



“ Wine Opinions ”

# Wine Market Topics, Trends, and Thoughts

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## Wine and Health Attitudes

In the recent consumer survey on wine and health issues which Wine Opinions conducted in collaboration with Colangelo & Partners, the 2,013 survey respondents were asked to indicate the effect of their personal wine consumption habits on their physical health and sense of well-being.

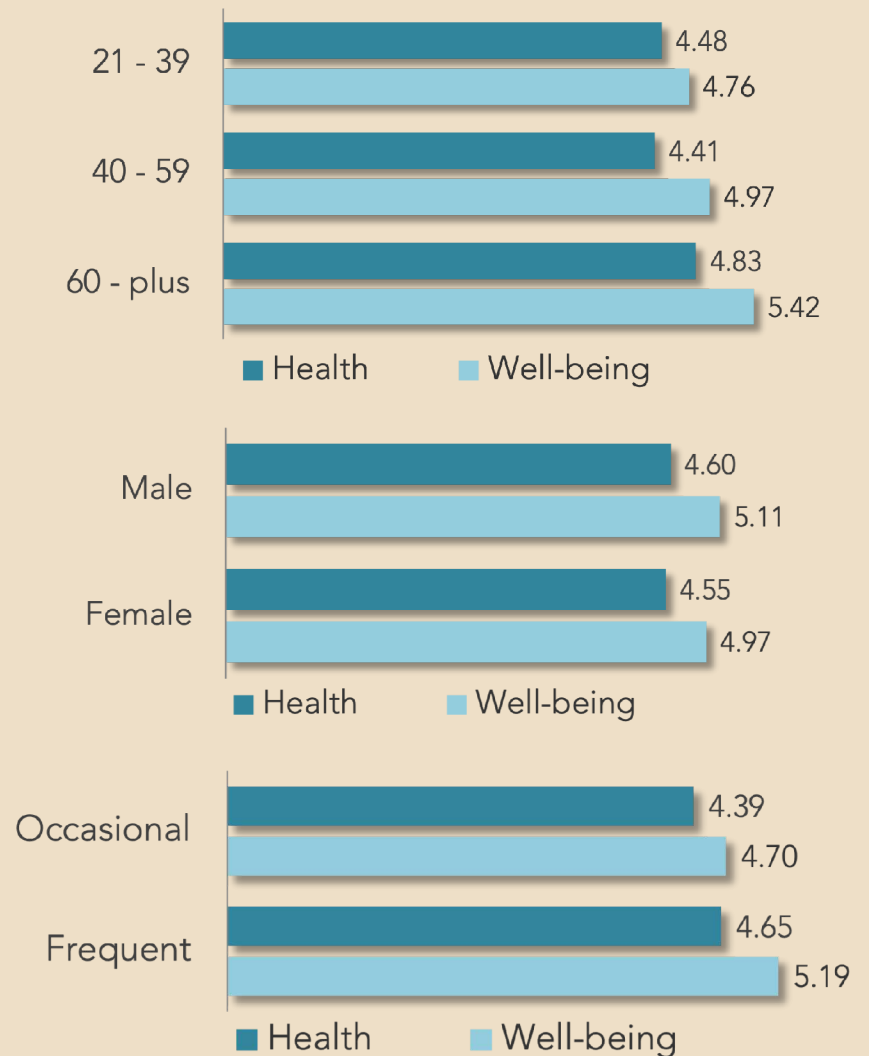
The data at right shows the results by age, gender, and wine consumption frequency segments. In the survey, "occasional" wine drinkers were those who drink wine, on average, 2-3 times a month or once a week. "Frequent" wine drinkers were those who drink wine "a few times a week" or more often. These two segments, taken together, are responsible for 98% of all U.S. wine consumption.

Ratings were made on a 7-point scale, where "1" meant "very negative effect" and "7" meant "very positive effect." A rating of 4.0 was the "neutral" point of the scale.

Every respondent segment rated the effect of their wine consumption to be positive both for their physical health and their personal sense of well-being.

It was notable that the wine drinkers in this study rated wine's effect on their sense of well-being higher than the positive effect of wine on their physical health.

### Wine's Effect on Health and Well-Being



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