

2015 Survey of Consumer Alcoholic Beverage Preferences in Restaurants



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Introduction

Uncorkd conducted a survey composed of beverage related questions to help uncover consumer alcoholic beverage habits and insight when dining out. The goal was to identify the major factors that impact beverage consumption on-premise, such as identifying areas of opportunity to improve restaurant beverage programs, their wine list and the overall dining experience for customers. The report provides a data-driven examination of United States consumers of legal drinking age and their preferences and behaviors towards technology, wine, beer and spirits. The full survey data is provided for analysis based on general responses as well as broken down by demographic data and beverage preference data.

Uncorkd provides digital wine and beverage menus to restaurants to improve the guest experience. The Uncorkd software allows restaurants to update and manage their menus in real-time, increasing beverage sales and improving the beverage alcohol program. Uncorkd periodically conducts research to assist our clients in understanding consumer behavior around alcoholic beverages as well as to improve our software to meet the needs and provide value to consumers. For more information about Uncorkd, visit our website at <http://www.uncorkd.biz>.

Survey Methodology

Uncorkd conducted this survey online in May and June of 2015, using a cross-section of American consumers who drink alcoholic beverages in restaurants. 749 consumers over the age of twenty-one were surveyed, providing a general survey margin of error of 3.6%. Some questions were further filtered based on responses, such as removing respondents who do not drink alcoholic beverages in restaurants. Complete demographic data is provided for all respondents in the last section of the survey.

Key Trends and Takeaways

Several interesting key trends were found after analyzing the survey data:

- 1. One of the most important beverage program elements for all consumers is whether a restaurant has a great alcoholic beverage selection. This reveals what consumers actively search for when deciding where to dine out.**
- 2. Younger consumers (21-40) are 2x more likely to utilize social media, such as Facebook, Twitter and Instagram in a restaurant. Restaurants need to keep in mind the type of customer they want to bring into their establishment. Having a social media presence can help increase popularity with Millennials, however, this demographic is not representative of core wine drinkers who tend to be older.**
- 3. The color of the wine and how well a wine goes with a meal are the two most popular factors considered when choosing a wine to drink at a restaurant or bar.**
- 4. Uncertainty is the number one reason that people do not purchase wine. Consumers avoid drinking wine or spending money on wine when they do not know how it tastes.**
- 5. Food and wine pairing suggestions and tasting notes are the top two things that would help consumers better select a wine from a wine list while dining out. If consumers knew what would go with their meal and what the wine tasted like, their beverage selection experience would improve.**

6. Changes that consumers most want to see within restaurant wine programs are:

- Samples to try before buying**
- Different size glass pours available**
- More by-the-glass options**
- More local wines available**

7. 43% of women prefer drinking wine in a restaurant, compared to 21% of men. Meanwhile 21% of women prefer drinking beer, while 49% of men do.

8. Consumers located on the east and west coasts prefer wine, while those located inland are more likely to prefer beer.

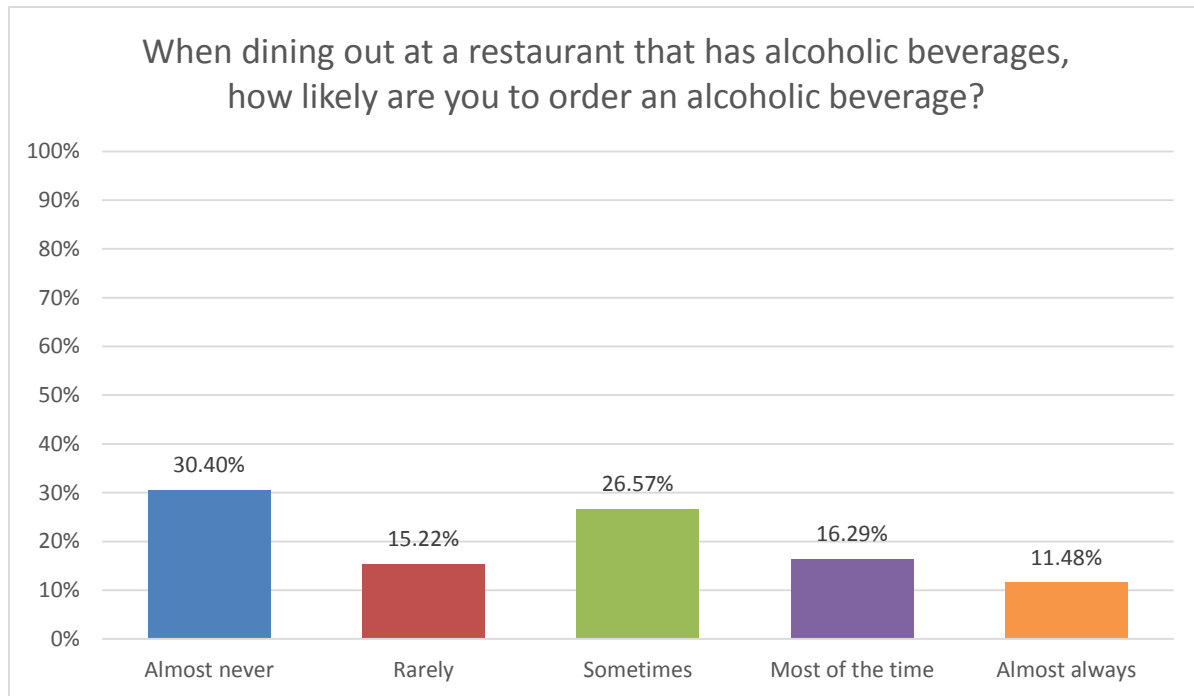
9. Wealthy consumers are more likely to order alcoholic beverages in a restaurant and order more drinks per visit.

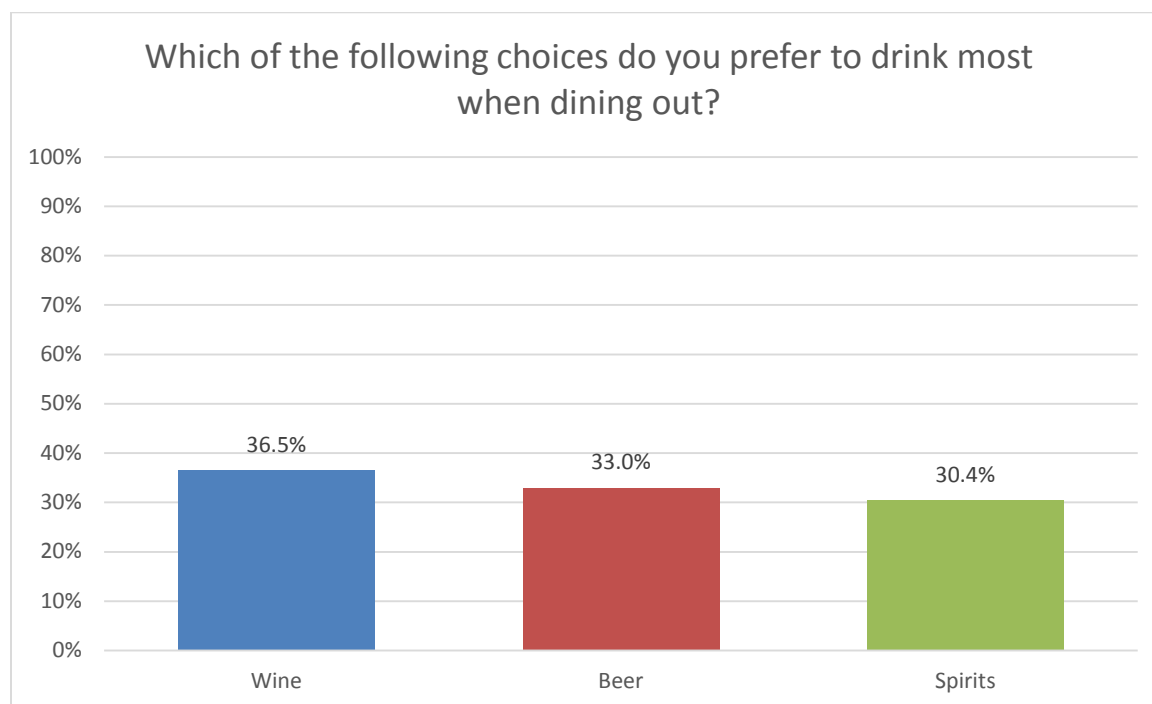
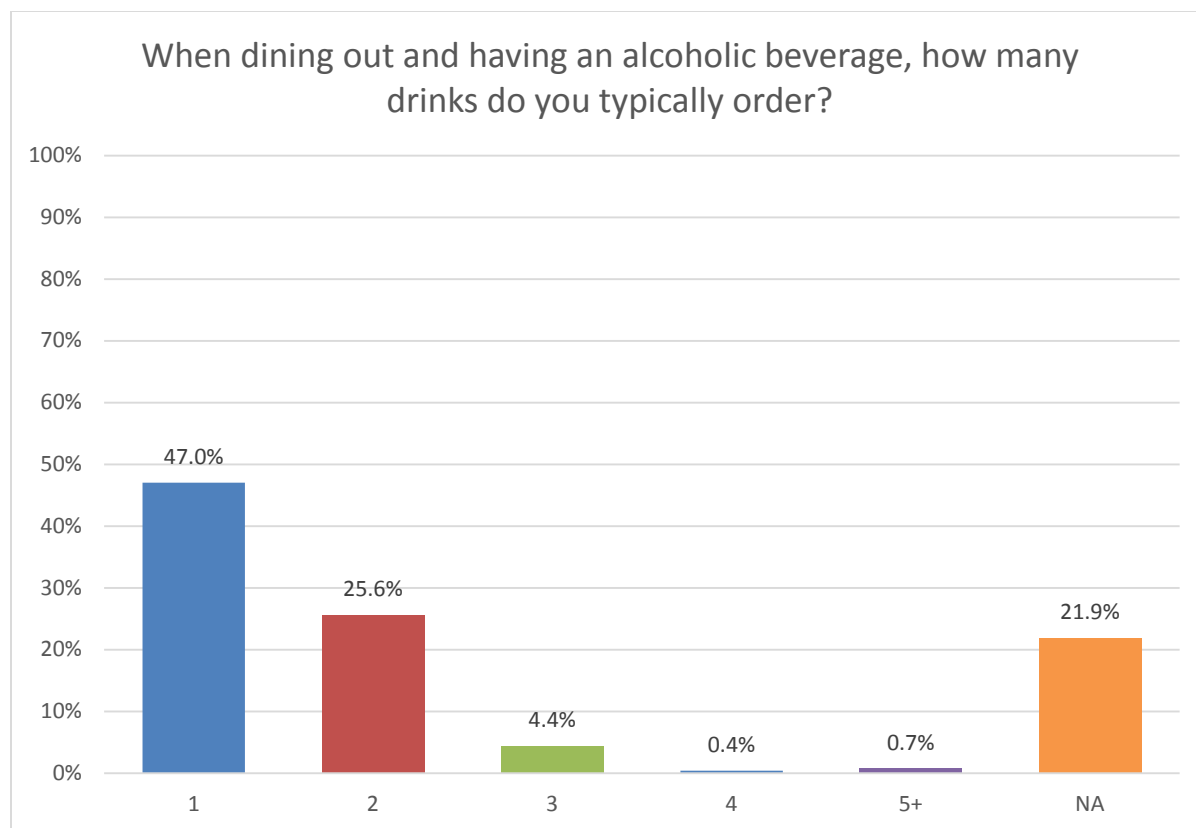
10. Younger consumers prefer beer to wine by a ratio of approximately 2 to 1, but this ratio flips as the share of wine drinkers steadily increases as consumers get older.

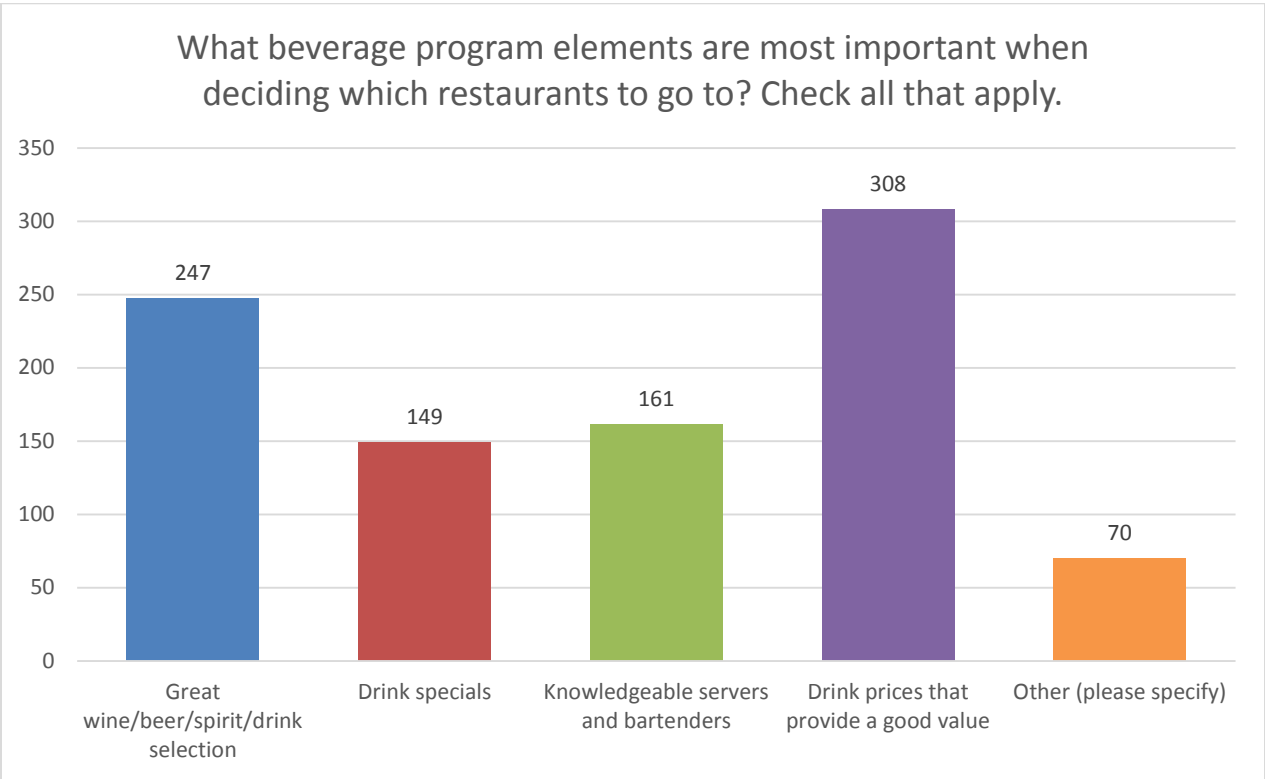
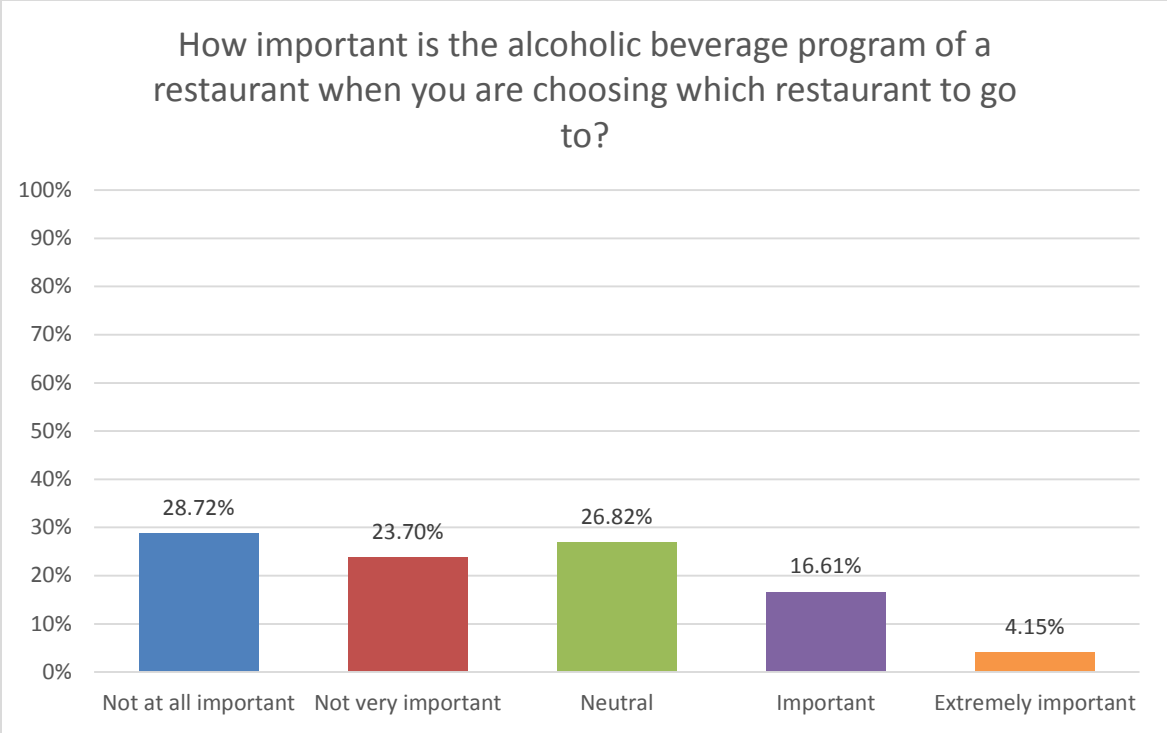
11. Wine drinkers are more likely to order drinks when dining out at a restaurant compared to consumers who prefer other alcoholic beverages.

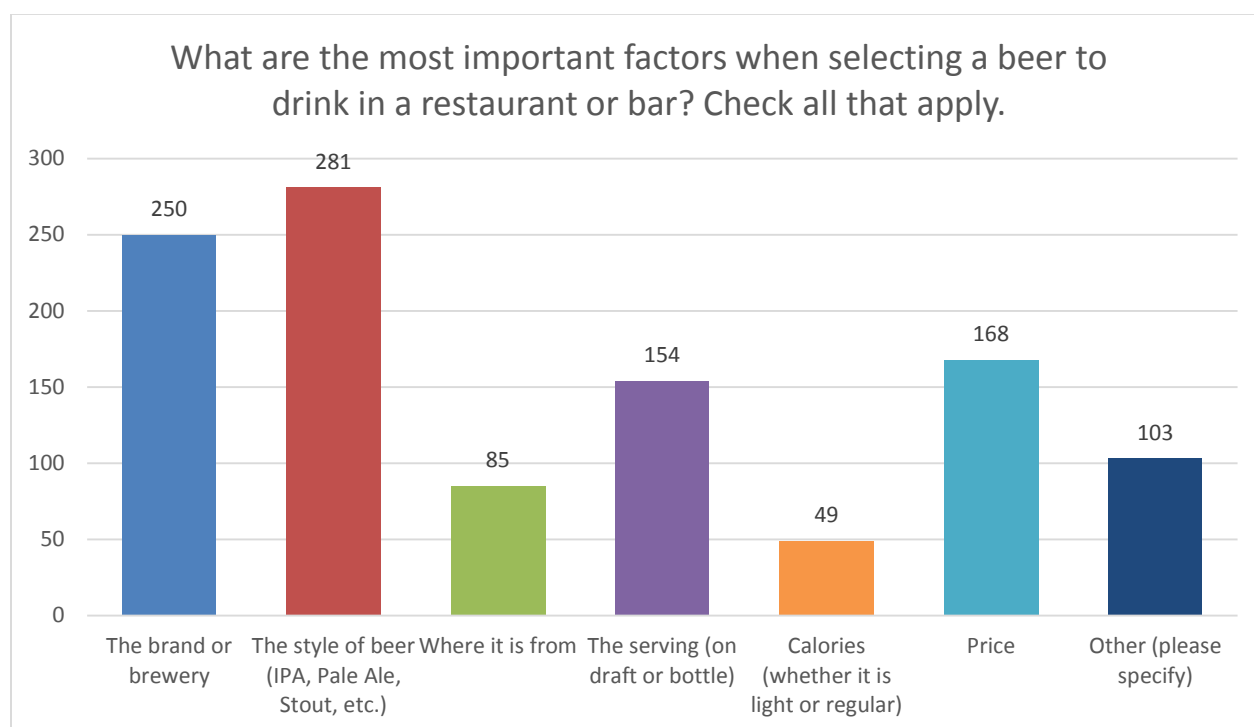
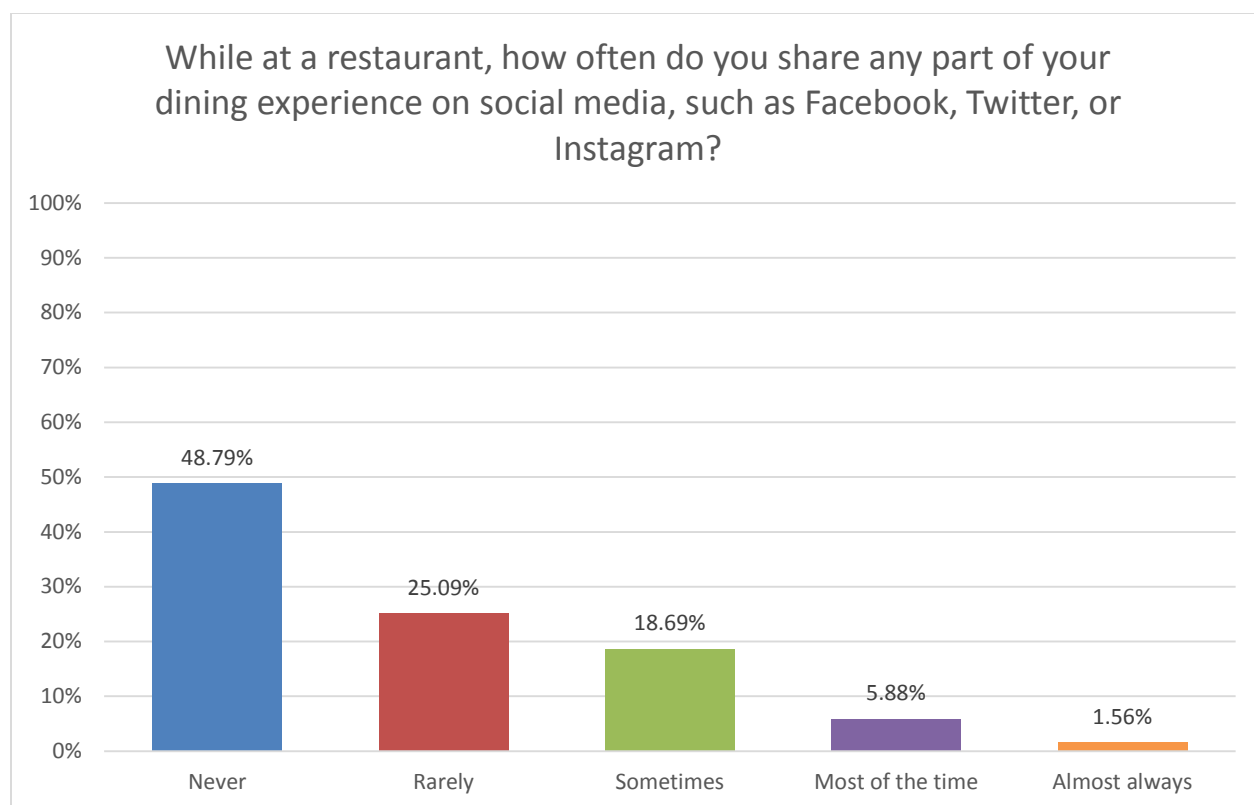
General Survey Findings

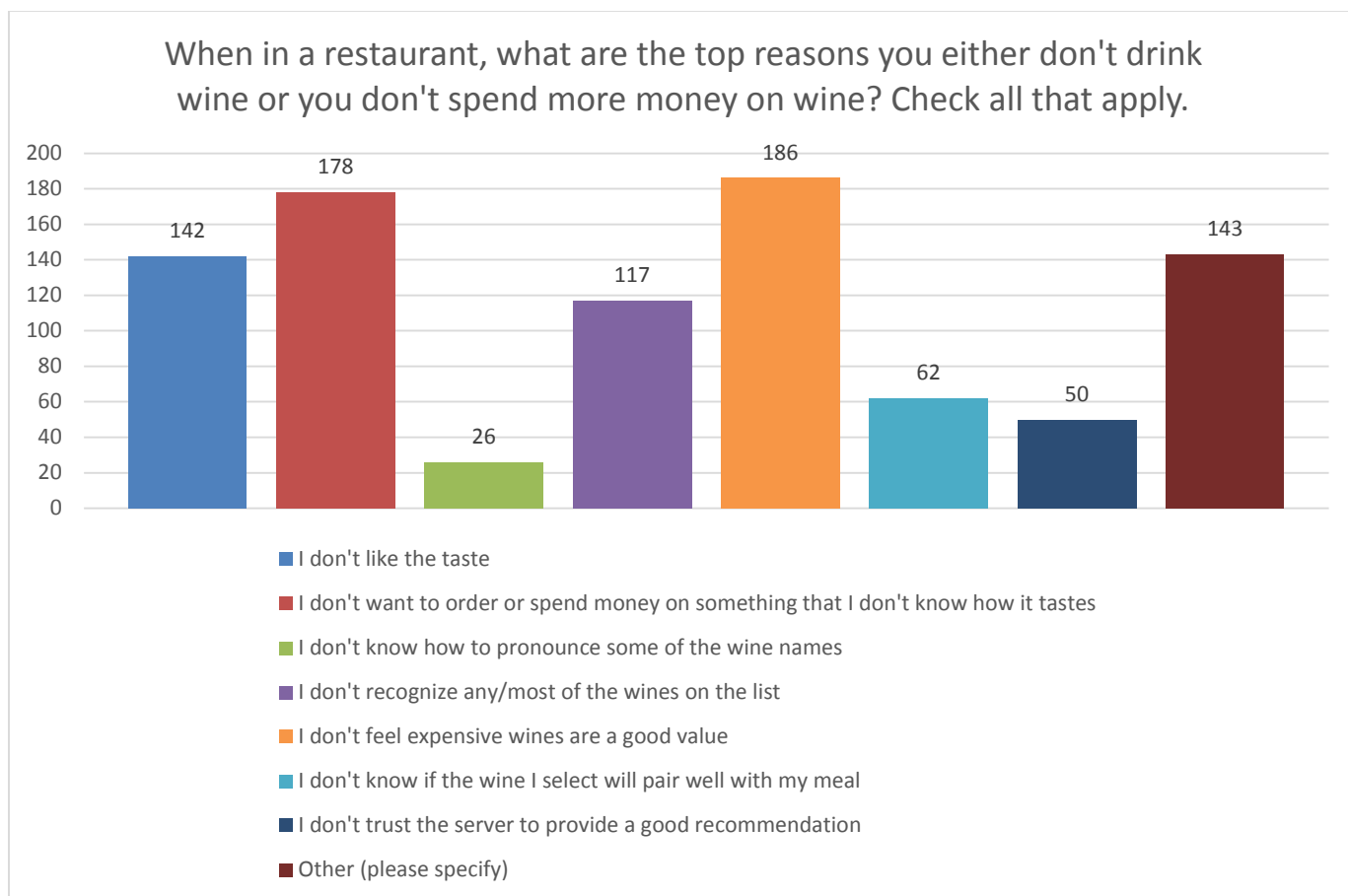
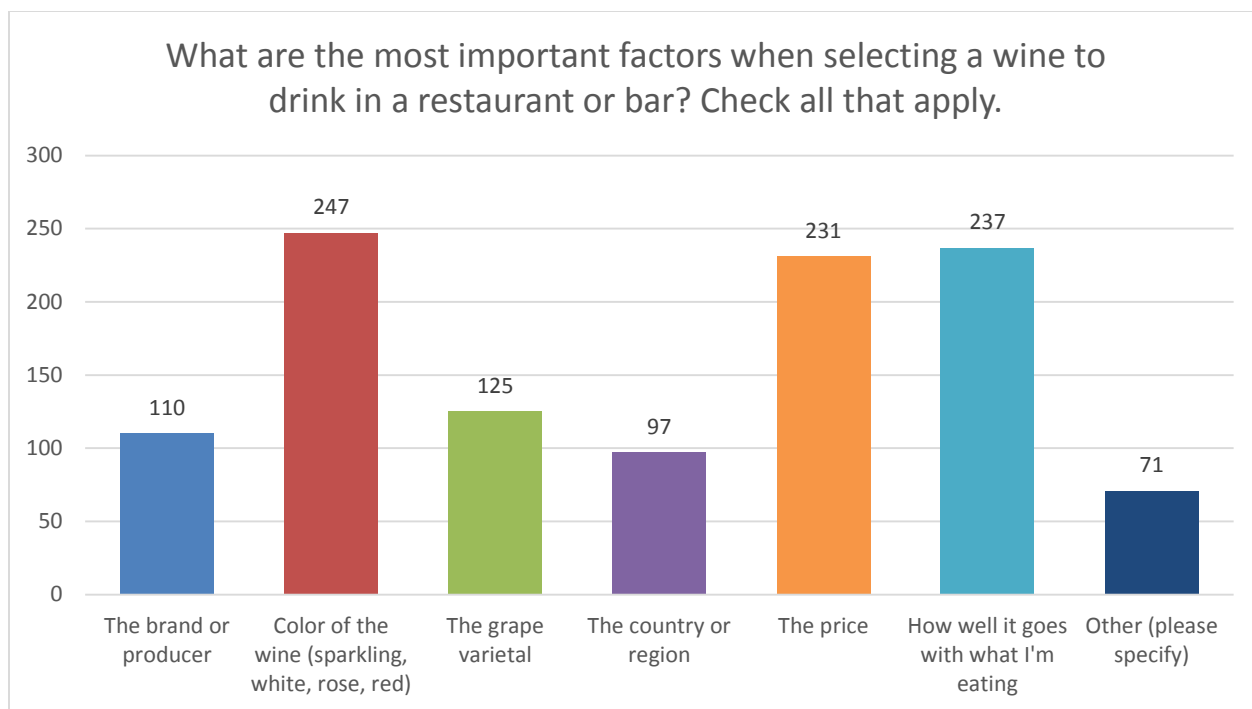
The general survey responses reveal the attitudes, and thoughts consumers have towards a beverage program of a restaurant or bar.



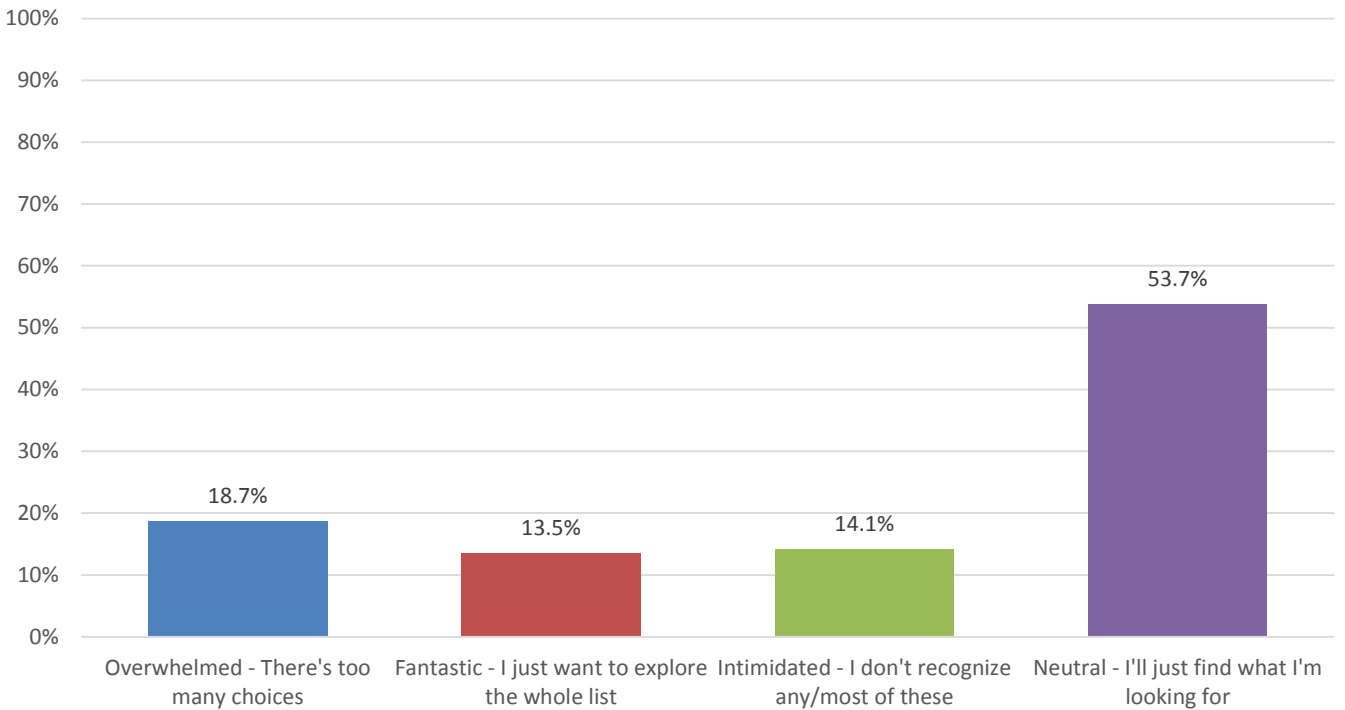




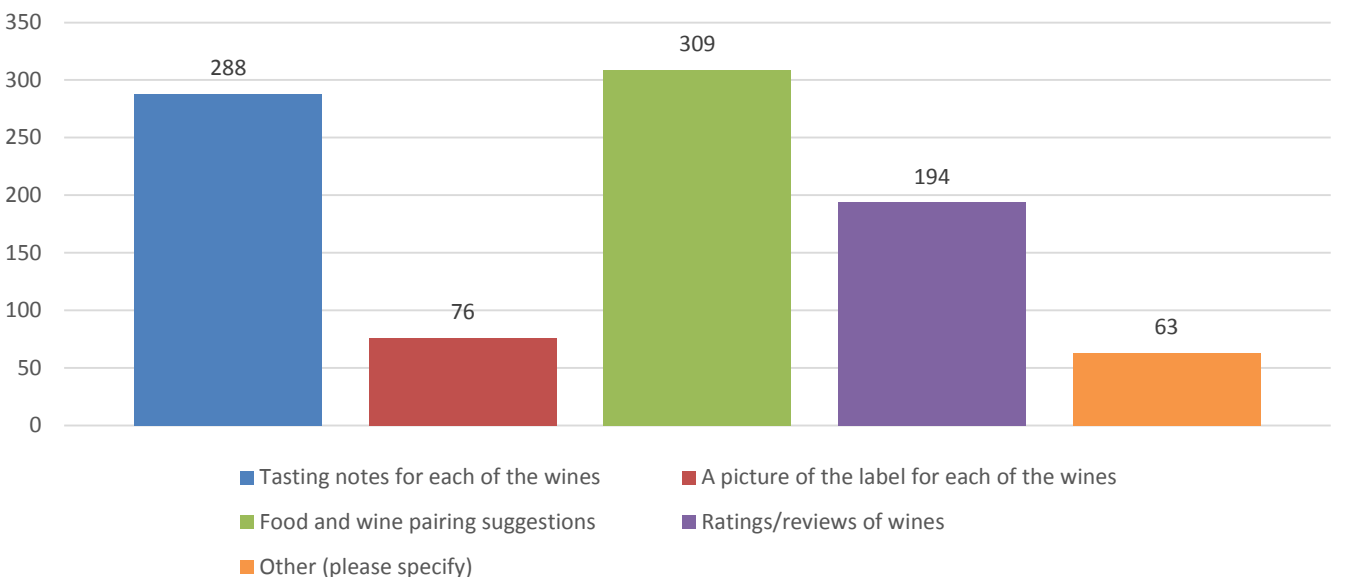


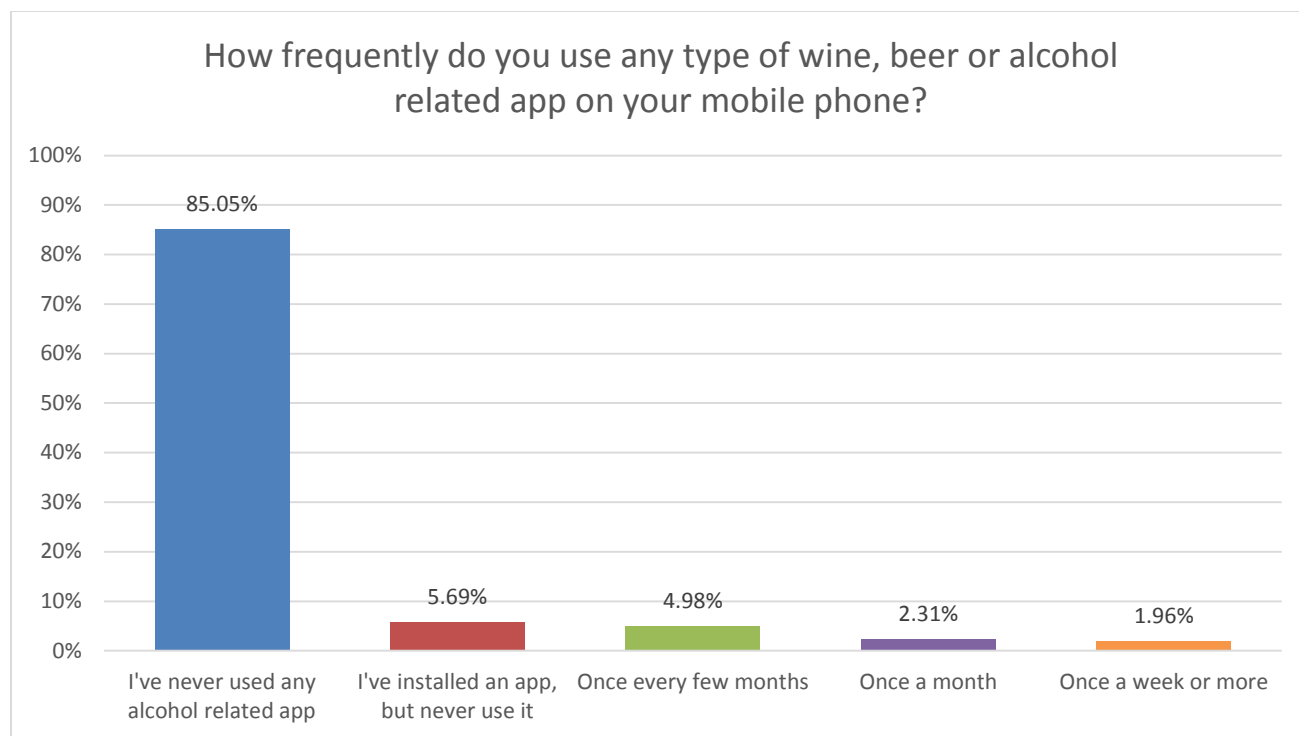


When you sit down at a restaurant and the server hands you a very large wine list, which emotion best expresses how you typically feel?

