

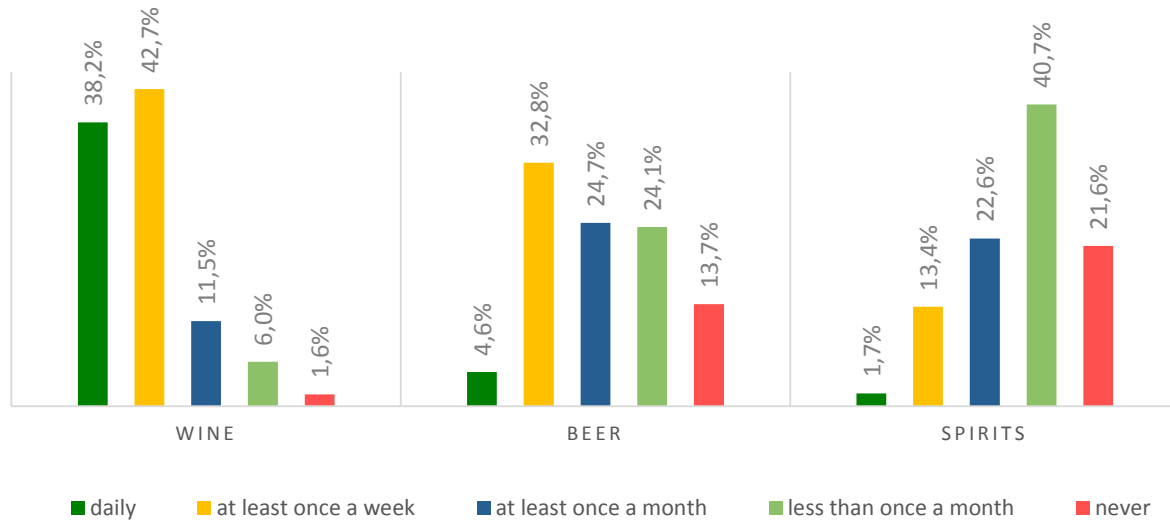


WINE CONSUMPTION IN EUROPE -BEFORE AND DURING THE LOCKDOWN- PORTUGAL

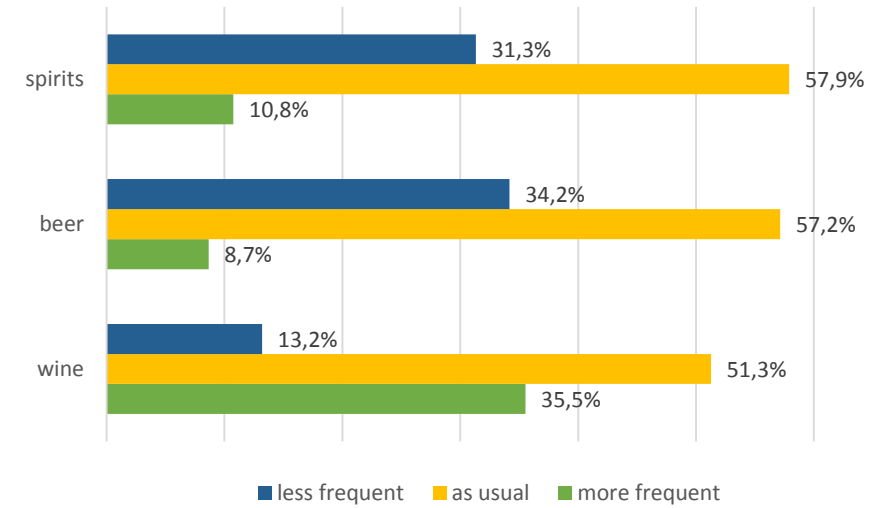
Data collection

- Random sample: 1699 respondents
- Period of collection: During the COVID-19 lockdown, until 30 April 2020
- Method: online questionnaire

