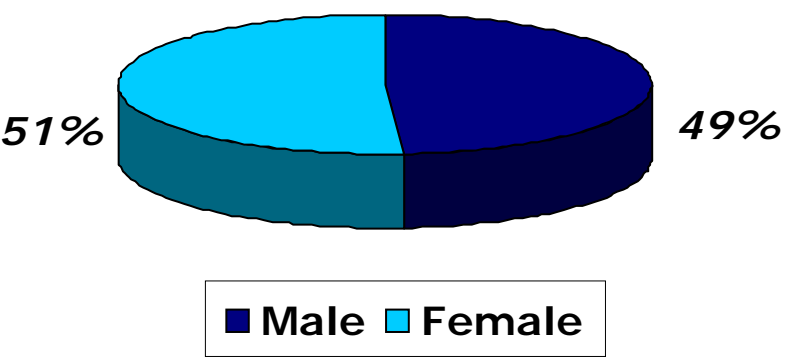




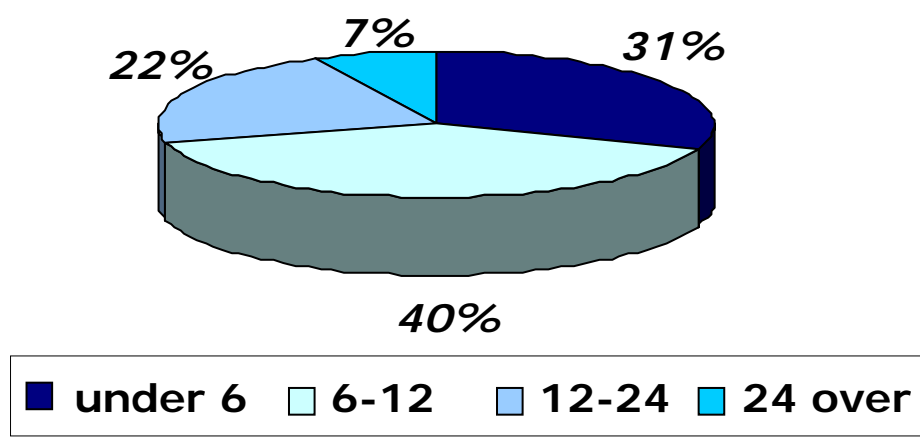
"Consumers aged 18-25 and Wines"



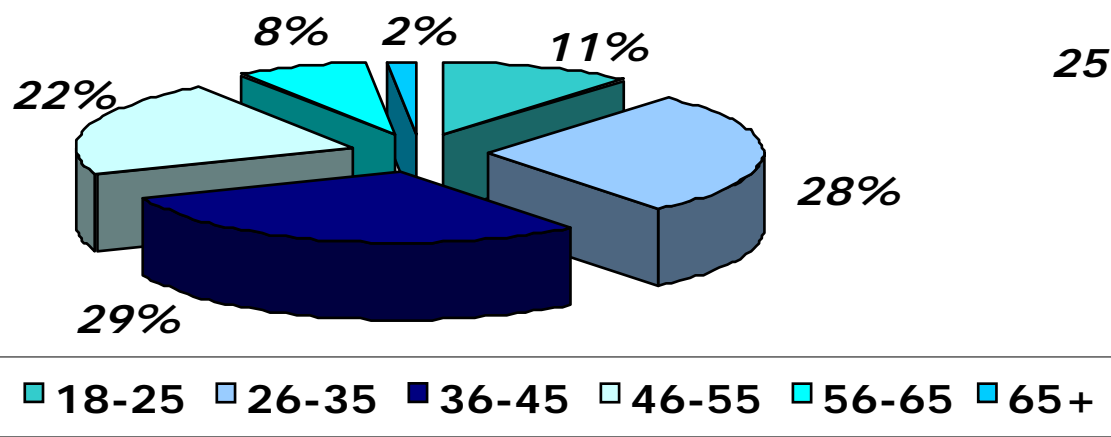
Gendre



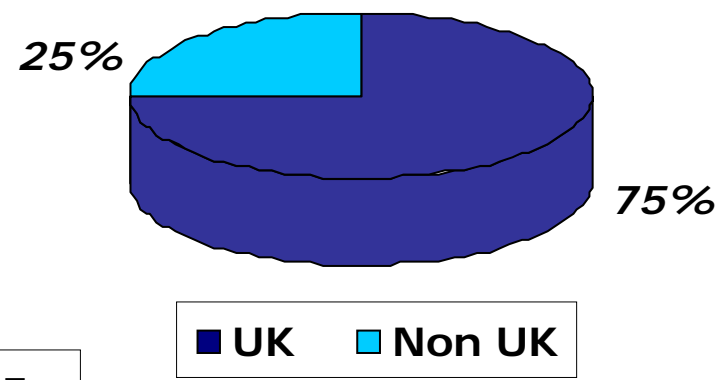
Curent Spent on Wine (£)



