The Grocer : Alcoholic Drinks

Research on behalf of The Grocer – May 2018

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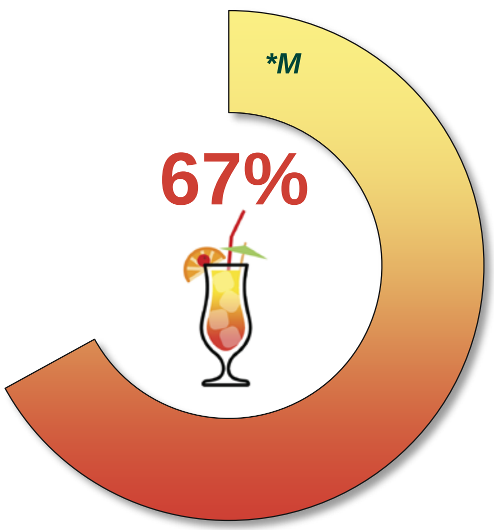
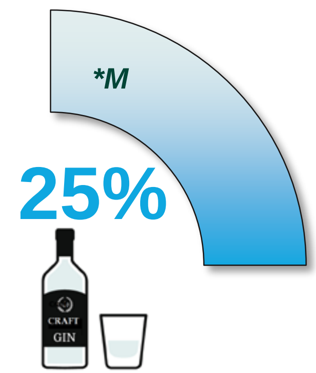
Just over two-thirds of consumers drink alcoholic spirits – a quarter of whom would be more likely to buy ‘craft’ spirits rather than standard spirits.

***Males** are more likely to both consume alcoholic spirits, and ‘craft’ spirits, than females.*



Of consumers drink **alcoholic spirits**

… of which;

