Wines of Ontario

Usage and Attitude Study, Key Findings

November, 2010

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Research Objectives and Methodology

- The overarching objective of this research study, that will form the baseline of an annual tracking study, is to illuminate the wine-related behaviours and attitudes of Ontario wine drinkers. Specifically, this study measures wine usage and purchase behaviours, knowledge and understanding of Ontario wines, and perceptions of Ontario wine vs. other wine-producing countries.

- This study was conducted online, with respondents sourced through the Angus Reid Forum (ARF) consumer panel.

- In total, we surveyed 1841 consumers who purchased wine in the past 4 weeks, who typically spend more than $10 on a bottle of wine, and who live in the following regions of Ontario:
  - GTA (n=728)
  - Ottawa (n=353)
  - Southwestern Ontario: London-Kitchener-Waterloo (n=303)
  - Golden Horseshoe: Hamilton-St. Catherine's-Niagara Falls (n=202)
  - Rest of Ontario (n=255)

- The study was fielded in October, 2010.

Wines of Ontario

Executive Summary

General Market Dynamics

- Overall, recent wine buyers purchased an average of 5.1 bottles of wine (750ml) in the past four weeks, which translates to just over one bottle per week.
- For a typical bottle of wine, recent wine buyers spend an average of $14.80. However, four-in-ten recent wine buyers claim to spend in the $10-$12 range.
- Country of origin plays a significant role in informing wine purchase decisions. Nearly half of recent wine buyers (45%) say country of origin is either an extremely or very important consideration in their wine purchase decision. Just one-in-ten (13%) say it is not a factor.
- In the past year, recent wine buyers learned about wine mostly through word-of-mouth, although nearly half (42%) say they read a wine column in a newspaper and/or online. Moreover, nearly half of recent wine buyers (44%) express an interest in learning more about wine.
- In-store promotions and staff recommendations are the two most important factors for triggering purchases of new types of wine at the LCBO.
  - Overall, the market appears somewhat price sensitive, with four-in-ten (39%) saying reduced prices induce purchase of new types of wine.
  - Expert ratings/rankings and critic recommendations factor heavily for around one-third of recent wine buyers, but overall have less sway than price-related measures on triggering purchases.
- The factors that most influence which type of wine (i.e. country of origin) consumers purchase are taste perceptions, value perceptions and the sense of whether a particular wine fits one's needs/lifestyle. However, when it comes to drivers of brand affinity, value for money drops in importance, replaced by quality perceptions (alongside taste perceptions, although 'taste' appears to be interpreted in a more functional manner than quality). In other words, value for money triggers sales, but less so overall regard.
  - Attributes such as perceived uniqueness and popularity play a smaller role in fostering brand affinity.

Ontario Wine: Key Strengths

- Overall, the findings indicate Ontario wine is on very solid ground. Its key strengths are as follows:
  - Ontario wine enjoys strong market presence. It is top-of-mind when it comes to regions/countries known for producing high quality wine.
  - Most recent wine buyers feel VQA signifies quality (although origin isn't yet top-of-mind).
  - Most have visited wine-growing regions of Ontario, with about one-third claiming to have visited an Ontario winery or wine-region in the past year.
  - Past four week purchase of Ontario wine (70%) and Ontario wine's share of total P4W wine consumption (39%) is impressive – way ahead of the competition.
  - Moreover, Ontario wines are the only ones with a sizeable group of near-exclusive users. Nearly two-in-ten (18%) recent wine buyers are Ontario wine 'Adorers', meaning Ontario wine is essentially the only one they purchase.

Ontario Wine: Key Strengths (cont'd)

– Ontario wines enjoy strong purchase intent, an indictor of momentum. Nearly nine-in-ten recent wine buyers (87%) are likely to consider purchasing Ontario wine in the next three months.

– There is universal and pre-existing pride in Ontario wine among recent wine buyers.
  - Among recent wine buyers with a strong emotional connection to Ontario wine (i.e. those who rate it highly on an overall basis), the top unprompted explanation for this positive sentiment is the opportunity to purchase 'local' wine.

– Favourably, most recent wine buyers (56%) associate Ontario wine equally with regular/everyday occasions and special occasions. By contrast, French wine is associated much more with special occasions.

– Ontario wine enjoys an extremely strong value proposition compared to wine from other countries. Seven-in-ten recent wine buyers rate Ontario wine as offering good value for money. This is important, as value perceptions are one of the key drivers of brand choice. Among the market at large, there is no competition for Ontario wine on this image dimension.
  - Just one-in-ten (12%) associate Ontario with expensive wine.

– Ontario wine also stands out from the competition on being great tasting, but consumers appear to interpret 'taste' on more functional grounds, and 'quality' on more emotional grounds.

– Of particular note, Ontario wine enjoys a unique and compelling brand position in the marketplace, centered on the notion of being social, down to earth/authentic and environmentally friendly.

– From a targeting perspective, the largest market segment – Habitual Loyalists (25%) – simply love Ontario wines.

Ontario Wine: Key Challenges

- While Ontario wine enjoys a dominant position in the marketplace, it nevertheless faces some key challenges, as follows:
  - Ontario varietal understanding is only partial. Most recent wine buyers associate Ontario wine with Chardonnay (71%), but fewer associate it with Riesling and Pinot Noir, with very little association with Cabernet Franc. As well, just three-in-ten are aware of the term ‘cool climate’ wines.
  - Ontario red and white wine doesn’t enjoy the same strong positive brand standing as Ontario Icewine, with Ontario red lagging Ontario white wine by a small margin. Ontario Sparkling Wine is not held in high regard at all.
  - Overall, Ontario wine trails French wine on its quality perception and on the sense of being suitable to bring as a gift. The former image deficit is notable, as quality perceptions (along with taste perceptions) are primary drivers of brand affinity.
  - Regarding overall affinity, Ontario is on-par with France and Italy. Given its significantly larger market share, it is notable that Ontario doesn’t enjoy an edge on emotional connection as well.
  - Unlike French wine, Ontario wine is also not widely viewed as a ‘leader.’ The leadership perception is a secondary driver of brand affinity.

Ontario Wine: Key Challenges (cont'd)

- Perhaps the largest challenge for Ontario wine is the regional variation in its brand performance and brand sentiment ratings. At issue is that Ontario wines underperform in the GTA and especially Ottawa compared to other regions, with the Golden Horseshoe not surprisingly holding the most positive feelings for Ontario wine.
  - Ontario wine is less salient in the GTA and Ottawa with regard to high-quality wines. Recent wines buyers in these cities are less familiar with Ontario wine, they purchase it at a lower rate and appear less likely to purchase it in the near future.
  - In the GTA and Ottawa, Ontario wine has no perceptual advantage on taste (unlike the province at large), and lags France on quality by a sizeable margin. As well, Ontario wine trails those from France, Australia and Italy on suitable for bringing as a gift.
  - In the GTA and Ottawa, unlike the total market, Australian wine is considered the most popular wine.

- As mentioned, the findings illuminate a particular challenge for Ontario wine in Ottawa. This might in part be a function of Ottawa having the lowest proportion of residents who have visited Ontario wine-growing regions (30% having never visited any wine-growing region).
  - Of note, the analysis in this study validates the hypothesis that visiting wine-growing regions is correlated with a deeper connection to Ontario wine.

- It's also worth noting that Ontario wine doesn't hold an advantage on value for money among those who recently purchased Argentinian wine. If and when familiarity and trial of Argentinian wine grows, it could over time blur Ontario's advantage on this attribute.