Age Brackets

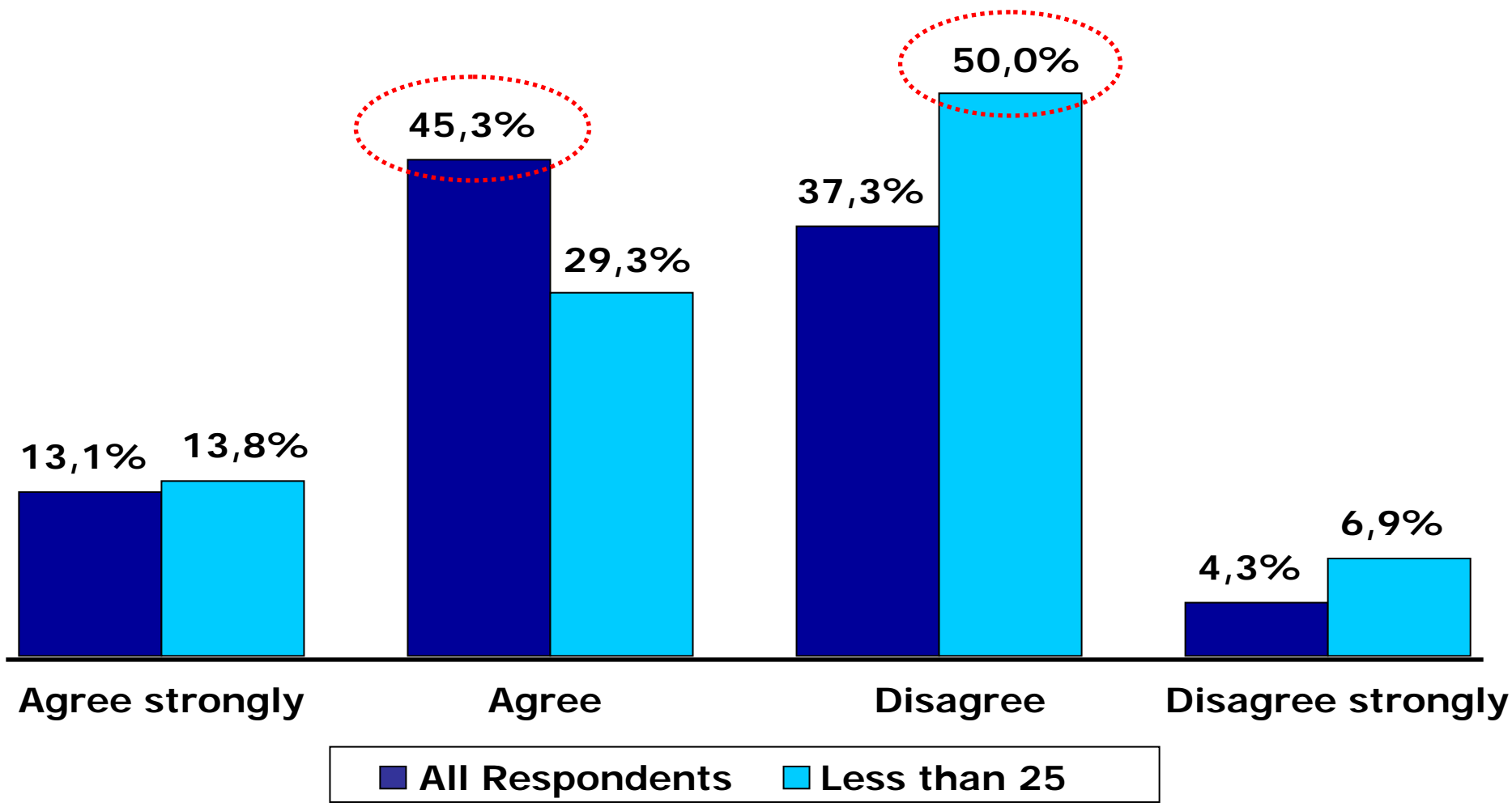


Nationality of Respondents



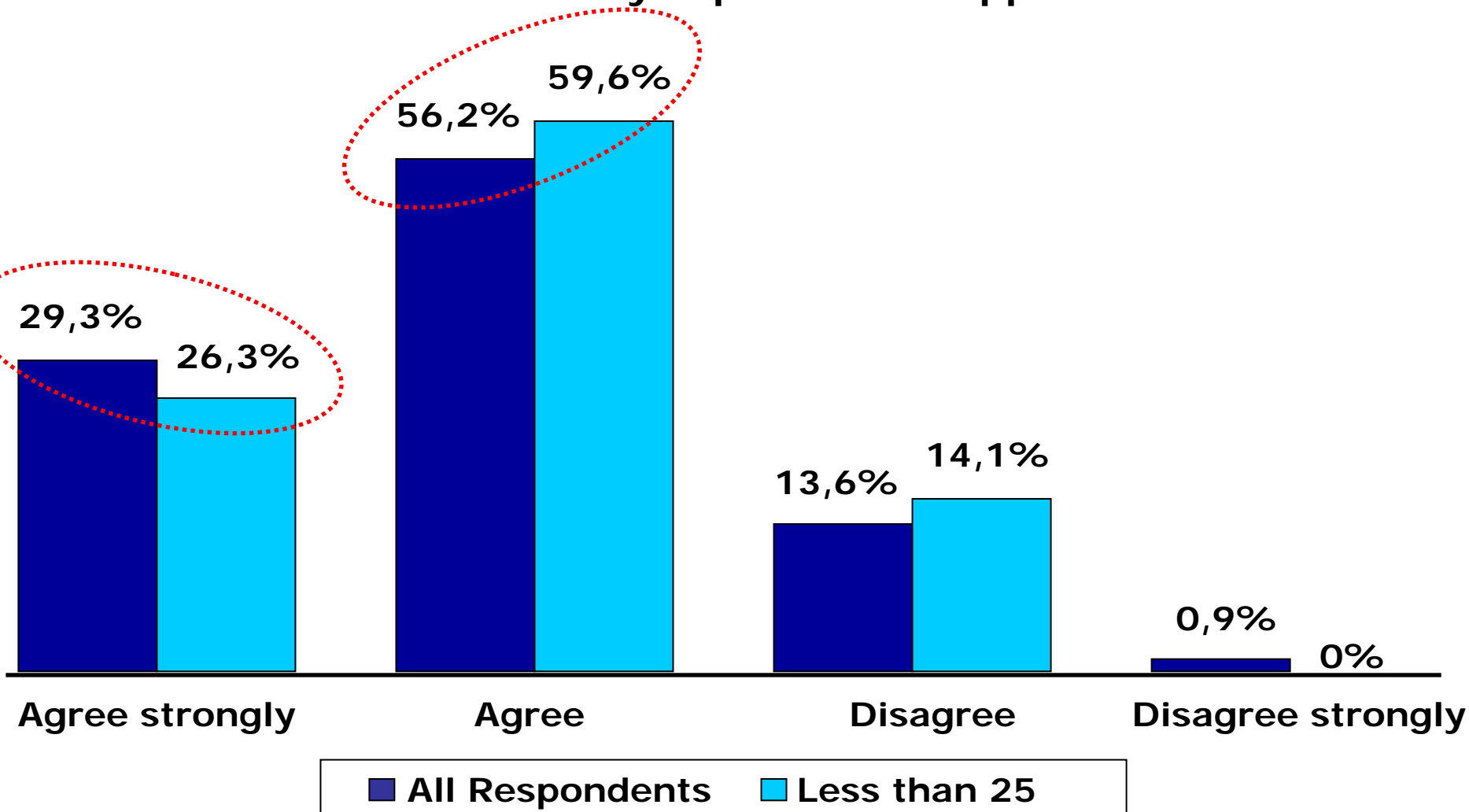
3 *Most 18-25 year olds are not interested in wine ?*

The vision of those under 25 is quite different !