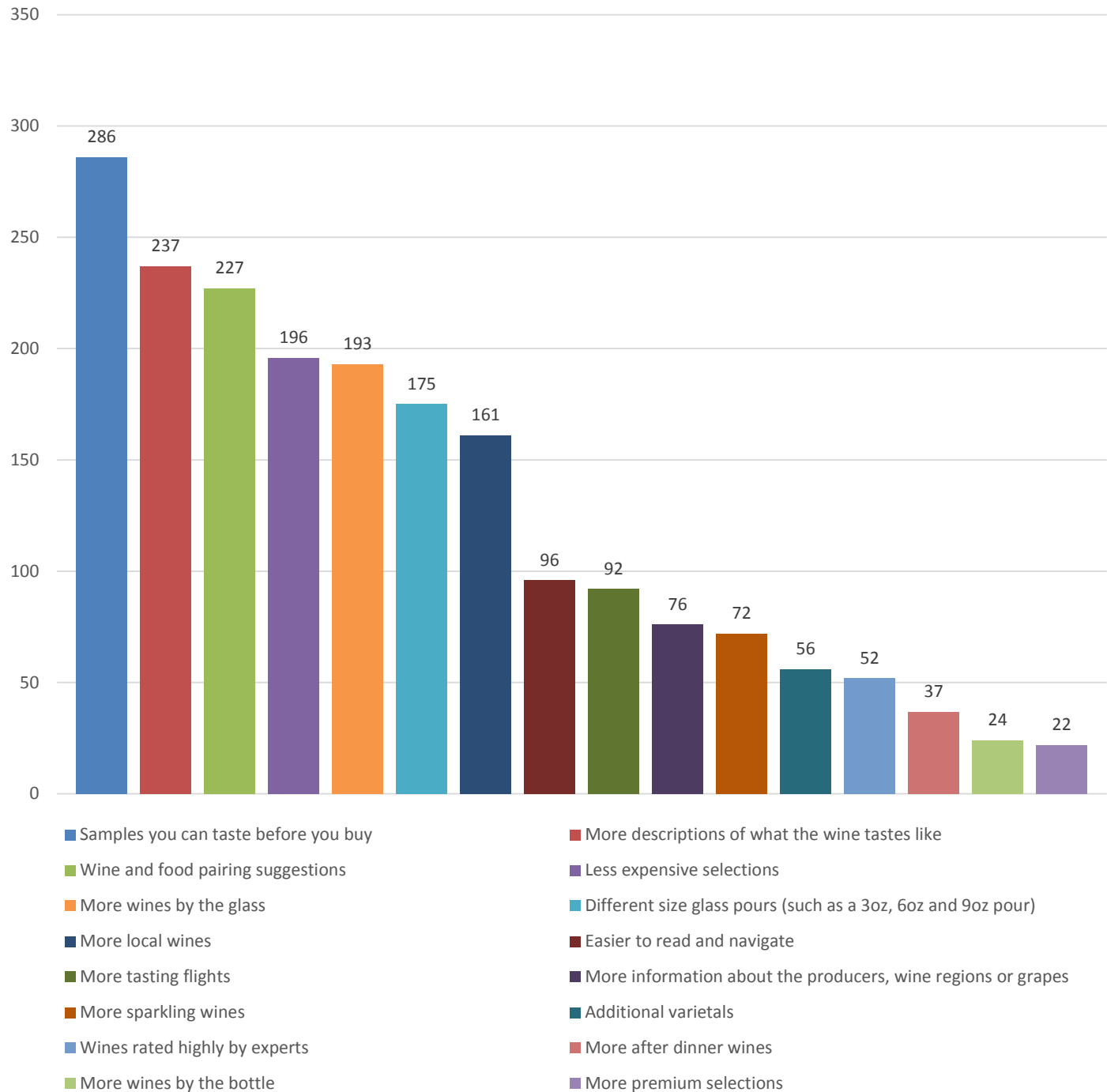


Which of the following, if placed on a menu, would help you better select a wine from a wine list while dining out? Check all that apply.



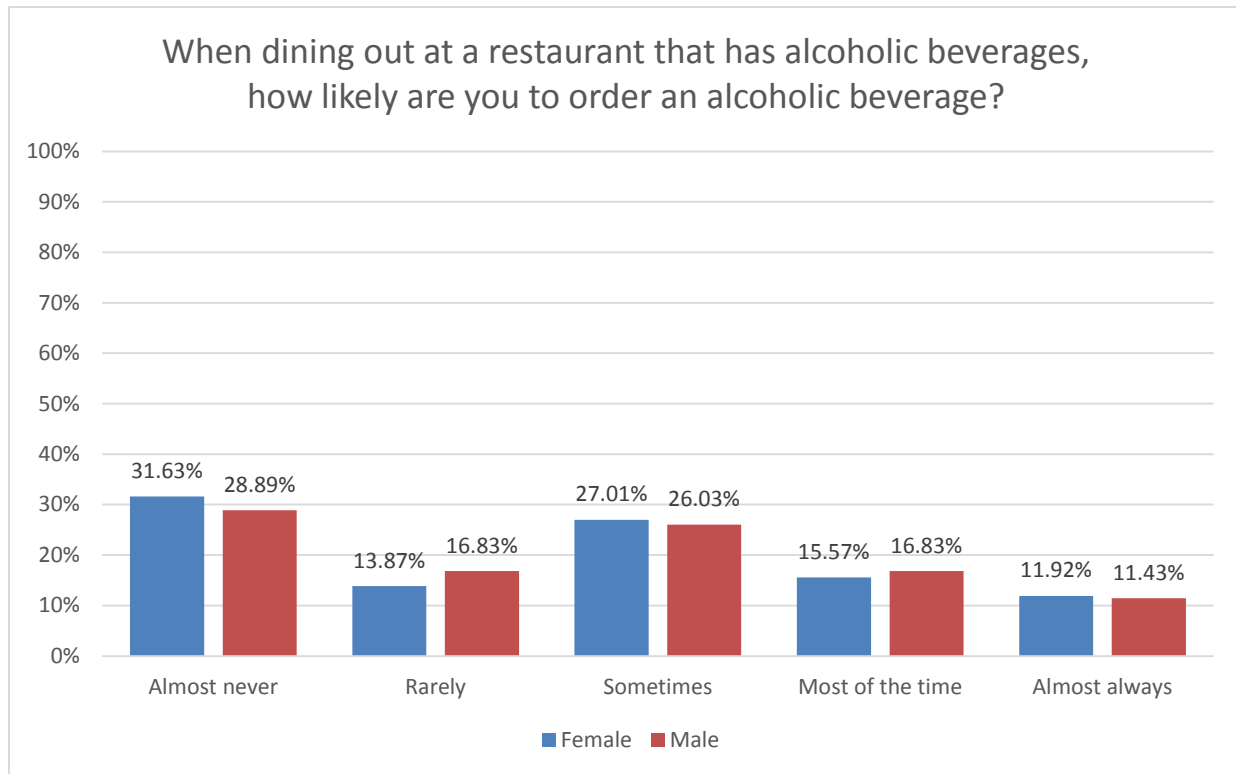


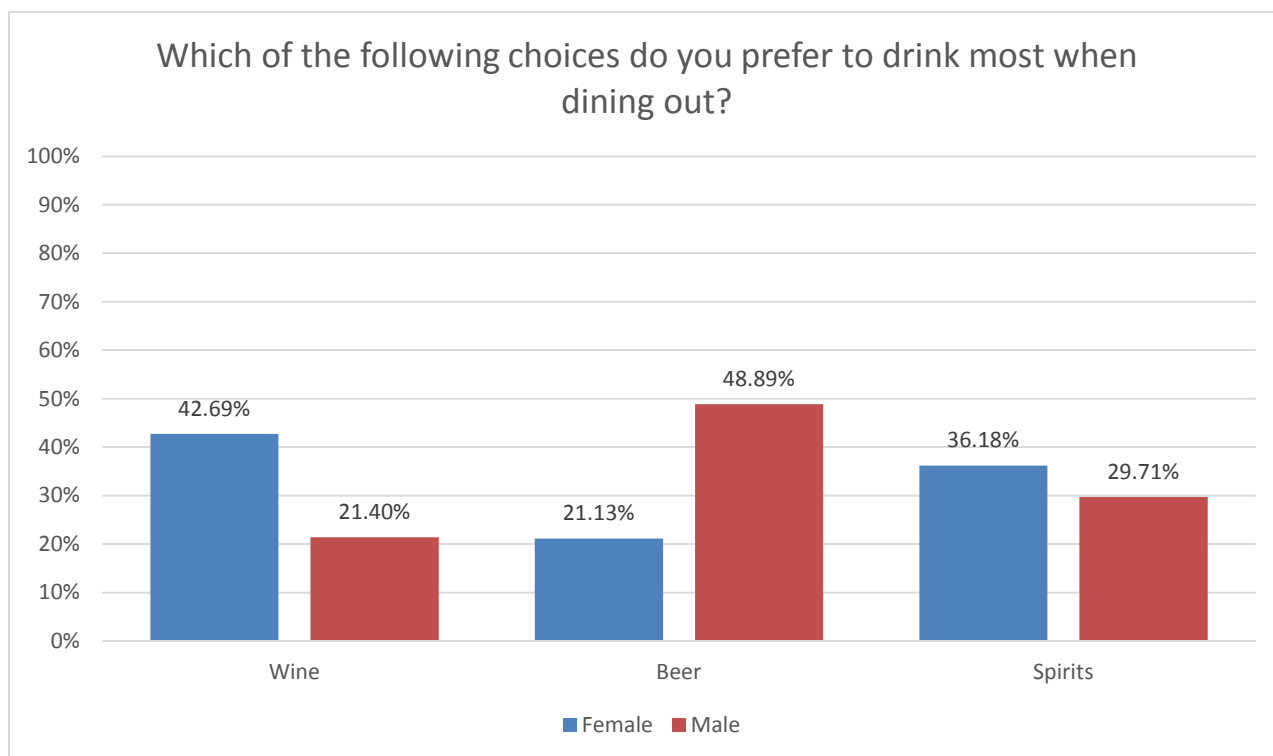
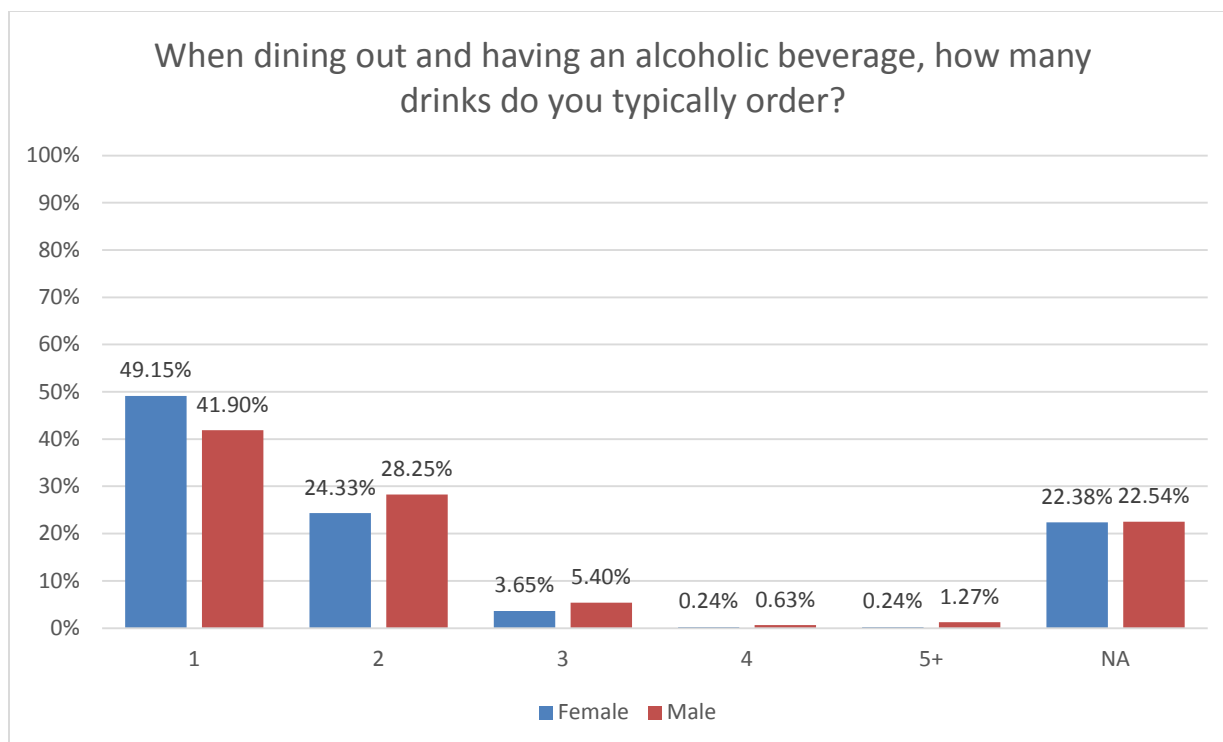
What restaurant wine list changes would you like to see most? Check all that apply.

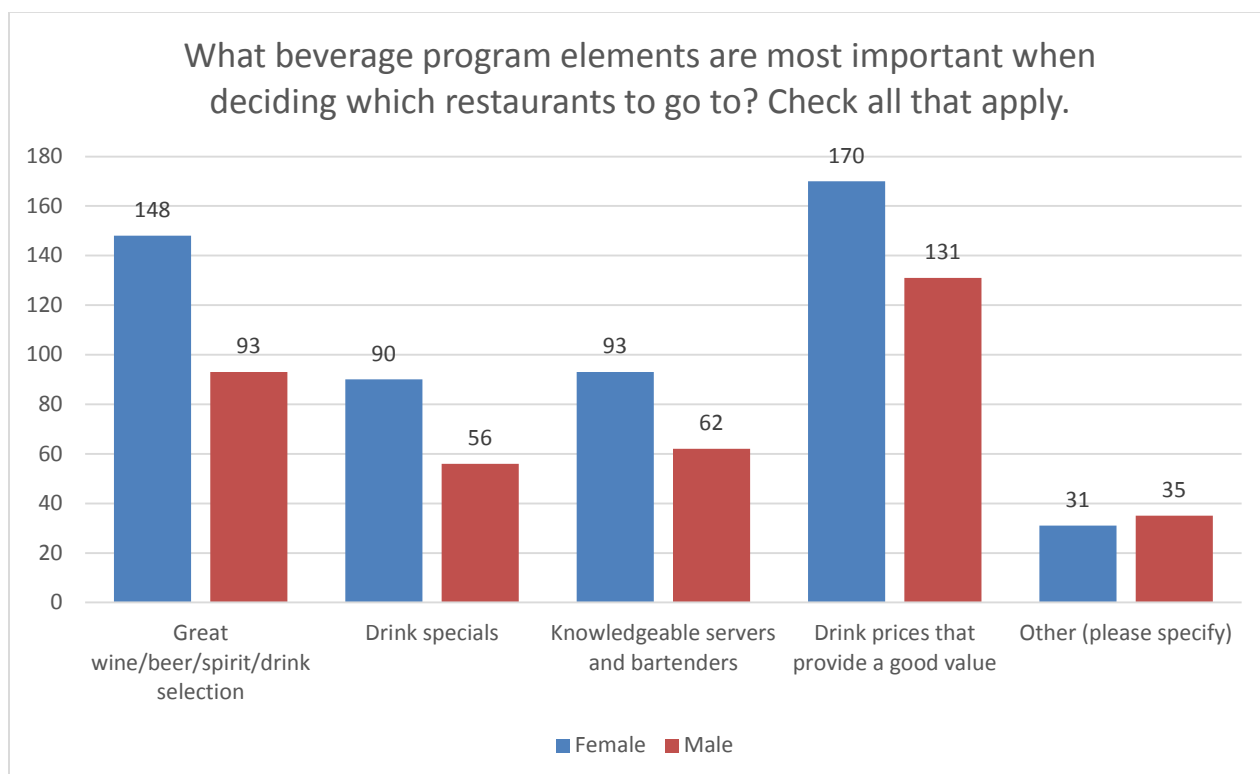
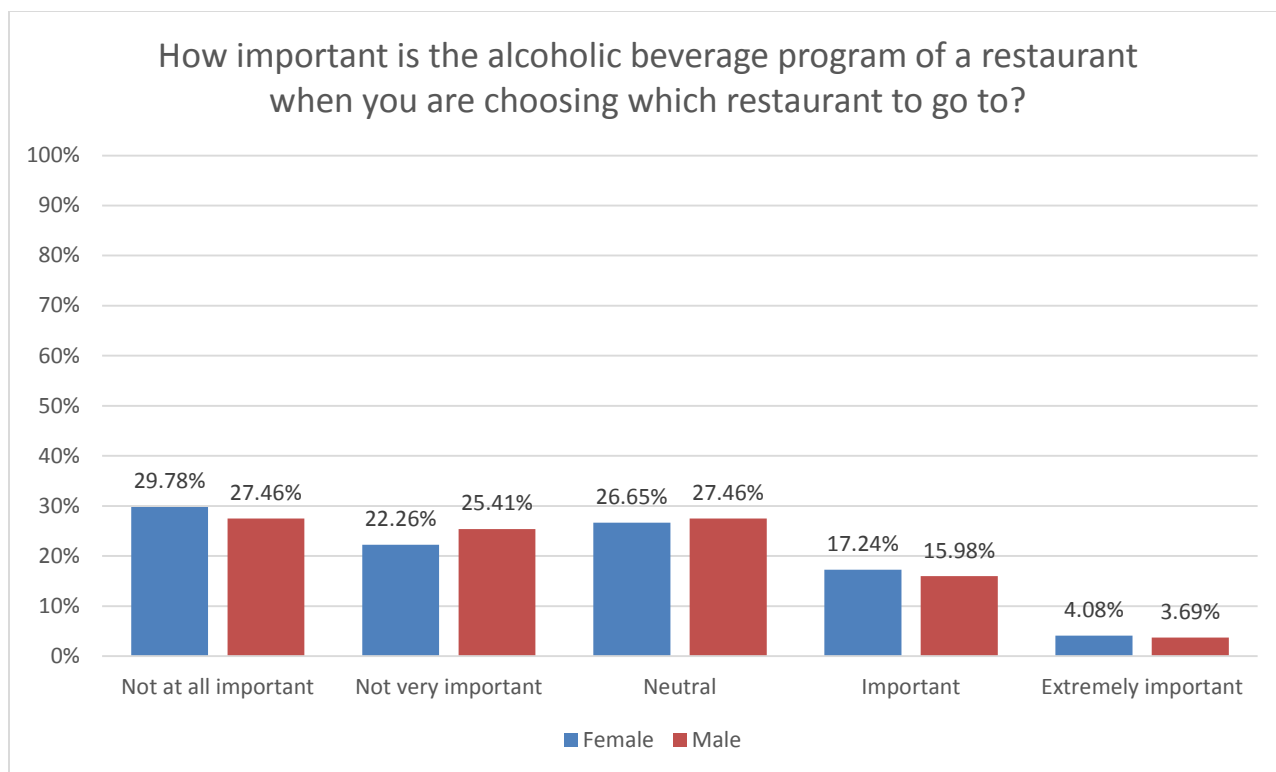


Gender Comparison

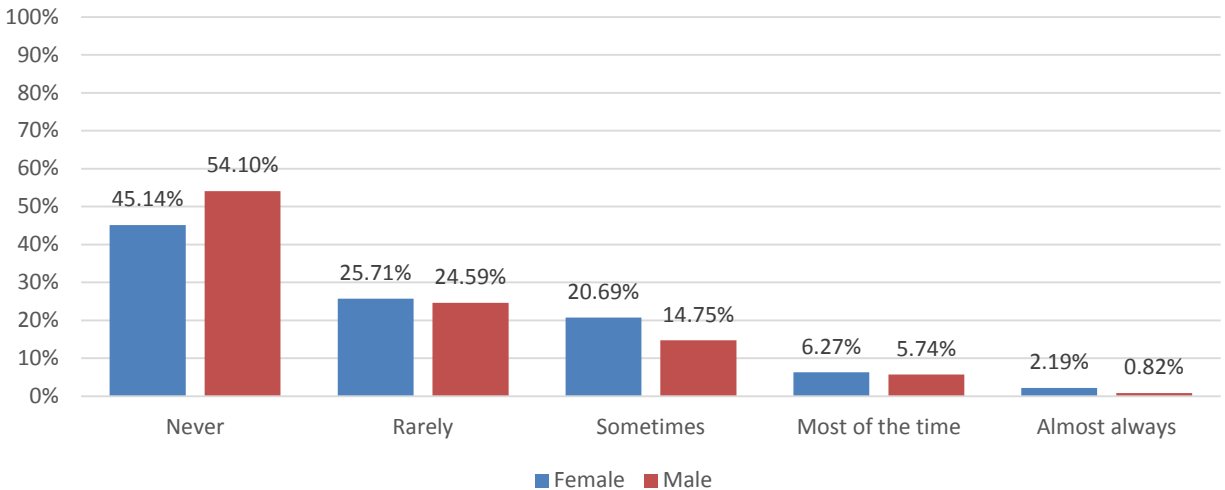
This segment shows the similarities and differences that men and women experience in relation to a beverage program in a restaurant.



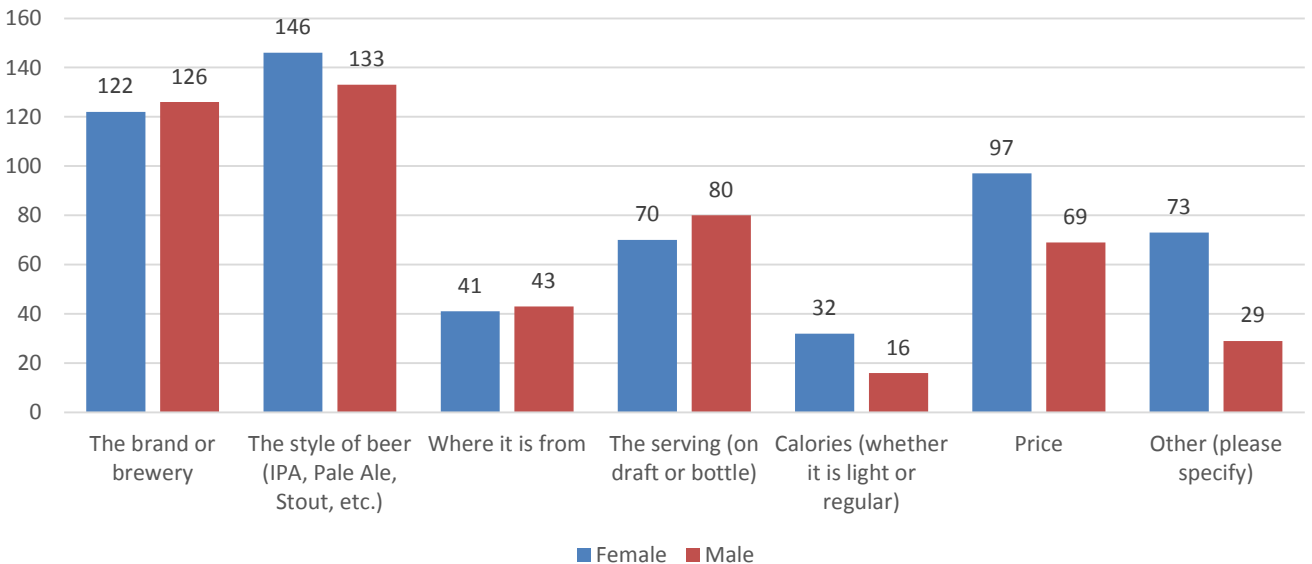




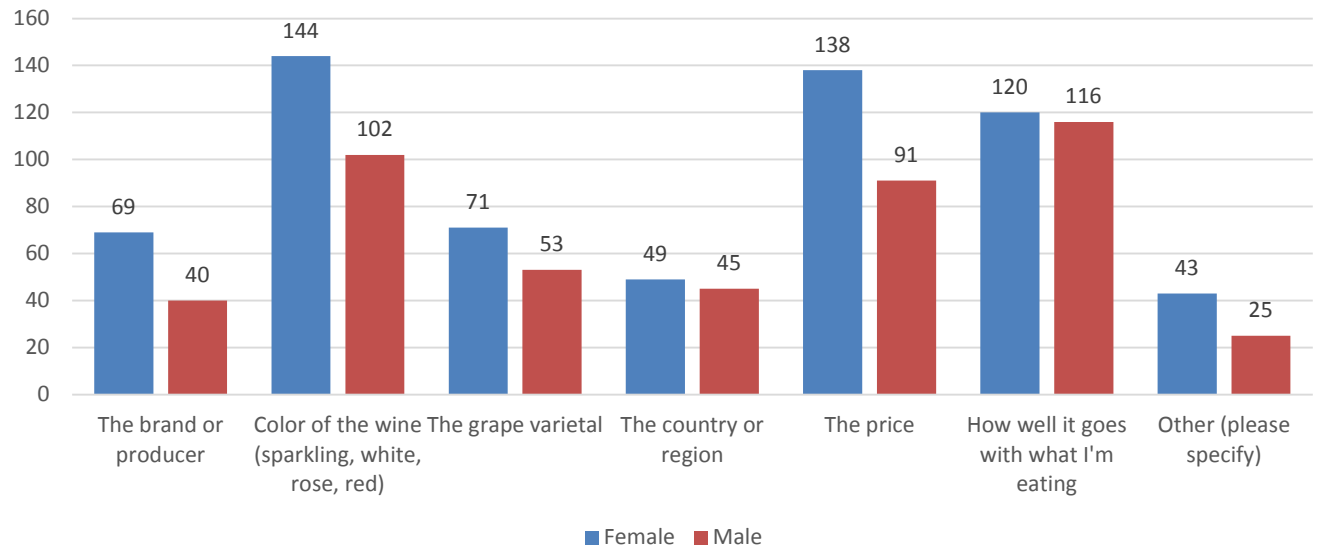
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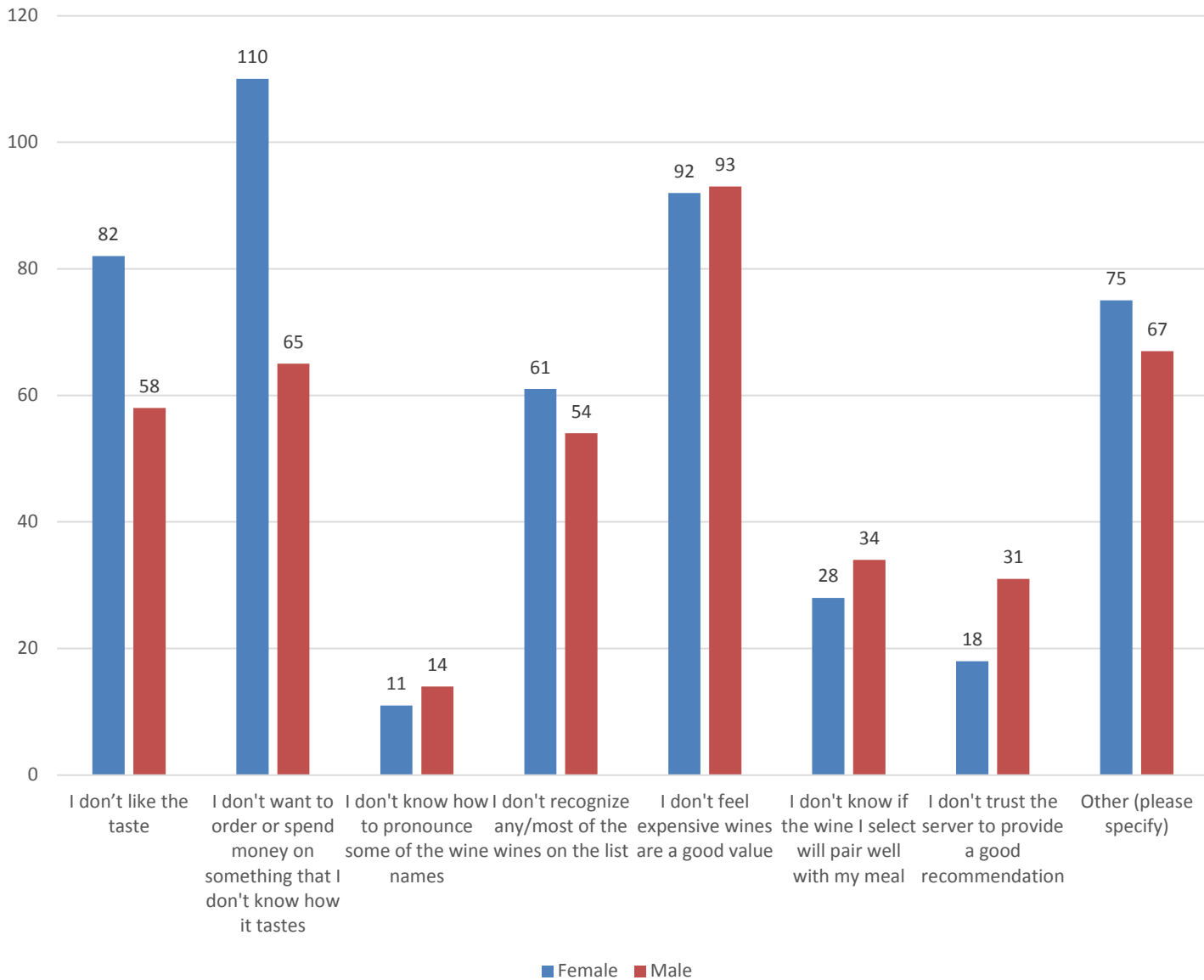
What are the most important factors when selecting a beer to drink in a restaurant or bar? Check all that apply.



