



“ **Wine Opinions** ”

U.S. Wine Market Trends and Challenges

 COLANGELO & PARTNERS

January 29th, 2024

INTRODUCTION

Colangelo & Partners and Wine Opinions collaborated on a research project to explore U.S. wine drinker attitudes and behaviors regarding a number of critical issues facing the U.S. wine industry, including the potential amendment of U.S. Dietary Guidelines to reduce the recommendation for adult consumption of beverage alcohol from 2 drinks a day for men and 1 drink a day for women to the level of 2 drinks per week for all adults.

The proposed guideline was prompted in part by a recent World Health Organization statement that there is “no safe limit” to beverage alcohol consumption.

In December, Wine Opinions conducted a survey of the national wine consumer panels of both Wine Opinions and Colangelo & Partners. There were 2,013 survey respondents, all of whom drink wine (on average) at least 2-3 times a month or more often.

Objectives

- *Establish the demographic, economic, and wine usage/behavior profiles of both frequent and occasional wine drinkers across the age segments*
- *Compare the usage frequency of beer, wine, and spirits across age segments and identify “favorite” types of beverage alcohol*

- *Establish respondent engagement in common behaviors that may pose risks to health*
- *Determine current trends in frequency of wine consumption and spending on wine*
- *Solicit verbatim comments on respondent “likes” and “dislikes” regarding wine*
- *Measure respondent opinions on the positive or negative effects of wine consumption on their overall health and sense of well-being*
- *Determine the level of beverage alcohol consumption at which respondents would have a health concern*
- *Measure levels of agreement regarding the role of wine in society, its place at the table, and its other attributes*
- *Project likely consumer responses to the proposed “2 drinks a week” dietary guideline for U.S. adults*
- *Determine level of participation in past-year “Dry January” or “Sober October” promotions, and interest in participation in 2024*

Methodology

Sample sizes by age group were as follows: 21-39 (n=762), 40-59 (n=631), 60-plus (n=620). Among respondents, 67% were “frequent” wine drinkers (those who drink wine, on average, “a few times a week” or

INTRODUCTION (continued)

more often). The remaining 33% were “Occasional” wine drinkers (those who drink wine 2-3 times a month or “about once a week”).

Data from Wine Market Council shows that these two consumption frequency segments, taken together, represent 77% of all U.S. wine drinkers and account for 98% of all wine consumption.

Analysis

The main focus of analysis and reporting is on the attitudes and behaviors of respondents as a whole. Comparisons are made by gender (males vs. females), age segments (21-39, 40-59, 60-plus), and wine consumption incidence: “frequent” vs. “occasional.”

Tan shadings in tables indicate a significant difference in the shaded number vs. other numbers in the same row/section of the table.

Green shadings in tables indicate the significantly highest percentage (or percentages) in a column.

KEY TAKEAWAYS

- **Exploration/Adoption of Wine:** A net 29% of wine drinkers in ages 21-39 reported increasing their wine drinking frequency in the past two years. Many of these consumers are in the “exploration” and “adoption” stages of wine usage. By contrast, there is only a slight past-two-year consumption increase in those who are in ages 40-59 and no measurable increase in consumption among wine drinkers who are age 60 or more.
- **Price Concerns:** When asked to state what they liked “least” about wine, the price of wine and the increasing cost of “good” wines were the most frequently mentioned issues. While over 40% of respondents also reported spending more per bottle on wine in 2023 than the previous year, they seem increasingly unhappy with rising prices.
- **Wine Attributes:** Two-thirds of wine drinkers surveyed strongly believe that wine and food complement each other, and half are well aware of the historical role wine has occupied across many cultures. Wine is also strongly viewed as an enhancement to social situations or gatherings by just less than half of survey respondents, and one-third strongly agree that wine can be part of a healthy diet.
- **Positive Health Views:** As a whole, survey takers felt that their consumption of wine made a modest but positive contribution to their overall health. They rated wine’s effect on their sense of well-being slightly more positive.
- **Consumption Concerns:** One in four respondents – mostly those in ages 21-39 and occasional wine drinkers - indicated that a health concern over their wine consumption level would begin at one glass of wine daily, or less.

KEY TAKEAWAYS (continued)

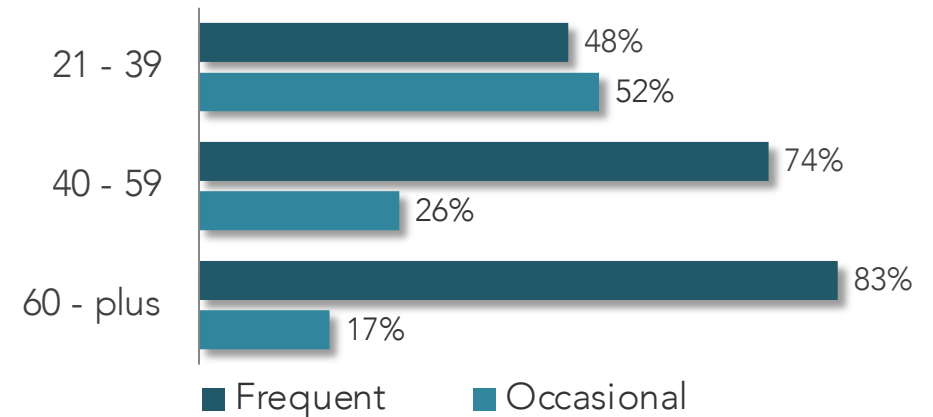
- **Dietary Guidelines:** Results of the survey show that if the U.S. Dietary Guidelines for Adults were adjusted to recommend “no more than 2 beverage alcohol drinks a week” two-thirds of wine drinkers in ages 21-39 would either reduce their current consumption frequency of wine or adopt the new guideline.
- **Dry January and Sober October:** Over half of survey respondents in ages 21-39 report participation in either “Dry January” or “Sober October” in 2023 by cutting back their wine consumption in those months or abstaining from wine altogether. Nearly two-thirds indicated they intend to participate in one or both of these events in 2024.
- **Health Risk Behaviors:** Nearly half of respondents have meals at (or from) fast-food chains at least “occasionally,” and one-third at least occasionally engage in summertime activities without using sunscreen, or ride their bicycles on city streets. These and a variety of other behaviors that may pose health risks are quite common, and may provide context for the discussion of moderate wine consumption.

