Colorado Wine Board

Quantitative Wine User Research

Final Report ~ June 19, 2018

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BACKGROUND AND OBJECTIVES

Background:

- The Colorado Wine Industry Development Board (CWIDB) has tracked Colorado wine drinkers' attitudes and usage of Colorado wines each spring, since 2014.
- In 2016 and 2017, a respondent quota for age breaks and consumption was recommended by Focus RSI in order to keep the sample consistent from year to year. The same held true for the 2018 survey. This allows us an "apples to apples" comparison of data over time.

Research Objectives:

- Compare 2018 vs. 2017 vs. 2016 awareness, usage and attitudes toward Colorado wines among monthly wine drinkers in Colorado
- Compare a sub-group of Denver Metro wine drinkers.
- Continue to track and compare more frequent - weekly+ wine drinkers
- Add in any custom questions to address strategic planning for upcoming year (e.g. wine segments of users in 2018).

RESPONDENTS

Respondents

- N= 500 - males (40% minimum quota) & females
- Ages 21-70; quotas set at 21-35 (30%), 36-50 (30%), 51-70 (40%)
- Co. residents
- Past mo. wine consumption
- Sub cell of weekly+ wine drinkers (see quota below).
- Denver metro sub set with minimum n=275 (soft quota to match previous years).
- Have consumed Co wine n=332 (soft quota to match previous years)
- Have consumed hard cider n= 130 (soft quota to match previous years)

Methodology:

- Online quantitative test using SSI and Research Now panel.
- Quotas were set for wine consumption frequency, so that data are comparable to past surveys.

  Daily – 8%

  More than once a week 36%

  Once a week 19%

  2-3 times / month 26%

  1 time a month 8%

  Special occasions 3%

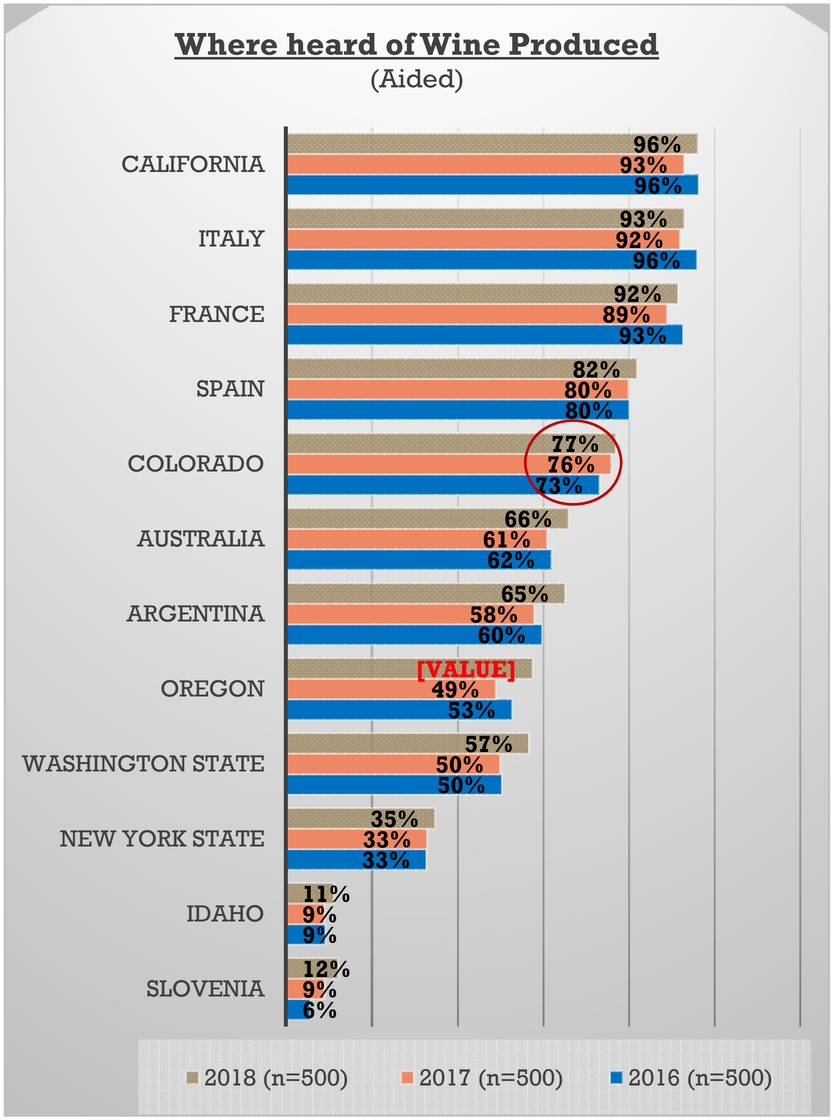
EXECUTIVE SUMMARY

Presentation – Ready Overview of Key Insights

COLO. WINE AWARENESS = STRONG BUT FLAT:

Trending up a little - Awareness of Colorado wine is up slightly in 2018 (77%):

- Up from 73% in 2016 among total (past mo. wine drinkers).
- Conversely, 23% are not aware of CO wines.
- California wine awareness highest (96%); still a large gap vs. Colo. wines.
- Oregon wine improved significantly to 58% in 2018; up from 49% in 2017.



Insight:
Colorado wines continue to have decent awareness among Colorado wine drinking residents -77% among the total sample.

Q. 2 From which of the following geographic areas have you ever heard of wine being produced?

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

OLDER DRINKERS HIGHER IN COLO. WINE AWARENESS:

In Metro Denver – where ad $'s are spent:

- Awareness is on par to 2017, 77% index at 100. And continues to be lower among 21-35 vs. other ages (index 86).

Sub groups:

- 84% of 51-70 are aware of CO wines. Index 108 vs. total.
- More Weekly + are aware of Colo. wines vs. the total sample, indexing higher – see chart below – green boxes.

Sub Group awareness of Colo. wines	2018	2017	Index to total 2018
Metro Denver	77%	78%	100
Weekly + (frequent wine drinkers)	80%	78%	104
Age 21 - 35	66%	65%	86
Age 36-50	81%	72%	105
Age 51-70	84%	88%	108
Male	78%	78%	101
Female	76%	74%	99
Hard Cider Drinkers	78%	81%	101

Insight:
Most subgroups of wine drinkers in Colorado are aware of Colorado wines, though there is room for improvement – recall, California wine awareness is 96%.

Q. 2 From which of the following geographic areas have you ever heard of wine being produced? (check all that apply)

COLO. WINE CONSUMPTION UP A LITTLE – LESS THAN CALI.

Colo wine consumption is up a little - 66% of drinkers have consumed wine from Colorado.

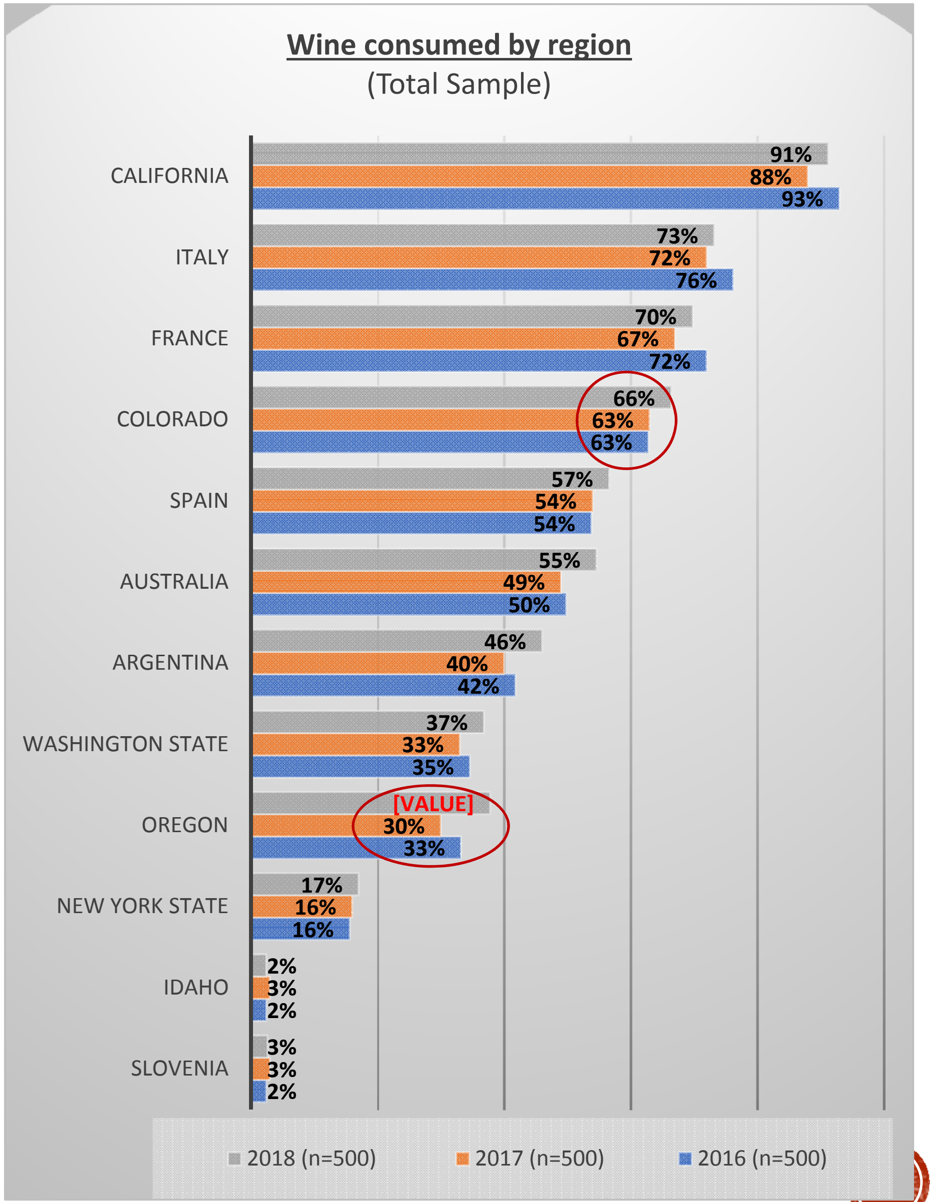
- Up from 63% in 2017.
- Wine consumption is up in most geographies, among Colorado residents.
- Oregon is significantly up to 38% vs. 30% in 2017.
- Most geographies are still lagging California wines in consumption.

Among those aware of Colorado wine, 86% have consumed it; this is on par with 2017 (83%).

- This is notably higher than the total sample 66%.
- Though is still less than California – 95% of those aware of Cali wine have consumed it.

Insight: Trial and repeat are the challenge, not awareness.

2018- Conversion to consumption among those aware	
California (n=481) aware	95%
Australia (n=330) aware	83%
Colorado (n=385) aware	86%
Italy (n=465) aware	79%
France (n=458) aware	76%
Spain (n=385) aware	74%
Argentina (n=326) aware	71%
Oregon (n=288) aware	65%
Washington State (n=284) aware	64%
New York State (n=174) aware	49%
Idaho (n=56) aware	21%
Slovenia (n=61) aware	21%



Q. 3 From which of the following geographic areas have you consumed wine? Check all that apply.

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

COLO. WINE PURCHASE LESS FREQUENT:

- 40% of wine drinkers in Colorado purchase California wine on a weekly or monthly basis.
- Penetration of Colorado wine consumption weekly or monthly is much lower than California and is down slightly (16%), though not significantly vs. 2017 (20%).

	Buy Colo. wine weekly, monthly		
	2018	2017	2016
European wine (e.g. France, Italy, Germany, etc.)	21%	21%	18%
California wine	40%	41%	42%
Colorado wine	16%	20%	16%
Washington and Oregon wine	11%	13%	11%
Wine from US States other than CA, OR, WA and CO	9%	13%	9%
Australia and New Zealand wine	13%	17%	11%
South American wine (e.g. Argentina, Chile, etc.)	14%	16%	13%

- 21% say they have never purchased CO wine in 2018; improved slightly in 2018, though not significantly vs. 2017 (23%).
- Top reasons for not consuming or purchasing more CO wine are a lack of familiarity, preference for other wines, price and availability.

	Have never purchased Wine from…		
	2018	2017	2016
European wine (e.g. France, Italy, Germany, etc.)	9%	11%	8%
California wine	2%	4%	2%
Colorado wine	21%	23%	21%
Washington and Oregon wine	29%	32%	29%
Wine from US States other than CA, OR, WA and CO	27%	25%	27%
Australia and New Zealand wine	22%	25%	27%
South American wine (e.g. Argentina, Chile, etc.)	23%	30%	28%

Why don't you consume or purchase more Colorado wines? Open-end – 2018 (n=463)	%
Not familiar/haven't tried it/don't know enough about Colorado wines/ need to try it to determine	21%
Prefer other brand/other wines from other places are better	17%
Expensive/high price	17%
Availability/not as available as other wines	14%

Q. 9 How often do you typically purchase wine from each of the following geographic areas? (check one timeframe that describes you best)
Q 19. Why don't you consume or purchase more Colorado wine? (open end – mandatory)

COLO. WINE - FUTURE PURCHASE INTEREST - DOWN SLIGHTLY:

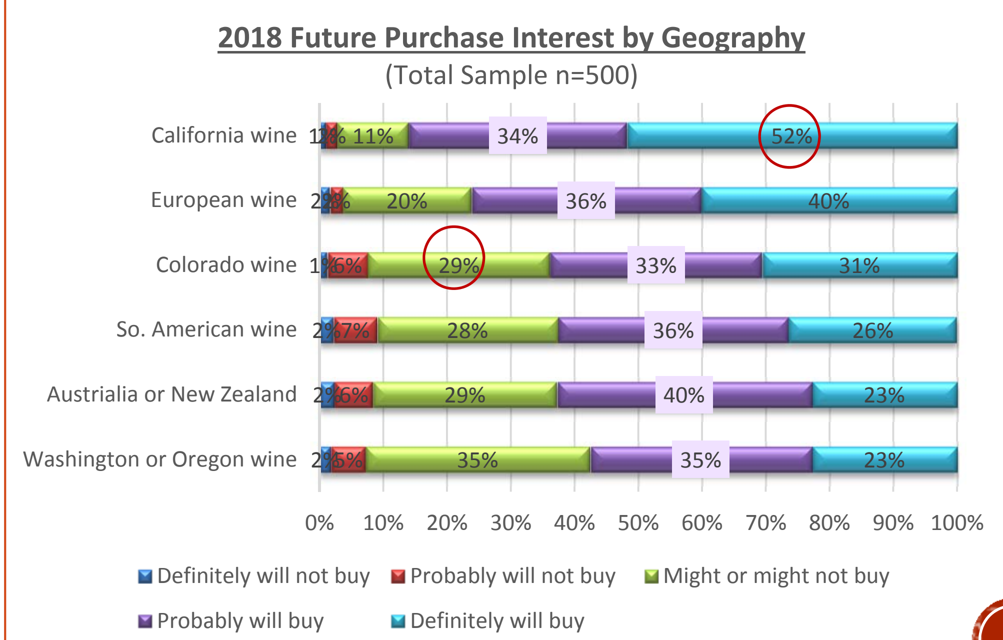
Future Purchase Interest (PI) for Colorado wine and others are statistically at parity with 2017 – chart to right:

- 64% indicate top 2 box purchase interest (T2 Box PI) in Colorado wine purchases in the future; down slightly from 2017 (68%) – but statistically at parity.
- Australian / New Zealand wines were significantly up in 2017 (65%) and are on par in 2018 (63% T2 Box PI) and also on par with Colorado wines.
- California wine PI – remains highest 86% T2 Box PI.

% Top 2 box purchase intent (5 pt. scale)	2018	2017	2016
California wine	86%	86%	89%
European wine	76%	78%	78%
Colorado wine	64%	68%	66%
Austrialia or New Zealand	63%	**65%**	59%
So. American wine	63%	60%	57%
Washington or Oregon wine	58%	54%	61%
Wine from US states other than CA, OR, WA and CO	46%	48%	48%

29% are fence sitters for Colo wine: may or may not buy Colo. Wine (green in chart to right).

- Recall, 23% are not aware of Colo. Wines; slide 6.
- Very low purchase rejection (bottom 2 box) for all geographies.
- Calif wines – strong top box / definitely will buy at 52%.



*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

Q.10 In the future, how interested are you in purchasing wine from each of the following geographic areas? (check one) 5 point scale.

FUTURE PI STRONGER FOR COLO. WINES AMONG YOUNGER AND CURRENT DRINKERS:

Current Colo. Wine drinkers state stronger PI:

- Among those who have consumed Colorado Wines, their interest in repeat purchase is 71% T2 Box PI in 2018; significantly down from 2017 at 77%.
- Even so, they index higher (112) in terms of future PI for Colo. Wines vs. other subgroups below.
- Younger 21-35 and Hard Cider drinkers (who are one in the same) state stronger Future PI for Colorado wines, indexing higher vs. total.

Sub Group PI of Colo. Wines (%T2 Box)	2018	2017	Index to total 2018
Metro Denver – Future PI- Colo wines	62%	65%	97
Weekly + Future PI - Colo wines	65%	69%	102
Colo. Wine drinkers – ever consumed (q3)	71%	**77%**	112
Age 21 - 35	72%	73%	112
Age 36-50	61%	76%	96
Age 51-70	59%	57%	92
Male	62%	67%	97
Female	66%	68%	102
Hard Cider Drinkers	76%	77%	119

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

Insight: Intent to buy again / future PI - is higher among Colo. Wine drinkers, indicating product acceptance.

Repeat purchase among "ever consumed" drinkers is the lower hanging fruit.

Q.10 In the future, how interested are you in purchasing wine from each of the following geographic areas? (check one) 5 point scale.

COLO. WINE SHARE OF PURCHASES IS DOWN:

Fewer Colorado wine drinkers are allocating larger share of purchases to Colo. Wines:

- In 2018, 30% of Colorado wine purchasers indicate they allocate 20% + of their wine purchases to Colorado-produced wines. This is down significantly from 39% in 2017.

Percent of total Wine purchases – among CO. wine drinkers	2018 (n=332)	2017 (n=313)	2016 (n=314)
More than 50% of my wine purchases are Colorado wine	6%	9%	6%
25% to 49% of my wine purchases are Colorado wine	16%	15%	12%
20% to 24% of my wine purchases are Colorado wine	**8%**	**16%**	9%
10% to 19% of my wine purchases are Colorado wine	19%	17%	16%
1% to 9% of my wine purchases are Colorado wine	30%	27%	31%
Less than 1% of my wine purchases are Colorado wine	16%	13%	21%
I do not purchase Colorado wine	5%	4%	5%

share	2018	2017	2016
25%+	22%	**24%**	18%
20%+	**30%**	**39%***	27%

**Rounding variance – not additive at whole decimals.*

Insight: A younger, experimental drinker continues to be a good target for future Colo. Wine purchases.

Sub Groups – 20%+ Share of purchase allocation to Colo. Wines (%T2 Box)	2018	2017	Index to total 2018
Metro Denver – Future PI- Colo wines	**27%**	37%	91
Weekly + Future PI - Colo wines	**28%**	38%	94
Colo. Wine drinkers	**30%**	39%	100
Age 21 - 35	**43%**	53%	143
Age 36-50	34%	43%	112
Age 51-70	**19%**	27%	65
Male	**27%**	41%	90
Female	**33%**	38%	110
Hard Cider Drinkers	44%	51%	148

Most sub groups are significantly down in purchase share allocation to Colorado wines:

- Significantly fewer people are allocating 20% or more share of purchases to Colorado wines in all subgroups, with the exception of Cider drinkers and 36-50 – both are less, but not significantly so.
- More Younger and Hard Cider drinkers allocate larger share of purchases to Co. wines – indexing higher vs. the total. Conversely, fewer older 51-70 purchase a larger share of CO wines.

