

# UK Consumer Perceptions: Port

## Presentation of In-Store Survey Results



22 August 2006

© Copyright *Drinks Insight Limited* 2006



# Contents

## SLIDE

3 Objective, basic methodology & results overview

4 Sample profile

6–38 Responses and preliminary analysis

39-40 Conclusions

41-42 Opportunities

44-91 Appendix

- Detailed methodology (Slide 45-48)
  - In-store Survey Details (Slides 49-53)
  - Detailed sample profiles (Slides 54-56)
  - Port fixture photography (Slides 57-84)
  - Questionnaire (Slides 85-90)
  - Full responses (Jo Mason holds master)
- ends



# Objective, basic methodology and results overview

OBJECTIVE: To explore consumers' "preconceptions, experience and ideas about the Port fixtures in store"

➤ Interviews took place in-store in the BWS aisle of five nationwide participating retailers between 30 June and 8 July (World Cup and Wimbledon notwithstanding) in 5 important population centres: Bristol; Edinburgh; Leeds; London; Manchester

➤ 465 interviews with red wine drinkers (>once a month at home or out)

- 368 'non-rejectors' of Port (full interview c.10mins)

- 97 'would never consider' drinking/buying Port (mini interview c.5mins)

- This sample size is robust and statistically significant



Somerfield

Sainsbury's

TESCO

Oddbins



# Sample profile

- **Age**  
Spread relatively evenly between age groups and only slightly varied from the national average, notably the mid age range (35-54yrs) in our sample was higher
- **Gender**  
Closely aligned to the national population
- **Socio-economic group**  
Significantly less C2, D, E and significantly more A, B, which favoured this projects response rates
- **Geographical locations**  
Over represented in cities outside the capital and under represented in London. The results could be weighted to counter act this but not deemed relevant.
- **Retail stores**  
Between the five different outlets age, gender, class and port consumption of respondents was recorded. Full results on slide 56.



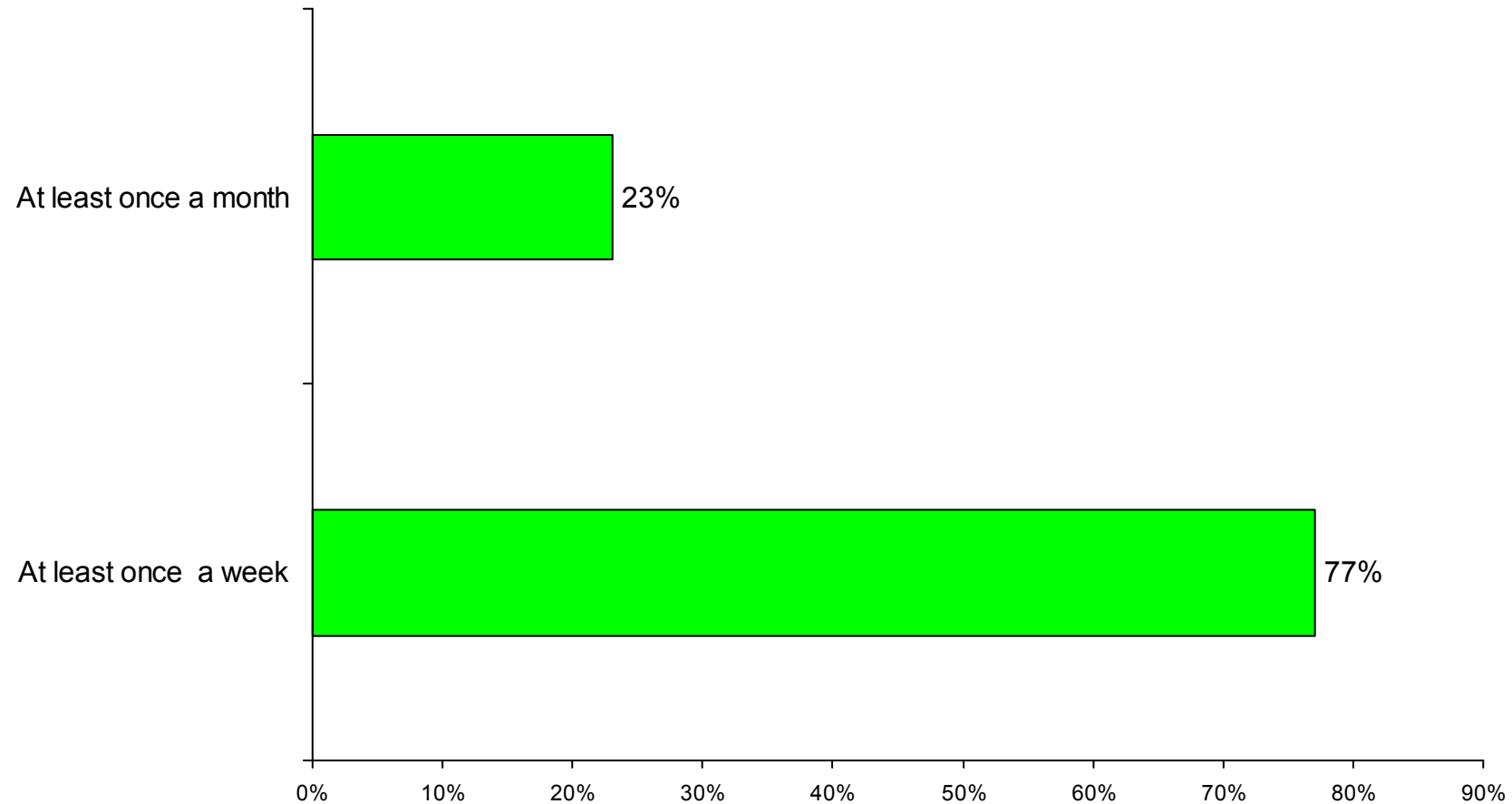
---

# UK Consumer Perceptions: Port<sup>©</sup>

## **Responses and preliminary analysis**



**Q2. “How often would you say you yourself have one or more glasses of red wine, either at home, or when out?”**

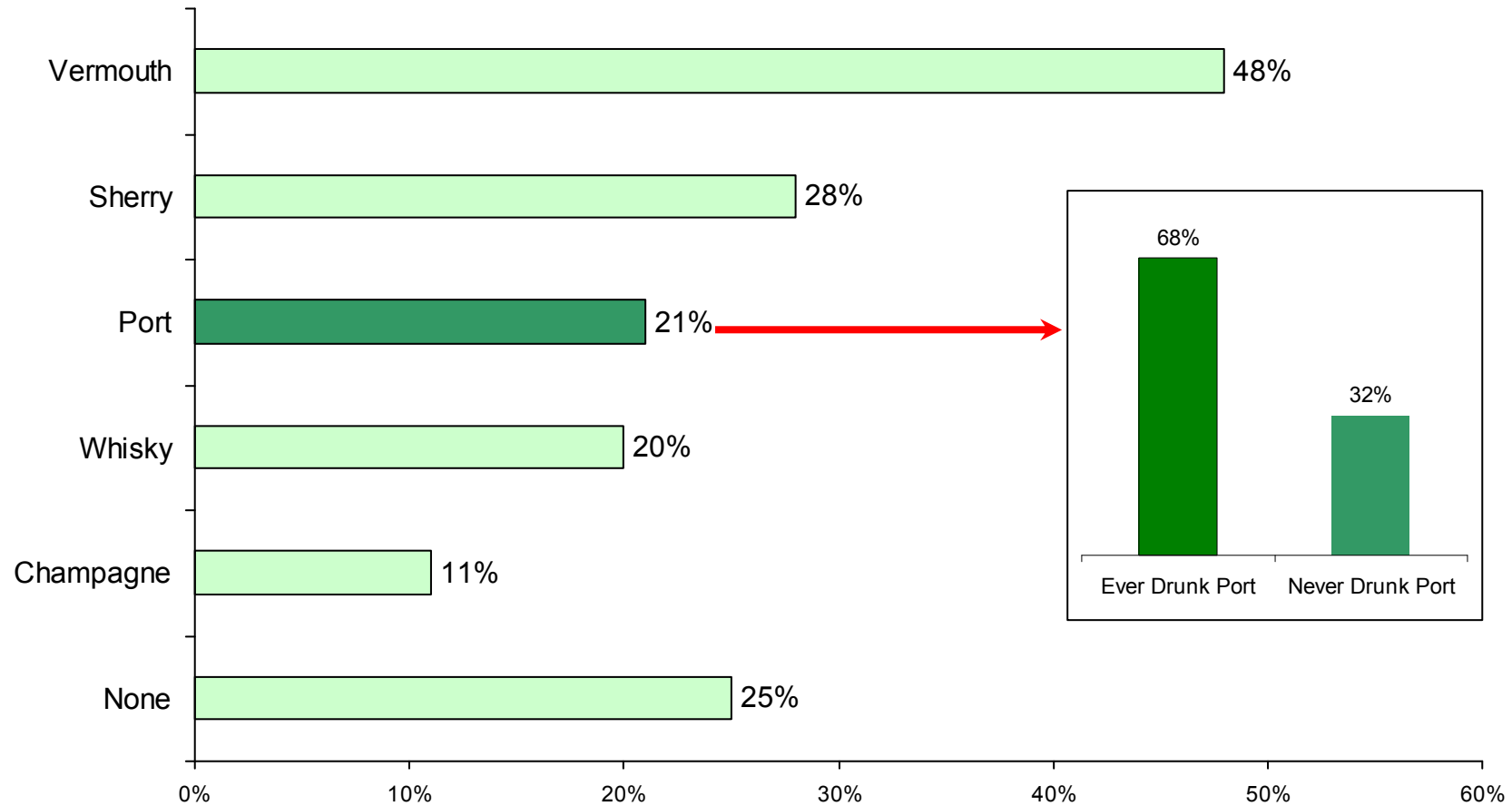


Red Wine Consumption  
In The Shop, But Away From The Port Fixture



**Q3. “Are there any types of drinks on this card which you would never consider drinking, or buying for yourself or as a gift for someone else?”**

**Q3a. “Have you yourself ever drunk Port?”**



Testing for Port Rejection



**Q3bi. Is there any particular reason why you would never consider drinking or buying Port (again)?”**

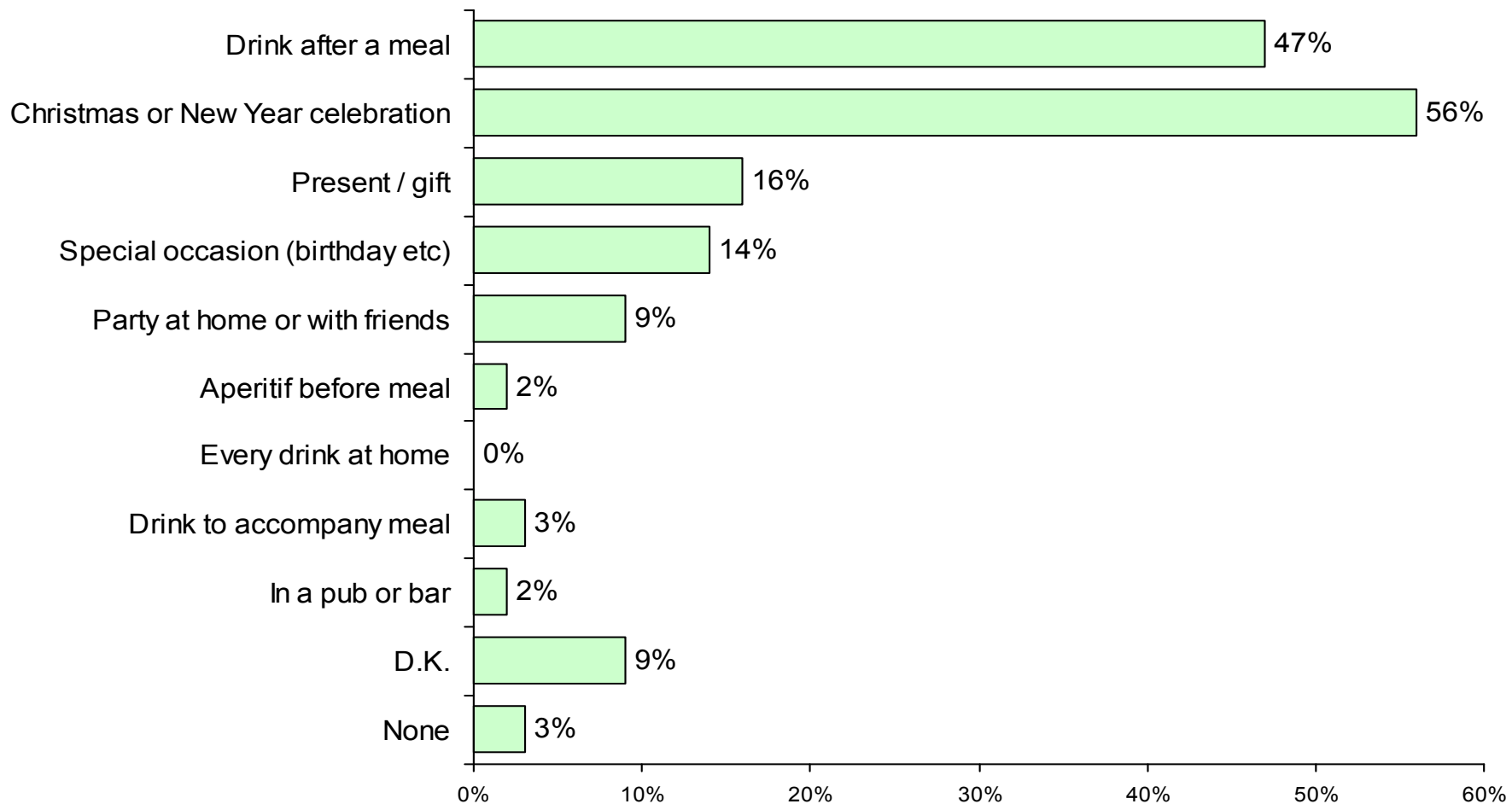
	Have Ever Drunk n = 66	Have Never Drunk n = 31
Don't like the taste	32	4
Too sweet	12	2
Too strong	7	1
Too heavy	6	3
Gives me a headache	5	2
Don't like the smell	0	2
Don't think I'd like it	2	4
Never thought about trying	0	7
Old person's / man's drink	0	5
An after dinner drink	4	0
Friends don't drink it	2	1
Too expensive	0	1
No reason / D.K.	1	4

Reasons for Port Rejection





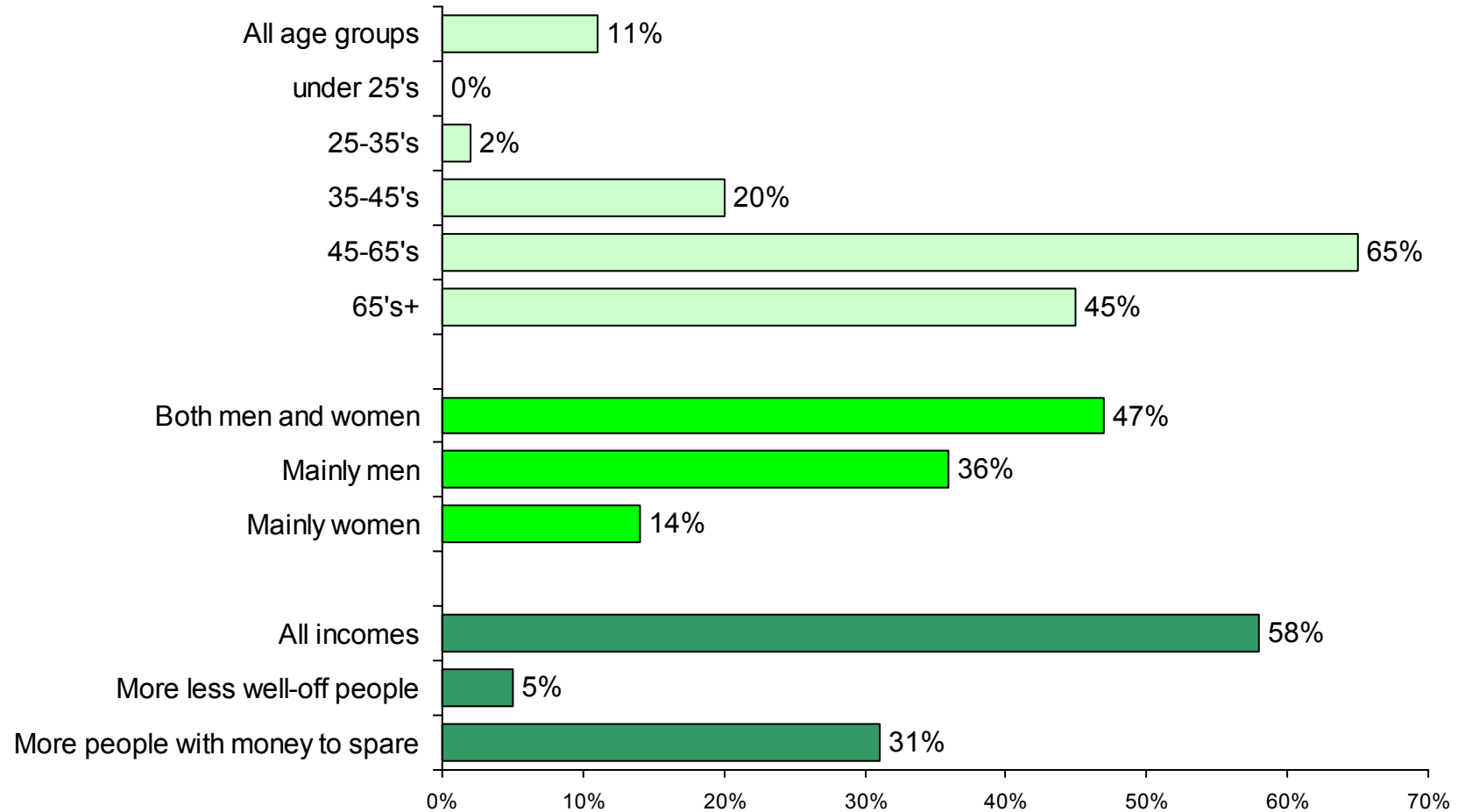
### Q3c. “Which, if any, of these occasions do you think Port is suited to?”



