

Sample 1117 U.S. Adult Citizens
 Conducted March 5 - 11, 2024
 Margin of Error ±4%

1. How often do you drink wine?

Daily	2%
A few times a week	6%
Once a week	5%
Once every couple of weeks	7%
Once a month	5%
Less often than once a month	12%
Only on special occasions	24%
Never	38%
Prefer not to say	1%

2. Generally speaking, do you think that drinking wine in moderation... ?

Is beneficial to a person's health	40%
Has no effect on a person's health	23%
Is detrimental to a person's health	11%
Not sure	27%

3. What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Love it	Like it	Dislike it	Hate it	Not sure	I've never had it
Red wine	31%	41%	13%	3%	10%	2%
White wine	20%	53%	11%	3%	8%	5%
Sparkling wine	21%	42%	15%	5%	10%	7%
Rosé	19%	47%	16%	3%	9%	7%
Cabernet Sauvignon	22%	33%	13%	3%	11%	18%
Merlot	18%	43%	18%	4%	9%	9%
Pinot Noir	20%	39%	13%	2%	11%	16%
Syrah	10%	22%	10%	1%	13%	43%
Zinfandel	19%	42%	14%	3%	8%	14%
Malbec	11%	24%	8%	3%	12%	43%
Dessert wine	13%	30%	18%	6%	14%	19%
Chardonnay	19%	45%	13%	4%	9%	11%
Pinot Grigio	16%	40%	12%	4%	11%	18%
Riesling	16%	31%	15%	2%	14%	23%
Sauvignon Blanc	16%	39%	12%	2%	11%	20%

4. Which of the following do you most prefer?

Asked of people who drink wine on at least some occasions

Red wine	49%
White wine	36%
Neither	8%
Not sure	6%

5. About how much do you typically pay for a bottle of wine?

Asked of people who drink wine on at least some occasions

\$10 or less	13%
\$11 - \$20	45%
\$21 - \$30	13%
\$31 - \$40	7%
\$41 - \$50	3%
\$51 - \$60	1%
\$61 - \$80	2%
\$81 - \$100	1%
More than \$100	2%
I never buy wine	10%
Not sure	3%

6. What is the maximum amount you have ever paid for a bottle of wine?

Asked of people who drink wine on at least some occasions

\$10 or less	3%
\$11 - \$20	20%
\$21 - \$30	19%
\$31 - \$40	14%
\$41 - \$50	11%
\$51 - \$60	4%
\$61 - \$80	6%
\$81 - \$100	4%
More than \$100	7%
I never buy wine	7%
Not sure	5%

7. How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Very important	Somewhat important	Not very important	Not important at all	Not sure
Alcohol percentage	18%	30%	29%	16%	7%
Bottle or label design	11%	22%	38%	23%	6%
Brand	20%	41%	24%	9%	6%
Food pairing	17%	35%	24%	16%	7%
Price	49%	40%	7%	2%	3%
Ratings	20%	38%	21%	13%	9%
Region	17%	33%	24%	18%	8%
Varietal	18%	28%	18%	11%	26%
Year	15%	24%	30%	21%	9%

8. In a blind taste test, how confident are you that you could tell the difference between a \$10 bottle of wine and a \$100 bottle of wine of the same varietal?

Asked of people who drink wine on at least some occasions

Definitely could	9%
Probably could	26%
Probably could not	35%
Definitely could not	18%
Not sure	12%

Interviewing Dates	March 5 - 11, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.061 to 6.604, with a mean of one and a standard deviation of 0.95.
Number of respondents	1117
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	77 questions not reported.

1. Frequency of Drinking Wine

How often do you drink wine?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	2%	2%	2%	2%	4%	0%	4%	2%	1%	1%	3%
A few times a week	6%	6%	6%	3%	8%	5%	8%	7%	5%	8%	0%
Once a week	5%	6%	5%	8%	9%	3%	2%	5%	6%	5%	7%
Once every couple of weeks	7%	6%	7%	6%	11%	5%	7%	7%	8%	3%	10%
Once a month	5%	5%	5%	2%	7%	6%	4%	5%	5%	6%	3%
Less often than once a month	12%	12%	12%	7%	13%	15%	11%	12%	13%	12%	11%
Only on special occasions	24%	22%	25%	31%	21%	19%	26%	23%	29%	21%	22%
Never	38%	41%	36%	38%	27%	47%	39%	38%	33%	43%	44%
Prefer not to say	1%	0%	1%	3%	0%	0%	0%	1%	0%	1%	0%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,114)	(471)	(643)	(121)	(208)	(464)	(321)	(760)	(120)	(147)	(87)

YouGov Survey: Wine
March 5 - 11, 2024 - 1117 US Adult Citizens

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	2%	3%	2%	1%	2%	2%	1%	4%	3%	3%	2%	2%	3%
A few times a week	6%	5%	4%	9%	7%	7%	3%	10%	8%	7%	3%	7%	8%
Once a week	5%	7%	5%	5%	9%	4%	5%	5%	8%	2%	5%	8%	4%
Once every couple of weeks	7%	7%	5%	8%	7%	7%	4%	11%	9%	9%	8%	5%	7%
Once a month	5%	8%	3%	4%	7%	6%	3%	6%	10%	5%	6%	5%	4%
Less often than once a month	12%	14%	11%	11%	16%	11%	13%	11%	12%	18%	10%	11%	10%
Only on special occasions	24%	22%	27%	21%	19%	23%	24%	21%	21%	32%	25%	21%	20%
Never	38%	34%	41%	39%	33%	40%	47%	33%	30%	24%	40%	41%	43%
Prefer not to say	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Totals	100%	100%	99%	98%	100%	100%	100%	101%	101%	100%	99%	101%	100%
Unweighted N	(1,114)	(406)	(389)	(319)	(428)	(387)	(443)	(328)	(220)	(198)	(237)	(427)	(252)

2. Wine and Health

Generally speaking, do you think that drinking wine in moderation...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Is beneficial to a person's health	40%	40%	40%	22%	41%	46%	48%	42%	34%	41%	38%
Has no effect on a person's health	23%	21%	25%	29%	29%	19%	15%	24%	23%	19%	19%
Is detrimental to a person's health	11%	13%	8%	18%	9%	9%	8%	10%	7%	10%	21%
Not sure	27%	26%	27%	31%	22%	26%	28%	25%	36%	30%	22%
Totals	101%	100%	100%	100%	101%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,117)	(471)	(646)	(121)	(208)	(465)	(323)	(763)	(120)	(147)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Is beneficial to a person's health	40%	34%	39%	49%	40%	47%	45%	40%	36%	45%	43%	41%	32%
Has no effect on a person's health	23%	24%	22%	22%	23%	23%	17%	25%	31%	23%	23%	20%	26%
Is detrimental to a person's health	11%	14%	12%	6%	12%	9%	10%	12%	12%	11%	11%	8%	14%
Not sure	27%	28%	28%	24%	25%	22%	28%	23%	21%	20%	23%	30%	28%
Totals	101%	100%	101%	101%	100%	101%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,117)	(408)	(389)	(320)	(430)	(388)	(443)	(331)	(220)	(199)	(237)	(428)	(253)