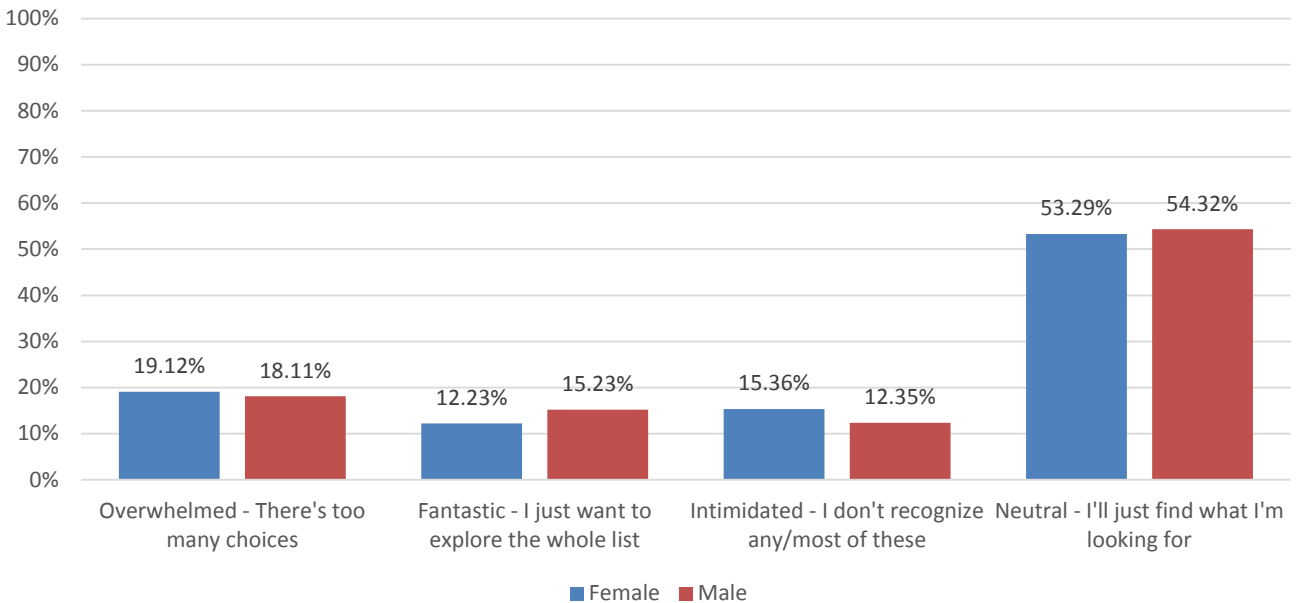
What are the most important factors when selecting a wine to drink in a restaurant or bar? Check all that apply.



When in a restaurant, what are the top reasons you either don't drink wine or you don't spend more money on wine? Check all that apply.



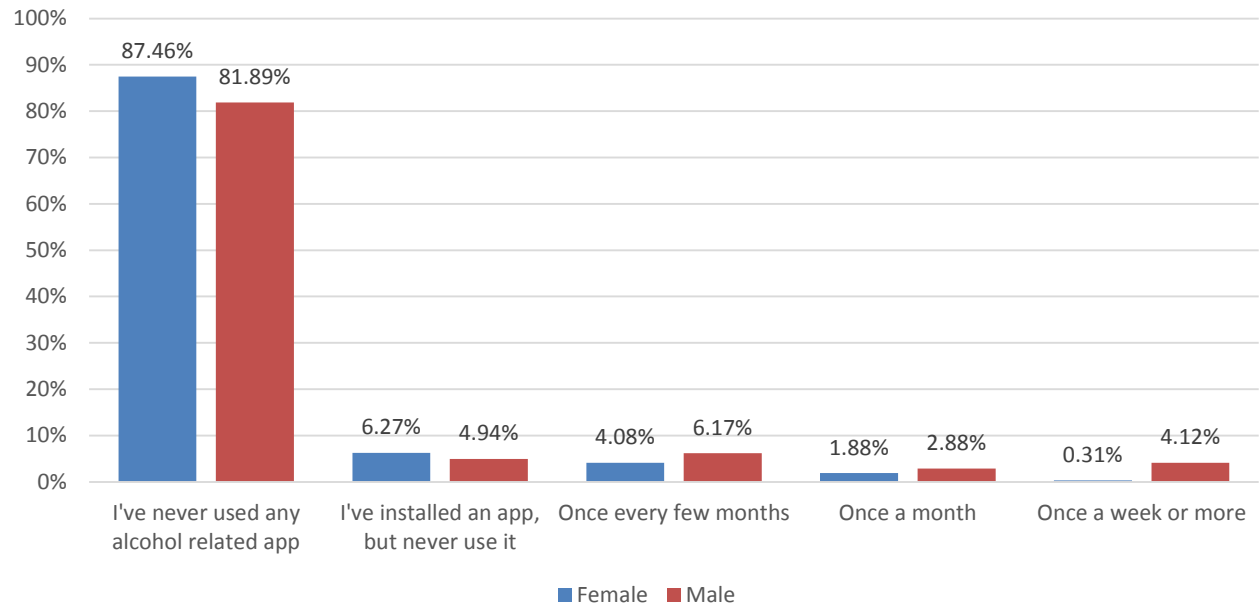
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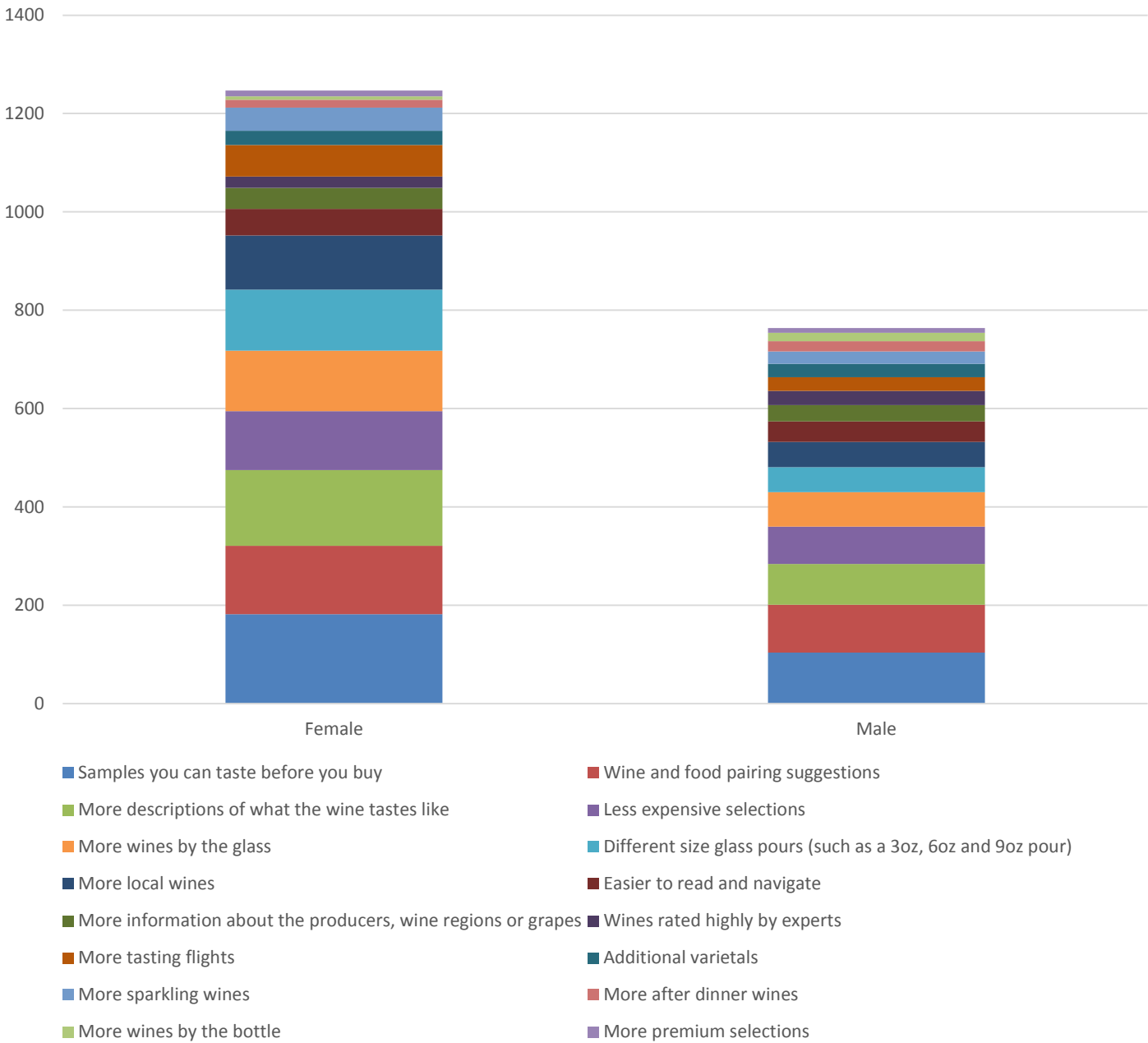
Which of the following, if placed on a menu, would help you better select a wine from a wine list while dining out? Check all that apply.



How frequently do you use any type of wine, beer or alcohol related app on your mobile phone?

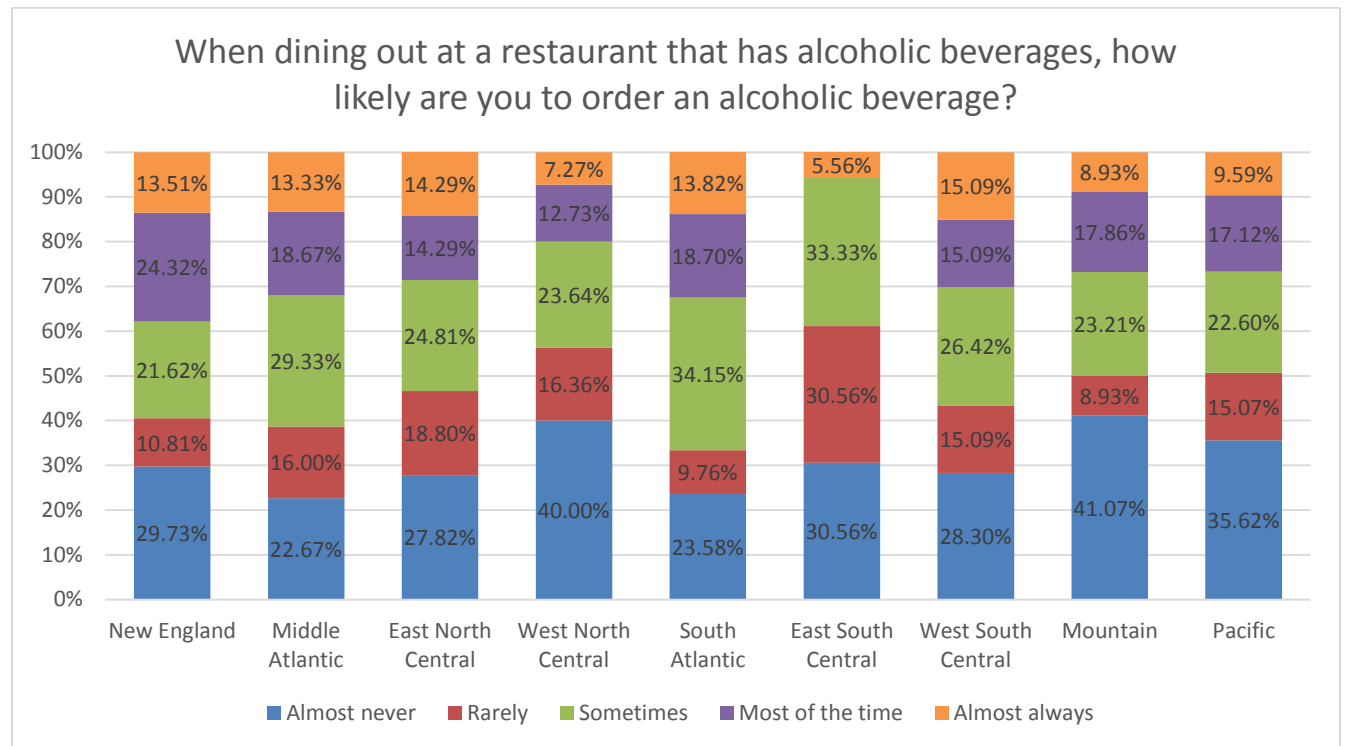


What restaurant wine list changes would you like to see most? Check all that apply.

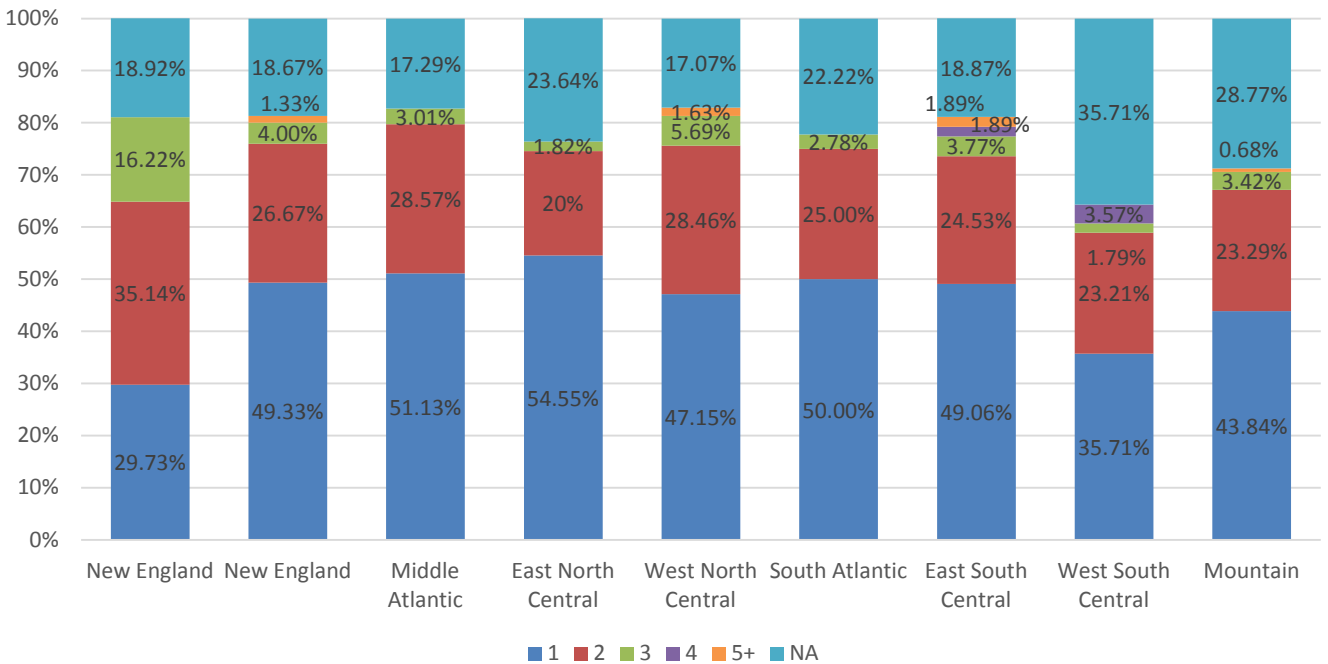


Region Comparison

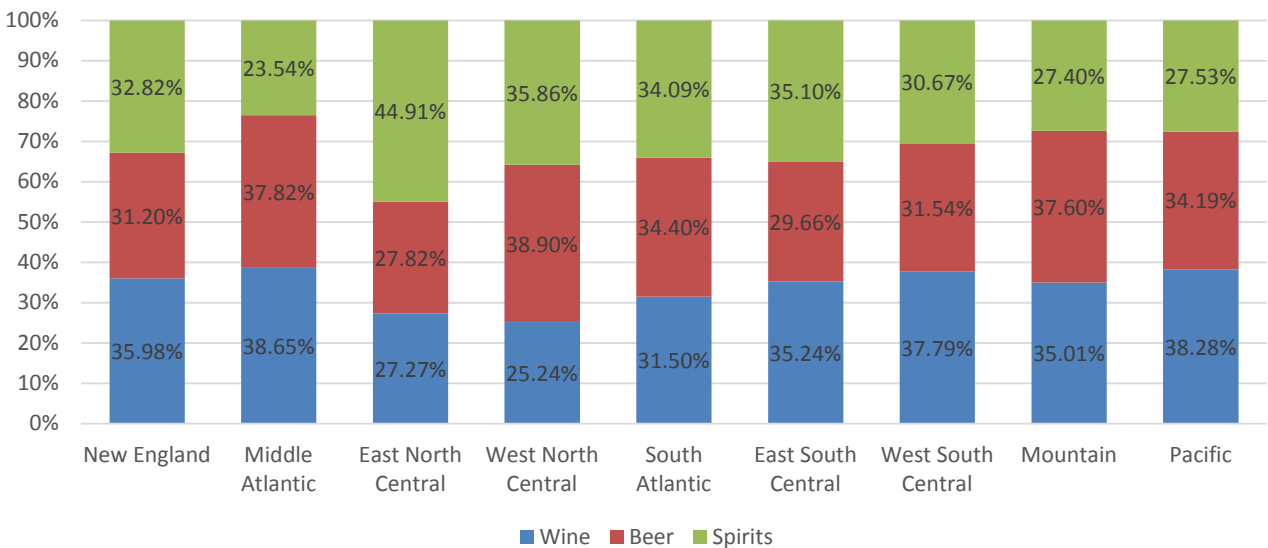
This filter shows the differences in beverage preference in relation to geography.



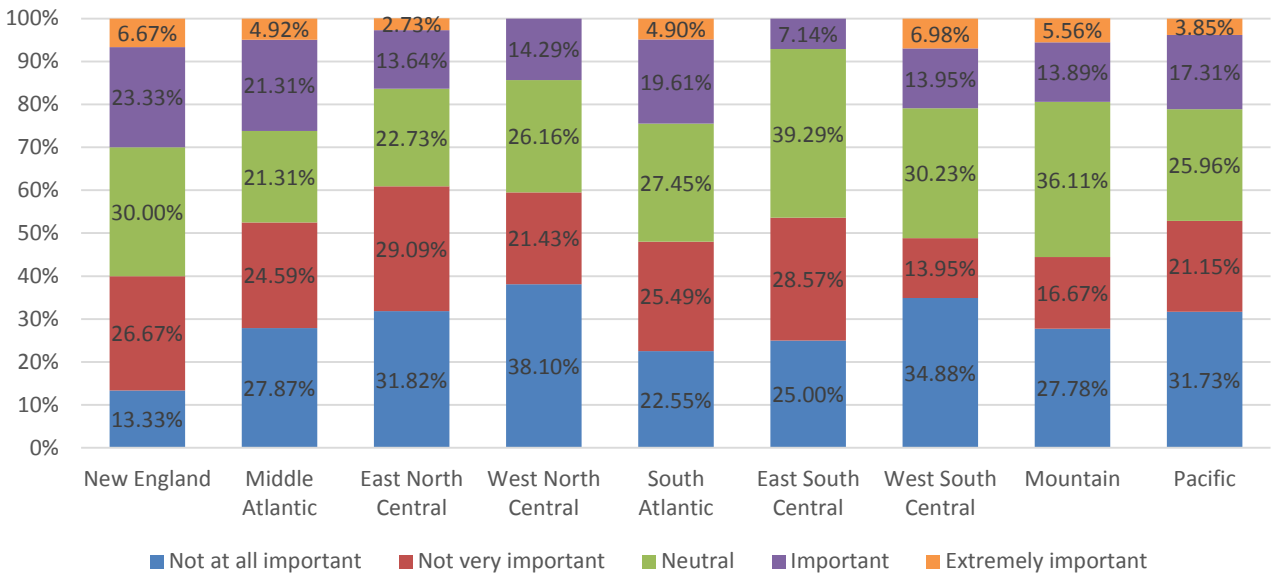
When dining out and having an alcoholic beverage, how many drinks do you typically order?



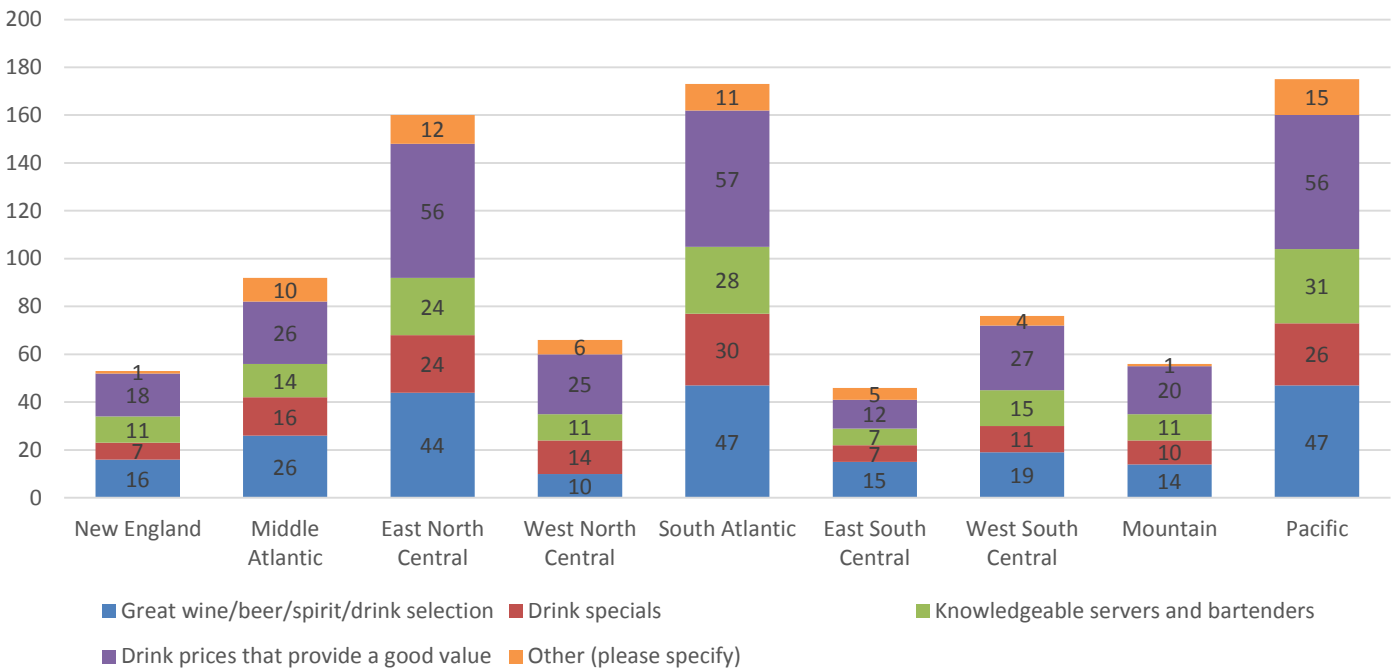
Which of the following choices do you prefer to drink most when dining out?



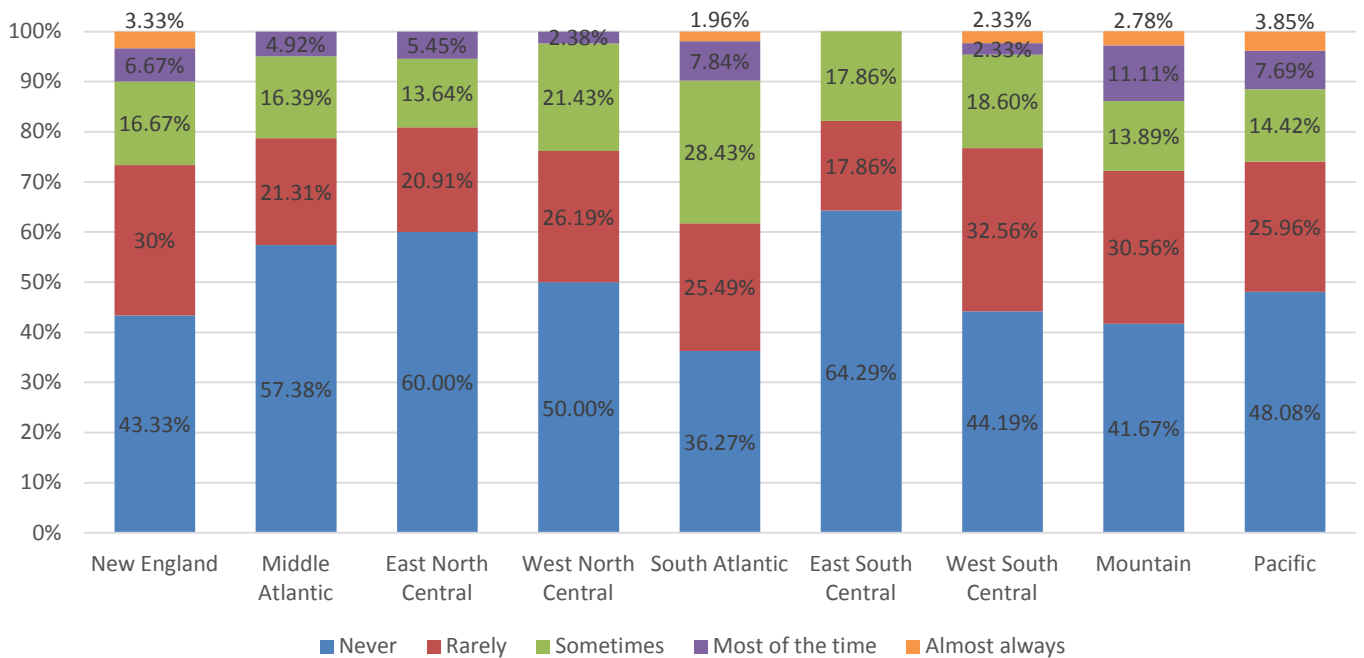
How important is the alcoholic beverage program of a restaurant when you are choosing which restaurant to go to?



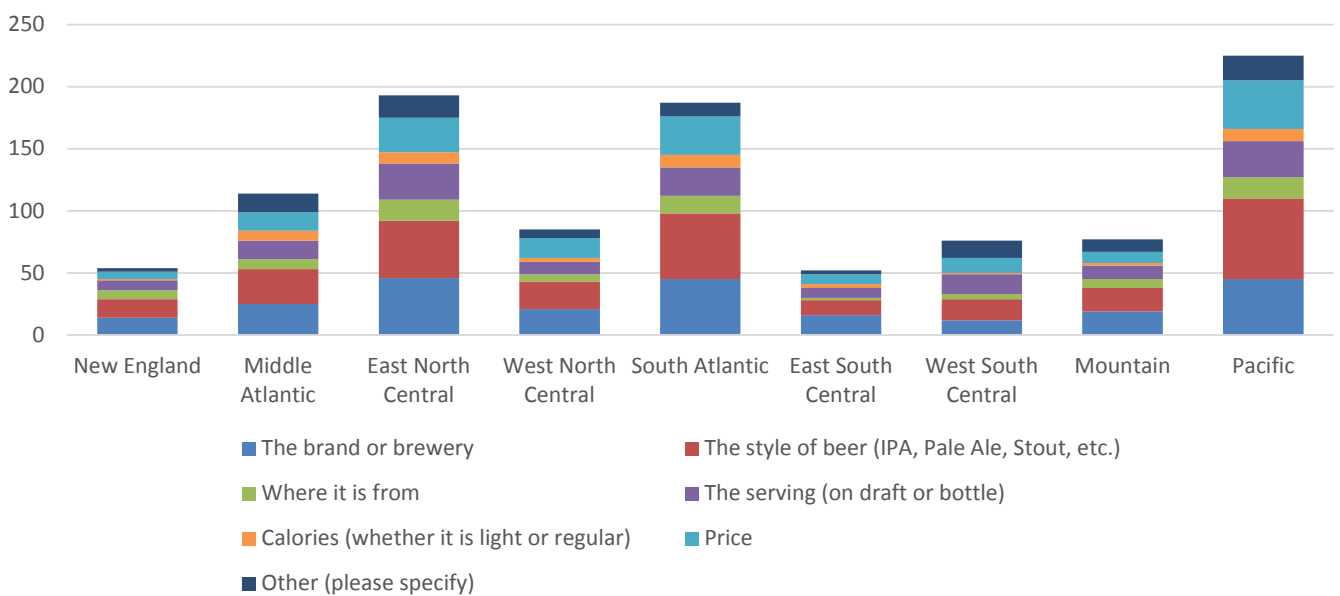
What beverage program elements are most important when deciding which restaurants to go to? Check all that apply.

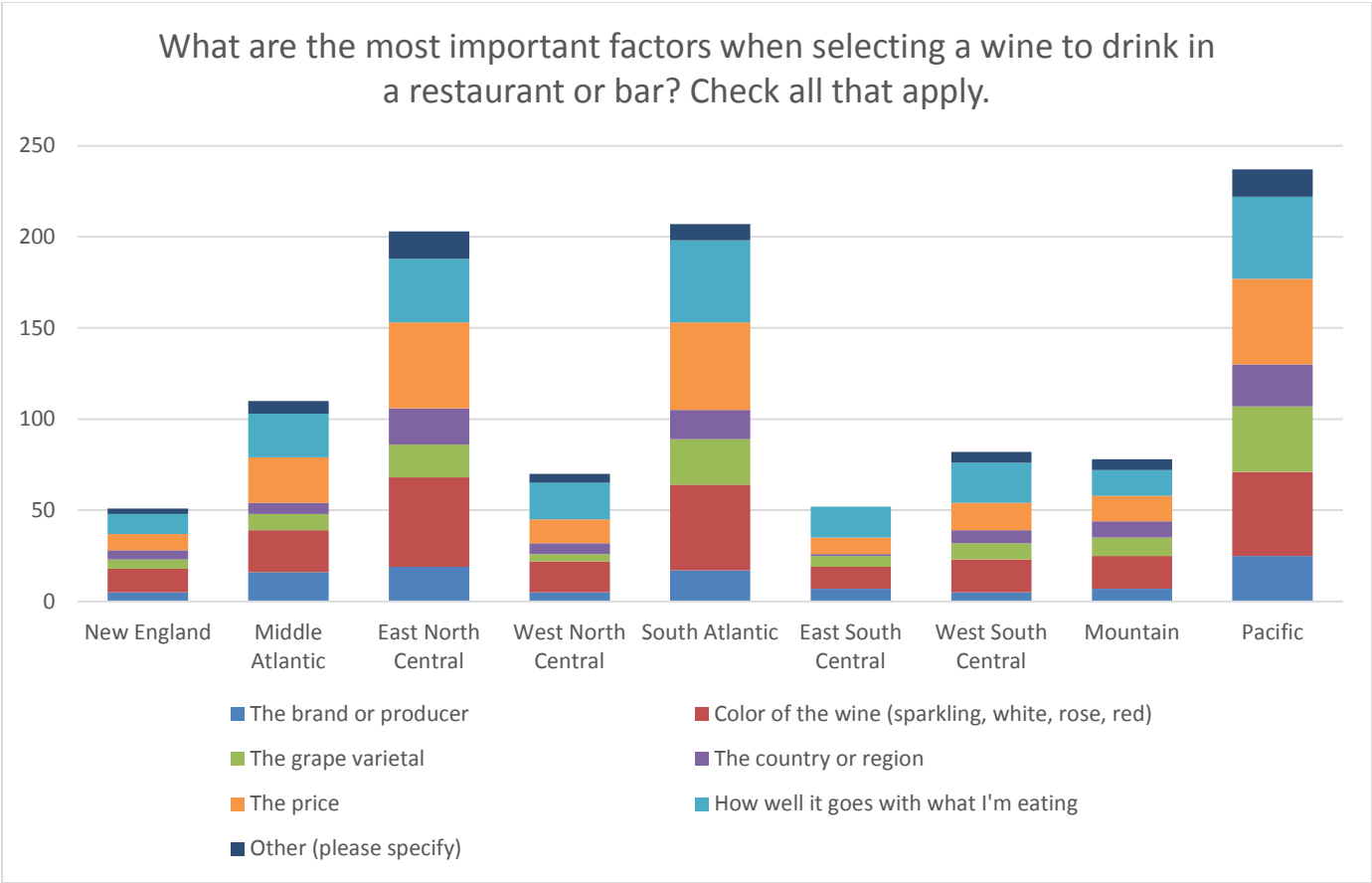


While at a restaurant, how often do you share any part of your dining experience on social media, such as Facebook, Twitter, or Instagram?

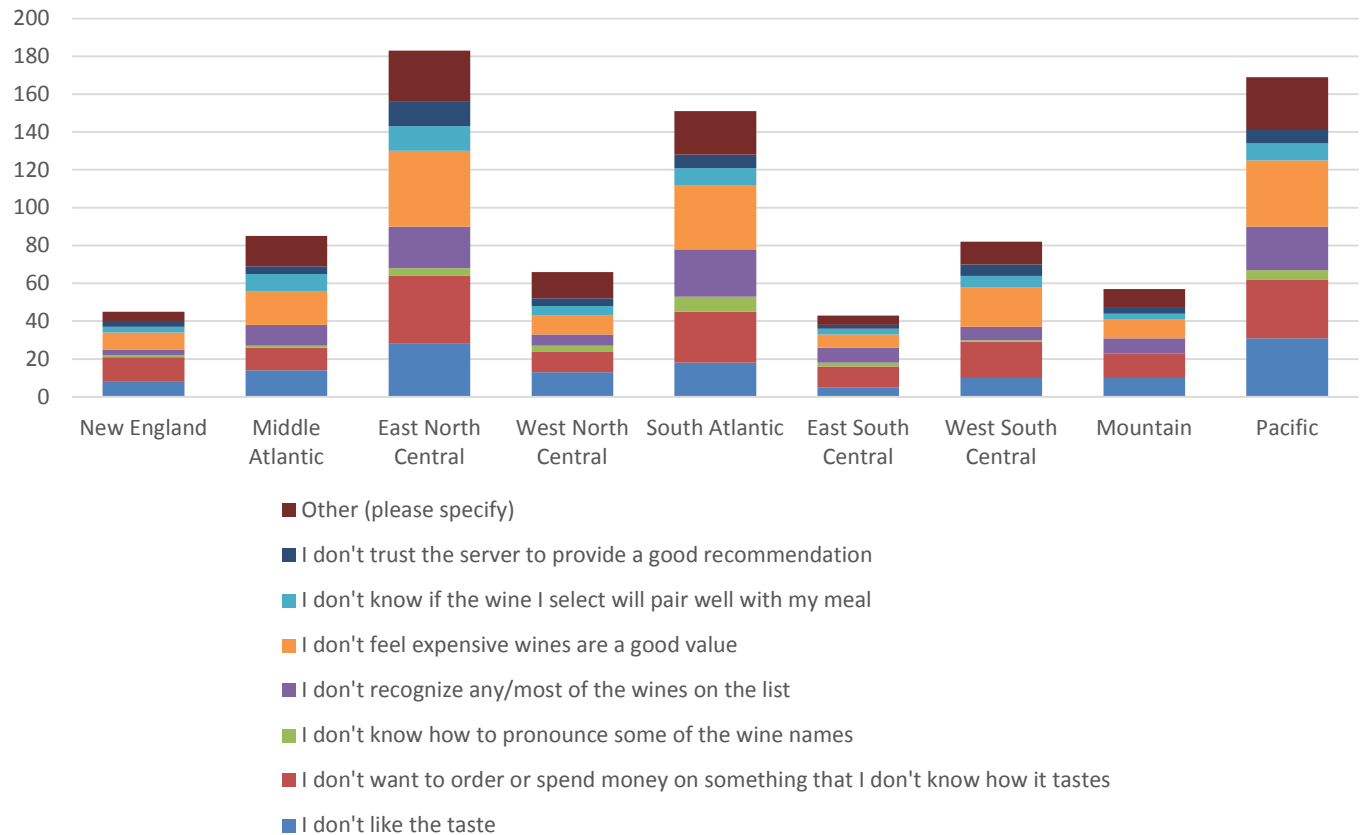


What are the most important factors when selecting a beer to drink in a restaurant or bar? Check all that apply.