Port Occasion Suitability: Rejectors



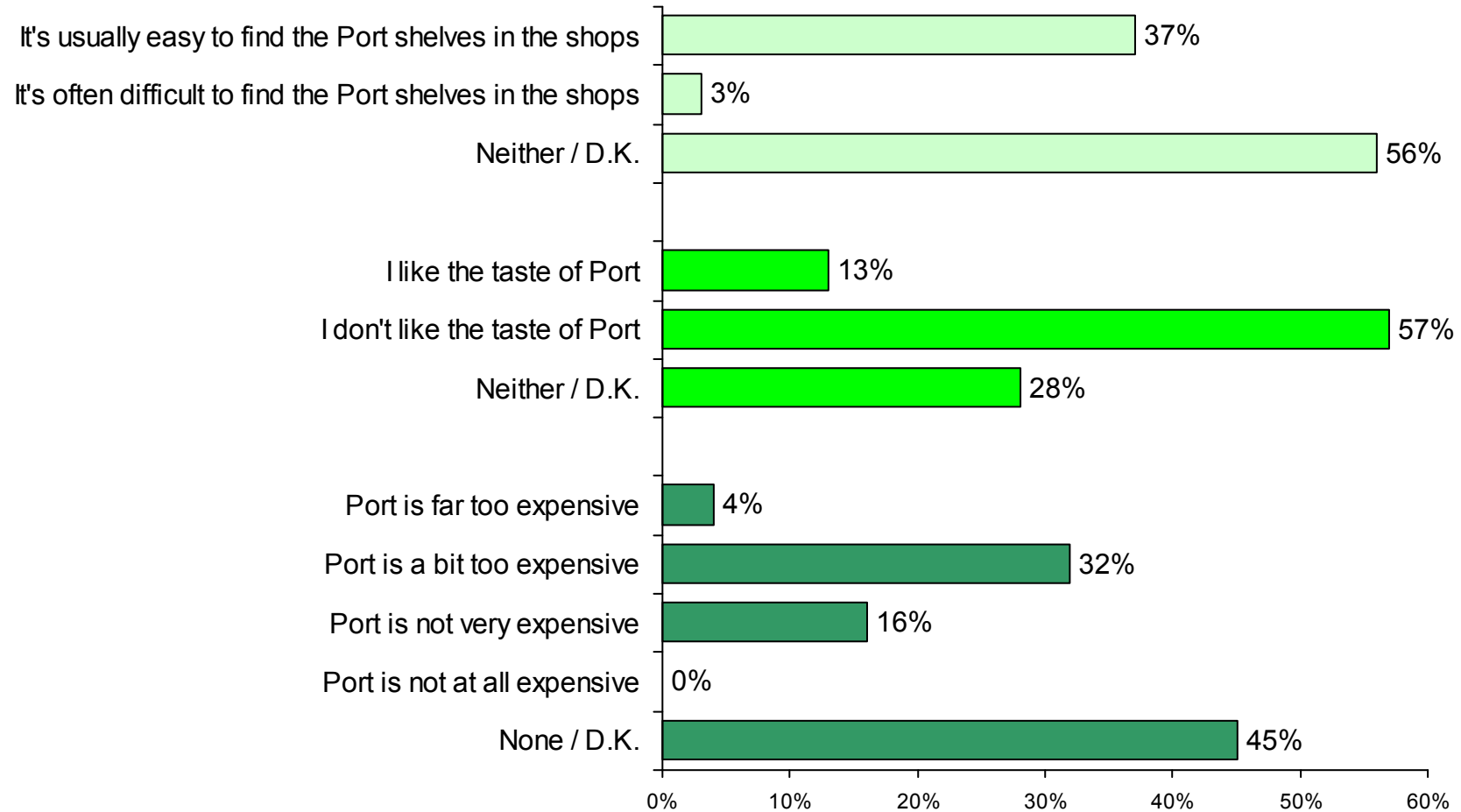
### Q3d. “Which of these groups do you think would be most likely to drink Port?”



Port Demographic Image: Rejectors



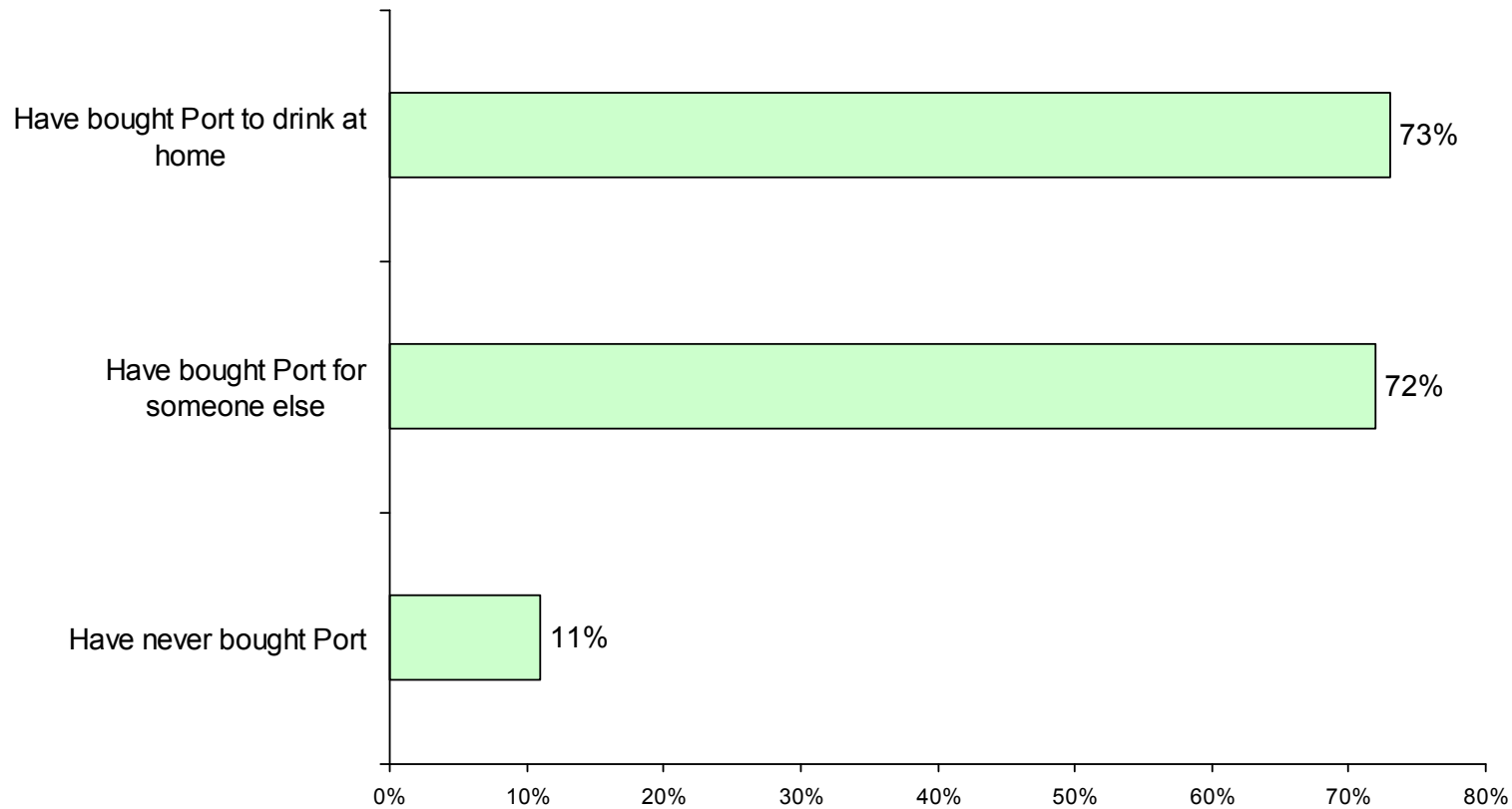
**Q3e. "Which of the following phrases best describes your own opinion about Port?"**



Port Ratings: Rejectors



**Q4. “Have you ever bought Port, either to give to someone else, or to drink at home yourself?”**



Port Purchase



**Q5a-c. “Is there any particular reason why you have never bought / drunk Port?”**

	Have Never Bought n = 42	Have Never Drunk n = 15
Never thought about it	13	6
Old person’s / man’s drink	4	6
Friends don’t like it	3	1
Don’t like the taste	4	0
Too expensive	4	0
Someone else buys it	4	0
Don’t think I’d like it	2	3
Too sweet	2	0
After dinner drink	1	0
Don’t like smell	1	0
None	3	1

Reasons for not Buying / Trying Port



**Q6a. “Approximately how many bottles of Port have you bought in the last 12 months to drink at home?”**

+50 (more than 1 a week)	0%
c. 50 (about 1 a week)	1%
c. 25 (about 1 every 2 weeks)	3%
c. 12 (about 1 a month)	4%
c. 6 (about 1 every 2-3 months)	15%
c. 2 (about 1 every 6 months)	38%
1 a year	29%
None in last year	11%
Average in last year	3.4 purchases

SubGroup	Average	
Men	4.0	
Women	2.5	Majestic 3.1
18-34	3.4	Oddbins 3.2
35-44	3.2	Sainsbury's 5.4
45-54	4.0	Somerfield 2.9
55+	3.0	Tesco 1.9
AB	3.6	
C1C2DE	2.8	

Port Purchases for In-Home Consumption

**Q6b. “Approximately how many bottles of Port have you bought for someone else in the last 12 months?”**

+50 (more than 1 a week)	0%
c. 50 (about 1 a week)	0%
c. 25 (about 1 every 2 weeks)	1%
c. 12 (about 1 a month)	2%
c. 6 (about 1 every 2-3 months)	6%
c. 2 (about 1 every 6 months)	25%
1 a year	43%
None in last year	23%
Average in last year	1.6 purchases

SubGroup	Average	
Men	2.0	
Women	1.2	Majestic 1.6
18-34	1.4	Oddbins 1.4
35-44	1.6	Sainsbury's 1.9
45-54	2.0	Somerfield 1.9
55+	1.6	Tesco 1.4
AB	1.8	
C1C2DE	1.2	

Port Purchases for Someone Else



**Q7. “How many glasses of Port would you say you have drunk, either at home or when out, in the last 12 months?”**

+50 (more than 1 a week)	3%
c. 50 (about 1 a week)	2%
c. 25 (about 1 every 2 weeks)	11%
c. 12 (about 1 a month)	16%
c. 6 (about 1 every 2-3 months)	25%
c. 2 (about 1 every 6 months)	14%
1 a year	7%
None in last year	21%
Average in last year **	9.0 glasses

SubGroup	Average	
Men	11.0	
Women	6.3	Majestic 9.2
18-34	9.8	Oddbins 8.1
35-44	7.7	Sainsbury's 11.0
45-54	9.0	Somerfield 10.1
55+	9.5	Tesco 6.5
AB	9.2	
C1C2DE	8.2	

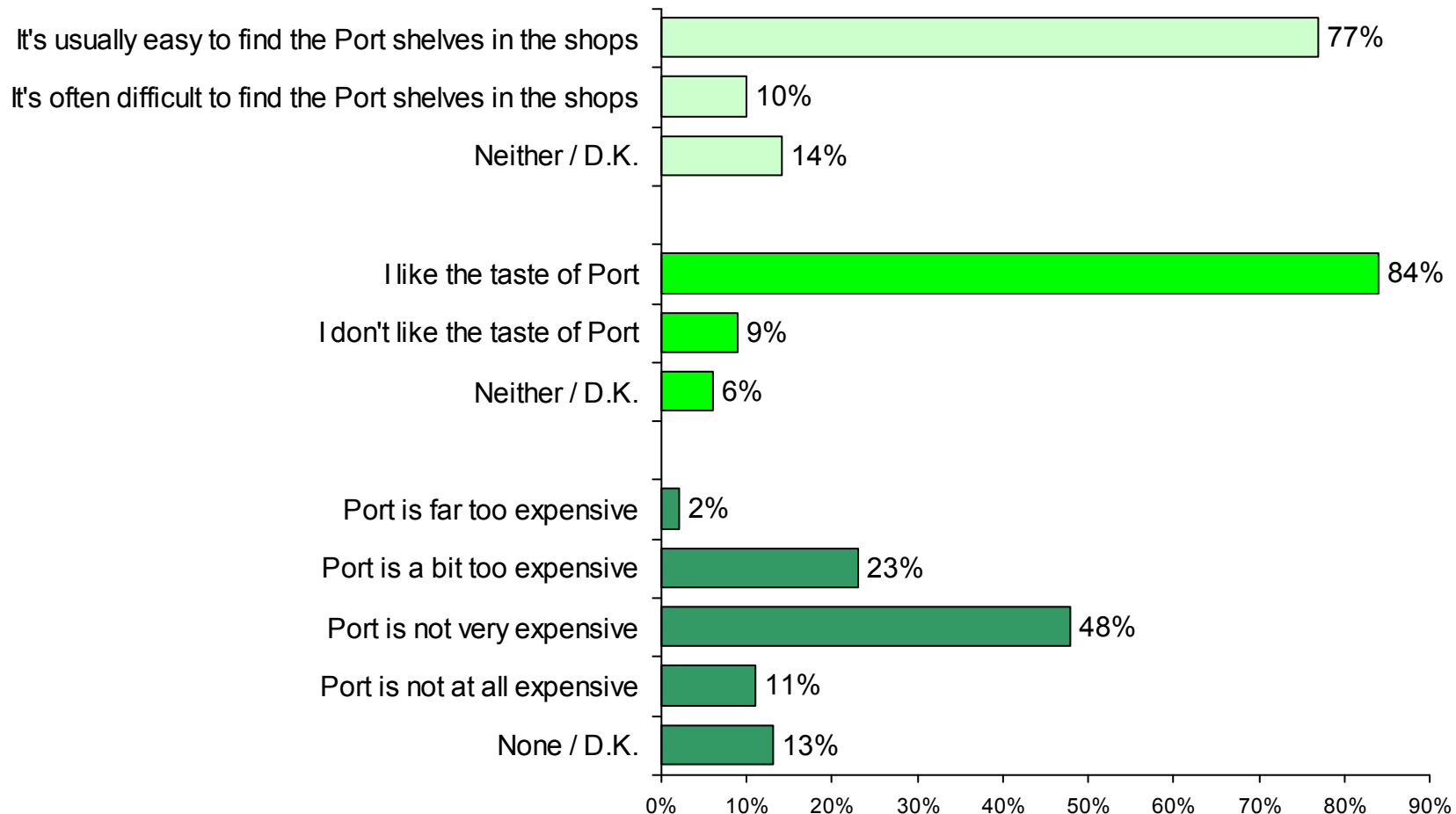
**Port Consumption in Last Year**

19% - 1 - 2 glasses per month i.e. 3.5 pa [TNS\the drinks business 2005] \*\*





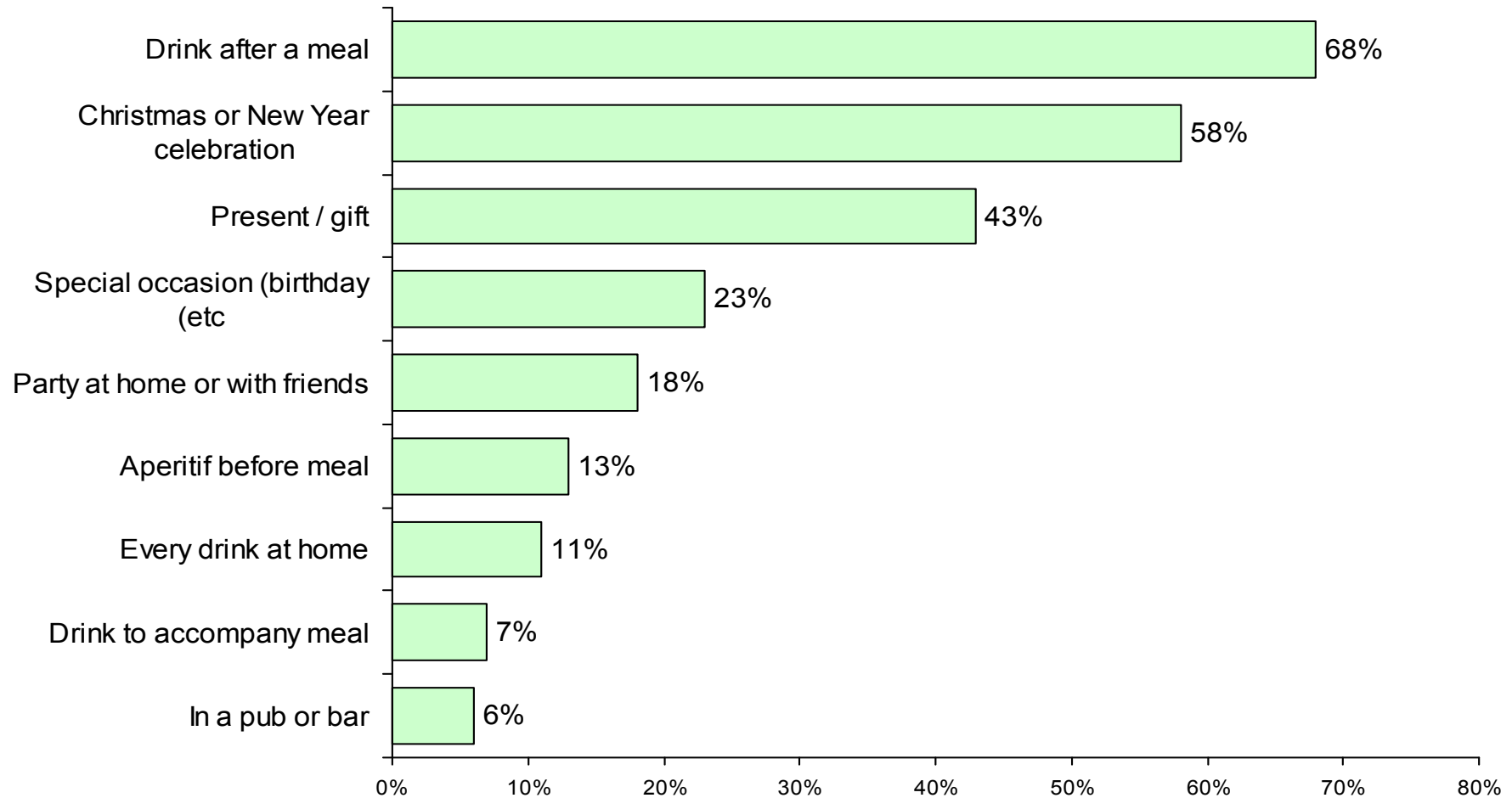
## Q8. “Which of the following phrases best describes your own opinion about Port?”



Port Ratings



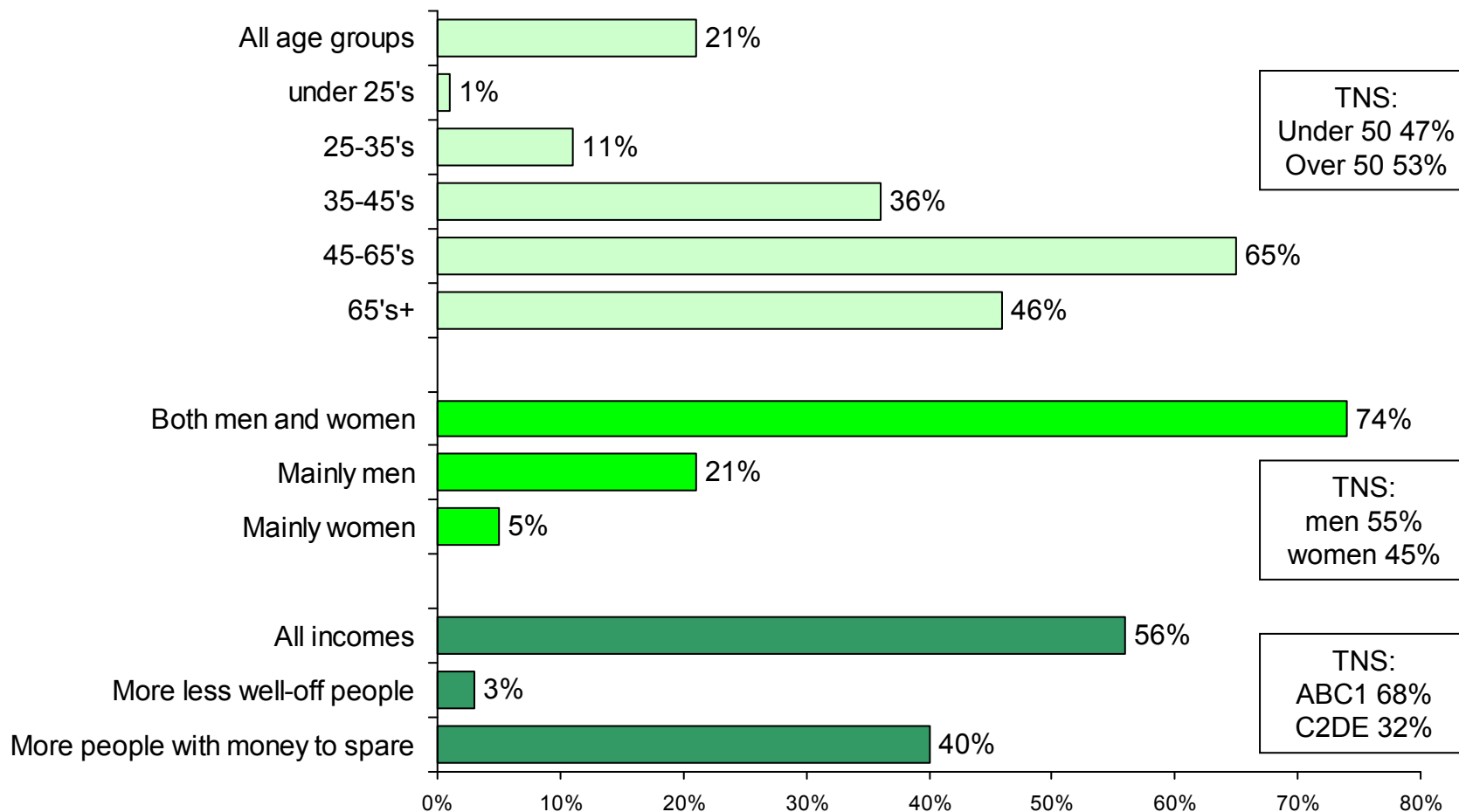
## Q9. “Which, if any, of these occasions do you think Port is suited to?”