RESPONDENT PROFILES

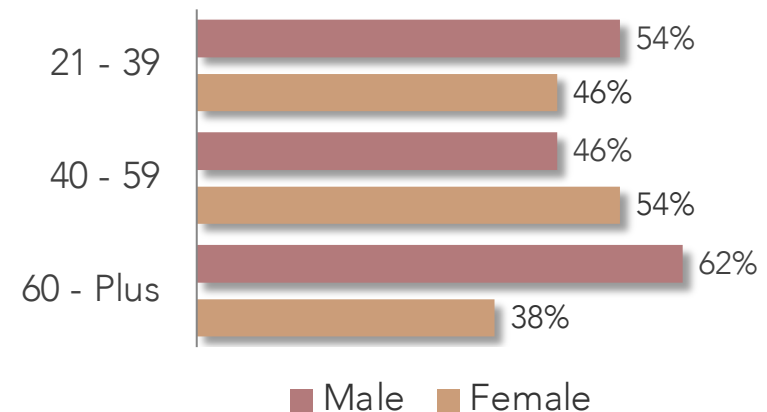
There were nearly equal percentages of frequent and occasional wine drinkers in the ages 21-39 segment. Those in ages 40-59 and 60-plus segments were predominantly frequent wine drinkers.

Survey respondents in the ages 21-39 segment skewed somewhat to males. Those in the ages 40-59 segment skewed somewhat to females. The oldest segment of respondents was heavily skewed to males, which is consistent with historical wine consumption patterns among U.S. adults.

Consumption Incidence Segments



Gender Segments



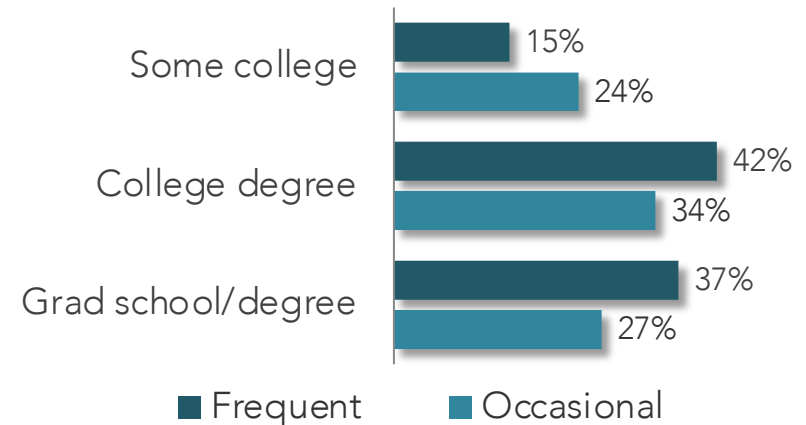
RESPONDENT PROFILES (continued)

More than three-fourths of respondents in total had some college education or undergraduate/graduate degrees. Those with degrees skewed significantly to the frequent wine drinker segment.

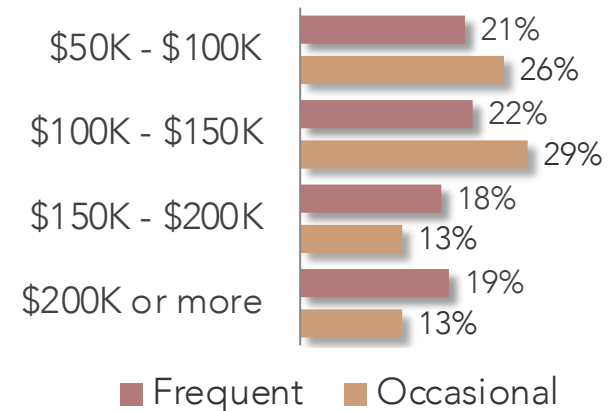
Similarly, household incomes under \$150K skewed to occasional wine drinkers, while incomes over \$150K skewed significantly to the frequent wine drinker segment.

The education and household income questions were not mandatory. Only 1% of respondents chose to skip the education level questions. There were 12% choosing to skip the household income question.