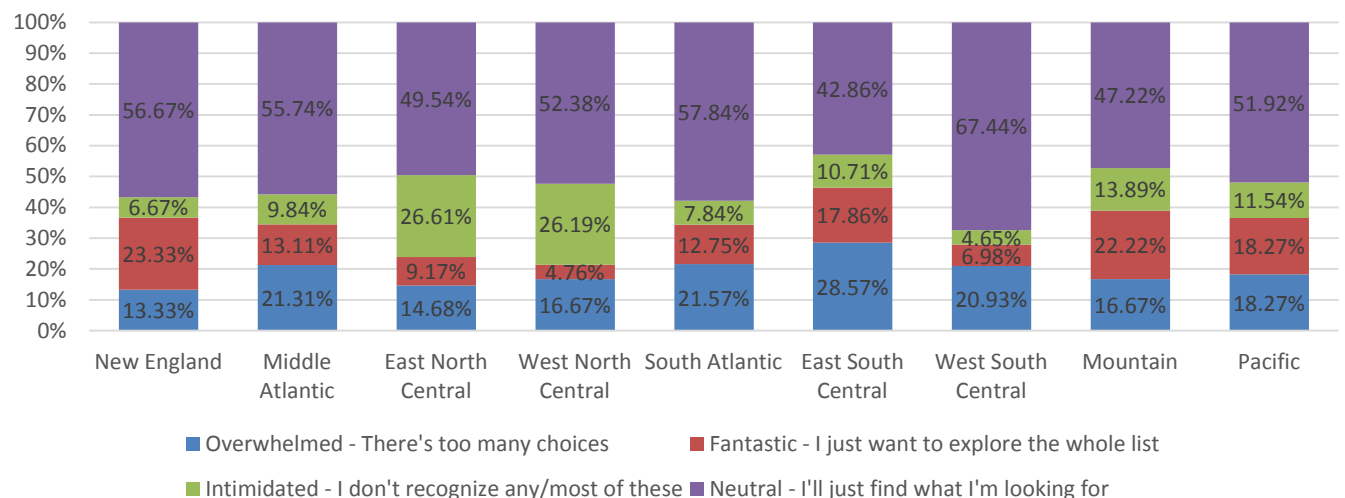




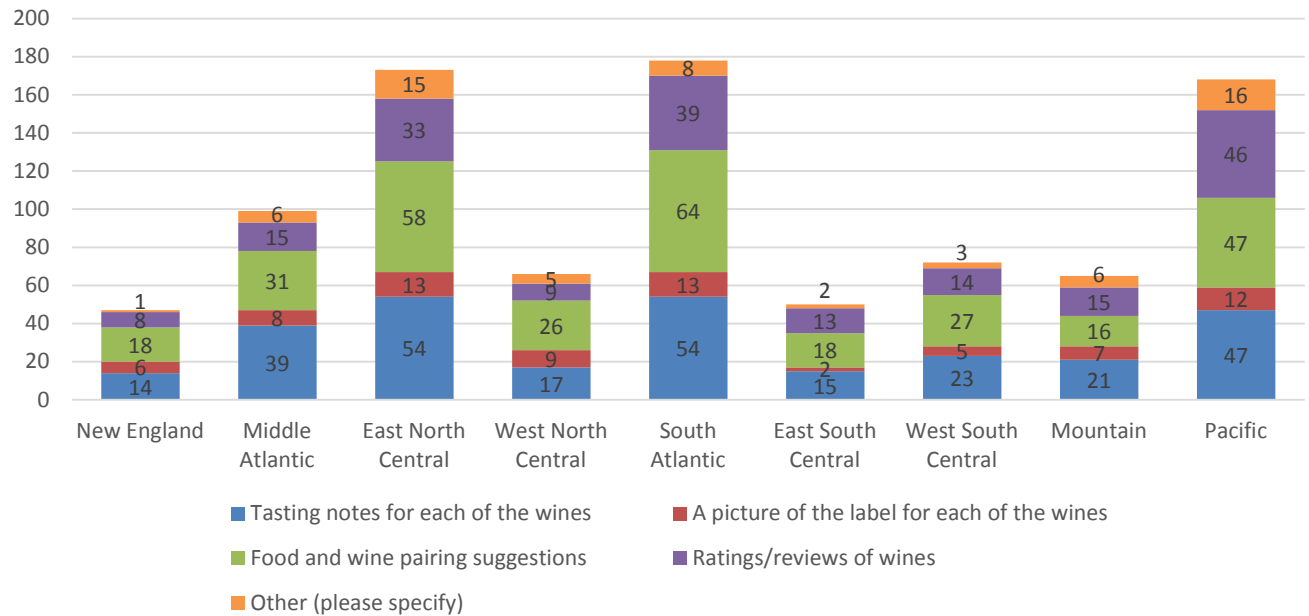
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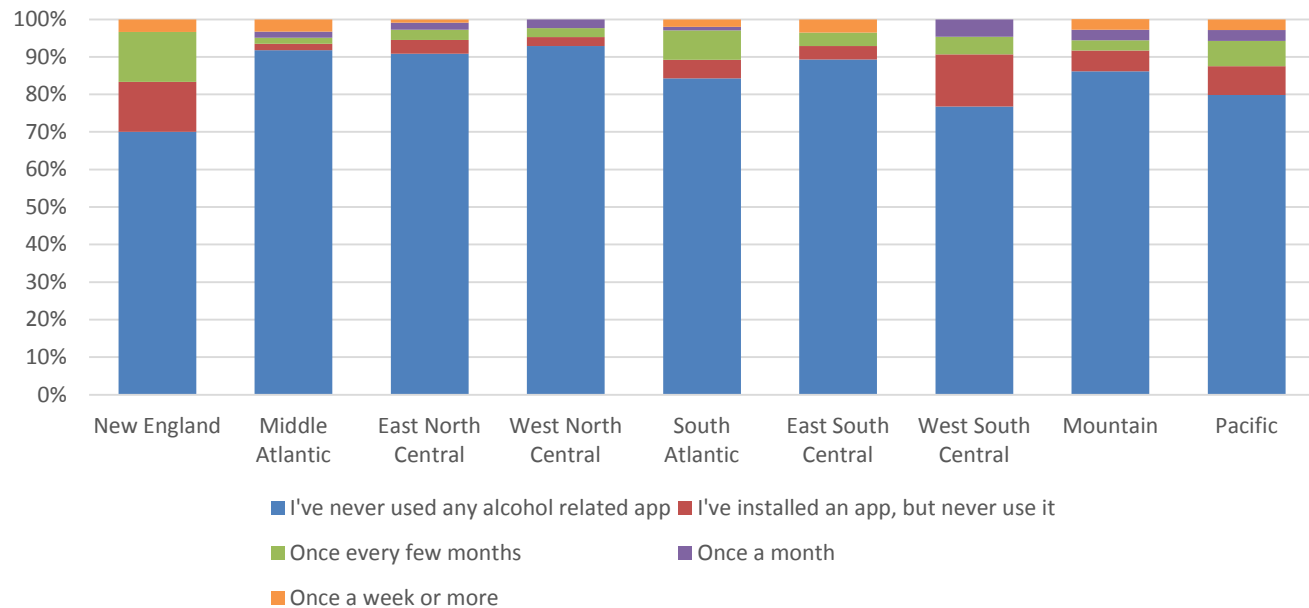
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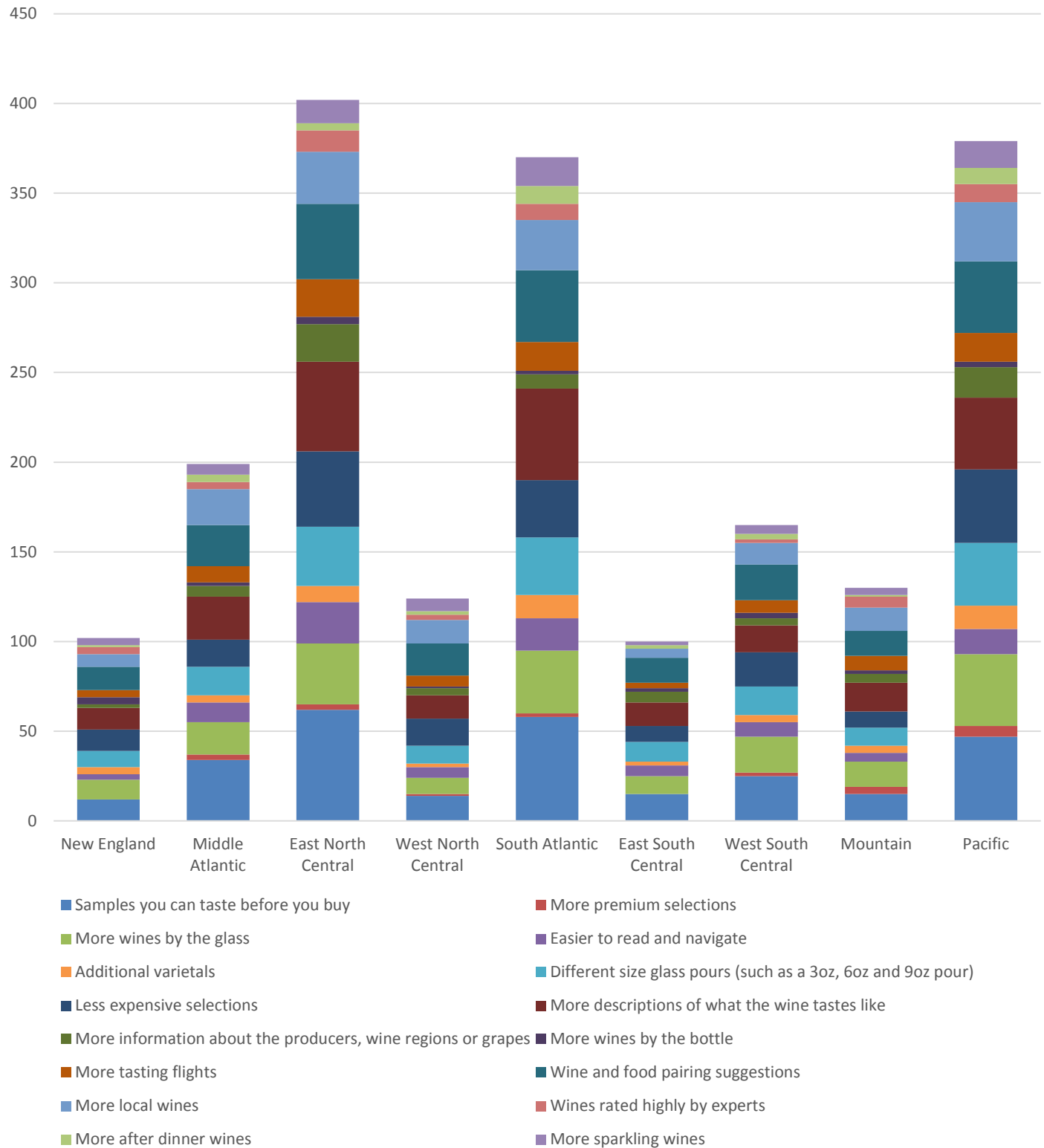
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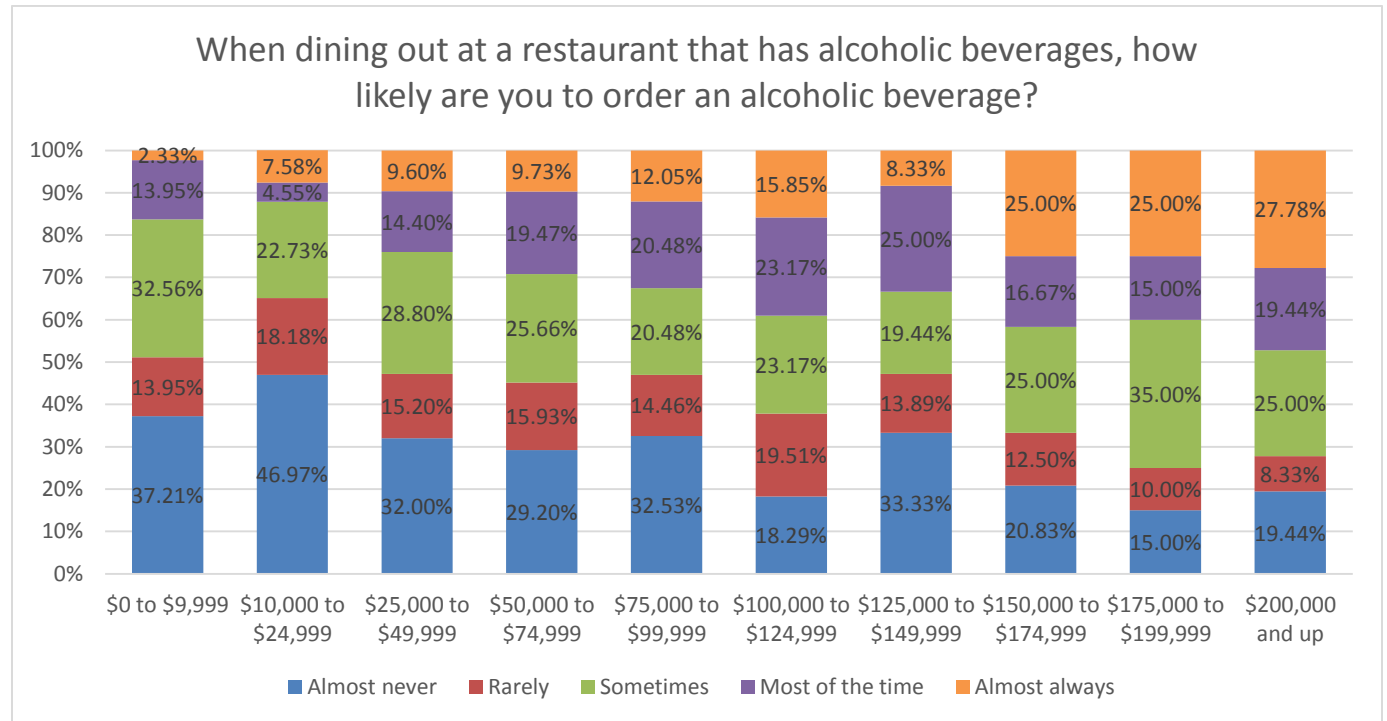


What restaurant wine list changes would you like to see most? Check all that apply.

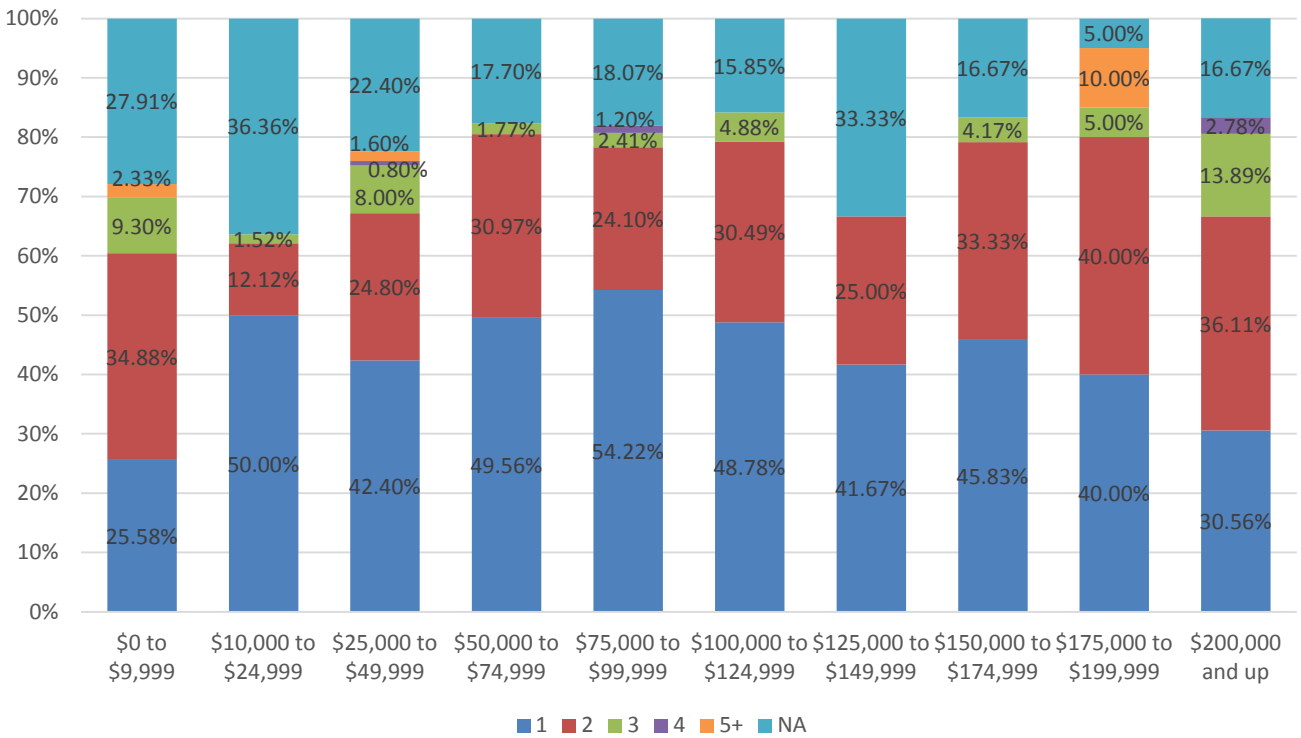


Income Comparison

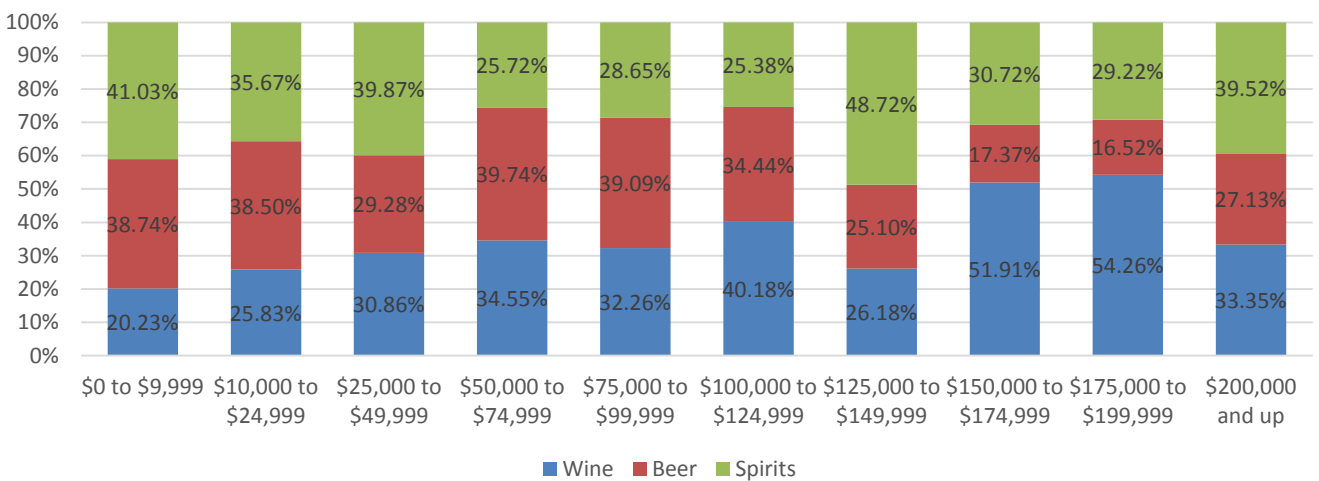
This sector reveals how combined household incomes affect how a person reacts with a beverage program.



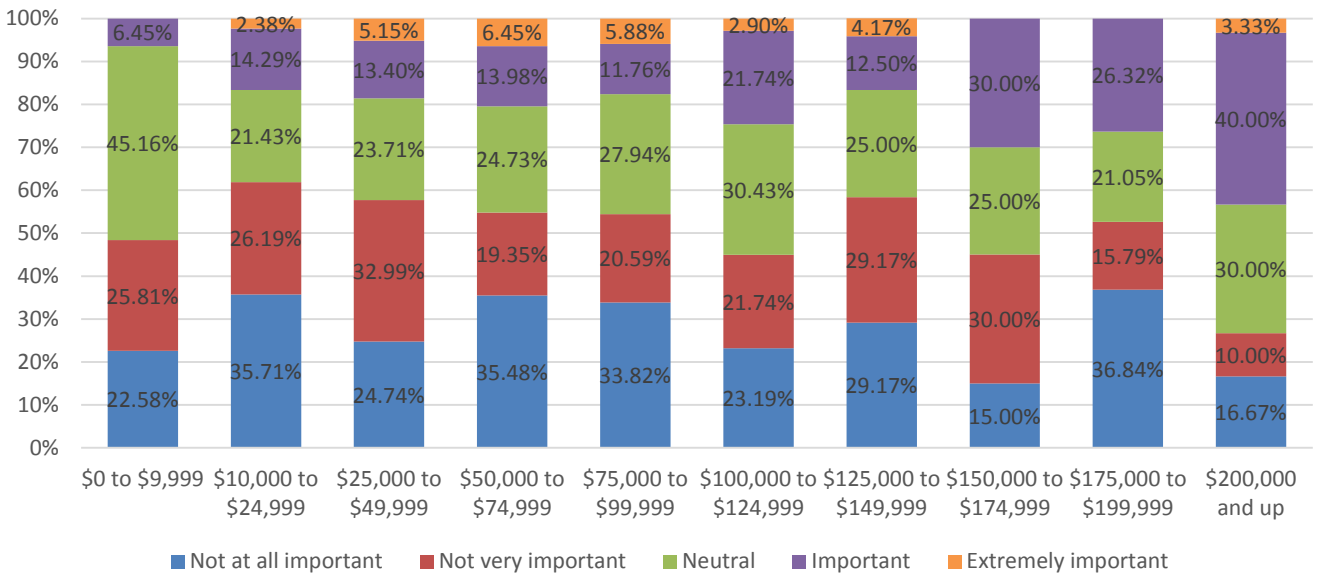
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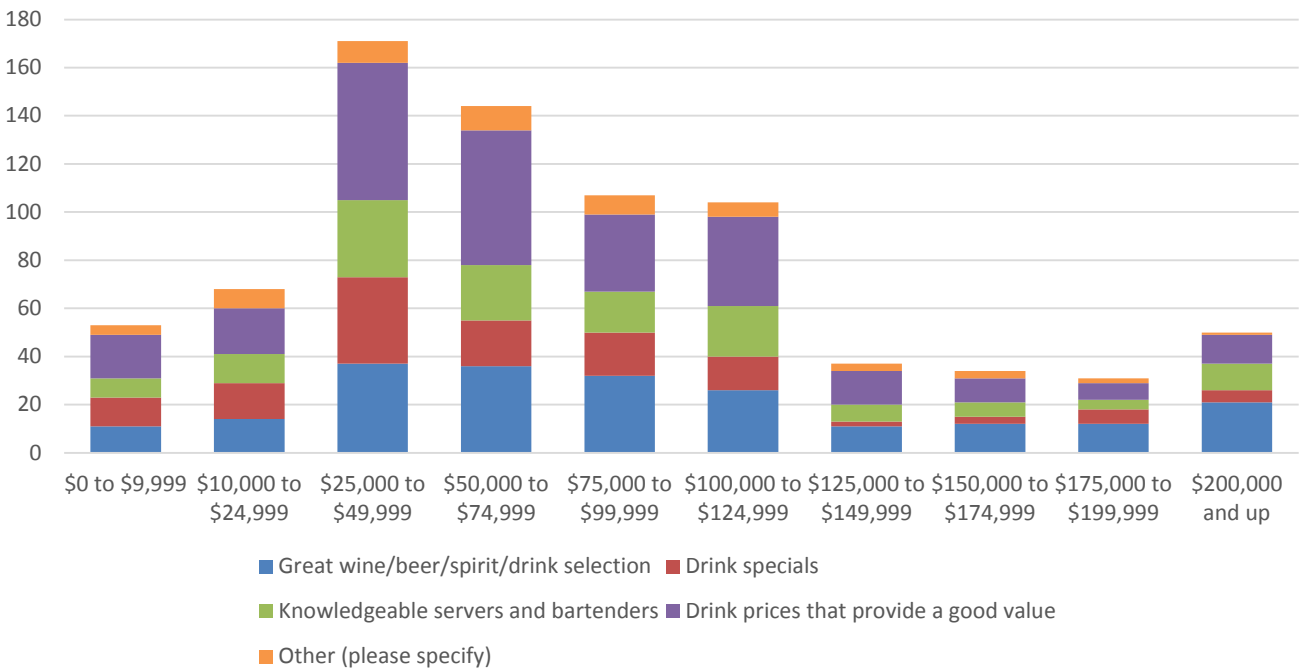
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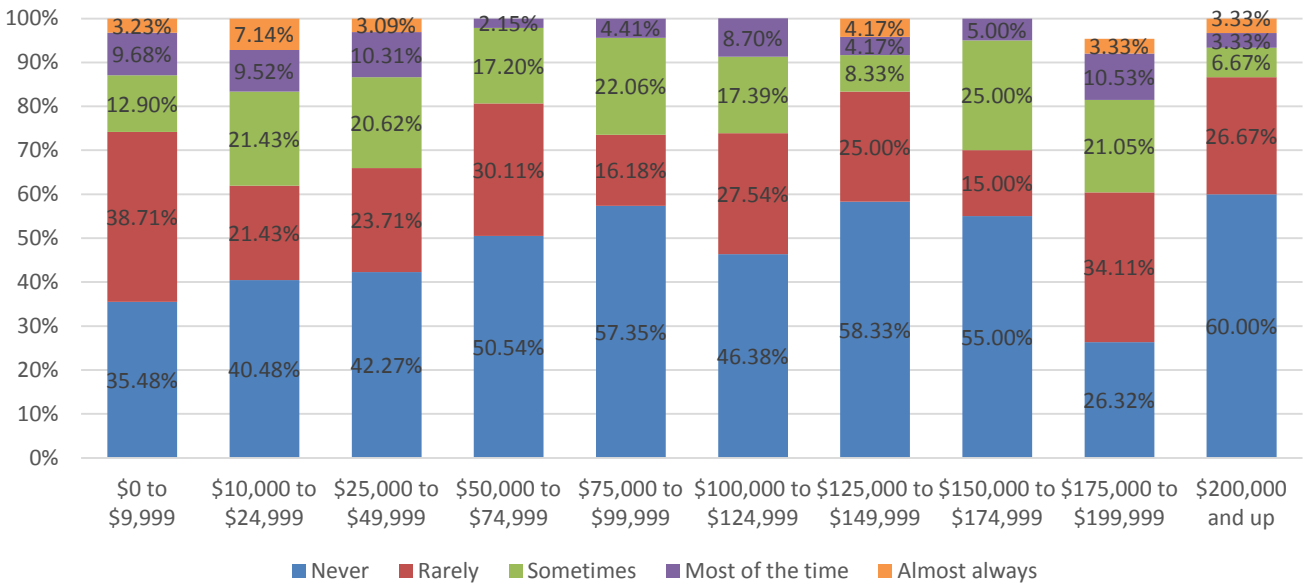
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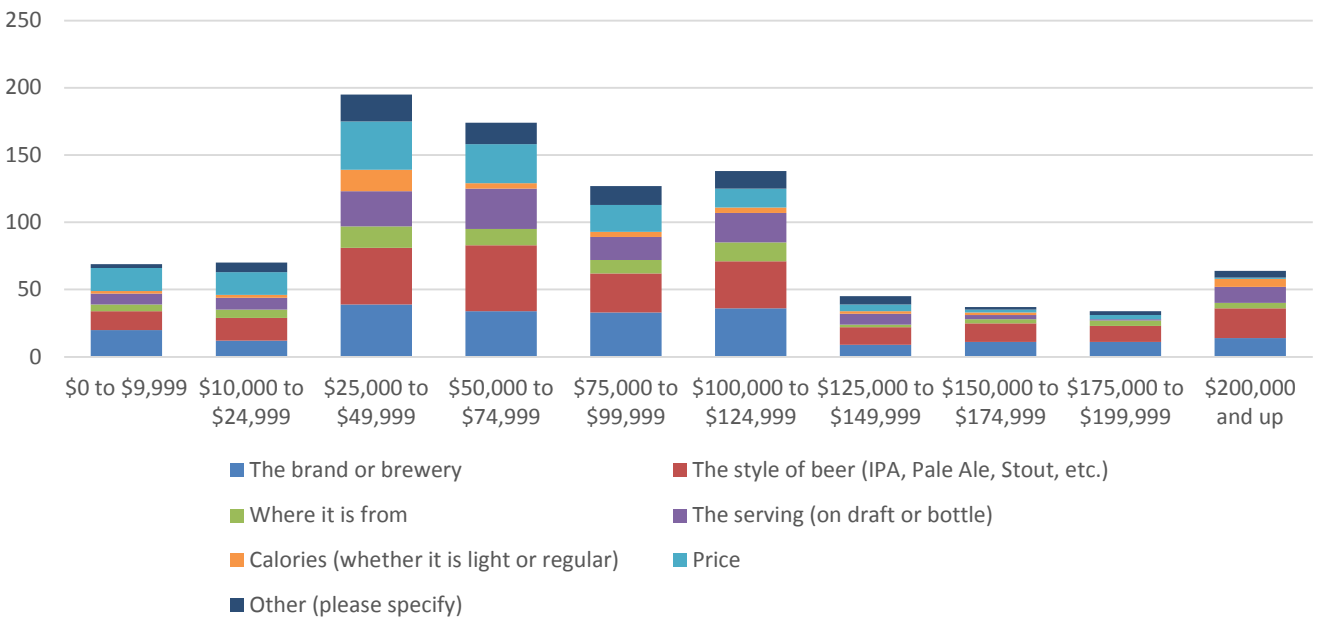
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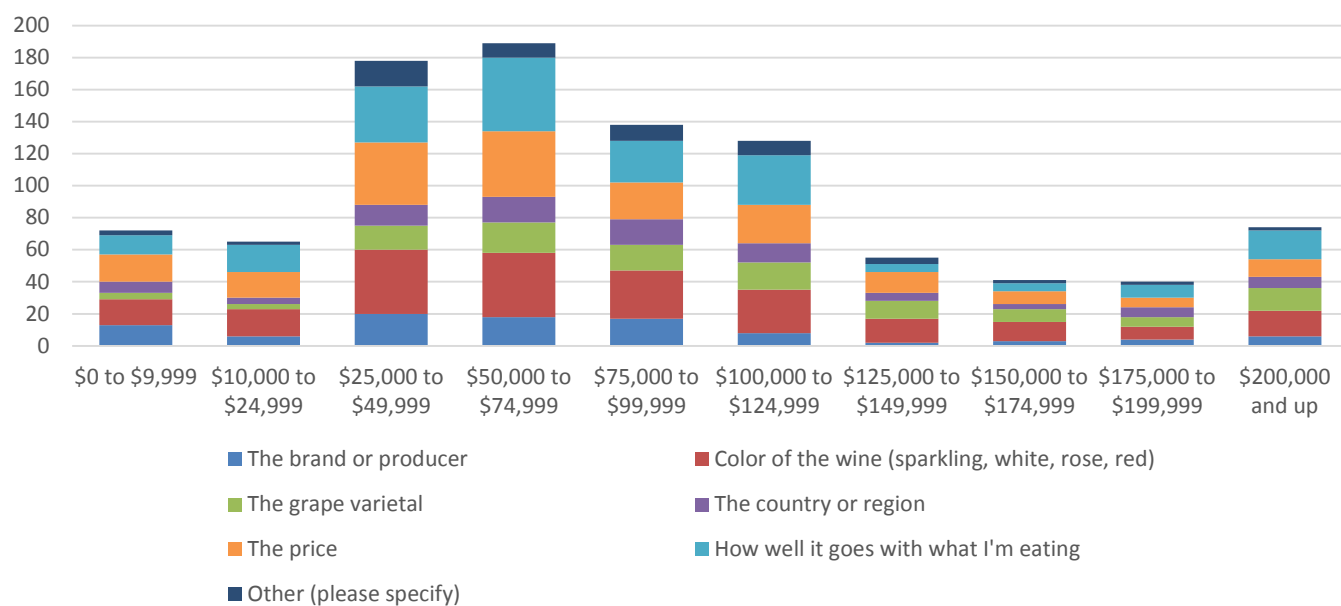
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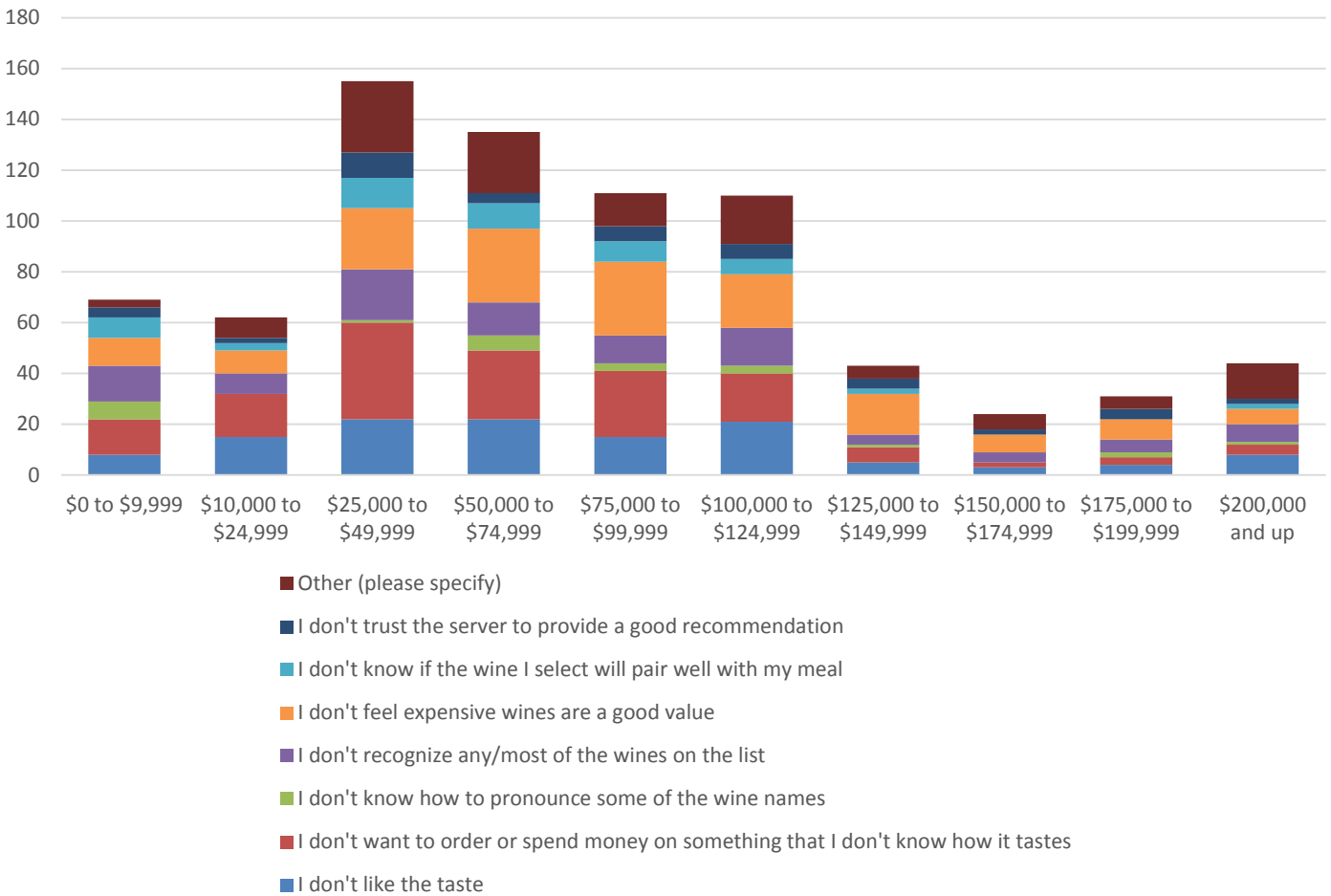
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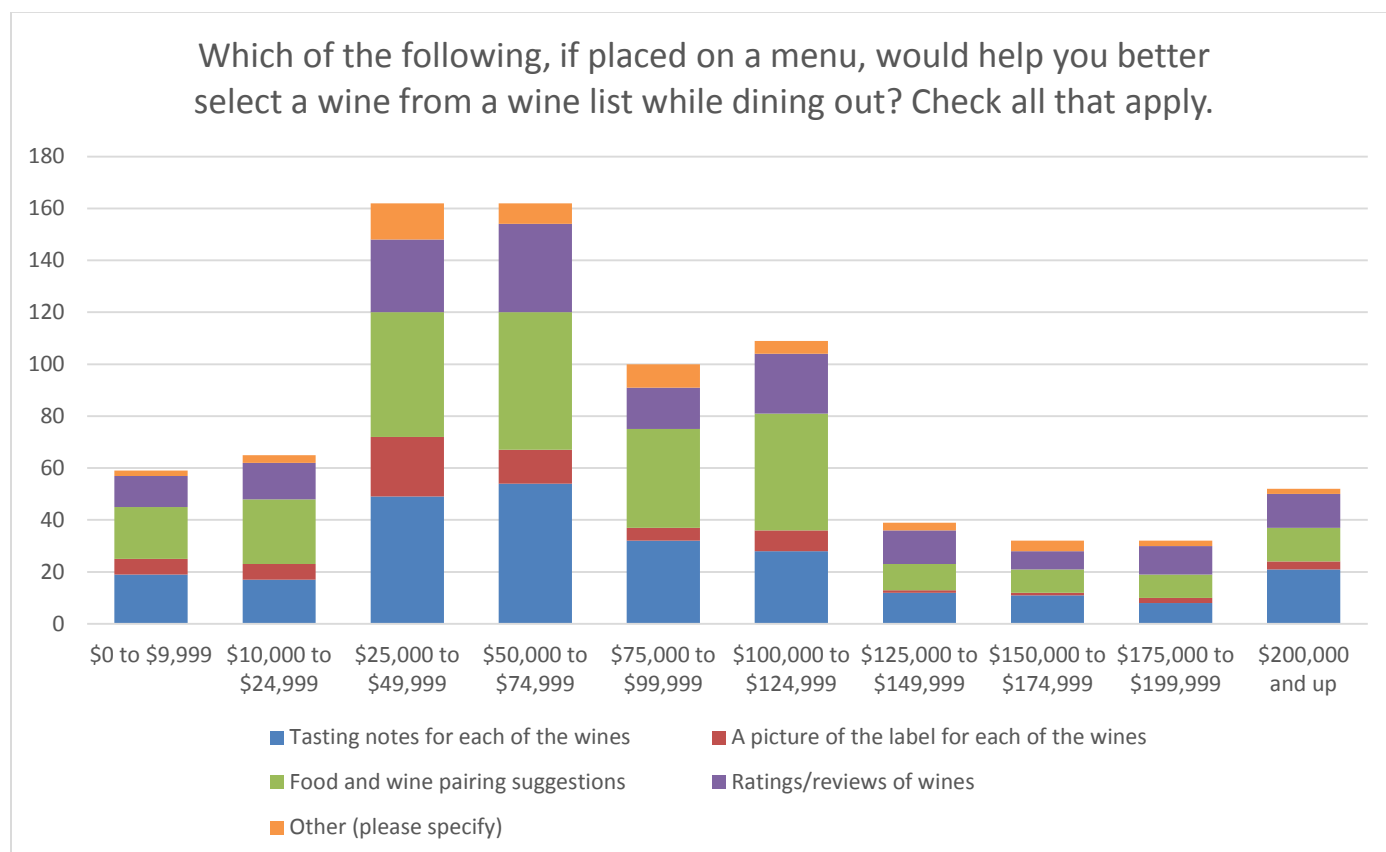
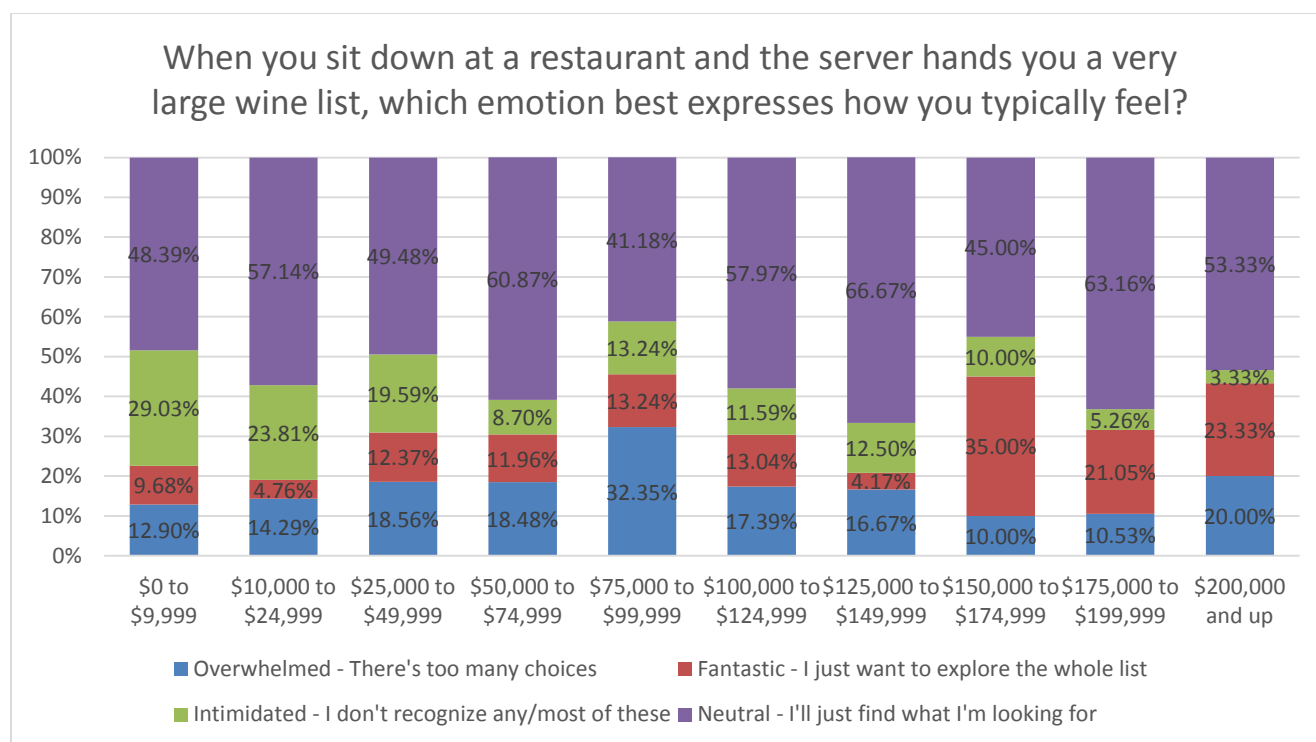