Port: Occasion Suitability



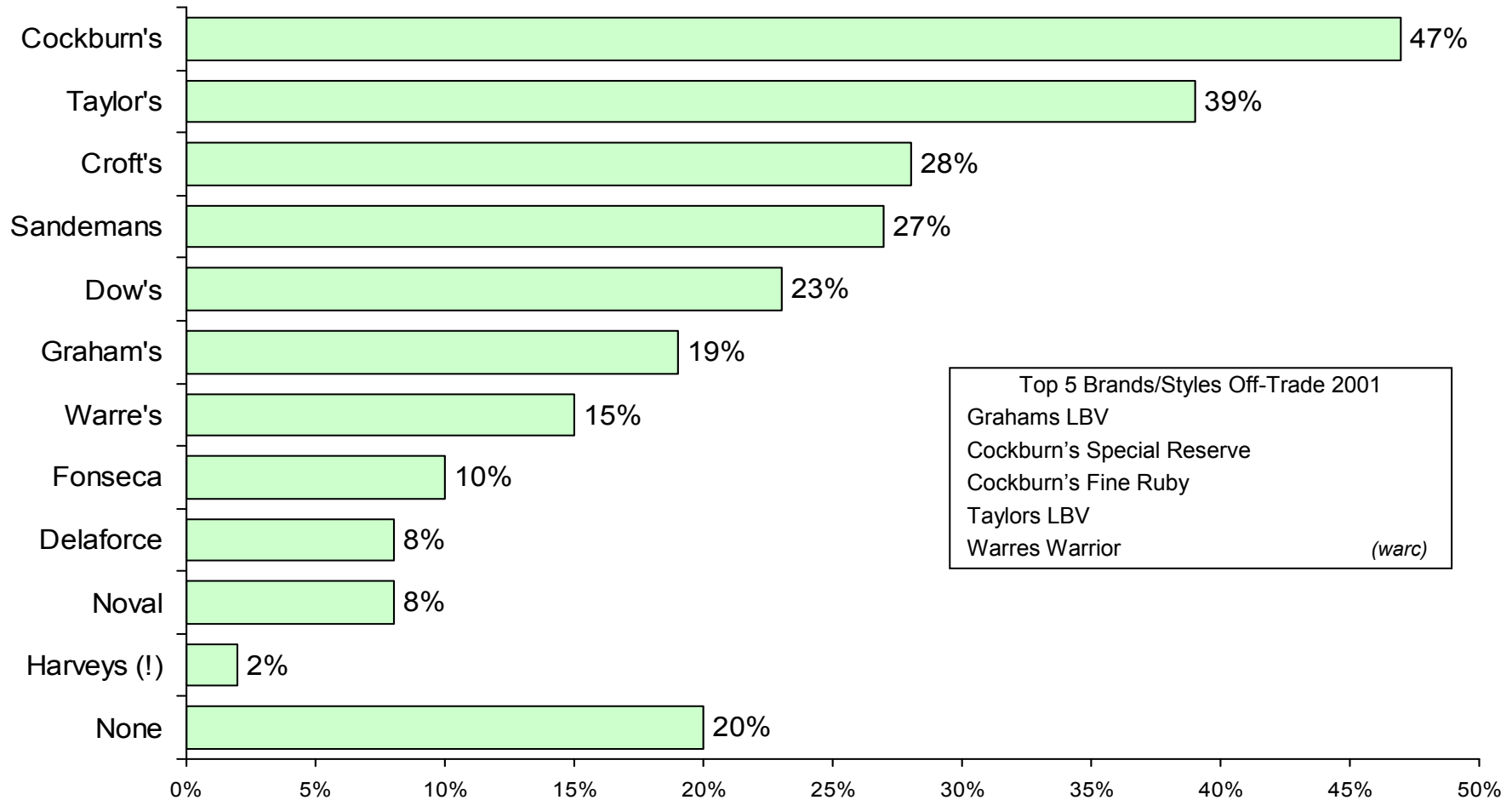
# Q10. "Which of these groups do you think would be most likely to drink Port?"



Port: Demographic Image



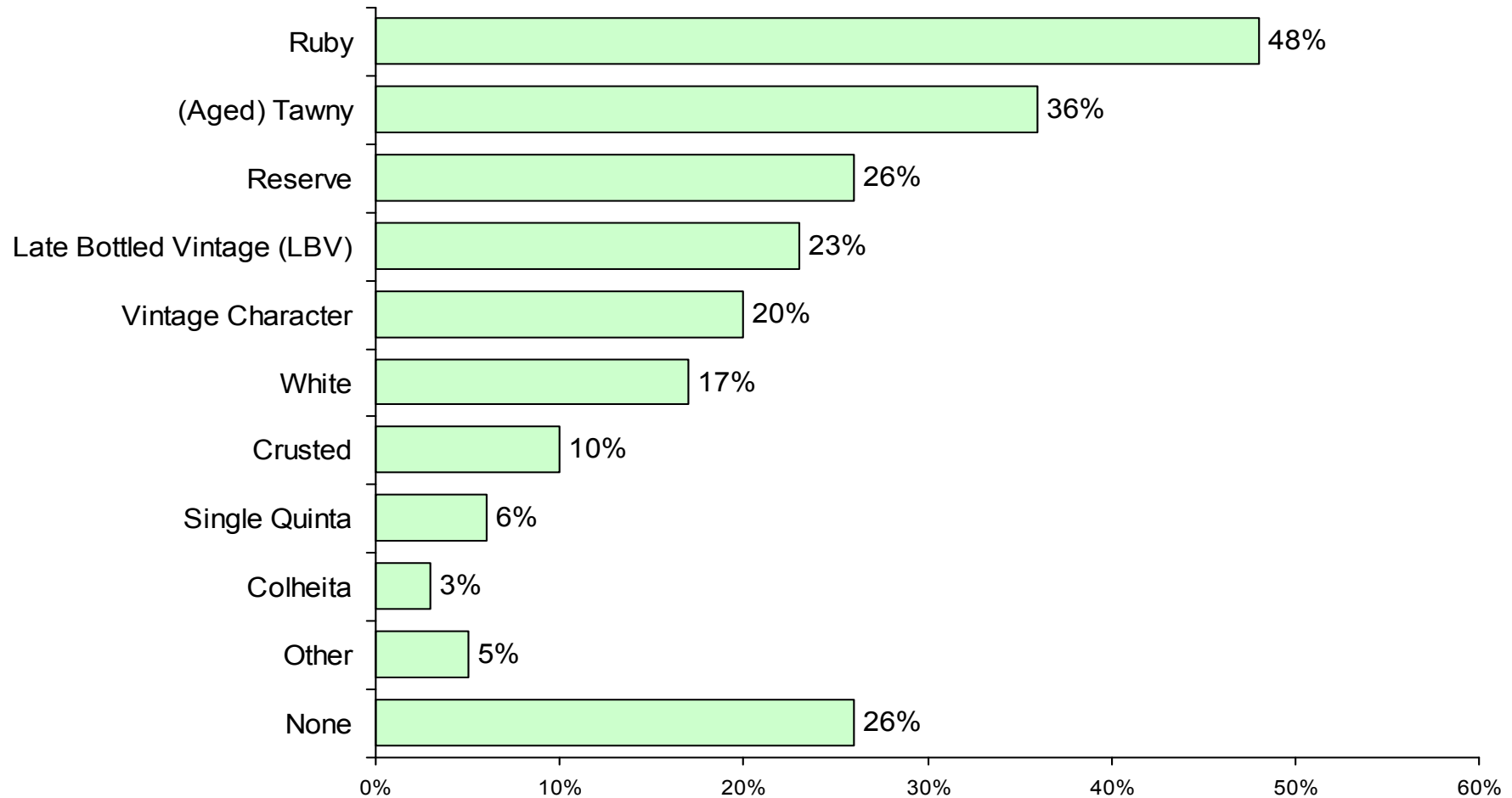
# Q11. "Which brands of Port have you heard of?" (unprompted)



Port: Brand Awareness



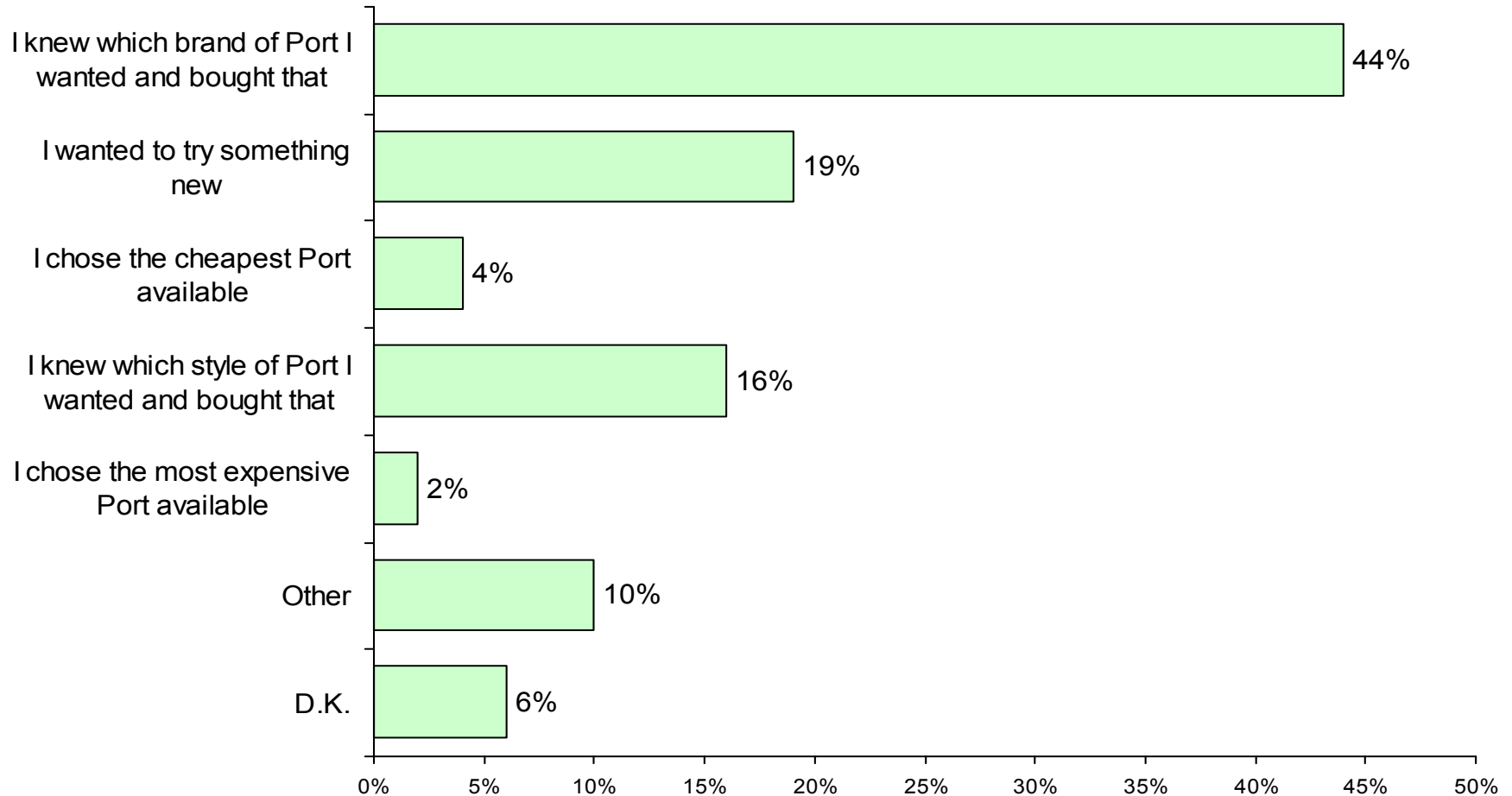
**Q12. “As you may know, there are a number of different styles or qualities of Port available - which styles of Port have you heard of?”  
(unprompted)**



Port: Style Awareness



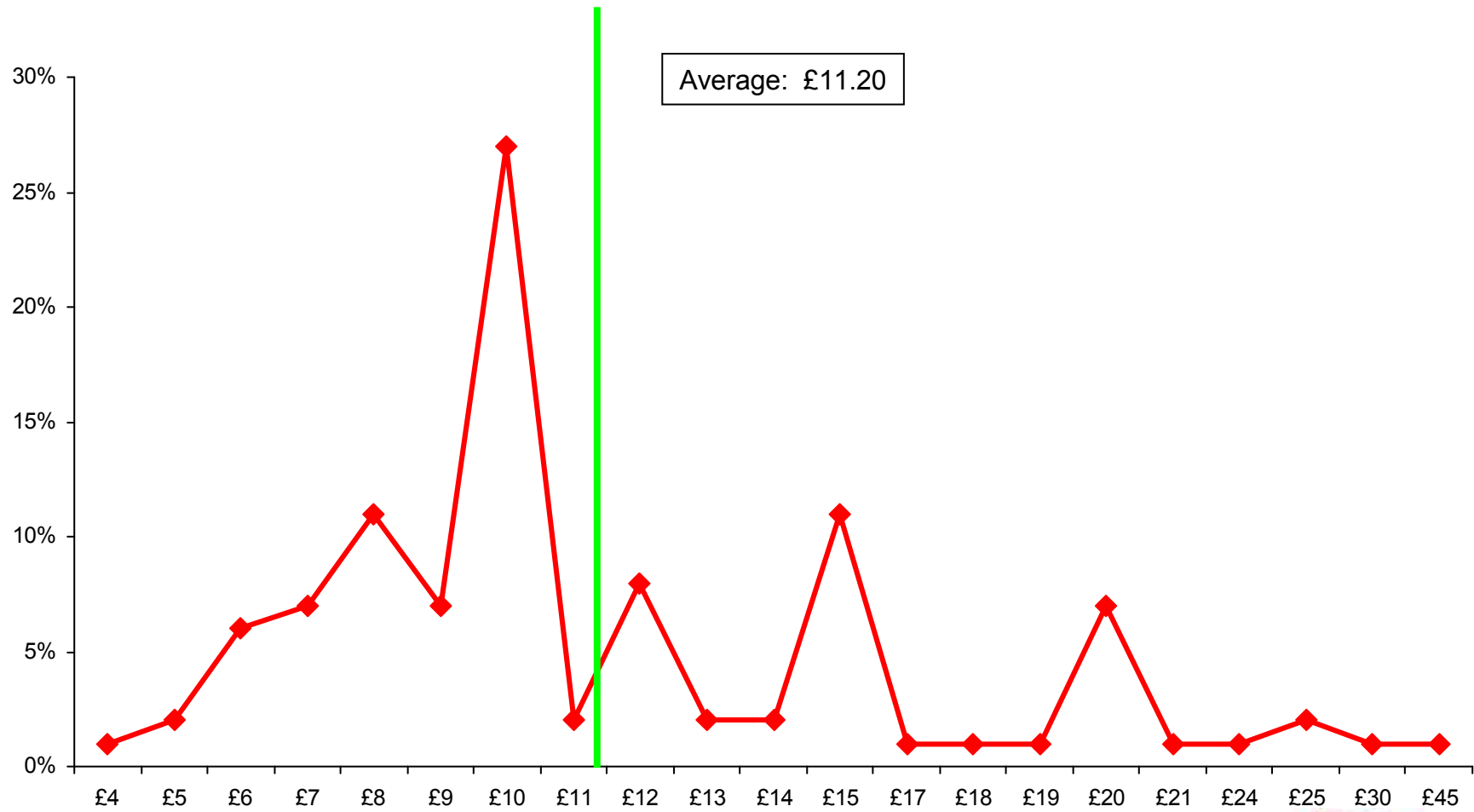
# Q13. “Which of these phrases best describes the last time you bought Port?” (Show Card)



Port: Purchase Strategy



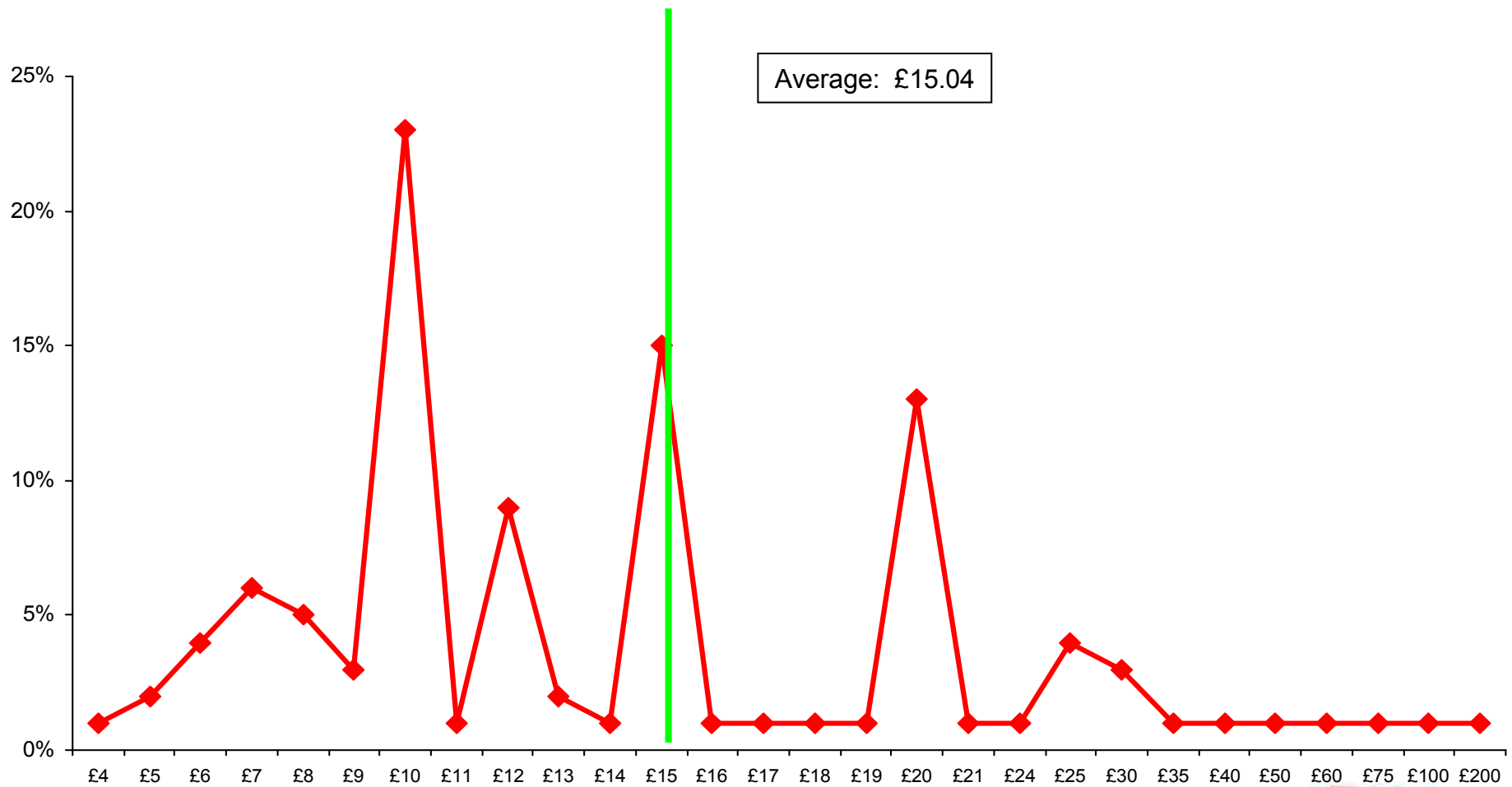
# Q14. "On average, what price would you expect to pay for a bottle of Port in a shop?"