Education Levels



Household Income



FAVORITE TYPES OF BEVERAGE ALCOHOL

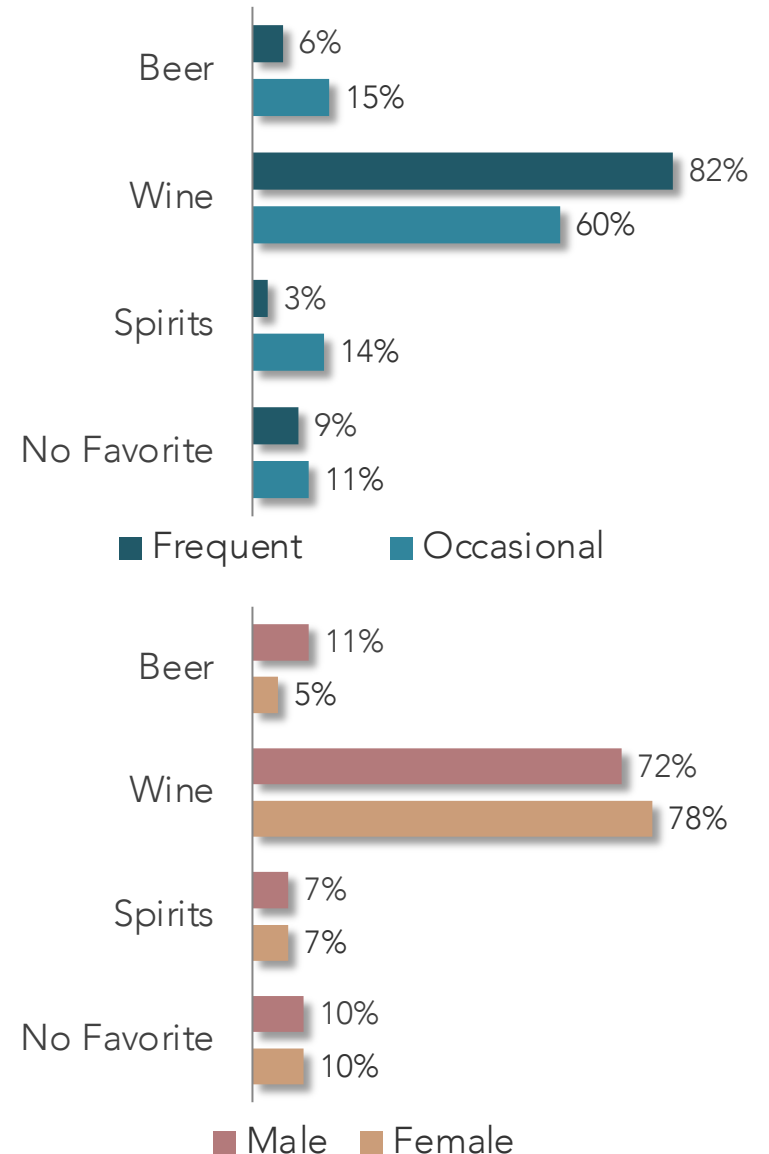
While wine was stated as the favorite type of beverage alcohol by wide margins of both consumption frequency segments, it was favored by significantly more frequent than occasional wine drinkers. Beer and spirits were considered favorites by significantly more occasional than frequent wine drinkers.

A somewhat higher percentage of females considered wine their “favorite” beverage alcohol type, but wine was the overall favorite type of beverage alcohol for both genders.

There was a significant male skew to beer as their favorite type of beverage alcohol, while spirits was favored by equal percentages of males and females.

About 1 in 10 respondents of both genders and wine consumption frequencies stated no personal favorite among wine, beer, and spirits.

Favorite Type of Beverage Alcohol



FAVORITE TYPE OF BEVERAGE ALCOHOL (continued)

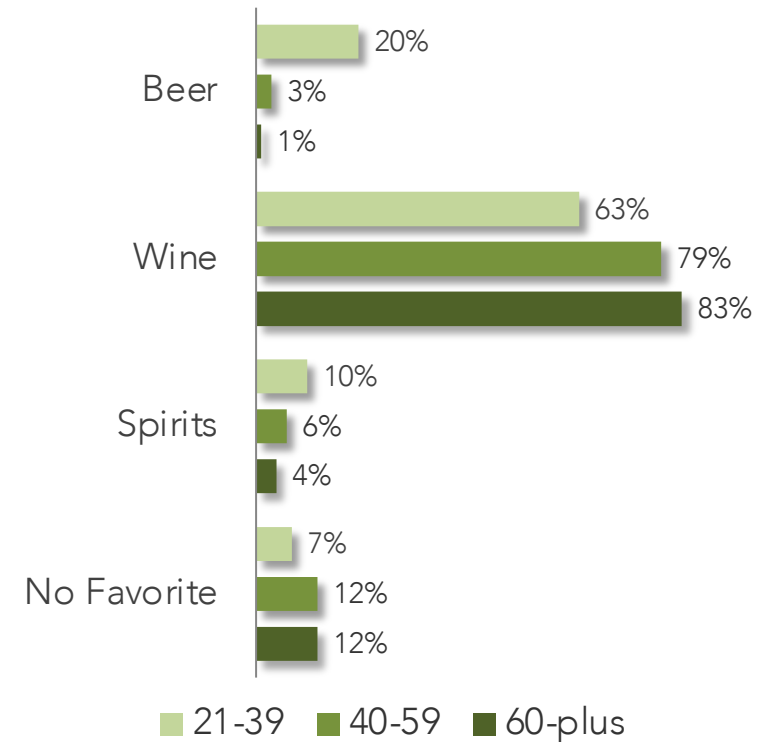
Although wine was named their favorite type of beverage alcohol by two-thirds of respondents in the ages 21-39 segment, a quite significant 20% named beer as their favorite.

Among males in the ages 21-39 segment, 25% named beer as their favorite type of beverage alcohol (compared to 11% of females). Wine was favored by 59% of males in that age segment, and by 72% of females.

Spirits was the preferred type of beverage alcohol for 11% of females and 8% of males in the ages 21-39 segment.

Preferences for wine, beer, and spirits between the ages 40-59 and 60-plus segments were quite similar, with wine dominant and only 4%-6% naming spirits and 1%-3% naming beer as their favorite type of beverage alcohol. However, “No favorite” was expressed by 12% of each of the older age segments.

Favorite Type of Beverage Alcohol



COMMENTARY: “LIKE BEST ABOUT WINE”

Respondents were asked to comment on the things they like best about wine.

There were 1,736 comments on what respondents like best about wine.

These were the most common “Like Best” themes expressed by respondents:

- ***The taste or flavor of wine*** (673 comments) “Enjoying the taste, flavors, aroma, smoothness, etc.”
- ***Variety*** (398 comments) “The large range of types, regions, grape varieties, styles to explore, etc.”
- ***Food pairing*** (290 comments) “Wine pairing with meals, wine complements food, etc.”
- ***Relaxation*** (96 comments) “The comforting, stress-reliving, calming, ‘unwinding’ effects of wine, etc.”
- ***Health Benefits*** (41 comments) “Antioxidants in wine, wine as a more healthy choice than other forms of beverage alcohol, etc.”
- ***Learning/Discovery*** (38 comments) “Exploring wine regions, the different grape varieties, winemaking, etc.”
- ***Social/Sharing*** (29 comments) “Bonding with others over wine, wine’s role in celebrations, encouraging

conversations, etc.”