- The most attractive market segment from a volume, price-point and word-of-mouth perspective – Enthusiast Influencers – enjoy, but are not passionate about Ontario wine.
  - Compared to the other segments, Ontario wines comprise the smallest share of their total wine consumption.
  - They hold European wine in higher regard than Ontario wines, especially French and Italian wine, believing Ontario wines lack the same quality and consistency of French and Italian wines.

Implications (for discussion)

- Towards solidifying the position of Ontario wine vis-à-vis relevant competition, the following should be considered.
- 1) Ontario wine enjoys a distinct brand personality tied to being social, down to earth/authentic and environmentally friendly. This point of difference in the marketplace should be cultivated and amplified. Messaging and imagery should spring from this focal point, albeit crafted in different ways to appeal to the different priority segments.
- 2) The current brand positioning around 'the only wines we can love and experience in our backyard' should persist, as 'local' is the top unprompted explanation for having a strong emotional connection to Ontario wine.
- 3) The findings validate the decision to focus efforts on deepening the emotional attachment to Ontario wine. Specifically, Ontario wines' position on quality and leadership could be elevated, as both attributes are key drivers of emotional connection, and Ontario doesn't currently have an ownership position in these key areas.
- 4) The findings reveal the importance of engaging the LCBO's customer service representatives, given their influential role in the wine purchase decision.
- 5) The WCO target consumer audience, as currently defined, is mostly comprised of Enthusiast Influencers (a priority segment) and Inexperienced Aspirationals (a lesser priority). Habitual Loyalists comprise just 9% of the current target WCO consumer group. As such, thought should be given to replacing the current single target consumer audience with the two high-priority market segments:
  - With Habitual Loyalists, the main objective should be retention. Activating their pride in Ontario wine might be a strategy to this end. A secondary objective could be upgrading them to more unique types of Ontario wine. Recall that many in this segment are open to paying more for high-quality wine.
  - With Enthusiast Influencers – the most frequent wine purchasers - the main objective should be getting them to increase the amount of Ontario wine they purchase vis-a-vis wine from other countries. Persuading them of the quality, consistency and distinctiveness of Ontario wine will be important. Highlighting in newspaper/magazine/online articles the awards and international recognition Ontario wines receive could help in this regard. More broadly, efforts to raise the profile and stature of Ontario wine should help this segment look more favourably on Ontario wine, purchase it more often, and recommend it more frequently to friends and family members.

Wines
of Ontario

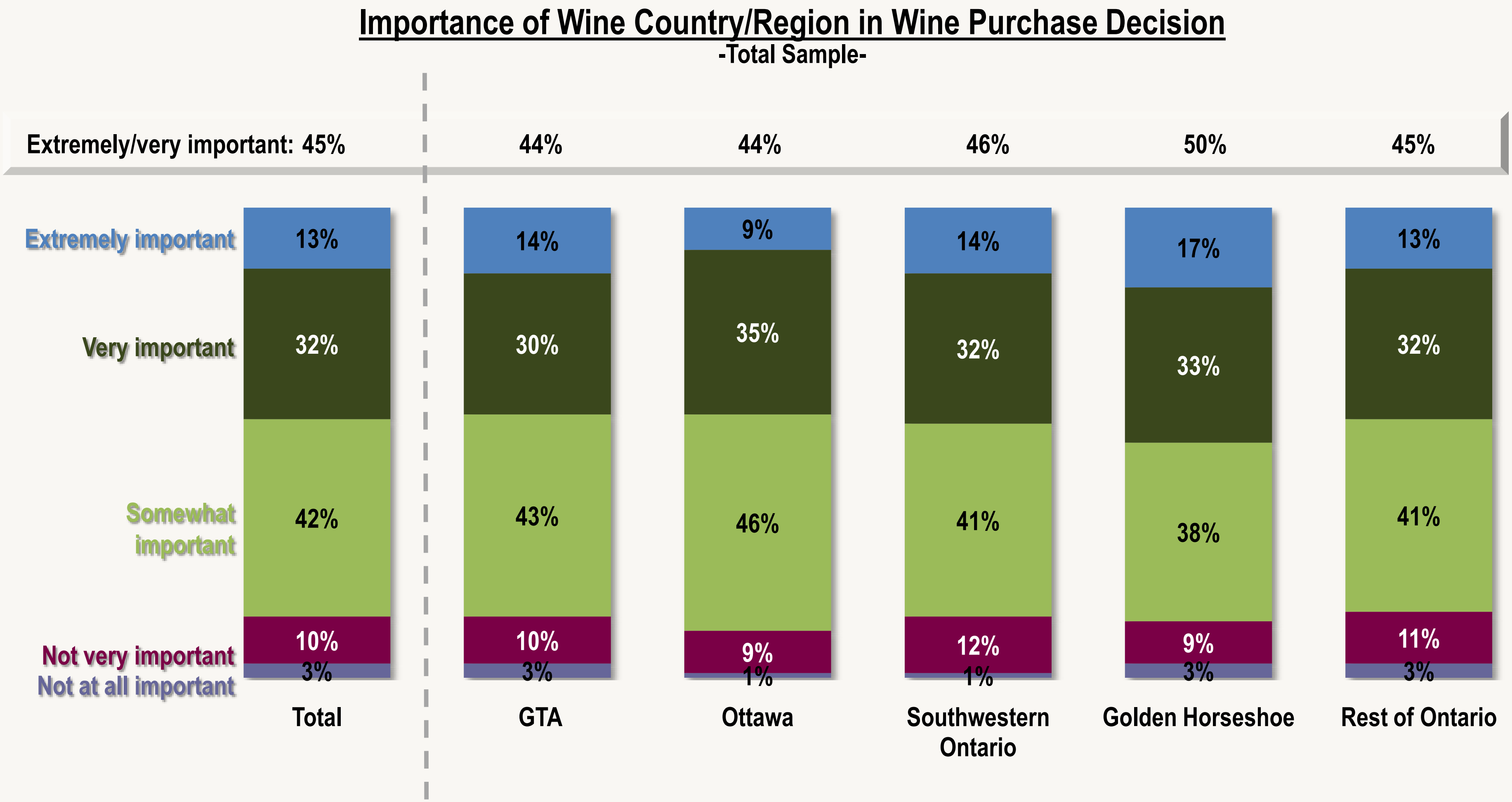
Detailed Findings

Wines of Ontario

Category Landscape

Overall, nearly half of recent wine buyers place a high level of importance on where the wine comes from in their purchasing decision

- Recent wine buyers in the Golden Horseshoe place the most importance on where the wine comes from.



Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.1Q.12 As a factor in your wine purchasing decision, how important is the country or region where the wine comes from?

Word-of-mouth is the main way recent wine buyers learn about wine, followed by LCBO customer service reps and wine columns in newspapers/online

- Half of the recent wine buyers in the Golden Horseshoe say they have visited a winery in the past year.

How Wine Purchasers Learned About Wine (Within Past Year)

-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Spoke with friends and family	58%	54%	57%	62%	61%	61%
Spoke with a LCBO Customer Service Rep	43%	40%	45%	42%	46%	48%
Read wine column in newspaper/online	42%	41%	46%	45%	39%	39%
Visited the LCBO website	38%	39%	41%	33%	34%	40%
Read or heard about a wine review	36%	35%	40%	37%	41%	33%
Visited a winery or wine region	35%	35%	29%	32%	50%	32%
Read a wine magazine	25%	22%	22%	25%	24%	33%
None of above	12%	14%	12%	10%	10%	11%

Base: Total Sample (n=1011), GTA (n=397), Ottawa (n=199), Southwestern Ontario (n=175), Golden Horseshoe (n=105), Rest of Ontario (n=135)
S.4aQ.1 In the past year, please indicate which of the following things, if any, you did to learn about wine.