Port: Average Price in Shop  
{Actual is £6.60 for 75cl, MAT AC Nielsen}



**Q15. “If you were buying a bottle of Port to drink yourself, what is the most you would expect to pay?”**

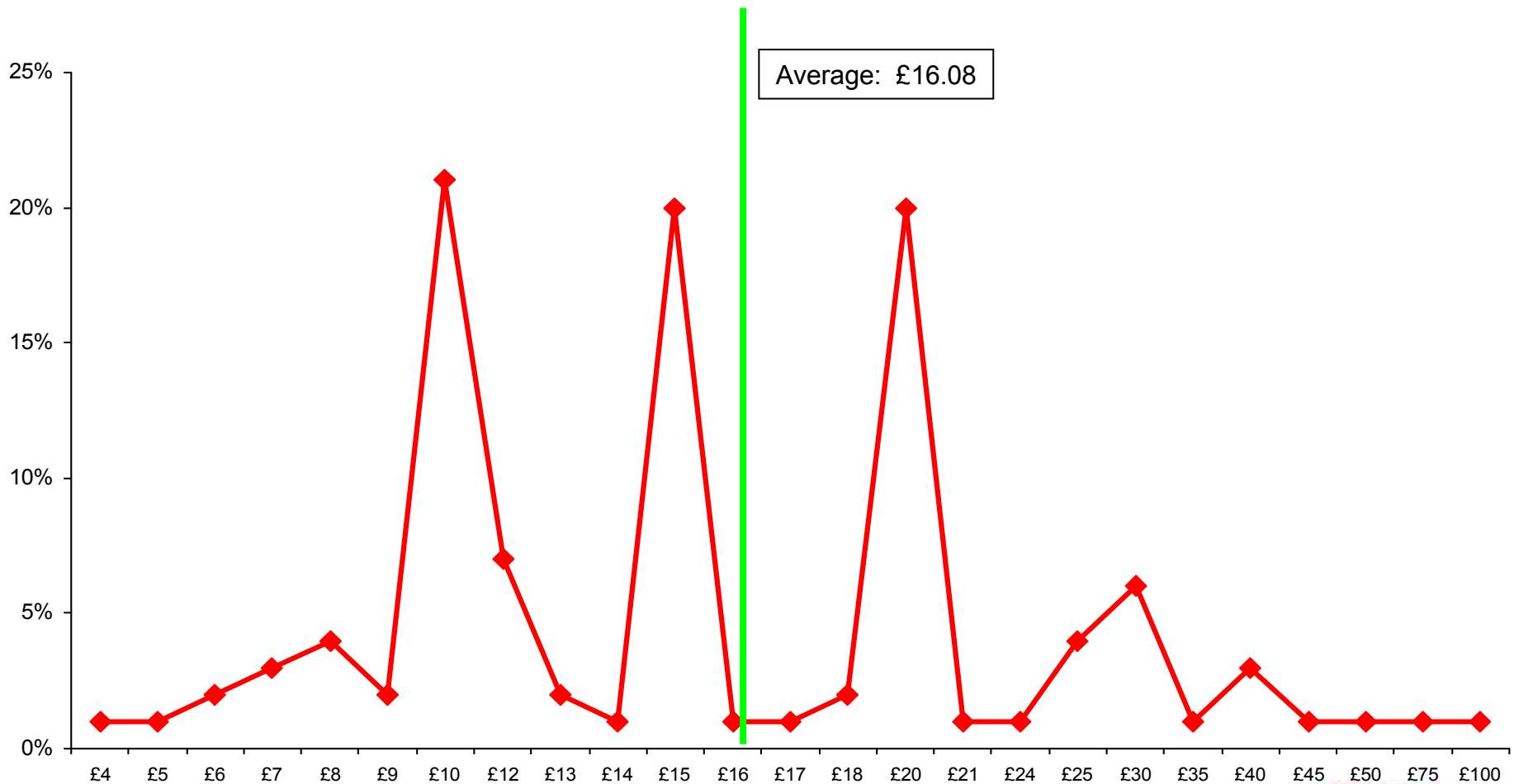


Port: Most Would Pay If Drinking Oneself





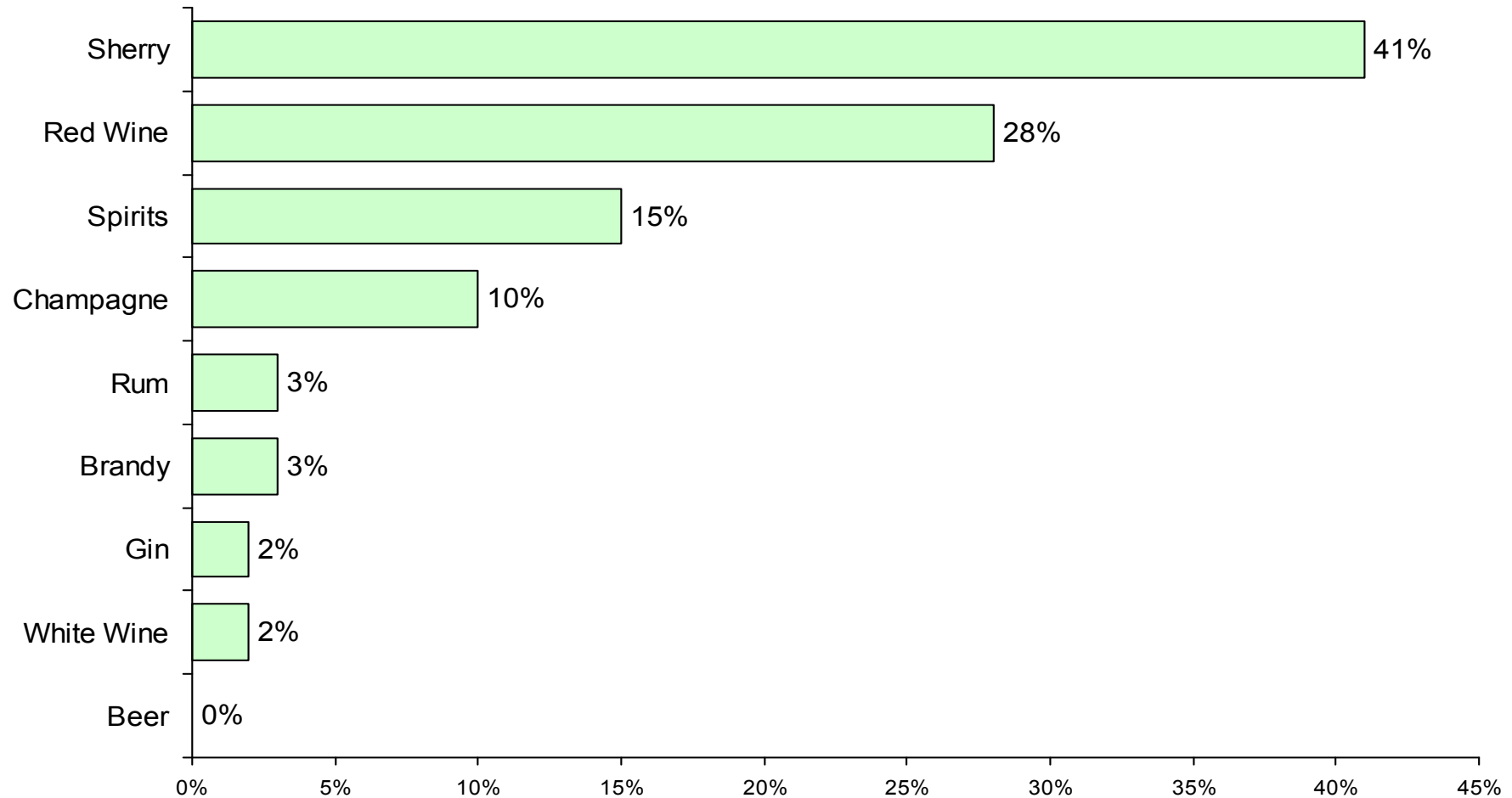
**Q16. “If you were buying a bottle of Port as a gift for someone else, what is the most you would expect to pay?”**



Port: Most Would Pay If Buying for Someone Else



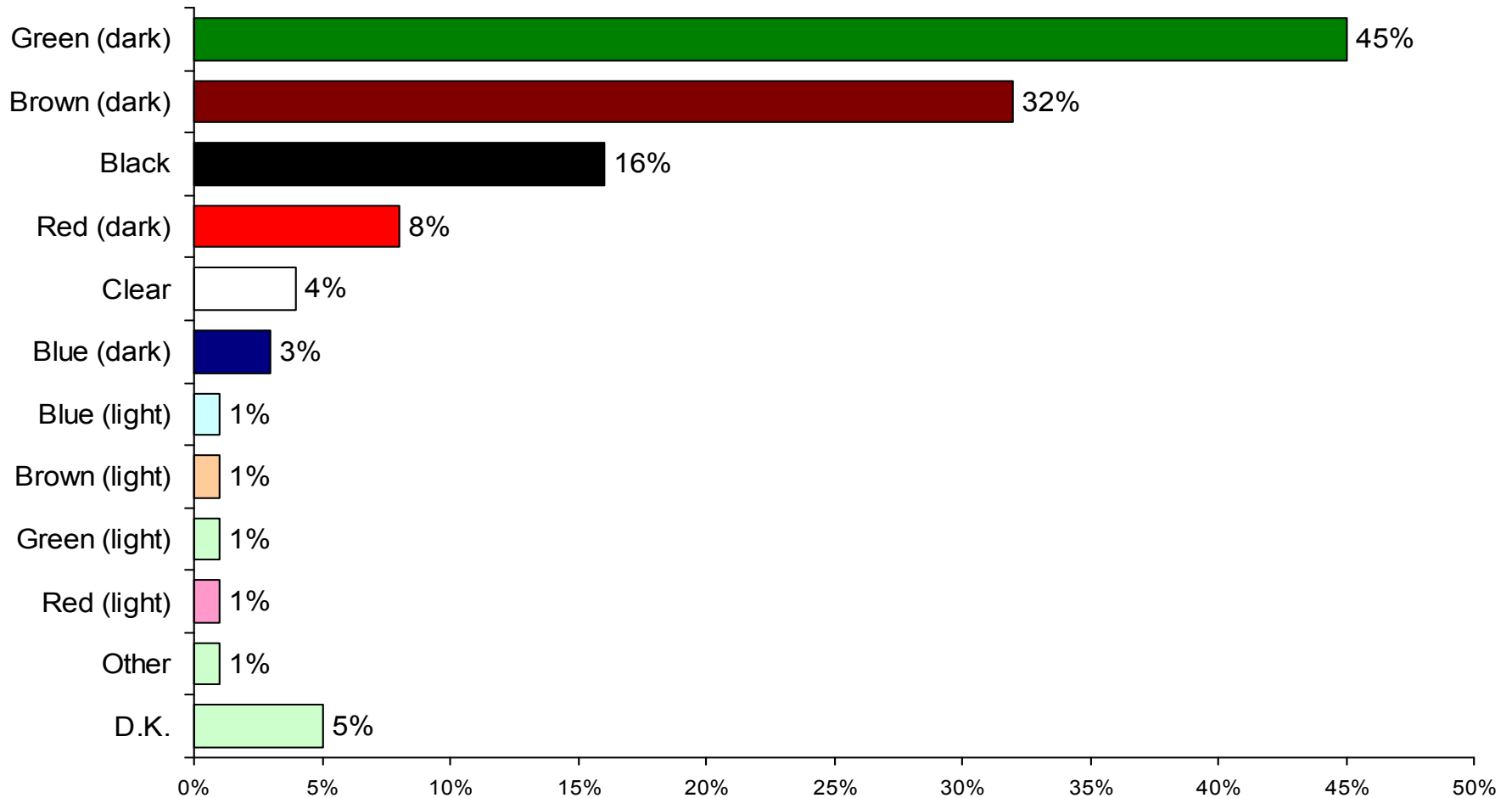
**Q17. "In this store, which types of drink is the Port near or next to? (Show Card)**



Port: Position in Outlet



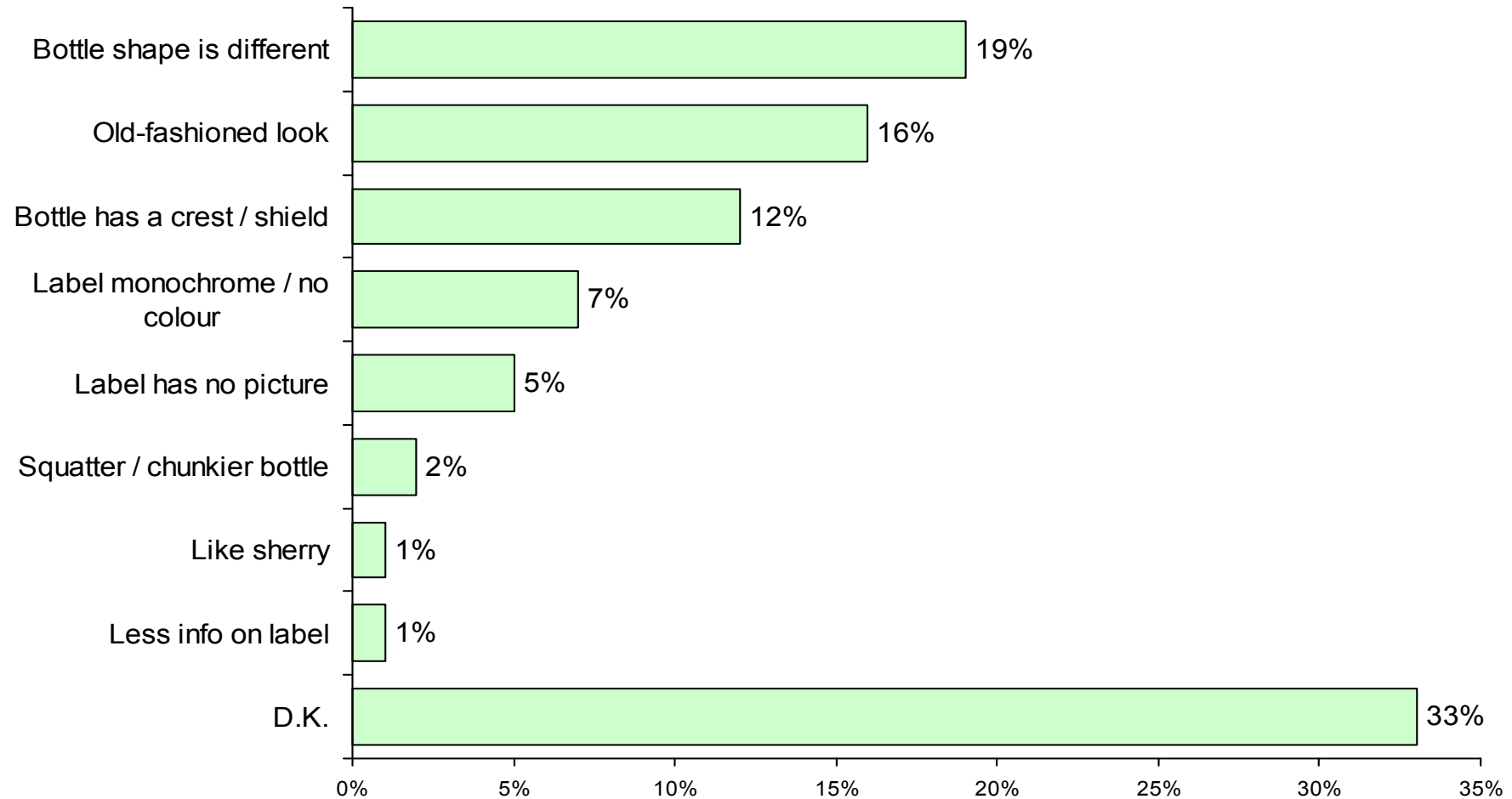
# Q18. "What colour glass does a bottle of Port usually have?" (unprompted)



Port: Bottle Colour



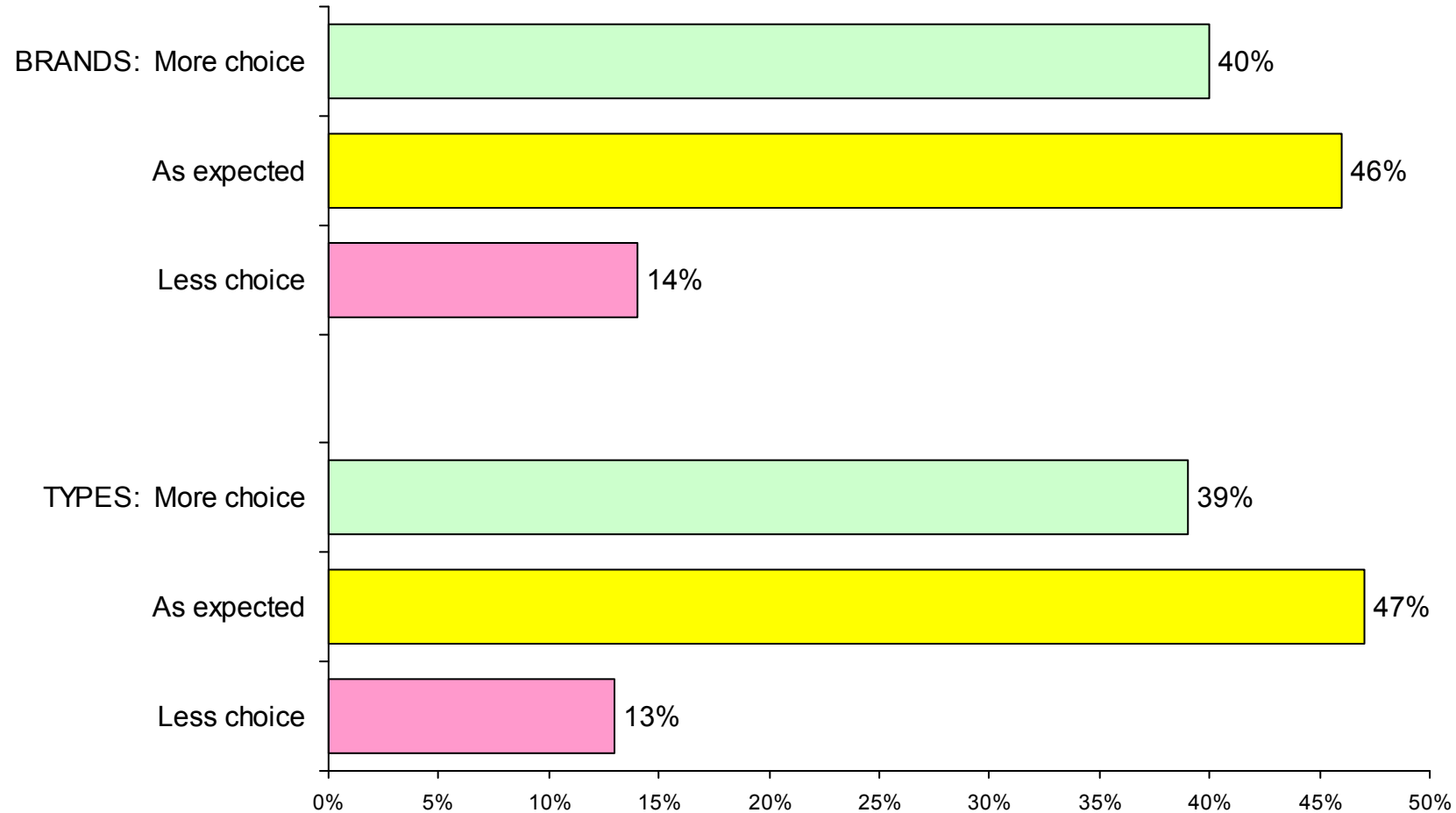
## Q19. “Do Port bottles and labels look different from other wines or spirits? If so, in what way?” (unprompted)