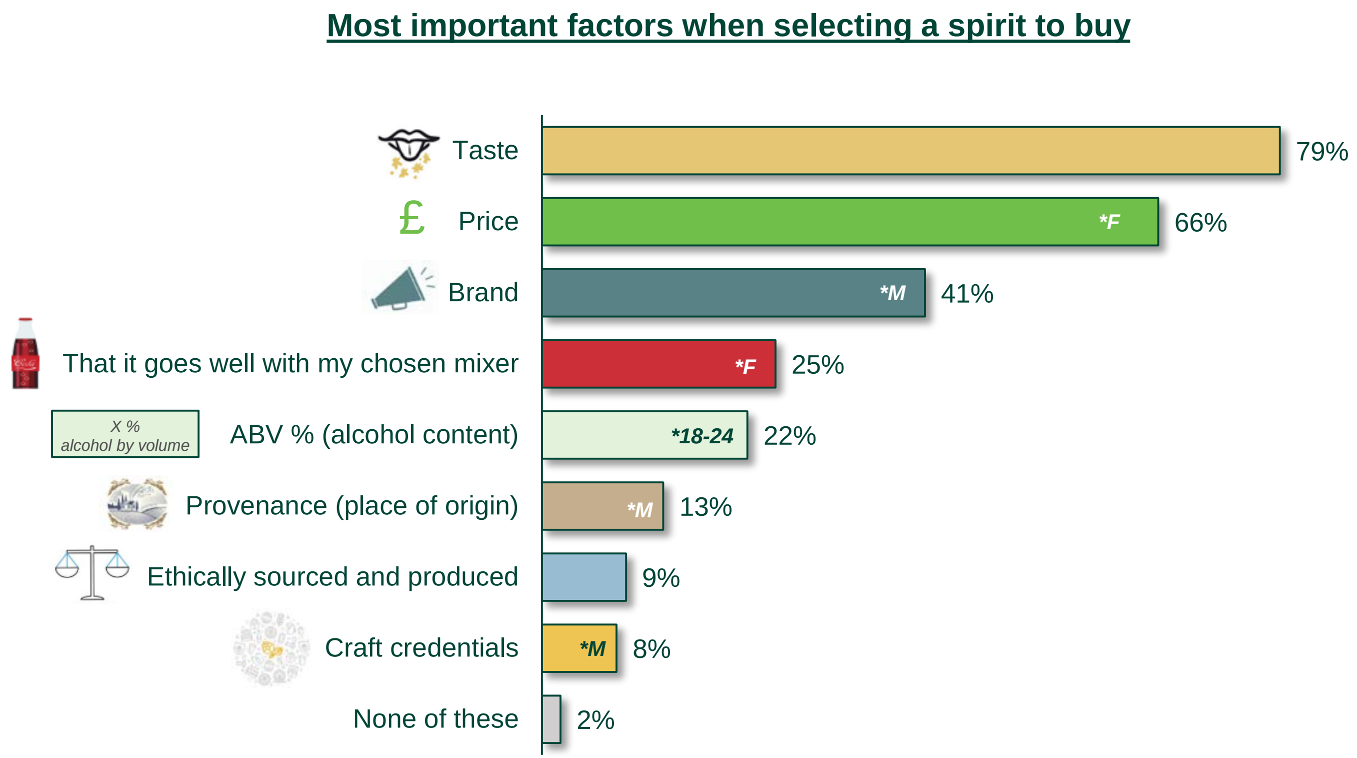


Are more likely to buy a **‘craft’ spirit** than a standard spirit

NQ1. Do you drink alcoholic spirits? Base – All respondents – 2090
NQ2. To what extent would you be more likely to buy a 'craft' spirit - e.g. craft gin - than a standard spirit? Base – all who drink spirits – 1402

When selecting spirit beverages, taste and price are deemed the most important factors. Craft credentials are only considered important by 8% of consumers whilst brand is cited by 41%, suggesting the importance of new brands to be able to communicate their equity clearly through the design of the bottle and the label

***Males** are more likely to consider brand, provenance and craft credentials as important factors than **females**, who consider the price and that it goes well with their chosen mixer as more important. **18-24 year olds** feel the alcohol content is more important, than all other age groups.*



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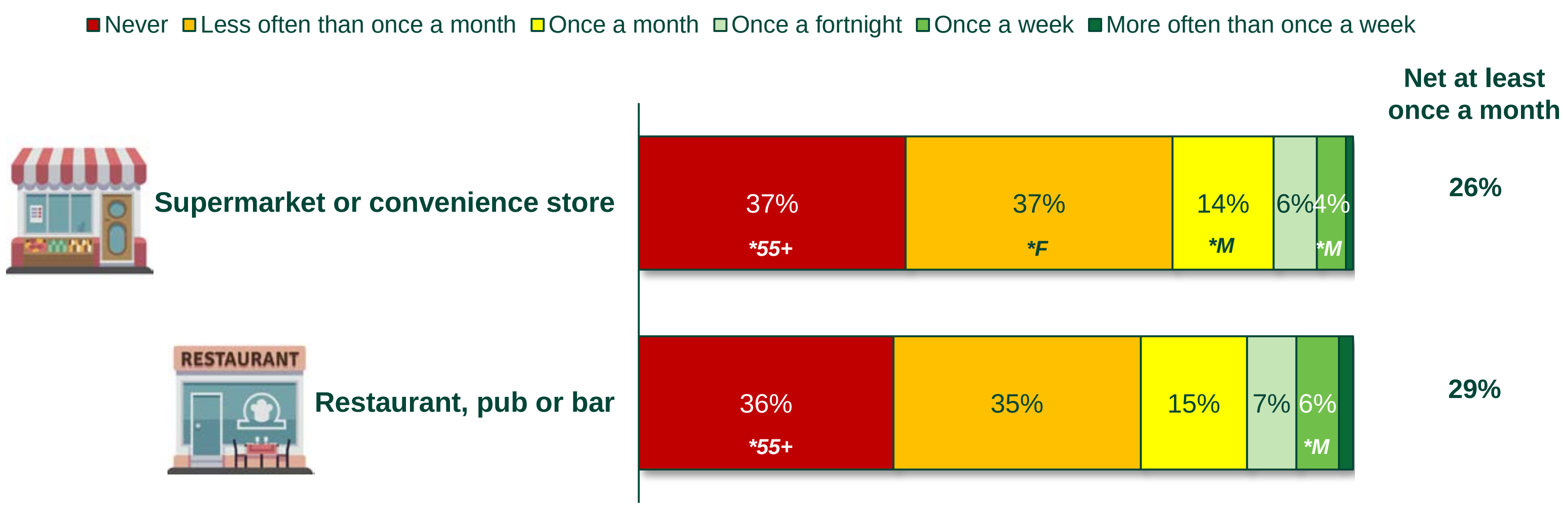
NQ10. What are the three most important factors for you when selecting a spirit to buy? Base – all who drink spirits – 1402

