

WICKED WINES

Wine Buying Behaviour of US Consumers

23 Oct 2020 (updated on 2020-10-23)

```
library(readxl)
wined <- read_excel("data/Research_SPSS.xlsx")
glimpse(wined)
```

```
## Rows: 15
## Columns: 69
## $ 'Participant ID'      <dbl> 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 1...
## $ Age                  <dbl> 38, 48, 35, 26, 45, 55, 51, 34, ...
## $ '1'                  <dbl> 5, 3, 3, 1, 4, 5, 3, 5, 3, 3, 5,...
## $ '2'                  <dbl> 1, 1, 3, 3, 1, 1, 2, 1, 2, 3, 1,...
## $ '3'                  <dbl> 5, 5, 4, 4, 5, 5, 5, 5, 4, 4, 5,...
## $ '4'                  <dbl> 5, 3, 3, 3, 5, 5, 5, 4, 3, 3, 5,...
## $ '5'                  <dbl> 5, 3, 3, 2, 5, 5, 5, 5, 3, 4, 5,...
## $ '6'                  <dbl> 5, 3, 5, 1, 4, 5, 4, 5, 3, 3, 5,...
## $ '7'                  <dbl> 4, 3, 5, 2, 4, 5, 5, 5, 3, 4, 3,...
## $ '8'                  <dbl> 5, 3, 2, 2, 5, 5, 5, 4, 3, 5, 5,...
## $ '9'                  <dbl> 3, 2, 1, 4, 1, 3, 4, 1, 4, 2, 2,...
## $ '10'                 <dbl> 5, 1, 1, 1, 3, 4, 3, 5, 3, 1, 3,...
## $ '11'                 <dbl> 4, 3, 5, 2, 4, 5, 5, 5, 4, 5, 5,...
## $ '12'                 <dbl> 5, 3, 5, 3, 5, 5, 5, 5, 4, 1, 5,...
## $ '13'                 <dbl> 5, 2, 1, 3, 5, 5, 5, 5, 3, 3, 3,...
## $ '14'                 <dbl> 5, 3, 3, 5, 5, 5, 4, 5, 4, 4, 3,...
## $ '15'                 <dbl> 5, 3, 1, 3, 5, 4, 4, 5, 4, 4, 4,...
## $ '16'                 <dbl> 5, 5, 5, 5, 5, 5, 5, 5, 4, 5, 5,...
## $ '17'                 <dbl> 4, 3, 3, 4, 2, 3, 5, 4, 5, 1, 2,...
## $ '18'                 <dbl> 5, 3, 5, 5, 5, 4, 4, 4, 3, 3, 4,...
## $ '19'                 <dbl> 4, 2, 5, 4, 5, 3, 5, 5, 3, 4, 4,...
## $ '20'                 <dbl> 4, 1, 4, 1, 4, 2, 4, 4, 3, 2, 4,...
## $ '21'                 <dbl> 5, 4, 1, 5, 2, 2, 4, 4, 2, 3, 2,...
## $ '22'                 <dbl> 5, 3, 4, 2, 5, 5, 5, 5, 4, 3, 4,...
## $ '23-Wine Spectator'  <dbl> 1, 0, 0, 0, 1, 0, 0, 1, 0, 0, 1,...
## $ '23-Wine Enthusiast' <dbl> 1, 0, 0, 0, 1, 1, 0, 1, 0, 0, 1,...
## $ '23-Robert Parker's Wine Advocate' <dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '23-Food & Wine'     <dbl> 1, 1, 0, 0, 1, 1, 0, 0, 1, 0, 0,...
## $ '23-Bon Appetit'     <dbl> 0, 0, 0, 0, 0, 0, 1, 0, 1, 1, 1,...
## $ '23-Decantur'        <dbl> 1, 0, 0, 0, 1, 0, 1, 1, 0, 1, 0,...
## $ '24-Other'           <dbl> 0, 0, 0, 0, 0, 1, 0, 1, 0, 1, 0,...
## $ '25-a'               <dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '25-c...33'         <dbl> 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0,...
## $ '25-c...34'         <dbl> 1, 0, 1, 0, 1, 1, 0, 0, 0, 1, 1,...
## $ '25-d'               <dbl> 0, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0,...
## $ '25-e'               <dbl> 0, 1, 0, 1, 0, 0, 0, 0, 1, 0, 0,...
```