Port: Appearance of Bottle / Label



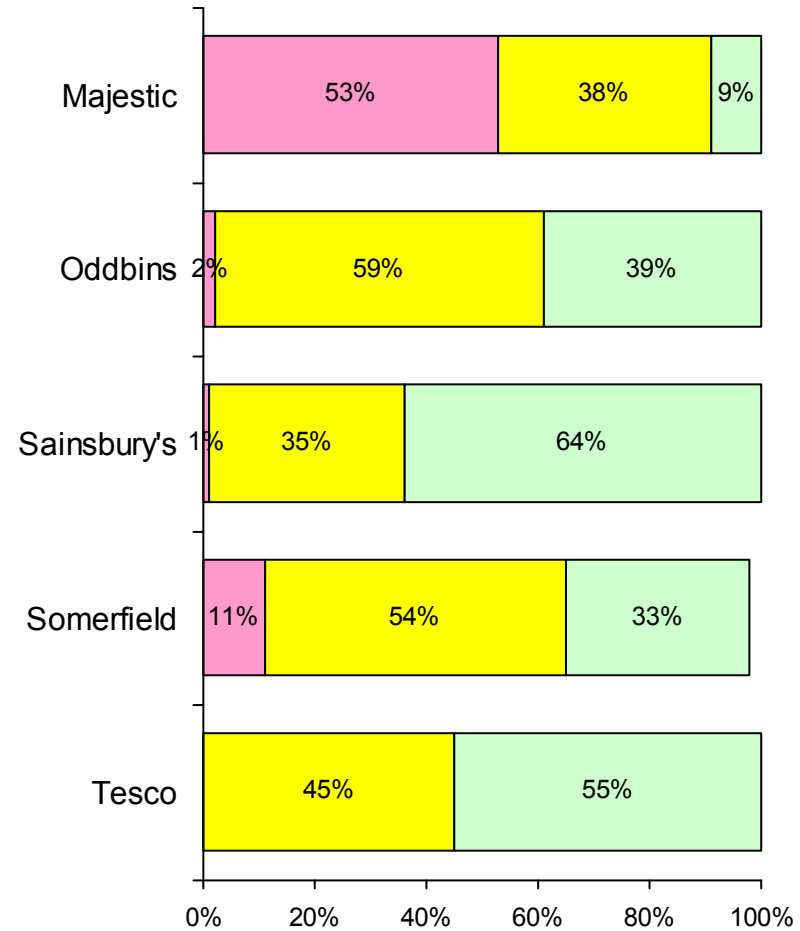
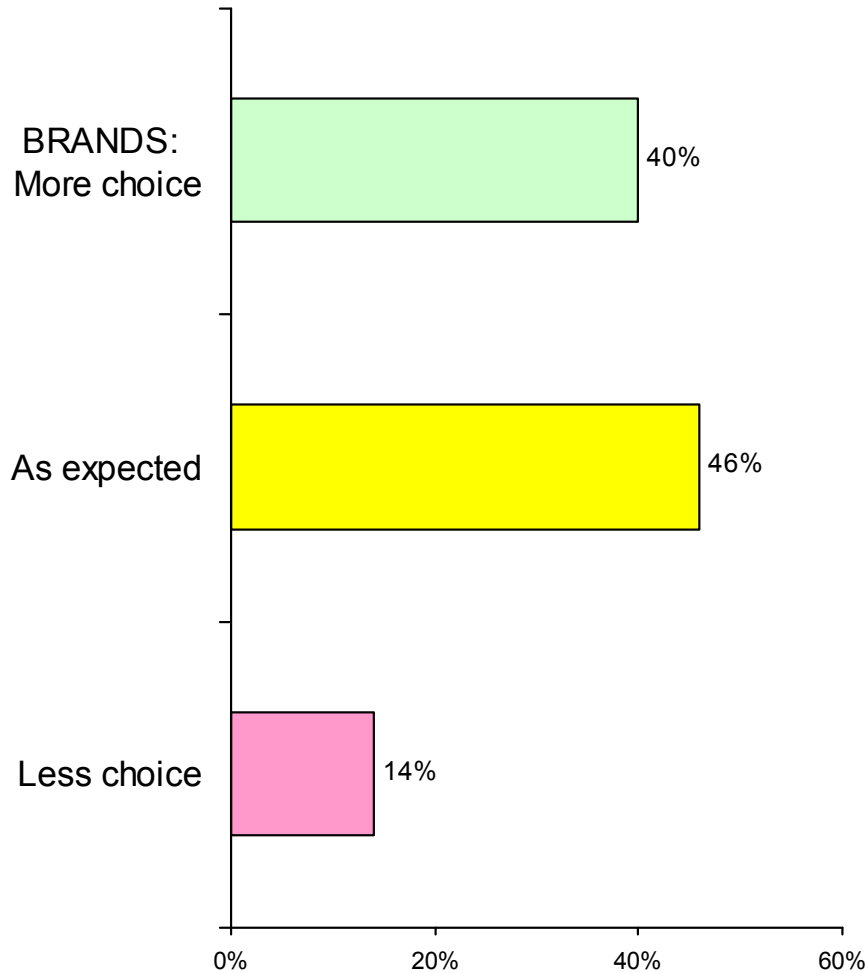
**Q20&21. “Is there more, less, or about the same, choice of Port brands [& styles] on display here as you expected?”**



In front of fixture: Port Choice



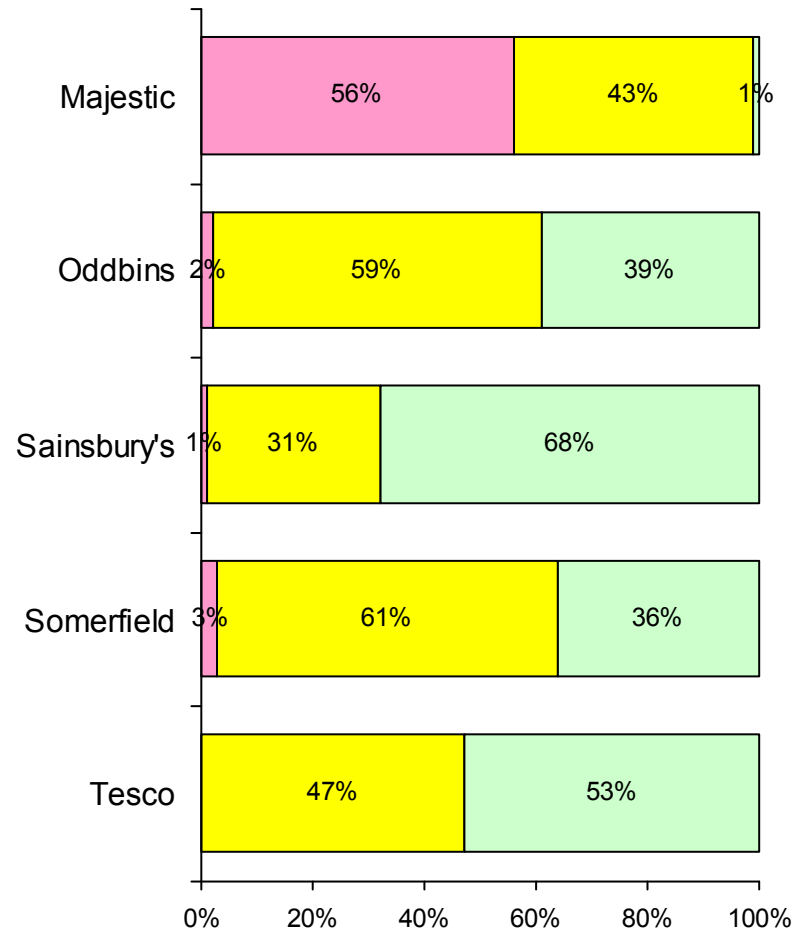
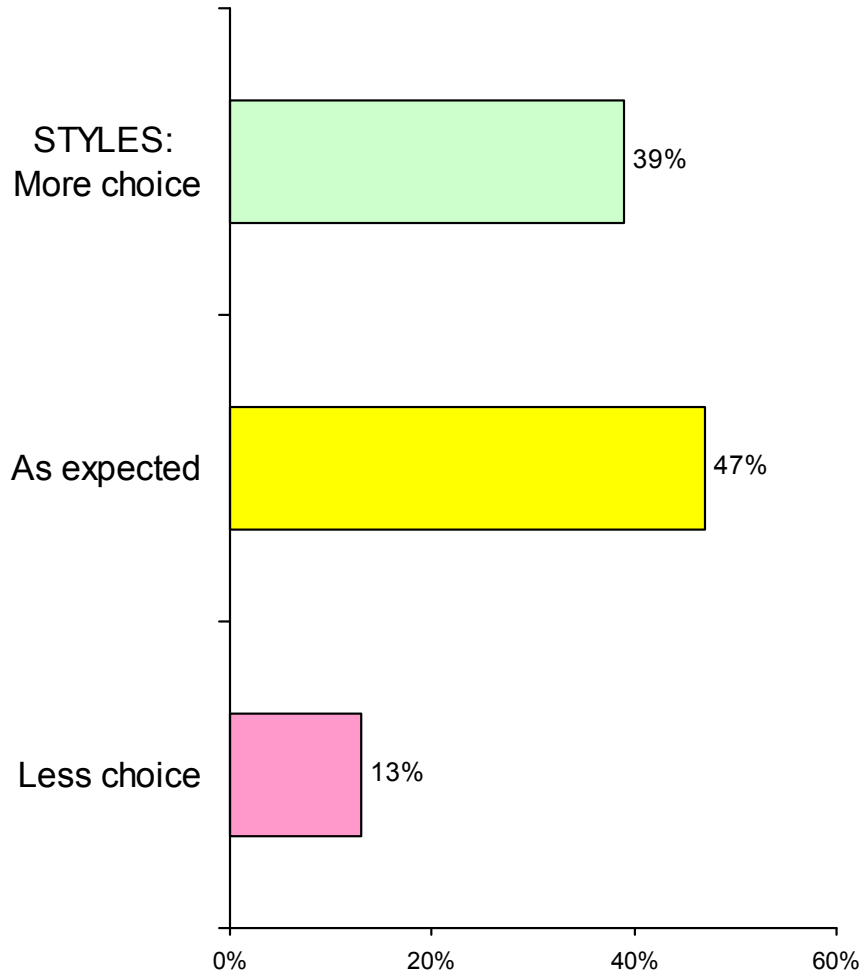
**Q20. “Is there more, less, or about the same, choice of Port brands on display here as you expected?”**



In front of fixture: Brand Choice



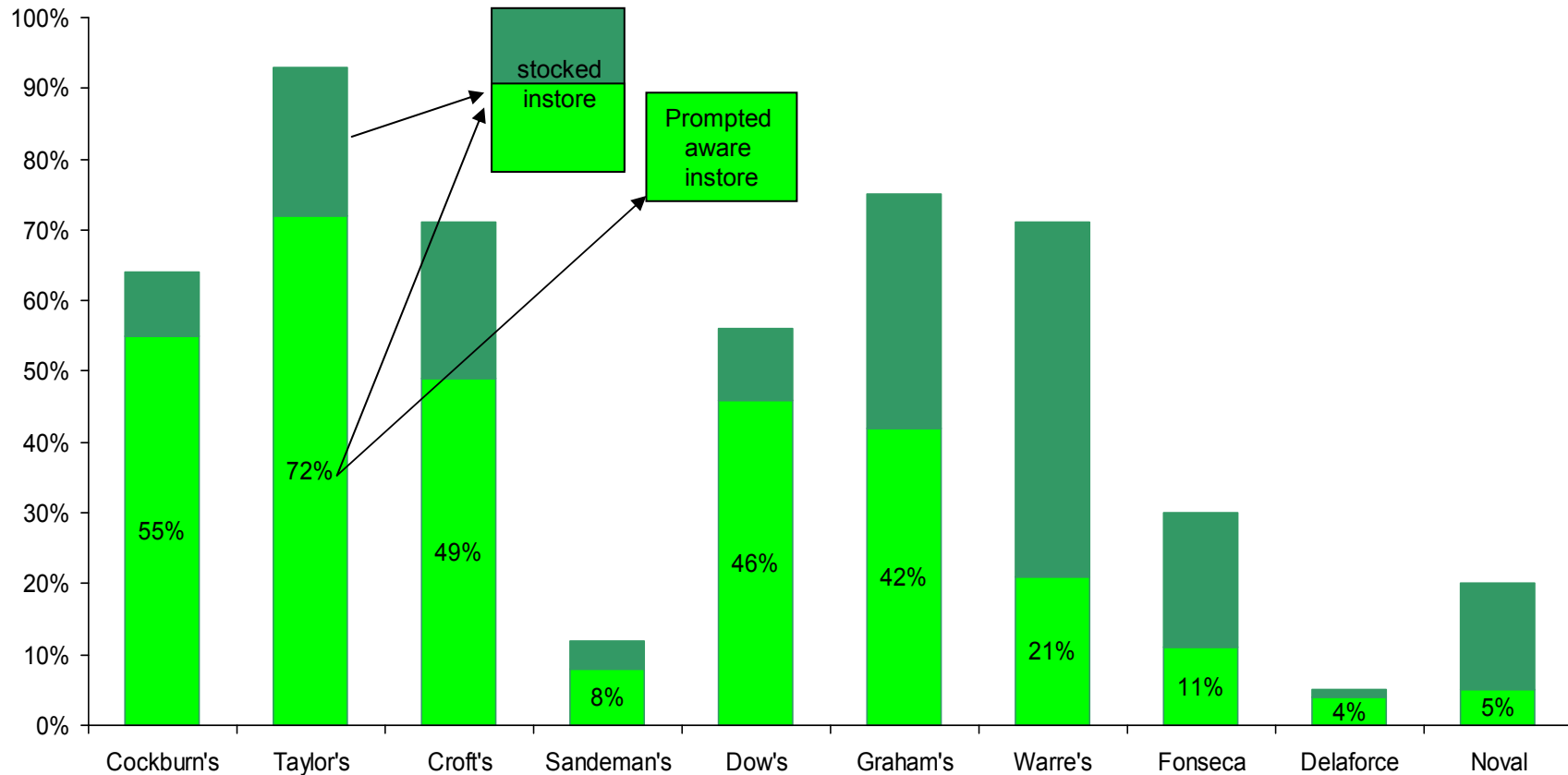
# Q21. "Is there more, less, or about the same, choice of Port styles on display here as you expected?"



In front of fixture: Style Choice



## Q22. "Which of the brands on this display have you heard of?"



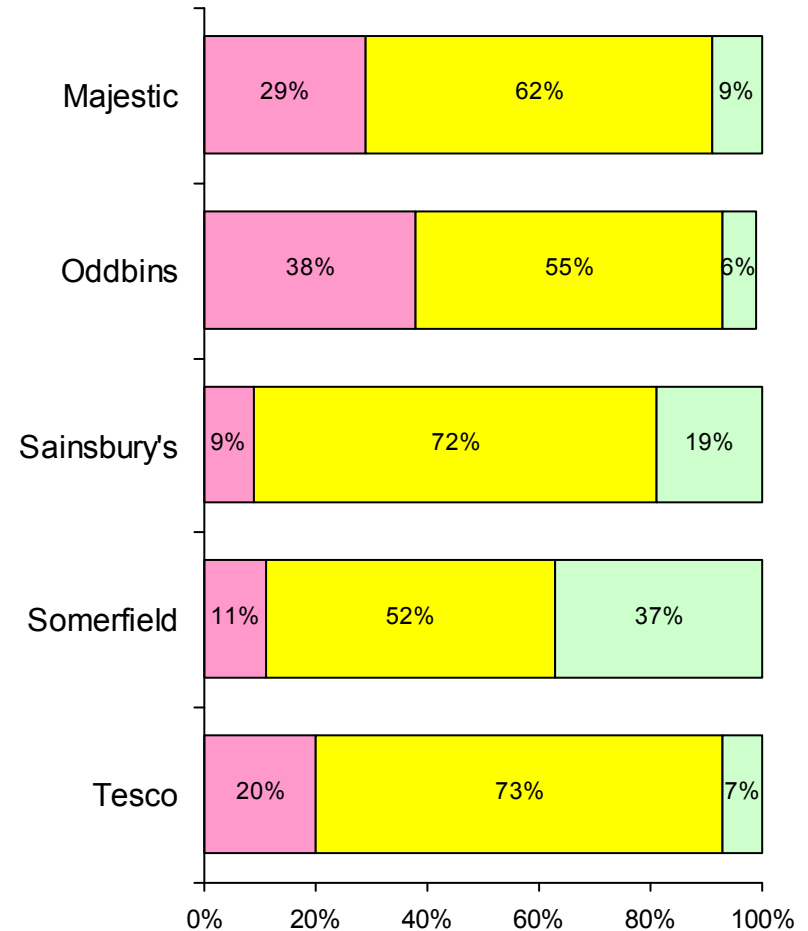
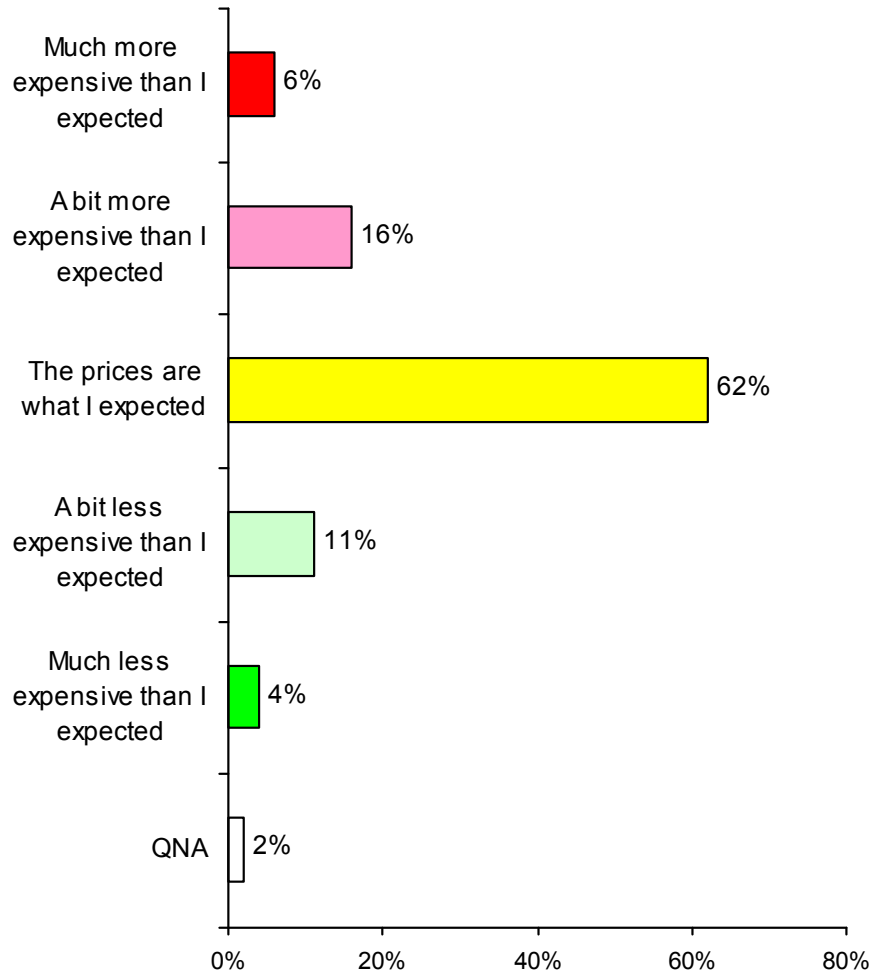
Prompted Awareness/ In-store ratio	86%	78%	70%	66%	56%	57%	30%	35%	76%	24%
---------------------------------------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