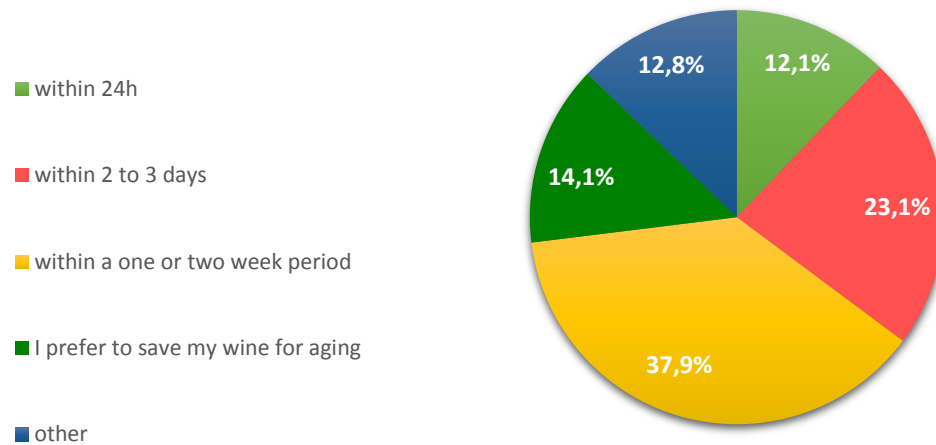
Q1. Consumption pattern before the lockdown



Q2. Consumption pattern during the lockdown



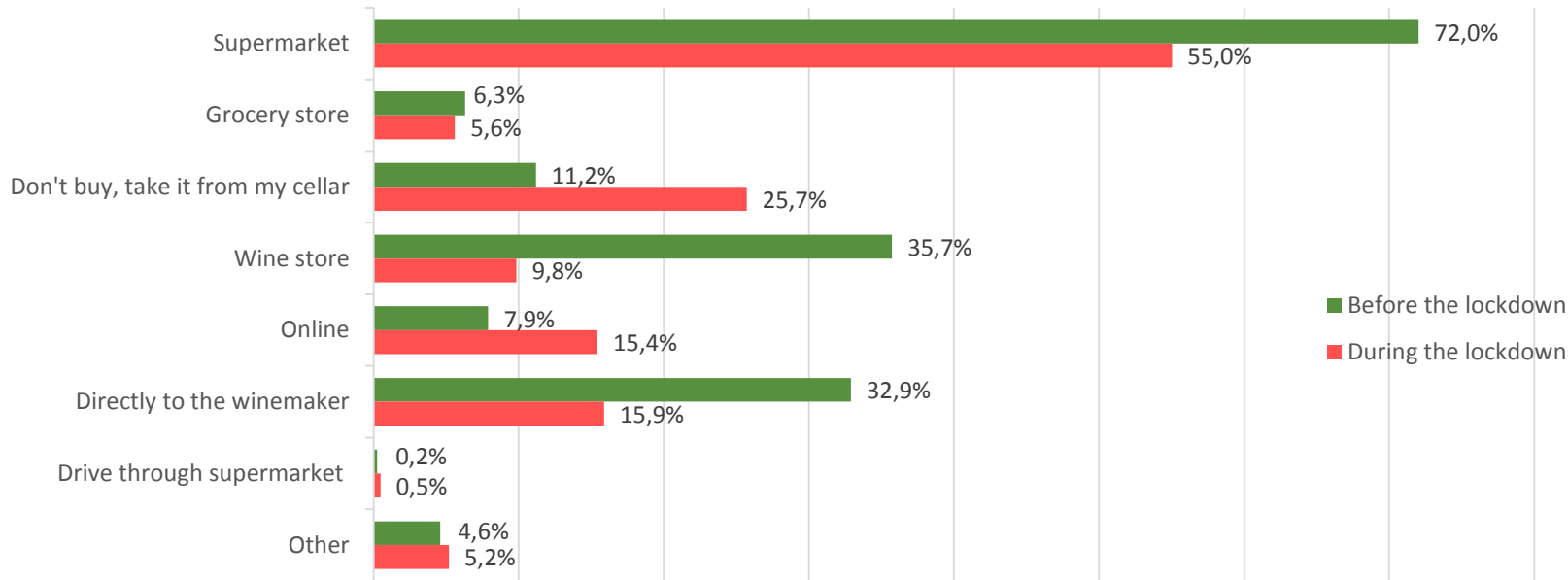
Q3. Wine consumption after the bottle purchase