YouGov Survey: Wine

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3A. Types of Wine — Red wine

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	31%	32%	31%	39%	30%	24%	31%	33%	35%	23%
Like it	41%	47%	35%	35%	38%	40%	51%	40%	42%	43%	43%
Dislike it	13%	8%	17%	8%	5%	21%	18%	15%	5%	2%	25%
Hate it	3%	2%	5%	6%	4%	3%	2%	5%	0%	1%	1%
Not sure	10%	10%	10%	19%	11%	6%	4%	8%	12%	18%	7%
I've never had it	2%	3%	1%	2%	3%	0%	1%	1%	8%	1%	1%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(685)	(295)	(390)	(74)	(144)	(265)	(202)	(479)	(74)	(85)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	39%	26%	28%	37%	26%	32%	33%	37%	32%	29%	35%	28%
Like it	41%	37%	40%	46%	38%	49%	42%	43%	38%	32%	46%	41%	43%
Dislike it	13%	12%	13%	14%	14%	12%	11%	12%	16%	22%	8%	11%	13%
Hate it	3%	3%	3%	5%	3%	4%	3%	3%	3%	4%	4%	3%	4%
Not sure	10%	8%	15%	6%	6%	9%	11%	6%	5%	5%	12%	10%	11%
I've never had it	2%	1%	3%	1%	3%	1%	1%	4%	0%	5%	1%	1%	1%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	99%	100%	100%	101%	100%
Unweighted N	(685)	(266)	(228)	(191)	(285)	(232)	(222)	(217)	(171)	(139)	(145)	(251)	(150)

3B. Types of Wine — White wine

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	16%	24%	20%	28%	19%	12%	24%	12%	16%	12%
Like it	53%	56%	50%	46%	48%	57%	60%	51%	57%	56%	60%
Dislike it	11%	12%	10%	5%	6%	16%	15%	12%	1%	7%	19%
Hate it	3%	3%	2%	1%	3%	3%	3%	3%	0%	3%	0%
Not sure	8%	7%	9%	15%	8%	5%	7%	7%	12%	14%	9%
I've never had it	5%	6%	5%	13%	8%	0%	1%	3%	17%	4%	0%
Totals	100%	100%	100%	100%	101%	100%	98%	100%	99%	100%	100%
Unweighted N	(684)	(293)	(391)	(75)	(143)	(266)	(200)	(479)	(74)	(85)	(46)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	20%	19%	19%	24%	19%	18%	18%	23%	23%	24%	17%	19%	21%
Like it	53%	60%	47%	51%	57%	54%	54%	54%	59%	56%	51%	54%	50%
Dislike it	11%	9%	9%	14%	11%	16%	9%	12%	12%	8%	8%	12%	13%
Hate it	3%	2%	2%	3%	2%	2%	3%	2%	1%	2%	4%	2%	3%
Not sure	8%	4%	13%	7%	7%	9%	12%	4%	4%	4%	12%	7%	11%
I've never had it	5%	6%	9%	1%	4%	2%	4%	6%	0%	6%	8%	5%	2%
Totals	100%	100%	99%	100%	100%	101%	100%	101%	99%	100%	100%	99%	100%
Unweighted N	(684)	(267)	(227)	(190)	(284)	(230)	(222)	(215)	(170)	(141)	(145)	(253)	(145)

3C. Types of Wine — Sparkling wine

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	21%	16%	26%	19%	30%	20%	15%	19%	27%	31%	17%
Like it	42%	46%	39%	43%	34%	45%	48%	45%	39%	30%	40%
Dislike it	15%	17%	13%	11%	12%	17%	19%	17%	3%	8%	30%
Hate it	5%	6%	3%	4%	4%	6%	4%	4%	2%	14%	3%
Not sure	10%	9%	11%	10%	12%	9%	9%	9%	13%	12%	10%
I've never had it	7%	5%	8%	12%	8%	4%	5%	6%	17%	6%	1%
Totals	100%	99%	100%	99%	100%	101%	100%	100%	101%	101%	101%
Unweighted N	(684)	(294)	(390)	(75)	(144)	(264)	(201)	(476)	(74)	(86)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	21%	25%	18%	21%	21%	18%	20%	24%	22%	17%	22%	21%	26%
Like it	42%	39%	42%	46%	45%	44%	46%	43%	39%	43%	43%	41%	44%
Dislike it	15%	18%	11%	16%	17%	17%	11%	13%	24%	18%	12%	16%	12%
Hate it	5%	4%	4%	6%	5%	4%	4%	5%	4%	3%	4%	5%	7%
Not sure	10%	7%	15%	8%	6%	12%	14%	5%	8%	11%	17%	9%	4%
I've never had it	7%	7%	10%	4%	5%	5%	5%	9%	2%	9%	3%	9%	6%
Totals	100%	100%	100%	101%	99%	100%	100%	99%	99%	101%	101%	101%	99%
Unweighted N	(684)	(268)	(228)	(188)	(286)	(227)	(224)	(213)	(169)	(140)	(144)	(253)	(147)

3D. Types of Wine — Rosé

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	19%	14%	23%	21%	24%	16%	12%	19%	19%	19%	15%
Like it	47%	49%	45%	41%	39%	59%	49%	48%	38%	49%	54%
Dislike it	16%	16%	16%	16%	13%	12%	25%	18%	4%	20%	16%
Hate it	3%	2%	3%	1%	5%	3%	0%	2%	4%	4%	0%
Not sure	9%	12%	6%	10%	10%	6%	9%	8%	14%	5%	6%
I've never had it	7%	7%	7%	11%	9%	5%	6%	5%	21%	3%	8%
Totals	101%	100%	100%	100%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(684)	(292)	(392)	(74)	(145)	(263)	(202)	(478)	(73)	(85)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	19%	21%	13%	21%	11%	19%	17%	22%	15%	17%	23%	20%	14%
Like it	47%	49%	41%	52%	50%	56%	47%	43%	58%	51%	40%	43%	58%
Dislike it	16%	14%	17%	17%	22%	13%	16%	16%	19%	14%	15%	16%	19%
Hate it	3%	3%	3%	2%	3%	1%	3%	2%	2%	2%	5%	2%	0%
Not sure	9%	6%	13%	6%	8%	9%	10%	8%	4%	5%	14%	10%	5%
I've never had it	7%	6%	12%	2%	6%	3%	8%	8%	2%	12%	4%	8%	4%
Totals	101%	99%	99%	100%	100%	101%	101%	99%	100%	101%	101%	99%	100%
Unweighted N	(684)	(269)	(224)	(191)	(283)	(230)	(222)	(217)	(168)	(140)	(143)	(252)	(149)