In-store promotions and staff recommendations are the two most influential factors in triggering interest in purchasing a new type of wine, followed closely by reduced prices

- In the Golden Horseshoe, staff recommendations and reduced prices play less of a role in triggering purchase.

Most Influential Factors in Triggering Interest in Purchasing a New Type of Wine at the LCBO

-Total Sample*-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
In-store promotions	43%	41%	49%	40%	43%	49%
Staff recommendations	43%	39%	45%	53%	29%	51%
Reduced prices	39%	39%	46%	41%	34%	40%
Air Miles	36%	37%	33%	33%	37%	38%
In-store wine tastings	34%	33%	33%	42%	30%	35%
Product information	33%	35%	31%	34%	36%	28%
In-store signage at shelf	31%	28%	32%	31%	32%	37%
Expert ratings/rankings	29%	30%	31%	21%	35%	26%
Critic recommendations	27%	29%	27%	26%	22%	27%
Wine label designs	25%	23%	21%	28%	28%	28%
Consumer flyers	8%	9%	9%	7%	9%	6%
Other	7%	5%	9%	7%	7%	10%
None of the above	7%	8%	7%	8%	9%	5%

*Base: Those who purchased wine from the LCBO in the past year (n=998), GTA (n=400), Ottawa (n=200), Southwestern Ontario (n=152), Golden Horseshoe (n=112), Rest of Ontario (n=134)

S.4aQ.3 Thinking about shopping for wine at the LCBO, please indicate the most influential factors at triggering your interest in purchasing a new type of wine.

Wines of Ontario

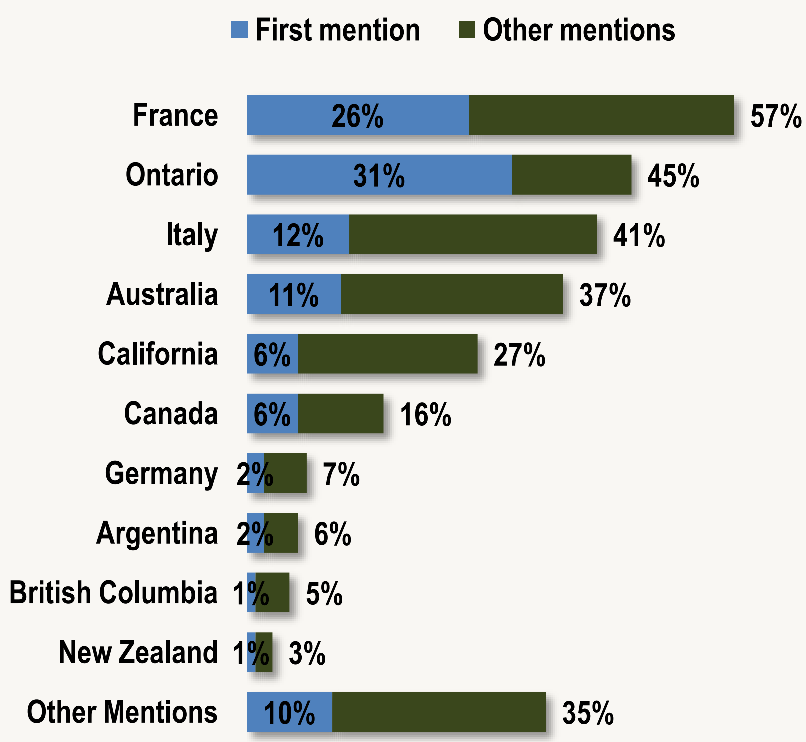
Assessing Market Performance

Ontario wines are the most top-of-mind when it comes to regions/countries known for producing high quality wine, although France leads on a total unaided basis

- In the Golden Horseshoe, Ontario wines enjoy more total unaided awareness than those from France.
- Of all the regions, the unaided awareness gap between Ontario wines and those from France is largest in Ottawa, followed by the GTA.

Regions/Countries Known for Producing High Quality Wine (Unaided)

-Total Sample-



	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
France	59%	61%	56%	52%	54%
Ontario	40%	37%	51%	57%	47%
Italy	44%	39%	42%	41%	38%
Australia	37%	40%	34%	35%	38%
California	27%	23%	33%	27%	24%
Canada	13%	16%	13%	19%	22%
Germany	6%	7%	10%	8%	8%
Argentina	7%	8%	5%	4%	5%
British Columbia	3%	9%	4%	6%	7%
New Zealand	3%	4%	3%	2%	2%
Other Mentions	38%	34%	38%	32%	29%

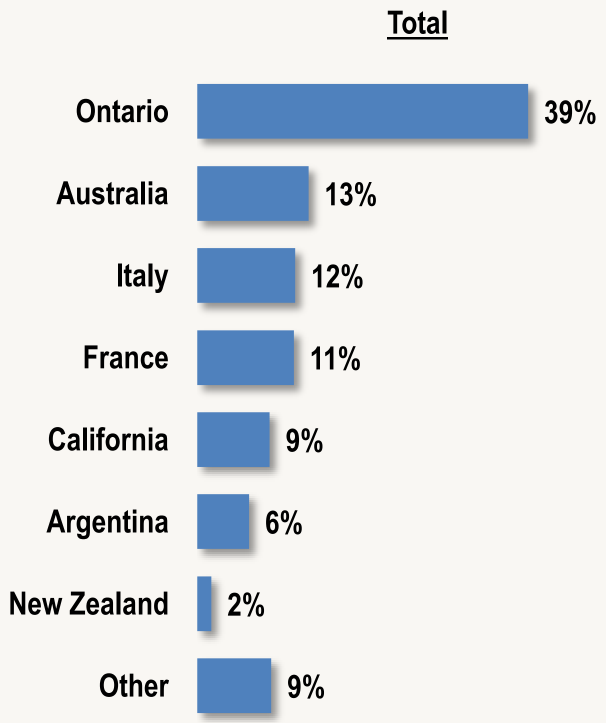
Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.1Q.2 First, when you think about regions or countries known for producing high quality wine, which ones come to mind?

Overall, Ontario wine enjoys a roughly 40 percent share of all wine purchased in the past four weeks, with the number climbing to nearly 60 percent in the Golden Horseshoe

- In the GTA and Ottawa, Ontario wines have a much lower 'share of throat' – approximately one-third.
- After Ontario, Australian, Italian and French wines have a relatively consistent 'share-of-throat', overall.

Share of Total Wine Purchased (Past 4 Weeks)

-Total Sample-



	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Ontario	33%	32%	43%	56%	45%
Australia	14%	12%	12%	11%	13%
Italy	12%	15%	10%	10%	11%
France	13%	14%	12%	7%	7%
California	10%	8%	8%	4%	9%
Argentina	7%	9%	4%	4%	4%
New Zealand	1%	1%	1%	2%	2%
Other	10%	9%	10%	6%	9%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.1Q.5 Please indicate how many bottles of wine, in total, you purchased in the past four weeks for yourself and/or someone else in your household. Please think about the standard 750 ml bottle size.
S.1Q.6 Please indicate which of the following countries/regions the bottle you purchased was from.

Ontario wine is purchased disproportionately by consumers who are less frequent wine buyers

- ‘Heavy’ and ‘Medium’ wine purchasers consume wine from all the other countries more frequently than ‘Light’ wine purchasers.