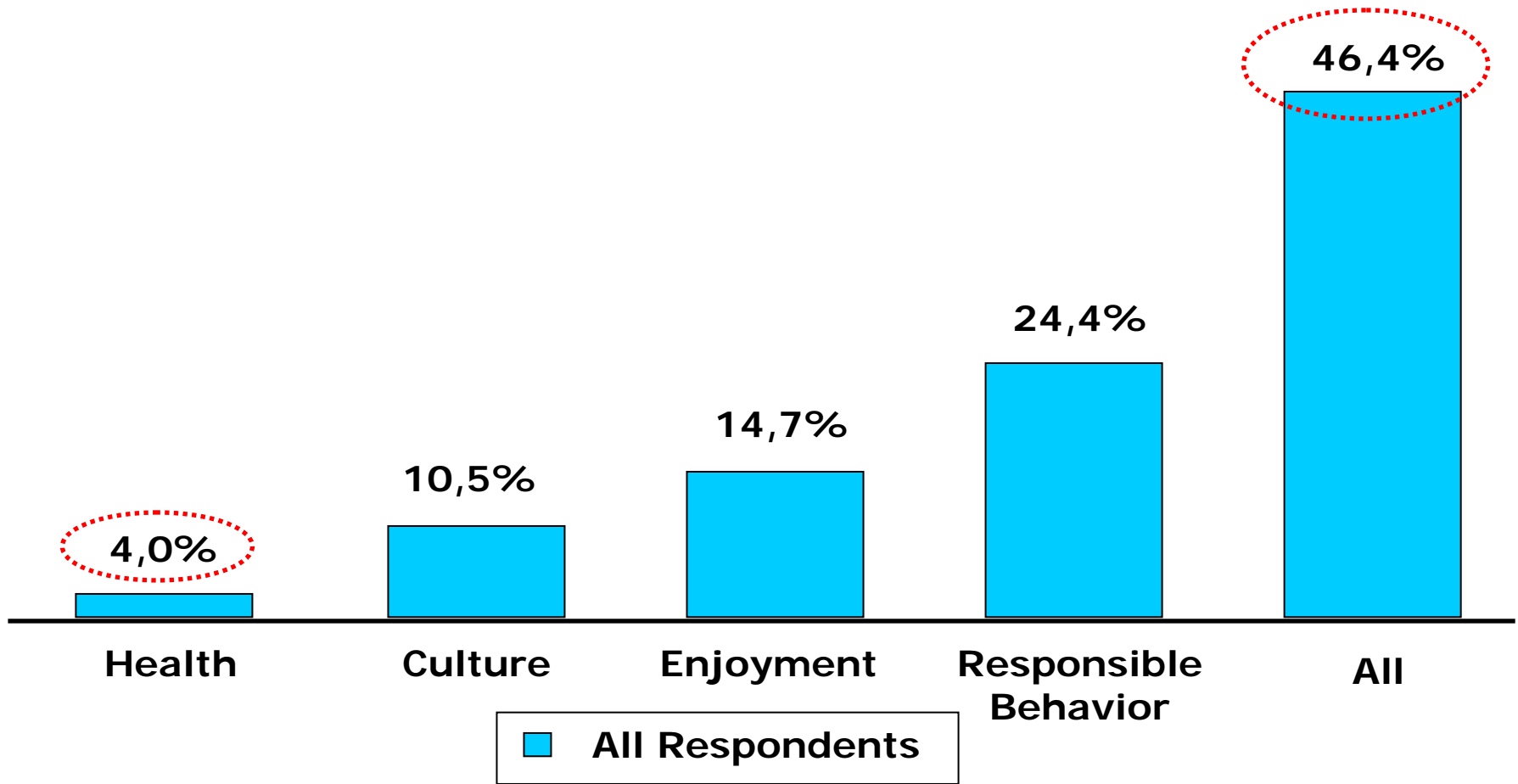


4 It is very important to educate young people about wine ?

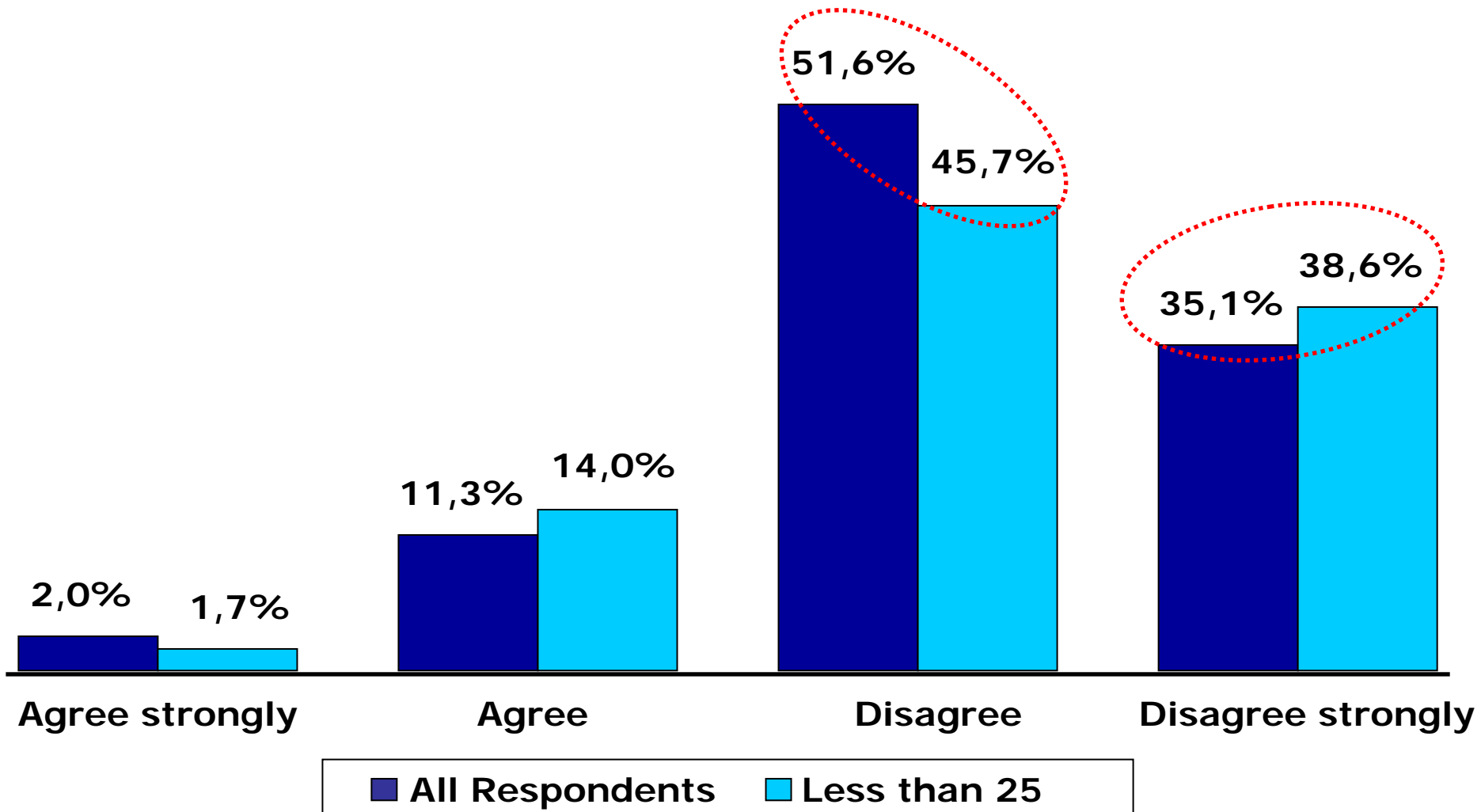
Education is a key aspect of the approach...