- ***History/Culture*** (20 comments) “The traditions with wine, stories behind the wines, etc.”

COMMENTARY: “LIKE LEAST ABOUT WINE”

Respondents were asked to comment on the things they like least about wine.

There were 1,432 comments on what respondents like least about wine.

These were the most common “Like Least” themes expressed by respondents:

- **Cost/price** (311 comments) “Wine is expensive, ‘high prices,’ rising cost for quality wines, etc.”
 - **Taste preferences** (172 comments) “Disliking wines that are too dry or too sweet, bitterness, or other flavors that are not liked”
 - **Health concerns** (121 comments) “Wine causing headaches, hangovers, stained teeth, etc.”
 - **Quality issues** (94 comments) “Opening a wine that has ‘gone bad,’ poor quality, unpredictability of wine quality, etc.”
 - **Lack of knowledge** (44 comments) “Difficulty in selecting wines, confusion over options, etc.”
 - **Storage or freshness issues** (35 comments) “Wine going bad after opening, short shelf life of wine, etc.”
 - **Alcohol content** (30 comments) “High alcohol percentages in wine, concern about intoxication, etc.”
- **Social perceptions** (19 comments) “Wine snobbery, the ‘pretentiousness’ of wine, ‘hype,’ etc.”
 - **Environmental impact** (3 comments) “Concerns about carbon footprint, bottle waste, etc.”

WINE CONSUMPTION FREQUENCY TRENDS

Respondents were asked to compare their current frequency of drinking wine to that of two years ago. Among all respondents, a net total of 10% reported increases in consumption frequency.

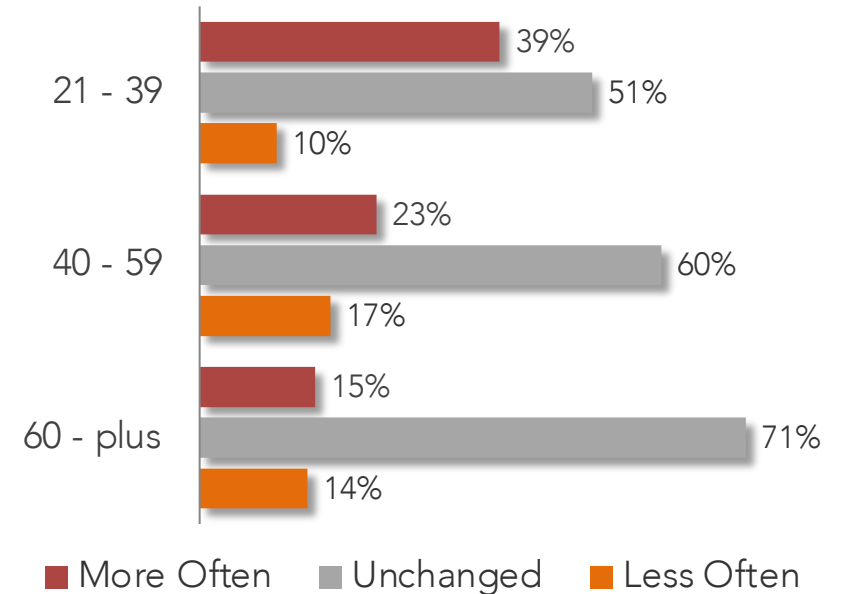
A net 29% of those in ages 21-39 reported increased frequency of drinking wine over the past two years. In the ages 40-59 segment, the net increase in wine drinking frequency was 6% and among those in ages 60-plus there was a net 1% increase in consumption frequency.

In the ages 21-39 and 40-59 segments, there were only insignificant variances between males and females in changes in wine drinking frequency.

In the ages 60-plus segment, females were more likely than males to indicate an increase in wine drinking frequency.

The significant net increase in wine drinking frequency among the youngest segment of wine drinkers reflects (for many) their “experimentation with” or “adoption of” wine in early adulthood, which follows a historically-established pattern.

Change In Wine Drinking Frequency



PER-BOTTLE SPENDING TREND

Respondents were asked whether they spent more or less (on average) for the 750ml bottles of wine they purchased in 2023 compared to 2022, or whether their per-bottle spending was unchanged in 2023. In total, a net 47% of respondents reported past year increases in the price of wines they purchased in 2023 vs. 2022.

Among occasional wine drinkers, wine spending increases were reported by a net 35%. A net 54% of frequent wine drinkers spent more per bottle on their wine purchases in 2023 than 2022.

A net 42% of respondents in ages 21-39 reported spending more per bottle in 2023 than they did through the previous year. Among those in the ages 40-59 segment, a net 48% spent more per bottle. Those in the ages 60-plus segment were most likely to have spent more per bottle in 2023 than the previous year – a net 54%.