3E. Types of Wine — Cabernet Sauvignon

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	25%	19%	13%	30%	22%	19%	21%	23%	23%	27%
Like it	33%	34%	32%	25%	33%	36%	37%	35%	20%	41%	32%
Dislike it	13%	14%	13%	19%	4%	17%	16%	16%	6%	5%	15%
Hate it	3%	1%	5%	3%	2%	5%	2%	3%	6%	2%	3%
Not sure	11%	12%	10%	15%	9%	10%	11%	11%	15%	9%	6%
I've never had it	18%	13%	21%	25%	22%	10%	16%	15%	30%	20%	17%
Totals	100%	99%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(684)	(294)	(390)	(74)	(144)	(264)	(202)	(479)	(73)	(85)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	22%	23%	20%	22%	29%	20%	16%	22%	33%	22%	14%	32%	13%
Like it	33%	37%	26%	37%	36%	40%	28%	40%	40%	31%	33%	30%	41%
Dislike it	13%	10%	12%	19%	11%	13%	14%	10%	16%	19%	12%	7%	20%
Hate it	3%	4%	4%	2%	2%	2%	4%	4%	2%	2%	3%	5%	1%
Not sure	11%	11%	12%	9%	10%	15%	13%	11%	5%	9%	20%	7%	10%
I've never had it	18%	16%	26%	11%	12%	11%	25%	13%	4%	17%	18%	20%	14%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(684)	(269)	(223)	(192)	(284)	(230)	(223)	(216)	(168)	(140)	(145)	(249)	(150)

3F. Types of Wine — Merlot

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	18%	18%	17%	15%	24%	17%	14%	17%	13%	22%	29%
Like it	43%	48%	38%	36%	41%	44%	50%	41%	54%	41%	39%
Dislike it	18%	15%	21%	11%	16%	23%	20%	22%	4%	15%	13%
Hate it	4%	3%	5%	5%	4%	4%	3%	5%	2%	1%	4%
Not sure	9%	9%	10%	16%	7%	6%	10%	9%	11%	12%	6%
I've never had it	9%	7%	10%	18%	9%	6%	3%	7%	16%	9%	9%
Totals	101%	100%	101%	101%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(684)	(295)	(389)	(74)	(144)	(265)	(201)	(479)	(74)	(84)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	18%	18%	18%	17%	20%	15%	16%	24%	18%	16%	18%	19%	16%
Like it	43%	45%	42%	41%	48%	47%	40%	49%	45%	46%	43%	40%	46%
Dislike it	18%	19%	12%	23%	17%	18%	19%	12%	24%	20%	14%	18%	20%
Hate it	4%	4%	2%	5%	4%	4%	3%	4%	5%	4%	5%	4%	2%
Not sure	9%	4%	14%	9%	7%	12%	13%	6%	5%	6%	14%	10%	7%
I've never had it	9%	9%	12%	5%	4%	4%	10%	6%	4%	8%	7%	9%	10%
Totals	101%	99%	100%	100%	100%	100%	101%	101%	101%	100%	101%	100%	101%
Unweighted N	(684)	(269)	(224)	(191)	(284)	(230)	(224)	(215)	(168)	(142)	(145)	(250)	(147)

3G. Types of Wine — Pinot Noir

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	24%	16%	15%	29%	15%	17%	18%	24%	25%	16%
Like it	39%	35%	43%	34%	35%	45%	41%	42%	29%	35%	35%
Dislike it	13%	14%	11%	15%	4%	17%	15%	15%	4%	7%	18%
Hate it	2%	1%	3%	3%	1%	2%	2%	2%	0%	5%	0%
Not sure	11%	12%	10%	14%	10%	9%	11%	10%	14%	12%	13%
I've never had it	16%	16%	17%	19%	20%	12%	14%	13%	29%	16%	19%
Totals	101%	102%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(682)	(294)	(388)	(75)	(142)	(264)	(201)	(479)	(73)	(85)	(45)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	20%	21%	21%	16%	26%	16%	16%	22%	25%	13%	17%	26%	18%
Like it	39%	48%	30%	40%	43%	41%	35%	42%	50%	39%	43%	34%	45%
Dislike it	13%	9%	10%	19%	7%	13%	13%	9%	14%	19%	8%	10%	15%
Hate it	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Not sure	11%	9%	14%	10%	12%	13%	17%	8%	5%	10%	14%	10%	11%
I've never had it	16%	11%	23%	14%	10%	15%	17%	17%	5%	17%	16%	19%	10%
Totals	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(682)	(267)	(224)	(191)	(285)	(229)	(223)	(213)	(168)	(141)	(143)	(251)	(147)

3H. Types of Wine — Syrah

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	12%	9%	7%	18%	8%	7%	11%	5%	14%	14%
Like it	22%	23%	21%	21%	25%	22%	18%	22%	22%	28%	10%
Dislike it	10%	13%	8%	16%	6%	12%	8%	10%	8%	8%	23%
Hate it	1%	2%	1%	2%	2%	1%	0%	1%	3%	4%	0%
Not sure	13%	11%	14%	19%	11%	12%	10%	14%	14%	7%	8%
I've never had it	43%	38%	48%	34%	38%	45%	56%	43%	48%	39%	45%
Totals	99%	99%	101%	99%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(685)	(295)	(390)	(74)	(144)	(265)	(202)	(479)	(74)	(85)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	10%	12%	7%	12%	11%	10%	7%	12%	18%	5%	12%	8%	19%
Like it	22%	24%	21%	20%	32%	17%	19%	21%	34%	20%	12%	24%	30%
Dislike it	10%	8%	9%	15%	9%	12%	11%	9%	14%	12%	6%	9%	16%
Hate it	1%	3%	0%	1%	2%	1%	1%	2%	0%	0%	3%	2%	0%
Not sure	13%	14%	15%	8%	11%	14%	15%	12%	9%	9%	23%	10%	10%
I've never had it	43%	39%	47%	44%	36%	46%	48%	44%	25%	54%	44%	47%	25%
Totals	99%	100%	99%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(685)	(269)	(225)	(191)	(285)	(231)	(223)	(217)	(167)	(141)	(144)	(250)	(150)