Share of Total Wine Purchased (Past 4 Weeks)

-Total Sample-

	Light Wine Purchases (1-2 bottles)	Medium Wine Purchases (3-5 bottles)	Heavy Wine Purchases (6+ bottles)
	%	%	%
Ontario	54	44	35
California	6	8	9
France	8	10	13
Italy	9	11	12
Australia	11	13	13
Argentina	4	5	7
New Zealand	1	2	2
Other	7	8	9

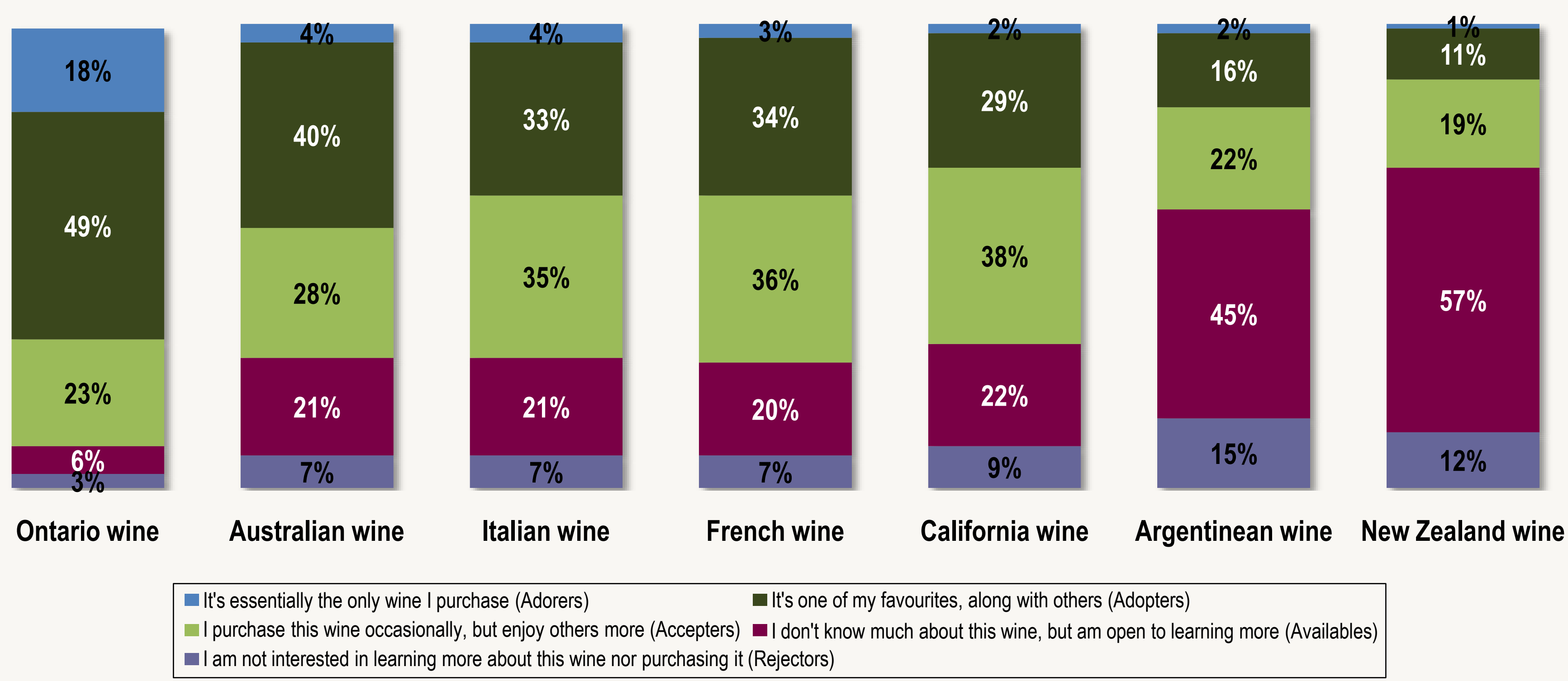
Base: Total Sample (n=1841)
S.1Q.6 Please indicate which of the following countries/regions the bottle you purchased was from.

Overall, nearly two-in-ten recent wine buyers are Ontario wine 'Adorers,' meaning it is essentially the only wine they purchase, while about half are 'Adopters'

- About one-quarter of recent wine buyers are 'Acceptors' of Ontario wine, meaning they purchase it occasionally, but prefer other types of wine more.
- Ontario wines have four times the number of 'Adorers' of Australian or Italian wines.
- As well, only 3% of recent wine buyers say they are not interested in purchasing Ontario wine (Rejectors).

Loyalty Towards Wine From Different Countries/Regions

-Total Sample-



Base: Total Sample (n=1841)
S.1Q.9 Please indicate which of the following statements best describes the way you feel about wine from each of the following countries/regions.

Assessing Brand Positioning

Overall, recent wine buyers' overall impression of wine from Ontario and France is on-par and positive, with Italy close behind; However, the overall story masks key regional differences

- In the Golden Horseshoe, Ontario wines receive much higher ratings than French and Italian wine.
- However, in the GTA and especially in Ottawa, Ontario wine trails Italian and especially French wine on overall opinion.
- The lack of familiarity with Argentinian and New Zealand wine is holding down consumer's overall impression of the wine from these countries.

Overall Impression of the Wine From Different Countries/Regions (% Rated 8-10 on 10-point scale)

-Total Sample-

	Total (avg.)	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
France	7.8 avg.	64%	66%	68%	66%	60%	59%
Ontario	7.8 avg.	63%	57%	51%	66%	78%	70%
Italy	7.6 avg.	60%	63%	60%	63%	55%	55%
Australia	7.3 avg.	54%	56%	54%	50%	54%	55%
California	7.0 avg.	47%	48%	41%	49%	41%	47%
Argentina	6.0 avg.	24%	27%	21%	24%	21%	23%
New Zealand	6.0 avg.	22%	23%	23%	19%	26%	22%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)

S.2Q.1 We would like you to now provide your overall impression of the wines from the countries/regions listed below, based on everything you know, have read or have heard about them.

Among recent wine buyers who rated Ontario wine positively overall, the top unprompted reasons behind these positive feelings center on a preference for local wine and the perception of Ontario wine being high and consistent quality

- There are no significant regional differences on this measure.

Reasons for Giving Ontario Wine Positive Ratings (Unaided)

-Those Who Rated Ontario Wine 8-10 (63% of the total sample)-

	Total
Local Product (NET)	**44%**
I like / enjoy Ontario wines	16%
I like buying / I support local / Canadian products	14%
The grapes are locally grown / produced	12%
I live in Ontario / it's from where I live	8%
Good Quality/Consistent/Solid (NET)	**42%**
Good / high quality	15%
It's good / great wine / a solid wine	14%
Consistent quality / quality control	7%
Good Taste / Flavour (NET)	**29%**
It's a good / great taste	25%
Like the Type / Variety / Selection (NET)	**27%**
Good variety / selection	20%
Good Cost / Price (NET)	**26%**
It's affordable / a good price	16%
It's a good value for the money	9%
Personal Experience (NET)	**15%**
I have visited the wineries / vineyards	5%
I like the taste tests / sampling the wines	4%
I am familiar with them / I know Ontario wines	3%
I am loyal / I buy it all the time	3%
I have never been disappointed	3%
Good Reputation (NET)	**10%**
It has won many awards / has award winning wines	5%
It produces a world class / international class wine	3%

Base: Total Sample (n=1130)
S.2Q.4 Please explain why you earlier rated Ontario wine in Q1.

Among the small number of recent wine buyers who rated Ontario wine not positively overall (12%), the top unprompted reasons behind these feelings center on disliking the taste/flavour of Ontario wine and a perception of it being low quality

- Again, there are no significant regional differences on this measure.

