out we might spend a bit more if we're going to someone's house taking a bottle"
"...if it was a gift and I was taking it to a dinner party I wouldn't go for a cheap brand or range you'd look for a decent wine which normally is a little bit more expensive"
"I don't tend to look at the branding really it's more the grape ... I would be led by what it looked like with the label and maybe a bit of a caption rather than the brand"
"...that can make you buy it actually when you read the description that they've written on the back"
"...I do look to see if there's anything on offer when I shop for wine but if I can't find anything on offer then I normally just browse...In Waitrose they've got what goes with what so that's really good"
"I tend to like the special offers ... it's brought it down to what you would normally pay so I always give them a chance"
"I do look for the offers ... but ... again if there's nothing really on offer I'll go for what I like which is a bit more expensive"

Table 16: How consumers select wine in-store - Empty nesters

"I look for special offers"
"I look at red cause I like red"
Sometimes I ask one of the people that are putting out the wine if they know anything about any of the wines or if they've ever tasted them"
"I read the back to see what they're like"
"I would prefer to buy them when they're on promotion unless I particularly want a particular wine"
"If you're not a wine connoisseur it's just a bit hit and miss anyway isn't it so you tend to go for the name brands which you know or the ones like you had at dinner or something"
"I like randomly looking down every aisle"
"...something's got to catch your eye"
"It's got to make you look at it"
"I know the countries that I prefer the red wine to come from..... South Africa, Australia, I don't like French"

particularly, I don't like German wines”

“I look again whether on special offers or promotions and I always get one and try”

“He doesn't look at what's on offer, it will be I like that one and I'll get that wine whereas we look more for the offers”

“He might say to me what he wants me to get or he says look this special offer is good”

“I'd probably look first of all for the red wines that say so much off... then I'd read what the wine was like and the other thing that attracts me is sometimes you get a wine critic and they'll say what they thought of the wine”

“Waitrose does its own magazine and I always read the wine bit in that”

“... for me it would be a fruity wine with a nice bouquet”

“I've graduated away from cheap French plonk”

“I like the Australian New Zealand wines ... I'm scanning but they tend to be the ones that would attract me more”

“I'll buy Oxford Landing I actually buy white and rose wine”

“Sometimes you'll look for a special offer you know you'll just try it”

“I might only take the special offer because it was something that I knew already”

“If it's one that I normally buy off the shelf then I'd buy it”

“I might not buy it if it was on special if I didn't know what it was and then I get it home and I don't like it”

“I like half price”

“... when I shop for wine I tend to stick to South Africa or Australian”

“I'll go straight for Oxford Landing one week and then the next week I'll try a different one or I'll go back to the one that I like ... from South Africa ... I'll stick to 3 or 4 that I know”

“I do drink other kinds of wine but it has to be because it's a special occasion or it's Christmas”

“... actually I would buy a mixture of different wines” (*for a dinner party*)

“I also look at where it comes from initially so I don't look all the way along the red aisle..... Because I know the countries that I prefer the red wine to come from... South Africa, Australia, I don't like French particularly, I don't like German wines”

“Chile sometimes that's where I start from, I don't necessarily only stay within that range but that's where I usually start from and then I look obviously at the price again as I said if there's promotions on or things like that but I'm not quite so open to everything. I've got a narrower choice for me”

The empty nesters were also keen to look for offers but were a little more reserved than the other two groups in that the offer alone was probably not enough to ensure a purchase. They added that they would need to have tried the wine before and liked it or would need to recognise the bottle as one that had been recommended to them or advertised. They would most likely buy one bottle at first to try it out. They also mentioned that they might ask a shop assistant for advice on their wine purchase. Some chose by country of origin, some read the information on the label. For a dinner party, they might well choose Oxford Landing as they knew it is a good reliable wine. They might also keep a bottle at home for any unexpected visitors. Where this group did read the label, the information they were looking for was about the taste and what to eat with it.

5. Importance of different wine attributes

Discussion on wine product attributes was not forced and so focused mainly on the labels on the bottles and whether and why the groups might read them (see tables 17-20). The empty nesters were perhaps the most likely to look at the back of the bottle and their husbands were also mentioned as inclined to do this. However, there was a mix of views on whether or not it was worth reading the label: some conceded that the only way to find out what a wine tastes like is by opening it while others mentioned that if the wine was known to them, there would be no point in reading the label.

The young mothers mentioned that they might look at the label if they were trying to decide whether or not to buy a wine that they were not familiar with that was on offer. The young females suggested that if they were looking at the label, it would be for information on what food the wine goes with. However, one mentioned that she had once found the same information on two different bottles of wine (a Chardonnay and a Sauvignon Blanc) from the same company so had little faith in the value of the information. The young males mentioned that they might use the information on the back of the bottle to choose between two similar wines and in a restaurant they might read the back of the bottle after purchasing the wine.

Between the groups, some preference was expressed for the idea of a cork rather than a screw top, whilst it was acknowledged that the latter was easier to operate. Some also mentioned the bottle shape being a factor influencing the purchase decision.

Table 17: Product attributes – Young adults (female)

“...have you heard apparently the deeper the indent the better the wine, it might be an old wives’ tale but it stuck with me”
 “I like corks”
 “I prefer a cork you pop it out and then go this is a good sound”
 “I like corks but secretly when I get home I wish it was a screw top and it's sad and I don't want to, I want to not like screw tops but they are handy aren't they”
 “One of the wines I like drinking has got an embossed like its got a really nice ornate design on the actual bottle and even though it probably doesn't make it taste better in my mind that wine tastes amazing”

Table 18: Product attributes - young adults (males)

“I used to be quite snobby about it but then now it's not a problem for me any more. I used to think oh no it's got a screw cap. I prefer a screw cap to the rubber corks I don't like rubber corks that's just wrong”
 “Traditionally, I don't like the plastic corks either I saw a program on the cork makers and they're all going like this but I think I prefer there's a process to open the bottle isn't there when there's a cork in there it just seems better”
 “It's easier to get open in the park” (*screw cap*)
 “I always thought of Oxford Landing as sort of orange but didn't particular realise it was colour coded mostly I've only seen chardonnay”
 “I always remember there being like a coloured glass or label but I didn't know it was different colours for different wines”
 “I think actually it kind of loses a bit by having the different shaped bottle cause if it was the same shape bottle with the same label but then a different colour it might stand out a bit more but whereas with a different bottle and a different colour it just looks like a different brand altogether” (*on the different varieties of Oxford Landing*)

Table 19: Product attributes – young mothers

“I like the screw top”
 “I like cork”
 “I like labels and the style of writing”
 “I like colour, angle with the colour”
 “I like red so I like French and Australian and those are my favourite and I like quite a full bodied wine”
 “I'm quite open to try and I do like Australian and Chilean they're quite nice but again I'm pretty open cause I like the sort of lighter to medium wines”
 “...we usually buy the slightly cheaper box wine from France and we buy bottles of wine and more here but we buy the boxed wine and it seems to be quite good”
 “I would spend more if it was going to someone's house the same as if you were taking chocolates or something you'd get a nicer looking box rather than a bar of Cadburys milk”
 “I prefer screw tops”
 “They're much easier” (*screw tops*)
 “... they don't look so impressive do they?” (*screw tops*)
 “I don't like the screw top ones actually”
 “I still think a decent wine has a cork in it”

Table 20: Product attributes – Empty nesters

“...a bottle of wine they all look the same don't they? At the end of the day it's in a green or a white bottle isn't it?”
 “... it's got to catch your eye like is it Farantino that wine that's sort of like with a yellow label with a red ... that's a very good wine I also like the bottle and the label that's quite nice”
 “There used to be a time when ... the cheaper wine price wise would be in a screw top”
 “I don't tend to buy a lot of screw top wines generally my husband drinks a lot of red actually and he always corks for that so I prefer not to use a corkscrew myself”

6. Attitudes towards the attributes of Oxford Landing

As the verbatim in Tables 21-24 show, views on the design of the Oxford Landing label were mixed but generally quite neutral. On the negative side, the label was described as “boring” and “bland” but on the positive, it was seen as quite smart, clear and classic. The young females suggested that the label did not make it clear that the wine was Australian. Overall, there was not much excitement about the label on the Oxford Landing bottle and it would not by itself lead them to purchase the wine. At the same time, the groups had already stated that the wine was “a safe bet” so it did not need an eye catching label: they would be buying it for other reasons.