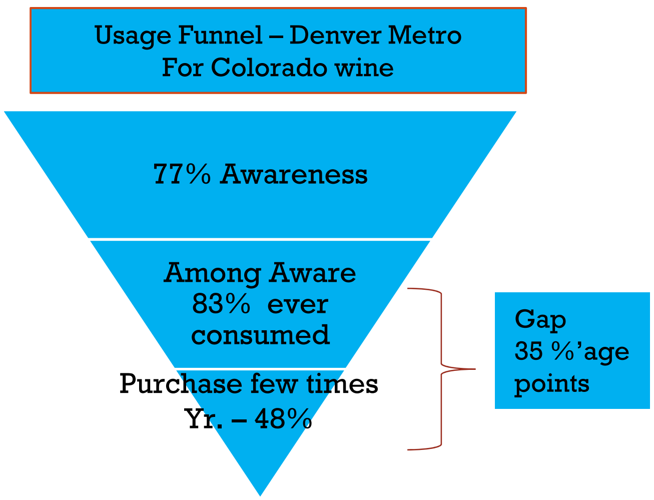
NOTE: *significant differences vs. previous year - noted in* ***Bold red*** *font at the 95% confidence level.*

Q 18 What percentage of your overall wine purchases would you estimate is Colorado wine? Think about the percentage of your purchases in terms of volume. (Among those indicating they've consumed Colorado wine – Q. 3).

CONVERSION FUNNELS – REGULAR CONSUMPTION IS LOW

Denver, where ad money is spent, has strong awareness – 77% - as do other sub groups.

- And in Denver, 86% of those who have heard of CO wines have tried it (Q3 -ever consumed).
- However, Denver Metro has low conversion from triers to regular consumption – only 15% consume Colo. Wines weekly or monthly – a gap of 68%'age points from those aware; and 48% purchase CO wines a few times a year – a gap to awareness of 35%'age points – noted in blue boxes.
- Other sub groups also have very low conversion from "ever tried" to regular usage, as well.
- Quality T2 Box scores are quite low for all sub groups – 50% - 51%.
- Future PI is above average with the majority of subgroups (66%+) stating top 2 box PI – 71% among CO wine drinkers (ever tried). So, people are aware, many have consumed it – purchase intent is good, but conversion is low.
- 27% of wine drinkers In Denver say they allocate 20% or more to Colorado wines in overall share of wine purchases.



Insights:

- Improving quality scores might help more regular use.
- Trial and repeat tactics at retail might help increase regular purchase of CO wines.

2018 – Key measures Among Aware = Base	TOTAL (N=500)	Denver Metro (N=275)	Weekly+ (N=350)	CO wine drinkers (N=332)
Q 2 Heard of Co wine - aided	77%	77%	80%	100%
2018 – Key measuresAmong Aware = Base	TOTAL (N=385)	Metro Den (N=211)	Weekly+ (N=279)	CO wine drinkers (N=332)
Q 3 Co wine ever consumed	86%	83%	90%	100%
	35	35	37	44
Purchase Q 9 - a few times a year	51%	48%	53%	56%
	61	66	69	81
Q 9 Purchase CO W monthly and weekly, among aware of CO wine	15%	17%	21%	19%
Q 18 20% + share to CO wines	30%	27%	25%	30%
Q10 Co wine future PI top 2 box%	68%	66%	69%	71%
Q 13 Co wine price fair – %	67%	70%	65%	68%
Q 11 CO wine quality – T2 Box %	50%	50%	51%	51%

LARGEST WINE SHARE BOUGHT AT NEIGHBORHOOD LIQUOR STORES:

Neighborhood liquor stores have the highest share of purchase locations for wine and Colorado wine.

- Neighborhood liquor stores make up over 1/3 of wine purchase share of locations for both Colorado wine and wines in general. This has stayed constant over time.
- Large, volume discount stores are wine purchase locations for 24%, however, only 17% for CO wines.
- Share of Colorado wine purchases from a winery, wine tasting room (17%) is significantly higher vs. wines in general (4%).

Share of Wine purchase locations in last year	All Wine 2018 (n=500)	All Wine 2017 (n=500)	CO Wine 2018 (n=332 CO wine drinkers)	CO Wine 2017 (n=313 CO wine drinkers)
Neighborhood liquor store	36%	34%	34%	31%
Large, volume discount liquor store	24%	21%	17%	17%
Restaurants	10%	12%	10%	11%
Grocery store that sells wine	7%	7%	4%	5%
Bars	6%	6%	3%	4%
Wine Club	5%	na	1%	na
Wine specialty shop	4%	7%	7%	8%
Winery or wine tasting room	4%	5%	17%	17%
Internet	2%	5%	1%	2%
Farmer's markets	1%	1%	3%	3%
At a sport or concert venue	1%	1%	1%	1%

Insight: Winery and wine tasting rooms are not as accessible as neighborhood liquor stores. Continuing to focus on distribution for Colorado wines at neighborhood liquor stores is important.

Q. 4 What percent of all the wine you bought, during the last year or so, was from the following retail locations?
Q 15 What percent of all the Colorado wine you consumed or bought, during the last year or so, was from the following locations?

NEIGHBORHOOD LIQUOR STORES ARE ALSO WHERE MOST EXPECT TO BUY COLO. WINES:

Over time, locations where respondents expect to buy Colorado wines remain the same.

- Neighborhood liquor stores are where most (70%) wine purchasers expect to find Colorado wines for sale.
- Wineries and wine tasting rooms are expected locations to purchase Colorado wine among 57% of wine drinkers. However, recall from previous slide, only 4% of all wine is purchased from this location.
- Wine Club was included for the first time in 2018 and 24% expect to find Colorado wines for sale here.

Insight: Colorado wines are expected to be sold in a wide variety of distribution outlets.

Where expect to buy CO wines (Among total sample)	2018	2017	2016
Neighborhood liquor store	70%	70%	72%
Winery or wine tasting room	57%	59%	64%
Wine specialty shop	54%	58%	64%
Large, volume discount liquor store	47%	46%	51%
Restaurants	45%	48%	49%
Farmer's markets	36%	38%	39%
Grocery store that sells wine	31%	33%	31%
Bars	29%	31%	33%
Wine Club	24%	-	-
Internet	19%	19%	22%
At a sport or concert venue	13%	10%	13%

Q. 17 Where would you expect to buy **Colorado wines?** (check all that apply)

WHERE IS OCCASION OPPORTUNITY?

Most popular wine consumption occasions do not "fit" Colo. Wines, for many drinkers.

- Gaps in 2018 (as in 2017) continue to be quite large for popular wine drinking occasions - holidays, restaurants, vacations, and at home cooking. See red boxes in chart below.
- 72% drink wine at a restaurant, but only 51% would consider drinking a Colorado wine at a restaurant – gap of 21 percentage points.
- Occasions with fewer wine drinkers participating, are more of a fit for Colo wines – outdoors and a gift for co-worker/friend.

Insight: Occasion-based advertising for Colorado wines may help expand where consumers perceive Colorado wines to "fit."

Total Sample	2018 Occasions consumed wine- q7	2018 Occasions consider including CO wine – q 16	2018 Gap
For a holiday meal or special occasion	76%	50%	-27%
At a restaurant before or with a meal	72%	51%	-21%
At home alone, while relaxing, reading or some activity w/o food	70%	55%	-15%
At home entertaining guests	71%	55%	-17%
While on vacation	71%	42%	-29%
Taking to a friend's house for a meal or party	66%	54%	-13%
At home while cooking	65%	45%	-21%
Outdoors – picnic or BBQ	39%	38%	-1%
As a gift for a co-worker or casual friend	45%	46%	1%

Q. 7 At which of the following occasions have you included wine over the last year or so? (check all that apply) .
Q 16. At which of the following occasions would you consider including **Colorado wine** over the next year or so? (check all that apply)

PRICING SWEET SPOT:

Insight: Colorado wines' optimal pricing is under $20 per bottle.

$9-$14.99 is what 59% of people pay for wine in general:

- 78% of the total sample pay $9 - $19.99.
- 61% pay $12 - $24.99.

Typically Pay for all wine – 2018	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 – price pay – all wine – total sample (n=500)	10%	24%	35%	19%	7%	3%	2%

59%
$9 - $14.99

78%
$9 - $19.99

61%
$12 - $24.99

Colorado wine drinkers expect to pay a little more for Colorado wine vs. all wine.

- 70% of Colorado wine drinkers in the chart below, expect to pay $12-$24.99 per bottle of Colorado wine, significantly more than all wine drinkers typically pay in the same price range in chart above (61%).
- 58% expect to pay $9-$14.99.

Expect to Pay for Colorado wine	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 Colorado wine – total sample (n=500)	7%	24%	29%	23%	13%	2%	2%
2018 Colorado wine – among Colo. wine drinkers (n=332)	5%	21%	28%	28%	14%	2%	1%
2017 Colorado wine – total sample (n=500)	9%	24%	34%	22%	7%	3%	0%
2017 Colorado wine – among Colo. wine drinkers (n=313)	6%	21%	35%	25%	10%	4%	1%

Q. 14 What do you expect to spend at a wine shop or liquor store for a typical bottle (750 ml) of wine from each of the following geographic areas?

58%
$9 - $14.99

70%
$12 - $24.99

"PRICED FAIRLY" PERCEPTION IS DOWN FOR COLO. WINE:

Fewer people believe Colo. Wines are fairly priced; 69% among the total sample (on par with California wines - also 69% in 2018).

- Most sub groups are down slightly (though not significantly) in 2018 vs. 2017 in terms of the number of people that believe Colorado wines are fairly priced.
- Females and Ages 21-35 index higher than the total in terms of believing CO wines are priced fairly.
- Hard Cider and Older drinkers are the lowest, indexing 90 and 91, respectively vs. total.

Value – Colo. Wine Priced Fairly (%)	2018	2017	2018 Index to total
TOTAL – Colo. Wine priced fairly	69%	74%	100
Metro Denver – priced fairly	71%	77%	102
Weekly +	66%	71%	96
Colo. Wine drinkers	68%	73%	98
Age 21 - 35	72%	72%	105
Age 36-50	69%	78%	100
Age 51-70	63%	72%	91
Male	65%	68%	94
Female	73%	77%	105
Hard Cider Drinkers	62%	72%	90

Insight: Price –Value is a key factor in driving purchase interest of Colorado wines.
If price is seen as too high, this will negatively influence trial rates.

Q. 13 Select the statement that best describes your opinion and impression regarding **the pricing for the quality of wines** from each of the following geographic areas. Check one in each row.

QUALITY NEEDS SHORING UP

Quality perception of Colorado wine continues to be lower than other wines.

- Quality perception fell off in 2018 vs. 2017.

Quality of wine (mean score – 5 pt. scale)	2018	2017	2016
European wines	4.26	4.31	4.31
California wines	4.14	4.15	4.21
Colorado wines	3.49	3.57	3.46

Insight:

Giving reasons to believe (RTBs) for quality in consumer messaging – might help improve scores and close the gap to California wines' quality perceptions.

Fewer Colorado Wine drinkers perceive Colorado wines to be good quality – down significantly to 51% in 2018 vs. 62% in 2017.

- Very low percentages of respondents in subgroups perceive Colorado wine to be quality. As comparison, California is 79% T2 Box among the total sample (vs. 45% for Colo. Wines)

Sub Groups – Quality of Colo. Wines (%T2 Box)	2018	2017	Index to total 2018
Total– Quality of Colo. Wine (% T2 Box)	45%	50%	-
Metro Denver – Future PI- Colo wines	43%	49%	96
Weekly + Future PI - Colo wines	47%	53%	104
Colo. Wine drinkers	**51%**	62%	114
Age 21 - 35	46%	51%	102
Age 36-50	45%	56%	100
Age 51-70	44%	46%	98
Male	45%	53%	100
Female	45%	49%	100
Hard Cider Drinkers	51%	57%	113
Total – Quality of California Wines (% T2 Box)	79%	79%	-

Q. 11 Select the statement that best describes your opinion and impression regarding the **quality** of wines from each of the following geographic areas.

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

HOW CAN WE MOVE THE NEEDLE?

Unfamiliarity, Awareness (21%) and trial are barriers to purchase on an open-ended basis.

- 17% indicate they prefer other brands – a rejection of Colo. Wines.
- Pricing is an issue among 17%.
- Availability is also an issue – 14%.

Why don't you consume or purchase more Colorado wines? Top Open-end – 2018 (n=463)	%
Not familiar/haven't tried it/don't know enough about Colorado wines/ need to try it to determine	21%
Prefer other brand/other wines from other places are better	17%
Expensive/high price	17%
Availability/not as available as other wines	14%

Insight:

- Visibility and findability at retail is paramount – just having Colorado wine on the shelf does not mean people will be aware of it.
- Prestige (or quality) of Colorado wines is in question – developing a quality brand image for Colo. Wines is important –not just building awareness.

When aided, unable to find Co wine - comes up as a barrier.

- 24% say they cannot find Colo. Wines
- 17% say Colo. Wines are too expensive.
- 16% indicate Colo. Wines don't have prestige or imagery as other wines.
- 11% believe they don't taste good (quality).

Why you don't consume or purchase more of Colorado wines (aided list)	2018 TOTAL SAMPLE (n=500)
I cannot find Colorado wines where I purchase or consume wine	24%
Colorado wines are too expensive	17%
Colorado wines don't have the prestige or same imagery as other types of wine I usually like to buy	16%
I hear, or believe that Colorado wines don't taste good	11%
I hear, or believe that Colorado does not grow good grapes for wine production	10%
I hear, or believe that Colorado wines taste too fruity	9%
I hear, or believe that Colorado wines are too sweet	8%
The labels are not attractive on Colorado wines.	3%
None of the above (new in 2018; data not)	42%

NOTE: None is new in 2018, thus data not comparable in past years

OPINIONS OF COLORADO WINES:

Consumers believe the Colorado wine industry has potential for future growth.

- Mean scores above 4.00 are strong and continue to include:
  - *CO wine industry has potential for future growth*
  - *Restaurants that feature local food should feature local wines.*
- Respondents score *support local growers, visiting CO wineries and experiment and taste different wines* – relatively stronger vs. other statements.
- Colorado wines are ***not*** perceived to be "*too sweet*" by most - 2.81 mean.
- A new statement, "*I can easily order CO wine online*" scored average – 3.20 mean.

Total Sample 5 point scale – agree – MEAN scores	2018 (n=500)	2017 (n=500)	2016 (n=500)
I believe there are quality wines made in Colorado	3.85	3.90	3.93
I can easily find Colorado wine at my local wine shop or liquor store	3.24	3.08	3.41
I like to buy Colorado and support local growers	3.89	4.05	4.09
I like to buy wine with the Colorado Proud logo on the label	3.43	3.45	na
I think Colorado wines are too sweet	2.81	2.69	na
I think of wines made in Colorado in the same way I do locally grown produce	3.56	3.66	3.63
Craftsmanship is apparent in Colorado wines	3.48	3.54	3.60
I am interested in visiting Colorado wineries	3.94	4.03	4.01
I am interested in Colorado wine tasting events	3.83	3.89	3.92
I see and hear more and more about Colorado wines than I used	3.24	3.29	3.24
I think the Colorado wine industry has potential for future growth	4.04	4.08	4.13
Restaurants that feature locally grown food should also feature local wines	4.04	4.09	4.18
Grapes in Colorado are exposed to cooler nights and hotter days which leads to better wines	3.41	3.40	3.47
I like to experiment and taste different styles of wine and wines from different regions	3.94	4.09	4.12
I can easily order Colorado wine online. NEW IN 2018	3.20		

Insight: Targeting locally grown restaurants is a great way to feature CO wine and gain sampling and trial with a lower risk - glass purchase vs. a higher risk bottle purchase in off premise accounts.

RECOMMENDATIONS

Build awareness by trying different tactics.

- Awareness of CO wines overall and in the Denver Metro area is flat. Further, awareness is on par in non-Metro Denver areas where ad spending is not focused.
- Disrupt the messaging patterns by trying new communication and awareness-building tactics as current tactics are holding awareness steady, but not increasing it.
- Consider event sampling, on and off premise Colorado wine tasting events and other new tactics to build awareness and trial.

Target neighborhood liquor stores with awareness-building communication.

- Neighborhood liquor stores have the highest share of wine purchases. Consider developing off premise point of sale materials for smaller channels (neck hangers, Colorado wine posters, wine description cards, food pairing information), findability signage for retail – see right.
- Restaurants are a key trial on premise channel – as consumers can taste CO wines by the glass; which is a lower investment risk vs. a bottle.

RECOMMENDATIONS

Increase quality perceptions of Colorado wines.

- Develop quality messaging materials for off premise - to promote award-winning Colo. Wines…as examples:
  - Bookcliff Vineyards Ensemble –2013 red Bordeaux blend – winning 2016 governor's Cup for best wine in Colorado . And 2010 Cabernet Franc Reserve – double gold medal winner – best in category at the LA International Wine Competition. (Source – Colorado Serenity Magazine – June 2018)
  - 2016 Governor's Cup winner - Colorado Cellars (Palisade) — 1991 Cabernet Sauvignon, Grand Valley (source: https://coloradowine.com/best-colorado-wines/)

- Target Metro Denver advertising messages with "local sampling" of award-winning wines – in on premise locations that carry Colo. Wines. Encourage on premise retailers to coordinate a Colo. "wine tour" event – sampling different Colo. Wines in on premise establishments.
  - In addition to winning 2018 Winery of the Year, Creekside won the 2017 Governor's Cup with its 2014 cabernet Franc. (Source: Westword Feb. 2018) http://www.westword.com/restaurants/colorado-winery-of-the-year-award-for-2018-goes-to-creekside-cellars-in-evergreen-9994280
  - The Wines of Colorado – in Cascade, CO – sampling and selling 90+ Colo. Wines http://winesofcolorado.com/the-wines/

- Target Colorado publications with press releases, touting award winning CO wines, wine tour vacation ideas, wine bike tours, farmer's markets and Always Buy Colorado messaging. The June issue of *Colorado Serenity* had a nice article on Colo. Wineries.

RECOMMENDATIONS

Develop retention, loyalty and re-purchase programs.

- Recall, conversion from people who have tried Colorado wines to regular use is very low. Purchase Intent is 66%+ so people are not opposed to purchasing it in the future. Slide 13.
- Consider “repeat” purchase programs. Getting those who have tried Colo. Wines to repeat purchase. Consider loyalty programs or a passport program where trying Colo. Wines from different wineries – and punching the passport with wineries from different geographies is the goal. Consider prizes for completed passports – from sampling different wines.

Define occasion fit for Co wines.

- The percent of people drinking wine at various occasions / locations is significantly higher than where they would consider including CO wines.
- Restaurants, at home relaxing, entertaining guests or cooking are popular wine consumption occasions, however, not as much a consideration for inclusion of Colorado wines. Slide 16.
- Consider defining usage occasions through occasion-based advertising, public relations messaging.

RECOMMENDATIONS

Target message tonality to younger, 21-35 more experimental wine drinkers.

- More of them drink wine.
- More of them allocate 20%+ share to Colorado wines.
- More of them (vs. other ages) like to experiment, discover the new (and share their experiences vis social media) & be "in the know." Slide 86.
- More of them are interested in supporting local growers and in visiting local wineries.
- Consider promotions that leverage experiences and experimentation – popular themes among Millennials. A wine version of a Pub Crawl – where consumers can taste various wines from Colorado. Perhaps a bicycle tour of wineries – the Sonoma version in Colorado – consumers enter to win prizes.

DETAILED FINDINGS

Total Sample
Past month wine drinkers, living in Colorado

WHO ARE WINE DRINKERS?:

Wine drinkers drink all kinds of alcohol:

- The number of wine drinkers that also drink beer and spirits is up significantly in 2018 vs. 2017.
- Hard cider penetration among wine drinkers is up slightly to 26% in 2018.