What are the most important factors when selecting a wine to drink in a restaurant or bar? Check all that apply.

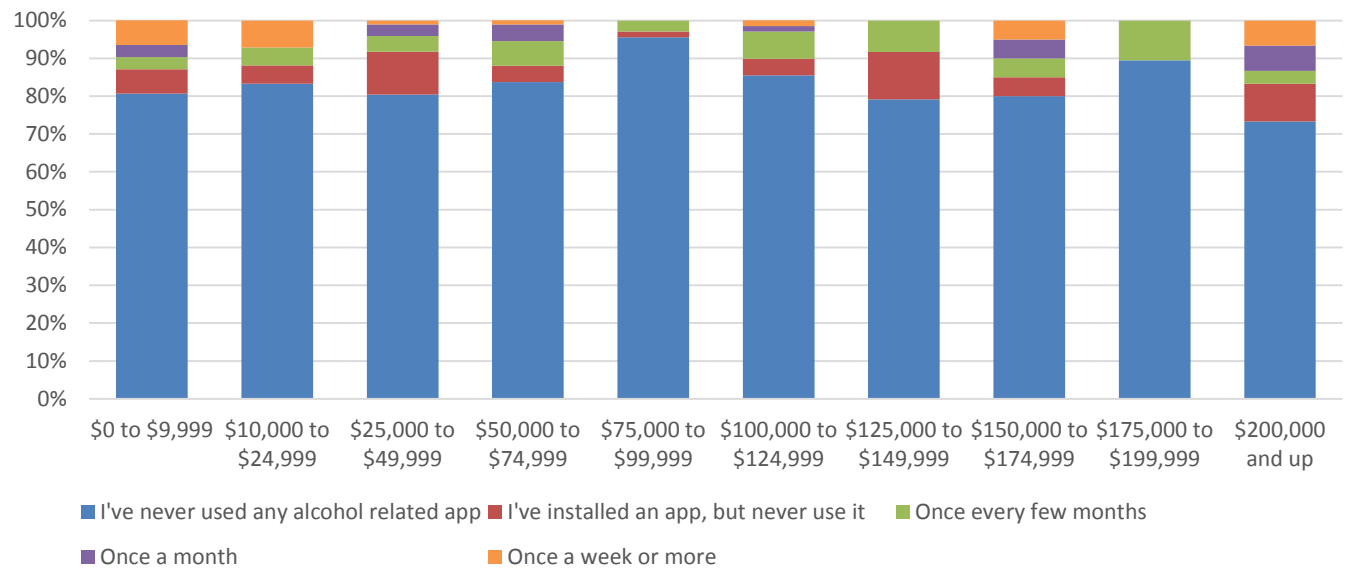


When in a restaurant, what are the top reasons you either don't drink wine or you don't spend more money on wine? Check all that apply.

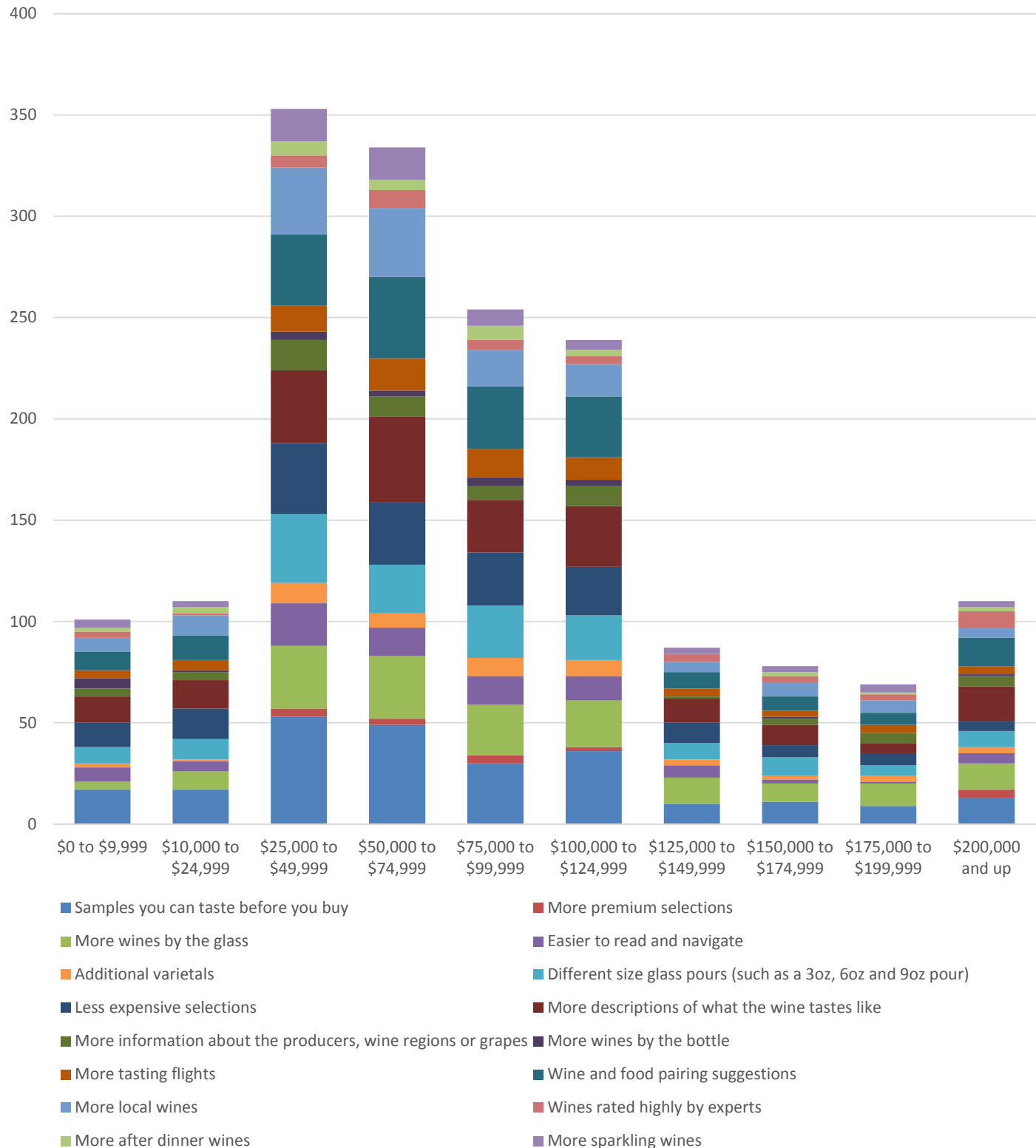




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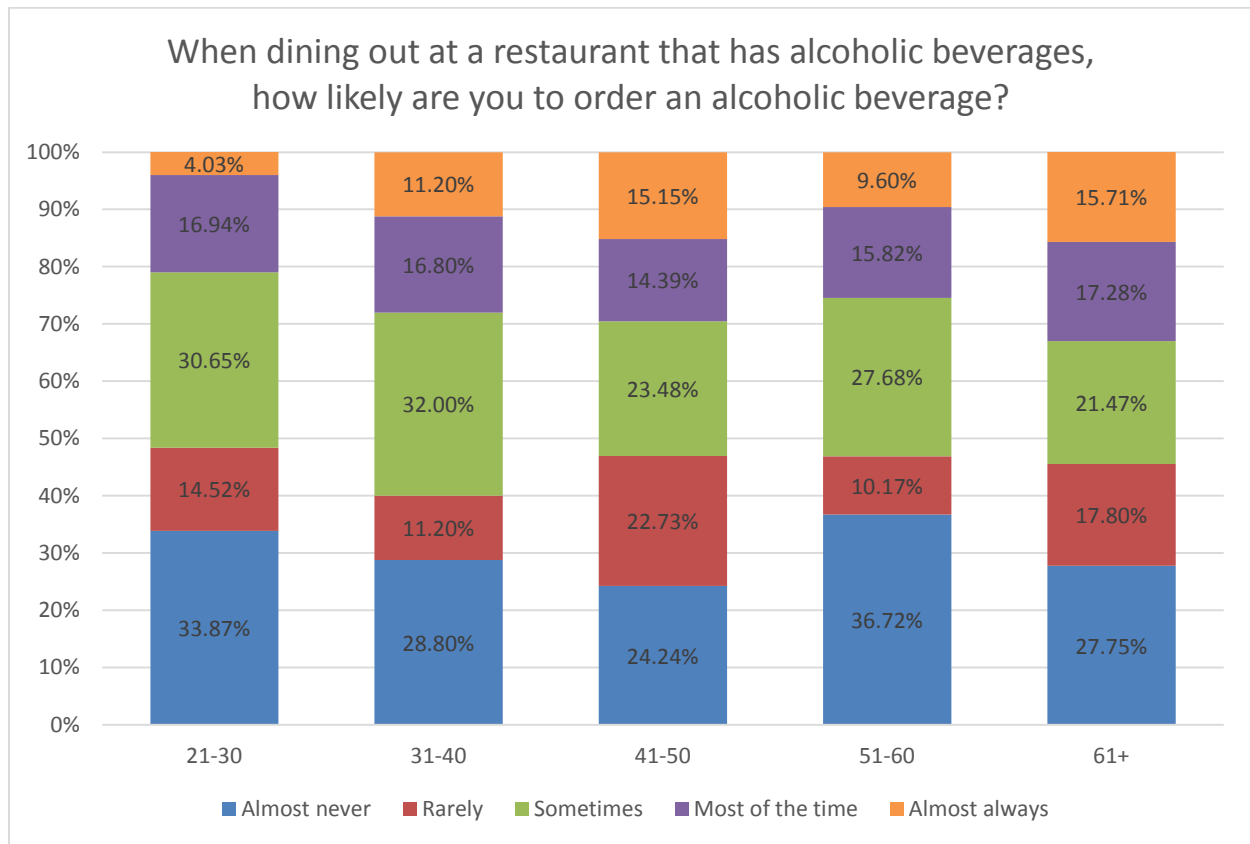


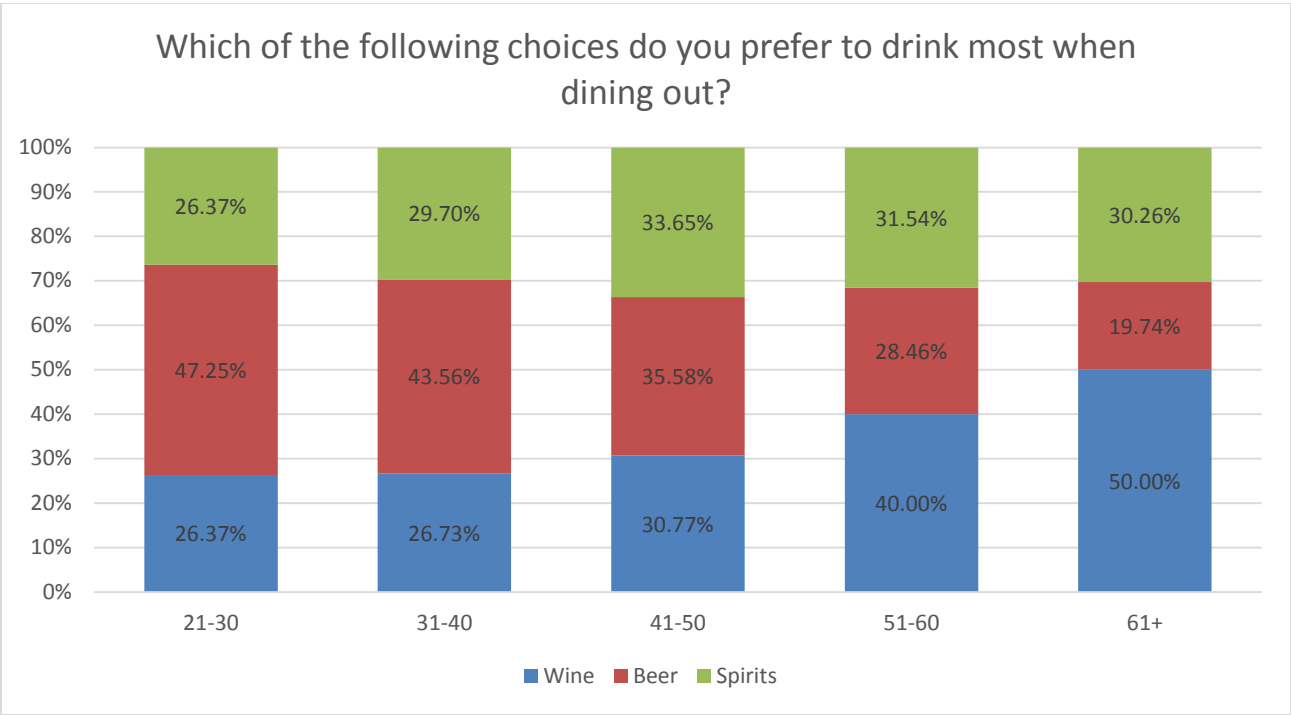
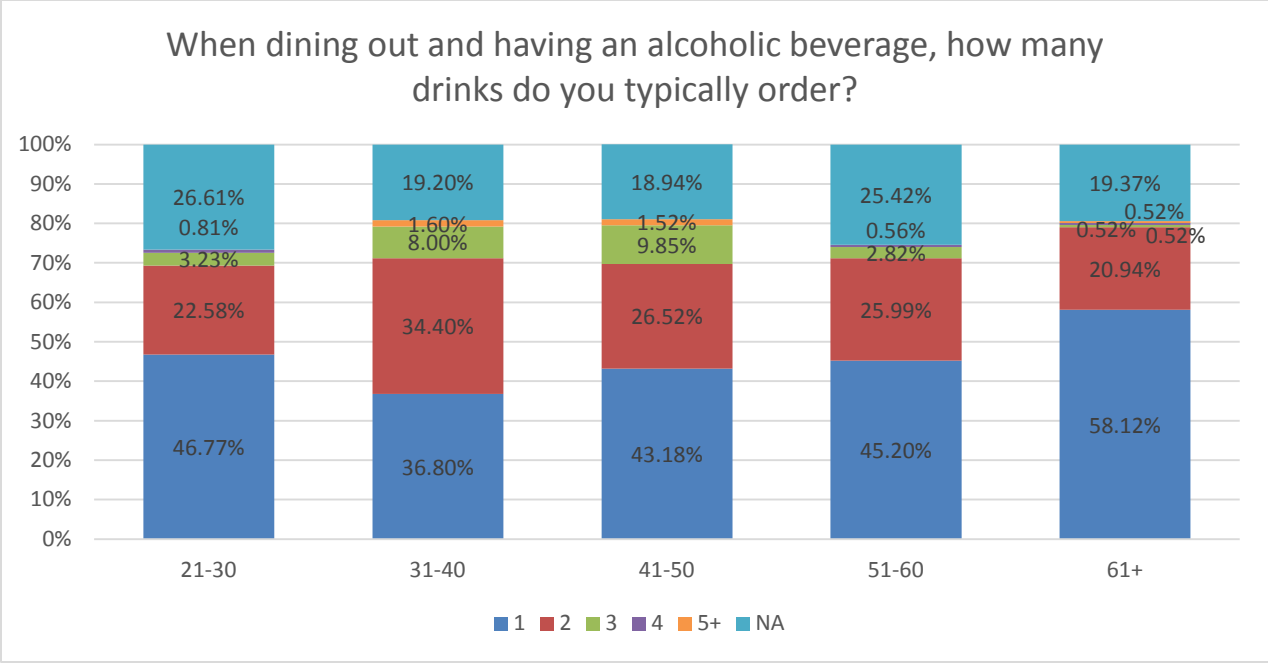
What restaurant wine list changes would you like to see most? Check all that apply

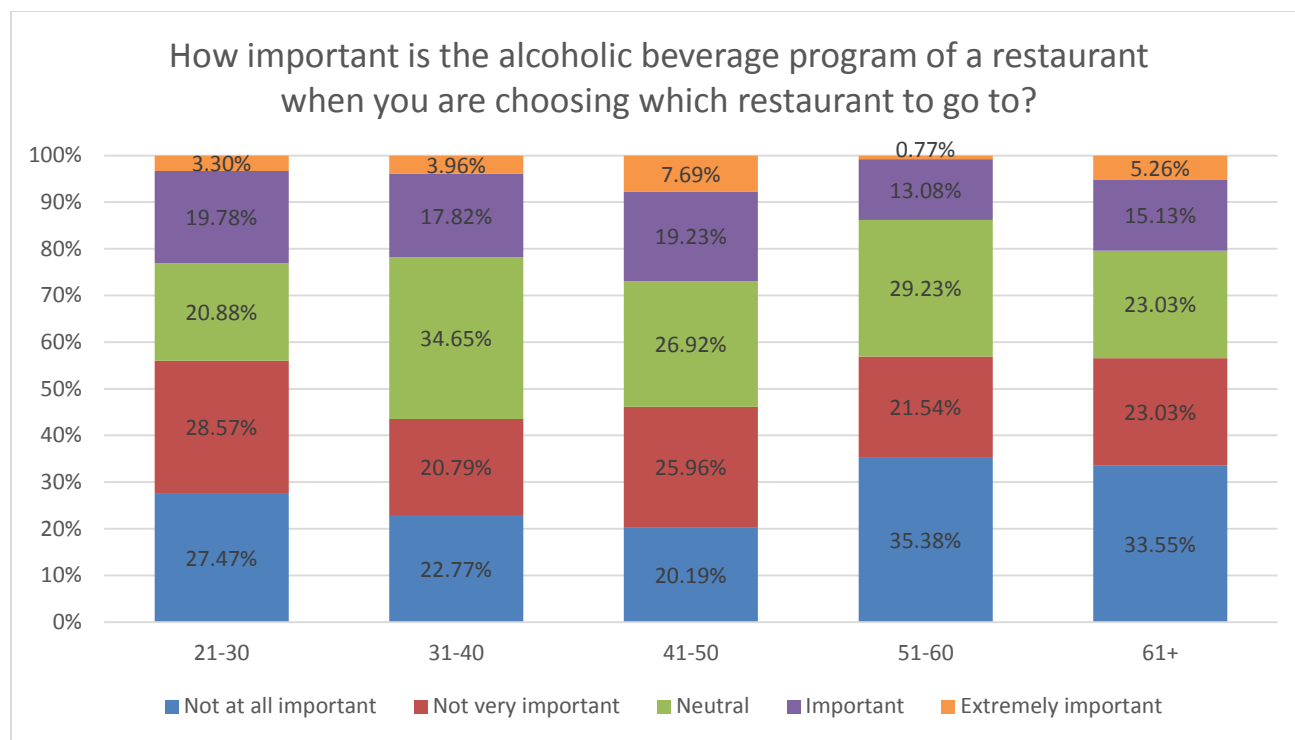


Age Comparison

This section analyzes the difference in beverage preferences among several age groups.



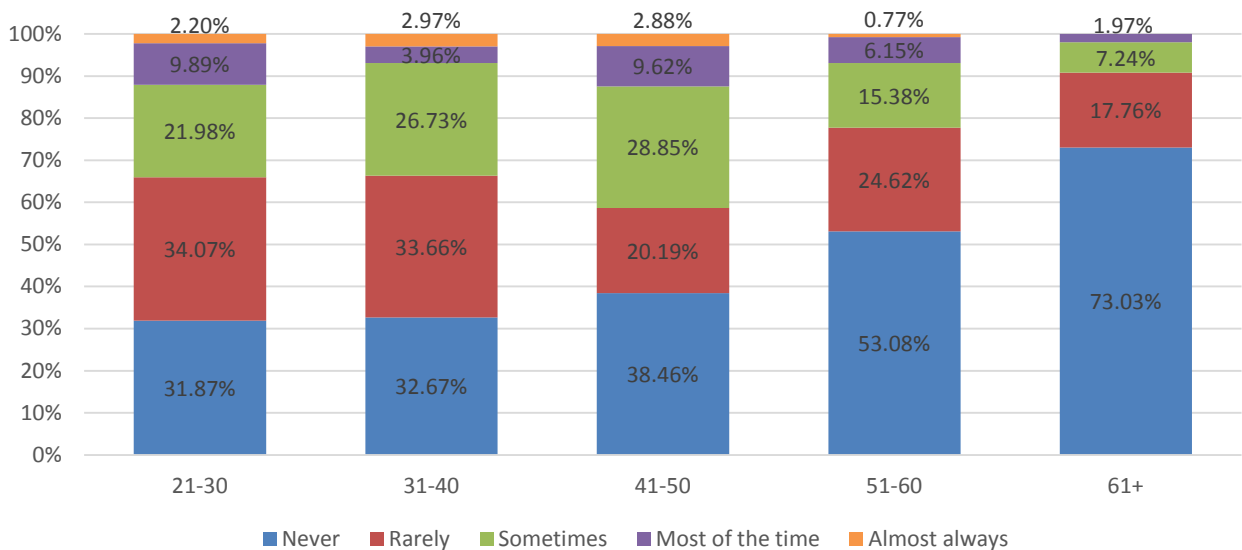


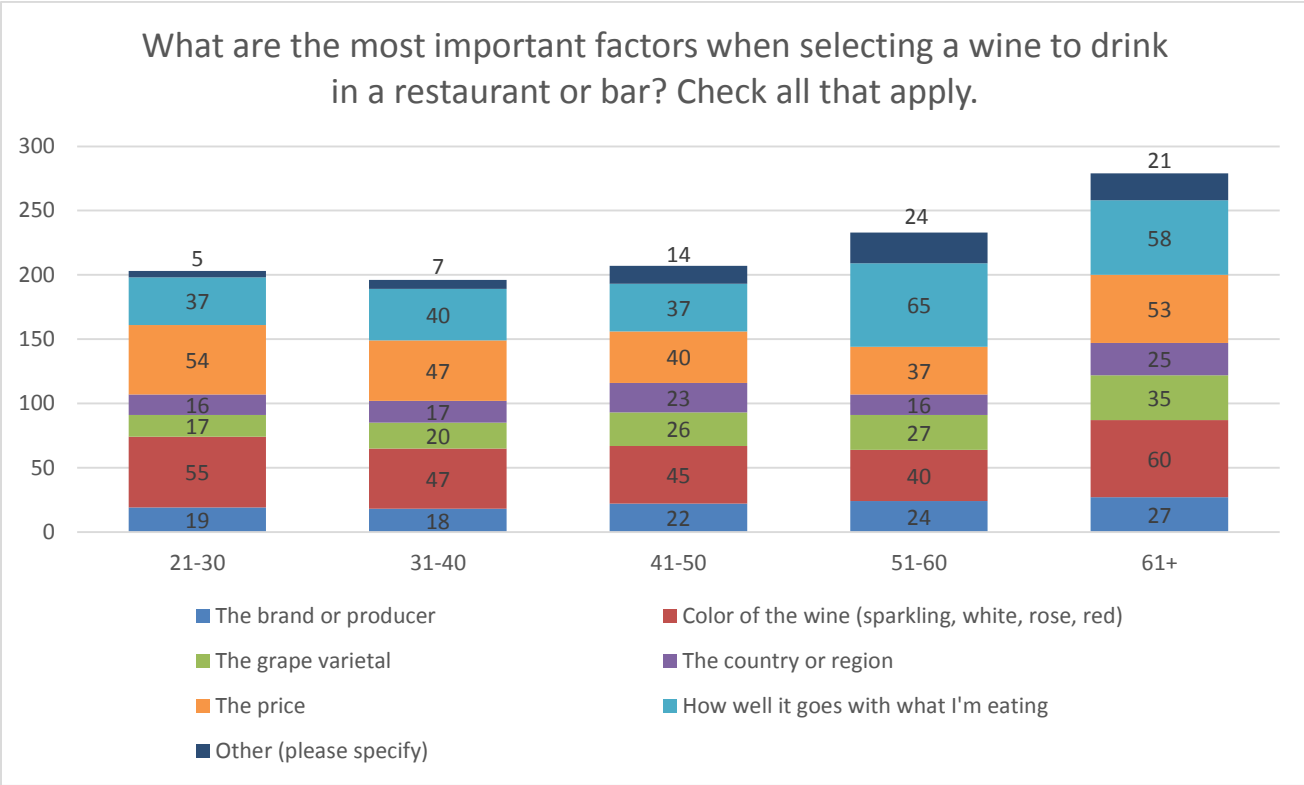
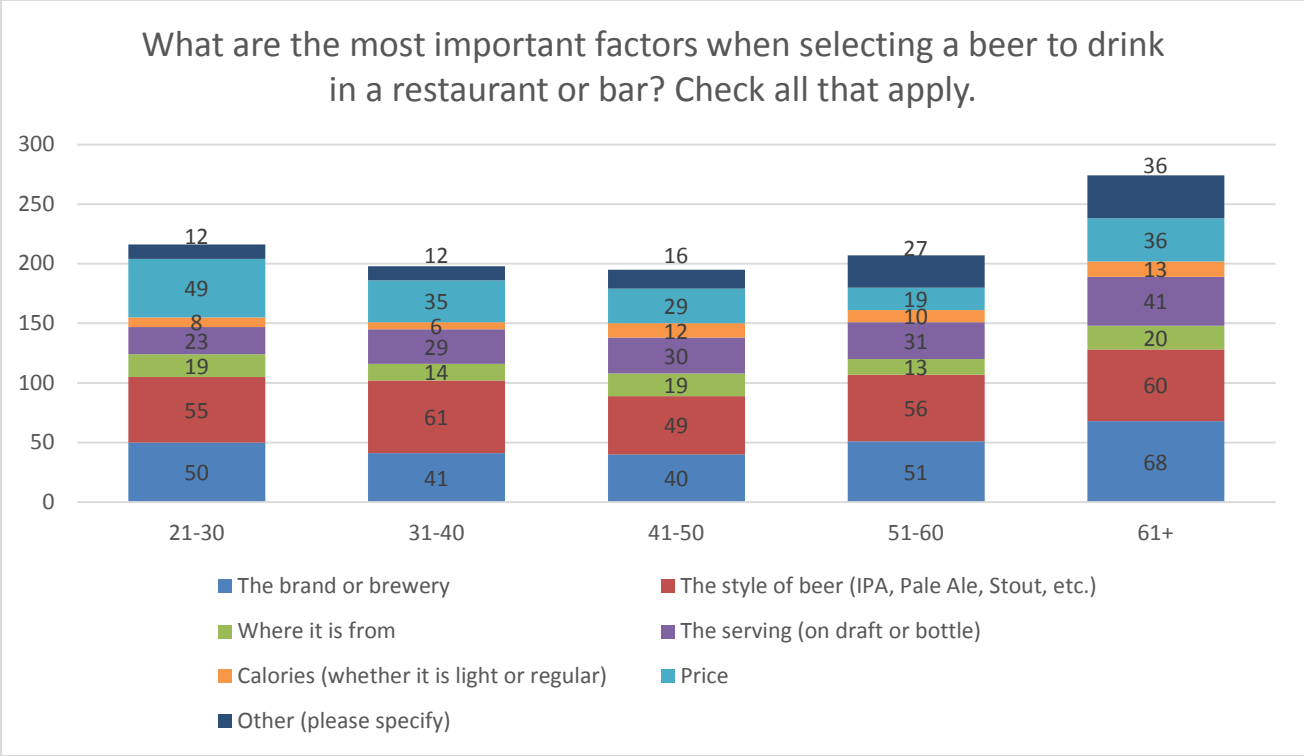


