



Cannabis Use Among High Frequency Wine Drinkers

Cannabis usage was a topic in a recent Wine Opinions survey of 1,537 U.S. wine drinkers, of whom 74% were high frequency wine drinkers (those who drink wine a few times a week or more often).

Some 56% indicated they do not use cannabis and have no interest in usage. There were 24% who do not use cannabis but have an interest. The remaining 20% are cannabis users who are also wine drinkers.

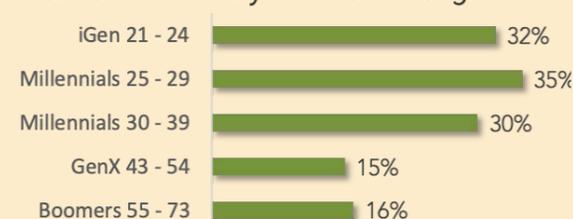
Cannabis use is highest - 35% - among the youngest Millennials (ages 25 - 29). Among iGen wine drinkers (ages 21 - 24) cannabis is used by 32%. And 30% of Millennial wine drinkers aged 30 - 39 say they are cannabis users.

Roughly half as many older wine drinkers are also cannabis users. Only 15% of GenX and 16% of Baby Boomer high frequency wine drinkers use cannabis.

Of interest is that fact that while there were variances in "past year" usage of wine, beer, and spirits among cannabis-using wine drinkers, there were no net declines in wine usage cited by any age or generation segment.

This suggests that cannabis usage among high-involvement wine drinkers is not on the whole a causative factor of decline in wine consumption.

Cannabis Users by Generation Segment



Wine Industry Career & Salary Survey

Wine Opinions performed the first Career and Salary Survey for SevenFifty in 2018, and we very recently repeated the survey and expanded its areas of inquiry.

This first-of-its-kind collaboration yields insights from all tiers of the U.S. wine industry, with more than 3,100 respondents from the SevenFifty database participating.

In addition to setting benchmarks of salary and compensation, the importance of continuing professional education and certifications, and numerous other issues of concern to everyone in the beverage alcohol trade, the survey asked forward-looking questions to identify the issues of growing importance.

Topping the list were "Cannabis products and regulation," and "Climate change," cited by 86% and 80% of respondents respectively. At Wine Opinions, the survey and focus group work we have accomplished with consumers and the wine trade in the past two years has frequently included these topics.

The top five issues identified in the SevenFifty survey were these:

- Cannabis products/regulation: 86%
- Climate change: 80%
- Packaging trends: 76%
- Online delivery/apps: 75%
- Minimum wage increases: 70%

The complete report is offered freely to members of the wine trade and can be downloaded by clicking the graphic below:



bw166 Data on Wine Entering Distribution

New wine shipment data just released by bw166 in their monthly Total Beverage Alcohol Overview points to a stagnant U.S. wine market as the most critical selling season of the year commences.

Past 12-month total wine shipments to market through September were down slightly (- 0.62%) compared to the previous 12-month period, with still wine shipments down (- 1.55%) and sparkling wine shipments up (4.94%). Shipments for both domestic still wines and packaged imported still wines were in negative territory, while sparkling wines (especially imports) showed gains, detailed in the chart at right.

Jon Moramarco, publisher of the bw166 reports, has been seeing a deceleration of wine market growth over the past several years. "The overall wine market had been gaining share against other categories

of beverage alcohol for over 20 years," Jon notes, "but is now trending in line with total beverage alcohol. It is likely growth for 2019 will be 0.50% to 1.00%."

On the table wine front, Jon sees wines under \$9.00 (per 750ml equivalent) showing declines, while there is still growth above these price points.

Market data cited here is sourced from the monthly [bw166 Total Beverage Alcohol Overview - Advance](#).

Past 12 Months Wine Entering U.S. Distribution*

	Still	Sparkling
Domestic	- 0.27%	0.61%
Imported	- 0.80%	8.61%

*Through September, 2019

New Service - Online Wine Tastings and Evaluations

Online wine tastings and evaluations begin with an "Issues and Screening" survey of the Wine Opinions consumer panel to get insights on key client brand issues. The survey also identifies the most highly qualified participants to engage in the online wine tastings and evaluations.

Participants are sent tasting kits, conduct at-home tastings, and submit evaluation forms online.

Reporting includes all data and findings from the "Issues

and Screening" survey.

Participants' demographics and related qualifications are detailed. Analysis, reporting, and conclusions are presented, along with the completed online evaluation forms.

An optional two-day, moderated online discussion among the tasting participants may be added. The two-day discussion can focus on the findings from the "Issues" survey, as well as an exchange of participant views on their tastings and evaluations.

The discussion group option may also include testing of alternative packaging, comparisons of client and competitor wines or wine types, pricing, purchase intent, and related client learning objectives.

A complete description of the online wine tasting, evaluation, and online discussion service may be viewed or downloaded at [this link](#).



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