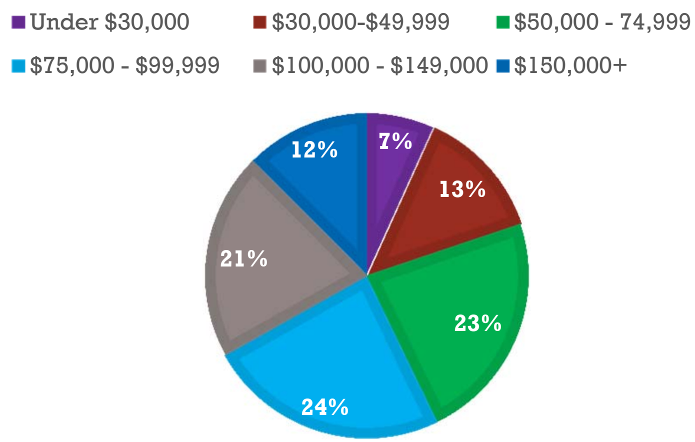
Past month wine drinkers	2018 % also consume other alcohol (n=500)	2017 % also consume other alcohol (n=500)	2016 % also consume other alcohol (n=500)
Wine	100%	100%	100%
Beer	**79%**	66%	**74%**
Spirits, mixed drinks or straight whiskey, vodka, gin, rum, etc.	**70%**	62%	67%
Hard Cider	26%	23%	24%

Income 2018 higher vs. 2017:

- 54% of 2018 wine drinkers have household incomes of $75k+; higher than 2016 (47%)

Income	2018 (n=500)	2017 (n=500)	2016 (n=500)
Less than $75K	**41%**	50%	46%
More than $75k	**54%**	47%	49%

2018 HOUSEHOLD INCOME
(N=500)



Q.S5 Which of the following alcoholic beverages have you consumed in the past month? Please check all that apply.
Q. S8 What range does your annual household income fall into?
Bold red font = significantly different vs. previous year at the 95% confidence level.

DEMOGRAPHICS OF WINE DRINKERS:

Age, Education & Gender

- In 2018, education and income are on par with 2017 and 2016.
- Age and gender targets were set so that the respondent mix is similar to 2016 and 2017.
- Males are closer to half of the sample in 2018 (47%).

AGE	AGE - 2018 (n=500)	AGE - 2017 (n=500)	AGE - 2016 (n=500)
21-35	33%	36%	30%
36-50	27%	27%	30%
51-70	40%	37%	40%

GENDER	2018 (n=500)	2017 (n=500)	2016 (n=500)
Male	**47%**	35%	40%
Female	53%	**65%**	**60%**

Education– % total sample	2018 (n=500)	2017 (n=500)	2016 (n=500)
Some high school	1%	0%	0%
Graduated high school	6%	7%	6%
Some College	19%	18%	22%
Graduated 2 year college	9%	10%	10%
Graduated 4 year college	37%	42%	37%
Post graduate degree – masters or doctorate	28%	23%	25%

Q. S1 What is your gender?
Q. S4 In which range does your age fall?
Q. S9. What is your highest level of education? (check one). Note – not asked in 2015.
Bold red font = significantly different vs. previous year at the 95% confidence level.

SEGMENTS OF WINE DRINKERS:

- In 2018, CWIDB added a new question based on wine industry articles that indicate there are segments of wine drinkers, motivated by differing needs.
- Of the segments below, Traditionalist, Overwhelmed and Image are too small to read as a separate group. This does not mean that these segments don't exist, but could mean that as described below, we "missed" connecting with these types of wine drinkers.

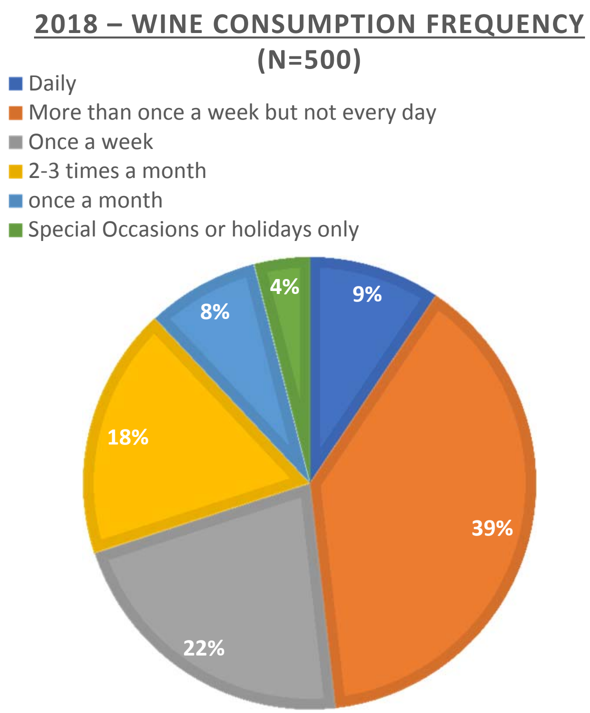
SEGMENTS	Among the total sample	% Total
Traditionalist (n=63)	I tend to drink a range of wines from established, well-known wineries.	13%
Enthusiast (n=152)	I feel comfortable with my knowledge of wine, which might be more than the average wine drinker. I like to take my time to browse the wine section to seek out new and interesting wines.	30%
Overwhelmed (n=57)	I am sometimes a little overwhelmed or confused by all the choices on a wine list or at a liquor store, which leaves me at a loss as to what kind of wine I want to buy or drink.	11%
Savvy (n=98)	I enjoy shopping at different stores in search of the best deals and discovering new wines. I always have a few favorites to fall back on to supplement my discoveries.	20%
Satisfied Sipper (n=126)	I feel that I don't know a lot about wine, but I do know what wines I like. I tend to drink the same wines that I know I like.	25%
Image (n=4)	I sometimes use the Internet to seek out highly-rated wines, new innovations and to learn more about wines. I am often the first among my friends to try a wine.	1%

Q. 8 When you drink or purchase wine - which of the following statements describes you the best?

FREQUENCY OF WINE CONSUMPTION:

- In 2018 and with previous tests, targets were set to ensure the incidence of respondents falling in different wine consumption frequencies was similar to past tests. Targets were set based on previous tests where consumption frequency fell naturally within the sample.
- In 2018, 70% of the sample consumes wine weekly or more often, similar to 2016, 66%.
- 39% consume wine 2-3 times per month.

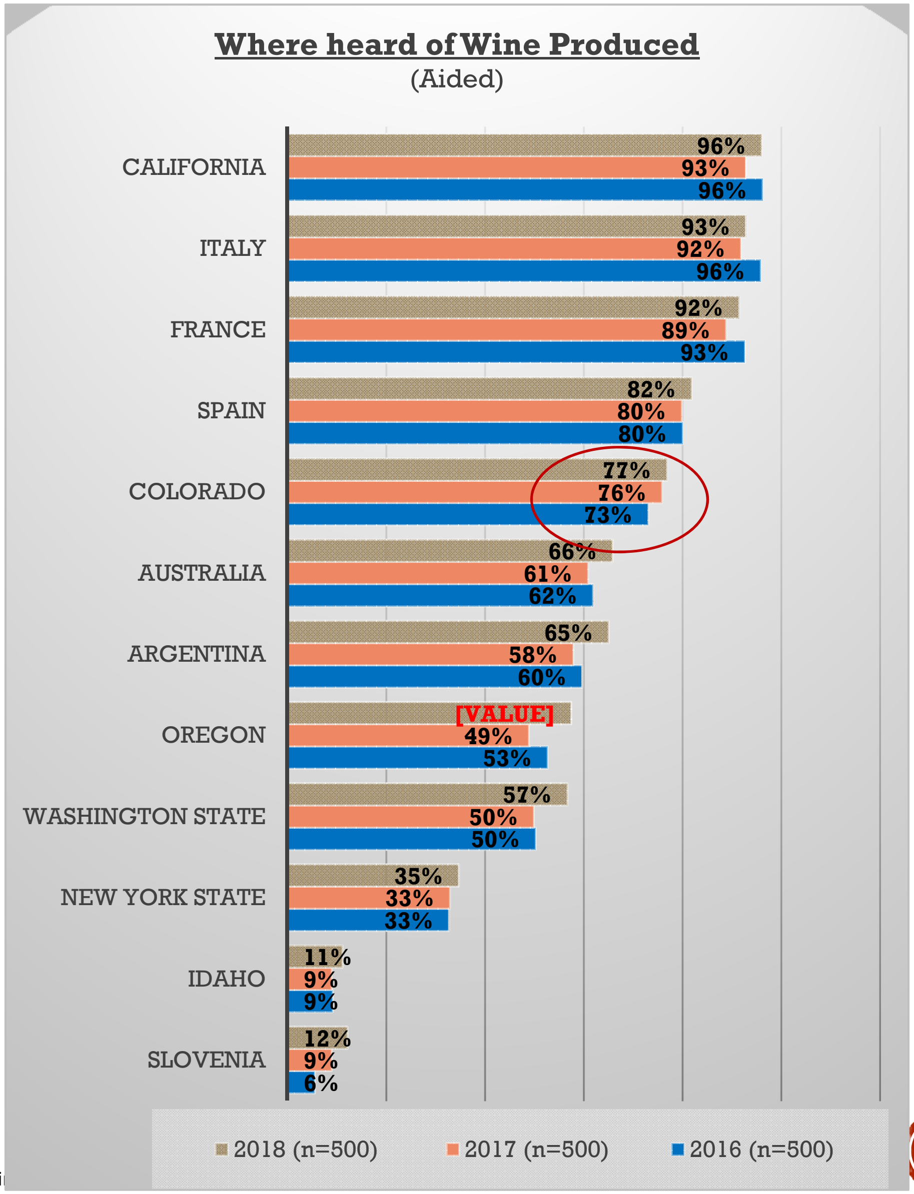
Wine consumption frequency	2018 (n=500)	2017 (n=500)	2016 (n=500)
Weekly or more often	70%	69%	66%
Less than weekly	30%	31%	34%



Q.S6 On average, how often do you drink wine?
Note: Total sample = consumed wine in past month

AWARENESS –WINE PRODUCTION GEOGRAPHY

- 77% of Colorado wine drinkers know wine is produced in Colorado; up slightly from 2017 76%.
- Aided Awareness of wine from most geographies is on par to 2017. The exception is Oregon – significantly up to 58% in 2018.
- California has strong awareness, with First mentions on an unaided awareness among 63% of the sample.



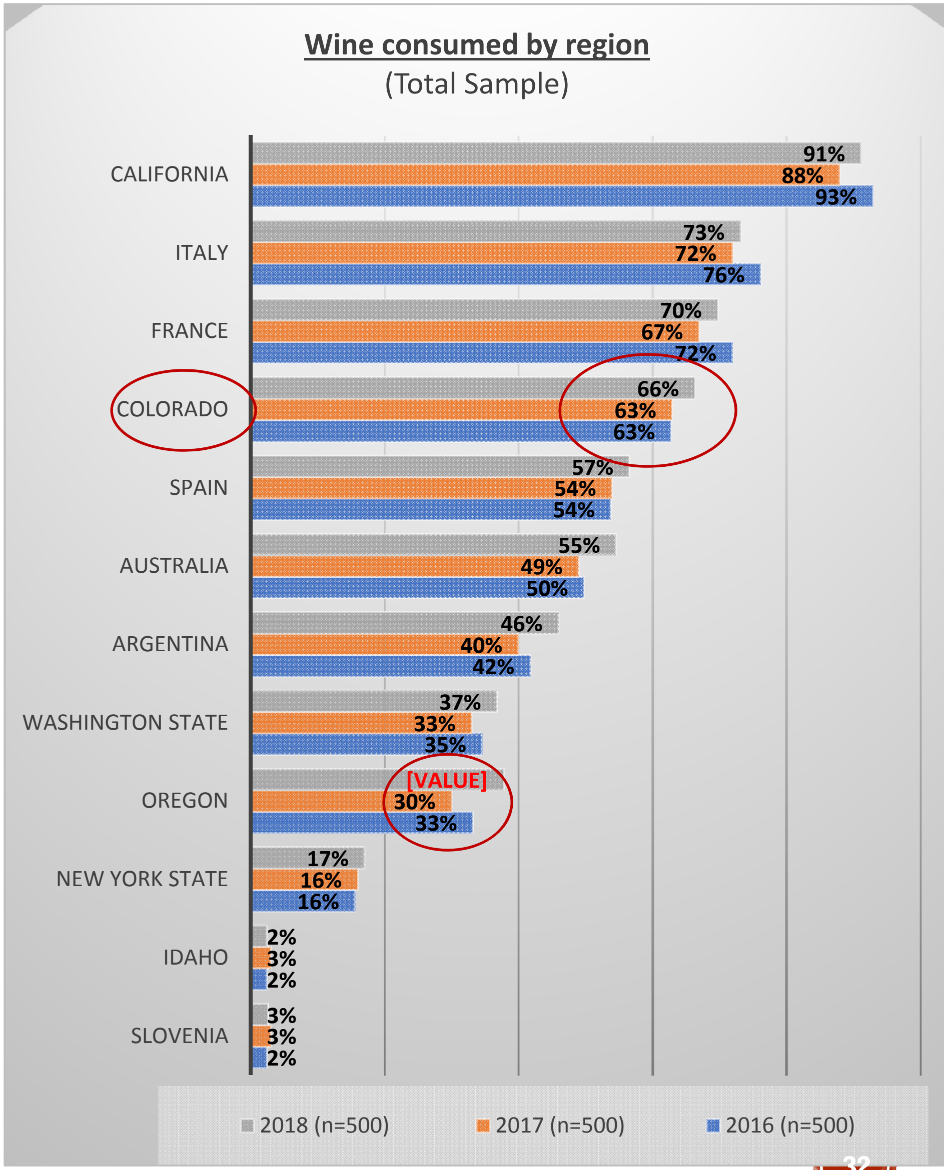
First Mention – Open end, Unaided Awareness		
	2018	2017
Cali, Napa, Sonoma	63%	56%
France	10%	13%
Italy	10%	10%
Colo, West Slope, Grand Jct., Palisade	6%	6%

Q. 1 What geographic areas come to mind when thinking about where wine is produced? Write i
Q. 2 From which of the following geographic areas have you ever heard of wine being produced? (check all that apply)

CONSUMPTION – BY GEOGRAPHY:

- 66% of Colorado wine drinkers have consumed wine from Colorado, up a little vs. 2017 (63%).
- California wine consumption is 91% of the total sample and consumption remains significantly higher than all other wine production geographies.
- 2018 wine consumption in Italy and France rebounded from 2017, but not significantly so.
- Among those aware of Colorado wine, 86% have consumed it; this is on par with 2017 (83%). This is notably higher than the total sample 66%. Though is still less than California – 95% of those aware of Cali wine have consumed it.

2018- Conversion to consumption among those aware	
California (n=481) aware	95%
Australia (n=330) aware	83%
Colorado (n=385) aware	86%
Italy (n=465) aware	79%
France (n=458) aware	76%
Spain (n=385) aware	74%
Argentina (n=326) aware	71%
Oregon (n=288) aware	65%
Washington State (n=284) aware	64%
New York State (n=174) aware	49%
Idaho (n=56) aware	21%
Slovenia (n=61) aware	21%



Q. 3 From which of the following geographic areas have you consumed wine? Check all that apply.

SHARE OF WINE PURCHASE LOCATIONS:

Neighborhood liquor stores are where most buy wine and Colorado wine.

- Neighborhood liquor stores make up over 1/3 of wine purchase locations for both Colorado wine and wines in general. This has stayed constant over time.
- However, a larger percent of Co wine drinkers buy Colorado wine at a winery, wine tasting room (17%) vs. wines in general (4%).
- Large, volume discount stores are wine purchase locations for 24%, however, only 17% for CO wines.

Share of Wine purchase locations in last year	All Wine 2018 (n=500)	All Wine 2017 (n=500)	CO Wine 2018 (n=332 Colo wine drinkers)	CO Wine 2017 (n=313 Colo wine drinkers)
Neighborhood liquor store	36%	34%	34%	31%
Large, volume discount liquor store	24%	21%	17%	17%
Restaurants	10%	12%	10%	11%
Grocery store that sells wine	7%	7%	4%	5%
Bars	6%	6%	3%	4%
Wine Club	5%	na	1%	na
Wine specialty shop	4%	7%	7%	8%
Winery or wine tasting room	4%	5%	17%	17%
Internet	2%	5%	1%	2%
Farmer's markets	1%	1%	3%	3%
At a sport or concert venue	1%	1%	1%	1%

Q. 4 What percent of all the wine you bought, during the last year or so, was from the following retail locations? If you don't buy wine at a location, please enter "0".
Q 15 What percent of all the Colorado wine you consumed or bought, during the last year or so, was from the following locations?

WHERE EXPECT TO BUY COLO WINES:

- Most wine drinkers (70%) expect to find Colorado wines at their neighborhood liquor stores.
- Winery or wine tasting rooms are locations where wine drinkers expect to buy Colorado wines (57% in 2018) – this is true over time, as well.
- Selection and Convenience continue to be drivers that influence larger numbers of wine purchasers on where to purchase wine.

Where would you expect to buy Colorado wines?	2018 TOTAL SAMPLE (n=500)	2017 TOTAL SAMPLE (n=500)	2016 TOTAL SAMPLE (n=500)
Neighborhood liquor store	70%	70%	72%
Wine specialty shop	54%	**58%**	64%
Winery or wine tasting room	57%	59%	64%
Restaurants	45%	48%	49%
Large, volume discount liquor store	47%	46%	51%
Farmer's markets	36%	38%	39%
Grocery store that sells wine	31%	33%	31%
Bars	29%	31%	33%
At a sport or concert venue	13%	10%	13%
Internet	19%	19%	22%
Wine club (new in 2018 survey)	24%	na	na

Wine decision factors	2018 (n=500)	2017 (n=500)	2016 (n=500)
Selection	69%	69%	70%
Convenience	59%	58%	55%
Knowledgeable staff or other reliable source of information about the wines	37%	36%	39%
Supporting local businesses	37%	34%	38%
Quality of service	26%	30%	28%

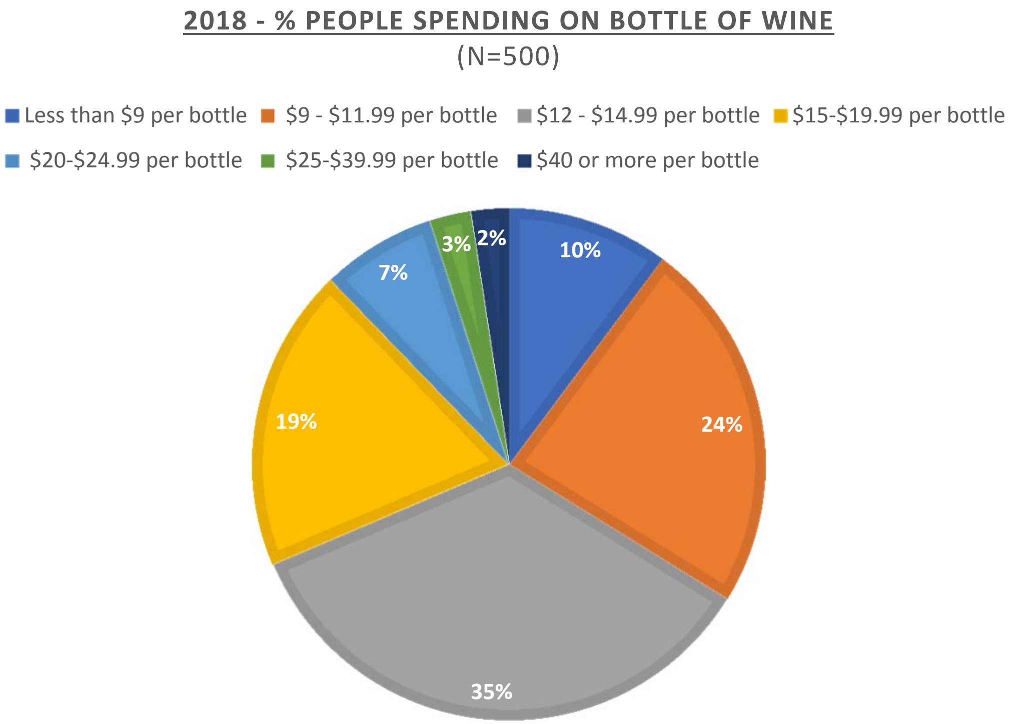
NOTE: *significant differences vs. previous year - noted in* ***Bold red*** *font at the 95% confidence level.*

Q. 17 Where would you expect to buy **Colorado wines?** (check all that apply)
Q. 6 Other than price, what factors influence where you most like to purchase wine? (check all that apply)

MOST CONTINUE TO SPEND LESS THAN $15/ BOTTLE:

- 69% in 2018 spend less than $15/bottle (67% in 2017).
- 35% spend $12 - $14.99 per bottle in 2017 (31% in 2017).
- 34% typically spend less than $12 per bottle in 2018 (36% in 2016).