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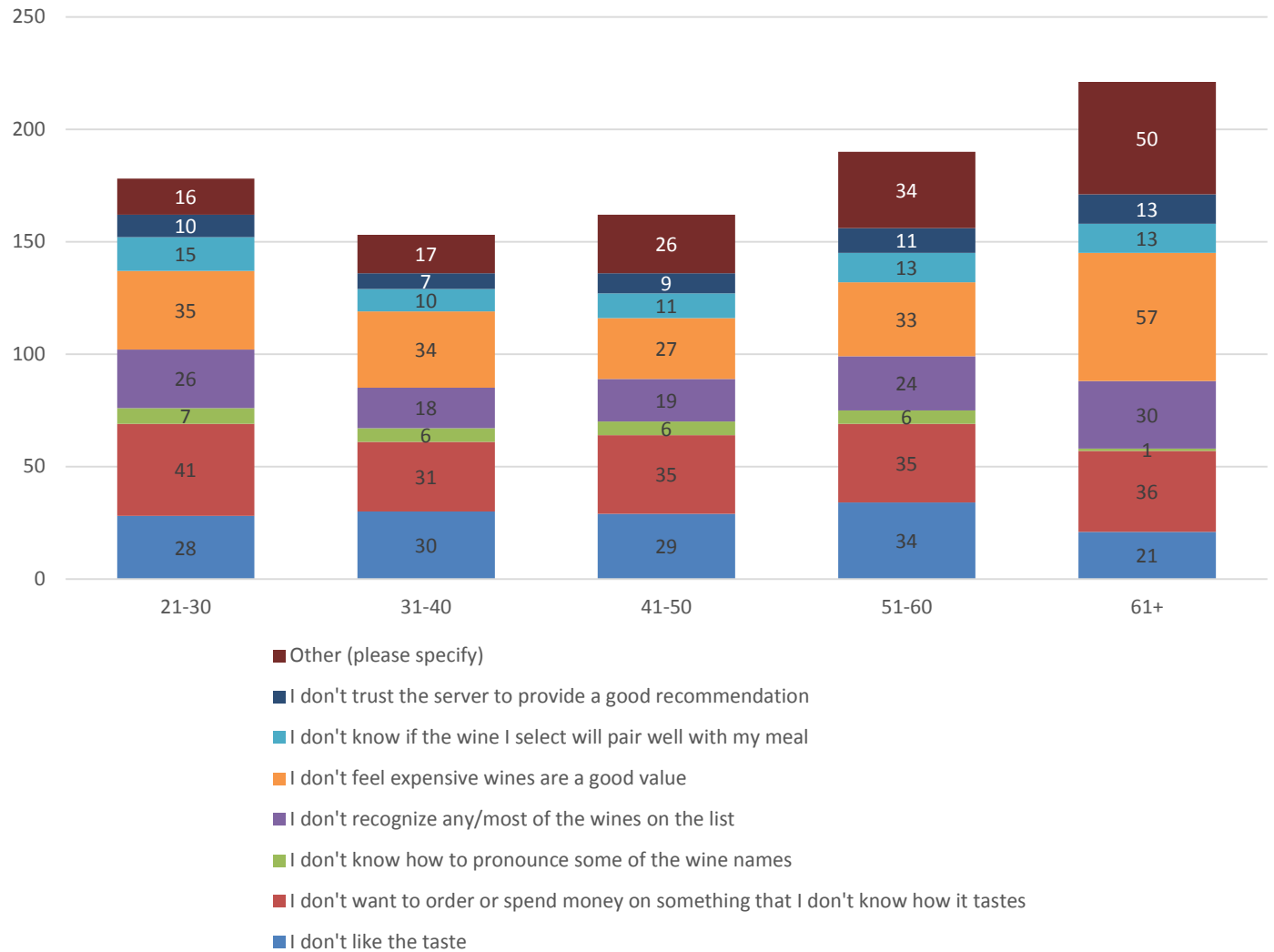


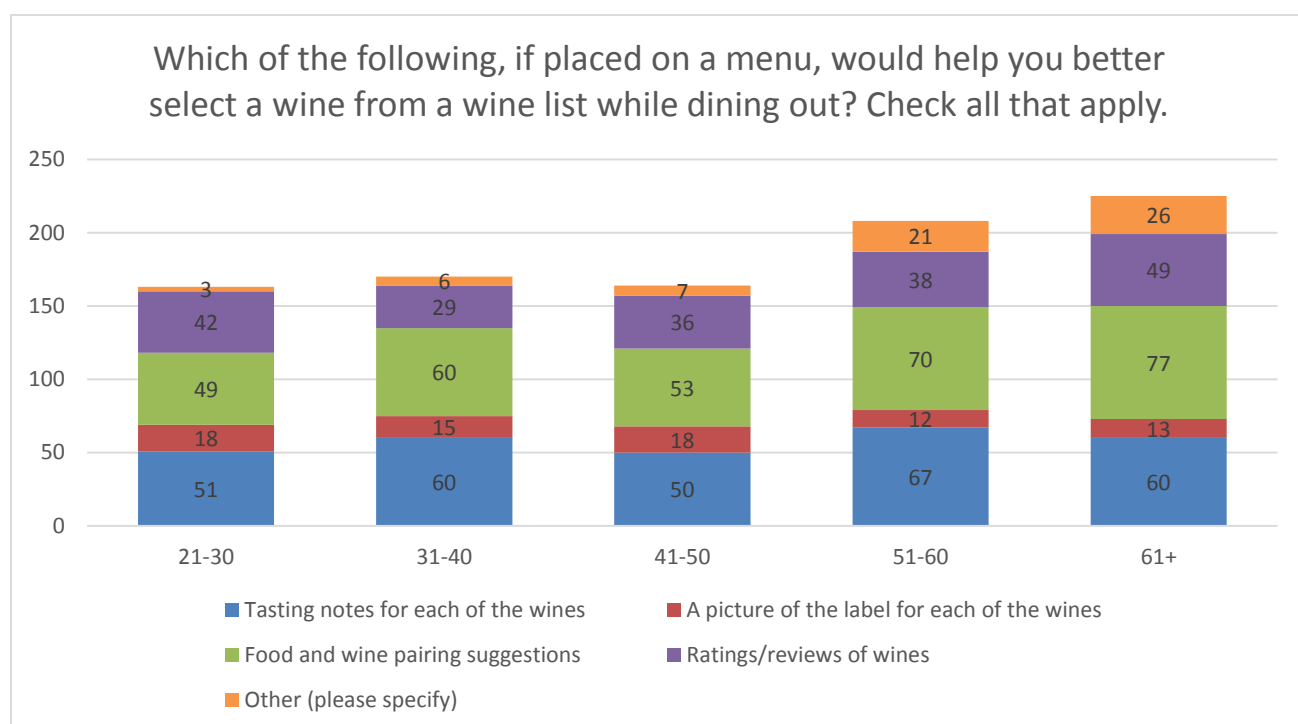
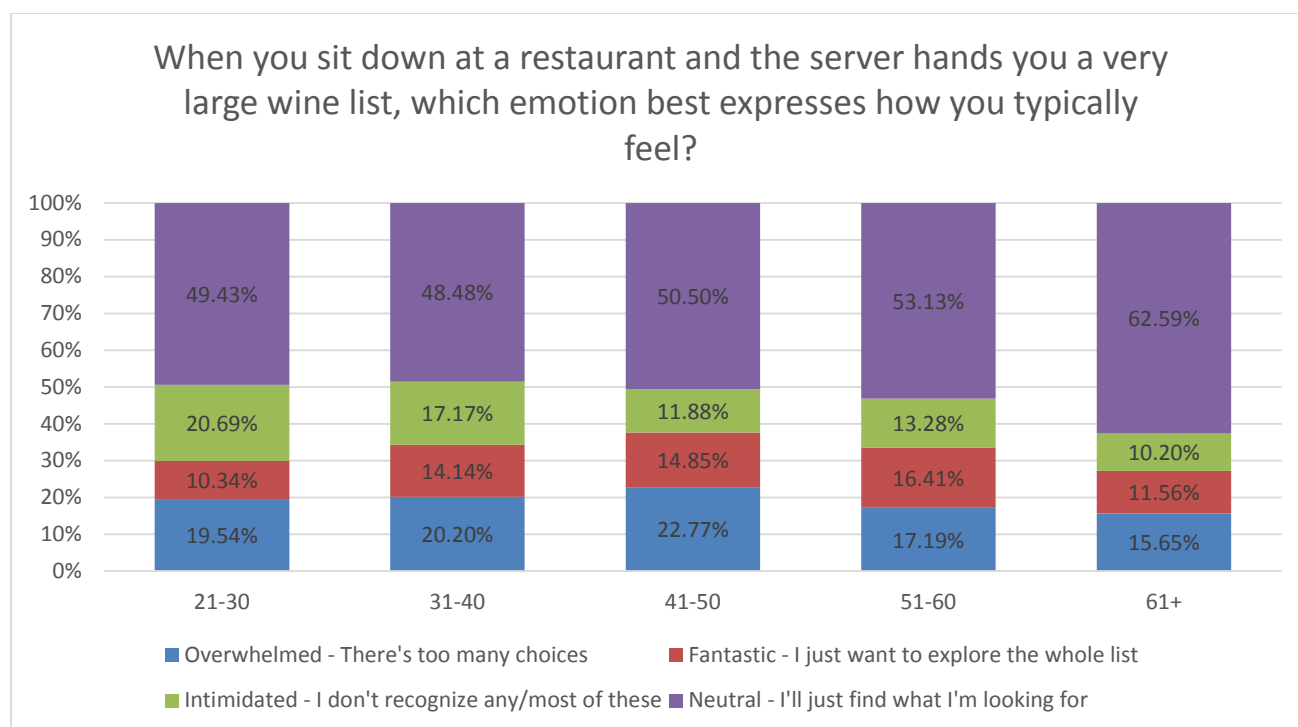
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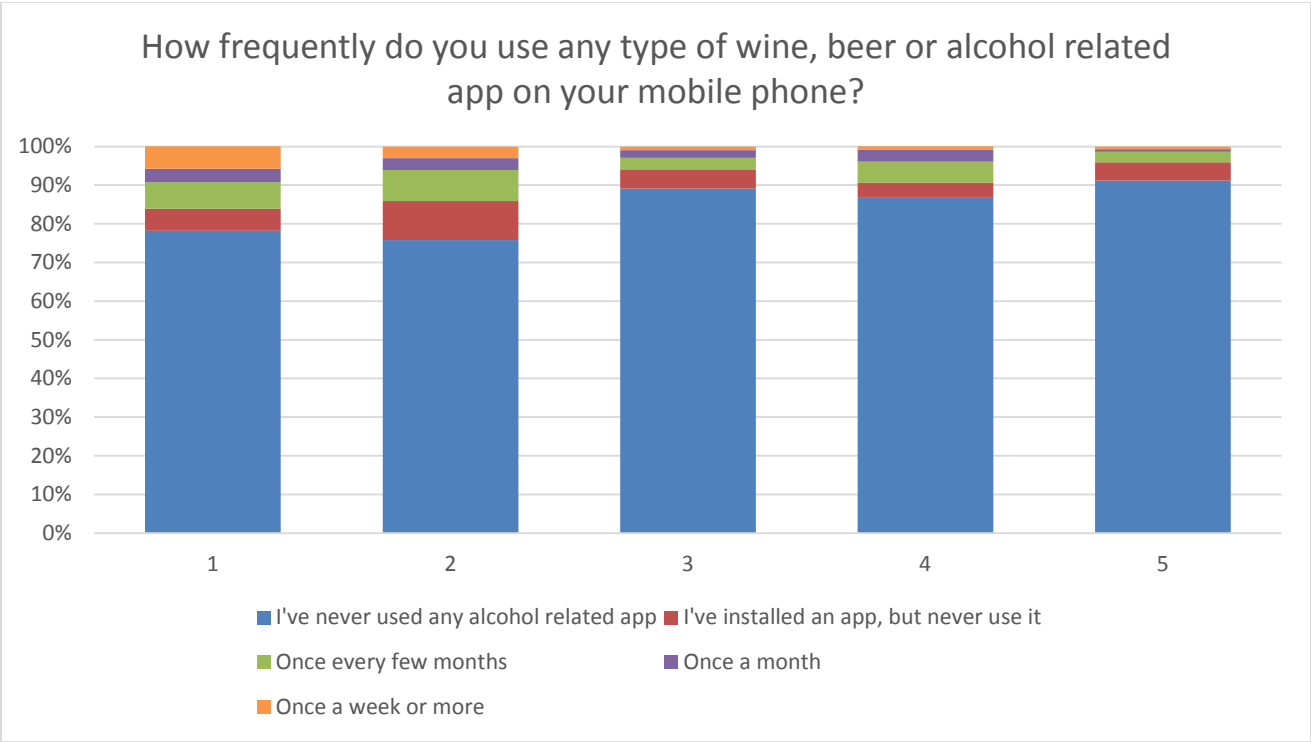




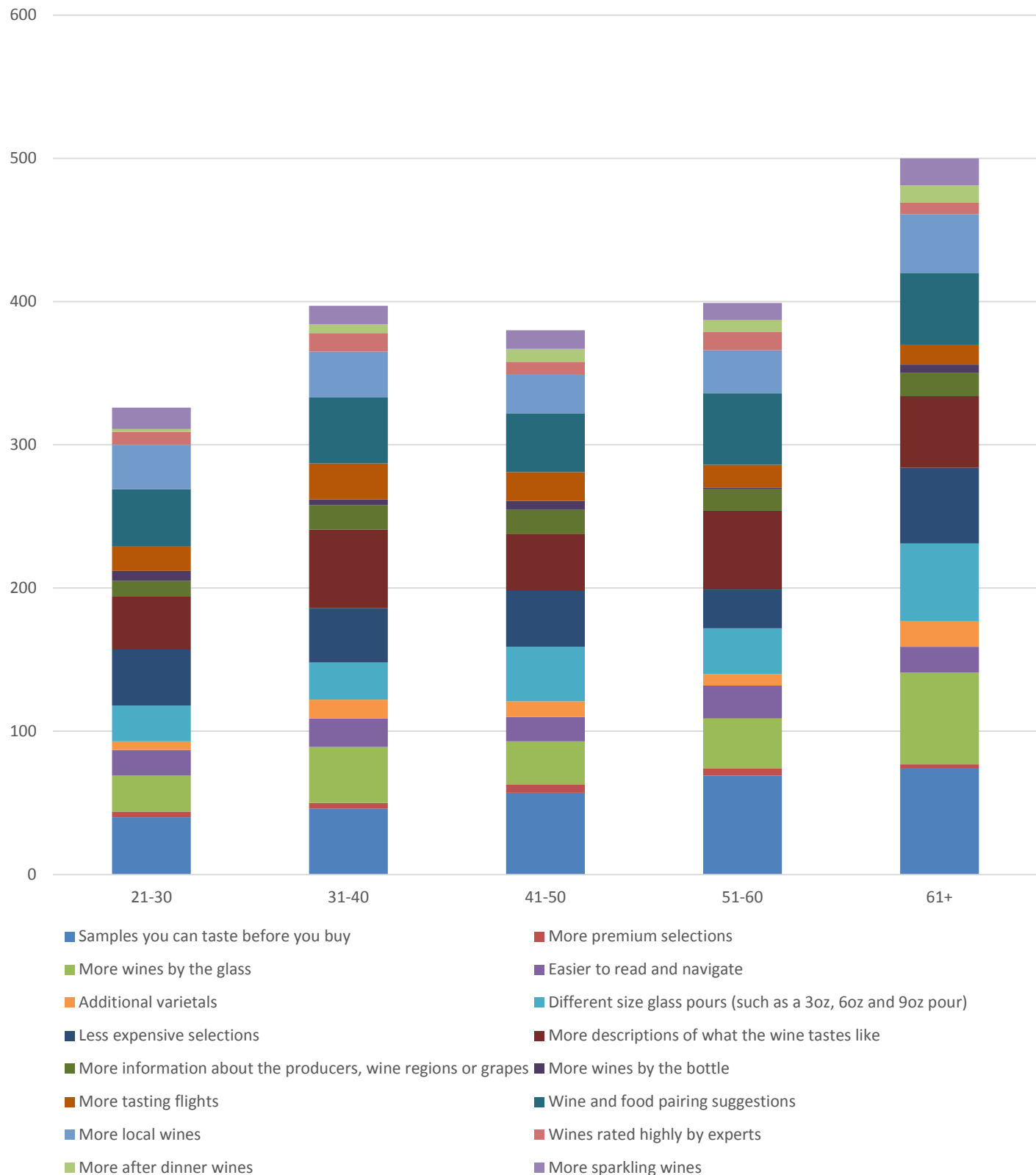
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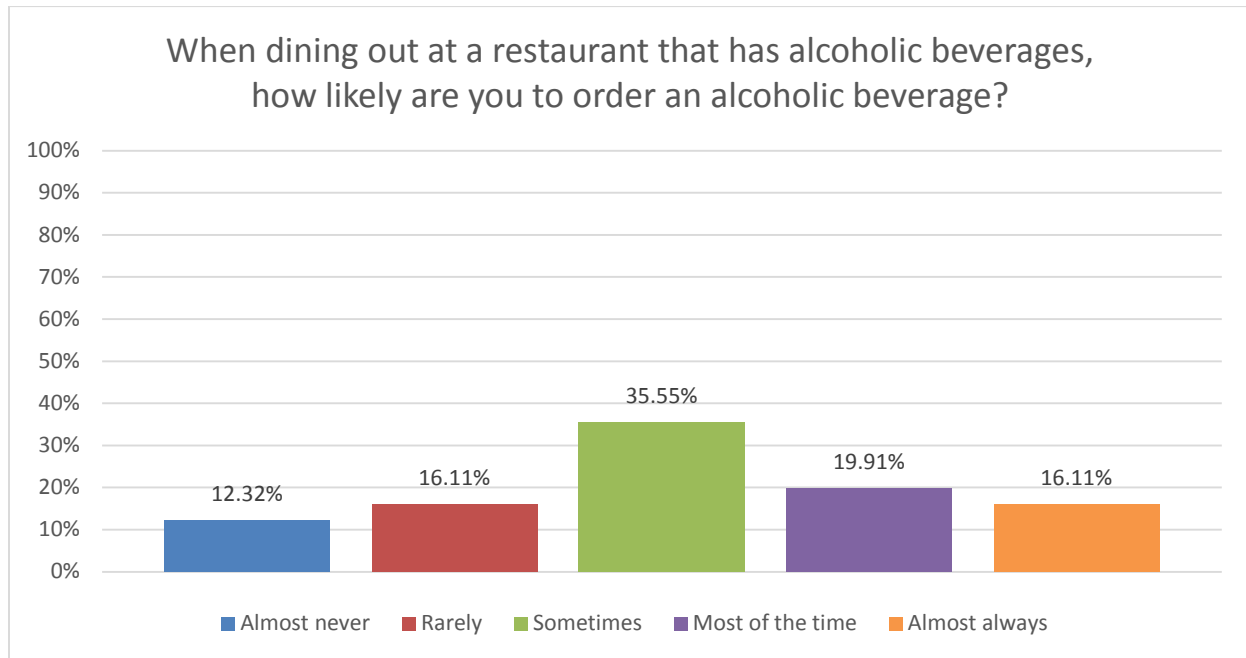


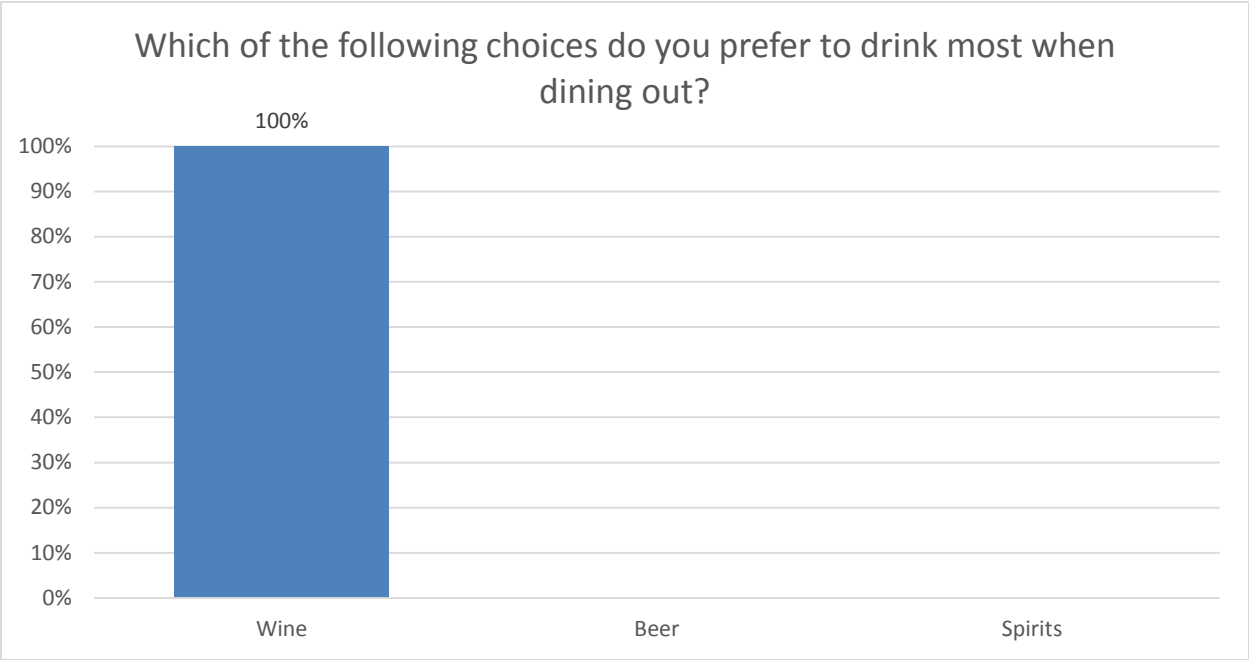
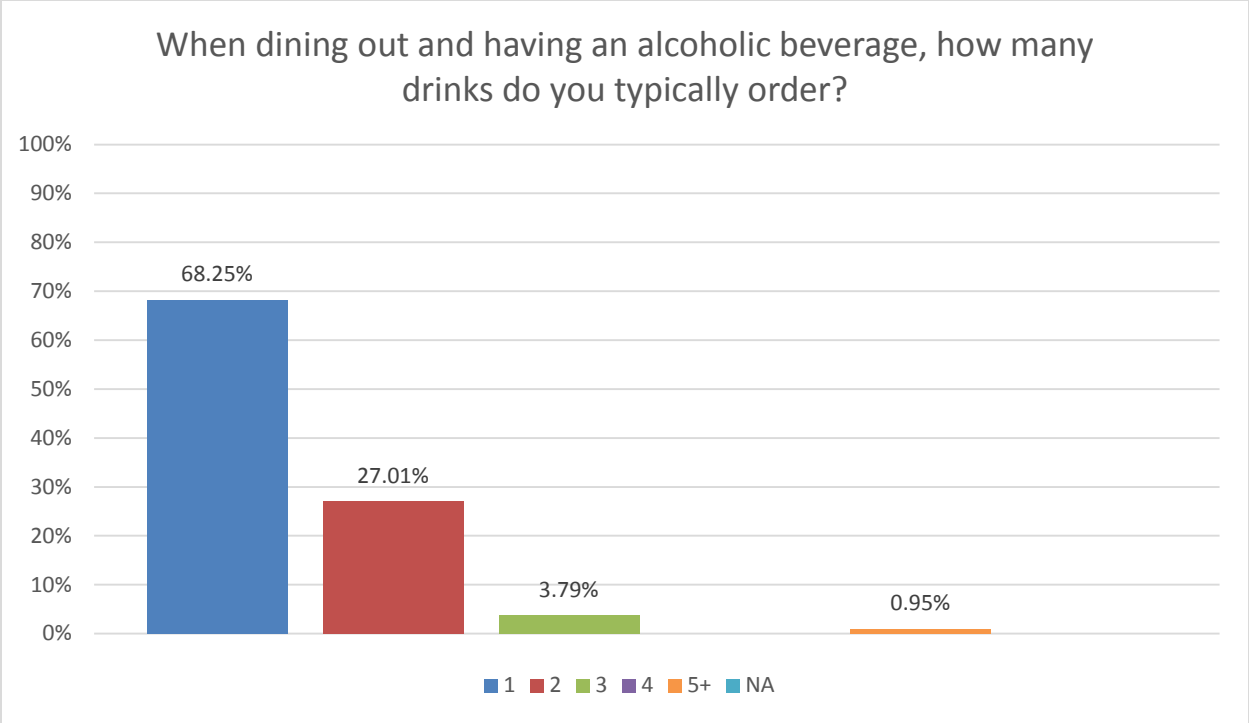
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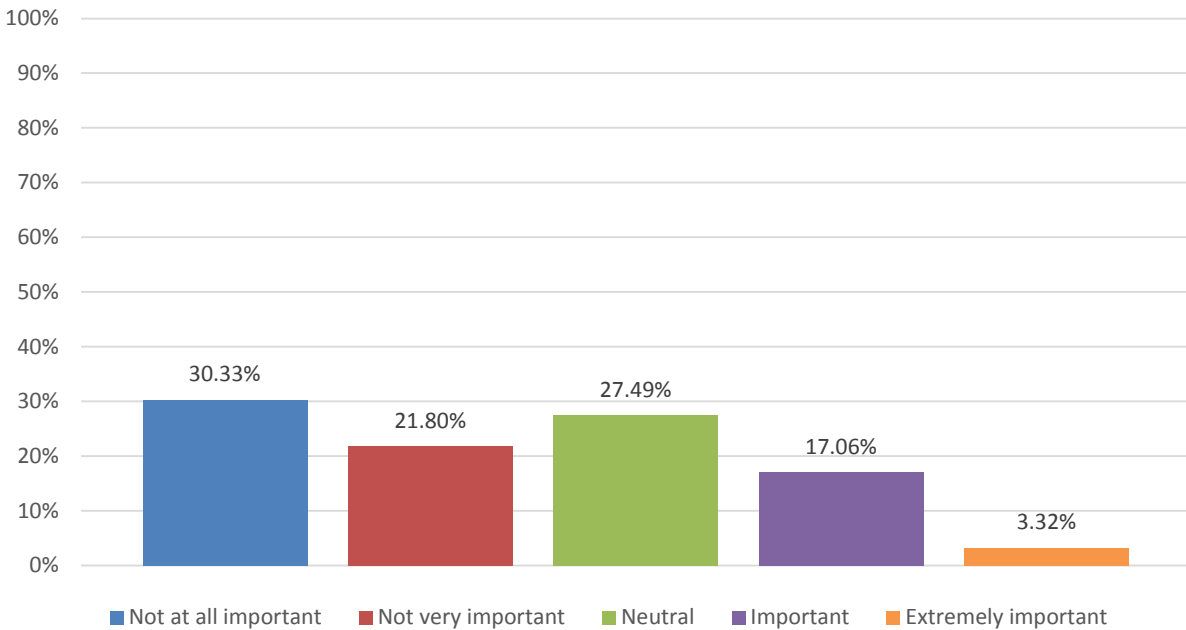
Wine as Preferred Beverage

This portion of the survey shows responses from those that selected wine as a preferred beverage when asked, “Which of the following choices do you prefer to drink most when dining out?”





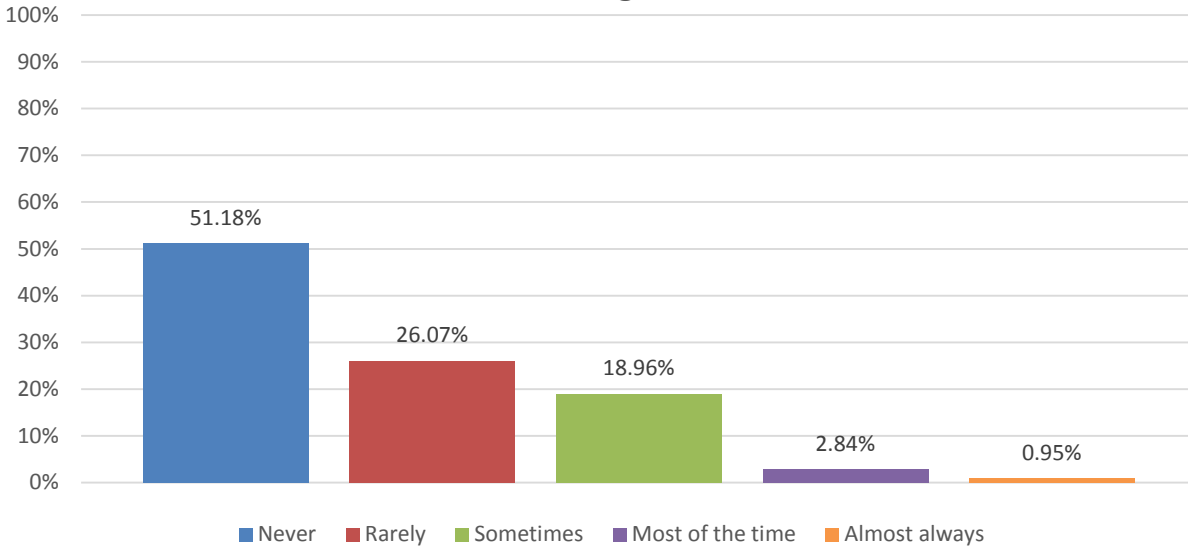
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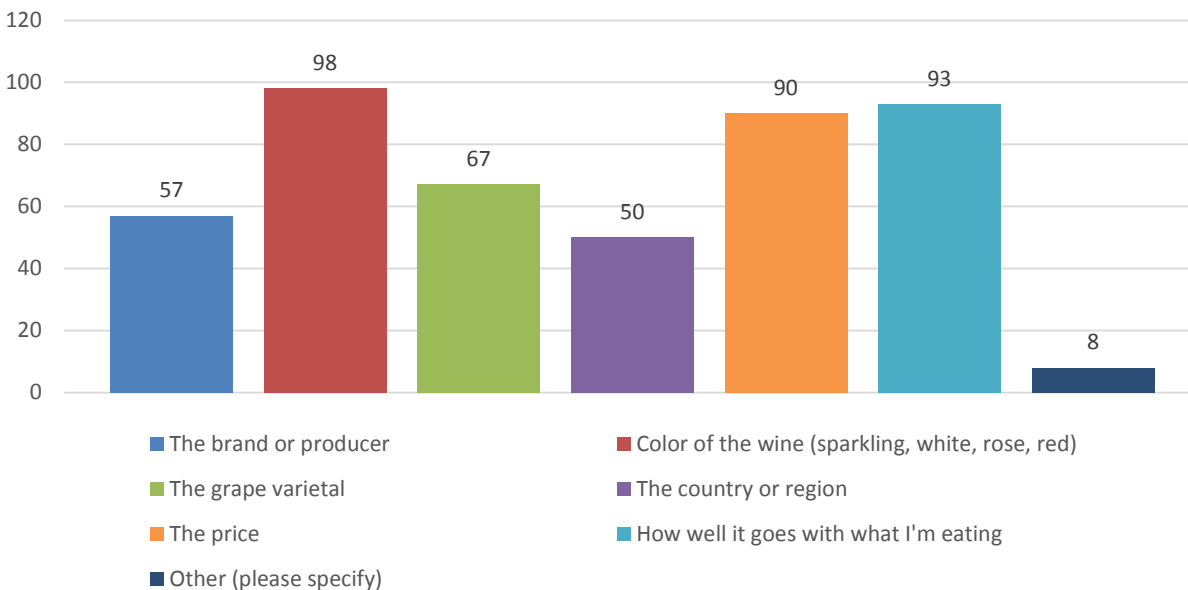
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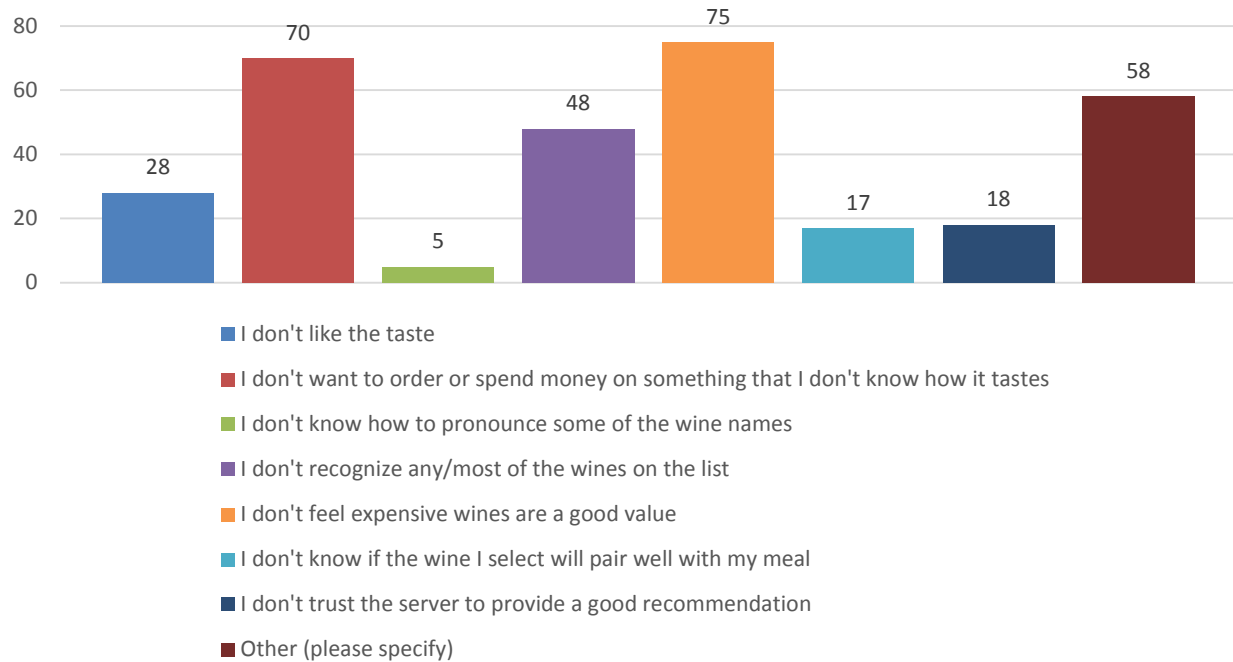
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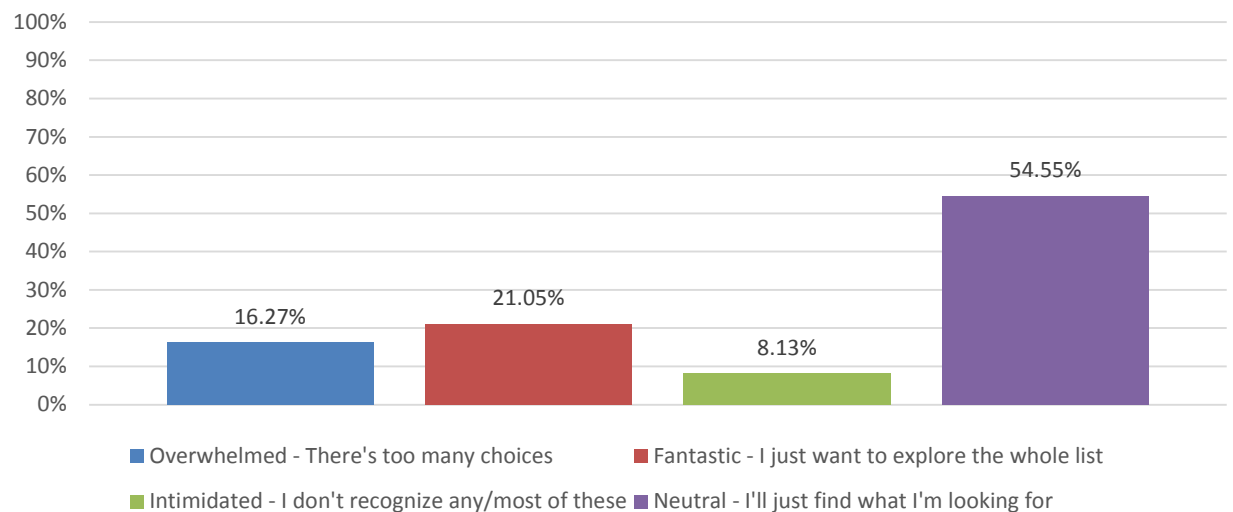
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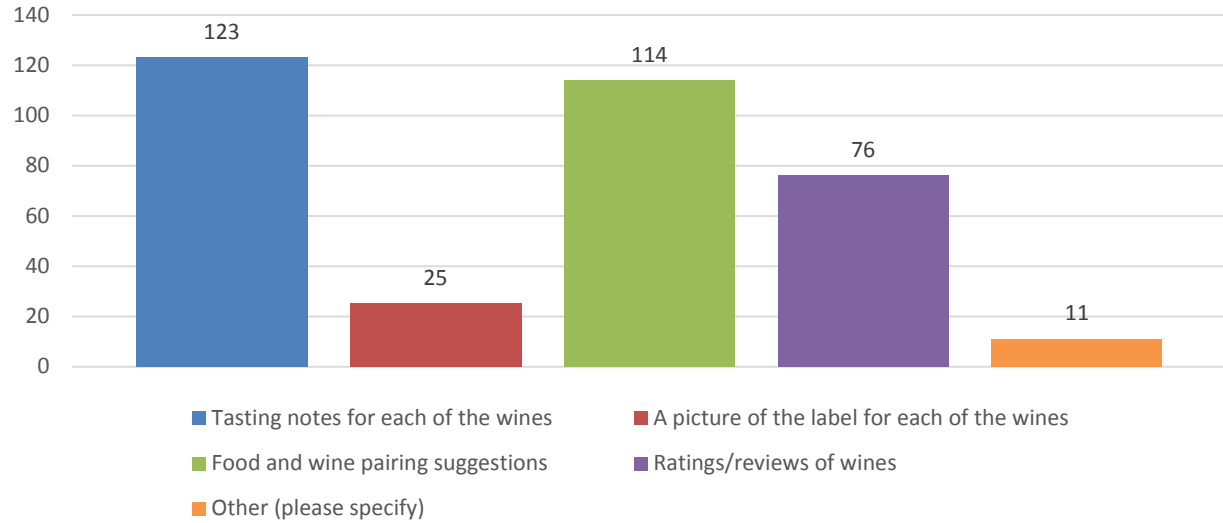
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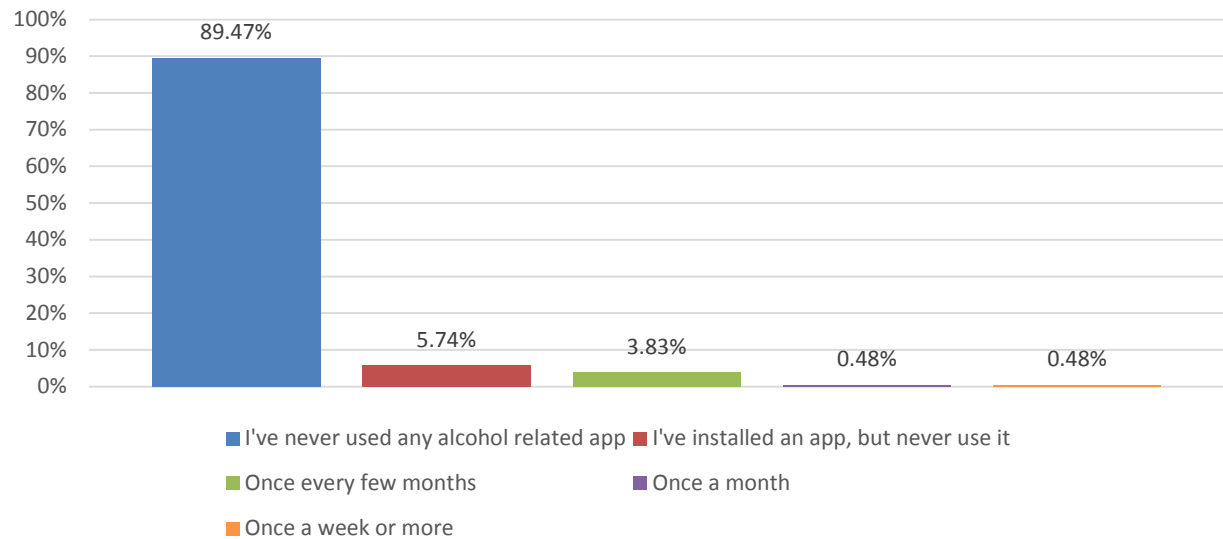
When you sit down at a restaurant and the server hands you a very large wine list, which emotion best expresses how you typically feel?



