CORE ATTITUDES BY GENERATION, 2012 (PERCENTAGE COMPLETELY/SOMEWHAT AGREE)

	MILLENNIALS	GEN X	BABY BOOMER	67+
You can buy good wines without spending a lot of money	88	88	93	93
An opened bottle of wine stays fresh for 2 to 3 days	72	61	62	64

SOURCE: WINE MARKET COUNCIL

LESS OLDER GENERATION INTEREST AND CONFIDENCE, 2012 (PERCENTAGE COMPLETELY/SOMEWHAT AGREE)

	MILLENNIALS	GEN X	BABY BOOMER	67+
I enjoy shopping for wine	85	83	71	61
I like to introduce friends/family to new brands of wine	78	71	56	37
I am confident I would be able to correctly differentiate a glass of Merlot from a glass of Cabernet Sauvignon	71	66	55	44
I like reading about wine in books, magazines and newsletters	64	59	39	28
I worry about making a mistake when I buy wine	38	28	16	9

SOURCE: WINE MARKET COUNCIL

WINE DRINKING OCCASIONS BY GENERATION 2012 (PERCENTAGE VERY/SOMEWHAT LIKELY)

OCCASION	MILLENNIALS	GEN X	BABY BOOMER	67+
Cocktail Party	87	88	79	79
End-of-day drink at home	82	82	79	72
Casual weekday restaurant dinner	82	82	75	74
Meals eaten alone	65	69	55	48
Bar or lounge	75	71	58	39
Business entertainment	76	71	55	39
Takeout	58	56	40	25
Ball game or concert	48	35	21	14

SOURCE: WINE MARKET COUNCIL

CORE WINE CONSUMPTION BY VENUE AND GENERATION 2012 (PERCENTAGE)

	Home	Restaurant	Friend's Home	Other Venues
MILLENNIALS	51	22	19	8
GEN X	57	22	16	5
BABY BOOMER	65	20	12	3
67+	65	18	14	3

	Home	Restaurant	Friend's Home	Other Venues
YOUNGER MILLS.	48	21	20	11
OLDER MILLS.	52	22	19	7

■ Home　■ Restaurant　■ Friend's Home　■ Other Venues

SOURCE: WINE MARKET COUNCIL

MILLENIAL TABLE WINE DRINKING FREQUENCY 2012

■ Younger Millennials
■ Older Millennials

	Daily	Weekly+	Once a Week
Younger Millennials	28	44	28
Older Millennials	19	51	30
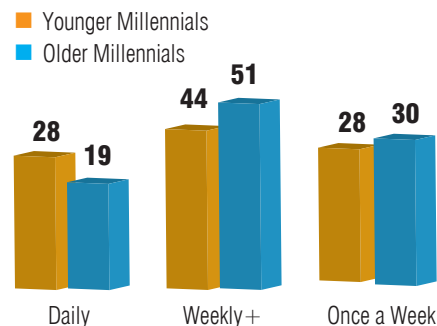
However, it is apparent that younger Millennials are driving the consumption rate up among their generation, as 28% of this segment re[prted drinking wine daily compared to 19% of the older Millennials.
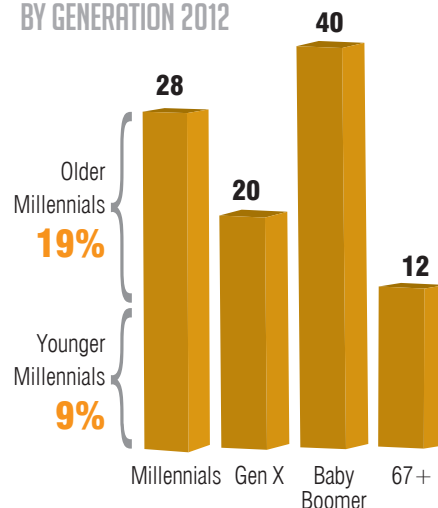
SOURCE: WINE MARKET COUNCIL

VOLUME CONSUMPTION AMONG TOTAL WINE DRINKERS BY GENERATION, 2012

	% of Wine Drinkers	% Volume
Millennial	29	38
Younger (21-28)	10	14
Older (28-36)	19	24
Gen X	21	21
Baby Boomer	38	32
67+	12	8

SOURCE: WINE MARKET COUNCIL

TOTAL CORE WINE DRINKERS BY GENERATION 2012

Older Millennials **19%**
Younger Millennials **9%**

Millennials	Gen X	Baby Boomer	67+
28	20	40	12

SOURCE: WINE MARKET COUNCIL