Reasons for Giving Ontario Wine Negative Ratings (Unaided)

-Those Who Rated Ontario Wine 1-5 (12% of the total sample)-

	Total
Dislike the Taste / Flavour (NET)	**35%**
I dislike the taste / flavour	18%
It lacks flavour / it's not full flavoured / not a rich flavour	7%
It has a weak taste / is watered down / it does not have a bold / full bodied taste	4%
It tastes acidic / acidy	4%
Other brands / imported brands taste better	4%
Poor Quality (NET)	**24%**
It's poor / low quality	8%
Inconsistent quality	6%
They are average / basic / look cheap / generic	5%
Dislike the Type / Variety / Selection (NET)	**20%**
I don't like Ontario red wines	8%
I don't like Ontario wines	8%
Poor Value for the Money (NET)	**17%**
It's too expensive / it's overpriced	7%
Poor Reputation (NET)	**12%**
It's not mature / aged / it's young / immature	3%
Ontario is too new / in the early stages of wine making	3%
They are not reputable / established / they have no history	3%
They lack character / are not exciting / sophisticated	3%
Prefer Another Type / Variety (NET)	**10%**
I prefer imported wines / imported wines are better	7%
Lack of Familiarity (NET)	**9%**
I have not tried enough Ontario wines / I don't know enough about them	4%
I know nothing about Ontario wines / I have never tried Ontario wines	3%

Base: Total Sample (n=218)
S.2Q.4 Please explain why you earlier rated Ontario wine in Q1.

Driver Analysis: What most contributes to brand choice and brand connection?

- In the survey, we asked the recent wine buyers to evaluate wine from the different countries/regions on a range of product attributes. We also asked these consumers to indicate their overall impression of wine from these countries/regions. Using a statistical technique termed multiple regression analysis, we uncovered the relative importance of the different attributes in driving both brand choice and overall affinity.

- The results are outlined on the next slide.

Brand relevance, taste perceptions and value perceptions are key drivers of brand choice, but when it comes to drivers of brand affinity/attachment, value for money drops in importance, replaced by quality perceptions

Drivers of Brand Choice and Affinity
-Total Sample-

Drivers of Brand Choice

Primary Drivers
- **Wine from this country/region is for people like me**
- **Wine from this country/region is great tasting**
- **Wine from this country/region is good value for money**

Secondary Drivers
- Wine from this country/region is high quality
- Wine from this country/region is good to bring to someone's house as a gift
- Consistent
- Wine from this country/region wins awards and recognition
- Wine from this country/region is often on sale and comes with promotions
- Wine from this country/region is popular right now
- There are lots of different types of wine that come from this country/region

Tertiary Drivers
- Wine from this country/region often has appealing label designs
- A leader / confident / knowledgeable
- Wine from this country/region is unique, distinct
- Wine from this country/region is expensive

Drivers of Brand Affinity

Primary Drivers
- **Wine from this country/region is great tasting**
- **Wine from this country/region is high quality**

Secondary Drivers
- Wine from this country/region is for people like me
- Wine from this country/region is good to bring to someone's house as a gift
- Wine from this country/region wins awards and recognition
- Consistent
- There are lots of different types of wine that come from this country/region
- A leader / confident / knowledgeable

Tertiary Drivers
- Wine from this country/region is good value for money
- Wine from this country/region is unique, distinct
- Wine from this country/region often has appealing label designs
- Wine from this country/region is popular right now
- Wine from this country/region is expensive
- Wine from this country/region is often on sale and comes with promotions

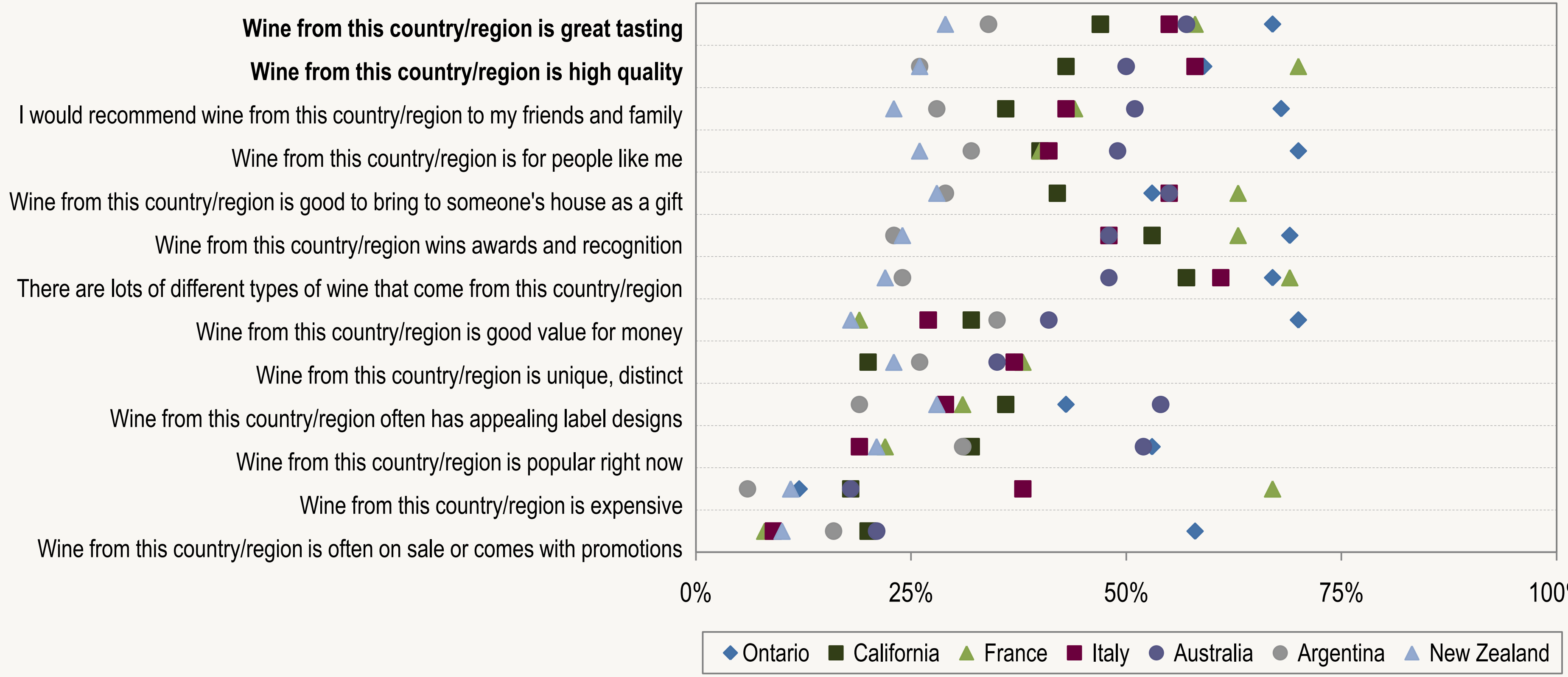
S.2Q.2 For each statement, please indicate which of the following countries/regions you feel it describes.

Overall, Ontario wines enjoy their largest perceptual advantage on value for money and also stand out on willingness to recommend, personal relevance and having great tasting wines; On wine quality and gift suitability, however, France surpasses Ontario and the other countries

- Interestingly, no one country enjoys an advantage on being unique, distinct.
- Australian wine stands out on appealing label designs and is on-par with Ontario for popularity.
- A clear majority of recent wine buyers consider French wine expensive.