Around a quarter of consumers purchase craft spirits from a supermarket at least once a month, rising to 3 out of 10 ordering a craft spirit at a restaurant or bar. Over a third currently never buy craft spirits in the on or off trade.

__Males__ are more likely to buy a craft spirit at either a supermarket or restaurant once a week, versus __females__ who are more likely to buy a craft spirit less often than once a month from a supermarket.

__55+__ year olds are more likely than all other age groups to never purchase a craft spirit product at either a restaurant/pub or supermarket.

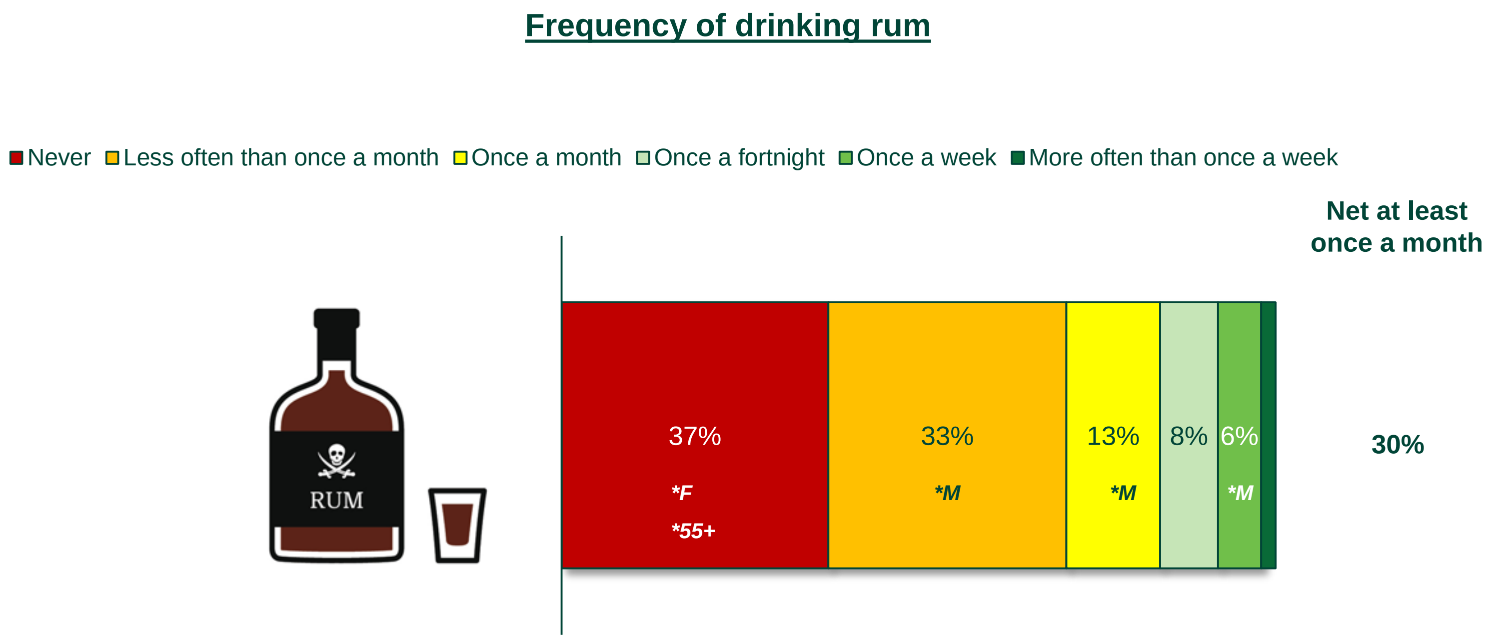
Frequency of buying/ ordering craft spirits