Table 21: Views on the Oxford Landing front label – young adults (female)

“I don't know why I thought more traditional just because of the labelling, it's very normal text and it's very bland in a way”
“...it's quite classic”
“...it s not just attractive to me”
“The label looks like it's English ...if you didn't know that that was an Australian wine you'd associate it with an English wine or something”
“I didn't realise it was Australian”
“I think that label works better on the white wine than it does on the red ...and I think ... I would tend to spend more money on a red wine, I know I would definitely not buy Oxford Landing as a red wine”
“It just looks cheap” (*the red Oxford Landing*)

Table 62: Views on the Oxford Landing front label – young adults (male)

“I quite like the fact that it's quite simple and it looks very sort of classic and I would think they're not trying to over complicate it they're not trying to sell it as something it isn't”
“...you can see straight away what it is”
“It's just like clean ... crisp kind of”

Table 23: Views on the Oxford Landing front label – young mothers

“.. quite stylish I think it hasn't got too much on it ”
“ ...a nice label”
“...it's got nice colours on – it's a nice neat label, it does look nice”
“Smart”
“Neat”
“The green is nice it makes me think of crisps”
“It's not wow”
“It's very simple”
“A bit basic”
“...it's a bit bland isn't it but it's a good wine”
“...if I hadn't been recommended it I probably wouldn't have particularly gone for it straight away”

Table 74: Views on the Oxford Landing front label – empty nesters

“...it's a good wine ... but it should be a more eye catching label”
“It's a clear label though it tells exactly what it is on the label, you can see”
“I don't think you have to have flashy labels, a label like that is fine”
“... these are quite plain”
“It's boring”
“...it is very plain that label but then it looks fresh as well doesn't it?”

If the label design was seen as quite bland, the information on the back of the bottle raised even less positive comment (see Tables 25-28). It was felt that the information given was not relevant and the information that would be of interest such as what the wine tastes like and what food it would go best with, was absent. Views were similar across the groups. The young males thought

that the information given merely reinforced the stereotypical view of Australia as a warm sunny country rather than saying what the wine might taste like.

Table 25: Views on the information on the Oxford Landing back label – young adults (female)

“It seems really simple and what I expected”
“It doesn’t say anything about the actual wine”
“...zesty, it’s a good word, it describes lemons”
“The description doesn’t match the label or the general image”
“I think the description sounds quite fun and quite lively”
“...if it was another wine and I was looking for information about that wine I would be disappointed with that description because as you said it doesn’t tell you anything apart from zesty”
“...don’t care about the land”
“I want to know if it’s dry or it’s sweet or it’s refreshing”
“Does the type of soil make a big difference to the type of grape”
“The average wine drinker doesn’t know what the difference in soil and land makes to the taste of the wine”
“...that is bland and it would probably put me off buying it”
“I actually did buy the chardonnay in that one ... it said more tropical chardonnay which drew me to it”

Table 8: Views on the information on the Oxford Landing back label – young adults (male)

“What does it go with?”
“It’s rubbish”
“It doesn’t really educate you any further, stereotypical”
“I’d want it to be more descriptive of the taste for me cause I’m not that clued up really”

Table 9: Views on the information on the Oxford Landing back label – young mothers

“A bit dull”
“I don’t think we need to know”
“It’s just too much information”
“It wouldn’t have made me buy it but it wouldn’t have made me not buy it”
“If it described how its going to taste and what would be good to drink with it would be useful information”
“Too much about where it’s from I just want to know what it tastes like”
“...where it’s from and the field that it’s grown in doesn’t interest me at all”

Table 10: Views on the information on the Oxford Landing back label – empty nesters

“I would like it to tell me what it’s going to be like, to give me some idea of how dry it is and what meals you can have it with”
“It tells you more about the environment”
“... even though what they say on there it might not be to your taste still”
“It killed it really”
“...it didn’t have much about the taste”
“I liked the idea of the fruit I like to know the fruity bit but no it didn’t tell me that much apart from that”
“That sounds lovely”
“The grape we’re interested in but not the soil that it’s growing in”
“It’s not relevant to me”
“You know that Australia there’s sunshine there don’t you, you know it’s going to be grown in a hot country”
“I like the idea of sunshine but equally there are some English wines I like as well and you don’t ever think of England as being particularly sunny”

The final discussion centred on attitudes towards “sustainability” and its association with wine in general and Oxford Landing in particular. This resulted in the discussion meandering around several related issues - fair trade, food miles, carbon footprints, recycling. However, none of the discussants made the link between the information on the back of the Oxford Landing bottle and any attempts to produce wine in a more sustainable manner.

When this motive was more clearly explained to them, some did express some interest (see Tables 27-29). It was felt that this information might influence them to purchase Oxford Landing, particularly if choosing between two similarly priced wines. However, for such a

message to have any real impact it was widely felt that there would need to be some kind of marketing campaign to make them aware of the sustainable production strategy. Given that they do not read the information on the bottle, it was suggested that an article in a women's magazine, supermarket magazine or some of the Sunday supplements, as well as in-store promotions and wine tastings would be the best way to get the message across.

Table 11: Views on the environmentally sound production of Oxford Landing – young adults (female)

"I think it would make me try it"
 "I wouldn't expect anything great for it, I would still go for my special occasion wine"
 "It would be a bonus I think"
 "I think you would expect to pay more"

Table 12: Views on the environmentally sound production of Oxford Landing – young mothers

"... they should put that on the back"
 "... it would have some impact"

Table 13: Views on the environmentally sound production of Oxford Landing – empty nesters

"..if they said that's what they were doing then if you were choosing between one or the other that might make a difference"
 "It would be a very good commercial message to get across I think"
 "I was just going to say if there would just a simple display, wine grown in a natural environment without chemicals without any whatever and the tasting and ... that would be a big one"
 "...if they were that bothered they wouldn't be selling it over here really would they"
 "Yes it might help some people"
 "It won't be a bad thing"
 "I don't think it would make any difference to me I just think I'd think it was another marketing thing"
 "I think the younger generation are looking for it but I'm too old now"

The empty nesters were the least receptive to the idea of sustainable wine production in Australia, with one thinking that this was maybe just another marketing ploy. Perhaps the final word goes to the woman who stated that, "...if they were that bothered they wouldn't be selling it over here really would they"!

Table 14: Views on eco-friendly packaging formats (cartons and pouches) – young adults

Carton

"It's quite good on a day out and if you're going ... but I wouldn't expect to pay the same price for it."
 "A breakfast juice or something like that."
 "You wouldn't take it to a friend's house for dinner."
 "That's quite good if you're going to the cricket a couple of those then you can blow it back up and use it as a pillow."

Pouch

"I think it would be better if it's a name brand."
 "I wouldn't turn up to a dinner party with it."
 "It's a summer sort of thing bring the drink out in the park, I would go for that over a glass bottle any day."
 "I would stick to a bottle."
 "If you open a bottle you don't have to polish it off."

Table 15: Views on eco-friendly packaging formats (cartons and pouches) – young mothers

Carton

"Easier to take on a picnic."
 "Looks like a juice."
 "I would never dream of getting the box wine to take to someone's house."

"I'm thinking what possessed them to put it in that?"
"I would probably try it then if I knew the name."