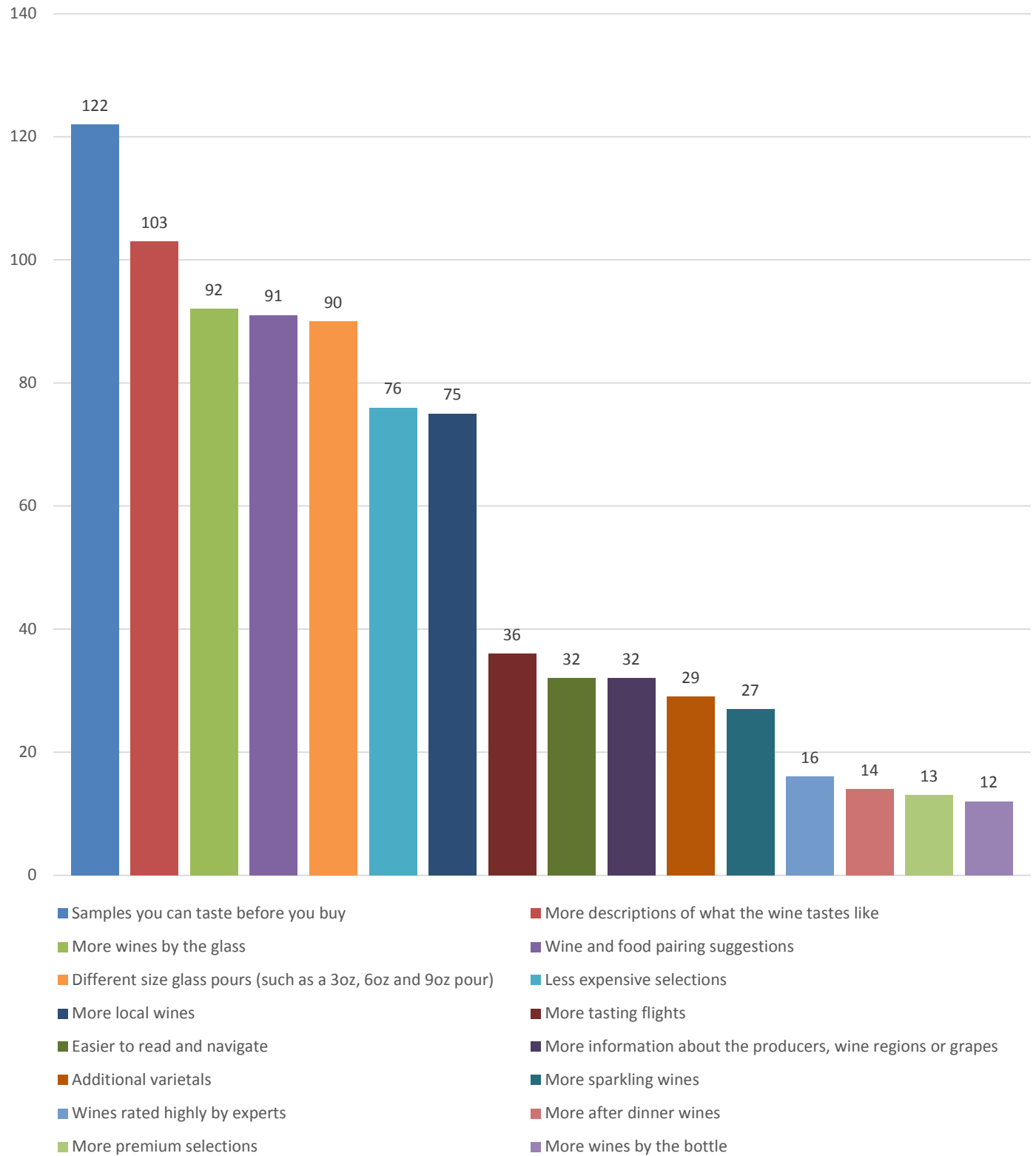
Which of the following, if placed on a menu, would help you better select a wine from a wine list while dining out? Check all that apply.



How frequently do you use any type of wine, beer or alcohol related app on your mobile phone?

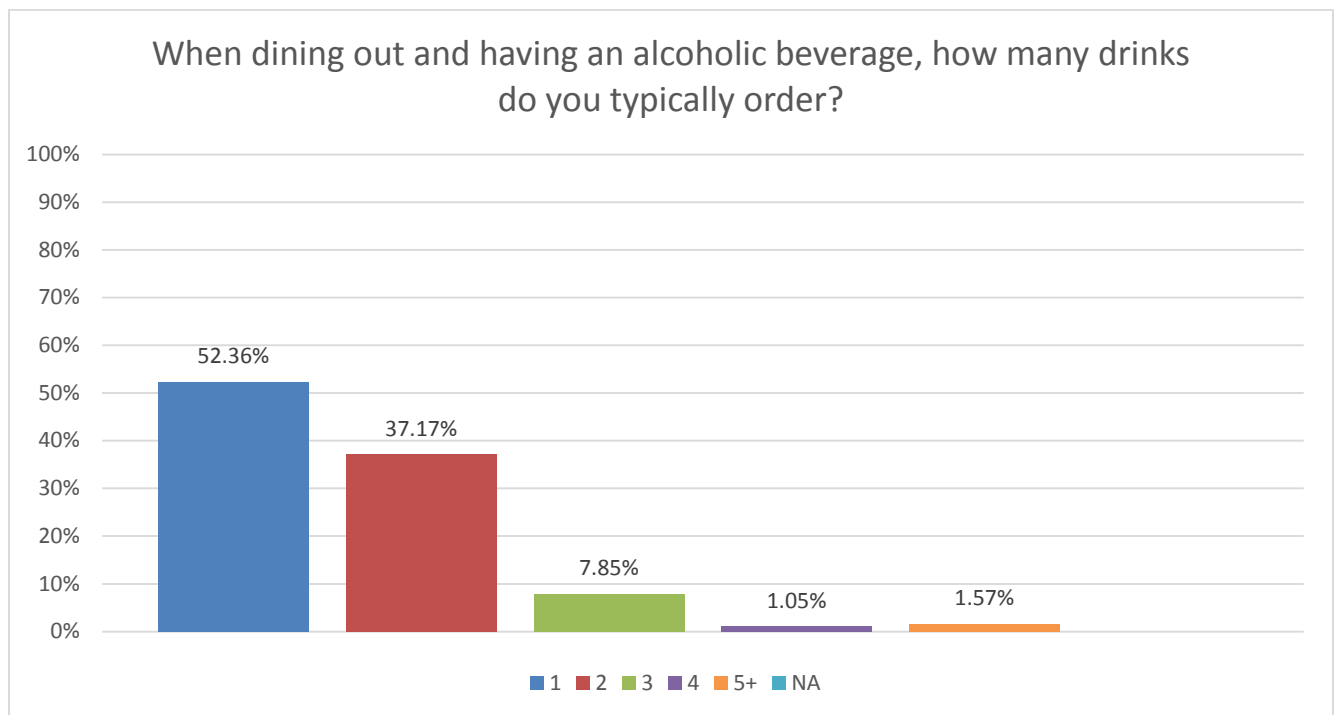
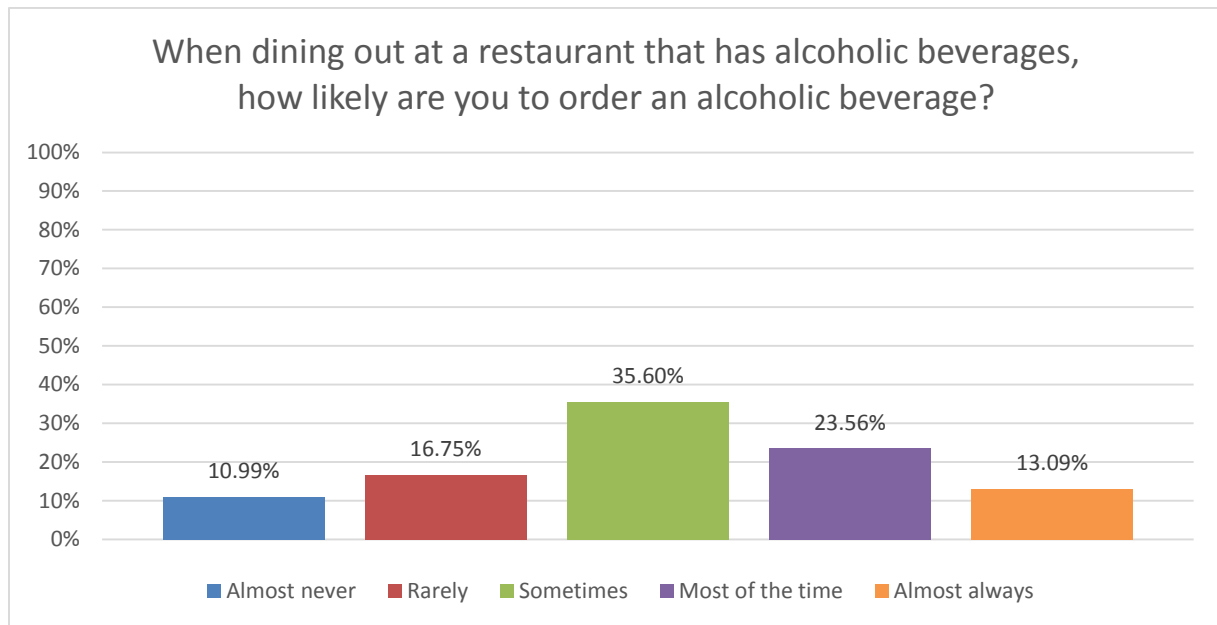


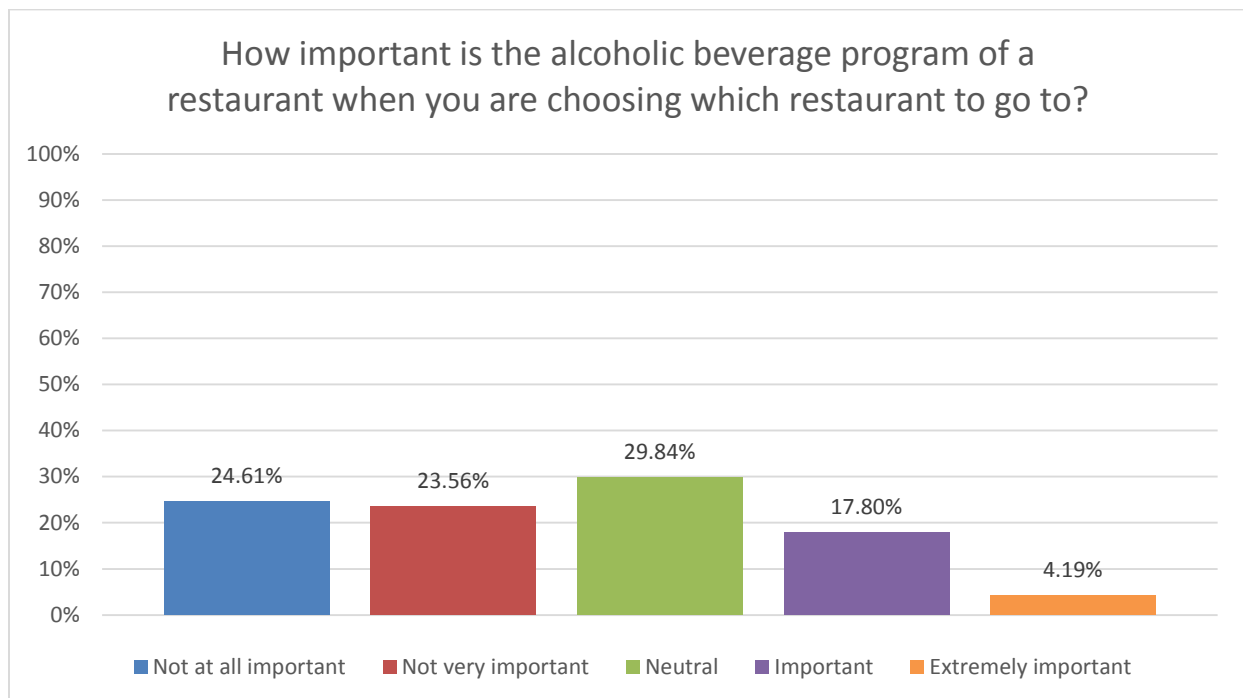
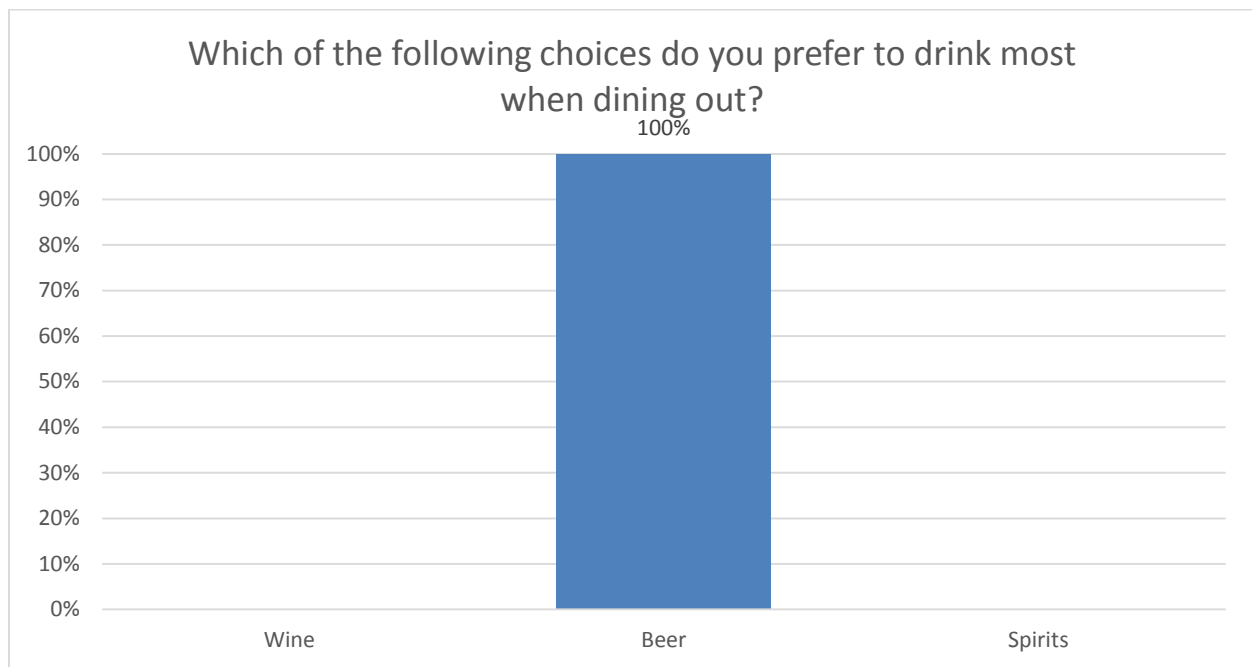
What restaurant wine list changes would you like to see most? Check all that apply.

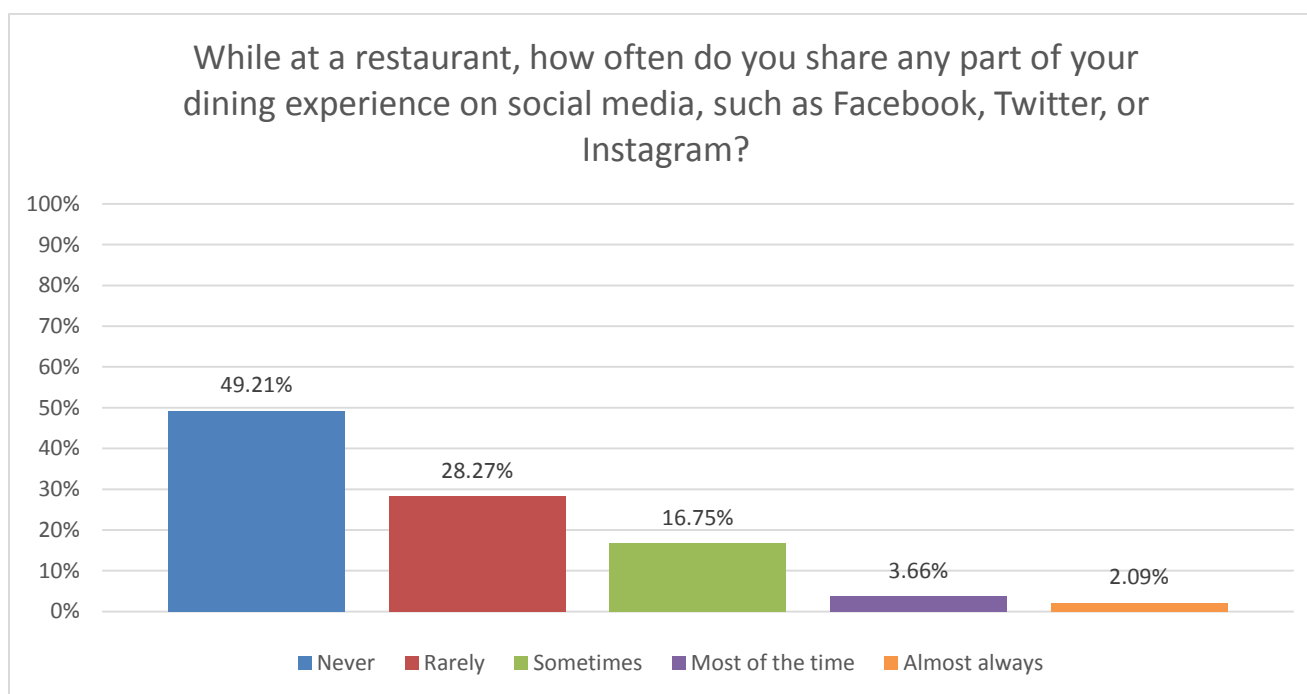
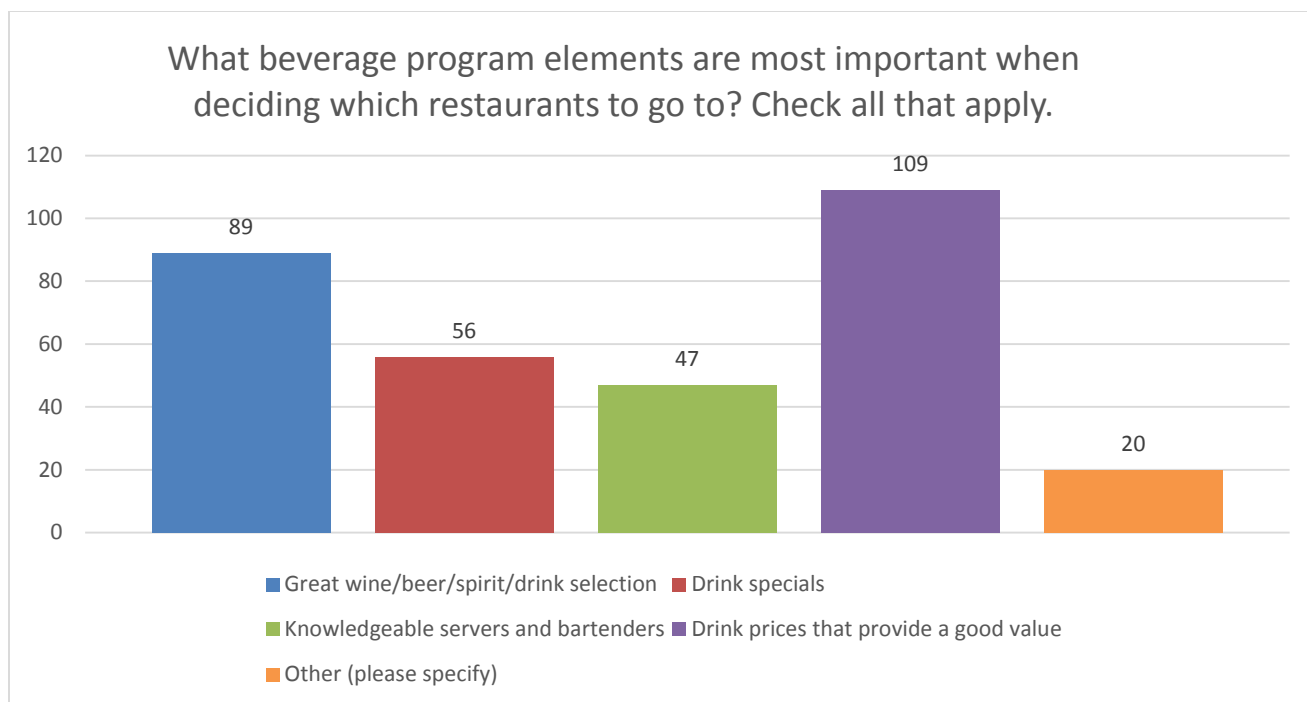


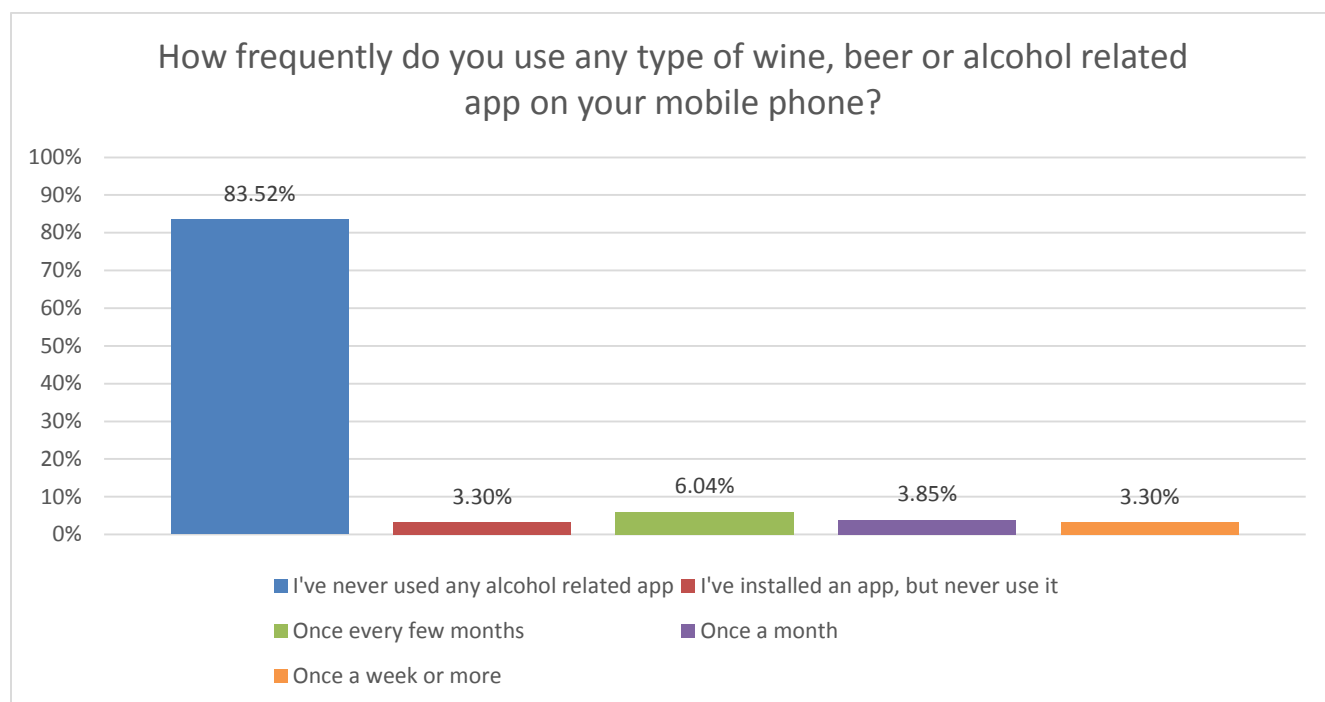
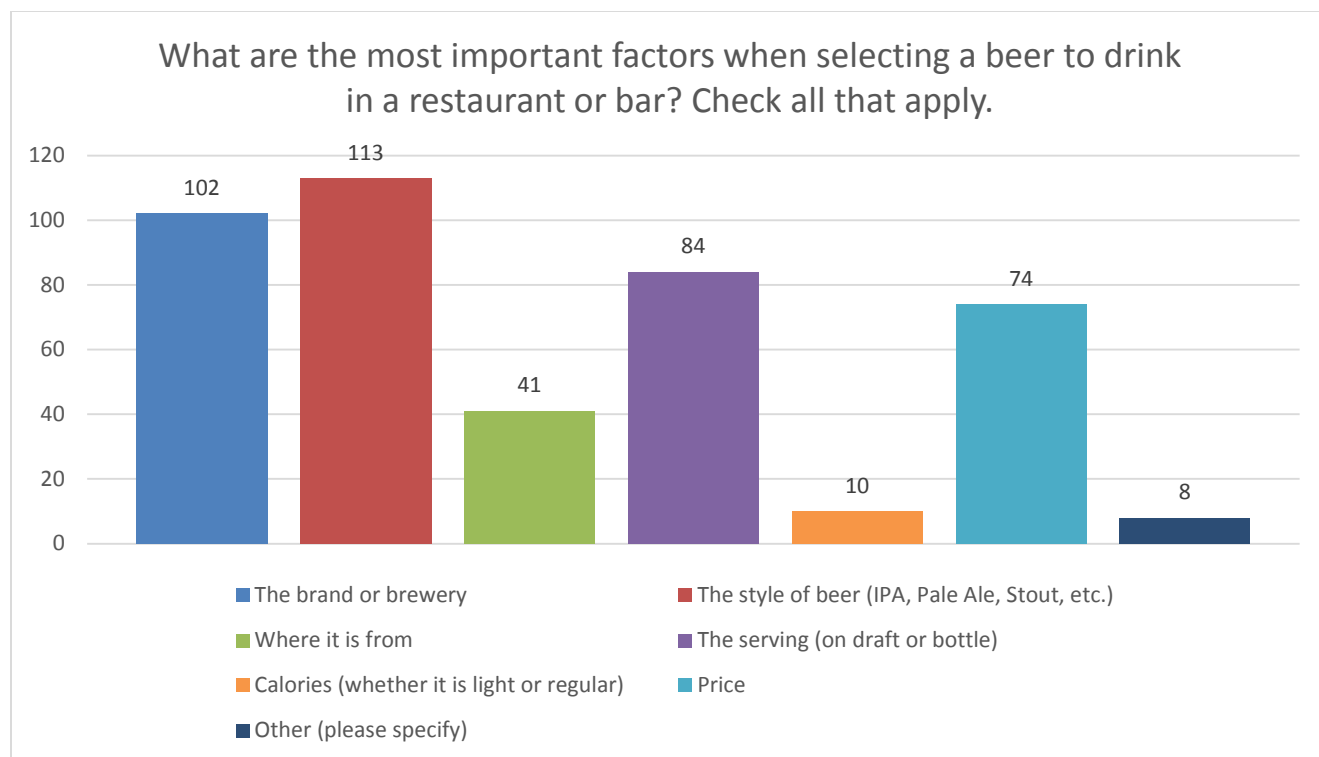
Beer as Preferred Beverage

This section shows responses from those that selected beer as a preferred beverage when asked, “Which of the following choices do you prefer to drink most when dining out?”