3I. Types of Wine — Zinfandel

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	19%	17%	20%	14%	23%	18%	19%	19%	23%	19%	6%
Like it	42%	41%	44%	28%	30%	55%	53%	45%	38%	29%	43%
Dislike it	14%	16%	12%	7%	19%	12%	15%	16%	0%	17%	15%
Hate it	3%	4%	2%	6%	4%	2%	1%	3%	2%	5%	8%
Not sure	8%	10%	7%	17%	5%	7%	7%	9%	5%	11%	6%
I've never had it	14%	12%	15%	28%	19%	5%	5%	8%	32%	20%	21%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%	99%
Unweighted N	(682)	(293)	(389)	(75)	(140)	(265)	(202)	(481)	(72)	(83)	(46)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	19%	21%	13%	23%	17%	21%	20%	23%	14%	19%	16%	20%	20%
Like it	42%	40%	42%	46%	44%	47%	35%	50%	49%	49%	45%	39%	38%
Dislike it	14%	16%	9%	16%	16%	15%	11%	10%	21%	13%	11%	16%	13%
Hate it	3%	2%	3%	6%	1%	6%	5%	2%	3%	2%	2%	3%	7%
Not sure	8%	7%	14%	4%	7%	8%	13%	3%	6%	6%	17%	6%	6%
I've never had it	14%	14%	21%	5%	13%	4%	15%	13%	7%	11%	10%	16%	17%
Totals	100%	100%	102%	100%	98%	101%	99%	101%	100%	100%	101%	100%	101%
Unweighted N	(682)	(267)	(225)	(190)	(284)	(232)	(221)	(215)	(169)	(140)	(143)	(250)	(149)

YouGov Survey: Wine
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3J. Types of Wine — Malbec

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	11%	13%	9%	10%	15%	10%	8%	10%	6%	17%	17%
Like it	24%	25%	23%	25%	31%	20%	19%	23%	26%	35%	10%
Dislike it	8%	12%	4%	13%	3%	10%	8%	9%	3%	7%	5%
Hate it	3%	1%	4%	2%	4%	3%	1%	3%	3%	1%	4%
Not sure	12%	12%	11%	13%	9%	13%	13%	13%	12%	8%	7%
I've never had it	43%	37%	48%	37%	38%	44%	52%	42%	51%	32%	58%
Totals	101%	100%	99%	100%	100%	100%	101%	100%	101%	100%	101%
Unweighted N	(684)	(294)	(390)	(72)	(144)	(265)	(203)	(479)	(75)	(85)	(45)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	11%	11%	11%	11%	13%	10%	8%	11%	18%	10%	8%	11%	15%
Like it	24%	30%	17%	25%	32%	22%	17%	28%	32%	18%	24%	26%	27%
Dislike it	8%	9%	6%	10%	8%	10%	9%	7%	11%	9%	6%	5%	14%
Hate it	3%	5%	2%	2%	5%	1%	2%	2%	6%	1%	1%	6%	1%
Not sure	12%	10%	16%	8%	10%	14%	14%	12%	7%	10%	19%	10%	9%
I've never had it	43%	37%	47%	45%	33%	43%	51%	40%	26%	52%	42%	42%	34%
Totals	101%	102%	99%	101%	101%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(684)	(268)	(227)	(189)	(288)	(229)	(219)	(217)	(171)	(140)	(143)	(252)	(149)

3K. Types of Wine — Dessert wine

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	14%	12%	20%	12%	15%	7%	14%	10%	12%	16%
Like it	30%	33%	28%	24%	30%	36%	29%	31%	32%	21%	33%
Dislike it	18%	17%	19%	13%	18%	17%	25%	21%	10%	18%	14%
Hate it	6%	4%	7%	5%	7%	4%	5%	7%	0%	6%	7%
Not sure	14%	14%	13%	18%	14%	10%	14%	13%	13%	21%	3%
I've never had it	19%	17%	20%	20%	19%	18%	20%	14%	35%	21%	26%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(683)	(295)	(388)	(74)	(144)	(262)	(203)	(476)	(74)	(86)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	13%	17%	11%	11%	11%	10%	14%	10%	11%	16%	10%	11%	17%
Like it	30%	29%	22%	42%	27%	39%	31%	35%	31%	28%	29%	31%	34%
Dislike it	18%	16%	20%	19%	23%	15%	13%	20%	28%	20%	19%	18%	16%
Hate it	6%	8%	4%	5%	11%	3%	3%	5%	12%	2%	7%	5%	8%
Not sure	14%	12%	19%	9%	14%	13%	19%	10%	8%	13%	20%	13%	9%
I've never had it	19%	18%	23%	15%	14%	20%	20%	20%	10%	21%	15%	22%	16%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(683)	(269)	(227)	(187)	(285)	(229)	(223)	(215)	(167)	(139)	(144)	(251)	(149)

3L. Types of Wine — Chardonnay

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	19%	19%	18%	17%	27%	17%	11%	18%	22%	21%	10%
Like it	45%	49%	42%	39%	39%	51%	51%	46%	46%	45%	33%
Dislike it	13%	13%	14%	14%	11%	15%	15%	15%	1%	9%	30%
Hate it	4%	3%	5%	1%	4%	5%	4%	5%	1%	5%	0%
Not sure	9%	7%	10%	13%	7%	6%	9%	7%	13%	4%	20%
I've never had it	11%	9%	12%	16%	13%	5%	10%	8%	18%	16%	7%
Totals	101%	100%	101%	100%	101%	99%	100%	99%	101%	100%	100%
Unweighted N	(686)	(296)	(390)	(76)	(142)	(265)	(203)	(482)	(74)	(83)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	19%	18%	17%	21%	16%	19%	21%	22%	15%	21%	15%	18%	21%
Like it	45%	48%	43%	44%	53%	47%	40%	51%	48%	47%	50%	42%	43%
Dislike it	13%	16%	9%	15%	15%	13%	8%	11%	27%	13%	10%	15%	15%
Hate it	4%	3%	3%	7%	3%	5%	3%	3%	4%	3%	3%	5%	3%
Not sure	9%	6%	14%	6%	6%	9%	13%	5%	3%	6%	14%	9%	6%
I've never had it	11%	10%	14%	7%	7%	6%	15%	8%	2%	9%	8%	12%	12%
Totals	101%	101%	100%	100%	100%	99%	100%	100%	99%	99%	100%	101%	100%
Unweighted N	(686)	(272)	(225)	(189)	(286)	(230)	(222)	(217)	(169)	(140)	(146)	(251)	(149)