Pouch

"That looks better."
"Yeah I prefer that."
"Quite convenient in the kitchen."
"If it was for home consumption fine but going out I wouldn't take that I'd take a bottle it looks nicer really but to have at home it's fine and it's cheaper yes I'll have it."
"I think wine should be in a bottle."
"When you're having a glass of wine you don't want to be thinking about oh it's carbon emissions and it's helping my footprint in this world."
"It wouldn't get in my house; it wouldn't go in the trolley. It's just horrible."

Table 16: Views on eco-friendly packaging formats (cartons and pouches) – empty nesters

Carton

"Having said that if it was a wine I knew I would buy that carton"
"Take away the bottle takes away the whole idea of being sophisticated."
"I'd need some kind of special offer try this."

Pouch

"That's horrid too."
"I'm not sure how that would travel whether or not my wine would taste the same after that. If I tasted it and was reassured I wouldn't even buy it."
"It doesn't look appetizing does it."
"No, it doesn't look special."
"And how do you let a red breathe?"

Appendix 2 – Tabulated Survey Results

Sample Profile (Full Sample)

Gender

			Survey Method		
			face 2 face	Internet	Total
gender	Male	Count	47	475	522
		% of Total	4.4%	44.1%	48.5%
	Female	Count	62	492	554
		% of Total	5.8%	45.7%	51.5%
Total		Count	109	967	1076
		% of Total	10.1%	89.9%	100.0%

Age

			Survey Method		
			face 2 face	Internet	Total
age	18-24yrs	Count	20	59	79
		% of Total	1.9%	5.5%	7.3%
	25-34yrs	Count	37	142	179
		% of Total	3.4%	13.2%	16.6%
	35-44yrs	Count	16	189	205
		% of Total	1.5%	17.6%	19.1%
	45-54yrs	Count	17	213	230
		% of Total	1.6%	19.8%	21.4%
	55-64yrs	Count	15	281	296
		% of Total	1.4%	26.1%	27.5%
	Over 65yrs	Count	3	82	85
		% of Total	.3%	7.6%	7.9%
Total		Count	109	967	1076
		% of Total	10.1%	89.9%	100.0%

Household Composition

			Survey Method		
			face 2 face	Internet	Total
household	Single with no children living at home	Count	42	183	225
		% of Total	3.9%	17.0%	20.9%
	Single with one or more children living at home	Count	6	48	54
		% of Total	.6%	4.5%	5.0%
	Married or living with partner, no children living at home	Count	39	419	458
		% of Total	3.6%	38.9%	42.6%
	Married or living with partner, with children all under 10yrs	Count	7	127	134
	% of Total	.7%	11.8%	12.5%	
Married/Living with partner, with some children over 10yrs living at home	Count	15	190	205	
	% of Total	1.4%	17.7%	19.1%	
Total	Count	109	967	1076	
	% of Total	10.1%	89.9%	100.0%	

Education

			Survey Method		
			face 2 face	Internet	Total
education	Secondary School	Count	6	366	372
		% of Total	.6%	34.0%	34.6%
	College of Higher Education	Count	14	323	337
		% of Total	1.3%	30.0%	31.3%
	University	Count	89	277	366
		% of Total	8.3%	25.8%	34.0%
	Total	Count	109	966	1075
	% of Total	10.1%	89.9%	100.0%	

Employment

			Survey Method		
			face 2 face	Internet	Total
employment	Working full time	Count	59	458	517
		% of Total	5.5%	42.6%	48.1%
	Working part time	Count	14	116	130
		% of Total	1.3%	10.8%	12.1%
	Full time student	Count	21	17	38
		% of Total	2.0%	1.6%	3.5%
	Working part-time and studying part-time	Count	4	7	11
		% of Total	.4%	.7%	1.0%
	Not currently in paid employment	Count	5	149	154
		% of Total	.5%	13.9%	14.3%
	Retired	Count	3	216	219
		% of Total	.3%	20.1%	20.4%
	Total	Count	109	966	1075
		% of Total	10.1%	89.9%	100.0%

Frequency of Wine Purchase from a supermarket

			Survey Method		
			face 2 face	Internet	Total
How often do you buy wine from a supermarket?	At least once a week	Count	34	376	410
		% of Total	3.1%	34.2%	37.3%
	Every 2-3 weeks	Count	39	296	335
		% of Total	3.5%	26.9%	30.5%
	Very occasionally	Count	36	319	355
		% of Total	3.3%	29.0%	32.3%
	Total	Count	109	991	1100
		% of Total	9.9%	90.1%	100.0%

Supermarket

			Survey Method		
			face 2 face	Internet	Total
From which Supermarket do you purchase most of your wine?	Tesco	Count	65	415	480
		% of Total	5.9%	37.9%	43.8%
	Sainsburys	Count	24	171	195
		% of Total	2.2%	15.6%	17.8%
	Asda	Count	6	181	187
		% of Total	.5%	16.5%	17.1%
	Morrisons	Count	2	94	96
		% of Total	.2%	8.6%	8.8%
	Somerfield	Count	5	16	21
		% of Total	.5%	1.5%	1.9%
	Waitrose	Count	3	26	29
		% of Total	.3%	2.4%	2.6%
	M&S	Count	1	19	20
		% of Total	.1%	1.7%	1.8%
	Co-op	Count	3	29	32
		% of Total	.3%	2.6%	2.9%
	Aldi	Count	0	36	36
		% of Total	.0%	3.3%	3.3%
	Total	Count	109	987	1096
		% of Total	9.9%	90.1%	100.0%

Wine Purchased per Supermarket Trip

			Survey Method		
			face 2 face	Internet	Total
Wine purchased per supermarket trip	1-2	Count	63	438	501
		% of Total	5.9%	41.2%	47.2%
	3-4	Count	31	314	345
		% of Total	2.9%	29.6%	32.5%
	5 or more	Count	15	201	216
		% of Total	1.4%	18.9%	20.3%
Total		Count	109	953	1062
		% of Total	10.3%	89.7%	100.0%

Oxford Landing Purchasers

			Survey Method		
			face 2 face	Internet	Total
Oxford Landing - yes or no	Yes	Count	40	337	377
		% of Total	3.6%	30.6%	34.3%
	No	Count	69	654	723
		% of Total	6.3%	59.5%	65.7%
Total		Count	109	991	1100
		% of Total	9.9%	90.1%	100.0%

Tesco Shoppers Who Purchase Oxford Landing

			Survey Method		
			face 2 face	Internet	Total
TescoOxfordLanding	No	Count	86	833	919
		% of Total	7.8%	75.7%	83.5%
	Yes	Count	23	158	181
		% of Total	2.1%	14.4%	16.5%
Total		Count	109	991	1100
		% of Total	9.9%	90.1%	100.0%

Sample Profile (Tesco shoppers who purchase Oxford Landing)

gender

		Frequency	Valid Percent
Valid	Male	117	65.0
	Female	63	35.0
	Total	180	100.0
Missing	System	1	
Total		181	

age

		Frequency	Valid Percent
Valid	55-64yrs	54	30.0
	25-34yrs	39	21.7
	45-54yrs	38	21.1
	35-44yrs	32	17.8
	Over 65yrs	9	5.0
	18-24yrs	8	4.4
	Total	180	100.0
Missing	0	1	
Total		181	

household

		Frequency	Valid Percent
Valid	Married or living with partner, no children living at home	81	45.0
	Married/Living with partner, with some children over 10yrs living at home	42	23.3
	Single with no children living at home	27	15.0
	Married or living with partner, with children all under 10yrs	24	13.3
	Single with one or more children living at home	6	3.3
	Total	180	100.0
Missing	0	1	
Total		181	

education

		Frequency	Valid Percent
Valid	University	77	43.0
	College of Higher Education	54	30.2
	Secondary School	48	26.8
	Total	179	100.0
Missing	0	2	
Total		181	

employment

		Frequency	Valid Percent
Valid	Working full time	103	57.5
	Retired	32	17.9
	Working part time	26	14.5
	Not currently in paid employment	15	8.4
	Working part-time and studying part-time	2	1.1
	Total	179	100.0
	Missing	0	
Total	181		

Survey Frequencies (Full Sample)

How often do you buy wine from a supermarket?