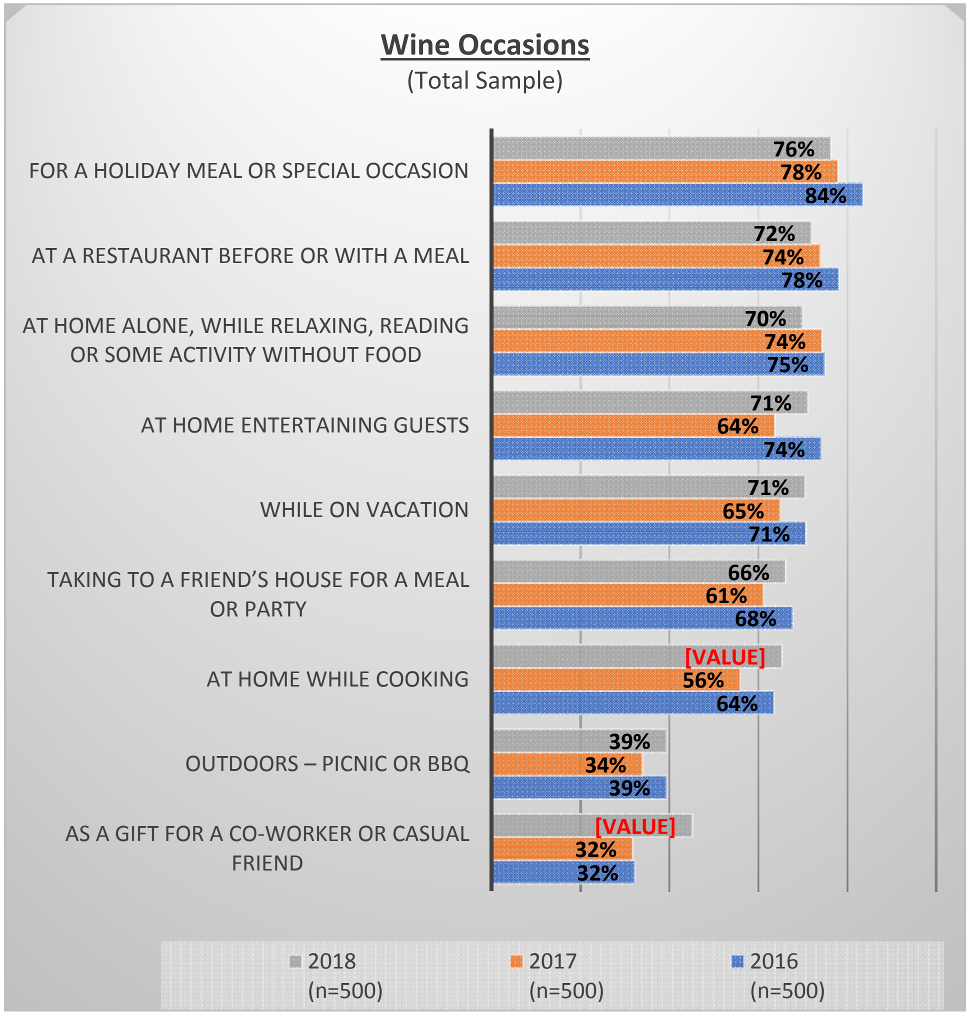
Spend per bottle wine	2018 (n=500)	2017 (n=500)	2016 (n=500)
Less than $9 per bottle	10%	11%	10%
$9 - $11.99 per bottle	24%	25%	22%
$12 - $14.99 per bottle	35%	31%	34%
$15 - $19.99 per bottle	19%	19%	22%
$20 - $24.99 per bottle	7%	8%	9%
$25 - $39.99 per bottle	3%	4%	3%
$40 or more per bottle	2%	2%	1%



Q. 5 How much do you typically spend on a standard (750 ml) bottle of wine at a liquor store, a grocery store, or a specialty wine shop?

OCCASIONS FOR WINE:

- 2018 respondents continue to participate in a wide variety of wine occasions.
- Restaurants are wine occasions among 72% in 2018 – an important location for Colorado wine distribution.
- Home while cooking (65% participate) and Gift for friend (45% participate) are significantly up in participation vs. 2017 – noted in red in the chart to the right.
- Holiday continues to be a popular wine occasion –76% in 2018, however, holidays or special occasions are most likely not frequently occurring events.



Q. 7 At which of the following occasions have you included wine over the last year or so? (check all that apply) .

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

OCCASIONS FOR WINE VS. COLO WINE:

Most popular wine consumption occasions do not “fit” Colo. Wines, for many drinkers.

- Gaps in 2018 (as in 2017) continue to be quite large for holidays, restaurants, vacations, and at home cooking and entertaining guests. See red boxes in chart below.
- 72% drink wine at a restaurant, but only 51% would consider drinking a Colorado wine at a restaurant – gap of 21 percentage points in 2018.
- Occasions with fewer participating are a fit for Colo wines – outdoors and a gift for co-worker/friend; where gaps are small.

Total Sample	2018 Occasions consumed wine	2018 Occasions consider including CO wine	2018 Gap	2017 Occasions consumed wine	2017 Occasions consider including CO wine	2017 Gap
For a holiday meal or special occasion	76%	50%	-27%	78%	55%	-23%
At a restaurant before or with a meal	72%	51%	-21%	74%	55%	-19%
At home alone, while relaxing, reading or some activity w/o food	70%	55%	-15%	74%	60%	-14%
At home entertaining guests	71%	55%	-17%	64%	55%	-9%
While on vacation	71%	42%	-29%	65%	40%	-25%
Taking to a friend’s house for a meal or party	66%	54%	-13%	61%	54%	-7%
At home while cooking	65%	45%	-21%	56%	48%	-8%
Outdoors – picnic or BBQ	39%	38%	-1%	34%	39%	5%
As a gift for a co-worker or casual friend	45%	46%	1%	32%	42%	10%

Q. 7 At which of the following occasions have you included wine over the last year or so? (check all that apply) .
Q 16. At which of the following occasions would you consider including **Colorado wine** over the next year or so? (check all that apply)

FREQUENCY OF WINE PURCHASED BY REGION:

- More wine drinkers consume wines from various geographies "a few times a year" - European wine is consumed a few times a year by 42% of wine drinkers.
- Colorado wine is consumed "a few times a year" by 28% of wine drinkers.
- Penetration of Colorado wine consumption is down slightly, though not significantly in 2018 in the more frequent weekly and monthly timeframes 2018 vs. 2017.
- 21% say they have never purchased CO wine in 2018; improved slightly, though not significantly vs. 2017 (23%).

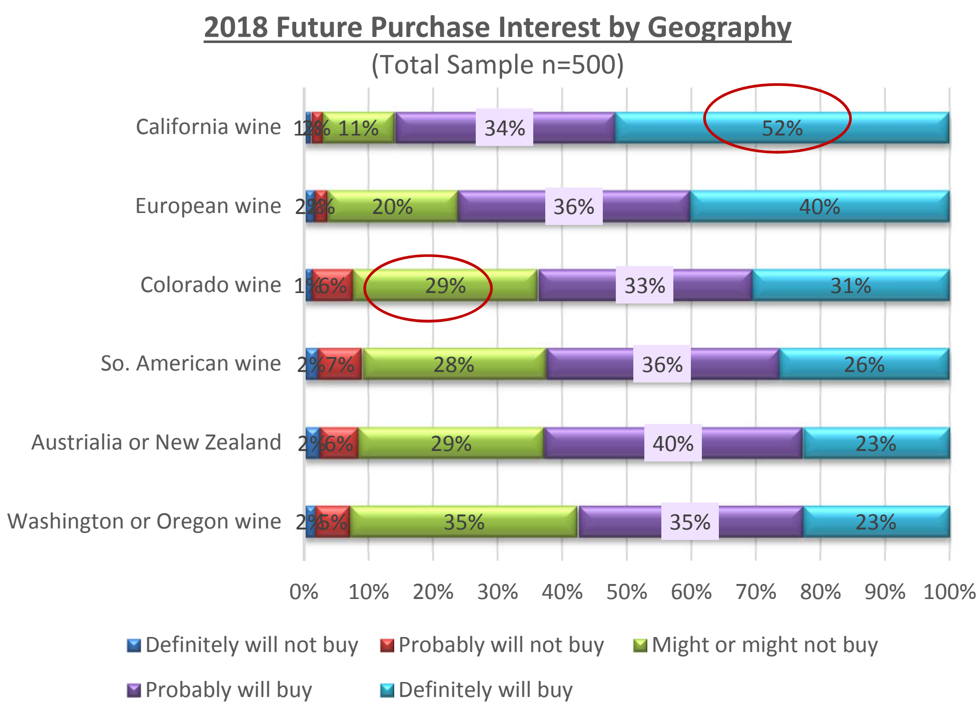
% wine drinkers	Weekly			Monthly			A few times a year		
	2018	2017	2016	2018	2017	2016	2018	2017	2016
European wine (e.g. France, Italy, Germany, etc.)	4%	4%	2%	16%	17%	16%	42%	42%	42%
California wine	8%	9%	7%	31%	32%	35%	46%	39%	45%
Colorado wine	5%	6%	3%	11%	14%	13%	28%	27%	26%
Washington and Oregon wine	3%	2%	1%	8%	11%	10%	25%	19%	23%
Wine from US States other than CA, OR, WA and CO	2%	3%	1%	7%	10%	8%	25%	23%	25%
Australia and New Zealand wine	3%	3%	2%	10%	14%	9%	33%	26%	29%
South American wine (e.g. Argentina, Chile, etc.)	3%	3%	2%	12%	13%	11%	31%	24%	27%

% wine drinkers	Around once a year			Less than once a year			Never purchased		
	2018	2017	2016	2018	2017	2016	2018	2017	2016
European wine (e.g. France, Italy, Germany, etc.)	15%	12%	15%	13%	14%	16%	9%	11%	8%
California wine	7%	7%	8%	5%	8%	4%	2%	4%	2%
Colorado wine	16%	14%	14%	20%	16%	22%	21%	23%	21%
Washington and Oregon wine	17%	16%	17%	18%	21%	20%	29%	32%	29%
Wine from US States other than CA, OR, WA and CO	16%	14%	13%	23%	25%	26%	27%	25%	27%
Australia and New Zealand wine	16%	15%	15%	16%	17%	18%	22%	25%	27%
South American wine (e.g. Argentina, Chile, etc.)	16%	16%	14%	16%	15%	19%	23%	30%	28%

Q. 9 How often do you typically purchase wine from each of the following geographic areas? (check one timeframe that describes you best)

FUTURE PURCHASE INTEREST:

- 64% indicate top 2 box purchase interest (T2 Box PI) in Colorado wine purchases in the future; down slightly from 2017 (68%) – but statistically at parity.
- Australian / New Zealand wines were significantly up in 2017 (65%) and on par in 2018 (63% T2 Box PI)– on par with Colorado wines.
- California wine PI – remains highest 86% T2 Box PI; 52% definitely will buy.
- 29% are fence sitters for Colo wine: may or may not buy Colo. wine.
- Very low purchase rejection/ bottom 2 boxes - for all geographies in charts below.



% Top 2 box purchase intent (5 pt. scale)	2018	2017	2016
California wine	86%	86%	89%
European wine	76%	78%	78%
Colorado wine	64%	68%	66%
Austrialia or New Zealand	63%	**65%**	59%
So. American wine	63%	60%	57%
Washington or Oregon wine	58%	54%	61%
Wine from US states other than CA, OR, WA and CO	46%	48%	48%

NOTE: *significant differences vs. previous year - noted in* ***Bold red*** *font at the 95% confidence level.*

Q.10 In the future, how interested are you in purchasing wine from each of the following geographic areas? (check one) 5 point scale.

IMPRESSIONS OF QUALITY BY REGION:

- Quality impressions among wine drinkers continues to be very strong for European and California– above 4.00 mean.
- Colorado wines are perceived to be significantly lower in quality (45% T2 Box) vs. California (83% T2 Box) and European wines (79% T2 Box). This is a large gap.

Quality of wine (mean score – 5 pt. scale)	2018	2017	2016
European wines	4.26	4.31	4.31
California wines	4.14	4.15	4.21
Colorado wines	3.49	**3.57**	3.46

2018 T2 Box %	2017 T2 Box %
83%	85%
79%	79%
45%	50%

NOTE: *significant differences vs. previous year - noted in* ***Bold red*** *font at the 95% confidence level.*

- Significantly fewer people believe Colorado wines are improving in quality in 2018 (50%) vs. 2017 (58%).
- Fewer wine drinkers believe European (27%) and California wines (42%) are improving in quality during 2018 – this is likely due to already high perceptions of quality – thus, no need for improvement.

Changes in quality - Among total wine drinkers (n=500)	Quality significantly declining	Quality somewhat declining	Quality staying about the same	Quality somewhat improving	Quality significantly improving	% Top 2 box
European wine - 2018	0%	4%	69%	17%	11%	27%
European wine - 2017	1%	3%	63%	21%	12%	33%
European wine - 2016	0%	3%	67%	20%	9%	29%
California wine - 2018	1%	3%	55%	28%	13%	42%
California wine - 2017	1%	5%	45%	36%	14%	49%
California wine - 2016	0%	3%	48%	38%	11%	49%
Colorado Wine - 2018	0%	2%	47%	35%	16%	50%
Colorado wine - 2017	0%	2%	39%	41%	17%	**58%**
Colorado wine - 2016	0%	3%	40%	43%	14%	57%

Q. 11 Select the statement that best describes your opinion and impression regarding the **quality** of wines from each of the following geographic areas. Check one in each row. 5 pt. scale
Q. 12 Select the statement that best describes your opinion and impression of the **change in quality of wines** over time from each of the following geographic areas. (check one in each row) 5 pt. scale

VALUE BY REGION:

- 69% believe both Colorado and California wines are fairly priced in 2018.
- European wines are thought to be somewhat and extremely overpriced by 54% of wine drinkers.
- Colorado wines are perceived to be fairly priced by 69% of wine drinkers; significantly more than European wine perceptions of fairly priced (45%).
- Over time, "fairly priced" perceptions for both California and Colorado wines remain similar.

Total wine drinkers (n=500) Value	Extremely underpriced	Somewhat underpriced	Fairly priced	Somewhat overpriced	Extremely overpriced
European wine - 2018	0%	1%	45%	47%	7%
European wine - 2017	0%	2%	43%	46%	9%
European wine - 2016	0%	1%	37%	54%	8%
California wine - 2018	0%	1%	69%	26%	4%
California wine - 2017	0%	2%	68%	27%	2%
California wine - 2016	0%	2%	70%	25%	3%
Colorado wine - 2018	0%	2%	69%	24%	5%
Colorado wine - 2017	1%	4%	74%	19%	3%
Colorado wine - 2016	0%	3%	73%	21%	3%

Q. 13 Select the statement that best describes your opinion and impression regarding **the pricing for the quality of wines** from each of the following geographic areas. Check one in each row.

PRICE EXPECTATION BY REGION:

- Over time, price expectations have not changed much by region.
- 76% of wine drinkers expect to pay $9 - $19.99 for Colorado wine. This is on par to California wine – 76% also expect to pay this range.
- Recall from chart 35 that 69% in 2018 spend less than $15/bottle.
- As in past surveys, European wines are expected to cost more; $12-$25 per bottle, by 76% of wine drinkers in 2018.

Total wine drinkers Expect to Pay	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
European wine - 2018	2%	7%	22%	32%	22%	9%	6%
European wine - 2017	4%	9%	21%	27%	22%	11%	6%
European wine - 2016	2%	9%	20%	29%	21%	13%	6%
California wine - 2018	6%	21%	31%	24%	11%	5%	2%
California wine - 2017	8%	18%	35%	23%	10%	6%	1%
California wine - 2016	7%	19%	31%	25%	12%	5%	1%
Colorado wine - 2018	7%	24%	29%	23%	13%	2%	2%
Colorado wine - 2017	9%	24%	34%	22%	7%	3%	0%
Colorado wine - 2016	6%	22%	35%	26%	8%	2%	1%

Q. 14 What do you expect to spend at a wine shop or liquor store for a typical bottle (750 ml) of wine from each of the following geographic areas? Check one in each row.

PURCHASE AMONG DRINKERS OF COLO. WINE:

- Fewer Colorado wine drinkers are allocating larger share of purchases to Colo. Wines.
- In 2018, 30% of Colorado wine purchasers indicate they allocate 20% + of their wine purchases to Colorado-produced wines. This is down significantly from 39% of drinkers allocation 20%+ share in 2017.

Percent of total Wine purchases – among CO. wine drinkers	2018 (n=332)	2017 (n=313)	2016 (n=314)
More than 50% of my wine purchases are Colorado wine	6%	9%	6%
25% to 49% of my wine purchases are Colorado wine	16%	15%	12%
20% to 24% of my wine purchases are Colorado wine	**8%**	**16%**	9%
10% to 19% of my wine purchases are Colorado wine	19%	17%	16%
1% to 9% of my wine purchases are Colorado wine	30%	27%	31%
Less than 1% of my wine purchases are Colorado wine	16%	13%	21%
I do not purchase Colorado wine	5%	4%	5%

share	2018	2017	2016
25%+	22%	**24%**	18%
20%+	**30%**	**39%***	27%

*NOTE: significantly higher differences noted in **Bold red** font at the 95% confidence level.*
**Rounding variance – not additive at whole decimals.*

Q 18 What percentage of your overall wine purchases would you estimate is Colorado wine? Think about the percentage of your purchases in terms of volume. (Among those indicating they've consumed Colorado wine – Q. 3).

REASONS FOR NOT CONSUMING/PURCHASING COLO. WINES:

- Among the total sample, on an open ended basis, 21% state unfamiliarity as a reason why they don't drink or buy more Colorado wines.
- 17% state rejection of Colo. Wines, writing that they prefer wines from other places.
- 17% also state Colorado wines are too expensive.
- 14% indicate a lack of availability.

Why don't you consume or purchase more Colorado wines? Open-end – 2018 (n=463)	%
Not familiar/haven't tried it/don't know enough about Colorado wines/ need to try it to determine	21%
Prefer other brand/other wines from other places are better	17%
Expensive/high price	17%
Availability/not as available as other wines	14%
Lack of variety/selection	9%
Poor quality	7%
Like to try different varieties besides Colorado wines	6%
Limited reputation/not widely known/advertised	5%
General negative mentions (i.e. not good, don't like it, etc.)	4%
Not a wine drinker/don't drink wine that often	4%
Tried it before/had bad experience with it	4%
I support/buy local wines	4%
Not interested/don't think about it	3%
Don't like the taste/flavor	3%
Too sweet/fruity/prefer drier wine	2%
Don't pick based on region/not focused on wine origin	2%
I'll be buying one soon	1%
Depending on my mood	1%
Just recently started drinking it/just recently become aware	1%
Just my habit	1%
Other	2%

Q 19. Why don't you consume or purchase more Colorado wine? (open end – mandatory)

FINDING COLO. WINES:

- On an aided basis, 24% indicate they cannot fine Colo. Wine. In addition, 16% say Colo wines do not have the same imagery as other types.
- While still a challenge, findability of Colorado wines has improved in 2018 – see lower chart. Significantly fewer people (24%) in 2018 (vs. 2017 – 32%) indicate that they CANNOT/ Bottom 2 Box "…easily find Colorado wine at my local wine shop or liquor store."