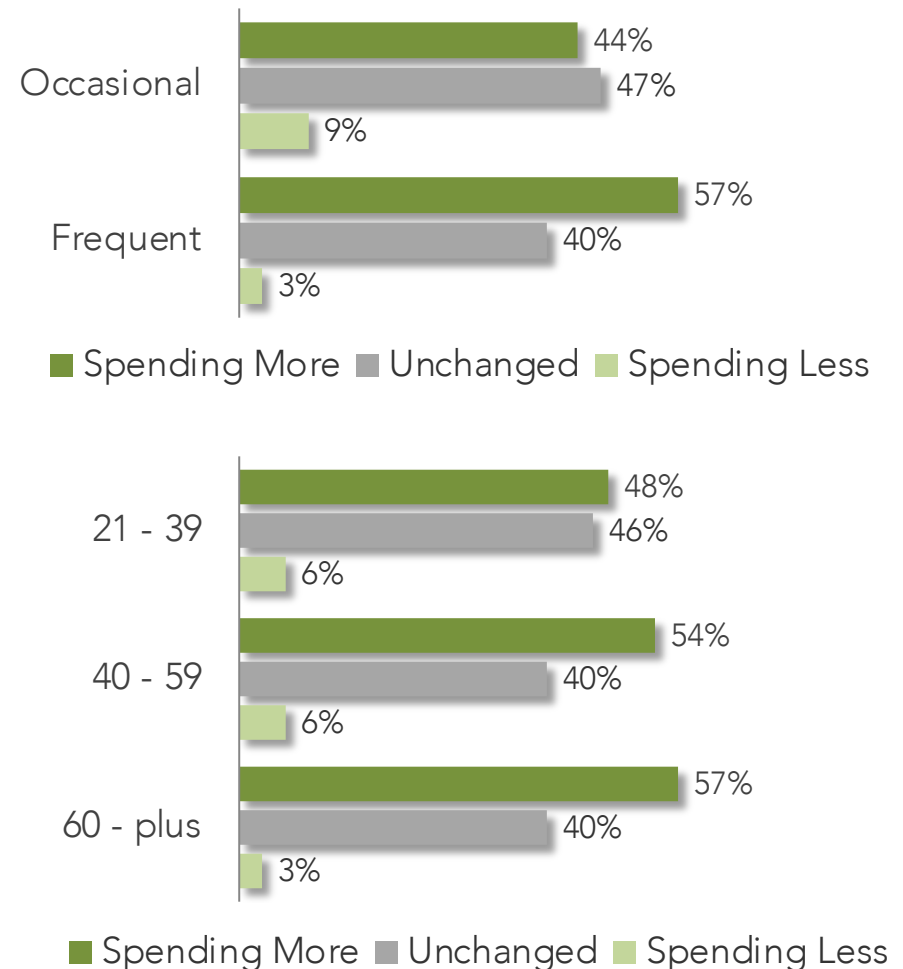
Increases in per-bottle spending were reported somewhat more often by males than females.

It is not known whether increased per-bottle spending is being driven by a continuing “premiumization” trend among wine drinkers or by price hikes that may be attributable to several factors, including inflation. Both factors may account for the increased spending reported.

It should be noted that the greatest number of

respondent comments on “things you like least about wine” (asked in Q6) were related to the cost of wine or rising wine prices.

Past Year Change in Spending



WINE ATTRIBUTE STATEMENTS

Respondents were shown a list of statements about wine, its attributes, and its role in society. They were asked to indicate on a 5-point scale the degree to which they agreed or disagreed with each statement. The table below shows the percentage of respondents who “strongly” agreed with each statement.

Among all statements, wine as a complement to food and wine’s historical role in cultures were strongly agreed to by the greatest percentage of respondents.

Respondents in ages 40-59 were more likely than those in ages 21-39 to strongly agree with each statement except “heart healthy.” Those in ages 60-plus were slightly more likely than those in the ages 40-59 segment and

significantly more likely than those in the 21-39 segment to strongly agree with each statement except “heart healthy.”

Females expressed strong agreement significantly more often than males that wine has long been a part of nearly every culture and that wine is a stress reliever.

Frequent wine drinkers were significantly more likely than occasional wine drinkers to express strong agreement with each statement.

It is notable that “wine is heart-healthy” was strongly agreed to by the smallest percentage of each age and consumption frequency segment, though 42% somewhat agreed with that statement.

Wine Attribute Statements – Strongly Agree

Statement	Total	21-39	40-59	60-Plus	Males	Females	Occasional	Frequent
Wine can be part of a healthy diet	34%	24%	38%	43%	34%	35%	23%	40%
Wine is a stress reliever	30%	24%	37%	28%	25%	36%	20%	34%
Wine enhances social situations	42%	31%	46%	50%	41%	44%	28%	48%
Historically, wine has been part of nearly every culture	51%	31%	61%	66%	47%	58%	35%	59%
Wine is “heart healthy”	19%	17%	18%	20%	18%	19%	14%	21%
Wine and food complement each other	65%	37%	78%	87%	63%	69%	42%	76%

WINE'S EFFECT ON HEALTH AND WELL-BEING

Respondents checked on a 7-point scale the effect they believe their consumption of wine has on their overall health and their sense of well-being. On the scale, “1” meant “very negative effect,” “4” was the mid-point ‘neutral’ rating, and “7” meant “very positive effect.”