Impressions of Wine from Each of the Following Countries/Regions

-Those Aware of Wine Originating From Each Country/Region -

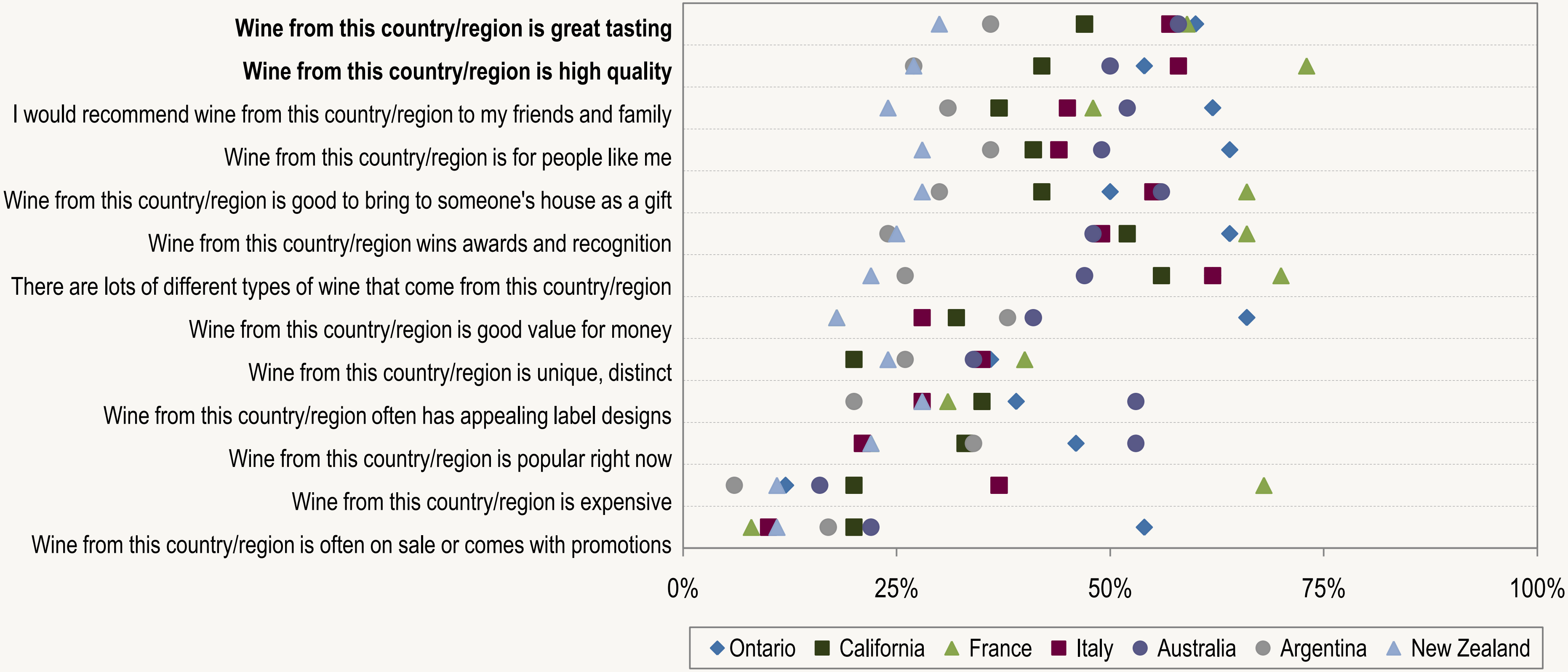


In GTA & Ottawa, Ontario wines have no advantage on taste, and lag France on quality by a large margin, but retain a dominant position on recommendation intent, personal relevance and especially value for money; Australian wine is viewed as most popular

- Of note, Ontario wines trail those from France, Australia and Italy on suitable for bringing as a gift.
- Also of note, ratings in GTA and Ottawa are similar, so the regions have been combined in this analysis.

Impressions of Wine from Each of the Following Countries/Regions

- Those in the GTA and Ottawa Aware of Wine Originating From Each Country/Region -



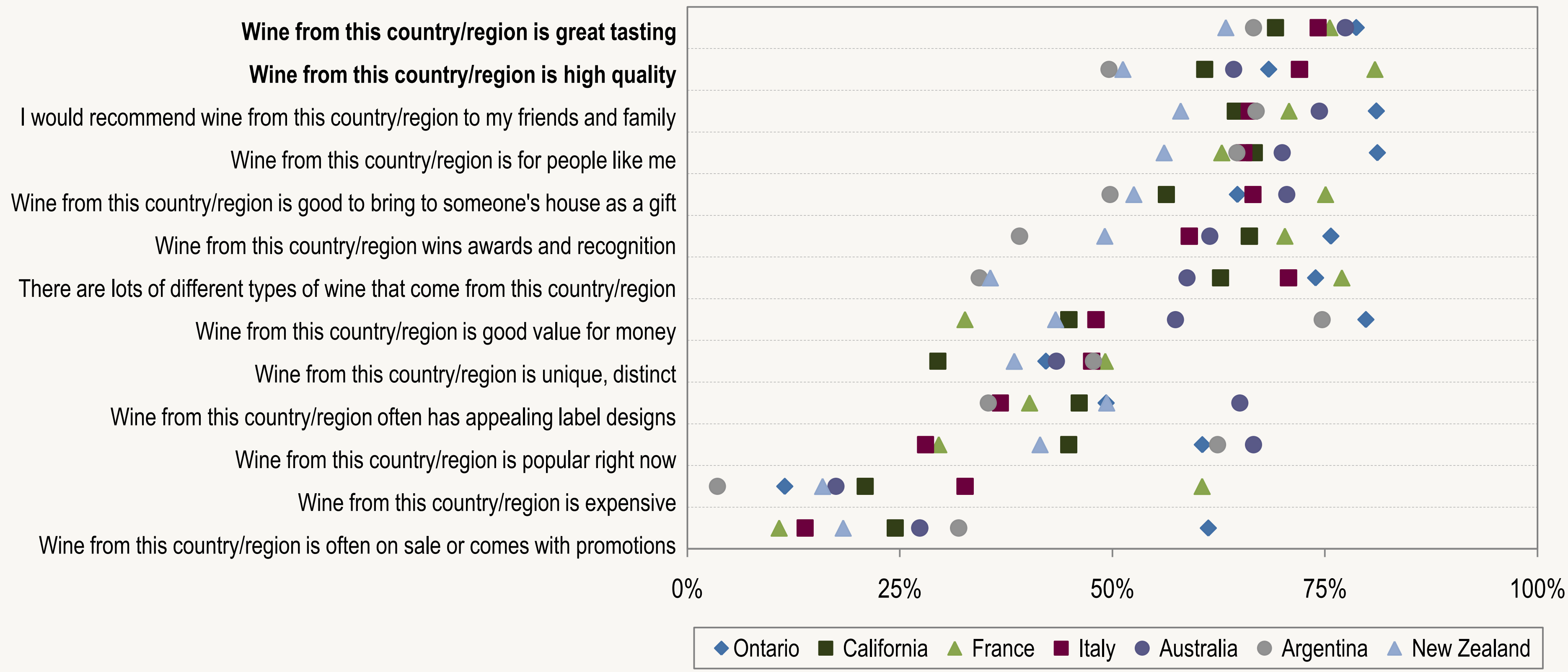
Base: S.2Q.2 — Those aware of each wine: Ontario (n=1502), California (n=1014), France (n=1023), Italy (n=1030), Australia (n=1002), Argentina (n=843), New Zealand (n=829)
For each statement, please indicate which of the following countries/regions you feel it describes.