Why you don't consume or purchase more of Colorado wines (aided list)	2018 TOTAL SAMPLE (n=500)
I cannot find Colorado wines where I purchase or consume wine	24%
Colorado wines don't have the prestige or same imagery as other types of wine I usually like to buy	16%
Colorado wines are too expensive	17%
I hear, or believe that Colorado wines don't taste good	11%
I hear, or believe that Colorado does not grow good grapes for wine production	10%
I hear, or believe that Colorado wines taste too fruity	9%
I hear, or believe that Colorado wines are too sweet	8%
The labels are not attractive on Colorado wines.	3%
None of the above (new in 2018)	42%

I can easily find Colorado wine at my local wine shop or liquor store	Top 2 Box %	Bottom 2 Box %
2018 Total Sample (n=500)	42%	24%
2017 Total Sample (n=500)	33%	32%
2016 Total Sample (n=500)	48%	21%

Q. 20 In addition to what you wrote, are any of the reasons below why you don't consume or purchase more of Colorado wines?
Q. 21 What are your opinions and impressions of **Colorado wines?** Check below how much you agree or disagree with each statement.

OPINIONS OF COLORADO WINES:

- Mean scores above 4.00 are strong and continue to include:
  - *CO wine industry has potential for future growth*
  - *Restaurants that feature local food should feature local wines.*
- Respondents score *support local growers, visiting CO wineries and experiment and taste different wines* – relatively stronger vs. other statements.
- Colorado wines are not perceived to be "*too sweet*" = 2.81 mean.
- A new statement, "*I can easily order CO wine online*" scored average – 3.20 mean.

Total Sample 5 point scale – agree – MEAN scores	2018 (n=500)	2017 (n=500)	2016 (n=500)
I believe there are quality wines made in Colorado	3.85	3.90	3.93
I can easily find Colorado wine at my local wine shop or liquor store	3.24	**3.08**	3.41
I like to buy Colorado and support local growers	3.89	4.05	4.09
I like to buy wine with the Colorado Proud logo on the label	3.43	3.45	na
I think Colorado wines are too sweet	2.81	2.69	na
I think of wines made in Colorado in the same way I do locally grown produce	3.56	3.66	3.63
Craftsmanship is apparent in Colorado wines	3.48	3.54	3.60
I am interested in visiting Colorado wineries	3.94	4.03	4.01
I am interested in Colorado wine tasting events	3.83	3.89	3.92
I see and hear more and more about Colorado wines than I used	3.24	3.29	3.24
I think the Colorado wine industry has potential for future growth	4.04	4.08	4.13
Restaurants that feature locally grown food should also feature local wines	4.04	4.09	4.18
Grapes in Colorado are exposed to cooler nights and hotter days which leads to better wines	3.41	3.40	3.47
I like to experiment and taste different styles of wine and wines from different regions	3.94	4.09	4.12
I can easily order Colorado wine online. NEW IN 2018	3.20		

Q. 21 What are your opinions and impressions of **Colorado wines?** Check below how much you agree or disagree with each statement. (check one per row); na=not asked.

NOTE: *significant differences vs. previous year - noted in* ***Bold red*** *font at the 95% confidence level.*

WINERIES:

- Among the total sample, 28% visit wineries many times and 12% visit Colorado wineries many times.
- Conversely, 28% have never visited a winery and 49% have never visited a Colorado winery.

Winery Visits outside Colorado	Percent
Yes, many times	28%
Yes, but only a few times	44%
No, I have never visited a winery outside Colorado	28%

Winery Visits in Colorado	Percent
Yes, many times	12%
Yes, but only a few times	40%
No, I have never visited a winery in Colorado	49%

Q. 22 Have you ever visited a winery or tasting room outside Colorado?
Q. 23. Have you ever visited a Colorado winery or tasting room?

ADVICE – OPEN END:

- As in past years, a large percent of wine drinkers in 2018 indicate advertising (44%) and tasting events (19%) would help people buy and drink more Colorado wine.
- Distribution at more retailers was mentioned by 18% and competitive pricing by 12%.

What advice do you have for CO wine producers to get people like you to buy and drink more CO wine?	
Open-end – 2018 (n=407)	%
Be more visible/Advertise more through local TV stations/radio	44%
More winery tours/tasting events/Free sample tasting	19%
Increase distribution/Readily available/Offer it to more local restaurants/liquor stores	18%
Keep the prices down/Competitive pricing	12%
Assure good quality/value on the product	7%
More promotional deals/coupons	4%
Other product comments	4%
Sponsor local events/support/partner with local businesses	3%
More variety/options to choose	3%
Other marketing comments	3%
Inform/educate the public	3%
Other miscellaneous comments	2%
More attractive labels	2%
Compete with well known wine/make standard varieties	2%
Improve the taste	1%
Offer more dry wines	1%
Variety of bottles/packaging	1%
Research/determine the best varieties to offer	1%
Have someone give reviews on your wine	1%
Don't make the wine too sweet/fruity	1%
Make it apparent on the label that it is locally made product/produced in Colorado	1%

Q. 24 What advice do you have for Colorado wine producers to get people like you to buy and drink more Colorado wine?

A CLOSER LOOK AT…

Metro Denver wine drinkers

SCORESHEET – OVERVIEW OF DENVER METRO DRINKERS:

Denver Metro wine drinkers mirror the total sample. There are some minor differences noted by index to total sample:

- Slightly younger – index 104
- 77% have heard of Colorado wines and 64% have consumed Colorado wines.
- When comparing 2018 to 2017, significantly fewer:
  - Allocate 20% share to Co wines
  - Agree they like to buy and support local growers
  - Experiment with different styles
  - Believe there are quality wines in CO
  - Say they hear more about Colo wines than they used to.
- Significant improvement in 2018 vs. 2017 for "can easily find Co wines" – 37%; trending in the right direction, however, still very small.

Denver Metro wine drinkers	2018 (n=275)	2017 (n=264)	2016 (n=280)	2018 Index to total sample
Slightly younger: Age 21-35	34%	37%	37%	104
Heard of Colo wines - awareness	77%	78%	76%	100
Consumed Colo wines	64%	62%	65%	96
Purchase Colo wines monthly, weekly	16%	17%	16%	99
20%+ share of wine purchases allocated to Colo. Wines lower in 2018	**27%**	**37%**	27%	91
Future PI in Colo wine lower	62%	65%	65%	97
Believe Colo wine is quality	43%	49%	44%	96
Believe Colo wine improving in quality	**49%**	58%	57%	97
Believe Colo wine priced fairly	71%	77%	74%	102
Never purchased Colo. Wine	23%	27%	23%	109
I like to buy and support local growers	**64%**	76%	78%	95
Restaurants that feature locally grown food should also feature local	71%	75%	83%	97
I like to experiment and taste different styles of wines from different regions	**67%**	78%	80%	95
I think the Colo wine industry has potential for future growth	73%	76%	83%	97
I am interested in visiting Co. wineries	**66%**	75%	74%	94
I believe there are quality wines made in Colorado	61%	66%	71%	95
I can easily find Colorado wines at my local wine shop or liquor store	**37%**	27%	41%	90
I hear more and more about Colo wines than I used to	**38%**	47%	44%	95

Bold red font = significantly different vs. previous year at the 95% confidence level

DEMOGRAPHICS OF METRO DENVER WINE DRINKERS:

Age, Education & Gender

- Age and Gender of Metro Denver vs. Non-Metro Denver respondents is very similar.
- There are more Denver Metro wine drinkers that responded to this survey with college degrees vs. non-Metro Denver.

Age	21-35	36-50	51-70
2018 Denver Metro (n=275)	34%	28%	38%
2018 Non Denver Metro (n=225)	32%	26%	42%

Gender	Male	Female
2018 Denver Metro (n=275)	47%	53%
2018 Non Denver Metro (n=225)	46%	54%

Education	Some / Graduated high school	Some College	Graduated 2 year college	Graduated 4 year college	Post graduate degree
2018 Denver Metro (n=274)	5%	17%	7%	42%	30%
2018 Non Denver Metro (n=225)	10%	21%	12%	31%	26%

Q. S1 What is your gender?
Q. S4 In which range does your age fall?
Q. S9. What is your highest level of education? (check one). Note – not asked in 2015.

METRO DENVER – COLO WINE AWARENESS:

- Advertising and local efforts in the Denver Metro geography has generated the same level of awareness for Colorado wines as in Non-Metro Denver areas (awareness 77% in both geographies).
- Over time, Colorado wine awareness in Metro Denver is flat.
- Versus the total, Metro Denver awareness of Colorado wines indexes at 100.

Heard of wine being produced (aided)	2018 Denver Metro (n=275)	2017 Denver Metro (n=264)	2016 Denver Metro (n=280)	2018 index to total	2018 Non Denver Metro (n=225)	2017 Non Denver Metro (n=236)	2016 Non Denver Metro (n=220)
California	96%	92%	94%	100	96%	94%	98%
Italy	93%	92%	96%	100	92%	92%	96%
France	92%	89%	93%	100	91%	89%	93%
Spain	85%	84%	84%	104	78%	75%	75%
Colorado	77%	78%	76%	100	77%	73%	70%
Australia	70%	67%	67%	106	61%	55%	55%
Argentina	67%	64%	66%	103	63%	51%	53%
Washington State	60%	54%	54%	105	52%	46%	46%
Oregon	61%	52%	46%	105	53%	46%	50%
New York State	37%	32%	32%	106	32%	35%	35%
Idaho	10%	11%	11%	91	13%	8%	8%
Slovenia	11%	8%	5%	92	13%	9%	7%

Q. 2 From which of the following geographic areas have you ever heard of wine being produced? (check all that apply

METRO DENVER - COLO WINE CONSUMPTION:

- 72% of Denver Metro and 67% of Non Metro Denver consumers drink wine weekly and more often. Wine penetration is up slightly in Denver during 2018 vs. 2017, but not significantly so.
- 64% of Metro Denver wine drinkers have consumed Colorado wine; indexing lower at 97 vs. the total.
- Non metro Denver wine drinkers of Colorado wine is increasing over time – 69% in 2018, up slightly from 64% in 2017.
- Metro Denver wine consumption increased for most geographies, though none significantly so.

How often do you drink wine?	2018 Denver Metro (n=275)	2017 Denver Metro (n=264)		2018 Non Metro Denver (n=225)	2017 Non Metro Denver (n=236)
Weekly +	72%	66%		68%	72%

Areas where you have ever consumed wine	2018 Denver Metro (n=275)	2017 Denver Metro (n=264)	2016 Denver Metro (n=280)	2018 index to total		2018 Non Denver Metro (n=225)	2017 Non Denver Metro (n=236)	2016 Non Denver Metro (n=220)
California	92%	87%	92%	101		90%	89%	94%
Italy	77%	75%	77%	105		69%	69%	75%
France	72%	67%	74%	103		67%	67%	70%
Colorado	64%	62%	65%	97		69%	64%	60%
Spain	58%	58%	57%	102		55%	50%	50%
Australia	57%	52%	51%	104		51%	45%	49%
Argentina	47%	43%	43%	102		45%	37%	40%
Washington State	41%	37%	38%	111		32%	28%	30%
Oregon	41%	33%	35%	108		34%	27%	31%
New York State	19%	15%	19%	112		15%	18%	11%
Slovenia	2%	4%	2%	67		3%	3%	3%
Idaho	2%	3%	3%	100		3%	3%	2%

Q.S6 On average, how often do you drink wine?
Q. 3 From which of the following geographic areas have you consumed wine? Check all that apply.

METRO DENVER – HARD TO FIND COLO. WINES:

- Of all the reasons listed, inability to find Colo. Wines is checked by more people in Denver Metro. However, this is improving - Significantly more drinkers in Metro Denver (37% in 2018) say they can easily find Colorado wines (vs. 27% in 2017) – 2nd chart below.
- Notably, there's a perception among significantly more Metro Denver drinkers (20%) vs. non Metro Denver (11%) that Colorado wine imagery is lacking.
- Significantly more Non Metro Denver drinkers (21%) believe Co. wines are too expensive vs. Denver Metro (13%).

Why you don't consume or purchase more of Colorado wines	2018 TOTAL SAMPLE (n=500)	2018 Denver Metro (n=275)	2018 Non Denver Metro (n=225)
I cannot find Colorado wines where I purchase or consume wine	24%	27%	21%
Colorado wines don't have the prestige or same imagery as other types of wine I usually like to buy	16%	**20%**	11%
Colorado wines are too expensive	17%	13%	**21%**
I hear, or believe that Colorado wines don't taste good	11%	12%	9%
I hear, or believe that Colorado does not grow good grapes for wine production	10%	12%	8%
I hear, or believe that Colorado wines taste too fruity	9%	10%	8%
I hear, or believe that Colorado wines are too sweet	8%	9%	7%
The labels are not attractive on Colorado wines.	3%	3%	3%
None of the above (new in 2018)	42%	40%	44%

I can easily find Colorado wine at my local wine shop or liquor store	2018 Denver Metro (n=275)	2017 Denver Metro (n=264)	2016 Denver Metro (n=280)
T2 Box % - Agree	**37%**	**27%**	41%
B2 Box % - Disagree	**25%**	**34%**	24%

Q.20 In addition to what you wrote, are any of the reasons below why you don't consume or purchase more of Colorado wines? Added None of the above in 2018 – so data are not comparable to past.

Q. 21 What are your opinions and impressions of **Colorado wines?** Check below how much you agree or disagree with each statement.

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

COLORADO WINE PURCHASES:

- Over time, more Denver Metro and Non-Denver drinkers purchase Colorado wine a few times a year.
- The number of Monthly and Weekly purchasers are relatively the same over time for both geographies.

Purchase wine from Colorado	Never have purchased	Less than once a year	Around once a year	A few times a year	Monthly	Weekly
2018 Denver Metro (n=275)	23%	19%	16%	26%	10%	6%
2017 Denver Metro (n=264)	27%	17%	14%	26%	12%	5%
2016 Denver Metro (n=280)	23%	22%	14%	25%	13%	4%
2018 Non Denver Metro (n=225)	18%	20%	16%	30%	12%	4%
2017 Non Denver Metro (n=236)	18%	15%	14%	29%	17%	7%
2016 Non Denver Metro (n=220)	20%	23%	15%	28%	13%	2%

Q. 9 How often do you typically purchase wine from each of the following geographic areas? Colorado. (check one timeframe that describes you best)

FUTURE PURCHASE OF COLO. WINE:

- Top 2 Box Purchase interest is average for both Denver Metro and Non-Denver wine drinkers – scores in the 60%'s.
- Over time, these PI scores remain flat.
- Almost 1/3 of drinkers in Denver are "on the fence" – may or may not buy.

Future PI Colorado Wine Metro Denver	Definitely will not buy	Probably will not buy	Might or might not buy	Probably will buy	Definitely will buy	Top 2 Box %
2018 Denver Metro (n=275)	1%	8%	29%	32%	30%	62%
2017 Denver Metro (n=264)	5%	5%	25%	33%	33%	65%
2016 Denver Metro (n=280)	2%	5%	28%	36%	29%	65%
2018 Non Denver Metro (n=225)	2%	4%	28%	35%	32%	66%
2017 Non Denver Metro (n=236)	1%	7%	21%	36%	35%	71%
2016 Non Denver Metro (n=220)	1%	8%	23%	31%	37%	68%

Q. 10 In the future, how interested are you in purchasing wine from each of the following geographic areas? Colorado

IMPRESSIONS OF QUALITY DROPPED –DENVER METRO:

- Impressions of Colorado wine quality among Denver Metro and Non-Denver drinkers fell in 2018. In Denver, 43% T2 Box in 2018 vs. 49% T2 Box in 2017 and 52% down to 47% in Non-Denver.
- Among Denver Metro, perception of Colorado wine improving in quality (2nd chart below) is significantly down in 2018. – 49% T2 Box agree in 2018 vs. 58% in 2017.

Quality Colorado Wine	Very poor quality	Somewhat below average quality	Average quality	Somewhat above average quality	Very high quality	Top 2 Box %
2018 Denver Metro (n=275)	3%	9%	45%	27%	16%	43%
2017 Denver Metro (n=264)	2%	7%	42%	33%	16%	49%
2016 Denver Metro (n=280)	1%	11%	44%	31%	13%	44%
2018 Non Denver Metro (n=225)	1%	7%	44%	29%	18%	47%
2017 Non Denver Metro (n=236)	1%	7%	40%	34%	18%	52%
2016 Non Denver Metro (n=220)	1%	10%	40%	35%	15%	49%

Quality Improving Colorado Wine	Quality significantly declining	Quality somewhat declining	Quality staying the same	Quality somewhat improving	Quality significantly improving	Top 2 Box %
2018 Denver Metro (n=275)	0%	3%	48%	35%	14%	**49%**
2017 Denver Metro (n=264)	0%	2%	41%	42%	16%	58%
2016 Denver Metro (n=280)	0%	3%	40%	42%	15%	57%
2018 Non Denver Metro (n=250)	0%	1%	46%	34%	18%	52%
2017 Non Denver Metro (n=236)	0%	3%	38%	41%	18%	59%
2016 Non Denver Metro (n=220)	1%	3%	40%	44%	13%	57%

Q. 10 Select the statement that best describes your opinion and impression regarding the quality of wines from each of the following geographic areas. Check one in each row.
Q. 11 Select the statement that best describes your opinion and impression of the **change in quality of wines** over time from each of the following geographic areas. (check one in each row)

PRICE PAID FOR WINE – DENVER METRO:

- The price sweet spot among 75% of Denver Metro in 2018 for all wine is $9 - $19.99 per bottle. This is on par with Non Denver – 81% pay this amount.
- Prices $20 and above lose a large percent of wine drinkers' interest.

How much do you typically spend on a standard (750 ml) bottle of wine at a liquor store or wine shop?	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 Denver Metro (n=275)	11%	20%	34%	21%	8%	3%	3%
2017 Denver Metro (n=264)	10%	24%	33%	19%	7%	4%	3%
2016 Denver Metro (n=280)	9%	20%	38%	20%	9%	4%	1%
2018 Non Denver Metro (n=225)	10%	28%	36%	17%	6%	2%	1%
2017 Non Denver Metro (n=236)	13%	25%	29%	19%	10%	4%	0%
2016 Non Denver Metro (n=220)	11%	24%	30%	24%	9%	3%	1%

Expected Cost Colorado Wine	Less than $9 per bottle	$9-$11.99 per bottle	$12-$14.99 per bottle	$15-$19.99 per bottle	$20-$24.99 per bottle	$25-$39.99 per bottle	$40 or more per bottle
2018 Denver Metro (n=275)	8%	24%	29%	22%	13%	2%	2%
2017 Denver Metro (n=264)	10%	23%	34%	22%	7%	3%	1%
2016 Denver Metro (n=280)	7%	21%	40%	20%	9%	2%	1%
2018 Non Denver Metro (n=225)	7%	24%	30%	24%	12%	2%	1%
2017 Non Denver Metro (n=236)	8%	25%	34%	23%	8%	3%	0%
2016 Non Denver Metro (n=220)	5%	23%	28%	33%	8%	3%	0%

Q. 5 How much do you typically spend on a bottle of wine?
Q. 13 What do you expect to spend at a wine shop or liquor store for a typical bottle (750 ml) of wine from each of the following geographic areas? Check one in each row. COLORADO

VALUE & FREQUENCY OF COLO. WINE - DENVER METRO:

- The majority (71% in Denver) believe Colorado wine is priced fairly; 67% in non-Denver.
- Colorado wine purchase is infrequent in both Denver and non-Denver – a few times a year or less.
- 23% in Denver have never purchased Colorado wine; 18% in Non-Denver.