		Frequency	Valid Percent
Valid	At least once a week	410	37.3
	Every 2-3 weeks	335	30.5
	Very occasionally	355	32.3
	Total	1100	100.0

From which Supermarket do you purchase most of your wine?

		Frequency	Valid Percent
Valid	Tesco	480	43.8
	Sainsburys	195	17.8
	Asda	187	17.1
	Morrisons	96	8.8
	Somerfield	21	1.9
	Waitrose	29	2.6
	M&S	20	1.8
	Co-op	32	2.9
	Aldi	36	3.3
	Total	1096	100.0
Missing	System	4	
Total		1100	

Wine purchased per supermarket trip

		Frequency	Valid Percent
Valid	1-2	501	47.2
	3-4	345	32.5
	5 or more	216	20.3
	Total	1062	100.0
Missing	System	38	
Total		1100	

On average, how many bottles of white wine do you buy on any one shopping trip?

		Frequency	Valid Percent
Valid	1	467	57.4
	2	215	26.4
	3	63	7.7
	4	29	3.6
	5	3	.4
	6	37	4.5
	Total	814	100.0
Missing	0	286	
Total		1100	

On average, how many bottles of red wine do you buy on any one shopping trip?

		Frequency	Valid Percent
Valid	1	352	47.8
	2	199	27.0
	3	92	12.5
	4	35	4.7
	5	9	1.2
	6	50	6.8
	Total	737	100.0
Missing	0	363	
Total		1100	

On average, how many bottles of rose wine do you buy on any one shopping trip?

		Frequency	Valid Percent
Valid	1	286	68.3
	2	90	21.5
	3	24	5.7
	4	11	2.6
	5	2	.5
	6	6	1.4
	Total	419	100.0
Missing	0	681	
Total		1100	

Who drinks most of the wine that you buy from the supermarket?

		Frequency	Valid Percent
Valid	Me	386	35.1
	My Partner	120	10.9
	My Partner and I	452	41.1
	Other members of the household	36	3.3
	Visitors - friends and relatives	106	9.6
	Total	1100	100.0

Purchase Oxford Landing

		Frequency	Valid Percent
Valid	Yes	377	34.3
	No	723	65.7
	Total	1100	100.0

Tesco shoppers who purchase Oxford Landing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	919	83.5	83.5	83.5
	Yes	181	16.5	16.5	100.0
	Total	1100	100.0	100.0	

When was the last time you purchased Oxford Landing?

		Frequency	Valid Percent
Valid	This week	23	2.1
	Last week	50	4.5
	Last month	81	7.4
	More than a month ago	223	20.3
	I have never purchased Oxford Landing	723	65.7
	Total	1100	100.0

I buy Oxford Landing wine from the supermarket because...

		Frequency	Valid Percent
Valid	Competitively priced	23	7.3
	For a change	14	4.4
	Good Quality	25	7.9
	Good taste & competitively priced	49	15.6
	Looked attractive/interesting	14	4.4
	On Offer	79	25.1
	Recommendation	6	1.9
	Taste	58	18.4
	Trusted/Reliable	47	14.9
	Total	315	100.0
Missing	0	785	
Total		1100	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Which wines are on promotion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	73	6.6	6.6	6.6
	2	51	4.6	4.6	11.3
	Not very important	102	9.3	9.3	20.5
	4	197	17.9	17.9	38.5
	Quite important	291	26.5	26.5	64.9
	6	237	21.5	21.5	86.5
	Extremely important	149	13.5	13.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Recommendations in newspapers or magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	151	13.7	13.7	13.7
	2	121	11.0	11.0	24.7
	Not very important	257	23.4	23.4	48.1
	4	270	24.5	24.5	72.6
	Quite important	209	19.0	19.0	91.6
	6	64	5.8	5.8	97.5
	Extremely important	28	2.5	2.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Recommendations from friends or relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	77	7.0	7.0	7.0
	2	58	5.3	5.3	12.3
	Not very important	156	14.2	14.2	26.5
	4	263	23.9	23.9	50.4
	Quite important	347	31.5	31.5	81.9
	6	131	11.9	11.9	93.8
	Extremely important	68	6.2	6.2	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Brand name (e.g. Oxford Landing)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	98	8.9	8.9	8.9
	2	43	3.9	3.9	12.8
	Not very important	206	18.7	18.7	31.5
	4	235	21.4	21.4	52.9
	Quite important	364	33.1	33.1	86.0
	6	104	9.5	9.5	95.5
	Extremely important	50	4.5	4.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Type of wine (e.g. dry, sweet)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	25	2.3	2.3	2.3
	2	20	1.8	1.8	4.1
	Not very important	44	4.0	4.0	8.1
	4	104	9.5	9.5	17.5
	Quite important	300	27.3	27.3	44.8
	6	305	27.7	27.7	72.5
	Extremely important	302	27.5	27.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Grape Variety (e.g. Chardonnay, Shiraz)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	62	5.6	5.6	5.6
	2	37	3.4	3.4	9.0
	Not very important	101	9.2	9.2	18.2
	4	184	16.7	16.7	34.9
	Quite important	321	29.2	29.2	64.1
	6	228	20.7	20.7	84.8
	Extremely important	167	15.2	15.2	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Colour of wine (white, red or rose)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	19	1.7	1.7	1.7
	2	20	1.8	1.8	3.5
	Not very important	49	4.5	4.5	8.0
	4	108	9.8	9.8	17.8
	Quite important	328	29.8	29.8	47.6
	6	236	21.5	21.5	69.1
	Extremely important	340	30.9	30.9	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Year of Vintage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	173	15.7	15.7	15.7
	2	91	8.3	8.3	24.0
	Not very important	229	20.8	20.8	44.8
	4	275	25.0	25.0	69.8
	Quite important	202	18.4	18.4	88.2
	6	88	8.0	8.0	96.2
	Extremely important	42	3.8	3.8	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Country of Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	74	6.7	6.7	6.7
	2	36	3.3	3.3	10.0
	Not very important	202	18.4	18.4	28.4
	4	214	19.5	19.5	47.8
	Quite important	364	33.1	33.1	80.9
	6	127	11.5	11.5	92.5
	Extremely important	83	7.5	7.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Specific region within a country (e.g. Bordeaux)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	109	9.9	9.9	9.9
	2	59	5.4	5.4	15.3
	Not very important	219	19.9	19.9	35.2
	4	266	24.2	24.2	59.4
	Quite important	275	25.0	25.0	84.4
	6	111	10.1	10.1	94.5
	Extremely important	61	5.5	5.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Alcohol content (high or low)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	212	19.3	19.3	19.3
	2	67	6.1	6.1	25.4
	Not very important	301	27.4	27.4	52.7
	4	151	13.7	13.7	66.5
	Quite important	273	24.8	24.8	91.3
	6	50	4.5	4.5	95.8
	Extremely important	46	4.2	4.2	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Environmentally sustainable production process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	214	19.5	19.5	19.5
	2	120	10.9	10.9	30.4
	Not very important	252	22.9	22.9	53.3
	4	237	21.5	21.5	74.8
	Quite important	185	16.8	16.8	91.6
	6	64	5.8	5.8	97.5
	Extremely important	28	2.5	2.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Environmental sustainability of the packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	216	19.6	19.6	19.6
	2	113	10.3	10.3	29.9
	Not very important	273	24.8	24.8	54.7
	4	234	21.3	21.3	76.0
	Quite important	173	15.7	15.7	91.7
	6	62	5.6	5.6	97.4
	Extremely important	29	2.6	2.6	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Distance the wine has travelled (e.g. 'wine miles')