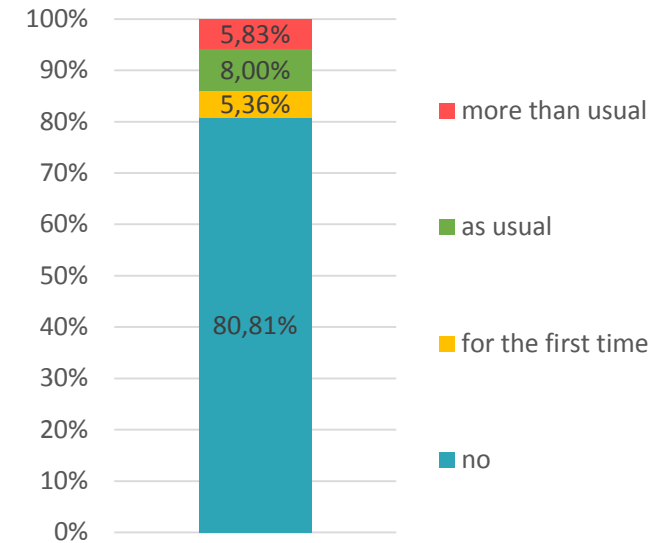
Since the beginning of the lockdown

- The majority of respondents consume alcoholic beverages as in normal conditions
- Almost 36% state to drink wine more frequently, contrasting to beer and spirits
- A bottle of wine is opened within one or two weeks for 38% of respondents, followed by the opening within 2 to 3 days for 23% of sample

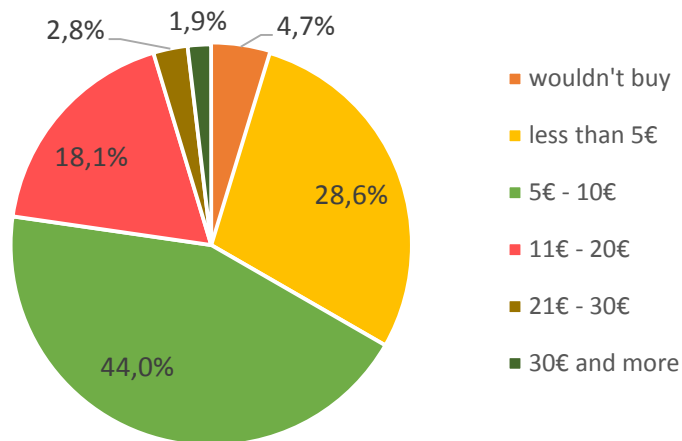
Q4e6. Place of purchase of wine before and during the lockdown



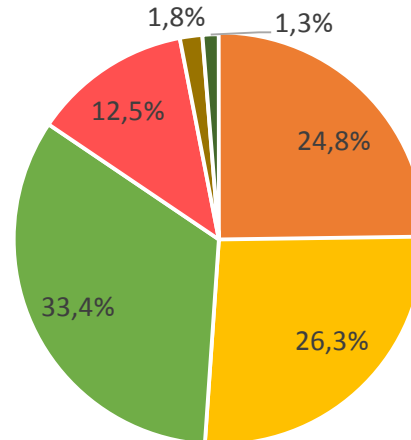
Q7. Online wine purchase, during the lockdown