In front of fixture: Brand Awareness





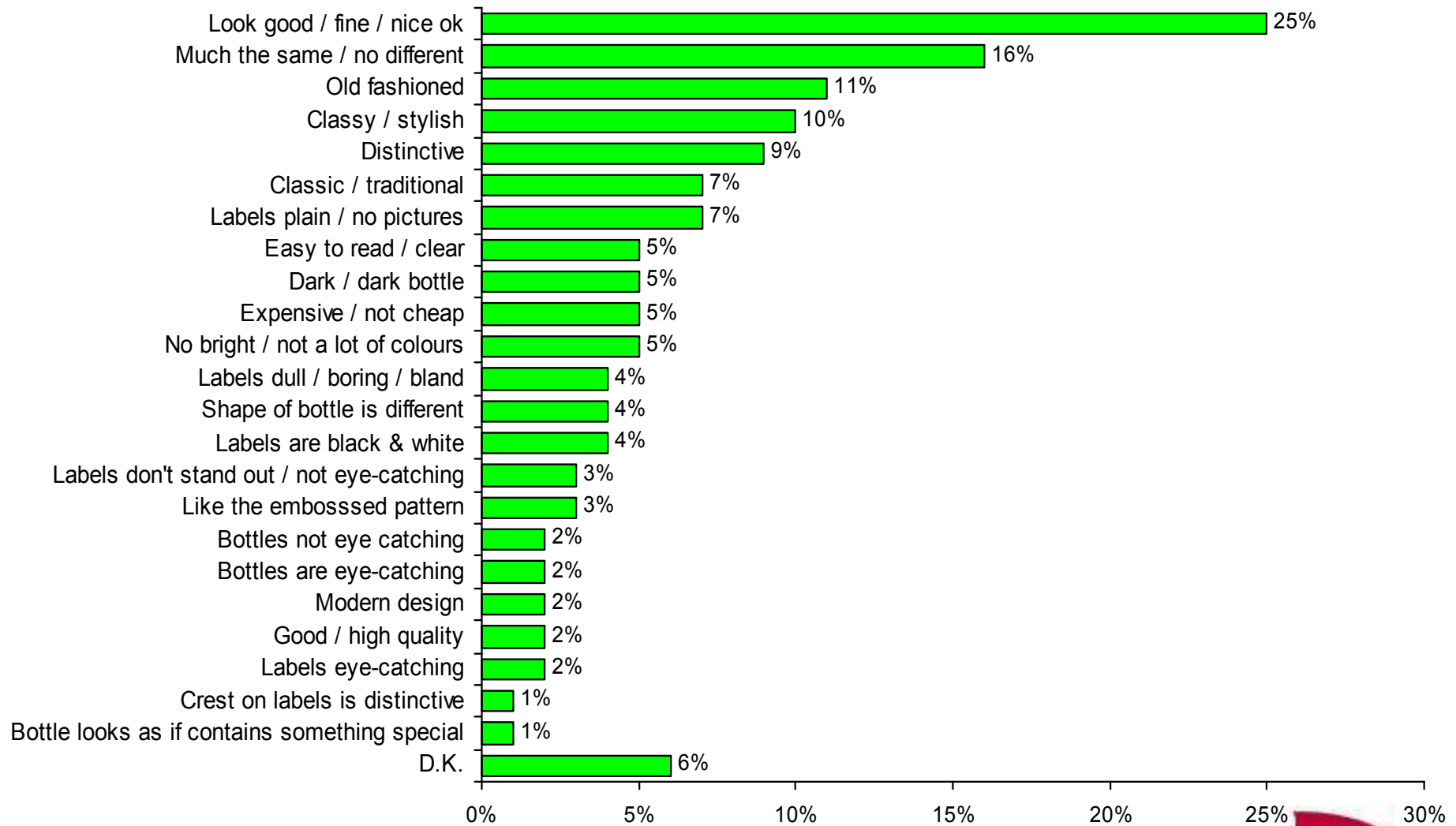
**Q23. “Looking at this display, which of these phrases best describes your opinion about the prices of the Port?” (read out)**



In front of fixture: Pricing



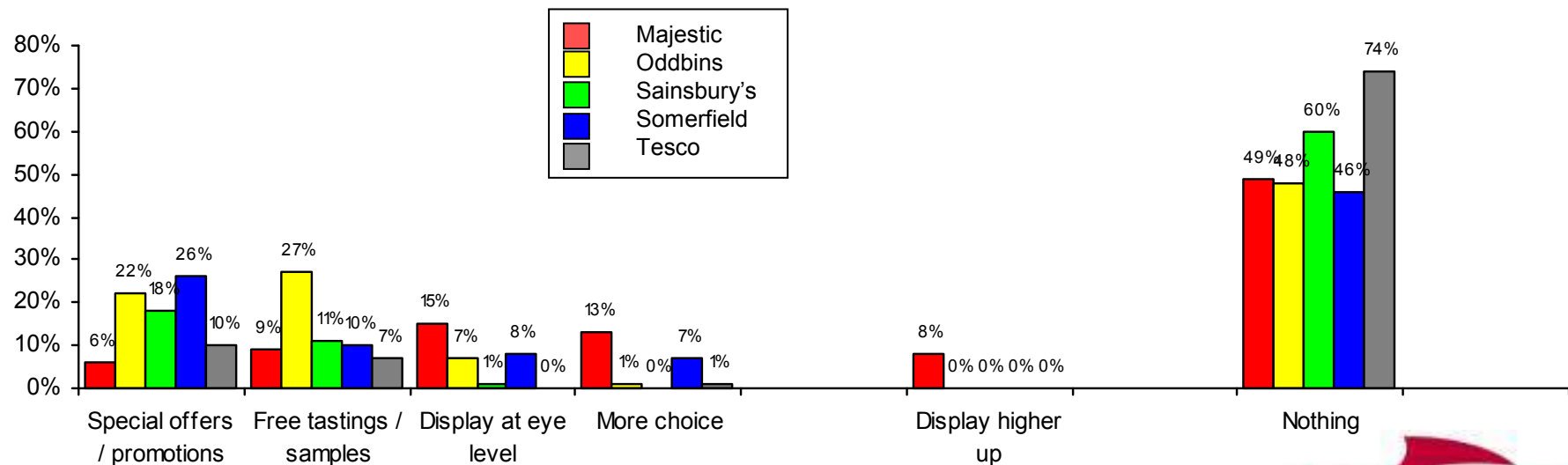
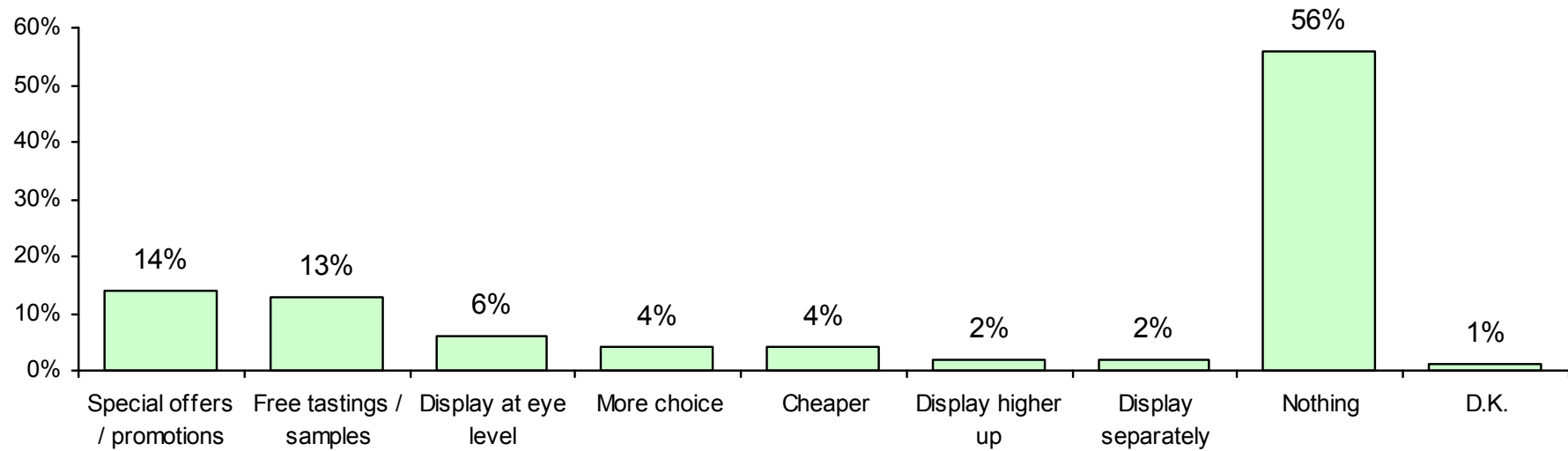
**Q24. “What is your opinion about the design or appearance of the Port bottles and labels in comparison with the other drinks on display in this store?”**



Opinion about Bottle / Label



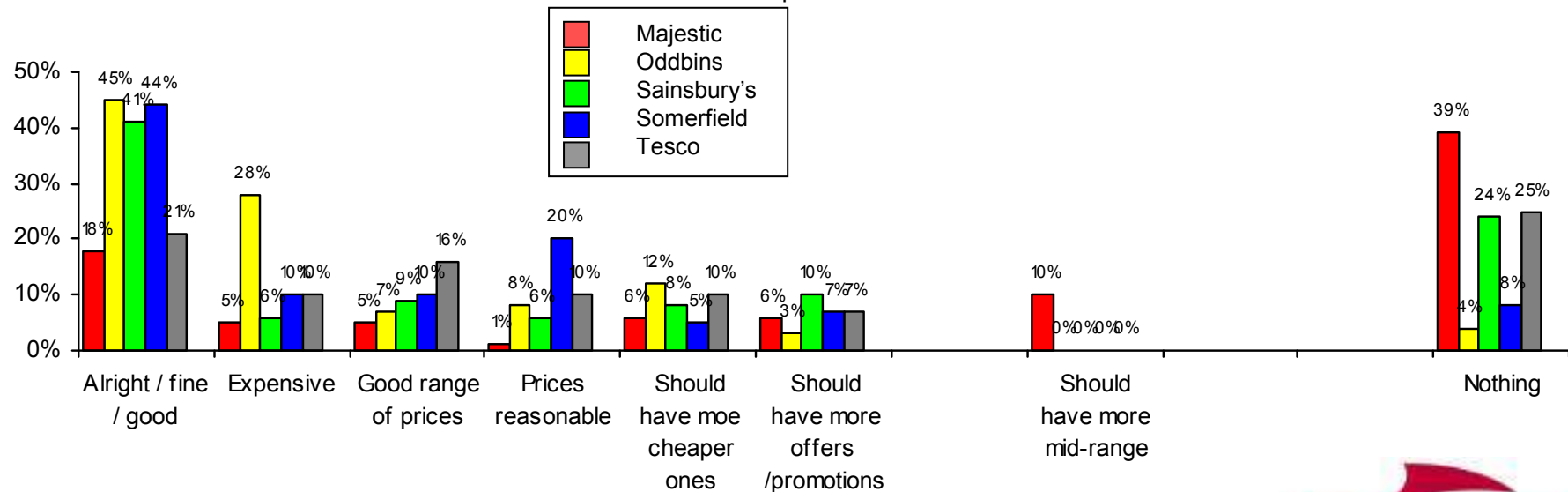
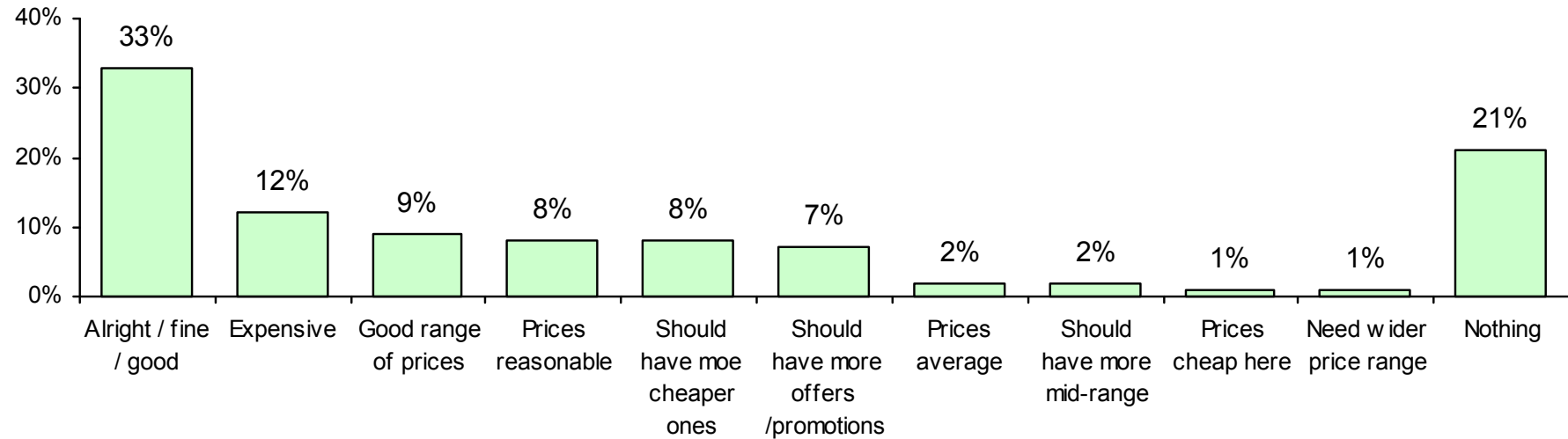
# Q25a. "Is there anything the shop could do to make you more likely to want to buy Port here?"



Opinion about Retailer Effort



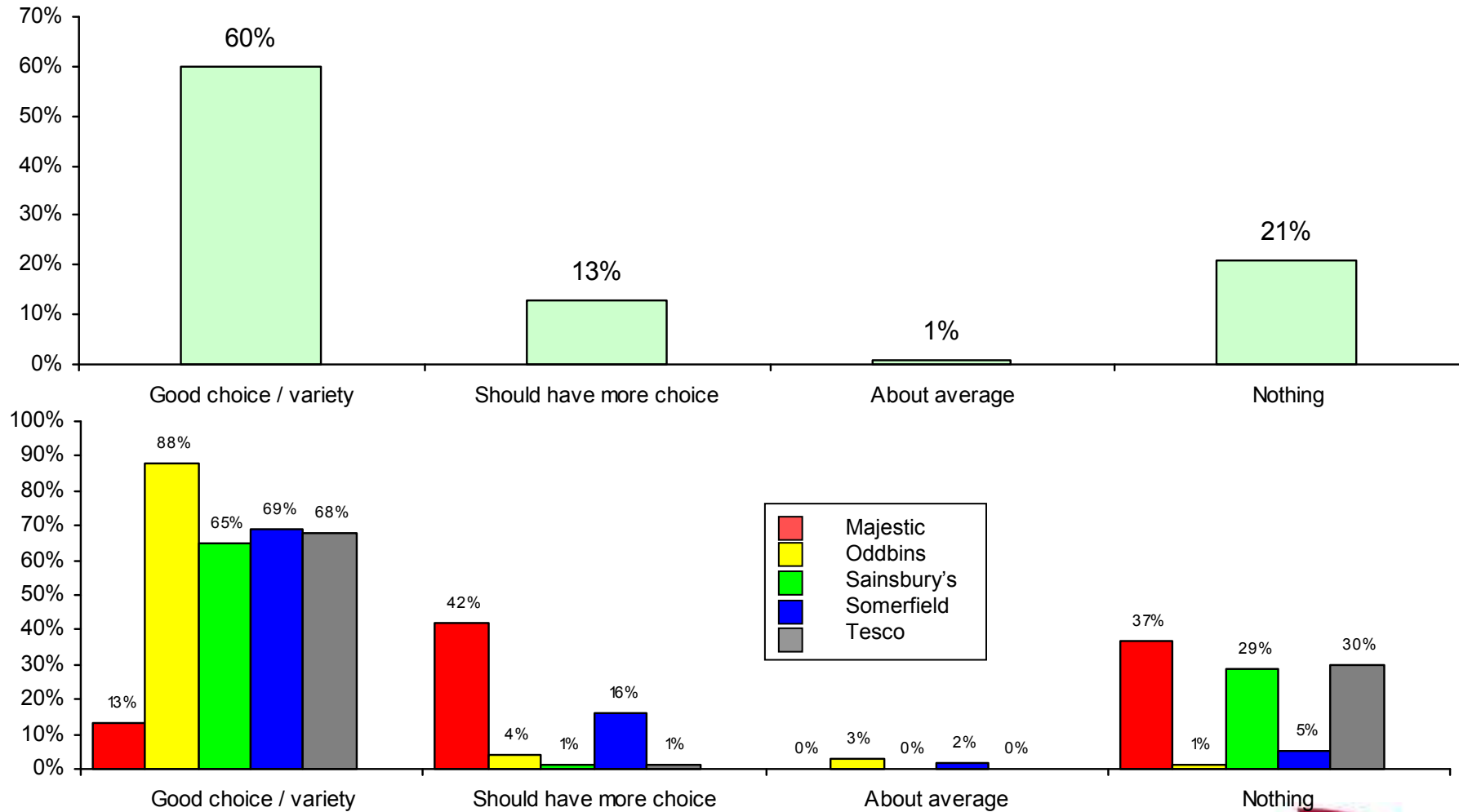
## Q25b. "Is there anything the shop could do to make you more likely to want to buy Port here? What about the price of Port?"



