

Idaho Wine Consumer Survey

Draft Results

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Idaho Wine Commission

Background

The survey received **405** responses using a Qualtrics survey panel between **October 18, 2022** and **October 28, 2022**.

The completion rate is **100%** and the average duration was **6.7** minutes.

Limitations

- Survey sample overrepresents:
 - Women
 - Older respondents

Preliminary findings (strengths)

- More than 3 out of 4 agree that wineries
 - are good neighbors (81%)
 - play important economic role (79%)
 - promote tourism (78%)
 - positively impact quality of life (78%)
 - maintain open space and preserve agricultural land (77%)
 - provide cultural opportunities (77%)
 - protect land from development (75%)

Preliminary findings (strengths cont.)

- Most who have tasted Idaho wines agree it is
 - good quality (78%) and value (73%)
 - easy to find (74%)
 - appropriately priced (70%)
 - and compares favorably to wine from OR (54%), CA (53%), WA (51%)
- **86%** are likely to recommend Idaho wines.
- **83%** are likely to recommend visiting an Idaho winery.
- **76%** are likely to purchase Idaho wines in the next year.

Preliminary findings (weaknesses)

- Most self-report they are only slightly/not aware of local wineries/vineyards.
- Majority guessed there are fewer wineries/vineyards than there really are.
- **49%** have never visited an Idaho winery.

Demographics

What is your age?	n	percent
21-24	39	9.6%
25-34	71	17.5%
35-44	66	16.3%
45-54	61	15.1%
55-64	61	15.1%
65-74	75	18.5%
75 and over	32	7.9%
Total	405	100.0%

Census estimates:

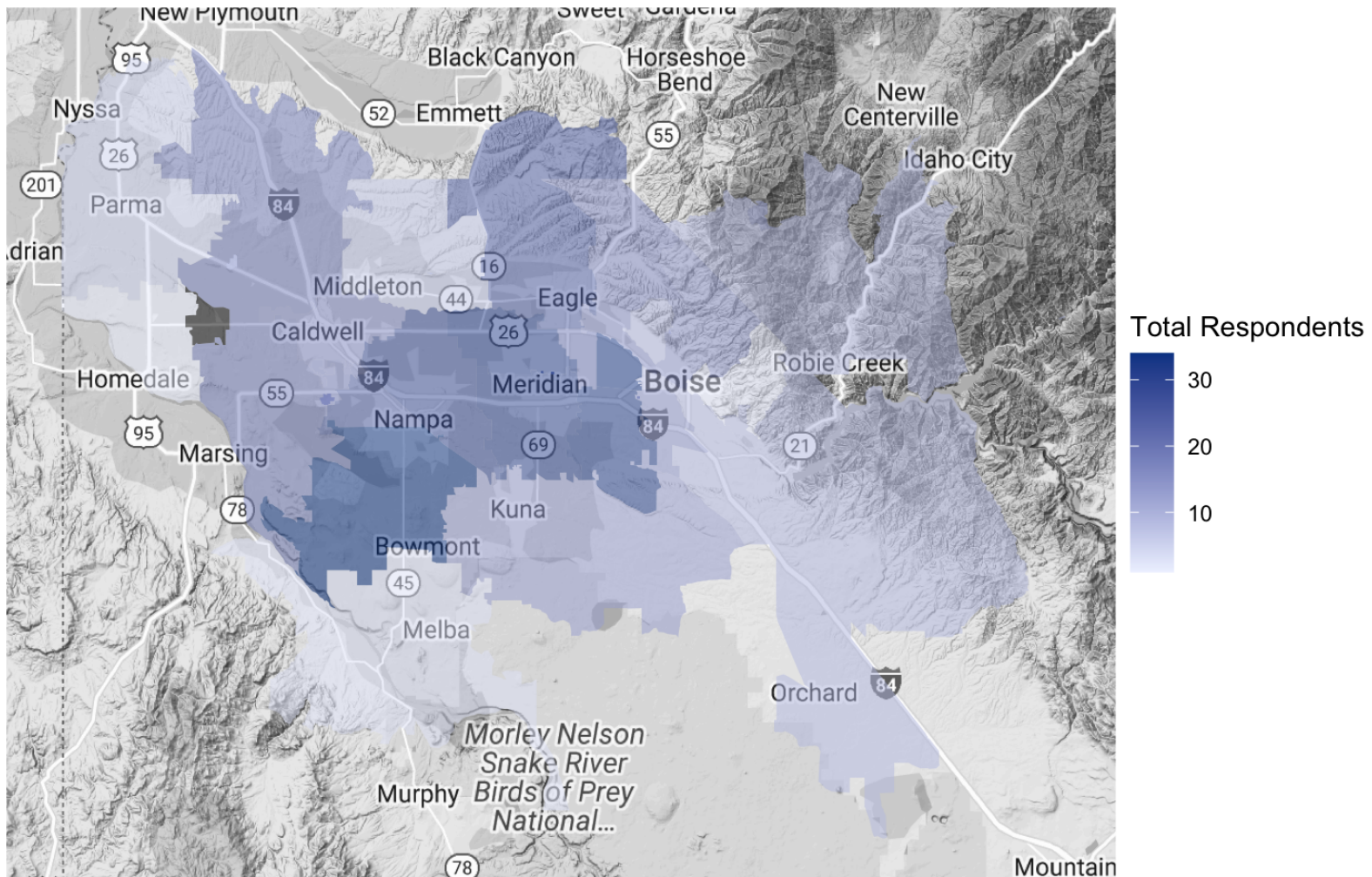
- Median age: Ada 38; Canyon 35
- 65+: Ada 15.6%; Canyon 14.2%

What is your gender?	n	percent
Male	141	34.8%
Female	258	63.7%
Non-binary/third gender	2	0.5%
Prefer not to say	4	1.0%
Total	405	100.0%

County	n	percent	Zip codes	percent
Ada	266	65.7%	18	62.1%
Canyon	139	34.3%	11	37.9%
Total	405	100.0%	29	100.0%

Census estimates:

- Ada 511,931 (68%)
- Canyon 243,115 (32%)



Which of the following describes you?	n	percent
White or Caucasian	345	85.2%
Black or African American	12	3.0%
Hispanic or Latinx	28	6.9%
Asian	10	2.5%
American Indian/Native American or Alaska Native	10	2.5%
Other (please specify)	9	2.2%
Prefer not to say	16	4.0%

Census estimates:

- White alone (not H/L): Ada 83.6%; Canyon 69.6%
- Hispanic or Latino: Ada 9.1%; Canyon 25.7%

What is your household income level?	n	percent
Below \$10k	37	9.2%
\$10k - \$50k	142	35.1%
\$51k - \$100k	131	32.4%
\$101k - \$150k	44	10.9%
\$151k - \$200k	15	3.7%
Over \$200k	3	0.7%
Prefer not to say	32	7.9%
Total	404	100.0%

Census estimates:

- Median household income: Ada \$70k; Canyon \$57k