Q5. Average spending per bottle of wine, before the lockdown



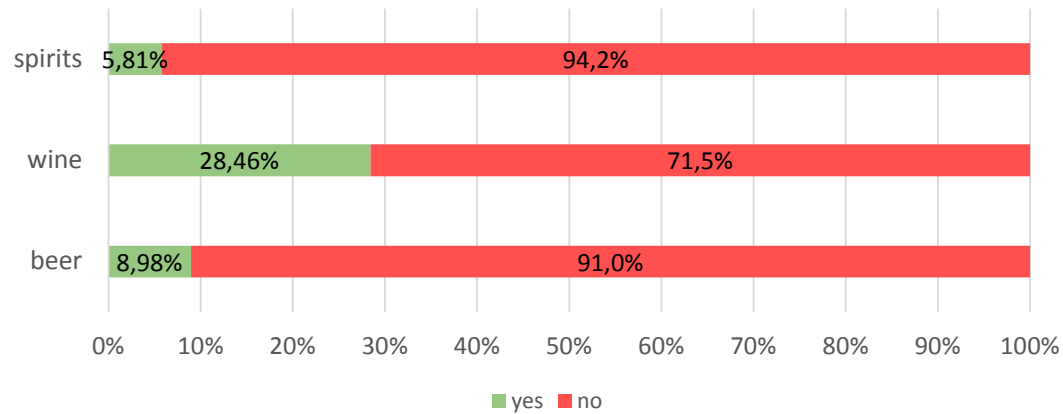
Q8. Average spending per bottle of wine, during the lockdown



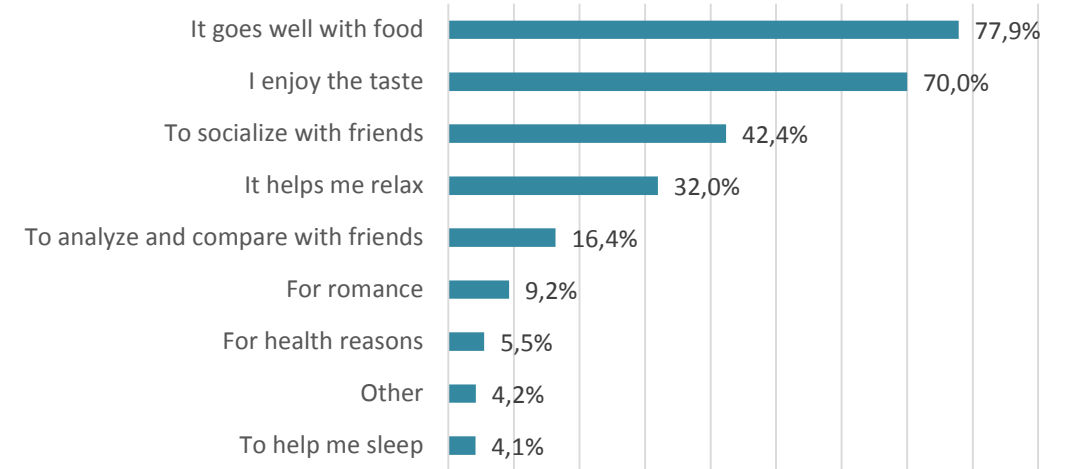
During the lockdown

- Physical wine purchases decreased, with individuals using their own stocks and buying online
- The number of people who did not buy wine increased
- In general, the average spending per bottle of wine decreased