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	282	25.6	25.6	25.6
	2	146	13.3	13.3	38.9
	Not very important	347	31.5	31.5	70.5
	4	184	16.7	16.7	87.2
	Quite important	94	8.5	8.5	95.7
	6	30	2.7	2.7	98.5
	Extremely important	17	1.5	1.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Price per bottle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	15	1.4	1.4	1.4
	2	7	.6	.6	2.0
	Not very important	43	3.9	3.9	5.9
	4	101	9.2	9.2	15.1
	Quite important	337	30.6	30.6	45.7
	6	307	27.9	27.9	73.6
	Extremely important	290	26.4	26.4	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Appearance of the bottle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	189	17.2	17.2	17.2
	2	81	7.4	7.4	24.5
	Not very important	318	28.9	28.9	53.5
	4	233	21.2	21.2	74.6
	Quite important	216	19.6	19.6	94.3
	6	39	3.5	3.5	97.8
	Extremely important	24	2.2	2.2	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Weight of the bottle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	334	30.4	30.4	30.4
	2	152	13.8	13.8	44.2
	Not very important	244	22.2	22.2	66.4
	4	208	18.9	18.9	85.3
	Quite important	99	9.0	9.0	94.3
	6	44	4.0	4.0	98.3
	Extremely important	19	1.7	1.7	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Design of the label on the front of the bottle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	185	16.8	16.8	16.8
	2	117	10.6	10.6	27.5
	Not very important	326	29.6	29.6	57.1
	4	265	24.1	24.1	81.2
	Quite important	157	14.3	14.3	95.5
	6	34	3.1	3.1	98.5
	Extremely important	16	1.5	1.5	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Information provided on the back label

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not all important	60	5.5	5.5	5.5
	2	53	4.8	4.8	10.3
	Not very important	141	12.8	12.8	23.1
	4	234	21.3	21.3	44.4
	Quite important	374	34.0	34.0	78.4
	6	163	14.8	14.8	93.2
	Extremely important	75	6.8	6.8	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Type of closure (e.g. cork or screw cap)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	249	22.6	22.6	22.6
	2	103	9.4	9.4	32.0
	Not very important	216	19.6	19.6	51.6
	4	216	19.6	19.6	71.3
	Quite important	178	16.2	16.2	87.5
	6	85	7.7	7.7	95.2
	Extremely important	53	4.8	4.8	100.0
	Total	1100	100.0	100.0	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Suitability for vegetarians and/or vegans

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	505	45.9	45.9	45.9
	2	130	11.8	11.8	57.7
	Not very important	189	17.2	17.2	74.9
	4	137	12.5	12.5	87.4
	Quite important	66	6.0	6.0	93.4
	6	40	3.6	3.6	97.0
	Extremely important	33	3.0	3.0	100.0
	Total	1100	100.0	100.0	

What is the single most important factor that influences your choice of wine from the supermarket? (regular wine purchase)

		Frequency	Valid Percent
Valid	Recommendations in newspapers or magazines	5	.5
	Recommendations from friends or relatives	30	2.9
	Brand name (e.g. Oxford Landing)	34	3.3
	Type of wine (e.g. dry, sweet)	126	12.2
	Grape Variety	112	10.9
	Colour of wine (white, red or rose)	156	15.2
	Year of Vintage	10	1.0
	Country of Origin	43	4.2
	Specific region within a country (e.g. Bordeaux)	21	2.0
	Alcohol content (high or low)	20	1.9
	Environmental sustainability of the production process	9	.9
	Environmental sustainability of the packaging	6	.6
	Distance the wine has travelled (e.g. 'wine miles')	5	.5
	Price per bottle	271	26.3
	Appearance of the bottle	7	.7
	Weight of the bottle	1	.1
	Design of the label on the front of the bottle	9	.9
	Information provided on the back label	12	1.2
	Type of closure (e.g. cork or screw cap)	17	1.7
	Suitability for vegetarians and/or vegans	9	.9
	Which wines are on promotion	126	12.2
	Total	1029	100.0
Missing	0	71	
Total		1100	

What is the single most important factor that influences your choice of wine from the supermarket? (special occasion)

		Frequency	Valid Percent
Valid	Recommendations in newspapers or magazines	32	3.2
	Recommendations from friends or relatives	64	6.5
	Brand name (e.g. Oxford Landing)	120	12.1
	Type of wine (e.g. dry, sweet)	128	12.9
	Grape Variety	132	13.3
	Colour of wine (white, red or rose)	73	7.4
	Year of Vintage	73	7.4
	Country of Origin	48	4.9
	Specific region within a country (e.g. Bordeaux)	31	3.1
	Alcohol content (high or low)	19	1.9
	Environmental sustainability of the production process	9	.9
	Environmental sustainability of the packaging	6	.6
	Distance the wine has travelled (e.g. 'wine miles')	5	.5
	Price per bottle	105	10.6
	Appearance of the bottle	25	2.5
	Weight of the bottle	9	.9
	Design of the label on the front of the bottle	13	1.3
	Information provided on the back label	24	2.4
	Type of closure (e.g. cork or screw cap)	16	1.6
	Suitability for vegetarians and/or vegans	9	.9
Which wines are on promotion	48	4.9	
Total	989	100.0	
Missing	0	111	
Total		1100	

On average, how many days would you say a bottle of white wine you purchase from the supermarket is kept in a refrigerator, from the time you get it home to the time the bottle is finished (i.e. including days stored after the bottle is opened)?

		Frequency	Valid Percent
Valid		1	.1
	0	139	13.8
	1	192	19.1
	2	233	23.2
	3	153	15.2
	4	86	8.6
	5	45	4.5
	6	41	4.1
	More than 6 days	115	11.4
	Total	1005	100.0
Missing	9	95	
Total		1100	

On average, how many days would you say a bottle of rose wine you purchase from the supermarket is kept in a refrigerator, from the time you get it home to the time the bottle is finished (i.e. including days stored after the bottle is opened)?

		Frequency	Valid Percent
Valid		2	.3
	0	214	29.1
	1	145	19.7
	2	136	18.5
	3	84	11.4
	4	42	5.7
	5	32	4.3
	6	19	2.6
	More than 6 days	62	8.4
	Total	736	100.0
Missing	9	364	
Total		1100	

On average, how many days would you say a bottle of red wine you purchase from the supermarket is kept in a refrigerator, from the time you get it home to the time the bottle is finished (i.e. including days stored after the bottle is opened)?

		Frequency	Valid Percent
Valid	0	415	46.7
	1	119	13.4
	2	110	12.4
	3	77	8.7
	4	46	5.2
	5	28	3.2
	6	21	2.4
	More than 6 days	72	8.1
	Total	888	100.0
Missing	9	212	
Total	1100		

Survey Frequencies (Tesco shoppers who purchase Oxford Landing)

How often do you buy wine from a supermarket?

		Frequency	Valid Percent
Valid	At least once a week	95	52.5
	Every 2-3 weeks	62	34.3
	Very occasionally	24	13.3
	Total	181	100.0

On average, how many bottles of white wine do you buy on any one shopping trip?

		Frequency	Valid Percent
Valid	1	58	42.6
	2	40	29.4
	3	17	12.5
	6	13	9.6
	4	8	5.9
	Total	136	100.0
Missing	0	45	
Total		181	

On average, how many bottles of red wine do you buy on any one shopping trip?

		Frequency	Valid Percent
Valid	1	51	32.1
	2	42	26.4
	3	34	21.4
	6	17	10.7
	4	11	6.9
	5	4	2.5
	Total	159	100.0
Missing	0	22	
Total		181	

On average, how many bottles of rose wine do you buy on any one shopping trip?

