



# NAMUR 2009

## Survey about Wine Consumption

Jean-Sébastien WENGER

Laboratoire de modèles mathématiques, Genève Switzerland

*taxigeneve@bluewin.ch*

This paper is about wine consumption. It's the result of a survey done in my cab, during the period between June 10 2008 and January 7 2009.

### The survey

The question was: if you had a glass of wine now, would you prefer to drink white, rosé or red wine? Additional information was also recorded, including: the date, the day of the week, the time, the weather, the external temperature, the apparent age and the gender.

### The sample

The size of the sample was 600 people, aged between 15 and 85 years old - 326 women and 274 men were questioned.

### Keys

The key for the wine is 1 for white wine, 2 for rosé wine and 3 for red wine.

The key for the day of the week is 1 for Sunday, 2 for Monday, 3 for Tuesday, 4 for Wednesday, 5 for Thursday, 6 for Friday and 7 for Saturday.

The key for the weather is 5 for sunshine, 6 for cloudy, 7 for rain and 8 for snow, with intermediate graduation.

The external temperature is in degrees Celsius.

The key for gender is 1 for woman and 2 for man.

### The result

Only one variable shows a significant trend – external temperature.

The formula, result of linear regression, is  $2.6482 - 0.0277 * T$  [°C].

The t stat of the constant is 43.0902 and -4.6769 for the variable coefficient.

However, the  $R^2$  is very low: 0.0353.

Temperatures varied between -4 and 36 °C.

### Conclusion

The answer is very random and depends on a lot of factors, but generally the trend is most affected by the external temperature. The warmer it is, the more an average person is likely to drink white wine.