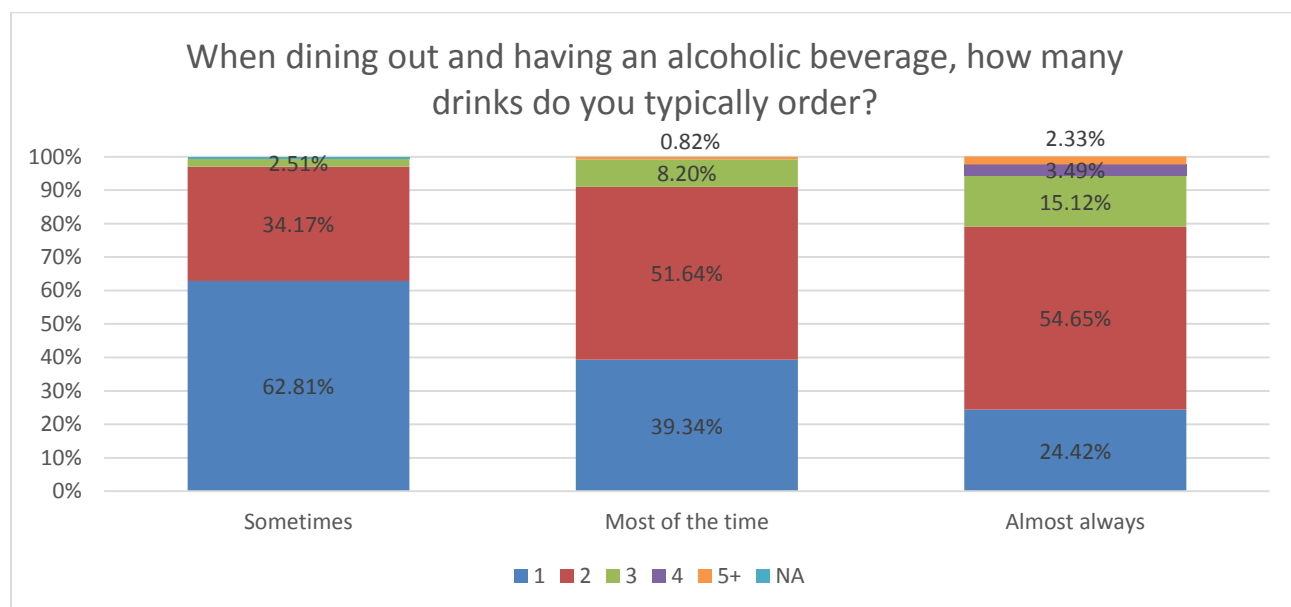
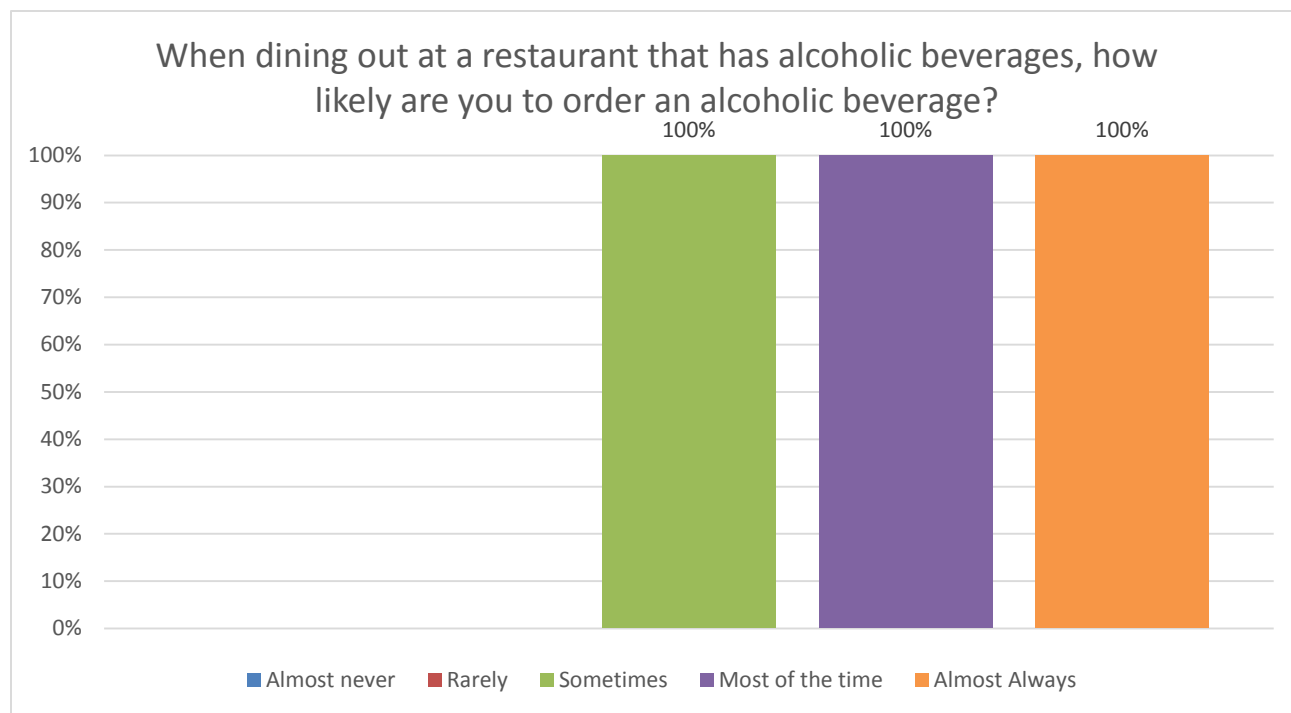


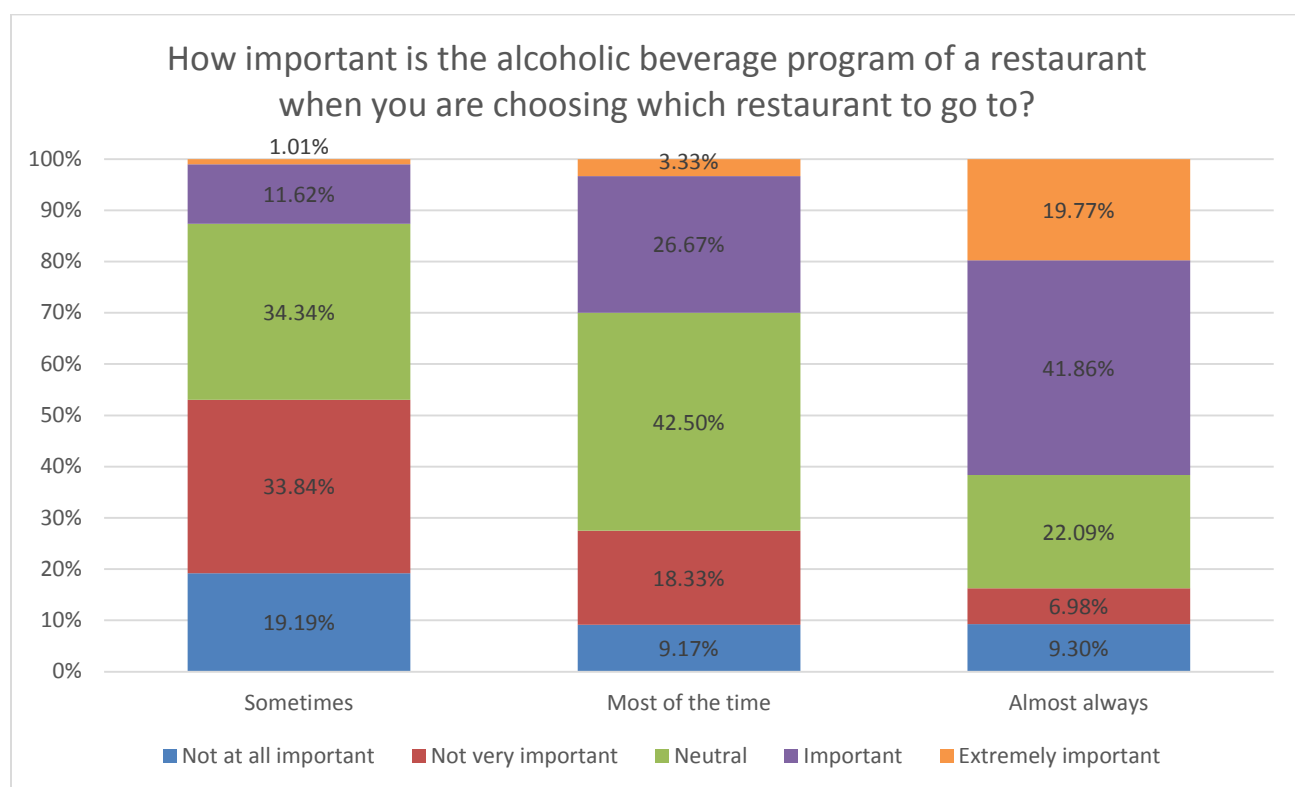
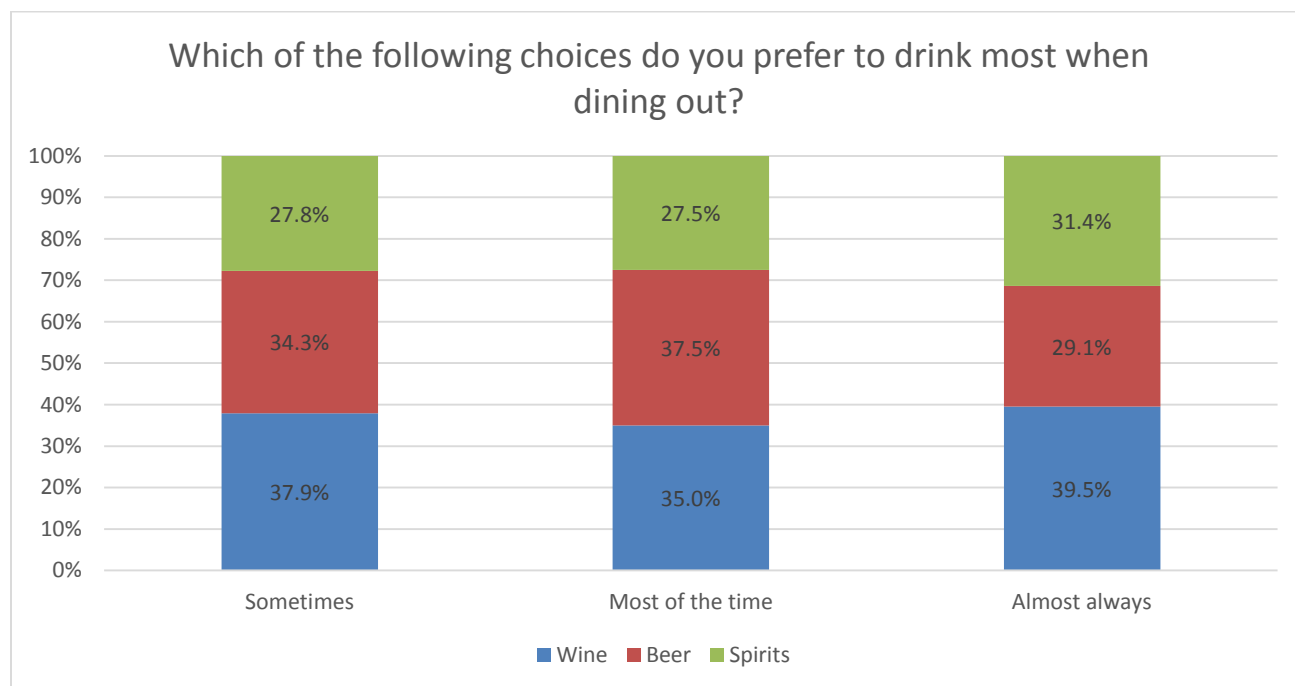




Likelihood of Ordering an Alcoholic Beverage

This section of the survey shows responses from those that regularly order an alcoholic beverage when at a restaurant or bar.

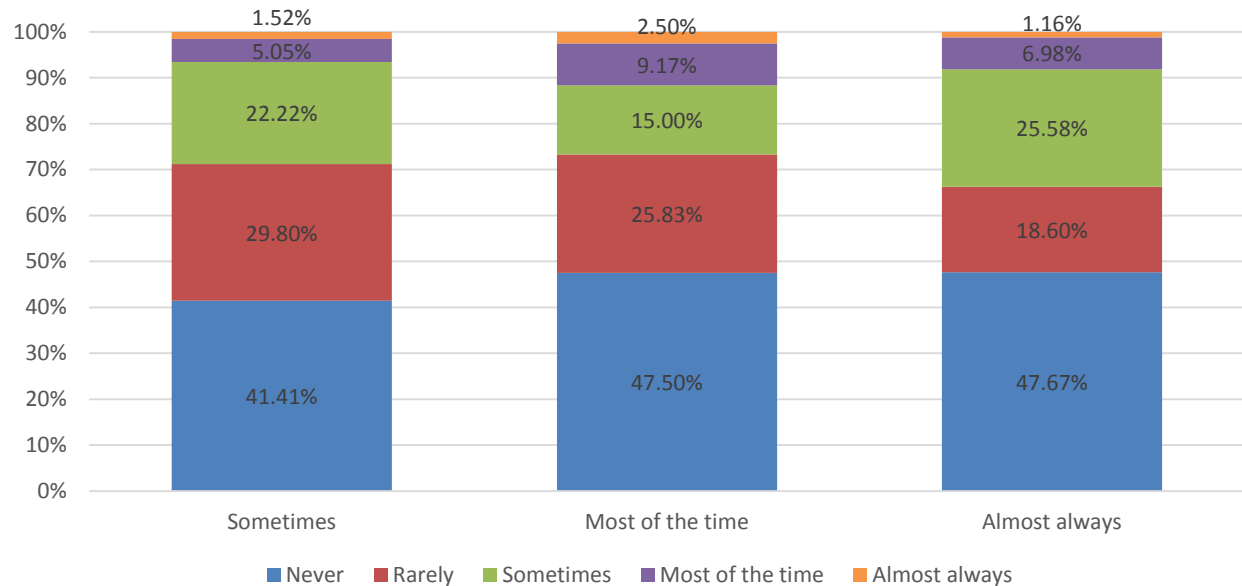


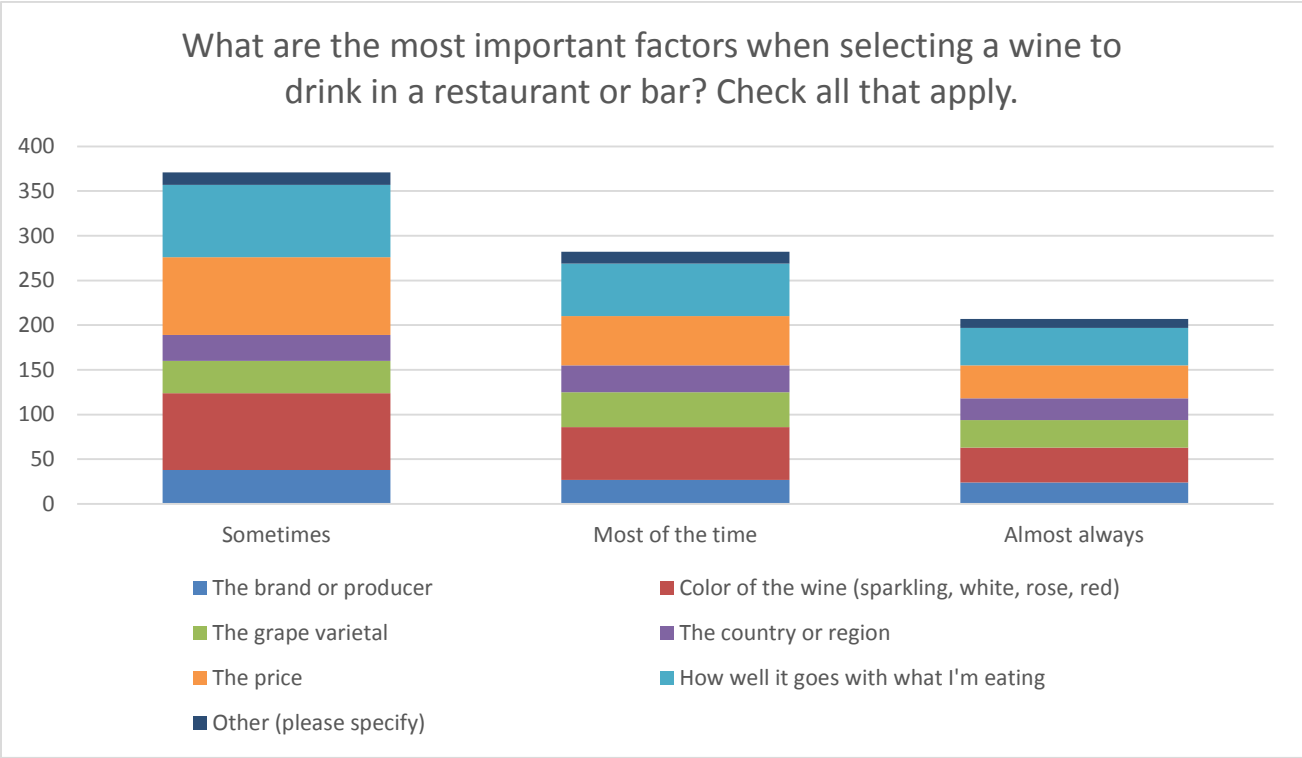
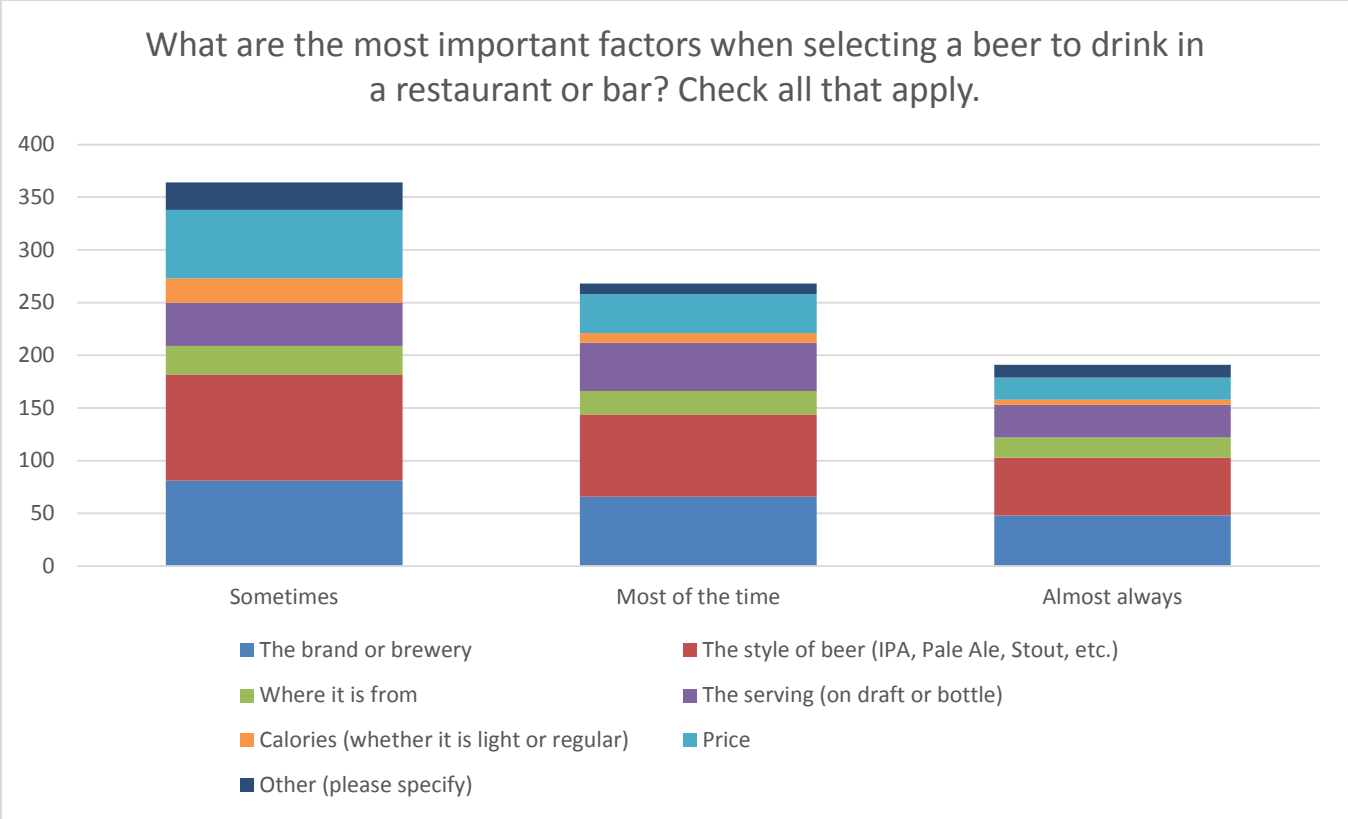


What beverage program elements are most important when deciding which restaurants to go to? Check all that apply.

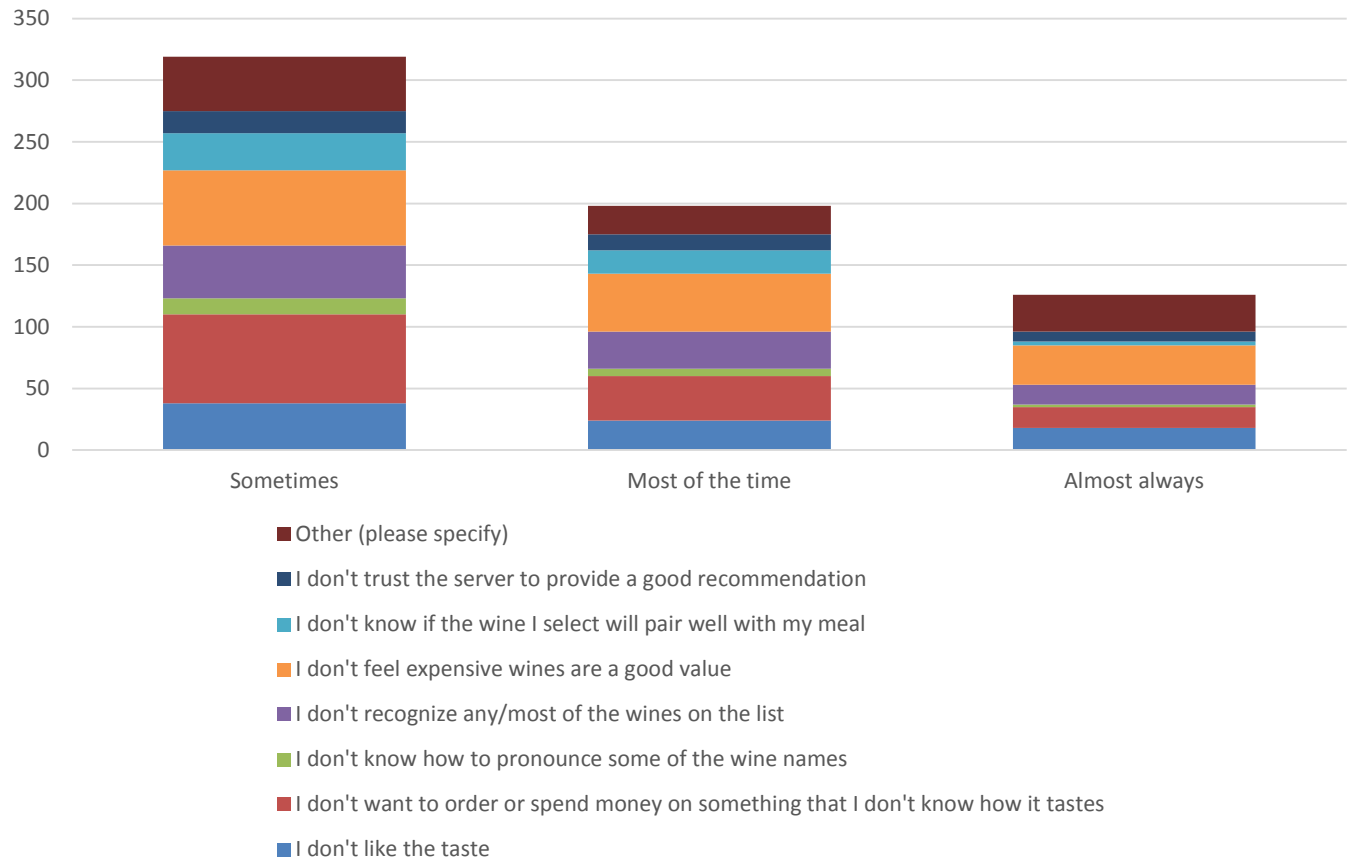


While at a restaurant, how often do you share any part of your dining experience on social media, such as Facebook, Twitter, or Instagram?

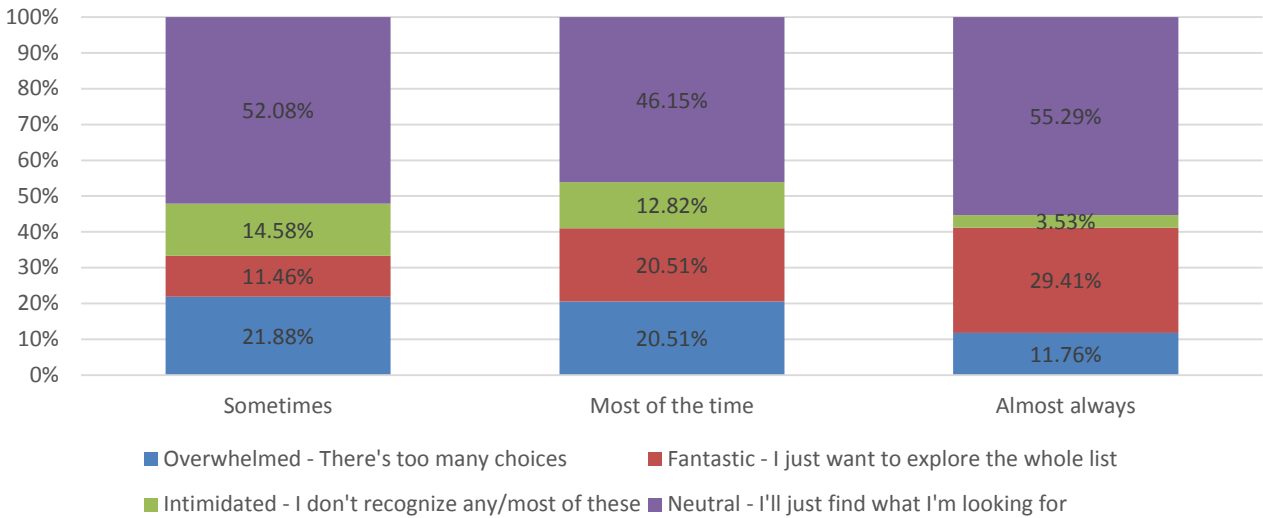




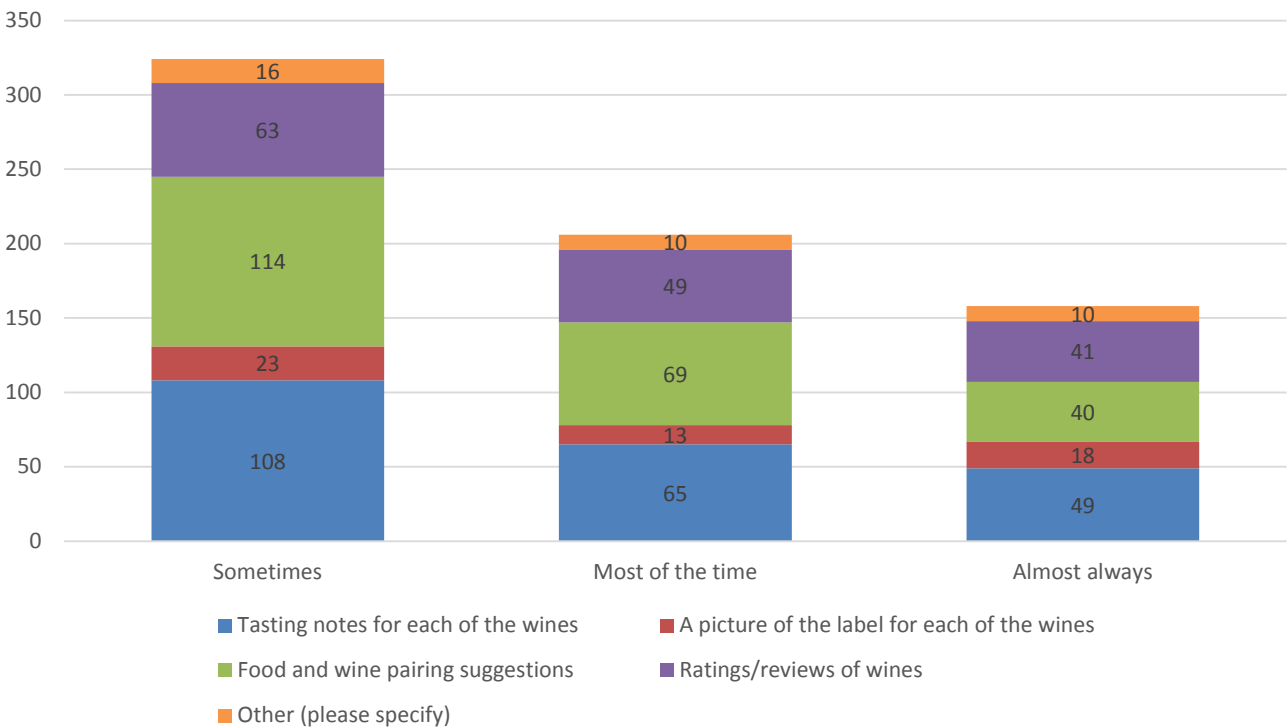
When in a restaurant, what are the top reasons you either don't drink wine or you don't spend more money on wine? Check all that apply.



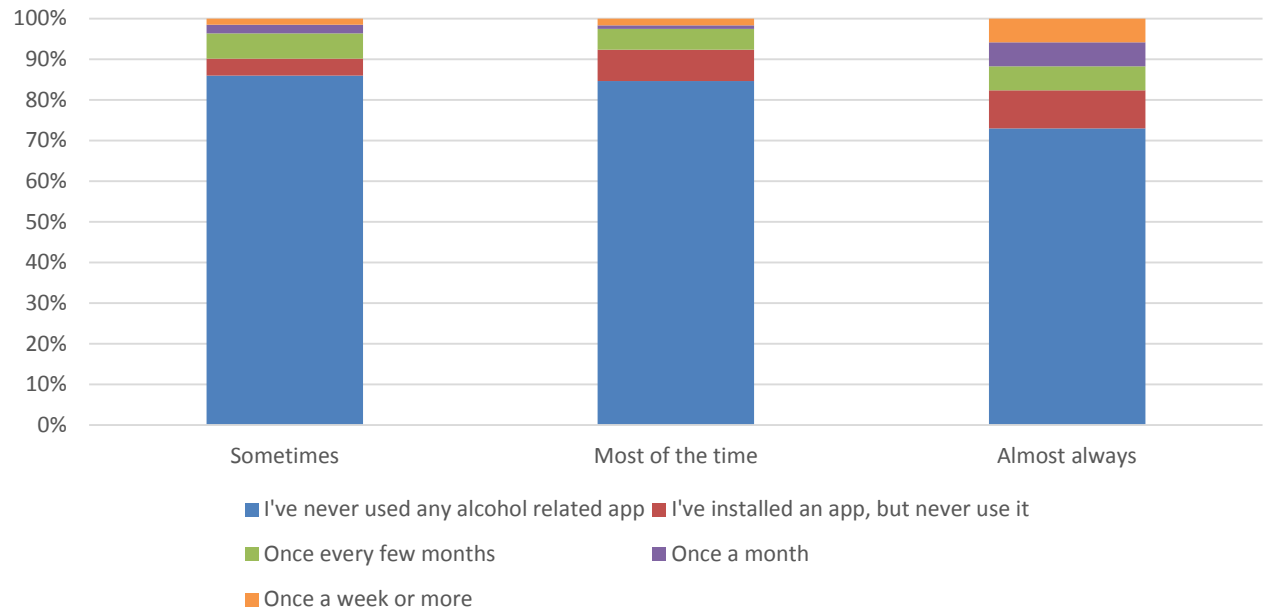
When you sit down at a restaurant and the server hands you a very large wine list, which emotion best expresses how you typically feel?



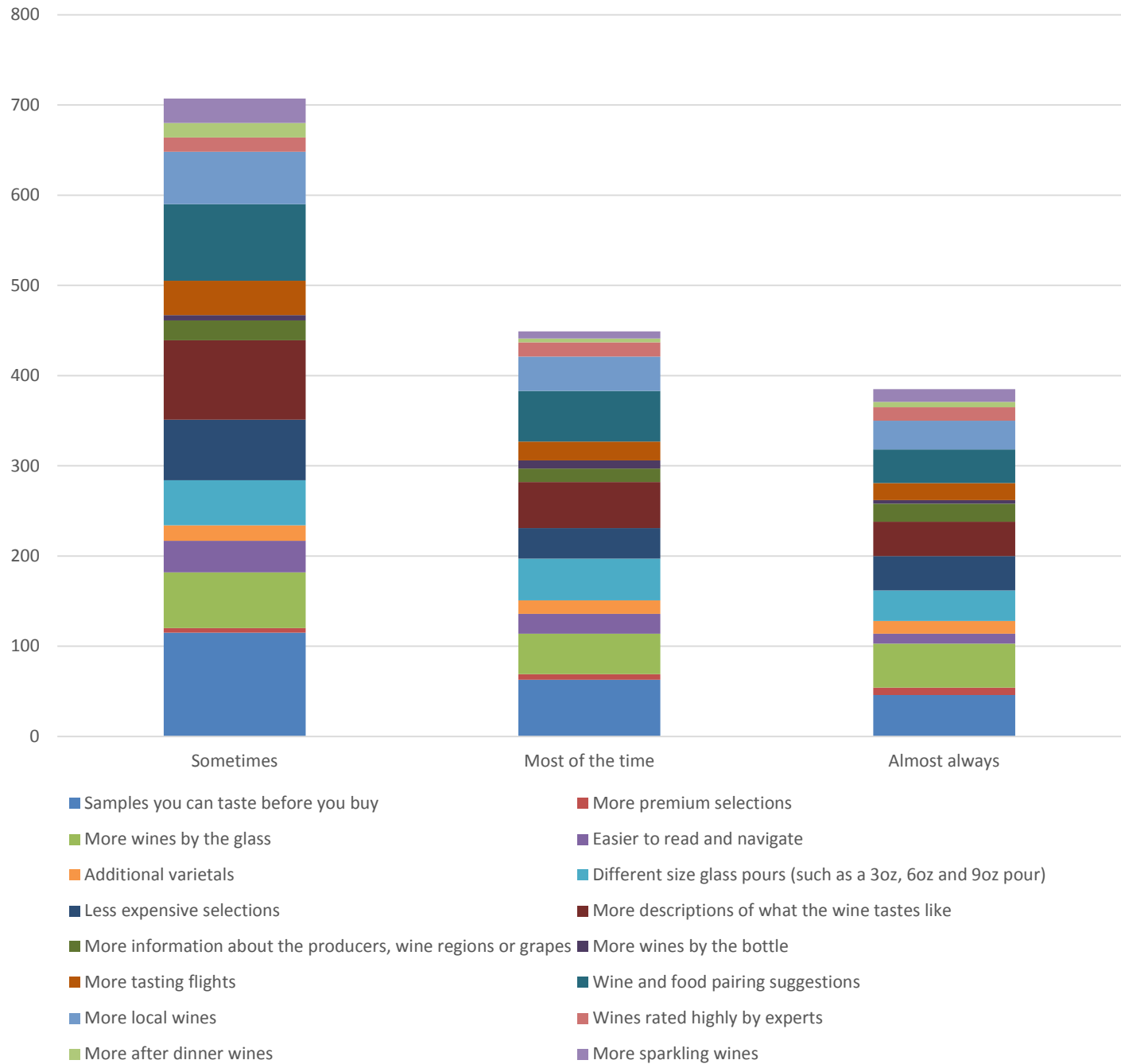
Which of the following, if placed on a menu, would help you better select a wine from a wine list while dining out? Check all that apply.



How frequently do you use any type of wine, beer or alcohol related app on your mobile phone?



What restaurant wine list changes would you like to see most? Check all that apply.



Demographic Information

The below charts show the overall demographic information of all survey respondents.