		Frequency	Valid Percent
Valid	1	40	54.1
	2	23	31.1
	3	5	6.8
	4	3	4.1
	6	2	2.7
	5	1	1.4
	Total	74	100.0
Missing	0	107	
Total		181	

Who drinks most of the wine that you buy from the supermarket?

		Frequency	Valid Percent
Valid	My Partner and I	103	56.9
	Me	51	28.2
	My Partner	11	6.1
	Visitors - friends and relatives	11	6.1
	Other members of the household	5	2.8
	Total	181	100.0

When was the last time you purchased Oxford Landing?

		Frequency	Valid Percent
Valid	More than a month ago	108	59.7
	Last month	43	23.8
	Last week	18	9.9
	This week	12	6.6
	Total	181	100.0

When was the last time you purchased Oxford Landing?

		Frequency	Valid Percent
Valid	More than a month ago	108	59.7
	Last month	43	23.8
	Last week	18	9.9
	This week	12	6.6
	Total	181	100.0

I buy Oxford Landing wine from the supermarket because...

		Frequency	Valid Percent
Valid	On Offer	79	25.1
	Taste	58	18.4
	Good taste & competitively priced	49	15.6
	Trusted/Reliable	47	14.9
	Good Quality	25	7.9
	Competitively priced	23	7.3
	For a change	14	4.4
	Looked attractive/interesting	14	4.4
	Recommendation	6	1.9
	Total	315	100.0
Missing	0	785	
Total		1100	

How important are the following when you are considering which wine(s) to purchase from a supermarket - Which wines are on promotion?

		Frequency	Valid Percent
Valid	5	48	26.5
	6	45	24.9
	7	35	19.3
	4	27	14.9
	2	11	6.1
	3	10	5.5
	1	5	2.8
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Recommendations in newspapers or magazines

		Frequency	Valid Percent
Valid	4	44	24.3
	5	39	21.5
	3	38	21.0
	2	20	11.0
	1	19	10.5
	6	12	6.6
	7	9	5.0
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Recommendations from friends or relatives

		Frequency	Valid Percent
Valid	5	46	25.4
	4	45	24.9
	3	28	15.5
	6	25	13.8
	2	14	7.7
	7	14	7.7
	1	9	5.0
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Brand name (e.g. Oxford Landing)

		Frequency	Valid Percent
Valid	5	69	38.1
	4	37	20.4
	6	31	17.1
	3	18	9.9
	7	16	8.8
	2	6	3.3
	1	4	2.2
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Type of wine (e.g. dry, sweet)

		Frequency	Valid Percent
Valid	6	57	31.5
	7	51	28.2
	5	41	22.7
	4	19	10.5
	3	6	3.3
	2	5	2.8
	1	2	1.1
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Grape Variety (e.g. Chardonnay, Shiraz)

		Frequency	Valid Percent
Valid	5	50	27.6
	6	46	25.4
	7	41	22.7
	4	29	16.0
	3	12	6.6
	2	2	1.1
	1	1	.6
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Colour of wine (white, red or rose)

		Frequency	Valid Percent
Valid	5	56	30.9
	7	50	27.6
	6	45	24.9
	4	17	9.4
	3	11	6.1
	2	2	1.1
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Year of Vintage

		Frequency	Valid Percent
Valid	5	52	28.7
	4	37	20.4
	3	31	17.1
	6	24	13.3
	2	15	8.3
	1	12	6.6
	7	10	5.5
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Country of Origin

		Frequency	Valid Percent
Valid	5	70	38.7
	6	34	18.8
	4	29	16.0
	3	22	12.2
	7	17	9.4
	2	6	3.3
	1	3	1.7
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Specific region within a country (e.g. Bordeaux)

		Frequency	Valid Percent
Valid	5	43	23.8
	4	39	21.5
	3	34	18.8
	6	31	17.1
	7	15	8.3
	2	10	5.5
	1	9	5.0
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Alcohol content (high or low)

		Frequency	Valid Percent
Valid	5	49	27.1
	3	45	24.9
	1	31	17.1
	4	18	9.9
	7	15	8.3
	6	13	7.2
	2	10	5.5
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Environmentally sustainable production process

		Frequency	Valid Percent
Valid	4	43	23.8
	1	36	19.9
	3	31	17.1
	5	29	16.0
	2	21	11.6
	6	12	6.6
	7	9	5.0
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Environmental sustainability of the packaging

		Frequency	Valid Percent
Valid	4	40	22.1
	3	39	21.5
	1	38	21.0
	5	24	13.3
	2	19	10.5
	6	12	6.6
	7	9	5.0
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Distance the wine has travelled (e.g. 'wine miles')

		Frequency	Valid Percent
Valid	3	46	25.4
	1	43	23.8
	2	30	16.6
	4	28	15.5
	5	16	8.8
	6	12	6.6
	7	6	3.3
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Price per bottle

		Frequency	Valid Percent
Valid	6	58	32.0
	7	50	27.6
	5	41	22.7
	4	23	12.7
	3	7	3.9
	2	2	1.1
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Appearance of the bottle

		Frequency	Valid Percent
Valid	3	55	30.4
	5	42	23.2
	4	32	17.7
	1	23	12.7
	2	13	7.2
	6	8	4.4
	7	8	4.4
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Weight of the bottle

		Frequency	Valid Percent
Valid	1	52	28.7
	3	37	20.4
	4	35	19.3
	2	22	12.2
	5	21	11.6
	6	9	5.0
	7	5	2.8
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Design of the label on the front of the bottle

		Frequency	Valid Percent
Valid	3	49	27.1
	4	48	26.5
	5	30	16.6
	1	20	11.0
	2	18	9.9
	6	11	6.1
	7	5	2.8
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Information provided on the back label

		Frequency	Valid Percent
Valid	5	59	32.6
	4	43	23.8
	6	25	13.8
	3	23	12.7
	2	15	8.3
	7	13	7.2
	1	3	1.7
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Type of closure (e.g. cork or screw cap)

		Frequency	Valid Percent
Valid	1	41	22.7
	3	39	21.5
	4	31	17.1
	5	22	12.2
	2	21	11.6
	6	19	10.5
	7	8	4.4
	Total	181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

How important are the following when you are considering which wine(s) to purchase from a supermarket - Suitability for vegetarians and/or vegans

		Frequency	Valid Percent
Valid	1	86	47.5
	2	26	14.4
	3	20	11.0
	4	19	10.5
	6	13	7.2
	5	12	6.6
	7	5	2.8
Total		181	100.0

1= Not at all important, 3=Not very important, 5=Quite important, 7=Extremely important

**What is the single most important factor that influences your choice of wine from the supermarket?
(regular wine purchase)**

		Frequency	Valid Percent
Valid	Recommendations in newspapers or magazines	2	.5
	Recommendations from friends or relatives	13	3.6
	Brand name (e.g. Oxford Landing)	21	5.7
	Type of wine (e.g. dry, sweet)	33	9.0
	Grape Variety	54	14.8
	Colour of wine (white, red or rose)	40	10.9
	Year of Vintage	6	1.6
	Country of Origin	18	4.9
	Specific region within a country (e.g. Bordeaux)	7	1.9
	Alcohol content (high or low)	7	1.9
	Environmental sustainability of the production process	4	1.1
	Environmental sustainability of the packaging	3	.8
	Distance the wine has travelled (e.g. 'wine miles')	3	.8
	Price per bottle	81	22.1
	Appearance of the bottle	2	.5
	Design of the label on the front of the bottle	4	1.1
	Information provided on the back label	2	.5
	Type of closure (e.g. cork or screw cap)	5	1.4
	Suitability for vegetarians and/or vegans	6	1.6
	Which wines are on promotion	55	15.0
	Total	366	100.0
Missing	0	11	
Total		377	

What is the single most important factor that influences your choice of wine from the supermarket? (special occasion)