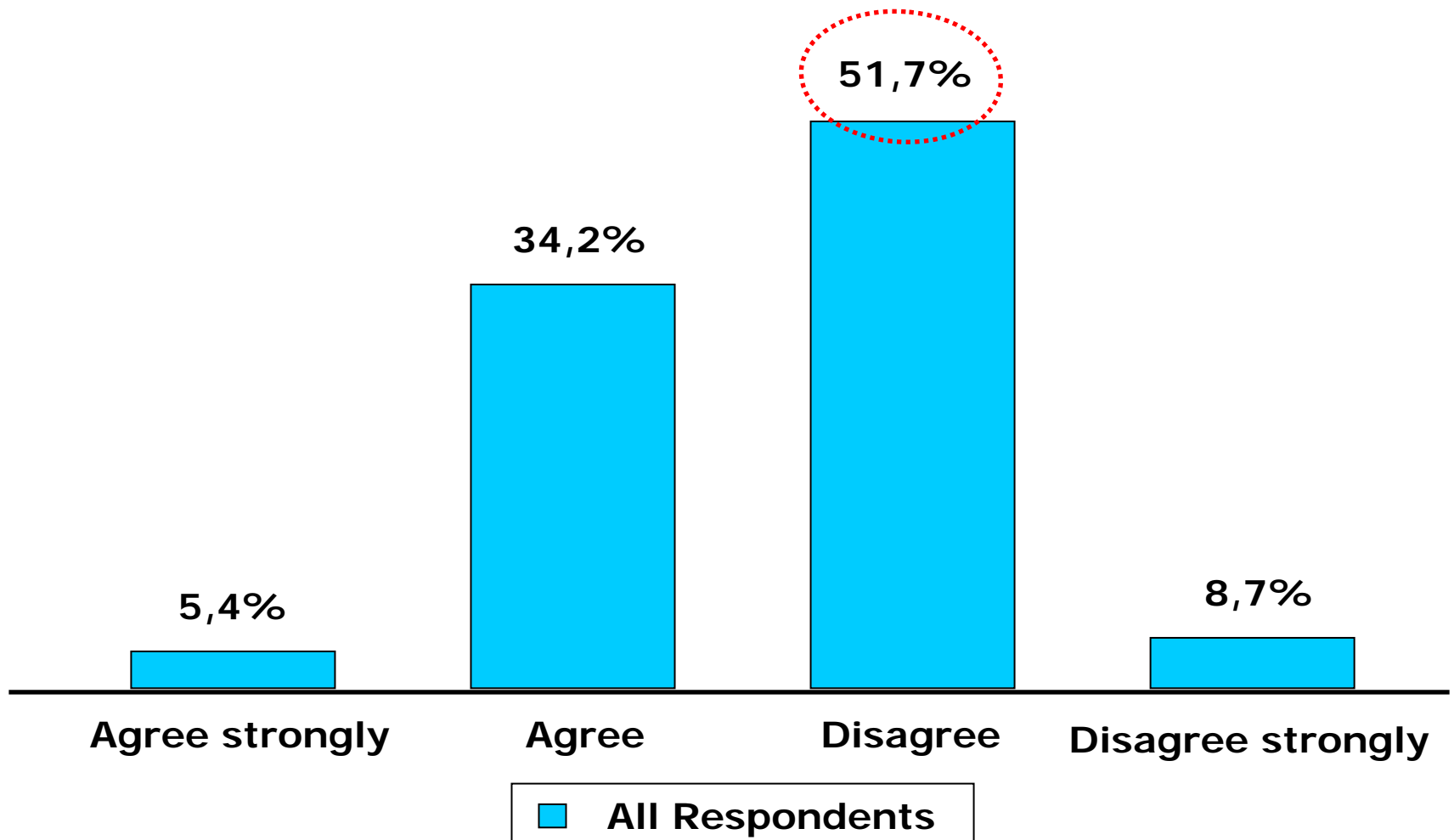
5 *What would you say were the most important reasons for educating young people about wine ?*