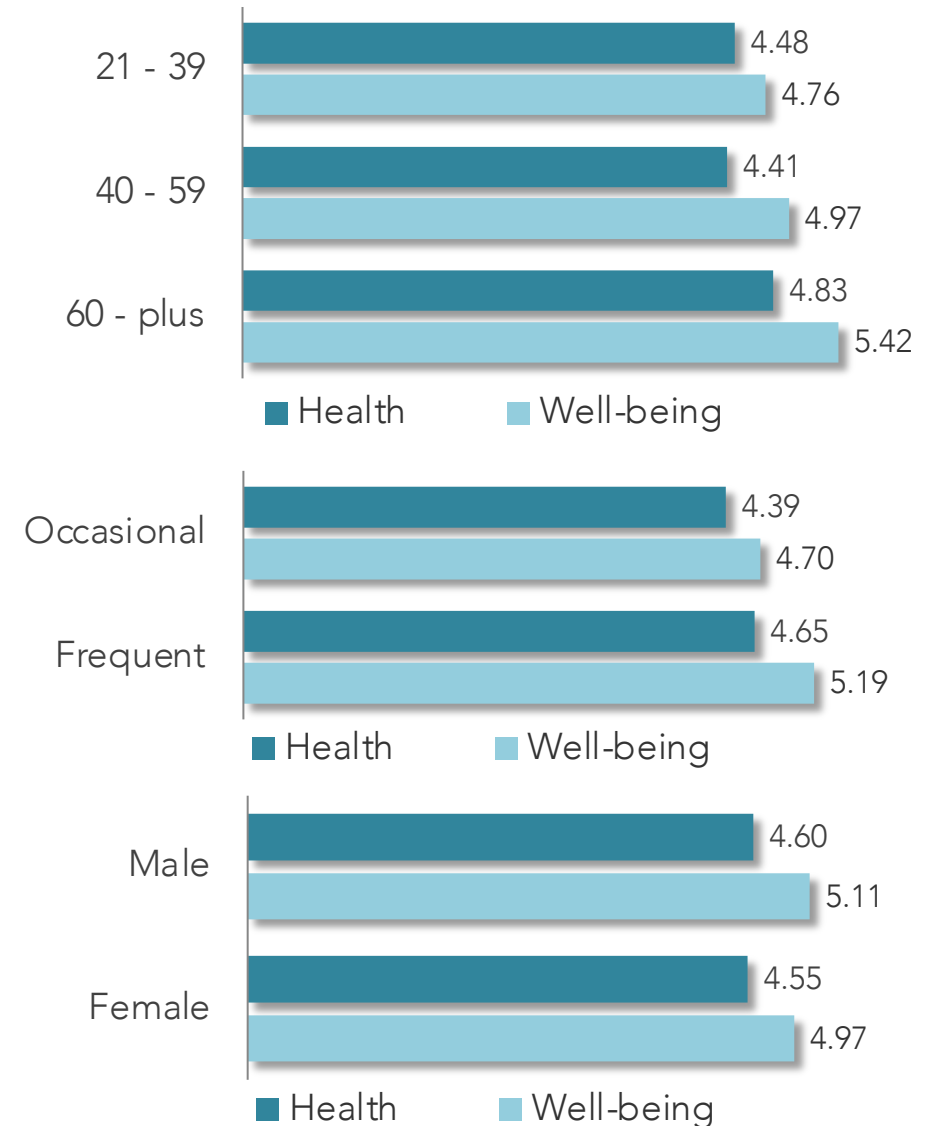
In the 21-39 and 40-59 age segments, the ratings for both the effect of wine on their health and sense of well-being were just beyond the neutral point of the scale into positive territory. Ratings given by those in ages 60-plus were the highest of the age segments, both for “overall health,” and “sense of well-being.”

Frequent wine drinkers gave slightly higher ratings than occasional wine drinkers for the positive effect of wine on both their overall health and somewhat higher ratings for wine’s effect on their sense of well-being.

There were only minor differences in the ratings of wine’s effect on health and sense of well-being between male and female respondents.

While every age, consumption frequency, and gender segment gave positive ratings for the effect of wine consumption on their health, ratings for wine’s effect on their sense of well-being were somewhat higher.

*Wine’s Effect on Health and Well-being
(Scale from “1” to “7”)*



CONSUMPTION LEVEL AT WHICH HEALTH RISK BEGINS

Respondents were asked to consider only their own wine (not beer or spirits) consumption, and state a level of wine drinking frequency at which concern for their health would begin. There were 4% of all respondents indicating they would not be concerned with any level of consumption, and 5% who were not sure or did not wish to answer this question.

Health risks were seen by half of all respondents at three or more glasses of wine daily.

Among the ages 21-39 respondents in total, health risks were seen by 58% at 2 glasses daily or less (vs. 34% of

those in ages 40-59 and 24% of those in ages 60-plus).

There were no significant differences between the responses of males and females.

The greatest differences in consumption levels of concern was between Occasional and Frequent wine drinkers. While a majority of Occasional wine drinkers (58%) indicated a health concern at 2 glasses of wine daily or less, the majority of frequent wine drinkers (57%) did not express concern until consumption levels reached 3 or more glasses of wine daily.

Consumption Frequency At Which Concern Begins

Frequency	Total	21-39	40-59	60-Plus	Males	Females	Occasional	Frequent
1 – 3 glasses per week	7%	11%	7%	3%	8%	7%	15%	4%
4 – 6 glasses per week	10%	15%	8%	4%	9%	10%	14%	7%
1 glass daily	8%	15%	5%	3%	9%	8%	12%	7%
2 glasses daily	15%	17%	14%	14%	14%	17%	17%	15%
3 glasses daily	26%	17%	28%	33%	26%	25%	18%	29%
4 or more glasses daily	24%	17%	27%	30%	25%	24%	16%	28%

PROPOSED CHANGE IN DIETARY GUIDELINES

Respondents were informed that the Department of Health and Human Services may consider changing the guideline for beverage alcohol consumption in the near future to the level of “no more than two drinks a week.”

Survey takers were asked to check whether they would adopt the guideline; cut back (but not to the recommended level); consider the issue but were uncertain of any change; or make no change to their current level of beverage alcohol consumption.

The table below shows the percentage of survey takers by segment checking each response. Respondents could check multiple responses – columns may total to more than 100%.

In total, a plurality of respondents (38%) would not change their current level of consumption and nearly as many (35%) indicated they would give consideration to

the new guideline but were unsure if they would change their current consumption level.

Respondents in ages 21-39 were significantly more likely than older respondents to indicate they would adopt the new guideline or cut down on their consumption. Those over 40 were significantly more likely than younger respondents to indicate “no change” in consumption.

There were only scant differences between males and females in their responses.

Occasional wine drinkers were significantly more likely than frequent wine drinkers to say they would adopt the new guideline, cut down their beverage alcohol consumption, or give consideration to cutting down. By contrast, frequent wine drinkers were significantly more likely to indicate they would not change their current level of beverage alcohol consumption.