NQ3. How often do you buy a craft spirit from a supermarket or convenience store?
NQ4. How often would you order a craft spirit when out at a restaurant, pub or bar?
Base – all who drink spirits – 1402

3 out of 10 consumers drink rum at least once a month, whilst a third drink the spirit less often, and over a third never drink it.

__Males__ are more likely to drink rum more often when compared to __Females__, who (along with __55+ year olds__) are most likely to never drink it.



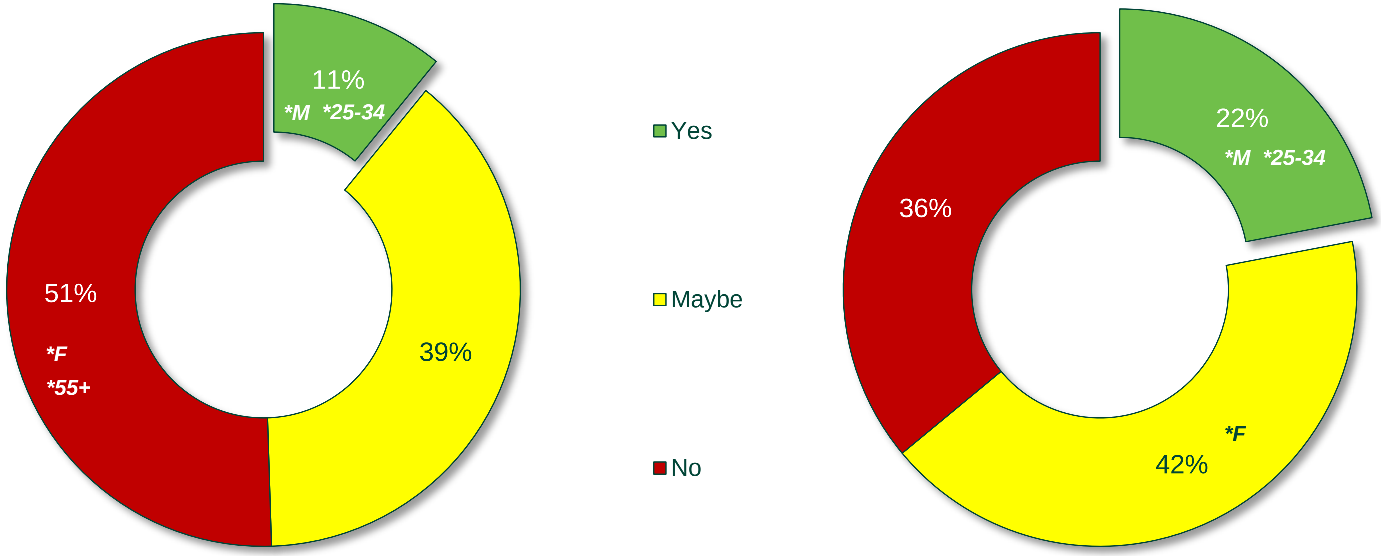
NQ5. How often do you drink rum? Base – all who drink spirits – 1402

Of those who drink spirits, only 1 in 10 say they would be likely to drink (more) rum if craft options were available. Over a fifth of rum drinkers would be willing to pay more for a craft version (22%).

