



“ **Wine Opinions** ”

Wine Market Topics, Trends, and Thoughts

APRIL/MAY, 2022

Introducing LDA Opinions: Beverage Alcohol Market Research

On April 27th, Wine Opinions launched a new beverage alcohol market research service - LDA Opinions - which offers quantitative and qualitative research among frequent beverage alcohol consumers between the ages of 21 - 39.

LDA Opinions operates as a separate entity. The participants in its surveys and focus groups are recruited online, and screened for purchase and consumption frequencies of beer, wine, and spirits. Further screening criteria are determined by client learning objectives.

Members of the Wine Opinions national consumer panel are NOT included in research conducted by LDA Opinions.

In March, a survey of consumers 21-39 who drink one or more types of beverage alcohol 2-3 times a month or more often probed their beverage alcohol preferences, purchases, and trends. There were 983 respondents in their 20s and 30s. For comparative purposes, 576 respondents in their 40s and 50s were included in the survey.

The survey covered usage, attitudes, and preferences among beer, wine, and spirits drinkers.

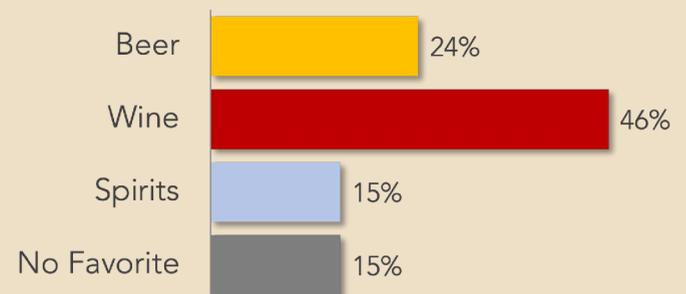
Of interest to wine marketers is a finding that less than half of those under 40 who drink wine weekly or more often consider wine to be their favorite type of beverage alcohol.

The chart at right shows the favorite types of beverage alcohol among survey respondents ages 21-39 who drink wine weekly or more often.

While a plurality (46%) say that wine is their favorite type of beverage alcohol, nearly 1 in 4 (24%) favor beer, and 15% favor spirits. Another 15% indicated having no single "favorite" type of beverage alcohol.

Favorite Type of Beverage Alcohol

(Weekly-plus Wine Drinkers 21 - 39)



A summary of all the survey findings can be viewed or downloaded at [this link](#).

For more information on the capabilities and services of LDA Opinions, please contact info@ldaopinions.com.

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