Value Colorado Wine	Extremely under priced	Somewhat under priced	Priced fairly	Somewhat over priced	Extremely over priced
2018 Denver Metro (n=275)	0%	2%	71%	23%	5%
2017 Denver Metro (n=264)	1%	5%	77%	15%	3%
2016 Denver Metro (n=280)	0%	3%	74%	20%	3%
2018 Non Denver Metro (n=225)	0%	2%	67%	26%	4%
2017 Non Denver Metro (n=236)	0%	3%	70%	23%	3%
2016 Non Denver Metro (n=220)	0%	3%	71%	22%	4%

Purchase wine from Colorado	Never have purchased	Less than once a year	Around once a year	A few times a year	Monthly	Weekly
2018 Denver Metro (n=275)	23%	19%	16%	26%	10%	6%
2017 Denver Metro (n=264)	27%	17%	14%	26%	12%	5%
2016 Denver Metro (n=280)	23%	22%	14%	25%	13%	4%
2018 Non Denver Metro (n=225)	18%	20%	16%	30%	12%	4%
2017 Non Denver Metro (n=236)	18%	15%	14%	29%	17%	7%
2016 Non Denver Metro (n=220)	20%	23%	15%	28%	13%	2%

Q. 9 How often do you typically purchase wine from each of the following geographic areas?
12 Select the statement that best describes your opinion and impression regarding the **pricing for the quality of wines** from each of the following geographic areas. Check one in each row.

WHERE EXPECT TO BUY COLORADO WINES:

- Fewer Denver wine drinkers expect to buy CO wine in retail outlets – most are down in 2018, though not significantly so.
- 75% of Non-Denver drinkers expect to buy CO wine in Neighborhood liquor stores.
- Retail channels where drinkers expect to buy CO wine for both Denver and Non-Denver mirror the total sample and do not differ from one another.

Where would you expect to buy Colorado wines?	2018 Denver Metro (n=275)	2017 Denver Metro (n=264)	2016 Denver Metro (n=280)	2018 Non Denver Metro (n=225)	2017 Non Denver Metro (n=236)	2016 Non Denver Metro (n=220)
Neighborhood liquor store	66%	71%	69%	75%	69%	76%
Wine specialty shop	52%	58%	62%	55%	59%	66%
Winery or wine tasting room	55%	57%	60%	60%	61%	69%
Restaurants	43%	50%	51%	47%	47%	48%
Large, volume discount liquor store	47%	50%	53%	47%	42%	49%
Farmer's markets	35%	39%	38%	37%	37%	40%
Grocery store that sells wine	34%	34%	34%	28%	32%	27%
Bars	29%	33%	36%	30%	30%	30%
At a sport or concert venue	13%	11%	14%	14%	9%	11%
Internet	19%	20%	24%	19%	18%	19%
Wine club (new in 2018)	23%			24%		

Q 17 Where would you expect to buy **Colorado wines?**

COLORADO WINES:

- The largest number of drinkers in both Denver (34%) and in Non-Denver (25%) say they allocate 1-9% share of purchases to Colorado wines.
- Non Metro Denver wine drinkers allocate more wine share to Colorado wines in both the 25%+ share and the 20%+ share of wine bought. Refer to second chart below.

Percent of total Wine purchases Q 18	2018 Denver Metro (n=176)	2017 Denver Metro (n=163)	2016 Denver Metro (n=181)	2018 Non Denver Metro (n=156)	2017 Non Denver Metro (n=150)	2016 Non Denver Metro (n=133)
More than 50% of my wine purchases are Colorado wine	5%	6%	5%	7%	12%	8%
25% to 49% of my wine purchases are Colorado wine	15%	13%	12%	17%	17%	13%
20% to 24% of my wine purchases are Colorado wine	7%	19%	10%	9%	13%	8%
10% to 19% of my wine purchases are Colorado wine	20%	17%	17%	17%	16%	15%
1% to 9% of my wine purchases are Colorado wine	34%	30%	30%	25%	25%	31%
Less than 1% of my wine purchases are Colorado wine	13%	11%	20%	20%	15%	22%
I do not purchase Colorado wine	5%	4%	6%	4%	3%	4%

% Share Allocated to Colorado wines	2018 Denver Metro (n=176)	2017 Denver Metro (n=163)	2018 Non Denver Metro (n=156)	2017 Non Denver Metro (n=150)
	A	B	C	D
25%+	20%	19%	24%	**29%B**
20%+	27%	**37%*A**	33%	42%

Q 18 What percentage of your overall wine purchases would you estimate is Colorado wine? Think about the percentage of your purchases in terms
*37.4 –rounded whole numbers not additive.
*NOTE: significant differences by column A, B, C, D - noted in **Bold red** font at the 95% confidence level.*

METRO DENVER SEEING/HEARING MORE:

- Significantly fewer wine drinkers in Metro Denver agree they are "Seeing and hearing" more about Colorado wines than they used to (38% in 2018); down from 47% in 2017.
- Non-Denver drinkers are on par 2018 vs. 2017.

I see and hear more and more about Colorado wines than I used to	2018 Denver Metro (n=176)	2017 Denver Metro (n=163)	2016 Denver Metro (n=181)	2018 Non Denver Metro (n=156)	2017 Non Denver Metro (n=150)	2016 Non Denver Metro (n=133)
Top 2 Box % - Agree	**38%**	47%	44%	43%	44%	45%
Bottom 2 Box % - Disagree	23%	24%	27%	22%	27%	28%

Q. 21 What are your opinions and impressions of **Colorado wines?** Check below how much you agree or disagree with each statement.

NOTE: *significant differences vs. previous year - noted in* ***Bold red*** *font at the 95% confidence level.*

A CLOSER LOOK AT...

Wine Drinkers of Colorado-produced wines

SCORESHEET – OVERVIEW OF COLORADO WINE DRINKERS:

Vs. the total sample of wine drinkers, Colorado wine drinkers index higher on most key measures:

- Older, slightly more college graduates
- They consume and buy wine more frequently
- They are more interested in Colorado wine purchase in future
- They believe Colorado wines are good quality and improving in quality.
- More agree (Top 2 Box) with Colo. Wine statements, indexing above the total (100+).

However, many measures are significantly down in 2018 vs. 2017 – noted in red to right.

Colorado-produced wine drinkers	2018 (n=332)	2017 (n=313)	2016 (n=314)	2018 Index to total sample
Older: Age 51-70	43%	42%	40%	108
More college grad & post grad	67%	68%	72%	103
More male vs. total	48%	38%	40%	103
Consume more wine – weekly +	76%	74%	66%	108
Buy CO wine more frequent – monthly & weekly q9	**19%**	26%	16%	119
Future PI in Colo wine higher - T2 Box %	71%	77%	75%	112
Believe Colo wine is quality- T2 Box %	**51%**	62%	57%	114
Believe Colo wine improving in quality- T2 Box %	**57%**	67%	64%	114
Believe Colo wine priced fairly - T2 Box %	68%	73%	70%	98
I like to buy and support local growers- T2 Box %	**71%**	82%	83%	106
Restaurants that feature locally grown food should also feature local- T2 Box %	75%	80%	85%	103
I like to experiment and taste different styles of wines from different regions- T2 Box %	**74%**	84%	84%	106
I think the Colo wine industry has potential for future growth- T2 Box %	83%	87%	90%	110
I am interested in visiting Co. wineries - T2 Box %	76%	82%	80%	107
I believe there are quality wines made in Colorado – T2 Box %	**75%**	82%	81%	115
I can easily find Colorado wines at my local wine shop or liquor store- T2 Box %	49%	41%	**55%**	116
I hear more and more about Colo wines than I used to - - T2 Box %	**48%**	55%	52%	120

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

DEMOGRAPHICS OF COLORADO WINE DRINKERS:

Age, Education & Gender

- In 2018, n=332 of the 500 sample drink Colorado produced wine. Thus, many of the data for Colorado wine drinkers reflect the total sample.
- Colorado wine drinkers skew slightly older and more educated, with 76% graduating 2 year, 4 year and post graduate college.

AGE	2018 CO Wine Drinkers (n=332)	2017 CO Wine Drinkers (n=313)	2016 CO Wine Drinkers (n=314)
21-35	28%	33%	27%
36-50	29%	25%	28%
51-70	43%	42%	45%

Gender	2018 CO Wine Drinkers (n=332)	2017 CO Wine Drinkers (n=313)	2016 CO Wine Drinkers (n=314)
Female	52%	38%	42%
Male	48%	62%	58%

Education	2018 CO Wine Drinkers (n=332)	2017 CO Wine Drinkers (n=313)	2016 CO Wine Drinkers (n=314)
Some /Graduated high school	7%	7%	4%
Some college	17%	16%	19%
Graduated 2 year college	9%	9%	8%
Graduated 4 year college	38%	43%	42%
Post Graduate degree- masters or doctorate	29%	25%	27%

Q. S1 What is your gender?
Q. S4 In which range does your age fall?
Q. S9. What is your highest level of education? (check one). Note – not asked in 2015.

COLORADO WINE DRINKERS - CONSUMPTION:

- The largest percent of Colorado wine drinkers (45%) drink wine more than once a week, but not every day. 76% of them are Weekly + wine drinkers. They are engaged in the wine category.
- Colorado wine drinkers are experimental, with large percentages consuming wines from different regions – penetration is consistent over time.

How often drink wine	2018 CO Wine Drinkers (n=332)	2017 CO Wine Drinkers (n=313)	2016 CO Wine Drinkers (n=314)
WEEKLY + NET	76%	74%	72%
Daily	9%	12%	10%
More than once a week but not every day	45%	40%	42%
Once a week	21%	22%	20%
2-3 times/ mo.	13%	18%	21%
Once a month	8%	7%	5%
Special occasions/holidays	3%	2%	2%

Areas where you have ever consumed wine	2018 CO Wine Drinkers (n=332)	2017 CO Wine Drinkers (n=313)	2016 CO Wine Drinkers (n=314)
California	92%	92%	95%
Colorado	100%	100%	100%
Italy	76%	78%	81%
France	73%	73%	79%
Spain	61%	65%	59%
Australia	60%	57%	61%
Argentina	49%	48%	50%
Oregon	44%	38%	41%
Washington State	43%	40%	42%
NY State	20%	20%	20%
Slovenia	3%	4%	3%
Idaho	3%	4%	3%

Q.S6 On average, how often do you drink wine?
Q. 3 From which of the following geographic areas have you consumed wine? Check all that apply.

MORE FREQUENT WINE PURCHASES:

- 37% of drinkers of Colorado wine, purchase Colorado wine a few times a year.
- Over time, percentages of drinkers and frequency of purchase has remained on par.

CO wine drinkers purchase of Colorado Wines	2018 (n=332)	2017 (n=313)	2016 (n=314)
Weekly	5%	7%	3%
Monthly	14%	19%	16%
A few times a year	37%	34%	36%
Around once a year	19%	18%	17%
Less than once a year	21%	16%	24%
Have never purchased (did consume per q. 3)	4%	5%	3%

Q. 8 How often do you typically purchase wine from each of the following geographic areas? (check one timeframe that describes you best)

MORE INTEREST IN FUTURE PURCHASE OF COLO. WINE:

- Among drinkers of Colorado wine, future purchase of Colorado wine is significantly higher (71% Top 2 box) vs. the total sample(64% T2 Box). Since this is among Co. wine drinkers, this shows strong interest in repeat purchase.
- Drinkers of Colorado wine state significantly higher Purchase Intent for California wines (87%) in 2018 vs. PI for Colo. Wines 71%.

Future Purchase Intent – Top 2 Box (5 pt. scale)	2018	2017	2016
Total Sample – Colorado Wine (n=500)	64%	68%	66%
Among Colo. Wine drinkers – Colorado Wine Future PI	**71%**	77%	75%
Total Sample – California Wine (n=500)	86%	86%	89%
Among Colo. Wine drinkers – California Wine Future PI	**87%**	88%	89%

Q. 10. In the future, how interested are you in purchasing wine from each of the following geographic areas?

*NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

COLORADO WINE DRINKERS' SHARE:

- Colorado wine as a percent of total wine bought, significantly decreased among Colo. Wine drinkers in 2018: 30% indicate Colorado wine is 20% or more of total share of wine purchase vs. 39% in 2017.
- As in past years, around 1/3 (30% in 2018) allocate 1-9% share of wine purchases to Colo. Wines.

Percent of total Wine purchases – among CO. wine drinkers	2018 (n=332)	2017 (n=313)	2016 (n=314)
More than 50% of my wine purchases are Colorado wine	6%	9%	6%
25% to 49% of my wine purchases are Colorado wine	16%	15%	12%
20% to 24% of my wine purchases are Colorado wine	8%	16%	9%
10% to 19% of my wine purchases are Colorado wine	19%	17%	16%
1% to 9% of my wine purchases are Colorado wine	30%	27%	31%
Less than 1% of my wine purchases are Colorado wine	16%	13%	21%
I do not purchase Colorado wine	5%	4%	5%

Share	2018	2017	2016
25%+	22%	23%	18%
20%+	**30%**	**39%***	27%

NOTE: *significantly higher differences vs. previous year, noted in **Bold red** font at the 95% confidence level.*

Q 17 What percentage of your overall wine purchases would you estimate is Colorado wine? Think about the percentage of your purchases in terms of volume. (Among those indicating they've consumed Colorado wine – Q. 3); question not asked in 2015 survey.
*Rounding variance – not additive at whole decimals.

IMPRESSIONS OF QUALITY AMONG DRINKERS OF COLO. WINE:

- Impressions of quality for Colorado wines, among drinkers of CO wine significantly declined in 2018 – 51% T2 Box, down from 62% T2 Box in 2017. This is largely due to significantly more believing CO wine is "average quality."
- Colorado wine drinkers declined significantly in believing that CO wines are improving in quality (2nd chart below) – down to 57% T2 Box in 2018 from 67% in 2017.

Quality – CO wines	Very poor quality	Somewhat below average quality	Average quality	Somewhat above average quality	Very high quality	Top 2 box %
2018 Colorado wine – among Colo. wine drinkers (n=332)	1%	6%	**42%**	31%	20%	**51%**
2017 Colorado wine – among Colo. wine drinkers (n=313)	1%	4%	33%	39%	23%	**62%**
2016 Colorado wine – among Colo. wine drinkers (n=314)	1%	7%	35%	40%	17%	57%

Changes in quality – CO wines	Quality significantly declining	Quality somewhat declining	Quality staying about the same	Quality somewhat improving	Quality significantly improving	Top 2 Box %
2018 Colorado wine – among Colo. wine drinkers (n=332)	0%	2%	**41%**	39%	18%	57%
2017 Colorado wine – among Colo. wine drinkers (n=313)	0%	2%	31%	44%	23%	**67%**
2016 Colorado wine – among Colo. wine drinkers (n=314)	0%	2%	34%	46%	18%	64%

Q. 11 Select the statement that best describes your opinion and impression regarding the quality of wines from each of the following geographic areas. Check one in each row.
Q. 12 Select the statement that best describes your opinion and impression of the **change in quality of wines** over time from each of the following geographic areas.
NOTE: *significant differences vs. previous year - noted in* ***Bold red*** *font at the 95% confidence level.*

IMPRESSIONS OF PRICE AMONG DRINKERS OF COLO. WINE:

- Over time, the majority of wine drinkers believe Colorado wine is fairly priced.
- 27% in 2018 believe Colorado wines are somewhat over priced.

Value (pricing for the quality)	Extremely underpriced	Somewhat underpriced	Fairly priced	Somewhat overpriced	Extremely overpriced
2018 Colorado Wine – among Colo. Wine drinkers (n=332)	0%	2%	68%	27%	4%
2017 Colorado wine – among Colo. wine drinkers (n=313)	0%	3%	73%	21%	3%
Colorado wine – among Colo. wine drinkers (n=314)	0%	1%	70%	26%	3%

Q. 13 Select the statement that best describes your opinion and impression regarding the **pricing for the quality of wines** from each of the following geographic areas. Check one in each row.

PRICE EXPECTATIONS FOR COLO. WINE:

- The bulk of respondents who drink Colorado-produced wine expect to pay $9 - $19.99 per bottle – for both wine in general as well as for Colorado wine.
- Over a third (36%) believe $12 - $14.99 is the sweet spot for wine pricing.
- This is similar over time.

How much do you typically spend on a standard (750 ml) bottle of wine at a liquor store or wine shop? Q 5	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 Colorado Wine Drinkers (n=332)	9%	23%	36%	20%	8%	3%	2%
2017 Colorado Wine Drinkers (n=313)	10%	25%	33%	18%	7%	4%	2%
2016 Colorado Wine Drinkers (n=314)	10%	23%	35%	23%	7%	3%	0%

Expected Cost for Colorado wine	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 Colorado Wine Drinkers (N=332)	5%	21%	28%	28%	14%	2%	1%
2017 Colorado Wine Drinkers (n=313)	6%	21%	35%	25%	10%	4%	1%
2016 Colorado Wine Drinkers (n=314)	5%	20%	36%	27%	10%	2%	0%

Q. 14 What do you expect to spend at a wine shop or liquor store for a typical bottle (750 ml) of wine from each of the following geographic areas? Check one in each row. COLORADO

LOCATIONS FOR COLO WINE PURCHASE:

- Among Colorado wine consumers, neighborhood liquor stores are where most expect to buy wine(73% agree).
- When asked what percent of ANY wine is purchased in what kinds of retail accounts (share – in chart to right below), neighborhood liquor stores make up 35% share of wine and 34% of where they'd expect to buy CO wine – which is on par.
- 17% of Consumers of CO wine expect to purchase CO wines in Winery / Tasting rooms vs. only 4% of wine is actually bought in this channel.
- 25% buy wine in large volume liquor stores, but only 17% actually buy CO wine there.

CO wine consumers	Where expect to buy CO Wine (% agree)			Where actually buy CO Wine (share %)			Where actually buy ANY wine (share %)	
	2018 (n=332)	2017 (n=314)	2016 (n=313)	2018 (n=332)	2017 (n=314)	2016 (n=313)	2018 (n=332)	2017 (n=314)
Neighborhood liquor store	73%	73%	77%	34%	31%	36%	35%	33%
Winery or wine tasting room	62%	67%	70%	17%	17%	13%	4%	6%
Wine specialty shop	56%	63%	68%	7%	8%	8%	4%	8%
Restaurants	47%	52%	53%	10%	11%	10%	10%	12%
Large, volume discount liquor store	52%	49%	57%	17%	17%	16%	25%	22%
Farmer's markets	37%	42%	40%	3%	3%	3%	1%	1%
Bars	30%	36%	37%	3%	4%	4%	6%	6%
Grocery store that sells wine	30%	32%	31%	4%	5%	4%	5%	5%
Internet	22%	20%	25%	1%	2%	1%	3%	5%
At a sport or concert venue	15%	13%	15%	1%	1%	0%	1%	1%
Wine club (New in 2018)	25%			1%			5%	

Q. 16 Where would you expect to buy **Colorado wines?** (check all that apply)

A CLOSER LOOK AT...

Frequent wine drinkers - Weekly and more often

SCORESHEET – OVERVIEW OF FREQUENT (WEEKLY+) WINE DRINKERS:

Vs. the total sample of wine drinkers, More Frequent (weekly+) wine drinkers index higher on:

- Slightly older (36-50), more college educated and slightly more male.
- 72% of Weekly + drinkers have consumed CO wines (index 109).
- They rate Colorado wines slightly higher on quality scores vs. the total sample.
- 74% like to experiment tasting different wines (index 106)
- 15% have never purchased a Colo. Wine – lower than the total sample, index 73.
- 28% of frequent wine drinkers (weekly+) allocate 20% or more to Colorado wine purchases; this is significantly lower than 2017 (38%).
- Several of the Colorado wine attribute scores are significantly down vs. 2017 – noted in red in chart to right.
- Findability of CO wines is significantly up – 43% in 2018 from 35% in 2017. This is good news.