***Males** and **25-34 year olds** are more likely to drink and pay more for craft rums, whilst **Females** and **55+ year olds** are least likely to drink more rum if craft options were available.*

Likelihood of drinking (more) rum if craft rums are available

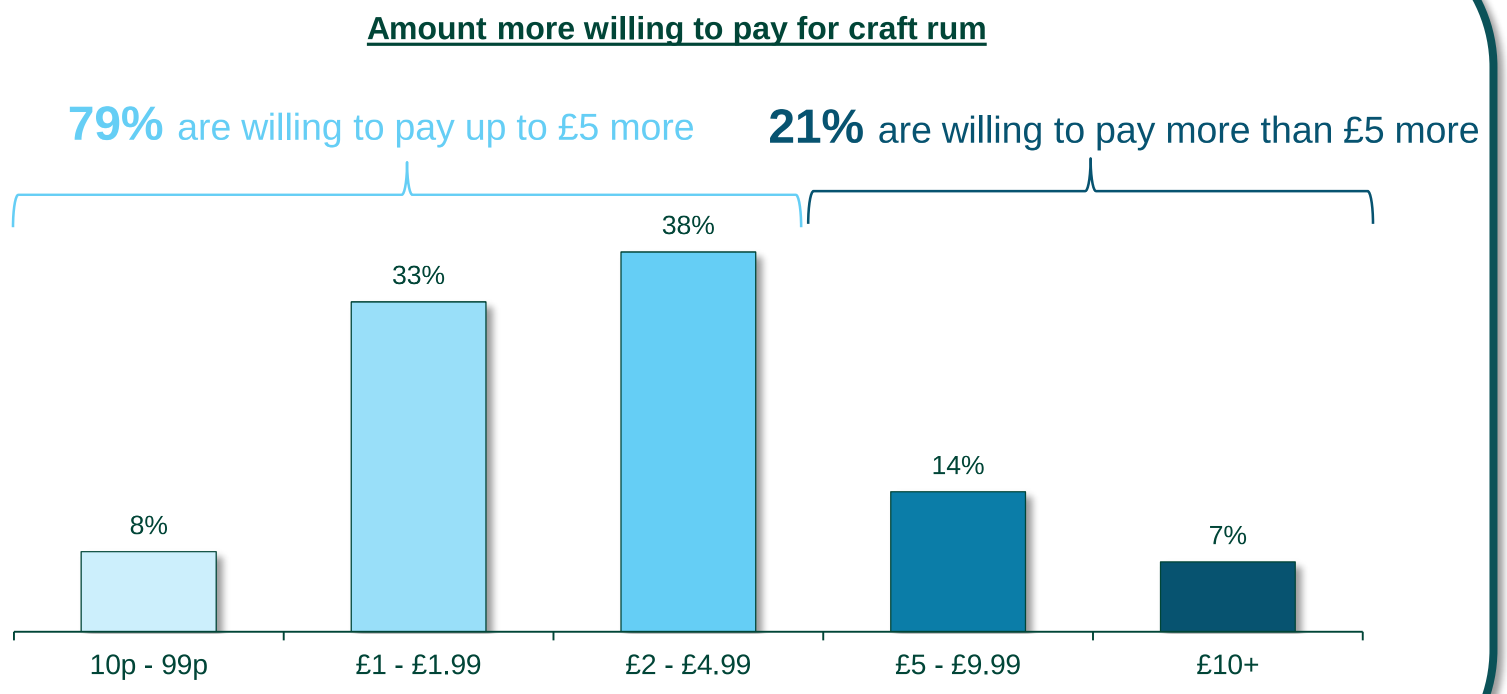
Willingness to pay more for a bottle of rum if it was craft



NQ6. Would you be more likely to drink rum, or drink rum more often, if there were more craft rums available? Base – all who drink spirits – 1402
NQ7. Would you be willing to pay more for a bottle of rum if it was craft? Base – all who drink rum – 886

Just over a fifth of consumers who may pay more for a craft rum would be willing to pay over £5 more for the beverage, with most not willing to pay more than £5 more. The majority would be willing to pay between £2 and £4.99 more.