## \$ '26-a'	<dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## \$ '26-b'	<dbl> 1, 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0,...
## \$ '26-c'	<dbl> 0, 1, 0, 0, 0, 0, 1, 0, 0, 0, 0, 0,...
## \$ '26-d'	<dbl> 0, 0, 0, 1, 1, 0, 0, 0, 1, 0, 0, 0,...
## \$ '26-e'	<dbl> 0, 0, 1, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## \$ '26-f'	<dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## \$ '26-g'	<dbl> 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 0, 0,...
## \$ '26-h'	<dbl> 0, 0, 0, 0, 0, 1, 1, 0, 0, 1, 1,...
## \$ '27'	<dbl> 1, 2, 2, 2, 1, 1, 1, 1, 1, 1, 1, 1,...
## \$ '28-a'	<dbl> 0, 0, 0, 0, 1, 0, 0, 1, 0, 1, 1,...
## \$ '28-b'	<dbl> 1, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0,...
## \$ '28-c'	<dbl> 0, 0, 0, 0, 1, 0, 0, 1, 0, 1, 1,...
## \$ '28-d'	<dbl> 1, 0, 0, 0, 0, 1, 1, 0, 1, 0, 0,...
## \$ '28-e'	<dbl> 0, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0,...
## \$ '28-f'	<dbl> 0, 0, 0, 0, 0, 0, 1, 0, 0, 0, 1,...
## \$ '28-g'	<dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,...
## \$ '29-a'	<dbl> 7, 2, 6, 4, 4, 7, 4, 7, 6, 4, 4,...
## \$ '29-b'	<dbl> 3, 4, 5, 7, 5, 6, 7, 4, 5, 6, 5,...
## \$ '29-c'	<dbl> 6, 1, 7, 2, 7, 4, 2, 3, 1, 5, 7,...
## \$ '29-d'	<dbl> 4, 3, 1, 1, 2, 3, 1, 1, 3, 3, 2,...
## \$ '29-e'	<dbl> 5, 7, 3, 5, 6, 2, 5, 5, 4, 7, 6,...
## \$ '29-f'	<dbl> 2, 6, 4, 6, 3, 5, 6, 6, 7, 2, 3,...
## \$ '29-g'	<dbl> 1, 5, 2, 3, 1, 1, 3, 2, 2, 1, 1,...
## \$ '30'	<dbl> 2, 2, 1, 2, 2, 2, 2, 2, 2, 3, 2,...
## \$ '31'	<dbl> 1, 5, 5, 4, 4, 4, 5, 2, 3, 1, 1,...
## \$ '32'	<dbl> 4, 1, 1, 1, 3, 4, 1, 2, 2, 4, 4,...
## \$ '33'	<dbl> 2, 2, 3, 1, 4, 4, 4, 1, 2, 1, 1,...
## \$ '34'	<dbl> 2, 2, 2, 1, 3, 2, 2, 2, 1, 2, 3,...
## \$ '35'	<dbl> 2, 1, 2, 1, 1, 1, 2, 1, 1, 1, 1,...
## \$ '36'	<dbl> 1, 2, 1, 1, 1, 2, 1, 1, 1, 6, 5,...
## \$ '37'	<dbl> 4, 5, 3, 4, 5, 4, 4, 4, 3, 4, 5,...
## \$ '38'	<dbl> 4, 4, 4, 1, 4, 4, 6, 4, 1, 5, 4,...
## \$ '39'	<dbl> 3, 6, 4, 2, 3, 6, 1, 3, 3, 6, 6,...