



Wine-Interest Usage of Social Media

A recent survey of 1,351 members of the Wine Opinions consumer panel included two questions regarding the use of social media channels to pursue their interests in wine.

Respondents were asked to indicate whether they use social media channels to follow a variety of wine trade accounts. In the chart below, the percentage of wine drinkers under and over the age of 40 who say they follow each type of account is shown.

Wineries and wine retailers are the two most commonly followed by both age groups, though a slightly higher percentage of wine drinkers under 40 are engaged with each type of account. Using social media to follow restaurants skews significantly to the under-40 segment.

Wine publications and wine regions are followed by about one-third of wine drinkers surveyed. Wine critics or columnists are followed by 1 in 4 wine drinkers in both age segments.

While 14% of wine drinkers over 40 do not follow any of these types of accounts, only 6% of those under 40 are not following at least one type of wine account.

Facebook was the most-often used social media channel by wine drinkers over 40. Wineries, restaurants, and wine retailers were followed by the highest percentages of wine drinkers over 40.

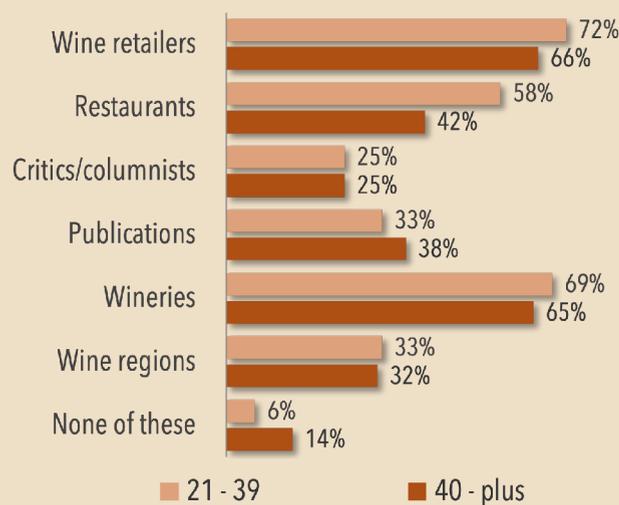
For respondents under 40, Instagram was the most-often used social media channel to follow wine accounts, with their usage of Instagram for each type of account significantly greater than the percentage of those over 40 using Instagram to follow those accounts.

With the exception of the 26% of over-40 wine drinkers who follow wine critics or columnists on Twitter, less than 20% of both age groups use Twitter to follow the wine accounts of interest to them.

Percent Following by Channel and Age

	Facebook		Instagram		Twitter	
	21-39	40+	21-39	40+	21-39	40+
Wine Retailers	63%	80%	75%	44%	4%	12%
Restaurants	65%	82%	82%	48%	6%	9%
Critics / columnists	38%	63%	79%	56%	19%	26%
Publications	49%	76%	77%	45%	16%	15%
Wineries	59%	83%	74%	50%	8%	13%
Wine regions	49%	79%	76%	49%	6%	11%

Percent Following by Account Type and Age



Those who do follow wine-related accounts on social media were further asked whether they used Facebook, Instagram, or Twitter to connect with the wine accounts they follow. The differences in age-group usage of Facebook vs. Instagram were significant.

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