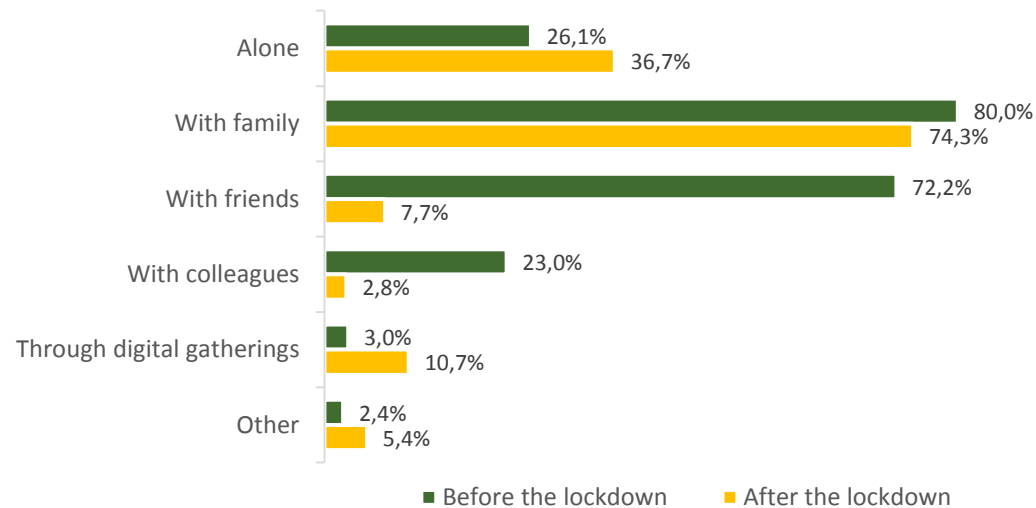
Q9. Spending increase on beverage purchases during the lockdown



Q12. Reasons to consume wine



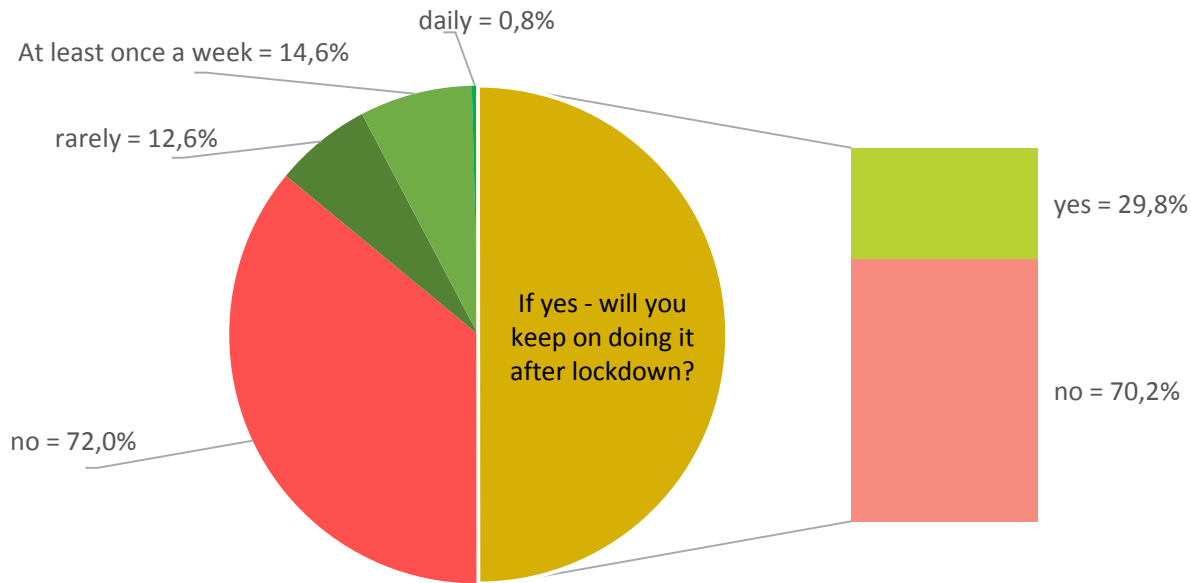
Q10e11. Wine consumption before and during the lockdown