Response to Proposed New Beverage Alcohol Consumption Guidelines

Response	Total	21-39	40-59	60-Plus	Males	Females	Occasional	Frequent
Adopt new guideline	15%	30%	7%	5%	15%	15%	21%	12%
Cut down but not to new level	21%	36%	13%	11%	22%	19%	30%	16%
Give consideration but unsure	35%	35%	34%	37%	33%	37%	41%	32%
No change in consumption level	38%	21%	46%	48%	39%	36%	24%	44%

“DRY JANUARY” & “SOBER OCTOBER” PARTICIPATION

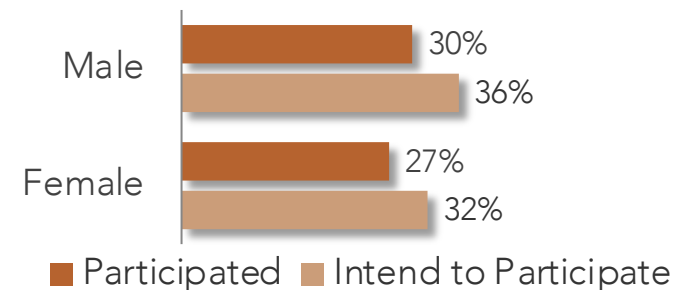
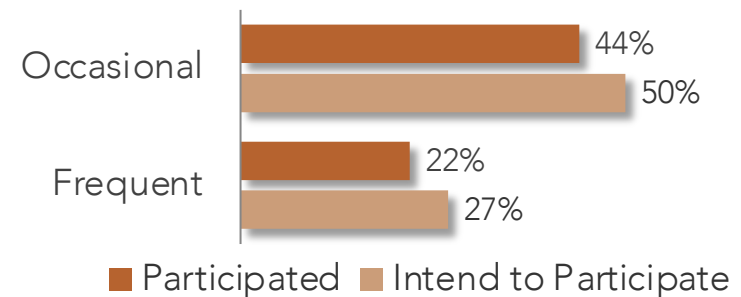
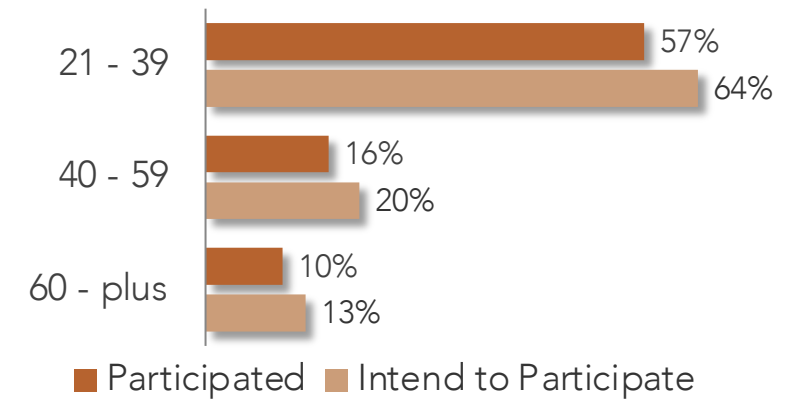
Respondents were asked whether they participated in “Dry January” or “Sober October” in 2023 by reducing their consumption of wine or drinking no wine in those months. They were then asked whether they had an intention to participate in either of those events in 2024.

Participation in 2023 and intent to participate in 2024 was significantly highest among respondents in ages 21-39.

Occasional wine drinkers were also significantly more likely than frequent wine drinkers to have participated in one or both events, and to have the intention to participate in 2024.

There were no significant differences in levels of participation or intent to participate between male and female survey respondents.

Participation/Intent to Participate



PARTICIPATION IN “HEALTH RISK” BEHAVIORS

The survey included a question on common behaviors that also are known to present a variety of risks to personal health and well-being.

Respondents were asked to check any of the activities or behaviors they engaged in at least occasionally.

The list included a number of “healthy” or “no-risk” behaviors, to reduce the potential for biased responses. Those activities are not included in the table below.

Roughly half in each segment at least occasionally eat at fast-food outlets, with a slight skew to females. Motorcycle riding, skipping a vaccination, and gambling all skewed to those under age 60. Swimming in the ocean and not using sunscreen skewed significantly to

those over age 40.

Females were more likely than males to have fast-food meals, swim in the ocean, and skip a vaccination.

Males were more likely than females to ride a bicycle on city streets and participate in legal gambling.

Motorcycle riding and gambling skewed somewhat higher among occasional wine drinkers, while ocean swimming, bicycling on city streets, and disregarding sunscreen skewed to frequent wine drinkers.

Placing moderate wine consumption in the larger context of common “risk behavior” may well merit consideration as a wine industry response to the challenges ahead.

Health-Risk Behaviors: “Do At Least Occasionally”

Response	Total	21-39	40-59	60 +	M	F	Occasional	Frequent
Have meal from McDonalds, Taco Bell, etc.	48%	48%	49%	49%	47%	51%	49%	48%
Drive (or ride on) a motorcycle	13%	17%	14%	8%	13%	14%	16%	12%
Swim in the ocean	34%	27%	43%	34%	31%	39%	26%	38%
Ride a bicycle (your own or a rental) on city streets	30%	31%	33%	27%	33%	27%	26%	32%
Skip an annual flu vaccination or COVID booster	23%	24%	27%	19%	21%	26%	25%	23%
Do outdoor summer activities without sunscreen	43%	36%	48%	46%	44%	42%	37%	46%
Gamble in a casino or on a sports book app	16%	18%	18%	11%	18%	14%	19%	15%