Opinions do not differ greatly between gender & age.

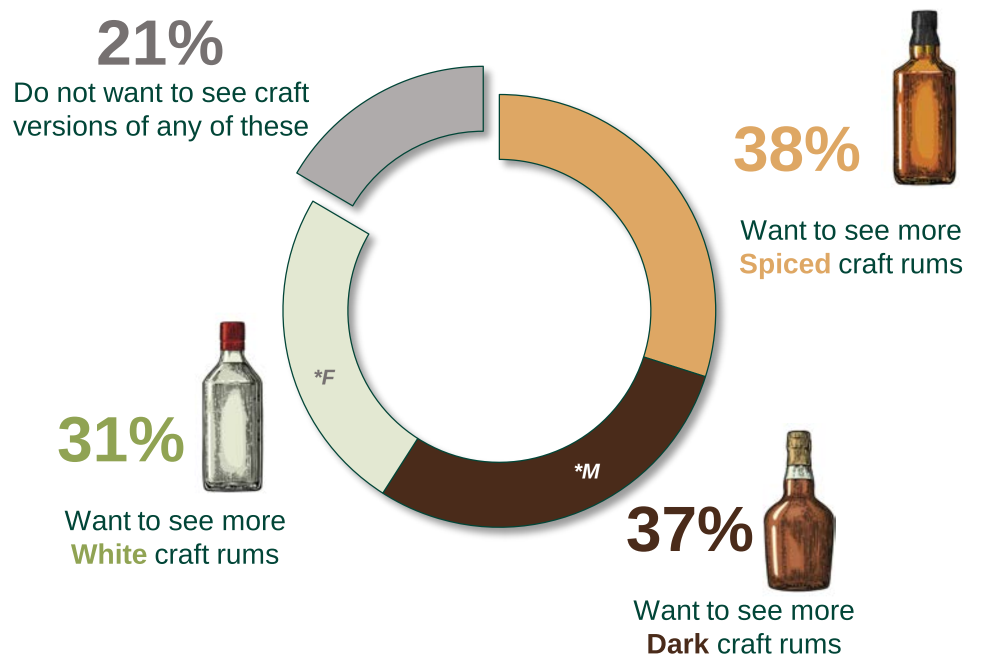


NQ8. How much more would you be willing to pay for a bottle of craft rum? Base – All Who Would Or Would Maybe Pay More For Craft Rum – 564

The majority of consumers who drink rum are in favour of more craft versions in different varieties, though results are relatively split between the three types. Spiced and Dark variants score slightly higher than White rum for types of craft products consumers want to see more of.

*Males are most likely to want more craft versions of **Dark** rum, whilst females want to see more **White** rum craft beverages.*

Craft rums consumers want to see more of



NQ9. Which of the following rums, if any, would you want to see more craft versions of? Base – all who drink rum – 886

Results Summary

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Just over two-thirds of consumers drink alcoholic spirits (67%) – a quarter of whom would be more likely to buy ‘craft’ spirits (25%) rather than standard spirits.

When selecting spirit beverages, taste (79%) and price (66%) are deemed the most important factors. Craft credentials are considered important by a minority of consumers (8%).

Around a quarter (26%) of consumers purchase craft spirits from a supermarket at least once a month, rising to 3 out of 10 ordering a craft spirit at a restaurant (29%). Over a third currently never buy craft spirits at supermarkets (37%) or restaurants/ pubs/ bars (36%).

3 out of 10 consumers drink rum at least once a month (30%), whilst a third drink the spirit less often (33%), and over a third never drink it.

Of those who drink spirits, only 1 in 10 would be likely to drink (more) rum if craft options were available (11%). Over a fifth of rum drinkers would be willing to pay more for a craft version (22%).

Just over a fifth of consumers who would/ may pay more for a craft rum would be willing to pay over £5 more for the beverage (21%), with most not willing to pay more than £5 more (79%). The majority would be willing to pay between £2 and £4.99 more (38%).