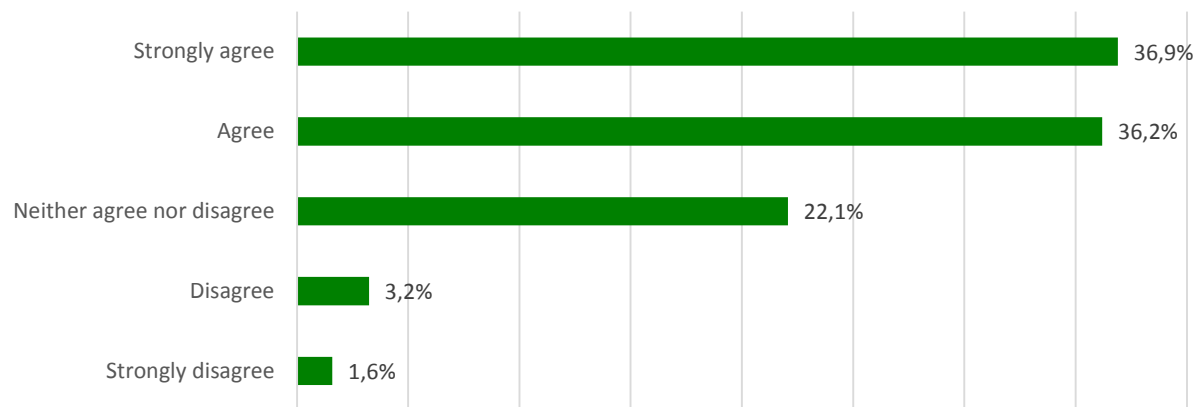
During the lockdown

- The spent on alcoholic beverages did not increase:
 - Spirits: for 94% of the sample
 - Beer: for 91% of the sample
 - Wine: the beverage with the highest number of people (30%) that increased wine expenses during the lockdown
- Wine consumption decreased in a social sphere, contrasting with consumption alone and through digital gatherings

Q13. Digital meetings to have a drink with family or friends during the lockdown



Q18. Since lockdown I feel I should purchase more local wine to support my national economy



Q15. Have a wine app on the smartphone: yes



Q16. Since the beginning of the lockdown, you have improved your knowledge on wine through online content on the topic : yes



Q17. Since the beginning of the lockdown, you receive direct offers and/or seen posts on social media from winemakers to buy their wine online : yes

