

BEER, WINE AND LIQUOR



Category
Quick Hits

Magazines
Canada

BEER, WINE AND LIQUOR

Magazine media readers are regular users of most all major beer, wine and liquor categories. They are heavy spenders, they frequently visit retail outlets and they buy alcohol beverages as gifts. Plus, magazine readers actively take action after seeing magazine ads: 71% take at least one action while 41% take purchase actions.

Magazine readers are regular users of beer, wine and alcohol beverages

Beer, Wine and Alcohol Beverages (Index)	Magazines	Television	Radio	Newspapers	Web
Drank wine past 6 months	110	96	103	109	99
Drink red wine	113	90	102	112	101
Drink white wine	116	93	103	111	100
Drink rose wine	123	98	105	108	104
Drink ice wine	125	97	96	102	130
Drank champagne/sparkling wine past 6 months	124	85	104	107	104
Drank cooler past 6 months	114	99	110	92	115
Drank cordials & liqueurs past 6 months	117	98	107	108	101
Drank rum past 6 months	107	92	108	106	106
Drank vodka past 6 months	114	97	106	98	115
Drank tequila past 6 months	121	84	109	99	128
Drink domestic/microbreweries beer	118	74	104	115	132
Drink light beer	110	102	109	111	103
Drink import beer	113	79	99	111	125

Source: PMB, Fall 2013: A19+, Heaviest quintiles (1 & 2)

Magazine readers are heavy spenders on beer, wine and alcohol beverages

Beer, Wine and Alcohol Beverages (Index)	Magazines	Television	Radio	Newspapers	Web
Pay \$10+ per bottle of wine bought	115	92	104	112	100
Pay \$15+ per bottle of wine bought	120	78	103	114	111
Pay \$20+ per bottle of wine bought	119	69	97	103	114
Make 1+ trips to a wine store in average month	122	89	113	118	105
Make 1+ trips to a liquor store in average month	112	95	107	109	106
Buy beer, wine or liquor as a gift	125	92	106	112	115

Source: PMB, Fall 2013: A19+, Heaviest quintiles (1 & 2)

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Magazine readers drink an array of major wine varieties

Beer, Wine and Alcohol Beverages (Index)	Magazines	Television	Radio	Newspapers	Web
Red Wine:					
Drink Merlot	114	88	102	112	104
Drink Pinot Noir	120	87	103	117	104
Drink Shiraz/Syrah	122	80	104	115	109
Drink red blends	113	81	101	110	113
White Wine:					
Drink Chardonnay	118	92	100	115	105
Drink Pinot Grigio/Pinoir Gris	126	84	108	107	118
Drink Riesling	119	87	105	112	110
Drink Sauvignon Blanc	123	86	103	114	107
Drink white blends	101	104	94	114	97

Source: PMB, Fall 2013: A19+, Heaviest quintiles (1 & 2)

Magazine readers are predisposed to wines from all regions of the world

Beer, Wine and Alcohol Beverages (Index)	Magazines	Television	Radio	Newspapers	Web
Drink wine from Canada	114	92	100	105	102
Drink wine from Ontario	123	88	107	110	105
Drink wine from U.S.	121	82	99	118	106
Drink wine from France	115	86	102	119	107
Drink wine from Germany	111	92	105	112	104
Drink wine from Italy	123	89	106	118	103
Drink wine from Spain	127	80	101	124	105
Drink wine from South America	121	83	104	119	103
Drink wine from South Africa	125	87	103	114	104
Drink wine from Australia	119	85	105	113	107

Source: PMB, Fall 2013: A19+, Heaviest quintiles (1 & 2)

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