

**INTERNATIONAL STUDY**  
**WOMEN AS WINE BUYERS AND WINE CONSUMERS**  

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**SUMMARY**

**INTRODUCTION**

The study “Women as Wine Buyers & Wine Consumers” was initiated first time by the Greek Women of Wine and presented to us in Santorini. Following its success and interest it was further developed and presented in Switzerland by five of the seven countries that are part of the International Associated Women in Wine (IAWIW). Brazil & Austria did not participate. France, and Germany presented findings they have had on this topic over the last years. The results from Hungary do not cover all of the questions that were part of the survey.

**Number of responses gathered per country:**

Italy	850 (mainly northern Italy)
Greece	500
Switzerland	372 (300 in French; 26 in German and 46 in Italian)
Spain	202
Hungary	500

Spain distributed the questionnaires through a wine and gastronomy magazine, but all other countries used an enlarged network of the IAWIW members, using email and the post, or through websites (for Switzerland, *Femina* magazine and Vaudois Wine Office websites).

This survey is only the first step to a better understanding of the way women buy and consume wine.

The IAWIW, during its last General Assembly in Chavannes-de-Bogis, Switzerland, on June 27, 2008, agreed to undertake in coming years a more comprehensive survey made by polling organisations., in order to optimize these first results.

**SOME OF THE KEY QUESTIONS COVERED BY THE SURVEY**

In yellow: questions and responses where a consensus was arrived at by the various national surveys.

**A) WOMEN WINE BUYERS**

**2. – How do you buy wine?**

*Bulk, bottles, bag-in-box?*

Italy:	80% bottles
Greece:	87% bottles
Switzerland:	95.2% bottles
Spain:	80% bottles
Hungary:	?

**3. – What wine do you usually buy?**

*Local or imported?*

Italy:	90% local
Greece:	88% local
Switzerland:	84.1% local

Spain: 100% local  
Hungary: 92% local

### **7. – Where do you usually shop for wine ?**

*In supermarkets, wine shops, Internet, wine club, wineries, other (specify)?*

Italy: 65% supermarkets  
Greece: 40% supermarkets  
Switzerland: 68% wineries  
Spain: 40.7 % wine shops  
Hungary: ?

### **10. – For what purposes do you buy wine?**

*For everyday consumption, the home, meals with friends, celebrations, gifts, the cellar, other (specify).*

Italy: 35% home and 22% for drinking with friends  
Greece: 54 % home  
Switzerland: 88% meals with friends  
Spain: 50% home  
Hungary: mainly for meals with friends

### **12. – What are your criteria for buying wine?**

*Grape variety, region of origin, producer, price, special offer, sales person's recommendation, friends' recommendations, appearance/packaging, advertisements, awards, back label information, tasting, food pairing, promotional present with bottle, other (specify).*

Italy: 1) other (?); 2) producer; 3) grape variety  
Greece: 1) grape variety; 2) producer; 3) price  
Suisse: 1) region; 2) grape variety; 3) producer  
Spain: 1) region; 2) grape variety; 3) price  
Hungary: ?

## **B) WOMEN AS WINE CONSUMERS**

### **17. – You are at a restaurant with your husband, a male companion, friend or colleague.**

#### **To which of you does the wine waiter give the wine list?**

*To me; to my male companion*

Italy: 78% to my male companion  
Greece: 82% to my male companion  
Switzerland: 86.3 % to my male companion  
Spain: 83,6% to my male companion  
Hungary: ?

### **18. – Who decides on the wine?**

*Me, my male companion, common decision*

Italy: 66% both  
Greece: 68% both  
Switzerland: 73,7% both  
Spain: 71% my male companion  
Hungary: ?

**19. – What are the criteria you use to select wine in a restaurant?**

*Menu, price, fashion/reputation, wine waiter's recommendation, personal preferences*  
*Evaluate from 1-6 (1 corresponds to the most important reason)*

Italy: 50% according to the menu  
Greece: mainly (without percentage) according to personal preferences  
Switzerland: 78% according to the menu  
Spain: 50 % according to the menu  
Hungary: ?

**22. – How often do you drink wine?**

*1-2 times a week; 1-2 times a month; 1-2 times a three months; rarely*

**24. – How much wine do you usually drink?**

*1-2 glasses, 3 glasses, more than 3 glasses*

Italy: 68% 1-2 times a week  
1-2 glasses  
Greece: 75% 1-2 times a week  
1-2 glasses  
Switzerland: 77% 1-2 times a week  
2 glasses  
Spain: 82% 1-2 times a week  
70.7% 1-2 glasses  
Hungary: 30.8% 1-2 times a week  
?

**26. – Where do you usually drink wine?**

*At home with the family, at home with friends, restaurants, clubs, bars, cafés, only at home, other (specify)*  
*Evaluate from 1-6 (1 corresponds to the most important reason)*

Italy: 33% in restaurants  
Greece: mainly (without percentage) at home with friends  
Switzerland: 93% at home with friends  
Spain: 70.6 % at home with the family  
Hungary: mainly (without percentage) at home with friends

**27. – Which wines do you usually drink?**

*White, rosé, red*

*Dry, medium sweet, sweet,*

*Still,, sparkling*

*Light-fruity, full bodied with intense flavor*

Italy: 48% red  
53% light-fruity  
54 % still

Greece: 61 % red  
56 % white  
37% dry  
24% still

Switzerland: 89,8 % red  
52.2% full bodied with intense flavor  
53,8 % white

34.9% still  
 42.5% dry  
 Spain: 100% red  
and 46.9% white  
 31.2% light-fruity  
 21.9% sparkling  
 Hungary: ?

**29. – Have participated in wine seminars?**

**30. – Have you participated in professionally organized wine tastings?**

Italy: seminars: 63% no  
 wine tastings: 62% yes  
 Greece: seminars: 79% no  
 wine tastings: 71% no  
 Switzerland: seminars: 66.9% no  
 wine tastings : 68% yes  
 Spain: seminars: 95.1% no  
 wine tastings: 43.9 % yes  
 Hungary: ?

**31. – Have you visited any wineries?**

Italy: 76% have already visited wineries  
 Greece: 55 % have already visited wineries  
 Switzerland: 77.4% have already visited wineries  
 Spain: 82.9% have not visited wineries  
 Hungary: ?

**32. – Which of the following grape varieties do you know?**

Globally, women who responded know the grape varieties produced in their country or their region of production.

**34. – Do you know the term for wines, “AOC” (Appellation of controlled origin)?**

Globally, women who responded declared that they know the term AOC, but cannot give the names of any AOC wines spontaneously.

**37. – Do you know in which order wines should be served at a meal?**

Italy: 65% positive  
 Greece: 63 % negative  
 Switzerland: 74.2 % positive  
 Spain: 91.2% positive  
 Hungary: ?