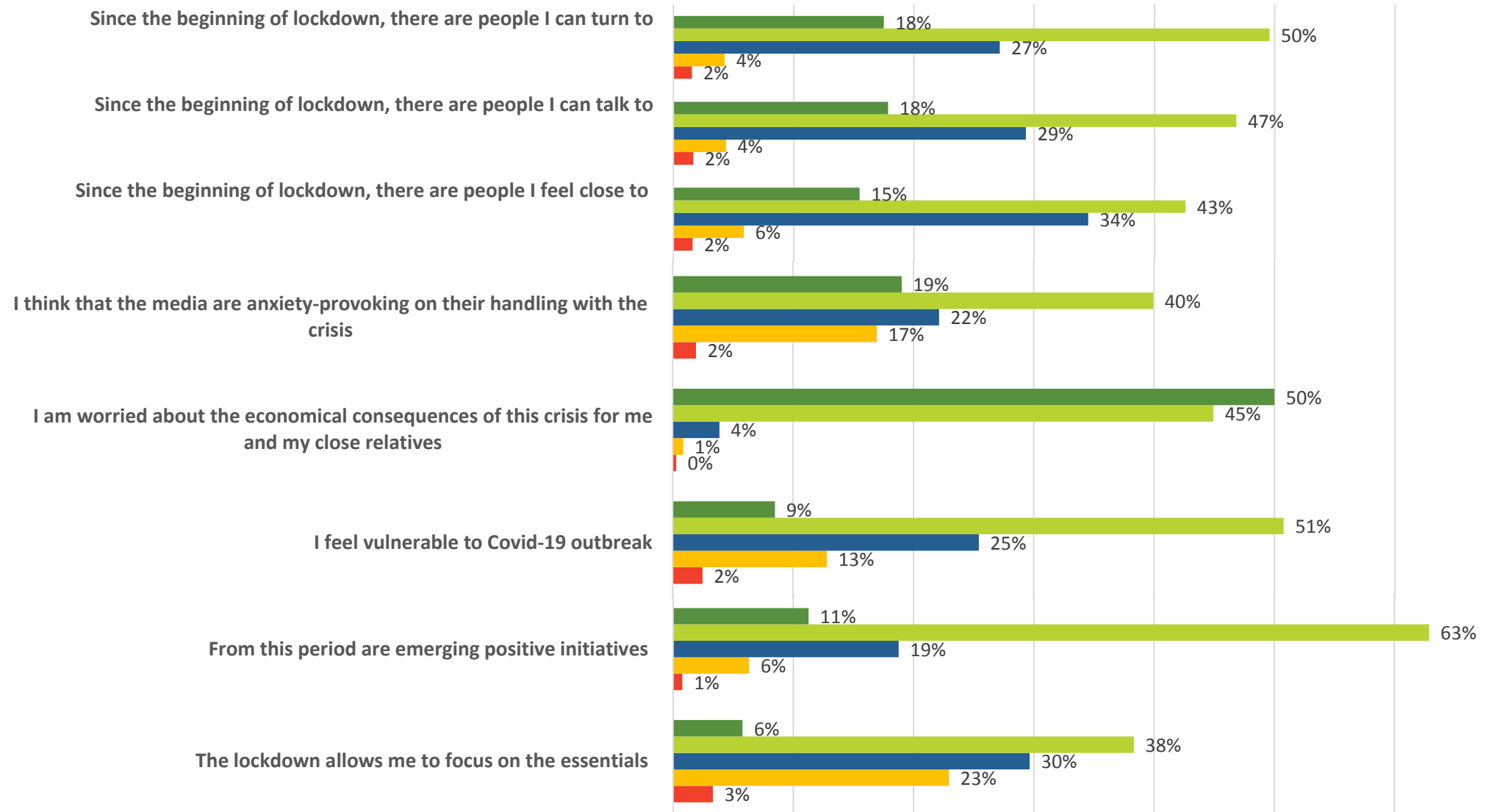


During the lockdown

- 28% of people has organized digital meetings to drink with family or friends
 - Only 30% of them will continue after the lockdown
- 73% agree or strongly agree in purchasing local wine to support the national economy

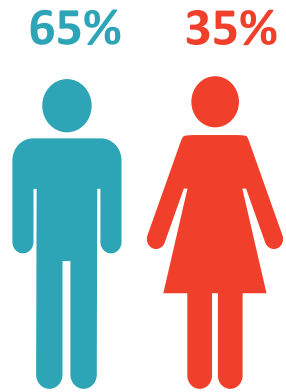
Degree of concordance with relational connectedness, feelings and insecurity statements

■ Strongly agree
 ■ Agree
 ■ Neither agree or disagree
 ■ Disagree
 ■ Strongly disagree

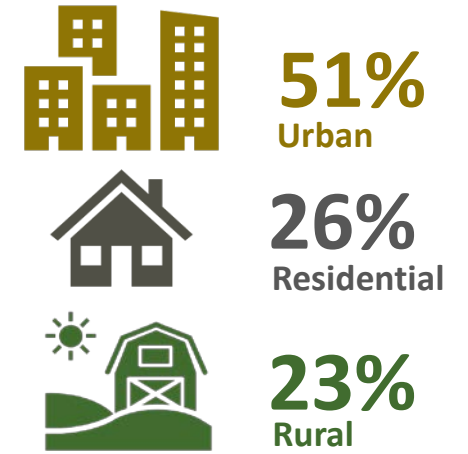


Demographic information: 65% of respondents are male; 31% of sample has between 41 to 50 years old, followed by 51 to 60 age group which comprises 25% of respondents; half of sample lives in urban areas; 53% states living coping on present income; 40% works on administration and services sector; and half of the household is constituted by 2 adults and no children.