Frequent (Weekly +) wine drinkers	2018 (n=350)	2017 (n=346)	2016 (n=334)	2018 Index to total sample
Slightly older: Age 36-50	75%	71%	71%	107
More college grad & post grad	67%	71%	75%	103
Slightly more male vs. total	47%	38%	42%	101
Heard of Colo wines - awareness	80%	78%	77%	104
Consumed Colo wines	72%	66%	67%	109
Purchase Colo wines monthly, weekly	19%	25%	19%	121
20%+ share of wine purchases allocated to Colo. wines	**28%**	**38%**	26%	94
Future PI in Colo wine – T2 Box %	65%	69%	69%	102
Believe Colo wine is quality– T2 Box %	47%	53%	49%	104
Believe Colo wine improving in quality– T2 Box %	**51%**	62%	57%	102
Believe Colo wine priced fairly – T2 Box %	66%	71%	70%	96
Never purchased Colo. Wine– T2 Box %	15%	20%	18%	73
I like to buy and support local growers – T2 Box %	**67%**	81%	82%	101
Restaurants that feature locally grown food should also feature local– T2 Box %	74%	77%	**85%**	101
I like to experiment and taste different styles of wines from different regions – T2 Box %	74%	78%	83%	106
I think the Colo wine industry has potential for future growth – T2 Box %	77%	78%	**85%**	102
I am interested in visiting Co. wineries – T2 Box %	**73%**	82%	85%	103
I believe there are quality wines made in Colorado – T2 Box %	**65%**	73%	76%	102
I can easily find Colorado wines at my local wine shop or liquor store – T2 Box %	**43%**	**35%**	51%	103
I hear more and more about CO wines than I used to– T2 Box %	**44%**	53%	47%	110

***NOTE:** significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

WEEKLY+ WINE DRINKERS - CONSUMPTION:

- More weekly wine drinkers consume wine from different geographies vs. the total sample.
- Over time, weekly + wine drinkers consume wine from different geographies at the same level – the exception is Oregon – 42% have consumed wine from Oregon in 2018; significantly more than 34% in 2017.
- California continues to lead penetration of wine drinker consumption – 93% of weekly+ wine drinkers have consumed wine from California in 2018. Significantly lower at 72% is Weekly+ consumption of CO wines.

Areas where you have ever consumed wine q 3	2018 Total Sample (n=500)	2018 Weekly + (n=350)	2017 Weekly + (n=346)	2016 Weekly + (n=334)
California	91%	93%	89%	93%
Italy	73%	79%	78%	78%
France	70%	76%	72%	75%
Colorado	66%	72%	66%	67%
Spain	57%	62%	60%	59%
Australia	55%	60%	53%	51%
Argentina	46%	52%	46%	46%
Washington State	37%	42%	35%	39%
Oregon	38%	**42%**	34%	38%
NY State	17%	20%	19%	16%
Slovenia	3%	3%	4%	2%
Idaho	2%	3%	4%	2%

Q. 3 From which of the following geographic areas have you consumed wine? Check all that apply.

NOTE: *significant differences noted vs. previous year in* ***Bold red*** *font at the 95% confidence level.*

WEEKLY+ WINE OCCASIONS:

- The percent of people consuming wine by different occasions remained constant for most; the exception is Home Entertaining, 76% of weekly + wine drinkers consume wine in this occasion during 2018; significantly up from 69% in 2017.
- More weekly+ wine drinkers, over time, continue to more heavily participate in wine occasions vs. less frequent drinkers (2nd chart below).

Top occasions for wine consumption – Frequent wine drinkers – weekly +	Home relaxing	Holiday / special occasion	Vacation	Restaurant	Home entertaining
2018 Weekly+ Wine drinkers (n=350)	78%	80%	77%	76%	**76%**
2017 – Weekly+ Wine drinkers (n=346)	80%	80%	72%	77%	**69%**
2016 – Weekly+ Wine drinkers (n=334)	80%	87%	77%	80%	79%

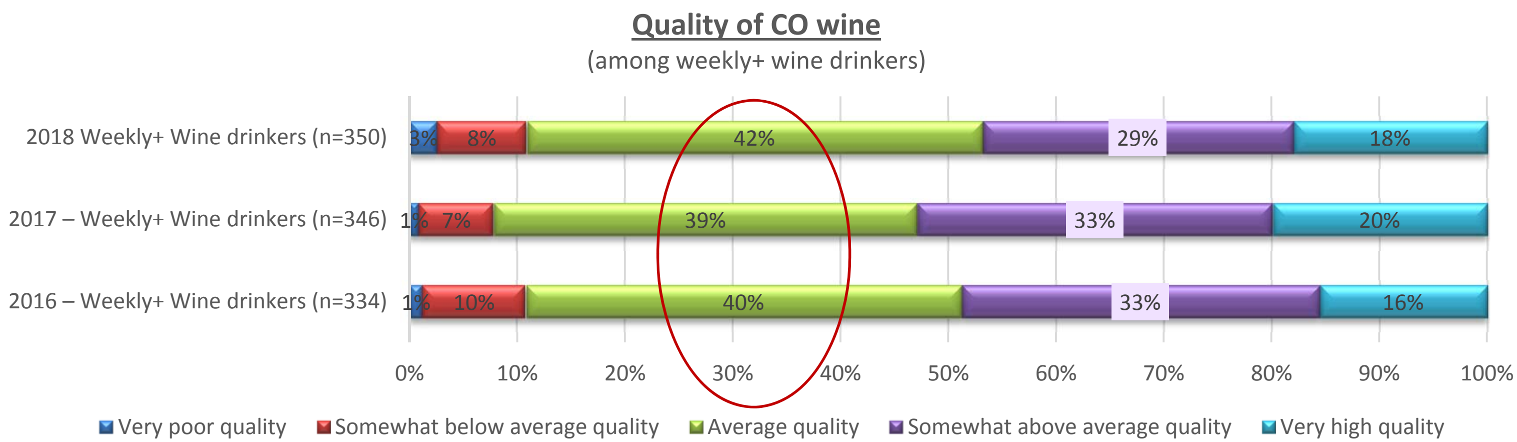
Top occasions for wine consumption – Less frequent wine drinkers	Home relaxing	Holiday / special occasion	Vacation	Restaurant	Home entertaining
2018 – Less than weekly (n=150)	52%	67%	56%	63%	61%
2017 – Less than weekly (n=154)	62%	73%	50%	67%	**51%**
2016 - Less than weekly (n=166)	65%	78%	58%	75%	65%

Q. 7 At which of the following occasions have you included wine over the last year or so?

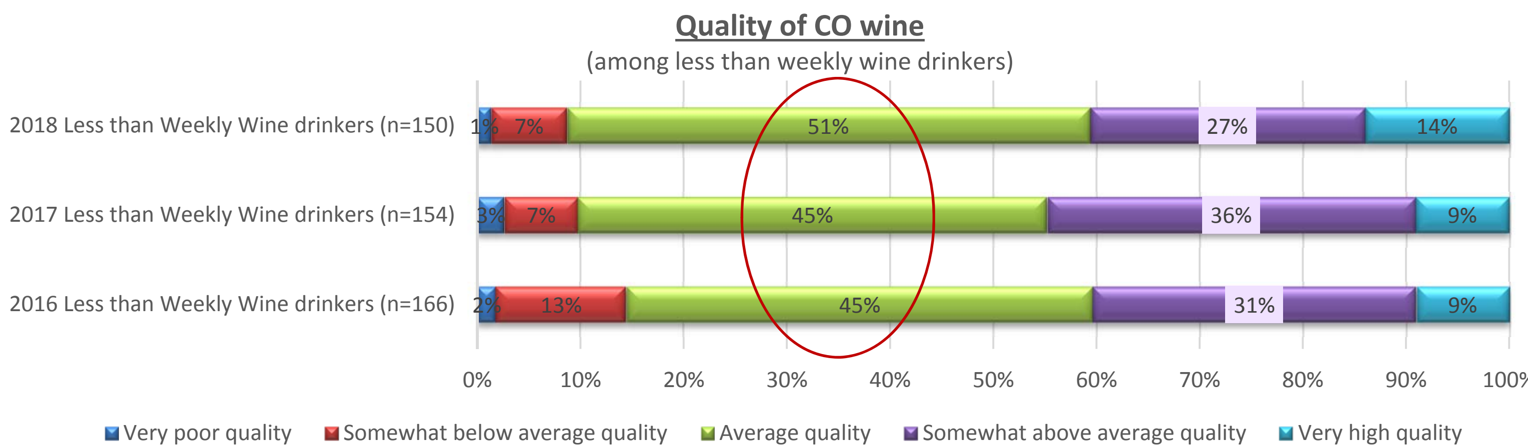
NOTE: *significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

IMPRESSIONS OF QUALITY AMONG WEEKLY+ WINE DRINKERS:

- Slightly more weekly+ wine drinkers perceive Colorado wine to be somewhat or very high quality (47% Top 2 box) vs. the less than weekly wine drinkers (41%).
- A very large percent of both groups say Colorado wine quality is average – 42% among 2018 weekly + drinkers & 51% among less frequent drinkers. This "average" perception is slightly up in 2018 for both groups.



T2 Box %
47%
53%
49%

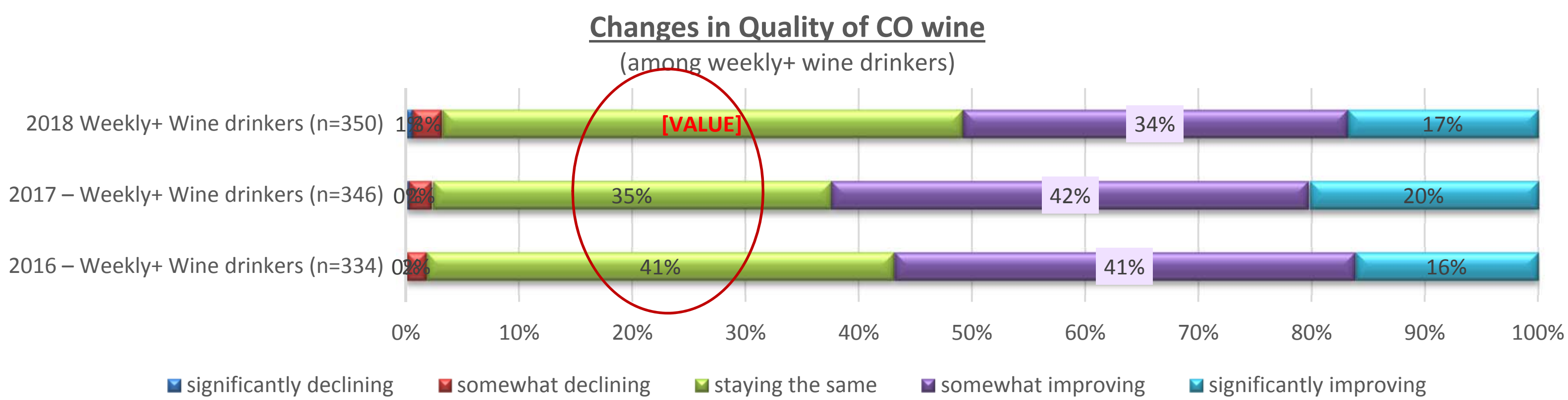


T2 Box %
41%
45%
40%

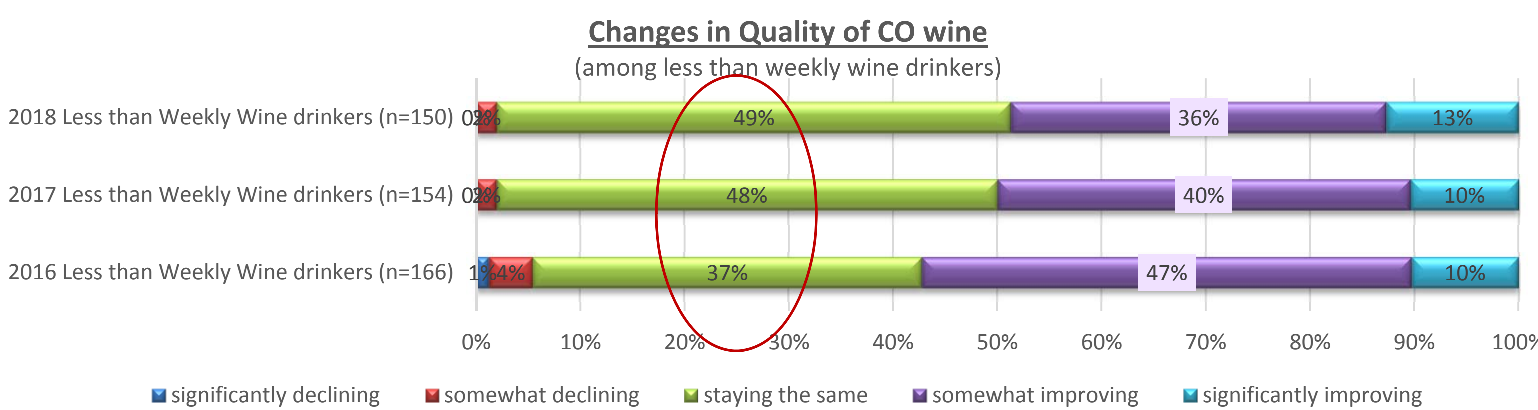
Q. 11 Select the statement that best describes your opinion and impression regarding the **quality** of wines from each of the following geographic areas. Colo.

CHANGES IN QUALITY AMONG WEEKLY+ WINE DRINKERS:

- Significantly fewer weekly+ wine drinkers in 2018 (51% T2 Box) believe CO wines are improving in quality – vs. 62% in 2017. This change is driven by a significant increase in “staying the same” score – noted in green in chart below.
- A large percent of both drinker groups believe CO wine quality is “staying the same” and this trend continues over time. With quality perceptions for CO wine seen as “average” (see previous chart) for many, improving in quality scores could be larger.



T2 Box %
51%
62%
57%

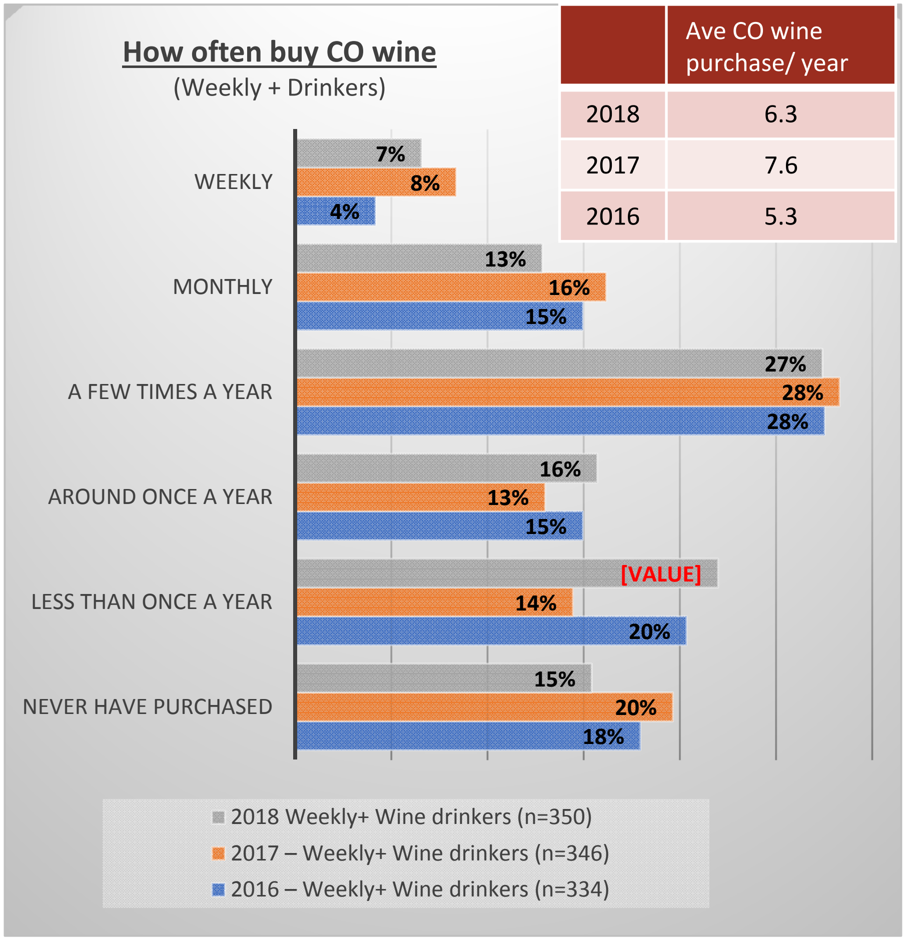


T2 Box %
49%
50%
57%

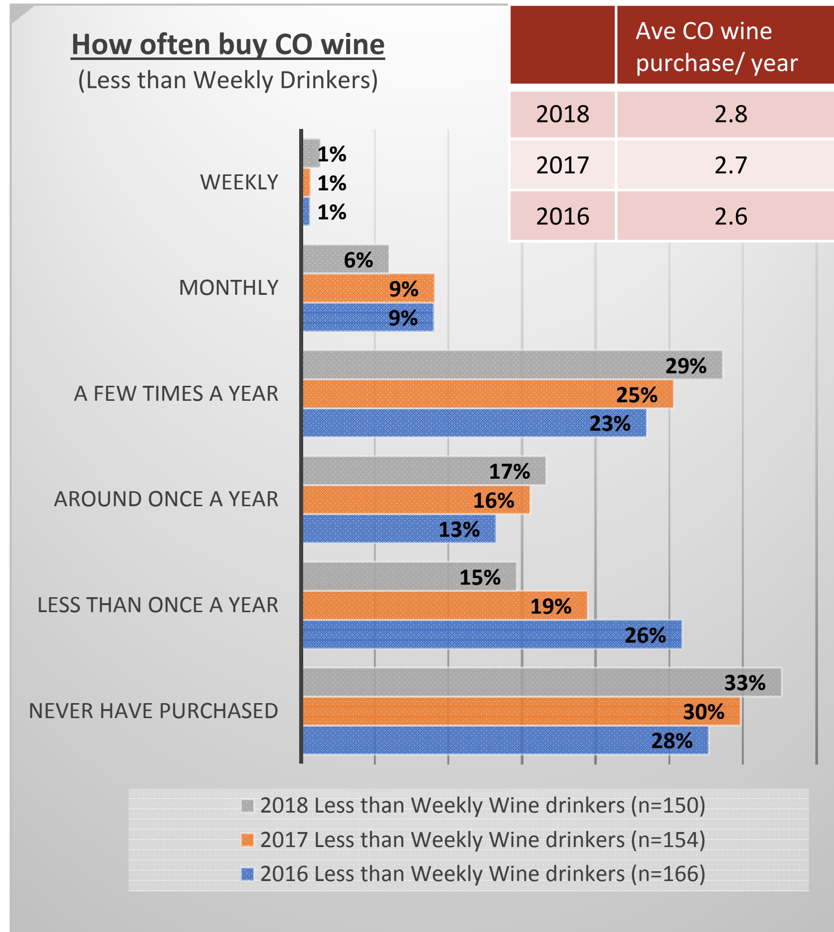
Q. 12 Select the statement that best describes your opinion and impression of the **change in quality of wines** over time from each of the following geographic areas. (check one in each row). *NOTE: significant differences vs. previous year - noted in **Bold red** font at the 95% confidence level.*

MORE WEEKLY WINE DRINKERS PURCHASE COLORADO WINE:

- Weekly wine drinkers in 2018, and in past years, are buying Colorado wines more frequently than less frequent drinkers. 20% of 2018 Weekly + wine drinkers purchase wine from Colorado weekly or monthly. This is significantly higher than the Less than Weekly wine drinker group - 7% in 2018.
- Most frequencies are on par with past years – the exception is a significant increase in CO wine purchases "less than once a year" – up to 22% in 2018 from 14% in 2017. Trade off came from more frequent purchases (weekly, monthly) – which are down slightly in 2018 vs 2017.



	Ave CO wine purchase/ year
2018	6.3
2017	7.6
2016	5.3



	Ave CO wine purchase/ year
2018	2.8
2017	2.7
2016	2.6

Q. 9 How often do you typically purchase wine from each of the following geographic areas? (check one timeframe that describes you best)

WEEKLY + DRINKER INTEREST IN FUTURE PURCHASE OF COLO. WINE:

- Future purchase interest for Colorado wines are on par for both Weekly + and Less than Weekly wine drinkers.
- Vs. the total sample, both subgroups are on par.