3M. Types of Wine — Pinot Grigio

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	15%	16%	9%	28%	13%	10%	15%	19%	15%	17%
Like it	40%	39%	41%	35%	35%	47%	42%	43%	31%	40%	34%
Dislike it	12%	13%	10%	5%	9%	15%	16%	14%	5%	6%	12%
Hate it	4%	4%	3%	11%	3%	2%	1%	4%	6%	1%	1%
Not sure	11%	11%	11%	13%	8%	10%	14%	12%	5%	14%	12%
I've never had it	18%	18%	19%	28%	16%	14%	18%	13%	34%	24%	23%
Totals	101%	100%	100%	101%	99%	101%	101%	101%	100%	100%	99%
Unweighted N	(681)	(294)	(387)	(75)	(144)	(260)	(202)	(476)	(73)	(85)	(47)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	16%	16%	13%	18%	17%	15%	10%	21%	21%	14%	15%	18%	14%
Like it	40%	45%	34%	41%	46%	41%	37%	38%	52%	49%	36%	38%	38%
Dislike it	12%	12%	9%	14%	12%	14%	10%	13%	14%	8%	10%	14%	12%
Hate it	4%	3%	3%	5%	2%	5%	7%	2%	2%	2%	3%	3%	8%
Not sure	11%	9%	15%	8%	12%	12%	15%	8%	5%	10%	21%	6%	9%
I've never had it	18%	15%	26%	14%	11%	13%	22%	18%	5%	17%	15%	21%	19%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(681)	(268)	(227)	(186)	(283)	(229)	(222)	(215)	(167)	(136)	(145)	(250)	(150)

3N. Types of Wine — Riesling

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	16%	17%	19%	16%	18%	12%	19%	11%	9%	6%
Like it	31%	33%	29%	19%	25%	37%	40%	33%	27%	24%	30%
Dislike it	15%	16%	14%	7%	18%	13%	20%	16%	9%	17%	19%
Hate it	2%	2%	1%	0%	3%	2%	1%	1%	0%	6%	0%
Not sure	14%	14%	13%	23%	11%	12%	12%	13%	18%	16%	7%
I've never had it	23%	20%	26%	32%	28%	18%	15%	18%	35%	28%	38%
Totals	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(679)	(292)	(387)	(73)	(142)	(262)	(202)	(478)	(73)	(84)	(44)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	16%	16%	11%	22%	14%	14%	11%	20%	17%	17%	19%	14%	16%
Like it	31%	34%	23%	36%	35%	40%	24%	31%	43%	30%	27%	28%	39%
Dislike it	15%	18%	14%	13%	21%	12%	14%	16%	21%	11%	15%	17%	15%
Hate it	2%	2%	1%	2%	3%	1%	1%	2%	2%	2%	4%	1%	1%
Not sure	14%	12%	18%	11%	14%	16%	21%	8%	9%	13%	16%	12%	15%
I've never had it	23%	18%	33%	17%	14%	17%	29%	23%	9%	26%	20%	27%	14%
Totals	101%	100%	100%	101%	101%	100%	100%	100%	101%	99%	101%	99%	100%
Unweighted N	(679)	(267)	(222)	(190)	(283)	(228)	(221)	(215)	(167)	(139)	(143)	(251)	(146)

30. Types of Wine — Sauvignon Blanc

What do you think of the following types of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	14%	17%	17%	25%	10%	10%	14%	13%	19%	28%
Like it	39%	44%	35%	27%	39%	45%	43%	43%	34%	32%	21%
Dislike it	12%	12%	12%	16%	3%	19%	12%	12%	8%	14%	19%
Hate it	2%	1%	3%	1%	1%	3%	4%	2%	1%	3%	1%
Not sure	11%	10%	11%	10%	10%	10%	14%	12%	10%	6%	7%
I've never had it	20%	18%	22%	29%	22%	14%	17%	15%	35%	26%	23%
Totals	100%	99%	100%	100%	100%	101%	100%	98%	101%	100%	99%
Unweighted N	(683)	(294)	(389)	(73)	(144)	(265)	(201)	(480)	(73)	(84)	(46)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	16%	15%	15%	17%	16%	13%	10%	17%	22%	13%	13%	19%	14%
Like it	39%	44%	26%	49%	43%	46%	32%	44%	49%	44%	38%	38%	38%
Dislike it	12%	13%	14%	10%	12%	13%	11%	11%	16%	12%	13%	10%	16%
Hate it	2%	1%	1%	4%	1%	3%	3%	2%	2%	3%	1%	2%	3%
Not sure	11%	9%	15%	7%	10%	12%	18%	7%	6%	8%	16%	10%	11%
I've never had it	20%	18%	29%	12%	17%	12%	26%	19%	6%	20%	19%	22%	17%
Totals	100%	100%	100%	99%	99%	99%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(683)	(268)	(225)	(190)	(287)	(229)	(221)	(213)	(171)	(141)	(142)	(254)	(146)

4. Prefer Red or White

Which of the following do you most prefer?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Red wine	49%	56%	44%	47%	51%	50%	49%	48%	54%	51%	50%
White wine	36%	30%	42%	38%	34%	36%	37%	39%	31%	33%	26%
Neither	8%	8%	9%	8%	11%	6%	8%	7%	14%	6%	10%
Not sure	6%	7%	6%	7%	5%	7%	6%	6%	2%	9%	13%
Totals	99%	101%	101%	100%	101%	99%	100%	100%	101%	99%	99%
Unweighted N	(695)	(298)	(397)	(76)	(147)	(268)	(204)	(483)	(77)	(87)	(48)

	Party ID				2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Red wine	49%	53%	46%	49%	56%	47%	54%	52%	50%	37%	42%	56%	59%
White wine	36%	36%	32%	42%	33%	37%	32%	36%	42%	48%	39%	32%	28%
Neither	8%	7%	12%	6%	7%	9%	6%	7%	6%	11%	8%	8%	6%
Not sure	6%	4%	11%	4%	4%	6%	8%	5%	2%	3%	12%	4%	7%
Totals	99%	100%	101%	101%	100%	99%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(695)	(273)	(229)	(193)	(289)	(233)	(225)	(220)	(172)	(142)	(146)	(255)	(152)