Looking at the brand image ratings among those who have purchased wine from each country in the past four weeks, Argentinian wine approaches Ontario wine on value for money, and matches it on popularity

- However, even among recent buyers, Argentina and New Zealand wine struggle on the quality perception.
- Interestingly, Californian wine is considered the least unique among recent buyers.

Impressions of Wine from Each of the Following Countries/Regions

- Those who Have Purchased Each Wine in the Past Four Weeks -



Base: Those have purchased each wine in the past 4 weeks: Ontario (n=1268), California (n=447), France (n=554), Italy (n=563), Australia (n=663), Argentina (n=325), New Zealand (n=153)

S.2Q.2 For each statement, please indicate which of the following countries/regions you feel it describes.

Based on the words we presented to recent wine buyers, Ontario wines are viewed most of all as social, down to earth/authentic, environmentally friendly and consistent

- Ontario wine is least defined in Ottawa. That said, the rank ordering of Ontario wine brand associations in Ottawa mirrors those from the other regions.
- Recall that 'leader, confident' is a secondary driver of brand affinity. In the GTA and Ottawa, only around one-quarter of recent wine buyers associate Ontario wines with this image.

Words/Phrases Associated with Ontario Wine

-Those Aware of Ontario Wine-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Social	59%	54%	51%	62%	69%	65%
Down to earth, authentic	57%	54%	48%	58%	63%	65%
Environmentally friendly	52%	50%	41%	56%	64%	52%
Consistent	51%	47%	40%	51%	64%	57%
Lively, enthusiastic	44%	40%	37%	48%	52%	48%
Knowledgeable	44%	41%	33%	47%	56%	49%
Playful, fun	40%	36%	37%	44%	44%	45%
A leader, confident	33%	27%	23%	32%	44%	43%
Bold, independent	33%	29%	22%	38%	42%	37%
Stylish, fashionable	30%	26%	22%	36%	37%	35%
Hip, chic	28%	24%	22%	30%	38%	33%
Sophisticated	22%	21%	17%	20%	28%	23%
Traditional	20%	19%	11%	25%	22%	20%
Boring/dull	12%	14%	17%	8%	8%	8%
Pretentious	7%	8%	6%	6%	9%	6%

Base: Those aware of Ontario wine (n=1806), GTA (n=709), Ottawa (n=343), Southwestern Ontario (n=298), Golden Horseshoe (n=202), Rest of Ontario (n=254)

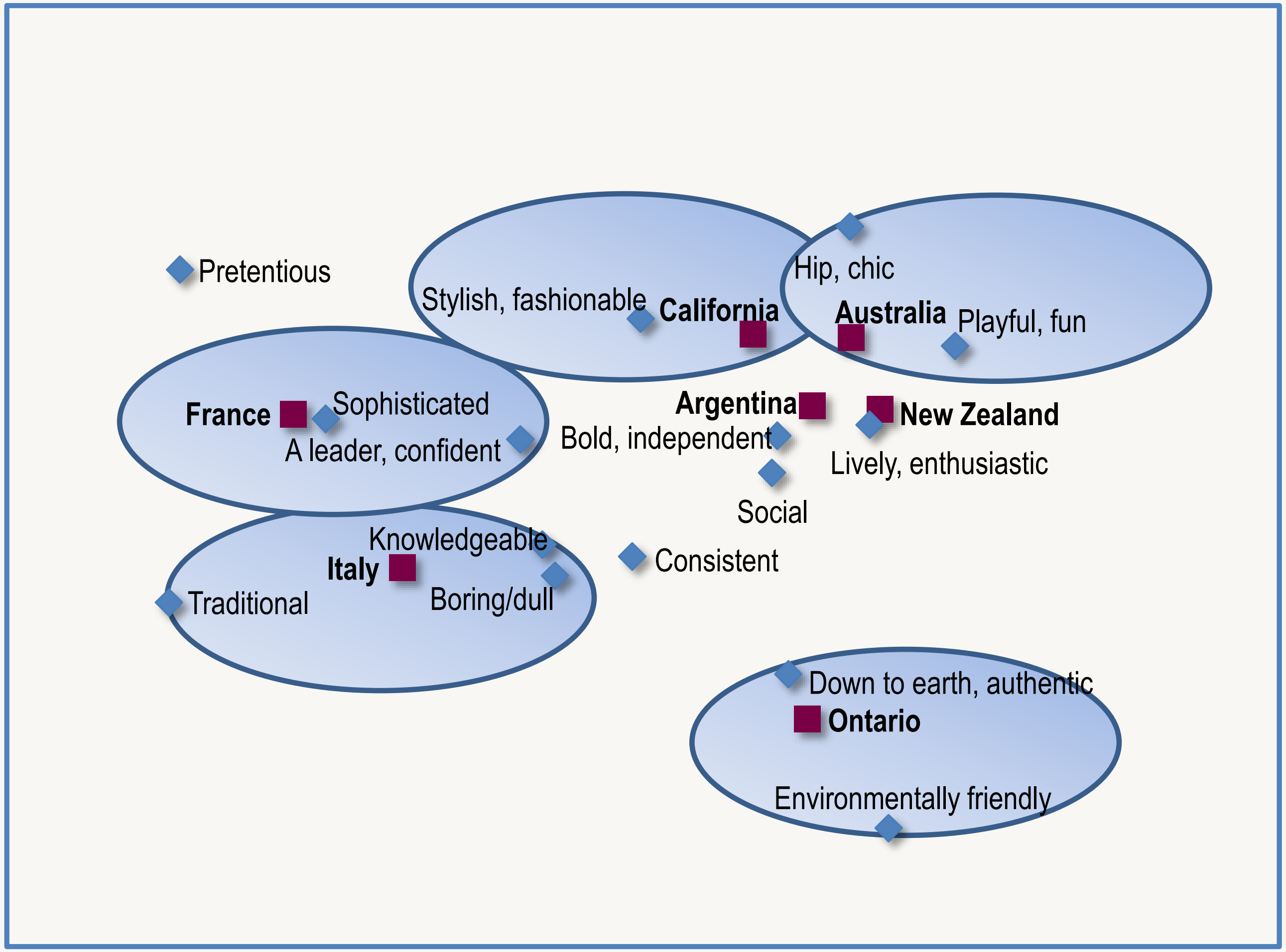
S.2Q.3 For each of the following words and phrases, please indicate which countries/regions you most associate with it.

In a competitive setting, Ontario wines are strongly differentiated on being down to earth/authentic and environmentally friendly, whereas France stands out on sophistication and leadership; No one country can claim 'social' as their own

- Italy's brand position revolves around tradition and knowledge, but this carries a sense of being 'boring' for some.
- Australia is considered playful and fun more than the other wine-producing countries.
- Argentina and New Zealand, closest to the middle, have yet to carve out clear and distinct market positions.

Brand Association Map

-Those Aware of Each Wine-



Most recent wine buyers (56%) associate Ontario wine equally with regular/everyday occasions and special occasions; The picture is more polarized for French wine, where about one-third of recent wine buyers associate it only with special occasions

- Of all the wine-producing countries/regions, the smallest percentage of recent wine buyers associate Ontario wine only with special occasions.