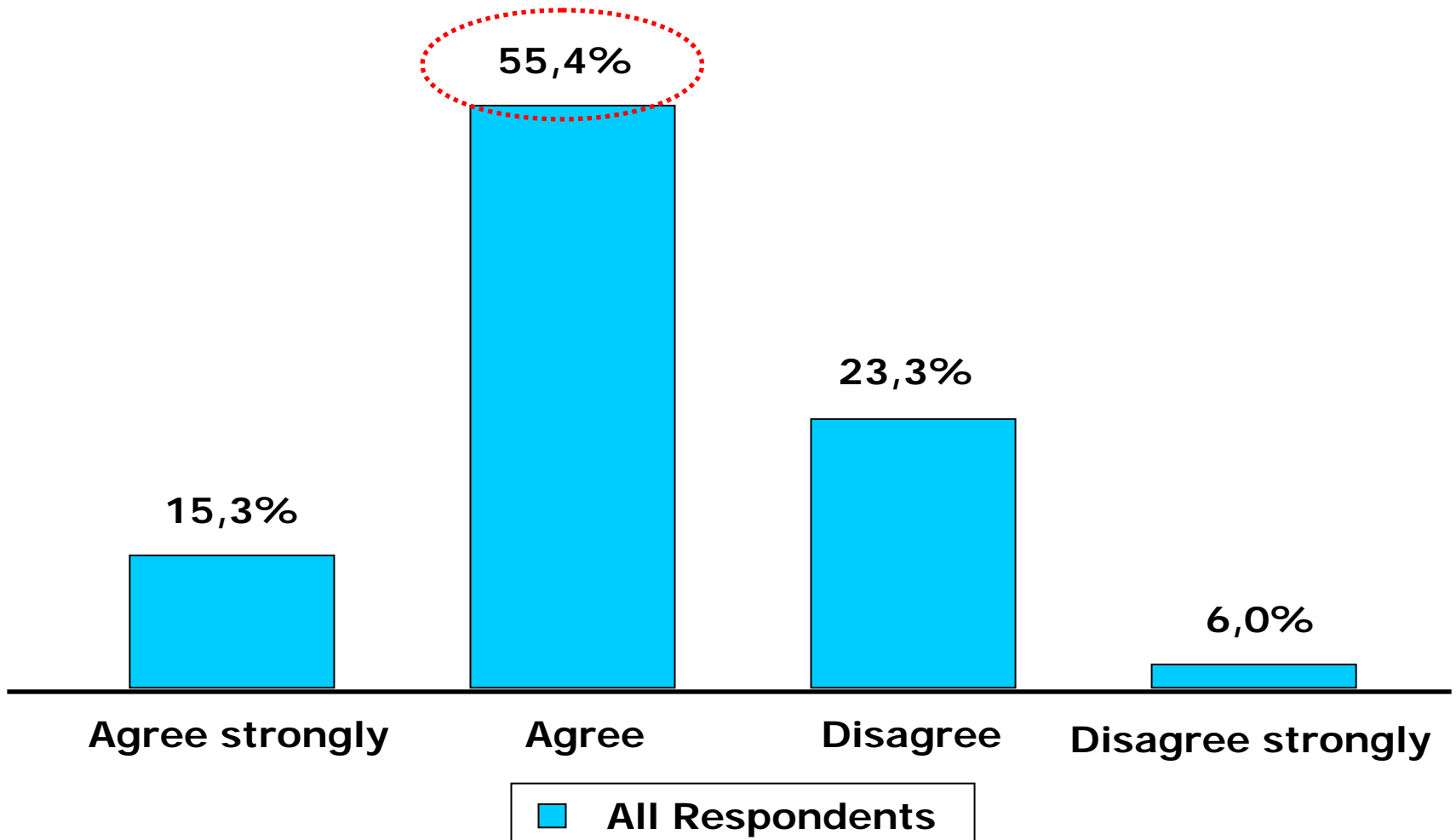
6 Government health warnings on wine bottles will help solve problem of binge drinking amongst young people ?