Future Purchase Intent –of Colorado wine % Top 2 Box (5 pt. scale)	2018	2017	2016
Total Sample – Colorado Wine (n=500)	64%	68%	66%
Colorado Wine -Weekly+ Wine drinkers	65%	69%	69%
Colorado Wine – Less than weekly Wine Drinkers	60%	64%	61%

Q. 10. In the future, how interested are you in purchasing wine from each of the following geographic areas?

WEEKLY WINE DRINKERS' SHARE OF COLO WINES:

- Weekly wine drinkers that allocate 20%+ to Colorado wines significantly declined in 2018 to 28%; down from 38% in 2017.

Percent of total Wine purchases – among Weekly + wine drinkers	2018 (n=252)	2017 (n=230)	2016 (n=224)
More than 50% of my wine purchases are Colorado wine	4%	7%	6%
25% to 49% of my wine purchases are Colorado wine	14%	16%	10%
20% to 24% of my wine purchases are Colorado wine	10%	16%	10%
10% to 19% of my wine purchases are Colorado wine	17%	18%	17%
1% to 9% of my wine purchases are Colorado wine	31%	29%	30%
Less than 1% of my wine purchases are Colorado wine	18%	13%	22%
I do not purchase Colorado wine	5%	2%	5%

	2018	2017	2016
25%+	19%	23%	16%
20%+	**28%**	**38%**	26%

NOTE: *significant differences vs. previous year noted in **Bold red** font at the 95% confidence level.*

Q 18 What percentage of your overall wine purchases would you estimate is Colorado wine? Think about the percentage of your purchases in terms of volume. (Among those indicating they've consumed Colorado wine – Q. 3); question not asked in 2015 survey.
*Rounding variance – not additive at whole decimals.

SWEET SPOT PRICE $12 - $14.99:

- As with other sub groups, both frequent (weekly +) and less frequent wine drinkers have a larger percent spending $12 - $14.99 per bottle.
- This spending pattern also holds true from 2016 to 2017 for both weekly + and less than weekly wine drinkers.

Typically Spend – Weekly+ wine drinkers	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 Weekly + Wine drinkers (n=350)	10%	25%	32%	20%	8%	3%	3%
2017 Weekly+ Wine drinkers (n=346)	11%	23%	30%	19%	8%	6%	2%
2016 Weekly+ Wine drinkers (n=334)	10%	19%	32%	26%	9%	3%	1%

Typically Spend – Less than Weekly wine drinkers	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 – Less than weekly (n=150)	11%	21%	41%	18%	6%	2%	1%
2017 – Less than weekly (n=154)	11%	29%	32%	18%	8%	1%	1%
2016 - Less than weekly (n=166)	10%	27%	38%	13%	8%	3%	1%

Q. 5 How much do you typically spend on a standard (750 ml) bottle of wine at a liquor store or wine shop?

EXPECT TO PAY FOR CO WINE:

- Similar to all wine pricing on the previous slide, when it comes to Colorado wines, a larger percent of weekly + and less than weekly wine drinkers expect to pay $12-$14.99 for a CO bottle of wine.
- Over time, these price expectations remain on par with previous years.

Expected Cost Colorado Wine Weekly + wine drinkers	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 Weekly + Wine drinkers (n=350)	8%	23%	27%	24%	14%	2%	2%
2017 Weekly+ Wine drinkers (n=346)	8%	22%	32%	24%	9%	5%	1%
2016 Weekly+ Wine drinkers (n=334)	7%	20%	33%	27%	10%	3%	0%

Expected Cost - Colorado Wine Less than Weekly wine drinkers	Less than $9 per bottle	$9 - $11.99 per bottle	$12 - $14.99 per bottle	$15 - $19.99 per bottle	$20 - $24.99 per bottle	$25 - $39.99 per bottle	$40 or more per bottle
2018 – Less than weekly (n=150)	5%	26%	34%	21%	11%	1%	1%
2017 – Less than weekly (n=154)	10%	28%	39%	19%	5%	0%	0%
2016 - Less than weekly (n=166)	5%	26%	39%	22%	5%	2%	1%

Q. 14 What do you expect to spend at a wine shop or liquor store for a typical bottle (750 ml) of wine from each of the following geographic areas? Check one in each row. COLORADO

SCORESHEET SUMMARIES BY BALANCE OF SUBGROUPS:

- Age
- Gender
- Hard Cider and Wine drinkers
- Segments

SCORESHEET – OVERVIEW BY AGE:

- **21-35**'ers are the largest age group allocating 20%+ share to Colorado wines (43%), however, 25% of them have never purchased CO wine. This age group is the lowest in Colo. Wine awareness (66%).
- **36-50**: 81% of 36-50 have heard of Colorado wines in 2018 – up significantly from 72% in 2017. 70% of this age group has consumed Colorado wine – up significantly from 58% in 2017. Future PI, however, is down significantly to 61% in 2018 from 76% in 2018.
- **51-70:** This age group continues to be the largest in terms of awareness of CO wines (84%) and "ever consumed" Colorado wines (72%).

Age	21-35 2018 (n=165)	21-35 2017 (n=179)	21-35 2016 (n=150)	36-50 2018 (n=135)	36-50 2017 (n=136)	36-50 2016 (n=150)	51-70 2018 (n=200)	51-70 2017 (n=185)	51-70 2016 (n=200)
Heard of CO wine - q 2 (% total)	66%	65%	62%	**81%**	72%	67%	84%	88%	87%
Consumed CO wine - q3 (% total)	56%	57%	57%	**70%**	58%	58%	72%	71%	71%
S6 - how often drink any wine (weekly+)	67%	**72%**	59%	75%	71%	71%	70%	65%	70%
20%+ share of purchase is CO wine - among Colo wine drinkers by age	43%	**53%**	39%	34%	43%	36%	19%	**27%**	16%
Have never purchased CO wine	25%	27%	22%	18%	18%	22%	19%	23%	20%
Purchase CO wine monthly, weekly	20%	27%	25%	19%	21%	19%	11%	12%	7%
Future PI CO wine (Top 2 box % – 5 pt. scale)	72%	73%	79%	**61%**	**76%**	66%	59%	57%	58%
Typically pay $9-11.99/bottle	21%	28%	23%	15%	21%	17%	32%	24%	24%
Typically pay $12-14.99/bottle	37%	28%	29%	33%	37%	37%	35%	29%	36%
Typically pay $15-19.99/bottle	21%	15%	26%	25%	21%	24%	14%	22%	17%
Expect to pay CO wine q 13 $9-11.99	20%	23%	20%	25%	21%	19%	26%	26%	26%
Expect to pay CO wine q 13 $12-14.99	36%	28%	31%	**20%**	**43%**	34%	30%	33%	38%
Expect to pay CO wine q 13 $15-19.99	20%	26%	29%	28%	20%	27%	22%	21%	22%
Grad 4 yr college, Post Grad	66%	61%	59%	64%	65%	62%	65%	68%	63%
Male	39%	29%	26%	51%	38%	51%	49%	39%	43%
Female	61%	71%	74%	49%	62%	49%	51%	61%	58%

***NOTE:** significantly higher differences vs. previous year noted in **Bold red** font at the 95% confidence level*

SCORESHEET – COLO. WINE IMPRESSIONS BY AGE:

- **21-35:** Significantly up in 2018 (49%) on "easily find Co wines" – though, findability has room for improvement. Quality impressions are down in 2018, though not significantly so. Most measures are flat to down among this age.
- **36-50:** Down on most attribute measures and many significantly so – noted in red in chart below.
- **51-70:** 77% believe the Colo. Wine industry has potential for growth – on par with previous years. All measures are at parity to previous years.

Age - impressions of Colo. Wines	21-35 2018 (n=165)	21-35 2017 (n=179)	21-35 2016 (n=150)	36-50 2018 (n=135)	36-50 2017 (n=136)	36-50 2016 (n=150)	51-70 2018 (n=200)	51-70 2017 (n=185)	51-70 2016 (n=200)
Quality of CO wine – T2 Box %	46%	51%	47%	**45%**	56%	42%	44%	46%	49%
Quality improving - CO wine – T2 Box %	52%	62%	58%	**49%**	60%	58%	50%	55%	56%
Price/quality of CO Wine – % priced fairly	72%	72%	72%	69%	78%	77%	63%	72%	70%
I like to buy and support local growers -T2 box %	72%	81%	82%	69%	75%	79%	63%	70%	73%
Restaurants that feature locally grown food should also feature local wines - T2 Box %	78%	77%	85%	**65%**	79%	84%	75%	72%	78%
I like to experiment and taste different styles of wines from different regions - T2 B %	76%	78%	83%	**68%**	82%	84%	67%	74%	78%
I think the Colo wine industry has potential for future growth - T2 Box %	78%	78%	85%	**69%**	83%	80%	77%	75%	85%
I am interested in visiting Co. wineries - Top 2 Box %	73%	82%	85%	68%	76%	76%	71%	70%	67%
I believe there are quality wines made in Colorado -T 2 Box %	**62%**	73%	76%	**61%**	73%	70%	69%	65%	72%
I can easily find Colorado wines at my local wine shop or liquor store -T 2 Box %	**49%**	35%	51%	41%	37%	47%	36%	29%	47%
I hear more and more about Colo wines than I used to - T 2 Box %	**42%**	53%	47%	41%	51%	43%	37%	38%	43%

***NOTE:** significantly higher differences vs. previous year noted in **Bold red** font at the 95% confidence level*

SCORESHEET – OVERVIEW BY GENDER:

- **Males**: 78% have heard of Colorado wines- on par with previous years. 69% have consumed CO wine. Significantly fewer males allocate 20%+ share of purchases to CO wines; 27% in 2018 vs. 41% in 2017.
- **Females:** 76% have heard of Colorado wines – on par with males and with previous years. 64% have consumed Colorado wines. 66% are interested in future PI for Colorado wines.

Males vs. Females	Males 2018 (n=233)	Males 2017 (n=176)	Males 2016 (n=200)	Females 2018 (n=267)	Females 2017 (n=324)	Females 2016 (n=300)
Heard of CO wine - q 2 (% total)	78%	78%	79%	76%	74%	88%
Consumed CO wine - q3 (% total)	69%	67%	66%	64%	60%	71%
S6 - how often drink any wine (weekly+)	71%	74%	70%	69%	67%	65%
20%+ share of purchase is CO wine - among Colo wine drinkers by gender	**27%**	41%	26%	33%	**38%**	27%
Have never purchased CO wine	18%	17%	17%	22%	26%	23%
Purchase CO wine monthly, weekly	**18%**	27%	19%	13%	16%	12%
Future PI CO wine (Top 2 box – 5 pt. scale)	62%	67%	62%	66%	68%	70%
Typically pay $9-11.99/bottle -	21%	20%	19%	26%	27%	24%
Typically pay $12-14.99/bottle	35%	31%	33%	35%	31%	35%
Typically pay $15-19.99/bottle	19%	20%	26%	19%	18%	19%
Expect to pay CO wine q 13 $9-11.99	21%	22%	24%	26%	25%	21%
Expect to pay CO wine q 13 $12-14.99	31%	29%	35%	28%	37%	35%
Expect to pay CO wine q 13 $15-19.99	20%	25%	24%	25%	21%	27%
S9 Grad 4 yr college, Post Grad (%)	74%	68%	68%	57%	63%	57%
Age 21-35 (%)	28%	30%	20%	37%	39%	37%
Age 36-50 (%)	30%	30%	38%	25%	26%	25%
Age 51-70 (%)	42%	41%	43%	38%	35%	38%

*NOTE: significantly higher differences vs. previous year noted in **Bold red** font at the 95% confidence level*

SCORESHEET – COLO. WINE IMPRESSIONS BY GENDER :

- **Males:** Most Colorado wine impressions are down in 2018, with several being down significantly so – noted by red numbers in chart below. Quality scores are down – quality and quality improving (significantly down) and quality wines made in Colo-significantly down.
- **Females**: Similar to males, most Colorado wine impressions are down in 2018, though not significantly so.
- Findability of Colorado wine is up slightly among both males and females.

Males vs. Females – impressions of Colo. wine	Males 2018 (n=233)	Males 2017 (n=176)	Males 2016 (n=200)	Females 2018 (n=267)	Females 2017 (n=324)	Females 2016 (n=300)
Quality of CO wine – T2 Box %	45%	53%	45%	45%	49%	47%
Quality improving - CO wine – T2 Box %	**54%**	64%	62%	47%	56%	54%
Price/quality of CO Wine – % priced fairly	65%	68%	71%	73%	77%	74%
I like to buy and support local growers- T2 Box %	64%	70%	72%	70%	78%	81%
Restaurants that feature locally grown food should also feature local wines -T2 Box %	70%	71%	78%	76%	78%	84%
I like to experiment and taste different styles of wines from different regions - T2 Box %	**68%**	80%	78%	73%	77%	83%
I think the Colo wine industry has potential for future growth - T2 Box %	73%	78%	80%	77%	78%	86%
I am interested in visiting Co. wineries - T2Box %	68%	72%	68%	73%	78%	80%
I believe there are quality wines made in Colorado T2B%	**62%**	72%	73%	67%	69%	72%
I can easily find Colorado wines at my local wine shop or liquor store - T2 Box %	45%	44%	52%	39%	27%	46%
I hear more and more about Colo wines than I used to - T2Box %	**37%**	50%	49%	43%	45%	41%

***NOTE:* significantly higher differences vs. previous year noted in *Bold red* font at the 95% confidence level**

SCORESHEET – OVERVIEW – HARD CIDER DRINKERS:

- Hard Cider Drinkers vs. the total sample, tend to be:
  - More interested in future PI for Colorado wines – 76%
  - More of them allocate larger share to Colo. Wines – 44%
  - More are weekly + wine drinkers – 79%
  - Younger – 52% are 21-35

Hard Cider drinkers	TOTAL (n=500)	2018 (n=130)	2017 (n=115)	2016 (n=120)
Heard of CO wine - q 2 (% total)	77%	78%	**83%**	72%
Consumed CO wine - q3 (% total)	66%	69%	71%	68%
S6 - how often drink any wine (weekly+)	70%	79%	**82%**	69%
20%+ share of purchase is CO wine - among Colo wine drinkers by among cider drinkers	30%	44%	51%	39%
Have never purchased CO wine	21%	18%	21%	17%
Purchase CO wine monthly, weekly	16%	27%	35%	28%
Future PI CO wine (Top 2 box – 5 pt. scale)	64%	76%	77%	77%
Typically pay $9-11.99/bottle -	24%	24%	26%	24%
Typically pay $12-14.99/bottle	35%	**39%**	23%	33%
Typically pay $15-19.99/bottle -	19%	16%	21%	22%
Expect to pay CO wine q 13 $9-11.99	24%	26%	17%	18%
Expect to pay CO wine q 13 $12-14.99	29%	28%	40%	37%
Expect to pay CO wine q 13 $15-19.99	23%	22%	22%	29%
Age 21-35 (%)	33%	52%	**56%**	43%
Age 36-50 (%)	27%	28%	30%	39%
Age 51-70 (%)	40%	20%	15%	18%
S9 Grad 4 yr college, Post Grad (%)	65%	70%	65%	65%
Male	47%	51%	38%	35%
Female	53%	49%	62%	65%

NOTE: *significantly higher differences vs. previous year noted in* ***Bold red*** *font at the 95% confidence level*

SCORESHEET – COLO. WINE IMPRESSIONS AMONG HARD CIDER DRINKERS:

- Hard Cider Drinkers' impressions of Colorado wines are down on most attributes in 2018; significantly so when it comes to quality attributes.
  - *Quality improving* down significantly to 59% in 2018 from 75% in 2017
  - *I believe there are quality wines made in CO* – down significantly to 72% in 2018 from 83% in 2017.

Hard Cider drinkers	2018 (n=130)	2017 (n=115)	2016 (n=120)
Quality of CO wine – T2 Box %	51%	57%	54%
Quality improving - CO wine - T2 Box %	**59%**	**75%**	63%
Price/quality of CO Wine - priced fairly - T2 Box %	62%	72%	73%
I like to buy and support local growers – T2 Box %	82%	90%	82%
Restaurants that feature locally grown food should also feature local wines – T2 Box %	86%	88%	88%
I like to experiment and taste different styles of wines from different regions – T2 Box %	79%	88%	86%
I think the Colo wine industry has potential for future growth – T2 Box %	86%	88%	90%
I am interested in visiting Co. wineries – T2 Box %	78%	87%	83%
I believe there are quality wines made in Colorado - % T2 Box	**72%**	83%	81%
I can easily find Colorado wines at my local wine shop or liquor store - % T2 Box	45%	41%	50%
I hear more and more about Colo wines than I used to - % T2 Box	**52%**	**65%**	45%

***NOTE:* significantly higher differences vs. previous year noted in *Bold red* font at the 95% confidence level**

SCORESHEET - SEGMENTS OF WINE DRINKERS:

- In 2018, CWIDB added a new question based on wine industry articles that indicate there are segments of wine drinkers, motivated by differing needs.
- Of the segments below, Traditionalist, Overwhelmed and Image are too small to read as a separate group. This does not mean that these segments don't exist, but could mean that as described below, we "missed" connecting with these types of wine drinkers.

SEGMENTS	Among the total sample	% Total
Traditionalist (n=63)	I tend to drink a range of wines from established, well-known wineries.	13%
Enthusiast (n=152)	I feel comfortable with my knowledge of wine, which might be more than the average wine drinker. I like to take my time to browse the wine section to seek out new and interesting wines.	30%
Overwhelmed (n=57)	I am sometimes a little overwhelmed or confused by all the choices on a wine list or at a liquor store, which leaves me at a loss as to what kind of wine I want to buy or drink.	11%
Savvy (n=98)	I enjoy shopping at different stores in search of the best deals and discovering new wines. I always have a few favorites to fall back on to supplement my discoveries.	20%
Satisfied Sipper (n=126)	I feel that I don't know a lot about wine, but I do know what wines I like. I tend to drink the same wines that I know I like.	25%
Image (n=4)	I sometimes use the Internet to seek out highly-rated wines, new innovations and to learn more about wines. I am often the first among my friends to try a wine.	1%

Q. 8 When you drink or purchase wine - which of the following statements describes you the best?

SCORESHEET - SEGMENTS OF WINE DRINKERS:

- **Enthusiast** – is the largest segment and vs. the other two, skews heavier male (63%) & older = 40% are ages 51-70. Largest group (78%) to have consumed CO wine. The largest (25%) to purchase CO wine weekly or monthly. Spend the most on average for a bottle of wine ($16.72).
- **Savvy** – 70% are female. Highest group showing interest in future to purchase CO wine (75%). Less than half (48%) perceive CO wine to be of good quality – this is significantly lower than California wine impressions (77%).
- **Satisfied Sipper** – smallest group to have consumed CO wine – 56% & lowest aware of CO wine (68%). Only 3% purchase CO wine weekly or monthly – the smallest. Lowest on T2 Box PI for CO, Cali and European wines. Spend the lowest on average per bottle of wine ($11.98). Lower number believe CO wine is quality (34%).

Segments (q 8)- 2018	Enthusiast	Savvy	Satisfied Sipper
	N=152	N=98	N=126
Weekly +	83%	78%	52%
% male	63%	30%	37%
Denver Metro resident	53%	50%	54%
21-35	29%	35%	32%
36-50	32%	28%	19%
51-70	40%	38%	49%
% Aided Aware of Colorado Wine Q2	85%	84%	68%
% Consumed Colorado Wine Q 3 based to total	78%	67%	56%
% Consumed Colorado Wine Q 3 among those aware of CO wine	92%	81%	82%
% purchase CO wine weekly or monthly – Q 9	25%	12%	3%
% T2 Box Future PI – q 10 – COLORADO	64%	75%	56%
% T2 Box Future PI – q 10 CALIFORNIA	91%	87%	82%
% T2 Box Future PI – q 10 EUROPE	88%	80%	57%
Quality perception – Colorado wine – T2 Box %	52%	48%	34%
Quality perception – California wine – T2 Box %	86%	77%	74%
Typically Spend on Wine – Average – Q 5	$ 16.72	$ 13.12	$ 11.98

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Thank you.