5. Typical Amount for Bottle of Wine

About how much do you typically pay for a bottle of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
\$10 or less	13%	11%	15%	12%	11%	14%	17%	13%	15%	11%	22%
\$11 - \$20	45%	49%	41%	36%	42%	51%	48%	49%	32%	46%	31%
\$21 - \$30	13%	10%	16%	10%	14%	13%	15%	13%	11%	8%	27%
\$31 - \$40	7%	8%	5%	5%	8%	6%	6%	7%	4%	10%	6%
\$41 - \$50	3%	3%	3%	3%	5%	1%	3%	1%	8%	3%	9%
\$51 - \$60	1%	1%	1%	3%	1%	1%	0%	1%	2%	0%	0%
\$61 - \$80	2%	1%	2%	3%	3%	1%	0%	1%	2%	6%	0%
\$81 - \$100	1%	0%	1%	2%	1%	0%	0%	1%	3%	0%	1%
More than \$100	2%	4%	0%	4%	4%	0%	0%	1%	6%	2%	2%
I never buy wine	10%	9%	11%	16%	10%	10%	5%	11%	15%	7%	1%
Not sure	3%	3%	3%	6%	0%	2%	5%	2%	2%	7%	1%
Totals	100%	99%	98%	100%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(695)	(298)	(397)	(76)	(147)	(268)	(204)	(483)	(77)	(87)	(48)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
\$10 or less	13%	9%	17%	15%	9%	19%	19%	12%	10%	10%	17%	16%	9%
\$11 - \$20	45%	47%	43%	44%	57%	41%	45%	50%	49%	44%	41%	46%	48%
\$21 - \$30	13%	15%	7%	18%	11%	14%	7%	15%	14%	21%	13%	11%	10%
\$31 - \$40	7%	7%	6%	7%	7%	8%	7%	8%	7%	6%	6%	5%	10%
\$41 - \$50	3%	3%	4%	3%	1%	3%	4%	2%	5%	1%	2%	3%	6%
\$51 - \$60	1%	1%	1%	2%	1%	2%	0%	2%	1%	1%	0%	1%	3%
\$61 - \$80	2%	3%	1%	1%	3%	0%	0%	3%	1%	0%	2%	2%	3%
\$81 - \$100	1%	1%	1%	1%	0%	1%	2%	0%	1%	0%	1%	1%	1%
More than \$100	2%	4%	1%	2%	3%	1%	2%	2%	4%	6%	1%	1%	1%
I never buy wine	10%	8%	14%	8%	6%	12%	10%	5%	6%	6%	14%	14%	5%
Not sure	3%	3%	5%	0%	2%	1%	4%	1%	1%	5%	2%	1%	4%
Totals	100%	101%	100%	101%	100%	102%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(695)	(273)	(229)	(193)	(289)	(233)	(225)	(220)	(172)	(142)	(146)	(255)	(152)

6. Maximum Amount for Bottle of Wine

What is the maximum amount you have ever paid for a bottle of wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
\$10 or less	3%	3%	3%	2%	6%	2%	2%	2%	4%	8%	4%
\$11 - \$20	20%	20%	20%	21%	17%	21%	23%	20%	29%	10%	20%
\$21 - \$30	19%	16%	21%	19%	11%	24%	22%	20%	14%	16%	23%
\$31 - \$40	14%	14%	14%	8%	20%	14%	13%	15%	7%	10%	24%
\$41 - \$50	11%	10%	11%	8%	11%	14%	10%	11%	9%	12%	9%
\$51 - \$60	4%	6%	2%	1%	3%	4%	6%	5%	3%	0%	2%
\$61 - \$80	6%	5%	7%	6%	10%	3%	6%	6%	4%	10%	4%
\$81 - \$100	4%	5%	2%	2%	3%	5%	5%	4%	4%	6%	1%
More than \$100	7%	11%	5%	8%	12%	5%	4%	5%	10%	13%	11%
I never buy wine	7%	5%	9%	18%	7%	4%	2%	7%	11%	6%	1%
Not sure	5%	4%	6%	8%	2%	4%	8%	5%	5%	9%	0%
Totals	100%	99%	100%	101%	102%	100%	101%	100%	100%	100%	99%
Unweighted N	(694)	(298)	(396)	(76)	(147)	(267)	(204)	(483)	(77)	(87)	(47)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
\$10 or less	3%	2%	3%	5%	1%	5%	7%	2%	0%	3%	1%	5%	3%
\$11 - \$20	20%	16%	21%	23%	21%	20%	27%	22%	11%	25%	18%	18%	20%
\$21 - \$30	19%	21%	16%	18%	24%	18%	23%	18%	18%	16%	17%	21%	20%
\$31 - \$40	14%	15%	13%	14%	12%	13%	11%	20%	13%	12%	18%	15%	10%
\$41 - \$50	11%	12%	8%	13%	9%	13%	10%	7%	16%	13%	7%	9%	16%
\$51 - \$60	4%	4%	3%	4%	5%	5%	2%	4%	7%	2%	3%	4%	5%
\$61 - \$80	6%	7%	5%	7%	7%	4%	2%	10%	6%	5%	10%	5%	6%
\$81 - \$100	4%	3%	4%	3%	3%	4%	2%	5%	6%	2%	4%	4%	4%
More than \$100	7%	7%	8%	6%	10%	7%	3%	7%	13%	8%	8%	6%	9%
I never buy wine	7%	7%	11%	3%	4%	7%	7%	2%	3%	6%	10%	9%	1%
Not sure	5%	4%	7%	4%	3%	5%	5%	4%	5%	7%	3%	4%	6%
Totals	100%	98%	99%	100%	99%	101%	99%	101%	98%	99%	99%	100%	100%
Unweighted N	(694)	(273)	(228)	(193)	(288)	(233)	(224)	(220)	(172)	(142)	(146)	(254)	(152)

7A. Importance of Factors in Wine — Alcohol percentage

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	18%	19%	18%	25%	30%	9%	9%	14%	35%	24%	18%
Somewhat important	30%	28%	31%	26%	32%	31%	28%	29%	28%	27%	45%
Not very important	29%	26%	32%	22%	23%	32%	39%	34%	13%	22%	20%
Not important at all	16%	20%	12%	7%	12%	24%	19%	17%	12%	15%	17%
Not sure	7%	7%	7%	19%	4%	4%	6%	6%	11%	12%	0%
Totals	100%	100%	100%	99%	101%	100%	101%	100%	99%	100%	100%
Unweighted N	(691)	(296)	(395)	(76)	(145)	(266)	(204)	(483)	(74)	(86)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	18%	22%	18%	15%	15%	13%	26%	20%	9%	20%	13%	15%	27%
Somewhat important	30%	25%	31%	33%	27%	32%	25%	32%	34%	28%	25%	35%	28%
Not very important	29%	28%	24%	35%	33%	32%	28%	26%	38%	30%	32%	30%	23%
Not important at all	16%	18%	18%	11%	19%	18%	13%	17%	16%	20%	20%	12%	14%
Not sure	7%	7%	9%	6%	6%	6%	7%	4%	4%	2%	10%	8%	8%
Totals	100%	100%	100%	100%	100%	101%	99%	99%	101%	100%	100%	100%	100%
Unweighted N	(691)	(272)	(227)	(192)	(288)	(233)	(225)	(217)	(171)	(141)	(146)	(253)	(151)