Opinion about Retailer Effort: Price



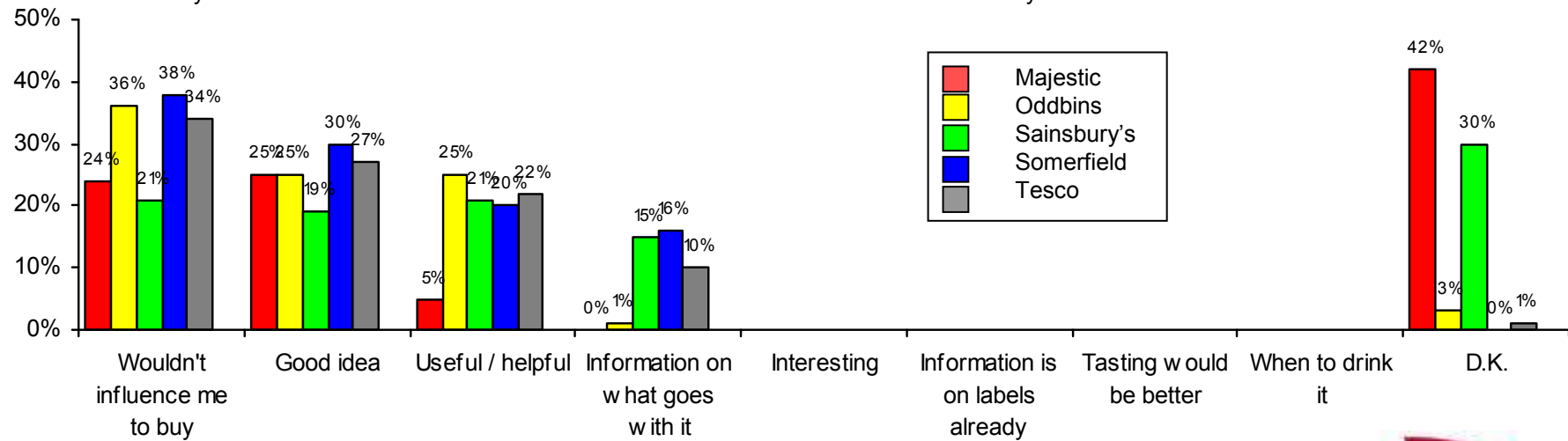
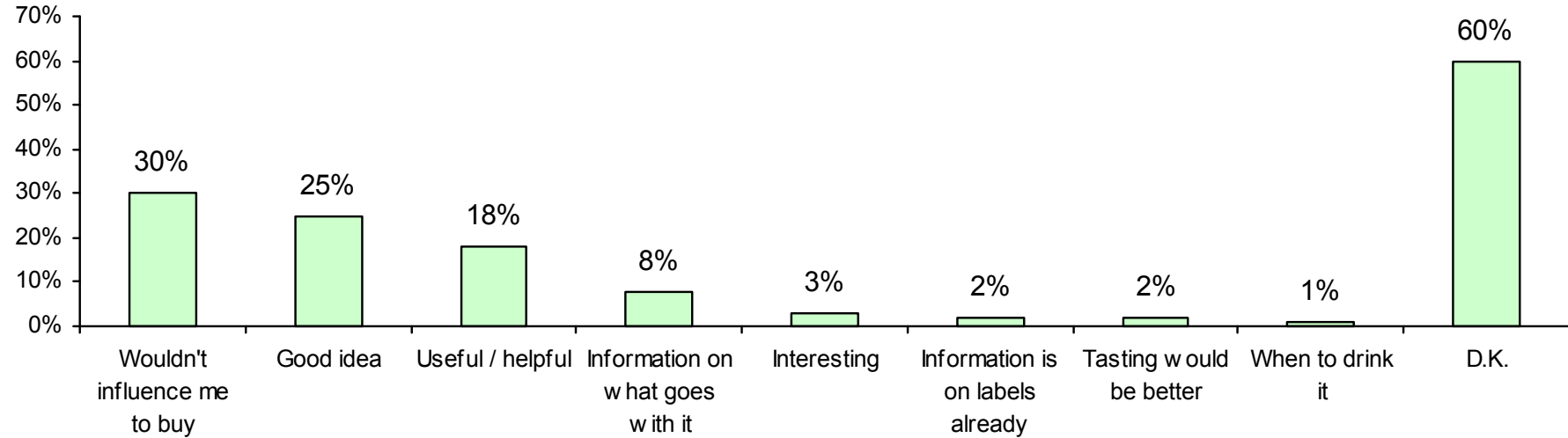
**Q25c. "Is there anything the shop could do to make you more likely to want to buy Port here? What about the choice of brands and styles of Port on display?"**



Opinion about Retailer Effort: Range



**Q25d. "Is there anything the shop could do to make you more likely to want to buy Port here? What about if they offered more information on the suitability of Port for meals or occasions?"**



Opinion about retailer effort: Information



# Conclusions

- 'Rejection' of Port among red wine drinkers is no greater than for Sherry or Vermouth, suggesting that there is not a specific Port 'problem' to solve
- Rejection of Port is mainly for its taste – either from experience or from reputation – less so for its image, and not at all to do with its retail presence or pricing.
- Irrespective of its actual consumption profile, Port's image does tend to be associated with older people, but not just men, or only up-market
- Port has very poor association with social drinking in pubs / bars
- Port benefits from reasonably good main brand awareness, and good awareness of the main styles – but there is no evidence regarding consumers' knowledge of the style differences

# Conclusions

- Consumers certainly know where to find Port in the store
- There is not the expected strong association of the Port bottle with black glass, nor with a distinctive 'Port' appearance.
- The 'traditional' elements of the packaging – crest, plain label etc – are not central to the product's image – they do not excite strong comment even after prompting
- The sector is NOT seen as requiring, or likely to benefit from, special intervention by the retailer
- The category seems well-served by the major retailers – sales-building would need fundamental investment in marketing, advertising and image – development





# Where do the opportunities lie?

- Perceived Port consumer profile = male/female, 45-65, disposable income, drink at home or gift
  - Educate and market to early adopters, younger demographic
  - Equal opportunities to build following amongst men and women
  - Promote Port consumption away from the home – on-trade
  - Are you promoting to the right people?
  - Are you challenging perceptions of Port effectively?
- Port “rejectors” high percentage had no opinion on Port
  - Opportunity to market more effectively and raise awareness so that Port will be considered to a broader demographic
- Opportunities to create more sampling occasions i.e. 47% perceive it should be drunk after a meal – is this an on-trade opportunity?



---

# Where do the opportunities lie?

- Perceived product image
  - Consumers perceive Port has a higher value than actual
  - Current product image received an indifferent response
  - Is this an opportunity for a more innovative/distinctive marketing approach to design and packaging on a wider scale?
  - Despite levels of distribution, awareness levels are lower across the board.
- The role of the retailer
  - Consumer response to retailer effort, pricing, range and information is indifferent
  - Opportunity for education both in and out of store
  - Are current promotional mechanics effective/productive given value perceptions and consumer ease in locating the fixture?



# UK Consumer Perceptions: Port

## Presentation of In-Store Survey Results



22 August 2006

© Copyright *Drinks Insight Limited* 2006



---

# Appendix

- Detailed methodology (Slide 44-47)
  - In-store Survey Details (Slides 48-52)
  - Detailed sample profiles (Slides 53-55)
  - Port fixture photography (Slides 56-83)
  - Questionnaire (Slides 84-89)
  - Full responses (Jo Mason holds master)
- ends



---

# Detailed Methodology

A sample of 465 consumers who drink red wine at least once a month at home or when out, was interviewed in-store in five retail outlets in five important population centres across the British Mainland, during the first week of July 2006.

368 were 'non-rejectors' of Port and completed the full interview of c. 10 minutes. 97 'would never consider' drinking or buying Port, and completed a shorter interview of c. 5 minutes

Interviews took place in-store in the BWS aisle between 30 June and 8 July. Whenever the retailer so permitted, the Friday or Saturday was worked to maximise throughput. (World Cup and Wimbledon notwithstanding).

The survey objectives were defined as the exploration of consumers' "preconceptions, experience and ideas about the Port fixtures in store." The questionnaire focused on the retail experience of Port and covered awareness, purchase and attitudes, including packaging and pricing.



# Detailed Methodology cont'd

## The Sample

In setting up the survey we were aiming to strike a balance between a reasonably representative cross-section of consumers, and those who had at least some direct experience of Port. Hence, the number of 'short' interviews with people who 'would never consider' drinking or buying Port was specifically restricted to c. 20% of the total sample. Specific demographic quotas were not pre-imposed, yet the demographic profile of the sample was well balanced by gender and age, though upmarket in line with the eligibility criterion of regular red wine consumption.

## Main Sample

<u>Gender</u>	<u>Age</u>	<u>Social Class</u>
Female: 44%	18-34: 26%	AB 57%
Male: 56%	35-54 46%	C1 25%
	55+ 29%	C2DE 17%



---

# Detailed Methodology cont'd

## **The Stores**

The stores were selected in cooperation with the retailers for their higher than average sales of Port. The interviews were conducted in the BWS aisle of the stores with the prior agreement of their management.

25 interviewer shifts were used to cover the 5 \* 5 store / city combinations. Fuller details are shown on the attached schedule.

**Towns** Bristol/Bath; Edinburgh; Leeds; Manchester; London

**Stores** Majestic; Oddbins; Sainsbury's; Somerfield; Tesco

## **The Interviewers**

Interviewing was conducted by Facts International Ltd, a leading independent provider of market research fieldwork, with a strong reputation for the high quality of its national interviewer network. Facts International is accredited to all the main survey research Quality Standards bodies, notably the Interviewer Quality Control Scheme (IQCS) which sets minimum service standards for interviewing.



---

# Detailed Methodology cont'd

## Timing

Interviewing took place between 30 June and 8 July. Obviously this was a period of low Port consumption and sales, compounded by the anticipated negative impact on retail sales of the World Cup and Wimbledon. Accordingly, as many interview shifts as possible were concentrated on the two Fridays and Saturdays, when retail throughput for this period would be at its highest. In particular, all Majestic shifts were conducted on Saturday 8 July.

Each interviewer shift was for a six hour period. The weekday shifts started between 1-3 pm and finished between 7-9pm, according to the stores' closing times. The Saturday shifts ran from 9-10 am to 3-4 pm.

## The Questionnaire

The questionnaire was structured to elicit consumer opinion about Port, its packaging and its pricing away from the Port retail fixture, and then in front of the fixture, answering questions while looking at the display.

Interviewers were equipped with digital cameras to capture images of the Port display in each store. They also provided a diagram of the Port fixture and listed the brands and types of Port stocked in that outlet.





# Majestic In-store Surveys

Store	Town	Long Interviews	Short Interviews	Date	
Majestic	Bath	20	0	Saturday	08/07/2006
Majestic	Edinburgh	16	4	Saturday	08/07/2006
Majestic	Leeds	11	5	Saturday	08/07/2006
Majestic	London	17	1	Saturday	08/07/2006
Majestic	Manchester	15	5	Saturday	08/07/2006
		<b>79</b>	<b>15</b>		



# Oddbins In-store Surveys

Store	Town	Long Interviews	Short Interviews		Date
Oddbins	Bristol	13	2	Wednesday	05/07/2006
Oddbins	Edinburgh	17	3	Friday	07/07/2006
Oddbins	Leeds	13	1	Monday	03/07/2006
Oddbins	London	19	3	Thursday	06/07/2006
Oddbins	Manchester	13	5	Tuesday	04/07/2006
		<b>75</b>	<b>14</b>		



# Tesco In-store Surveys

Store	Town	Long Interviews	Short Interviews		Date
Tesco	Bristol	14	5	Friday	30/06/2006
Tesco	Edinburgh	24	4	Saturday	01/07/2006
Tesco	Leeds	16	2	Tuesday	04/07/2006
Tesco	London	8	7	Friday	07/07/2006
Tesco	Manchester	11	5	Saturday	01/07/2006
		<b>73</b>	<b>23</b>		



# Sainsbury's In-store Surveys

Store	Town	Long Interviews	Short Interviews	Date	
Sainsbury's	Bristol	18	3	Friday	07/07/2006
Sainsbury's	Edinburgh	18	4	Friday	07/07/2006
Sainsbury's	Leeds	16	5	Friday	07/07/2006
Sainsbury's	London	13	4	Friday	07/07/2006
Sainsbury's	Manchester	15	5	Thursday	06/07/2006
		<b>80</b>	<b>21</b>		

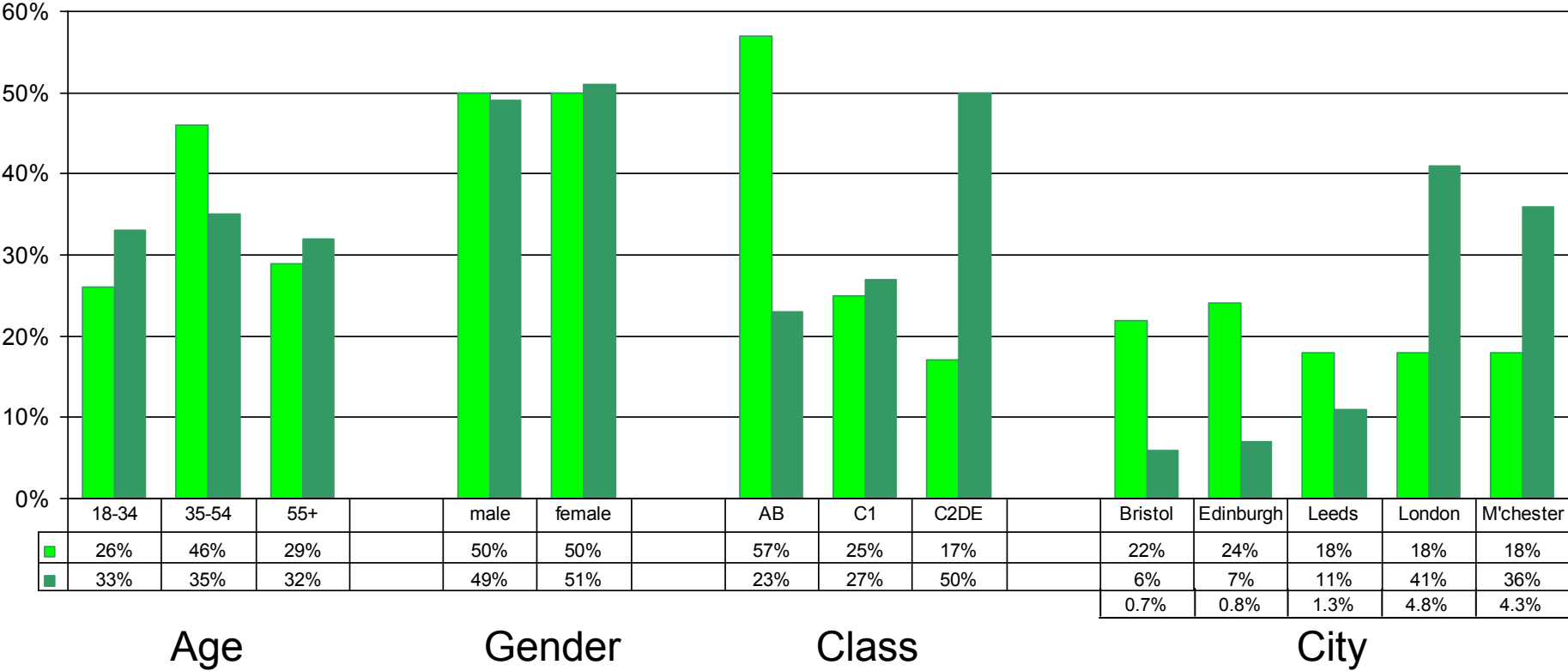


# Somerfield In-store Surveys

Store	Town	Long Interviews	Short Interviews		Date
Somerfield	Bristol	15	5	Wednesday	05/07/2006
Somerfield	Edinburgh	14	3	Friday	30/06/2006
Somerfield	Leeds	10	5	Friday	30/06/2006
Somerfield	London	9	6	Thursday	06/07/2006
Somerfield	Manchester	13	5	Friday	07/07/2006
		<b>61</b>	<b>24</b>		



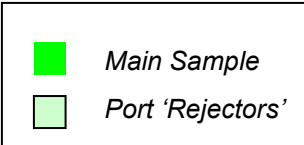
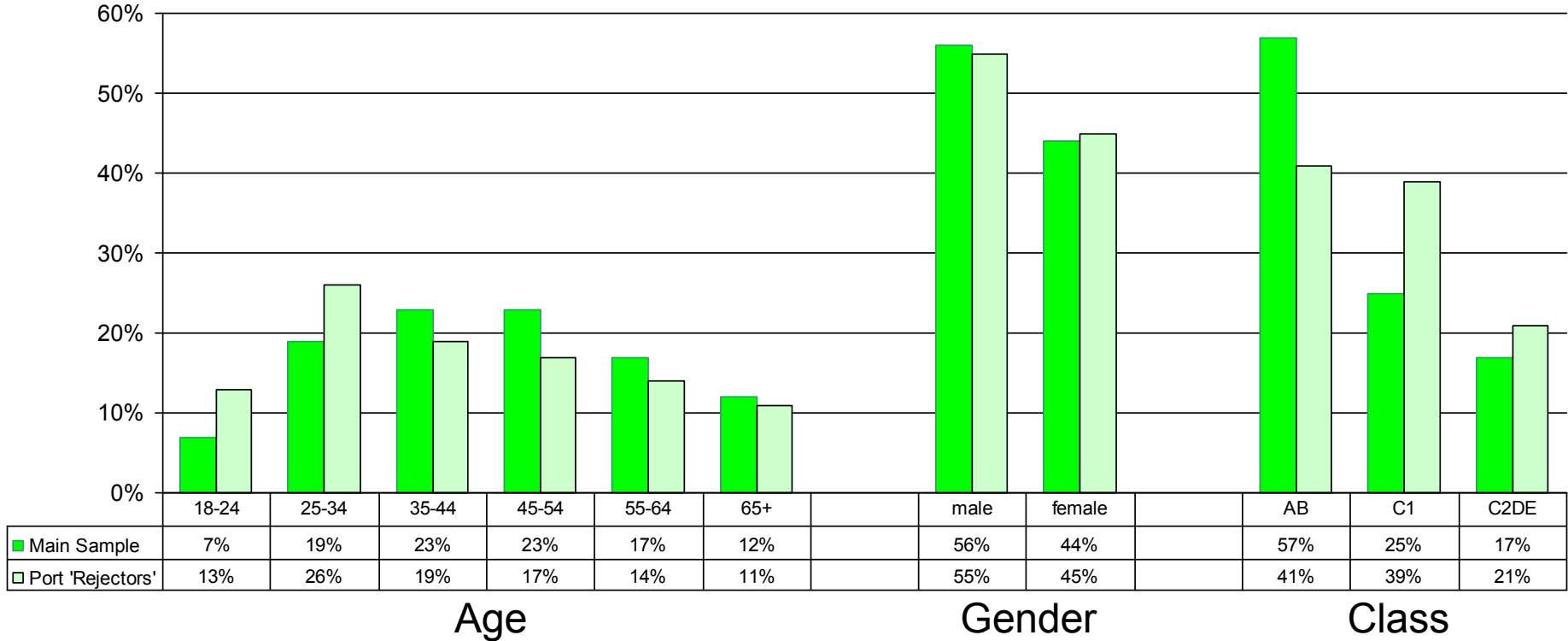
# Detailed Sample Profile: Main Sample