Appendix

U.S. WINE DRINKERS - CONSUMPTION SEGMENTATION

Frequency Segment	Yearly Occasions Per Capita	Percent of Wine Drinkers	Total Occasions Per Year*	Percent of Total Occasions	Category
Every Day	365	6.8%	2,482	25%	Frequent = 79%
More than 1 x Week	208	25.4%	5,283	54%	
Once a Week	52	23.5%	1,222	12%	Occasional = 19%
2-3 Times a Month	30	21.2%	636	7%	
Once a Month	12	11.7%	140	1%	Infrequent = 2%
1 x 2-3 Months	5	11.4%	57	1%	
TOTAL	672	100%	9,820	100%	

Data from Wine Market Council survey of U.S. beverage alcohol consumers

SURVEY QUESTIONNAIRE

1. What is your age? *Drop-down list of exact ages starting with “Under 21” and ending with “60 and over.” (Under 21 disqualifies)*

2. What is your gender?

Male

Female

Prefer not to say

3. In what state do you live? *(Drop-down list of states: Canada and “Other” terminate)*

4. On average, how often do you drink wine, beer, or spirits?

Daily (or almost daily)

A few times a week

About once a week

2-3 times a month

About once a month *(Disqualifies if for wine)*

Once every 2-3 months *(Disqualifies if for wine)*

Less often than once every 2-3 months *(Disqualifies if for wine)*

SURVEY QUESTIONNAIRE

At this point, any respondent who checked "Don't drink this type" for wine in Q4 is sent to the end of the survey.

5. Please check the type of beverage alcohol that is your favorite. If you like two or more equally, or have no favorite, please check "I don't have a favorite." (Single choice)

Beer
Wine
Spirits
I don't have a favorite

6. In the comment boxes below, please briefly describe what you like best about wine and/or what you like least about wine. You may enter comments in either one or both of the comment boxes. In the "Like least" comment box, you may include anything you dislike about wine. (Two labeled comment boxes)

7. Please check any of the things described below that you do at least occasionally. (Checkboxes)

Have a meal from McDonald's, Chick-Fil-A, Taco Bell, or other fast-food chain
Drive (or ride on) a motorcycle
Swim in the ocean
Go for a walk, hike, or jogging longer than two miles
Ride a bicycle (your own or a rental) on city streets
Skip an annual flu vaccination or COVID booster shot
Buy foods or beverages at the grocery store that are low in calories or carbohydrates
Participate in outdoor activities in the summer without using sunblock or sunscreen
Place a bet in a gambling casino or via a sports book app on your smartphone
(Statements rotate)

SURVEY QUESTIONNAIRE

8. Thinking of 2023 compared to the past two years, are you drinking wine more often, less often, or is your wine drinking frequency unchanged? *(Single choice)*

More often
Unchanged
Less often

9. Thinking of the 750ml bottles of wine you bought this year, would you say the average bottle price of your purchases was more, less, or about the same as in 2022? *(Single choice)*

Spent more per bottle in 2023
Per-bottle spending unchanged from 2022
Spent less per bottle in 2023

10. On a seven-point scale, where "1" means "Very negative," and "7" means "Very positive," please check the effect that you believe your consumption of wine has on your overall health and on your sense of well-being. *(Single-choice rows)*

1 – Very negative	2	3	4 – Neutral	5	6	7 –Very positive
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Effect on your overall health
Effect on your sense of well-being

SURVEY QUESTIONNAIRE

11. Thinking of wine (not beer or spirits) is there a consumption level listed below that you would personally consider to be a risk to your health? If so, please check the level at which your concern would begin. If none of the listed levels would be a concern, please check "none of these." You may also check "not sure or don't know" if you are uncertain.

(Single choice)

- 1 - 3 glasses per week
- 4 - 6 glasses per week
- 1 glass daily
- 2 glasses daily
- 3 glasses daily
- 4 or more glasses daily
- None of these
- Not sure or don't know

12. To what extent, if any, are you in agreement with the statements listed below? Please check an agreement (or disagreement) level for each statement. *(Single-choice rows)*

1 – Very negative	2	3	4 – Neutral	5	6	7 –Very positive
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- Wine can be part of a healthy diet
- Wine is a stress reliever
- Wine enhances social situations or gatherings
- Throughout history, wine has been part of nearly every culture
- Wine is "heart healthy"
- Wine and food complement each other

(Statements rotate)

SURVEY QUESTIONNAIRE

13. The Dietary Guidelines set by the Department of Health and Human Services has, since 2000, recommended that alcohol consumption not exceed 2 drinks a day for men and 1 drink a day for women. A recommendation to change these guidelines to "no more than 2 drinks a week" is under consideration. From the list of statements below, please check any that describe your most likely response to a Department of Health and Human services recommendation of "no more than 2 drinks a week." *(Checkboxes)*

I would adjust my beverage alcohol consumption to meet the new guideline

I would likely cut down on my beverage alcohol consumption, but not to the new recommended level

I would give some consideration to the advice but don't know if I would change my beverage alcohol consumption

I would not change my current level of beverage alcohol consumption

Other (Please explain)

(Statements rotate, except for "Other")

14. This past year (or in prior years) did you participate in "Dry January" or "Sober October" by reducing your consumption of wine or drinking no wine during either of those months? *(Single-choice)*

Yes

No

15. Do you intend to participate in "Dry January" or "Sober October" by reducing your consumption of wine or drinking no wine during those months in 2024? *(Single-choice)*

Yes

No

SURVEY QUESTIONNAIRE

16. What is the highest level of education that you have completed? You may also check the last row if you prefer not to answer this question. *(Single choice)*

Some high school
High school degree
Some college
College degree
Graduate school or advanced degree
Prefer not to say

17. Please check a range listed below that represents the annual income of your household (all persons living in your home). You may also check the last row if you prefer not to answer this question. *(Single choice)*

Under \$50K
\$50K - \$100K
\$100K - \$150K
\$150K - \$200K
\$200K or more
Prefer not to say



“ **Wine Opinions** ”

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