

# WINE SALES IN CONNECTICUT GROCERY STORES: A DEEPER DIVE INTO THE DATA



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**More about shopping preferences of Connecticut residents, including how well their preferences are satisfied by available choices, and the different impacts for women shoppers and households with children.**

## BEER AND WINE SHOPPING PREFERENCES

- The absence of wine in grocery stores imposes constraints on choices of CT households, particularly on those with children. At least some of the time, households purchase beer instead of wine due to lack of the availability of wine during grocery shopping trips. This is more pronounced for households with children.
- If wine were sold in grocery stores, 20% of households with children responded that they would buy more wine in general (relative to 14% of households without children) and 16% of households with children stated they would purchase wine instead of beer (relative to 9% of households without children). These findings are consistent with the observation that having children on shopping trips imposes constraints on time and the number of stops on a given trip, and stronger needs for shopping options that support parents who prefer child friendly environments.

## HOW WOULD MORE CHOICE CHANGE BEHAVIOR?

- 14.7% of Connecticut residents over the age of 21 report buying beer at least once a week and 10% buy wine at least once a week. The percentage of Connecticut households that buy beer and wine at least once a week is not statistically different between men and women. However, when asked if they would be more likely to buy wine instead of beer, if wine were available in grocery stores, 8% of men agreed that this described their situation, while almost twice as many women, 15.4%, women agreed that this describes their situation.
- Further, breaking down by households with and without children, 13.8% of households without children indicated that they would buy more wine overall if it were sold in grocery stores, compared to 20.3% of households with children indicated as such. 9.3% of households without children indicated that they would, at least some of the time, buy wine instead of beer in grocery stores, while 16% of households with children indicated the same.



## STORE PREFERENCES

- Consumers were asked about their preferences for various store characteristics when shopping for food, as well how well the grocery and liquor stores met these criteria. Two features that stand out are the cleanliness of the store and safety.
- For households with children, 98% agree that the cleanliness of the store is important to them. However, only 88% of these households agreed that the food store closest to their home meets their preferences for cleanliness, while 78% agree that the liquor store closest to their home meets their preferences for cleanliness.
- Similarly, 96% of households with children value safety while shopping. 89% agreed that the grocery store closest to their home meets their preferences for safety, while 77% agree that the liquor store closest to their home meets their preferences for safety.
- Households with children are also less likely to believe their local liquor store is child friendly relative to households without children, by about 10 percentage points. Specifically for households with children, 79% indicate that their closest food store is child friendly, while 21.5% say the same about their closest liquor store.

## TAKEAWAYS

- These results strongly suggest that the current law prohibiting wine sales in grocery stores has a real and negative impact on the choices available to Connecticut households. Further, this impact appears to disproportionately affect households with children and women shoppers.
- As households with children value cleanliness and safety in the stores where they shop, for both food and liquor, shoppers who are likely to bring their children on shopping trips may face uncomfortable trade-offs that alter their preferred buying behavior. Lifting the restriction for wine sales in Connecticut grocery stores can relieve the negative impacts of a lack of shopping choices and better satisfy the needs of households.

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The full results of the study can be found at

<https://are.uconn.edu/wp-content/uploads/sites/2327/2023/01/Jan30UpdatedWineFinal.pdf>