7B. Importance of Factors in Wine — Bottle or label design

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	11%	11%	11%	19%	17%	5%	3%	8%	15%	21%	15%
Somewhat important	22%	20%	23%	32%	18%	24%	15%	23%	24%	19%	7%
Not very important	38%	39%	36%	22%	40%	39%	47%	39%	37%	30%	37%
Not important at all	23%	25%	22%	11%	20%	28%	32%	25%	10%	19%	36%
Not sure	6%	4%	8%	15%	5%	3%	3%	4%	14%	11%	4%
Totals	100%	99%	100%	99%	100%	99%	100%	99%	100%	100%	99%
Unweighted N	(690)	(295)	(395)	(75)	(145)	(267)	(203)	(480)	(76)	(86)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	11%	10%	11%	12%	11%	6%	13%	15%	4%	10%	9%	7%	22%
Somewhat important	22%	27%	18%	20%	26%	18%	24%	16%	24%	21%	24%	24%	15%
Not very important	38%	36%	35%	43%	37%	41%	39%	38%	46%	44%	37%	35%	38%
Not important at all	23%	22%	25%	23%	21%	31%	20%	26%	22%	23%	23%	25%	21%
Not sure	6%	5%	11%	2%	4%	5%	5%	4%	3%	2%	8%	9%	4%
Totals	100%	100%	100%	100%	99%	101%	101%	99%	99%	100%	101%	100%	100%
Unweighted N	(690)	(270)	(227)	(193)	(286)	(232)	(224)	(218)	(170)	(142)	(144)	(255)	(149)

7C. Importance of Factors in Wine — Brand

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	20%	21%	19%	18%	27%	14%	20%	17%	28%	23%	22%
Somewhat important	41%	39%	43%	38%	42%	41%	43%	43%	30%	49%	31%
Not very important	24%	23%	24%	26%	22%	29%	18%	23%	29%	20%	28%
Not important at all	9%	11%	7%	5%	5%	13%	12%	10%	2%	4%	15%
Not sure	6%	6%	7%	14%	4%	3%	7%	6%	11%	4%	4%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(688)	(295)	(393)	(75)	(144)	(267)	(202)	(480)	(74)	(86)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	20%	21%	15%	23%	21%	17%	22%	23%	17%	19%	20%	18%	23%
Somewhat important	41%	39%	40%	46%	42%	42%	42%	41%	48%	39%	39%	44%	42%
Not very important	24%	25%	28%	18%	25%	21%	23%	23%	19%	31%	23%	21%	23%
Not important at all	9%	7%	10%	10%	8%	13%	8%	10%	11%	9%	10%	9%	7%
Not sure	6%	7%	8%	3%	4%	5%	5%	3%	5%	3%	7%	8%	5%
Totals	100%	99%	101%	100%	100%	98%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(688)	(270)	(225)	(193)	(286)	(231)	(223)	(217)	(170)	(141)	(146)	(254)	(147)

7D. Importance of Factors in Wine — Food pairing

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	17%	18%	16%	24%	28%	9%	8%	14%	24%	18%	27%
Somewhat important	35%	36%	35%	38%	33%	39%	32%	34%	29%	54%	25%
Not very important	24%	21%	26%	9%	23%	28%	33%	28%	20%	12%	18%
Not important at all	16%	18%	14%	16%	11%	20%	19%	18%	12%	8%	21%
Not sure	7%	7%	8%	14%	6%	4%	9%	6%	16%	8%	8%
Totals	99%	100%	99%	101%	101%	100%	101%	100%	101%	100%	99%
Unweighted N	(693)	(297)	(396)	(76)	(145)	(268)	(204)	(483)	(75)	(87)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	17%	19%	16%	16%	19%	14%	21%	19%	13%	14%	14%	15%	27%
Somewhat important	35%	37%	31%	39%	36%	36%	32%	36%	40%	29%	36%	38%	37%
Not very important	24%	25%	23%	23%	24%	25%	22%	25%	27%	34%	22%	19%	23%
Not important at all	16%	14%	18%	17%	17%	18%	15%	16%	17%	20%	19%	17%	8%
Not sure	7%	5%	12%	6%	4%	8%	9%	4%	3%	4%	9%	10%	4%
Totals	99%	100%	100%	101%	100%	101%	99%	100%	100%	101%	100%	99%	99%
Unweighted N	(693)	(273)	(228)	(192)	(289)	(232)	(225)	(218)	(172)	(142)	(146)	(254)	(151)

7E. Importance of Factors in Wine — Price

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	49%	49%	48%	53%	58%	48%	35%	47%	55%	54%	41%
Somewhat important	40%	38%	41%	30%	28%	44%	56%	44%	29%	24%	43%
Not very important	7%	8%	6%	9%	8%	6%	6%	6%	5%	12%	13%
Not important at all	2%	2%	2%	3%	2%	1%	1%	1%	0%	6%	2%
Not sure	3%	3%	4%	5%	4%	2%	2%	2%	10%	4%	0%
Totals	101%	100%	101%	100%	100%	101%	100%	100%	99%	100%	99%
Unweighted N	(690)	(297)	(393)	(76)	(146)	(265)	(203)	(481)	(74)	(87)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	49%	51%	51%	43%	54%	45%	56%	48%	43%	47%	44%	54%	46%
Somewhat important	40%	39%	36%	44%	37%	45%	38%	37%	46%	47%	44%	33%	38%
Not very important	7%	6%	5%	10%	5%	6%	3%	10%	6%	2%	8%	7%	10%
Not important at all	2%	0%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%
Not sure	3%	3%	5%	1%	3%	1%	2%	2%	2%	1%	2%	4%	4%
Totals	101%	99%	99%	100%	100%	99%	100%	99%	99%	99%	100%	99%	100%
Unweighted N	(690)	(270)	(228)	(192)	(286)	(233)	(223)	(217)	(172)	(140)	(145)	(253)	(152)

7F. Importance of Factors in Wine — Ratings

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	20%	19%	20%	26%	28%	13%	12%	19%	33%	10%	11%
Somewhat important	38%	39%	37%	36%	41%	39%	35%	36%	28%	52%	53%
Not very important	21%	21%	20%	13%	16%	25%	27%	23%	17%	16%	13%
Not important at all	13%	14%	12%	4%	11%	19%	17%	15%	6%	11%	18%
Not sure	9%	7%	11%	21%	5%	4%	9%	8%	16%	11%	4%
Totals	101%	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%
Unweighted N	(690)	(297)	(393)	(75)	(145)	(266)	(204)	(482)	(74)	(86)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	20%	21%	19%	19%	21%	16%	22%	18%	23%	23%	11%	23%	19%
Somewhat important	38%	42%	38%	33%	43%	28%	35%	38%	39%	34%	44%	35%	40%
Not very important	21%	19%	17%	27%	18%	28%	21%	23%	20%	23%	21%	17%	25%
Not important at all	13%	9%	16%	14%	10%	20%	13%	16%	11%	14%	17%	13%	9%
Not sure	9%	9%	11%	6%	8%	7%	9%	5%	6%	6%	7%	12%	7%
Totals	101%	100%	101%	99%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(690)	(271)	(227)	(192)	(287)	(233)	(225)	(217)	(170)	(141)	(146)	(253)	(150)

