

YouGov Survey Results

Sample Size: 2184

Fieldwork: 20th - 22nd March 2013

"I would like to know more about choosing great quality wine"

	Total	Gender		Age				
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+
Unweighted Base	1120	501	619	112	131	187	200	490
All UK adults who drink wine regularly	1033	452	581	93	148	196	187	410
Strongly agree	9%	8%	10%	12%	16%	12%	13%	3%
Tend to agree	29%	34%	25%	38%	34%	36%	25%	23%
Neither agree nor disagree	35%	34%	36%	25%	30%	35%	36%	39%
Tend to disagree	19%	17%	20%	19%	13%	12%	16%	25%
Strongly disagree	8%	7%	9%	4%	7%	4%	10%	10%
Don't know	1%	0%	1%	2%	-	0%	0%	0%

"When buying for myself, I tend to stick to one or two brands of wine that I know"

	Total	Gender		Age				
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+
Unweighted Base	1120	501	619	112	131	187	200	490
All UK adults who drink wine regularly	1033	452	581	93	148	196	187	410
Strongly agree	12%	7%	16%	19%	17%	12%	11%	10%
Tend to agree	34%	30%	36%	35%	32%	21%	31%	41%
Neither agree nor disagree	15%	18%	13%	11%	9%	26%	13%	14%
Tend to disagree	27%	29%	25%	28%	30%	31%	28%	23%
Strongly disagree	12%	16%	9%	7%	12%	10%	17%	12%
Don't know	0%	-	1%	2%	-	-	-	0%

“Generally when buying wine (from a supermarket, restaurant etc.), I would prefer to buy from a short list, selected by someone I trust, than a large selection”

Total	Gender		Age				
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+

Unweighted Base	1120	501	619	112	131	187	200	490
All UK adults who drink wine regularly	1033	452	581	93	148	196	187	410
Strongly agree	5%	5%	6%	8%	7%	6%	4%	5%
Tend to agree	26%	24%	28%	39%	32%	20%	27%	23%
Neither agree nor disagree	27%	27%	27%	26%	23%	31%	24%	29%
Tend to disagree	26%	29%	24%	18%	26%	32%	24%	27%
Strongly disagree	13%	13%	13%	5%	12%	9%	19%	15%
Don't know	2%	1%	2%	4%	-	2%	1%	2%

“I have pretended to know more about wine than I actually do”

Unweighted Base	1120	501	619	112	131	187	200	490
All UK adults who drink wine regularly	1033	452	581	93	148	196	187	410
Strongly agree	3%	2%	3%	8%	7%	1%	1%	1%
Tend to agree	11%	13%	9%	16%	19%	10%	9%	7%
Neither agree nor disagree	20%	24%	17%	18%	14%	22%	18%	23%
Tend to disagree	35%	35%	35%	33%	31%	42%	35%	35%
Strongly disagree	31%	25%	36%	24%	29%	25%	38%	34%
Don't know	0%	0%	1%	2%	-	0%	-	0%