The majority of consumers who drink rum are in favour of more craft versions in different varieties, though results are relatively split between the three types. Spiced (38%) and Dark (37%) variants score slightly higher than White rum (31%) for types of craft products consumers want to see more of.

Appendix
Approach & Demographics

Approach and Panel

- We conducted an ***online omnibus survey*** with ***2,090 adults*** aged ***18+*** across ***England***, ***Scotland***, and ***Wales*** between ***30th April – 4th May 2018.***

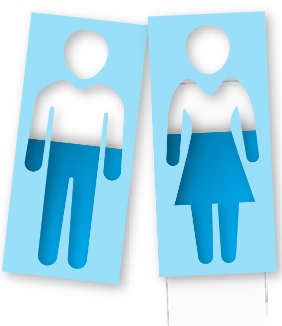
- The survey took place using our sister-company ***toluna.com online panel*** which consists of members of the ***general public*** who have opted in and voluntarily agreed to participate in online research studies.
  - Through careful recruitment and management, ***we are able to rapidly survey large numbers of the general population*** and accurately ***represent the views of the nation***.

Omnibus Audience

A representative Sample

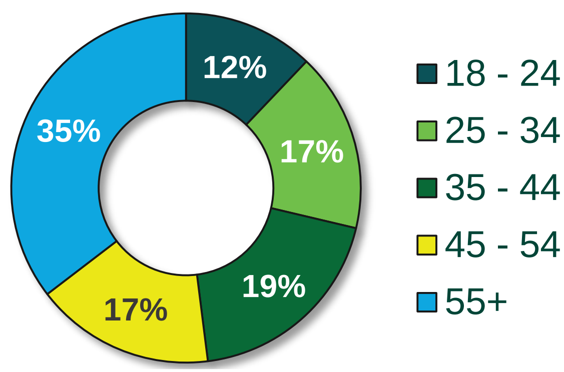
- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

Gender

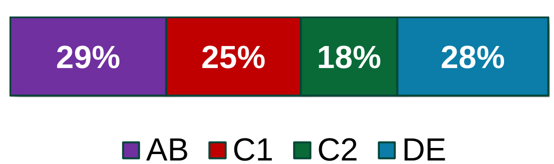


49% 51%

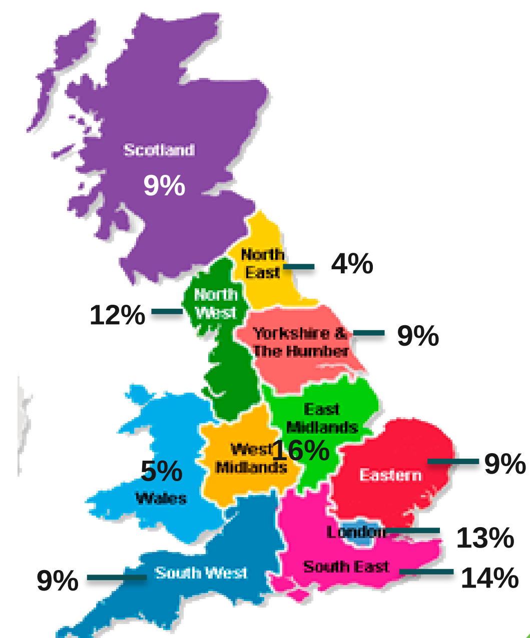
Age



Social Grade



Region



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Interpreting this report – Significant Differences

- Significant differences between groups has been tested at the 95% confidence level, with any groups that outperform all others within it's category shown as per the below key:

Gender

F Where **Females** score significantly higher than Males

M Where **Males** score significantly higher than Females

Age

***18-24**	Where 18-24 year olds…
***25-34**	Where 25-34 year olds…
***35-44**	Where 35-44 year olds…
***45-54**	Where 35-44 year olds…
***55+**	Where 55+ year olds…

… score significantly higher than **all** other age groups

For further information about this study, please contact:

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