		Frequency	Valid Percent
Valid	Recommendations in newspapers or magazines	16	4.6
	Recommendations from friends or relatives	17	4.9
	Brand name (e.g. Oxford Landing)	56	16.0
	Type of wine (e.g. dry, sweet)	30	8.6
	Grape Variety	52	14.9
	Colour of wine (white, red or rose)	25	7.1
	Year of Vintage	31	8.9
	Country of Origin	16	4.6
	Specific region within a country (e.g. Bordeaux)	12	3.4
	Alcohol content (high or low)	7	2.0
	Environmental sustainability of the production process	4	1.1
	Environmental sustainability of the packaging	2	.6
	Distance the wine has travelled (e.g. 'wine miles')	3	.9
	Price per bottle	28	8.0
	Appearance of the bottle	9	2.6
	Weight of the bottle	4	1.1
	Design of the label on the front of the bottle	5	1.4
	Information provided on the back label	10	2.9
	Type of closure (e.g. cork or screw cap)	4	1.1
	Suitability for vegetarians and/or vegans	6	1.7
Which wines are on promotion	13	3.7	
Total	350	100.0	
Missing	0	27	
Total	377		

On average, how many days would you say a bottle of white wine you purchase from the supermarket is kept in a refrigerator, from the time you get it home to the time the bottle is finished (i.e. including days stored after the bottle is opened)?

		Frequency	Valid Percent
Valid	2	42	24.7
	1	35	20.6
	3	31	18.2
	4	19	11.2
	0	16	9.4
	More than 6 days	15	8.8
	5	9	5.3
	6	2	1.2
		1	.6
	Total	170	100.0
Missing	9	11	
Total		181	

On average, how many days would you say a bottle of rose wine you purchase from the supermarket is kept in a refrigerator, from the time you get it home to the time the bottle is finished (i.e. including days stored after the bottle is opened)?

		Frequency	Valid Percent
Valid	0	33	24.3
	1	28	20.6
	2	27	19.9
	4	14	10.3
	3	12	8.8
	More than 6 days	11	8.1
	5	5	3.7
	6	5	3.7
		1	.7
	Total	136	100.0
Missing	9	45	
Total		181	

On average, how many days would you say a bottle of red wine you purchase from the supermarket is kept in a refrigerator, from the time you get it home to the time the bottle is finished (i.e. including days stored after the bottle is opened)?

		Frequency	Valid Percent
Valid	0	74	43.5
	2	29	17.1
	1	23	13.5
	3	15	8.8
	4	9	5.3
	5	9	5.3
	More than 6 days	8	4.7
	6	3	1.8
	Total	170	100.0
Missing	9	11	
Total		181	

Analysis of Variance - Attribute Scores

Survey Method

Importance of attributes (Mean Scores)

	Face to Face	Internet
Price per bottle	5.5	5.6
Type of wine (e.g. dry/sweet)	5.0	5.6
Colour	5.1	5.5
Grape variety	4.8	4.8
Which wines are on promotion	4.4	4.8
Information on the back label	4.2	4.5
Recommendations from friends/relatives	4.1	4.3
Country of origin	4.8	4.3
Brand name	4.0	4.1
Specific region within a country	4.0	4.0
Year of vintage	3.7	3.6
Recommendation in newspapers/magazines	3.3	3.5
Alcohol content	2.8	3.6
Appearance of the bottle	3.4	3.4
Type of closure	2.9	3.4
Environmentally sustainable production process	3.0	3.4
Environmentally sustainable packaging	3.0	3.4
Design of the front label	3.4	3.2
Distance the wine has traveled	2.5	2.9
Weight of the bottle	2.4	2.9
Suitability for vegetarians/vegans	2.1	2.5
Number of respondents	109	911

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

Oxford Landing Buyers/Non-Buyers

Importance of attributes (Mean Scores)

	Oxford Landing Buyers	Oxford Landing Non-buyers
Grape variety	5.3	4.6
Which wines are on promotion	5.1	4.5
Information on the back label	4.6	4.4
Country of origin	4.7	4.1
Brand name	4.7	3.8
Specific region within a country	4.4	3.8
Year of vintage	4.1	3.3
Recommendation in newspapers/magazines	3.8	3.4
Alcohol content	3.7	3.4
Appearance of the bottle	3.7	3.2
Environmentally sustainable production process	3.5	3.2
Design of the front label	3.6	3.2
Distance the wine has traveled	3.1	2.7
Weight of the bottle	3.0	2.7
Number of respondents	366	663

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

Most important attribute – Regular Purchase

	Oxford Landing Buyers	Oxford Landing Non-Buyers
	%	%
Price per bottle	22	29
Type of wine (e.g. dry/sweet)	9	14
Colour	11	18
Grape variety	15	9
Which wines are on promotion	15	11
Information on the back label	1	2
Recommendations from friends/relatives	4	3
Country of origin	5	4
Brand name	6	2
Specific region within a country	2	2
Year of vintage	2	1
Recommendation in newspapers/magazines	1	1
Alcohol content	2	2
Appearance of the bottle	1	1
Type of closure	1	2
Environmentally sustainable production process	2	1
Environmentally sustainable packaging	1	1
Design of the front label	1	1
Distance the wine has traveled	1	0
Weight of the bottle	0	0
Suitability for vegetarians/vegans	1	1
Number of respondents	366	663

Most important attribute – Special Occasion

	Oxford Landing Buyers	Oxford Landing Non-Buyers
	%	%
Price per bottle	8	12
Type of wine (e.g. dry/sweet)	9	13
Colour	7	7
Grape variety	15	13
Which wines are on promotion	4	6
Information on the back label	3	2
Recommendations from friends/relatives	5	7
Country of origin	6	5
Brand name	16	10
Specific region within a country	3	3
Year of vintage	9	7
Recommendation in newspapers/magazines	5	3
Alcohol content	2	2
Appearance of the bottle	3	3
Type of closure	2	2
Environmentally sustainable production process	1	1
Environmentally sustainable packaging	1	1
Design of the front label	1	1
Distance the wine has traveled	1	0
Weight of the bottle	1	1
Suitability for vegetarians/vegans	2	1
Number of respondents	350	639

Gender

Importance of attributes (mean score)

	Male	Female
Type of wine (e.g. dry/sweet)	5.4	5.7
Which wines are on promotion	4.6	4.9
Information on the back label	4.3	4.6
Country of origin	4.5	4.3
Specific region within a country	4.2	3.9
Year of vintage	3.8	3.4
Type of closure	3.3	3.5
Environmentally sustainable production process	3.2	3.5
Environmentally sustainable packaging	3.2	3.4
Number of respondents	522	544

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

Most important attribute – Regular Purchase

	Male	Female
	%	%
Price per bottle	28	24
Type of wine (e.g. dry/sweet)	10	14
Colour	12	18
Grape variety	11	11
Which wines are on promotion	11	14
Information on the back label	2	1
Recommendations from friends/relatives	4	2
Country of origin	5	3
Brand name	3	4
Specific region within a country	2	2
Year of vintage	1	1
Recommendation in newspapers/magazines	1	0
Alcohol content	3	1
Appearance of the bottle	1	1
Type of closure	1	2
Environmentally sustainable production process	1	1
Environmentally sustainable packaging	1	1
Design of the front label	1	1
Distance the wine has traveled	1	0
Weight of the bottle	0	0
Suitability for vegetarians/vegans	1	1
Number of respondents	494	526

Age

Importance of attributes (mean score)