7G. Importance of Factors in Wine — Region

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	17%	18%	16%	16%	26%	14%	10%	16%	18%	23%	13%
Somewhat important	33%	32%	34%	25%	35%	35%	36%	34%	24%	39%	33%
Not very important	24%	26%	21%	22%	14%	29%	31%	25%	27%	17%	18%
Not important at all	18%	18%	18%	19%	20%	17%	18%	19%	14%	12%	24%
Not sure	8%	6%	10%	18%	6%	5%	6%	6%	16%	8%	11%
Totals	100%	100%	99%	100%	101%	100%	101%	100%	99%	99%	99%
Unweighted N	(689)	(296)	(393)	(76)	(145)	(265)	(203)	(480)	(74)	(87)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	17%	14%	17%	21%	20%	15%	16%	20%	20%	17%	18%	14%	21%
Somewhat important	33%	39%	26%	34%	39%	32%	30%	35%	40%	26%	32%	38%	34%
Not very important	24%	18%	24%	28%	21%	28%	25%	22%	19%	31%	21%	21%	22%
Not important at all	18%	20%	20%	14%	15%	20%	17%	19%	17%	20%	20%	16%	18%
Not sure	8%	8%	12%	3%	5%	5%	11%	4%	4%	6%	9%	11%	5%
Totals	100%	99%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(689)	(271)	(225)	(193)	(287)	(232)	(222)	(217)	(172)	(141)	(145)	(253)	(150)

7H. Importance of Factors in Wine — Varietal

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	18%	19%	17%	23%	24%	14%	12%	17%	31%	10%	17%
Somewhat important	28%	28%	28%	21%	35%	30%	22%	29%	15%	33%	32%
Not very important	18%	17%	19%	16%	14%	18%	24%	17%	20%	20%	13%
Not important at all	11%	12%	10%	7%	8%	14%	13%	13%	0%	8%	13%
Not sure	26%	24%	27%	33%	19%	24%	29%	23%	34%	28%	24%
Totals	101%	100%	101%	100%	100%	100%	100%	99%	100%	99%	99%
Unweighted N	(689)	(296)	(393)	(75)	(146)	(265)	(203)	(480)	(74)	(87)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	18%	23%	17%	14%	25%	11%	16%	23%	18%	17%	14%	20%	20%
Somewhat important	28%	28%	29%	27%	28%	27%	29%	22%	40%	27%	29%	29%	25%
Not very important	18%	14%	16%	24%	15%	25%	18%	22%	12%	24%	15%	14%	22%
Not important at all	11%	11%	10%	12%	7%	15%	9%	11%	11%	13%	13%	9%	8%
Not sure	26%	25%	29%	23%	25%	22%	28%	22%	19%	19%	29%	27%	25%
Totals	101%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(689)	(269)	(228)	(192)	(285)	(233)	(224)	(216)	(171)	(141)	(145)	(253)	(150)

7I. Importance of Factors in Wine — Year

How important are the following factors to you when purchasing wine?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	15%	15%	16%	18%	30%	7%	6%	11%	28%	18%	28%
Somewhat important	24%	28%	21%	29%	18%	27%	26%	24%	17%	37%	18%
Not very important	30%	29%	31%	22%	27%	34%	37%	32%	25%	19%	38%
Not important at all	21%	21%	21%	12%	19%	27%	23%	25%	13%	13%	12%
Not sure	9%	7%	11%	19%	7%	6%	8%	7%	17%	12%	4%
Totals	99%	100%	100%	100%	101%	101%	100%	99%	100%	99%	100%
Unweighted N	(689)	(294)	(395)	(76)	(145)	(264)	(204)	(482)	(73)	(86)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	15%	16%	15%	16%	15%	11%	15%	19%	14%	13%	11%	13%	27%
Somewhat important	24%	23%	24%	27%	28%	24%	30%	22%	24%	24%	27%	27%	19%
Not very important	30%	32%	26%	33%	32%	35%	28%	30%	30%	32%	33%	28%	28%
Not important at all	21%	19%	24%	19%	18%	23%	18%	22%	25%	25%	21%	19%	20%
Not sure	9%	10%	12%	5%	7%	8%	8%	7%	6%	7%	8%	13%	6%
Totals	99%	100%	101%	100%	100%	101%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(689)	(271)	(226)	(192)	(286)	(231)	(224)	(216)	(171)	(141)	(146)	(253)	(149)

8. Ability to Differentiate Wines

In a blind taste test, how confident are you that you could tell the difference between a \$10 bottle of wine and a \$100 bottle of wine of the same varietal?

Asked of people who drink wine on at least some occasions

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely could	9%	10%	9%	15%	16%	4%	4%	6%	23%	13%	10%
Probably could	26%	29%	23%	38%	20%	23%	26%	25%	23%	34%	23%
Probably could not	35%	34%	35%	25%	35%	37%	40%	38%	25%	25%	36%
Definitely could not	18%	17%	19%	13%	16%	23%	19%	20%	16%	14%	12%
Not sure	12%	10%	14%	9%	13%	13%	12%	11%	13%	14%	19%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(694)	(298)	(396)	(76)	(147)	(268)	(203)	(482)	(77)	(87)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely could	9%	10%	9%	10%	12%	7%	9%	10%	10%	5%	2%	10%	21%
Probably could	26%	26%	24%	28%	26%	26%	28%	28%	29%	14%	33%	26%	31%
Probably could not	35%	37%	31%	36%	36%	37%	31%	32%	43%	43%	32%	36%	27%
Definitely could not	18%	19%	18%	16%	14%	17%	21%	16%	13%	22%	20%	17%	13%
Not sure	12%	8%	17%	11%	13%	13%	11%	14%	5%	16%	13%	12%	8%
Totals	100%	100%	99%	101%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(694)	(273)	(229)	(192)	(289)	(232)	(225)	(219)	(172)	(142)	(146)	(254)	(152)

YouGov Survey: Wine

March 5 - 11, 2024 - 1117 US Adult Citizens



Interviewing Dates	March 5 - 11, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.061 to 6.604, with a mean of one and a standard deviation of 0.95.
Number of respondents	1117
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	77 questions not reported.