

Columbia University Business School

Wine Trends Among CBS Students

Prepared by the CBS Wine
Society with Philippe Newlin

1. I am:

#	Answer	Response	%
1	Male	93	57%
2	Female	69	43%
	Total	162	100%

2. My age is:

#	Answer	Response	%
1	21	0	0%
2	22	0	0%
3	23	1	1%
4	24	5	3%
5	25	12	7%
6	26	19	12%
7	27	24	15%
8	28	24	15%
9	29	19	12%
10	30	23	14%
11	31	13	8%
12	32	7	4%
13	33	3	2%
14	34	5	3%
15	35	0	0%
16	36+	7	4%
	Total	162	100%

3. Which of the following best describes how often you drink wine?

#	Answer	Response	%
1	Every day	9	6%
2	2-4 times per week	98	60%
3	2-4 times per month	50	31%
4	Once per month	4	2%
5	Less than once per month	1	1%
6	Less than once every other month	0	0%
	Total	162	100%

4. When do you like to drink wine? Please rank the following: (1-most applicable...5-least applicable)

#	Answer	1	2	3	4	5	Total
1	Alone without food	28	23	17	21	66	155
2	At regular meals	25	27	28	51	27	158
3	At restaurant meals	60	33	27	19	18	157
4	When I am in groups / with	23	44	47	31	14	159
5	On special occasions	26	33	40	34	25	158
	Total	162	160	159	156	150	

5. Please indicate to what extent you agree or disagree with the following statements.
 [1- disagree strongly...5-agree strongly] I drink wine because:

#	Answer	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	I put more emphasis on the quality of my drinks versus the quantity	78	55	22	6	1	162
2	It has a more sophisticated image than other alcoholic beverages	46	70	28	14	4	162
3	It has a cooler, trendier image than other alcoholic beverages	13	32	65	47	5	162
4	Wine is a healthier choice when drinking	43	75	34	8	2	162
5	I drink more responsibly when I am drinking wine	18	36	62	37	9	162
6	I enjoy the taste	116	41	3	2	0	162
7	My friends drink wine	38	61	43	13	7	162
8	My colleagues drink wine	40	56	49	7	10	162
	Total	392	426	306	134	38	

6. Does your concern for good health impact your choice to drink wine? (please choose one)

#	Answer	Response	%
1	Yes, it causes me to drink less	11	7%
2	Yes, it causes me to drink more	46	28%
3	No, health concerns do not impact my choice to drink wine	105	65%
	Total	162	100%

7. In what price range do you typically buy wine for yourself?

#	Answer	Response	%
1	\$5-\$10	4	2%
2	\$10-\$15	52	32%
3	\$15-\$20	63	39%
4	\$20-\$25	31	19%
5	\$25+	12	7%
	Total	162	100%

8. 2 years ago, in what price range did you typically buy wine?

#	Answer	Response	%
1	\$5 - \$10	24	15%
2	\$10 - \$15	90	56%
3	\$15 - \$20	29	18%
4	\$20 - \$25	13	8%
5	\$25+	6	4%
	Total	162	100%

10. How much wine do you typically buy?

#	Answer	Response	%
1	More than 4 bottles per week	3	2%
2	1-3 bottles per week	33	20%
3	1 bottle per week	70	43%
4	Less than once per month	48	30%
5	Less than once every other	8	5%
	Total	162	100%

11. Please indicate to what extent you agree or disagree with the following statements: I buy less wine because:

#	Answer	Strongly	Disagree	Neutral	Agree	Strongly	Total
1	Wine is too expensive	31	68	32	29	2	162
2	Wine is for Snobs	95	50	10	6	1	162
3	Wine labels are too confusing	32	49	35	42	4	162
4	I am overwhelmed by the variety/choice	25	39	26	53	19	162
5	I have difficulties matching wine with the	27	48	44	32	11	162
6	I don't have enough of an accurate description or guidance on my wine choices	14	45	34	55	14	162
	Total	224	299	181	217	51	

12. Please answer the following with TRUE or FALSE:

#	Answer	Yes	No	Total
1	I have taken a wine course	95	67	162
2	I know certain varieties of wine I like	153	9	162
3	I know certain countries whose wine I like	144	18	162
4	I know very little about wine	61	101	162
5	I would like to know more about wine	161	1	162
6	I am not interested in learning more about wine	11	151	162
	Total	625	347	

13. Please indicate to what extent you agree or disagree with the following statements. High quality wine comes from:

#	Answer	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	France	0	1	2	56	103	162
2	Italy	0	6	20	66	70	162
3	Spain	0	5	30	76	51	162
4	Other Europe	3	24	73	43	19	162
5	USA	1	12	25	81	43	162
6	Australia / New Zealand	1	5	33	77	46	162
7	Asia	38	79	37	4	4	162
	Total	43	132	220	403	336	

14. Please indicate to what extent you agree or disagree with the following statements. I would drink more wine if:

#	Answer	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	I knew more about wine	6	24	33	66	33	162
2	I recognized the brand	6	29	38	71	18	162
3	It was recommended by a friend	2	9	23	87	41	162
4	I knew the region	3	21	26	86	24	160
5	I had better retail service	5	42	49	48	16	160
8	Other (please specify)	6	3	20	1	10	40
	Total	28	128	189	359	142	

15. Wine has an image that is:

#	Answer	Response	%
1	Cool & trendy	9	6%
2	Sophisticated	138	85%
3	Snobbish / elitist	8	5%
4	Other (please specify):	7	4%
	Total	162	100%

15. Wine has an image that is:

Other (please specify):

refined but not especially interesting

for boring, upper-middle class, corporate homebodies. Snobs & sophisticates also drink scotch, etc.

changing

wine

part of a good life

elite and trendy

friendly

16. In the future I see myself (please check all that apply):

#	Answer	Response	%
1	Increasing my consumption of wine	133	82%
2	Decreasing my consumption of wine	4	2%
3	Buying wine as an investment	25	15%
4	Collecting wine	76	47%
5	Building a wine cellar	83	51%
	Total	321	198%