	18-24yrs	25-34yrs	35-44yrs	45-54yrs	55-64yrs	Over 65yrs
Type of wine (e.g. dry/sweet)	5.3	5.3	5.4	5.4	5.7	5.7
Recommendations from friends/relatives	4.8	4.6	4.4	4.3	4.0	3.8
Country of origin	4.0	4.7	4.3	4.3	4.3	4.5
Recommendation in newspapers/magazines	3.8	3.9	3.6	3.5	3.2	3.2
Appearance of the bottle	4.1	3.8	3.4	3.4	3.0	2.9
Environmentally sustainable production process	3.6	3.4	3.3	3.5	3.3	2.9
Environmentally sustainable packaging	3.7	3.4	3.3	3.4	3.2	2.9
Design of the front label	3.7	3.7	3.4	3.2	2.8	2.9
Distance the wine has traveled	3.3	2.9	2.9	2.9	2.6	2.4
Weight of the bottle	3.2	2.9	2.9	2.7	2.7	2.7
Suitability for vegetarians/vegans	2.7	2.7	2.7	2.4	2.2	1.9
Number of respondents	79	179	205	230	296	85

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

Most important attribute (Regular purchase)

	18-24yrs	25-34yrs	35-44yrs	45-54yrs	55-64yrs	Over 65yrs
	%	%	%	%	%	%
Price per bottle	29	24	29	26	25	28
Type of wine (e.g. dry/sweet)	9	12	12	11	16	9
Colour	14	14	12	22	12	20
Grape variety	4	8	12	11	14	11
Which wines are on promotion	17	15	10	13	13	5
Information on the back label	1	1	1	1	1	1
Recommendations from friends/relatives	1	6	2	3	2	4
Country of origin	4	5	2	5	4	7
Brand name	1	4	4	2	4	4
Specific region within a country	1	2	2	2	2	5
Year of vintage	3	1	2	1	0	1
Recommendation in newspapers/magazines	1	0	1	0	1	0
Alcohol content	1	1	3	1	2	3
Appearance of the bottle	3	1	0	1	1	0
Type of closure	2	2	3	1	1	1
Environmentally sustainable production process	1	2	2	1	0	0
Environmentally sustainable packaging	3	1	1	0	1	0
Design of the front label	1	1	2	0	0	0
Distance the wine has traveled	0	0	1	1	0	0
Weight of the bottle	0	0	0	0	0	1
Suitability for vegetarians/vegans	4	1	1	0	1	0
Number of respondents	79	177	195	215	271	81

Most important attribute (Special Occasion)

	18-24yrs	25-34yrs	35-44yrs	45-54yrs	55-64yrs	Over 65yrs
	%	%	%	%	%	%
Price per bottle	7	12	12	12	10	5
Type of wine (e.g. dry/sweet)	12	5	11	14	16	21
Colour	5	7	8	6	9	9
Grape variety	4	16	14	13	15	11
Which wines are on promotion	1	3	4	6	6	5
Information on the back label	1	4	2	5	1	3
Recommendations from friends/relatives	14	9	7	5	4	6
Country of origin	7	5	4	5	4	6
Brand name	10	12	10	14	12	15
Specific region within a country	2	5	2	4	3	1
Year of vintage	5	8	9	5	7	9
Recommendation in newspapers/magazines	4	4	2	3	3	4
Alcohol content	4	1	3	2	1	3
Appearance of the bottle	11	4	2	2	1	0
Type of closure	1	1	3	1	2	1
Environmentally sustainable production process	1	0	2	2	0	0
Environmentally sustainable packaging	1	1	2	0	0	0
Design of the front label	3	0	3	1	1	1
Distance the wine has traveled	0	1	1	1	0	0
Weight of the bottle	0	2	1	1	1	0
Suitability for vegetarians/vegans	7	0	1	0	1	0
Number of respondents	74	164	185	205	271	80

Household Composition

Importance of attributes (mean score)

	Single – no children	Single – with children	Couple – no children	Couple – children under 10yrs	Couple – children over 10yrs
Recommendations from friends/relatives	4.3	4.5	4.2	4.6	4.1
Recommendation in newspapers/magazines	3.6	4.0	3.4	3.7	3.4
Alcohol content	3.4	4.0	3.6	3.4	3.3
Appearance of the bottle	3.6	3.8	3.3	3.6	3.2
Environmentally sustainable production process	3.5	3.9	3.2	3.4	3.3
Environmentally sustainable packaging	3.5	3.7	3.2	3.4	3.2
Design of the front label	3.4	3.5	3.2	3.5	3.0
Distance the wine has traveled	2.9	3.4	2.7	3.0	2.6
Weight of the bottle	2.8	3.8	2.8	3.0	2.6
Suitability for vegetarians/vegans	2.5	3.2	2.3	2.7	2.3
Number of respondents	225	54	458	134	205

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

Education

Importance of attributes (mean score)

	Secondary School	College of Higher Education	University
Grape variety	4.6	4.9	5.0
Recommendations from friends/relatives	4.1	4.4	4.3
Country of origin	4.1	4.3	4.6
Brand name	4.0	4.1	4.3
Specific region within a country	3.9	4.0	4.2
Year of vintage	3.4	3.7	3.8
Recommendation in newspapers/magazines	3.4	3.5	3.7
Appearance of the bottle	3.2	3.3	3.6
Design of the front label	3.2	3.1	3.4
Weight of the bottle	3.0	2.8	2.7
Number of respondents	372	337	366

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

Frequency of Purchase

Importance of attributes (mean score)

	At least once a week	Every 2 or 3 weeks	Very Occasionally
Grape variety	5.1	5.0	4.4
Which wines are on promotion	4.9	4.8	4.4
Information on the back label	4.6	4.5	4.3
Country of origin	4.6	4.4	4.0
Brand name	4.4	4.2	3.8
Specific region within a country	4.3	4.0	3.7
Year of vintage	3.9	3.7	3.3
Recommendation in newspapers/magazines	3.8	3.5	3.2
Alcohol content	3.7	3.4	3.0
Appearance of the bottle	3.6	3.4	3.2
Environmentally sustainable production process	3.5	3.2	3.3
Environmentally sustainable packaging	3.5	3.2	3.2
Design of the front label	3.5	3.2	3.0
Distance the wine has traveled	3.1	2.8	2.6
Weight of the bottle	3.0	2.8	2.7
Suitability for vegetarians/vegans	2.6	2.3	2.4
Number of respondents	410	335	335

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important

Most important attribute (Special Occasion)

	At least once a week	Every 2 or 3 weeks	Very Occasionally
	%	%	%
Price per bottle	9	10	14
Type of wine (e.g. dry/sweet)	10	12	18
Colour	5	9	9
Grape variety	13	17	11
Which wines are on promotion	5	3	6
Information on the back label	2	3	2
Recommendations from friends/relatives	7	5	7
Country of origin	5	4	5
Brand name	14	15	7
Specific region within a country	3	4	2
Year of vintage	8	7	7
Recommendation in newspapers/magazines	4	3	3
Alcohol content	2	1	3
Appearance of the bottle	3	3	2
Type of closure	1	2	3
Environmentally sustainable production process	1	1	0
Environmentally sustainable packaging	1	0	1
Design of the front label	2	1	1
Distance the wine has traveled	1	0	1
Weight of the bottle	1	0	1
Suitability for vegetarians/vegans	2	1	0
Number of respondents	361	310	318

Supermarket

Importance of attributes (mean score)

	Tesco	Sainsbury's	Asda	Morrisons	Somerfield	Waitrose	M&S	Co-op	Aldi
Grape variety	4.9	5.0	4.6	4.6	4.7	5.4	5.9	5.3	5.6
Which wines are on promotion	4.8	4.7	4.6	4.8	4.0	4.7	4.1	5.3	4.5
Country of origin	4.5	4.5	3.8	4.1	4.4	5.0	4.8	4.6	3.8
Brand name	4.2	4.2	3.8	4.1	3.8	4.1	4.1	4.0	3.6
Specific region within a country	4.1	4.1	3.8	3.7	3.1	4.9	4.7	3.9	3.7
Year of vintage	3.7	3.6	3.4	3.5	2.9	4.3	3.7	3.5	3.7
Number of respondents	480	195	187	96	21	29	20	32	36

1= Not at all important, 3= Not very important, 5 = Quite important, 7 = Extremely important