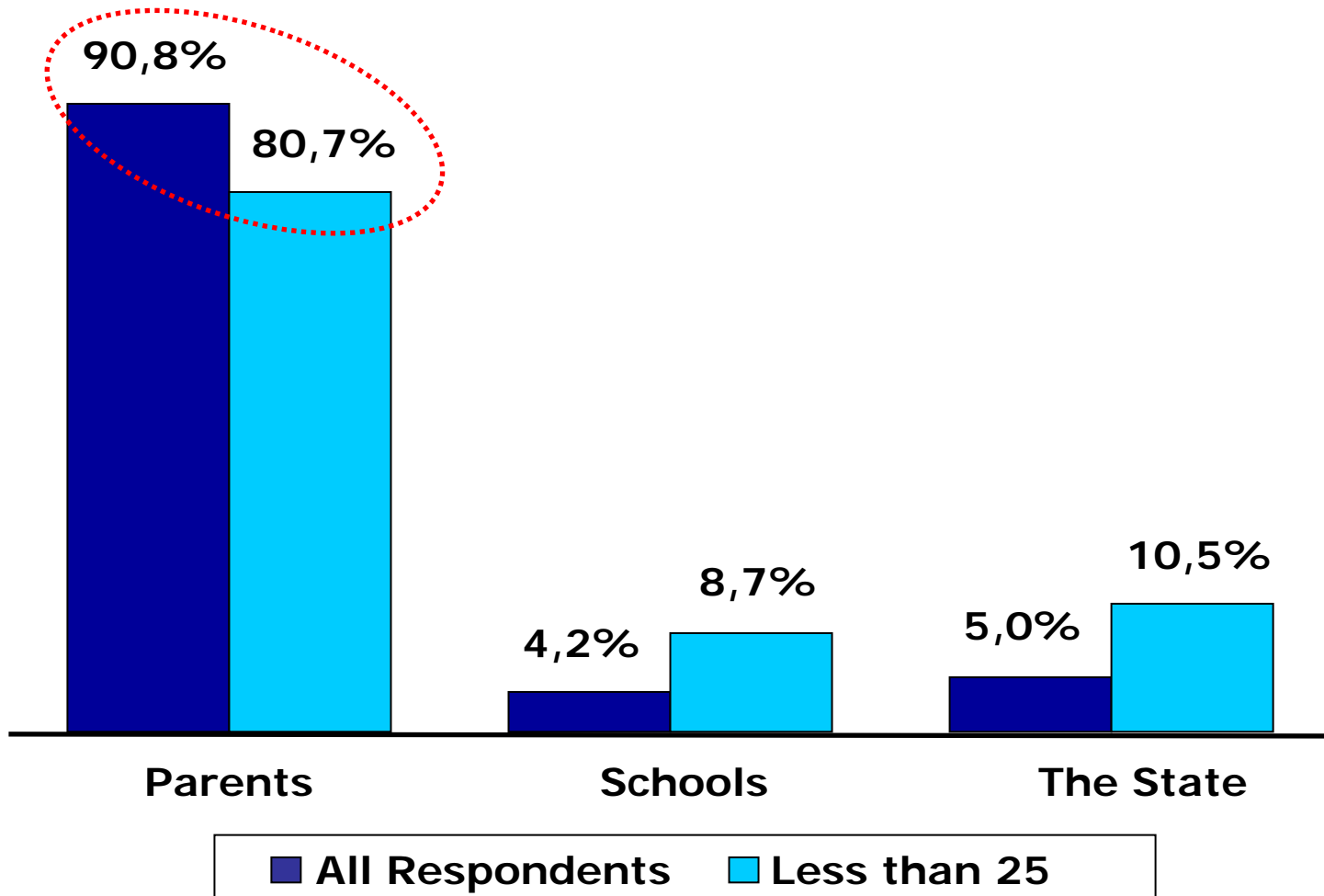
7 *There would be less binge drinking amongst young people if wine education was a compulsory subject in schools ?*