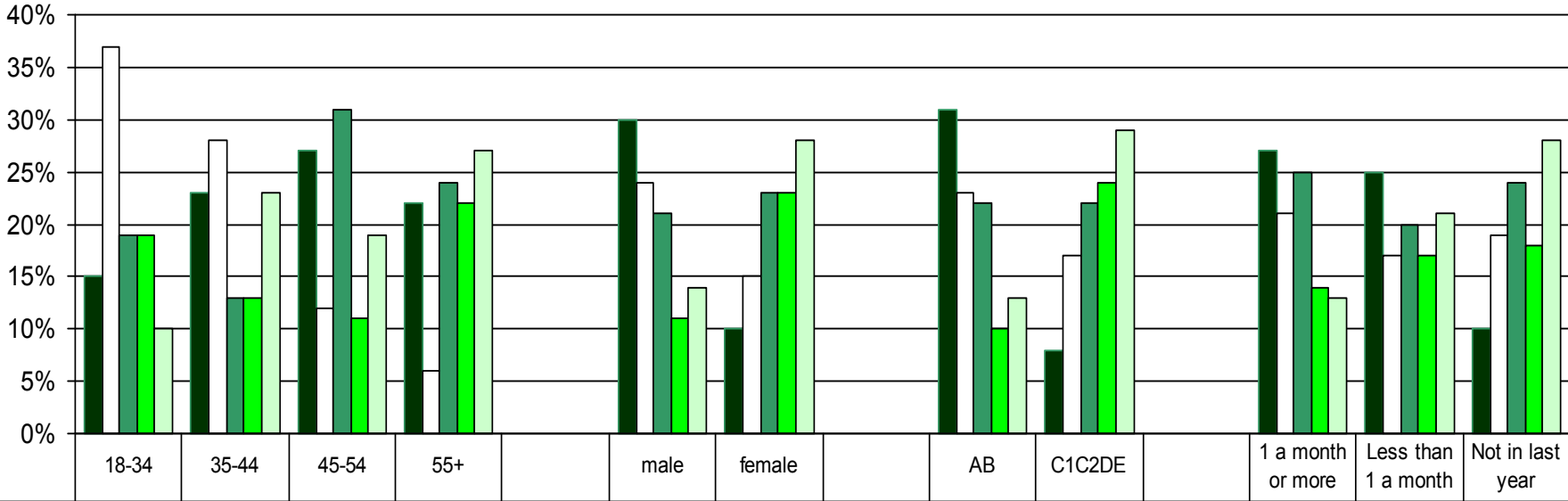
■ Main sample  
■ Derived from 2001 census for UK mainland over 16



# Detailed Sample Profile [2]



# Detailed Sample Profile [3]



	18-34	35-44	45-54	55+	male	female	AB	C1C2DE	1 a month or more	Less than 1 a month	Not in last year
■ Majestic	15%	23%	27%	22%	30%	10%	31%	8%	27%	25%	10%
□ Oddbins	37%	28%	12%	6%	24%	15%	23%	17%	21%	17%	19%
■ Sainsbury's	19%	13%	31%	24%	21%	23%	22%	22%	25%	20%	24%
■ Somerfield	19%	13%	11%	22%	11%	23%	10%	24%	14%	17%	18%
□ Tesco	10%	23%	19%	27%	14%	28%	13%	29%	13%	21%	28%

Age

Gender

Class

Drink Port

- Majestic
- Oddbins
- Sainsbury's
- Somerfield
- Tesco





---

# UK Consumer Perceptions: Port Wine<sup>©</sup>

## Port Fixture Photography

<sup>©</sup> Copyright *Drinks Insight Limited* 2006





Finchley

# At The Port Fixture

Waitrose





**Bath**  
**5 brands**  
**3 types**





**Edinburgh**  
**5 brands**  
**3 types**





London  
3 brands  
5 types



Manchester: 2 brands, 3 types

# Oddbins

**Bristol**  
**6 brands**  
**7 types**





# Oddbins



Edinburgh: 6 brands, 6 types

# Oddbins



Leeds: 5 brands, 7 types

# Oddbins



London: 8 brands, 7 types

**Manchester**  
**6 brands**  
**6 types**



# Sainsbury's



Finchley

# Sainsbury's

**Bristol**  
**4 shelves**  
**7 brands**  
**7 types**



# Sainsbury's



Edinburgh  
4 shelves  
8 brands  
7 types

# Sainsbury's



Leeds



# Sainsbury's



London

## Sainsbury's

**Manchester**  
**4 shelves**  
**8 brands**  
**6 types**



# Somerfield



Bristol 8 brands, 3 types

**Edinburgh**  
**4 brands**  
**5 types**



# Somerfield

**Leeds**  
**6 brands**  
**5 types**





London: 5 brands, 3 types

# Somerfield

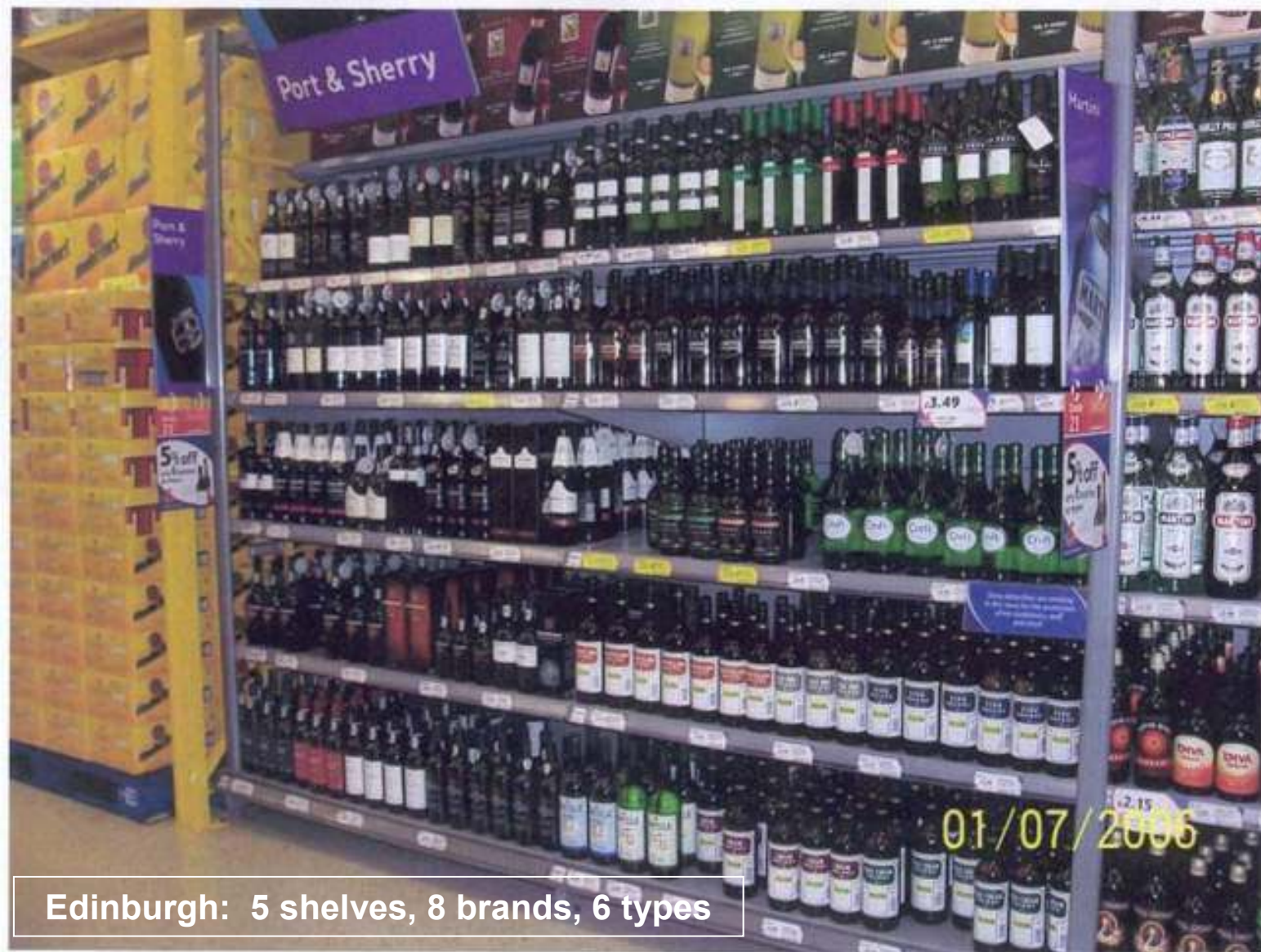
**Manchester**  
**6 brands**  
**5 types**



**Bristol**  
**5 shelves**  
**7 brands**  
**8 types**







Edinburgh: 5 shelves, 8 brands, 6 types

**TESCO**



**Leeds**  
**5 shelves**  
**7 brands**  
**7 types**



London

**Manchester**  
**5 shelves**  
**7 brands**  
**8 types**



# Questionnaire

## Drinks in Store Survey V5

Good morning / afternoon / evening - may I ask you a few questions about your opinions about drinks?

Q1 Do you ever drink red wine, either at home or when out?  
 Yes go to Q2  
 No close interview

Q2 How often would you say you yourself have one or more glasses of red wine, either at home, or when out?  
 At least once a week go to Q3  
 At least once a month go to Q3  
 At least 2-4 times a year close interview  
 At least once a year close interview  
 Less often close interview

Q3 Are there any types of drink on this card which you would ever consider drinking, or buying for yourself or as a gift for someone else?  
 DRINK CARD 4  
 If Port mentioned, go to Q3a-e then to demographics  
 If Port not mentioned go to Q4 etc

Champagne go to Q4 etc  
 Port go to Q3a-e then go to demographics  
 Sherry go to Q4 etc  
 Vermouth go to Q4 etc  
 Whisky go to Q4 etc

Q3a Have you yourself ever given Port?

Yes	1	see Q3b
No	2	see Q3b

Q3b Is there any particular reason why you would never consider drinking or buying Port again?  
 Q3c Is there any particular reason why you would never consider drinking or buying Port?  
 (probe fully - write in box below)

Q3c Which, if any, of these occasions do you think Port is suited to?  
 DRINK CARD 5 - ring only/ or appropriate

Xmas/Eve before meal	1
Christmas or New Year celebration	2
Drink to accompany meal	3
Everyday drink at home	4
Party at home or at friends	5
Drink after a meal	6
Present / gift	7
Special occasion (birthday etc)	8
In a Pub or Bar	9
Don't know	10
None	11

Q3d Which of these groups do you think would be likely to drink Port?  
 DRINK CARD 6 - ring code/s as appropriate

CARD C	All age groups	1
	Under 25's	2
	25-34's	3
	35-44's	4
	45-54's	5
	55+'s	6

CARD D	Both men and women	1
	Mainly men	2
	Mainly women	3

CARD E	All incomes	1
	More for well-off people	2
	More people with money to spare	3

Q3e Which of the following phrases best describes your own opinion about Port?  
 Read out each set of phrases - ring one code for each

It's usually easy to find the Port shelves in the shops	1
It's often difficult to find the Port shelves in the shops	2
do not read out: Neither / don't know	3

I like the taste of Port	1
I don't like the taste of Port	2
do not read out: Neither / don't know	3

Port is too expensive	1
Port is a bit too expensive	2
Port is not very expensive	3
Port is not at all expensive	4
do not read out: Neither / don't know	5

Now complete demographics



If you would consider buying Port at Q3:  
 Q4 Have you ever bought Port, either to give to someone else, or to drink at home yourself?

Have bought Port to drink at home	1	go to Q5
Have bought Port for someone else	2	go to Q5
Have never bought Port	3	go to Q5a-5c, then Q5

If has never bought Port at Q4, ask Q5a-5c  
 Q5a Is there any particular reason why you have never bought Port?  
 (write fully – write in box below)

Q5b Have you yourself ever drunk Port? If so, how many glasses would you say you have drunk, either at home or when out, in the last 12 months?  
 (prompt as necessary – ring one code only)

+50 in last 12 months (More than one a week)	1	
c. 50 in last 12 months (About one a week)	2	
c. 25 in last 12 months (About one every two weeks)	3	
c. 12 in last 12 months (About one a month)	4	
c. 6 in last 12 months (About one every 2-3 months)	5	
c. 2 in last 12 months (About one every six months)	6	
1 in last 12 months	7	
Have drunk Port, but not in last 12 months	8	
Have never drunk Port	9	Ask Q5c

If has never bought Port at Q5b  
 Q5c Is there any particular reason why you have never drunk Port?  
 (write fully – write in box below)

Now go to Q5

If have bought Port to drink at home at Q4  
 Q5a Approximately how many bottles of Port have you bought in the last 12 months to drink at home?  
 (prompt as necessary – ring one code only then go to Q5b)

+50 (More than one a week)	1
c. 50 (About one a week)	2
c. 25 (About one every two weeks)	3
c. 12 (About one a month)	4
c. 6 (About one every 2-3 months)	5
c. 2 (About one every six months)	6
1	7
None	8

If have bought Port for someone else at Q4  
 Q5a Approximately how many bottles of Port have you bought for someone else in the last 12 months?  
 (prompt as necessary – ring one code only)

+50 (More than one a week)	1
c. 50 (About one a week)	2
c. 25 (About one every two weeks)	3
c. 12 (About one a month)	4
c. 6 (About one every 2-3 months)	5
c. 2 (About one every six months)	6
1	7
None	8

Q7 How many glasses of Port would you say you have drunk, either at home or when out, in the last 12 months?  
 (prompt as necessary – ring one code only)

+50 in last 12 months (More than one a week)	1
c. 50 in last 12 months (About one a week)	2
c. 25 in last 12 months (About one every two weeks)	3
c. 12 in last 12 months (About one a month)	4
c. 6 in last 12 months (About one every 2-3 months)	5
c. 2 in last 12 months (About one every six months)	6
1 in last 12 months	7
None in last 12 months	8

Ask all  
 Q8 Which of the following phrases best describes your own opinion about Port?  
 Read out each pair of phrases – ring one code for each

It's usually easy to find the Port shelves in the shops	1
It's often difficult to find the Port shelves in the shops	2
(do not read out) Neither / don't know	3

I like the taste of Port	1
I don't like the taste of Port	2
(do not read out) Neither / don't know	3

Port is far too expensive	1
Port is a bit too expensive	2
Port is not very expensive	3
Port is not at all expensive	4
(do not read out) Neither / don't know	5

Q9 Which, if any, of these occasions do you think Port is suited to?  
 SHOW CARD B - ring code(s) as appropriate

Apertif before meal	1
Christmas or New Year celebration	2
Drink to accompany meal	3
Everyday drink at home	4
Party at home or at friends	5
Drink after a meal	6
Present / gift	7
Special occasion (birthday etc)	8
In a Pub or Bar	9
Don't know / can't remember (do not read out)	10

Q10 Which of these groups do you think would be likely to drink Port?  
 SHOW CARDS C-E in turn - ring code(s) as appropriate

CARD C	All age groups	1
	Under 25's	2
	25-34's	3
	35-44's	4
	45-54's	5
	55+'s	6

CARD D	Both men and women	1
	Mainly men	2
	Mainly women	3

CARD E	All incomes	10
	More less well-off people	11
	More people with money to spare	12

Q11 Which brands of Port have you heard of?  
 do not prompt – ring code(s) as appropriate

Cookburn's	1
Croft's	2
DeLafosse	3
Dow's	4
Fonseca	5
Graham's	6
Neal's	7
Sandeman's	8
Taylor's	9
Warre's	10
Other (specify)	11
None	12

Q12 As you may know, there are a number of different types or qualities of Port available – which types of Port have you heard of?  
 do not prompt - ring code(s) as appropriate

Colheita	1
Crusted	2
Late Bottled Vintage (LBV)	3
Reserve	4
Ruby	5
Single Quinta	6
(Aged) Tawny	7
Vintage Character	8
White	9
Other (specify)	10
None	11

- If has bought Port at Q4 – ask Q12  
 If has never bought Port at Q4 - go to Q18
- Q13 Which of these phrases best describes the last time you bought Port?  
 SHOW CARD F  
 (ring one code only)

I knew which brand of Port I wanted and bought that.	1
I wanted to try something new	2
I chose the cheapest Port available	3
I knew which type of Port I wanted and bought that.	4
I chose the most expensive Port available	5
Other write in reason	6
Don't know / can't remember	7

- Q14 On average, what price would you expect to pay for a bottle of Port in a shop?

Write £'s and pence (if specified) in the box: £

- Q15 If you were buying a bottle of Port to drink yourself, what is the most you would expect to pay?

Write £'s and pence (if specified) in the box: £

- Q16 If you were buying a bottle of Port as a gift for somebody else, what is the most you would expect to pay?

Write £'s and pence (if specified) in the box: £

- Q17 In this store, which types of drink is the Port near or next to?  
 SHOW CARD G – ring code(s) as appropriate

Beer	1
Brandy	2
Champagne	3
Gin	4
Rum	5
Sherry	6
Spirits	7
Red Wine	8
White Wine	9
Don't know	10

- Ask all
- Q18 What colour glass does a bottle of Port usually have?  
 Do not prompt ring code(s) as appropriate  
 If a colour other than black mentioned, establish if light or dark

Clear	1
Black	2
Blue (dark)	3
Blue (light)	4
Brown (dark)	5
Brown (light)	6
Green (dark)	7
Green (light)	8
Red (dark)	9
Red (light)	10
Other (specify)	11
Don't know	12

- Q19 Do Port bottles and labels look different from other wines or spirits? If so, in what way?

Do not prompt ring code(s) as appropriate

Bottle has a crest/shield etc.	1
Bottle shape is different	2
Label has no picture	3
Label – either black or white – no colour	4
Old-fashioned look	5
Bottle – other (specify)	6
Label – other (specify)	7
Don't know	8

#### STANDING IN FRONT OF PORT FIXTURE

- Q20 Is there more, less, or about the same, choice of Port brands on display here as you expected?

Ring one code

More choice than expected	1
About the same choice as expected	2
Less choice than expected	3

- Q21 Is there more, less, or about the same, choice of types of Port on display here as you expected?

Ring one code

More choice than expected	1
About the same choice as expected	2
Less choice than expected	3



Q22 Which of the brands on this display have you heard of?  
*[Full brand list – interviewer to tick which are present in store and which respondent has heard of]*

	in-store?	heard of?
Cockburn's	1	1
Croft's	2	2
Delafosse	3	3
Dow's	4	4
Fonseca	5	5
Graham's	6	6
Naval	7	7
Sandemans	8	8
Taylor's	9	9
Warr's	10	10

Q23 Looking at this display, which of these phrases best describes your opinion about the prices of the Port?  
*Read out phrases – ring one code only*

Much more expensive than I expected	1
A bit more expensive than I expected	2
The prices are what I expected	3
A bit less expensive than I expected	4
Much less expensive than I expected	5

Q24 What is your opinion about the design or appearance of the Port bottle and labels in comparison with the other drinks on display in this store?  
*Probe fully*

Q25 Is there anything the shop could do to make you more likely to want to buy Port here?  
*Probe fully – then prompt on following*

Facts International

June 2006 F1

page 6 of 11

What about the price of Port?

---

What about the choice of brands and types of Port on display?

---

What about if they offered more information on the suitability of Port for meals or occasions?

Facts International

June 2006 F1

page 10 of 11

Demographics

D1

Male	1
Female	2

D2 Which of the following age ranges do you fall into?

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-75	6
75+	7
Refused	8

D3 May I record the occupation of the Chief Income Earner in your household?

A	1
B	2
C1	3
C2	4
D/E	5

Interviewer please complete:

Which town are you interviewing in?

Bristol / Bath	1
Edinburgh	2
Leeds	3
London	4
Manchester	5

Which store are you interviewing in?

Majestic	1
Oddbins	2
Somerfield	3
Sainsbury's	4
Tesco	5
Waitrose	6

THANK AND CLOSE

---

Prepared for  
Instituto dos Vinhos do Douro e do Porto

By Drinks Insight Ltd

Units 222-223, 30 Great Guildford Street, London SE1 0HS

Tel: +44 (0)20 7803 2420 Email: [info@drinksinsight.com](mailto:info@drinksinsight.com)