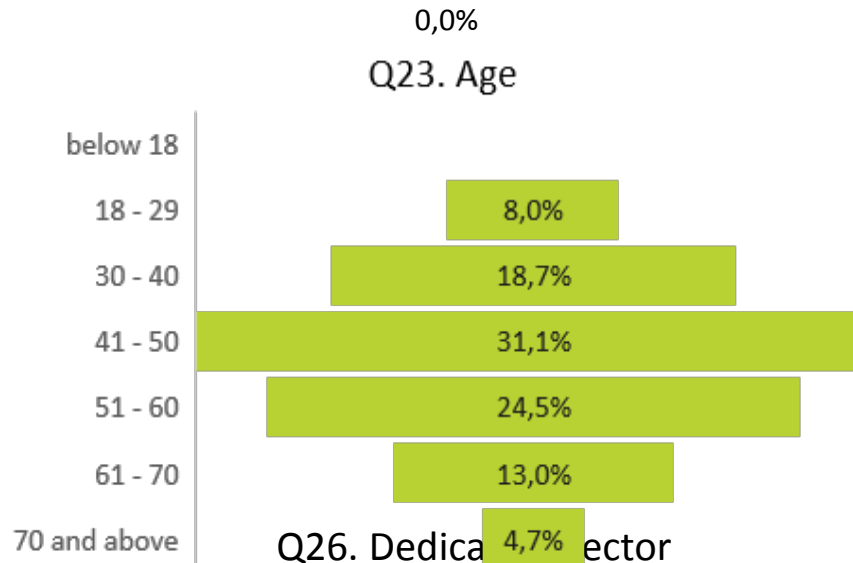
Q22. Gender



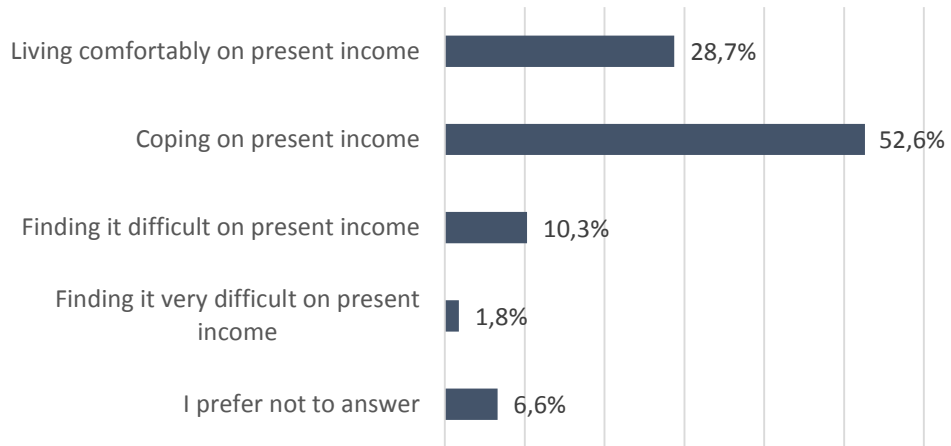
Q24. Place of residence



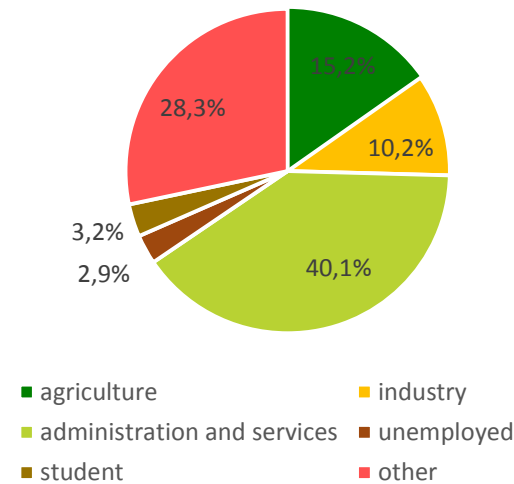
Q23. Age



Q25. Household income



Q26. Dedicated sector



Q27,28. Number of children and adults in the household