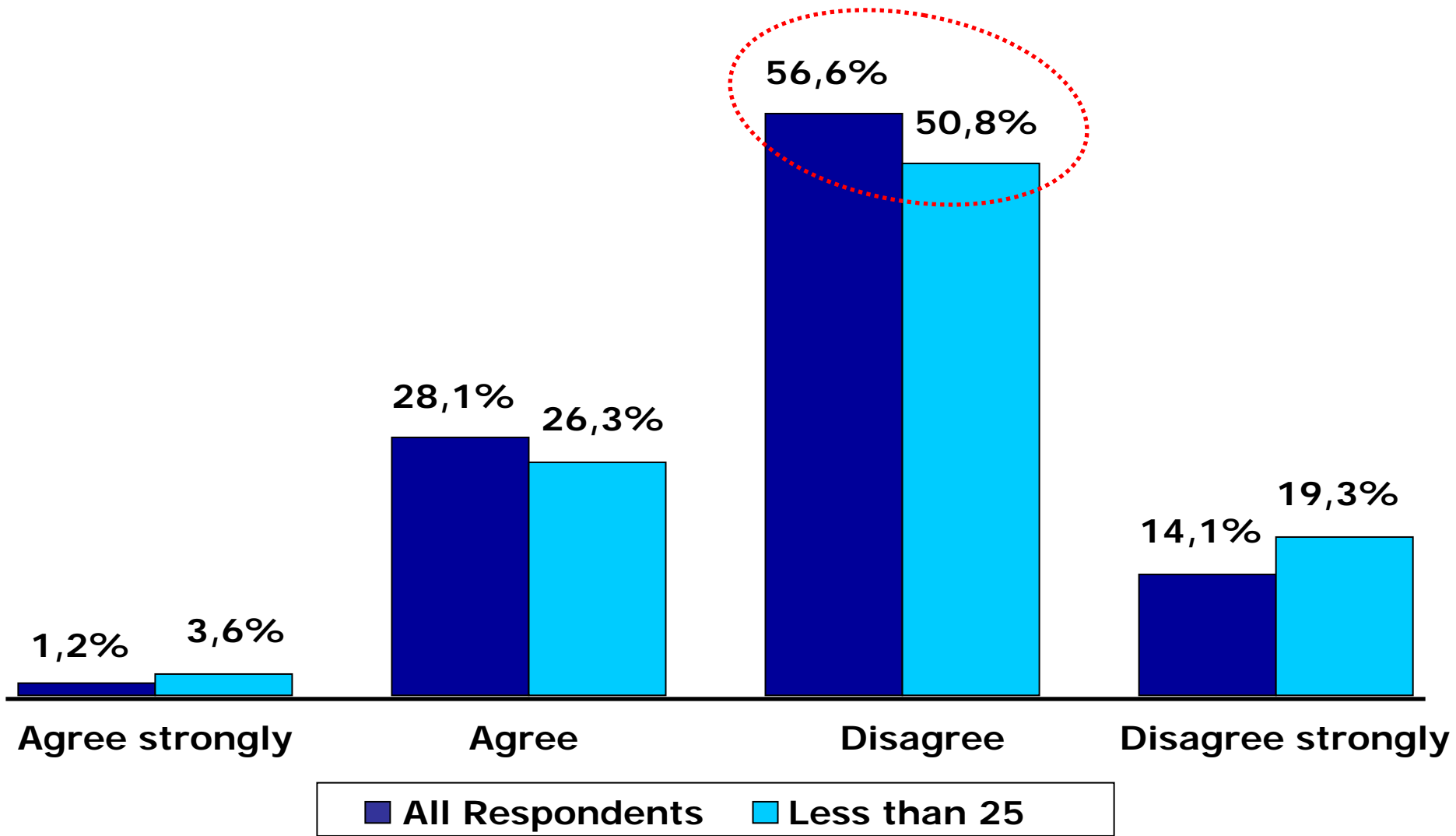
8 *If wine is a compulsory subject in schools there should be emphasis on other drinks such as spirits ?*



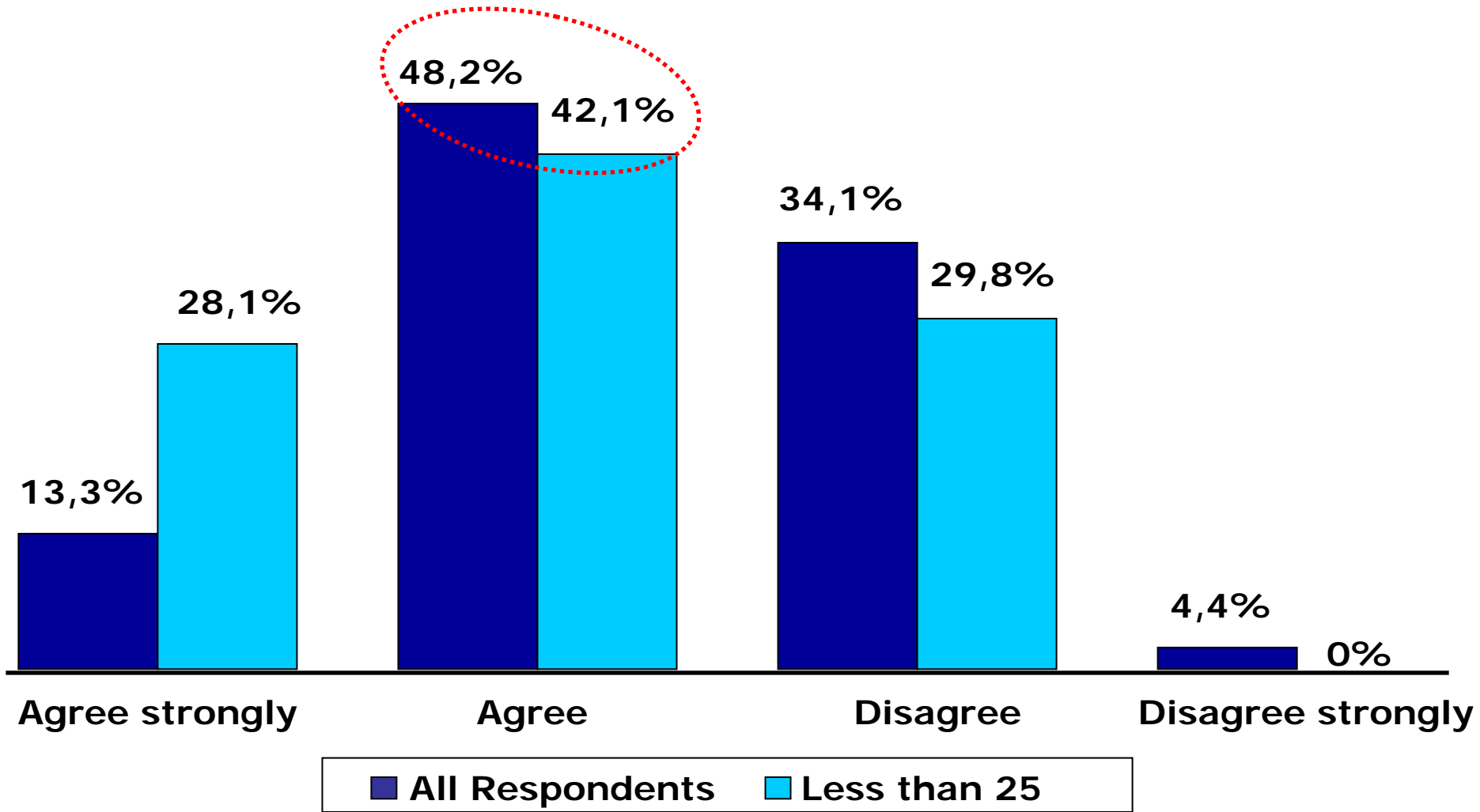
9 *Do you think that appreciation of wine and alcoholic drinks should be the responsibility of... ?*



10 I think that most young people drink responsibly ?



11 *Binge drinking by 18-25s a major problem where I live ?*



12 *I do not consider wine is a problem: most bingedrinking is done with beer and spirits anyway.*