Type of Occasions Associated with Wine From These Countries/Regions

-Those who Purchased Each Wine within the Past 6 Months-

	Ontario	California	France	Italy	Australia	Argentina	New Zealand
	%	%	%	%	%	%	%
Special occasions	**6**	10	35	23	12	9	12
Regular/everyday occasions	**38**	36	15	27	31	42	40
Both equally	**56**	54	50	50	57	49	48

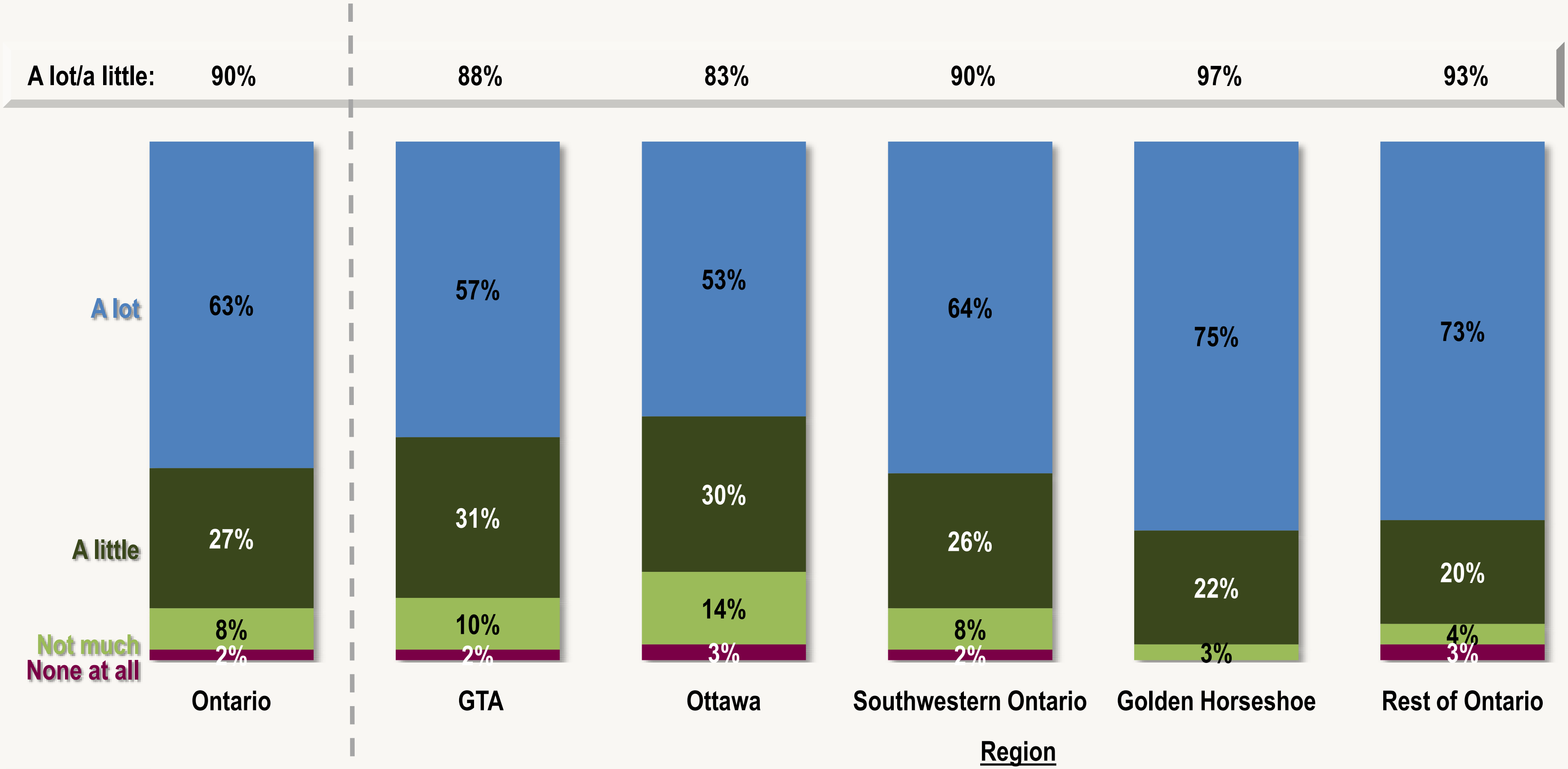
Base: Those who purchased specific wine from the following countries/regions in the past 6 months: Ontario (n=1662), California (n=1145), France (n=1240), Italy (n=1244), Australia (n=1329), Argentina (n=741), New Zealand (n=639)

S.1Q.11a As you know, some people drink different types of wine for different occasions. For the wines from each country/region listed below, please indicate which type of occasion you most associate with each one.

Overall, recent wine buyers take pride in Ontario wine, with nearly two-thirds indicating they take 'a lot' of pride in Ontario wine; But the regional differences persist

- In the Golden Horseshoe, fully three-quarters of recent wine buyers express 'a lot' of pride in Ontario wine. Essentially the same number of recent wine buyers feel this way in the 'rest of Ontario.'
- Pride in Ontario wine is lowest in Ottawa, although a majority still assert they possess 'a lot' of pride in Ontario wine.

Pride in Ontario Wine
-Total Sample-



Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.2Q.5 Overall, how much pride do you have in Ontario wines?

Wines of Ontario

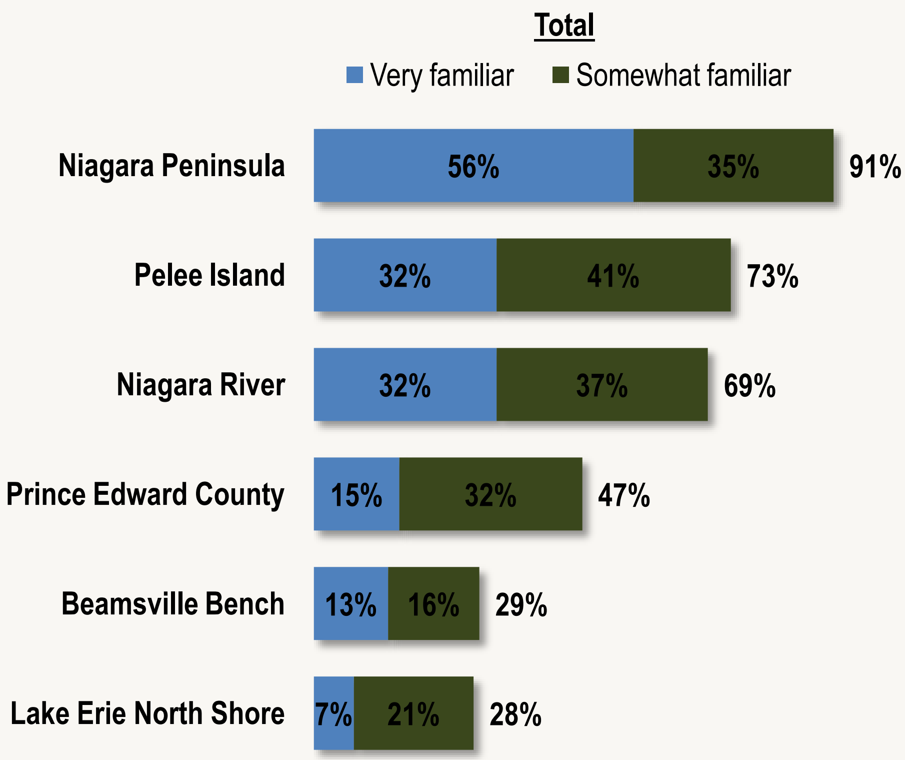
Ontario Wine: A Deeper Look

After the Niagara Peninsula, Pelee Island and Niagara River can boast the most familiarity among recent wine purchasers; Prince Edward County falls into a third tier by itself; Beamsville Bench and Lake Erie North Shore are not well known yet

- Prince Edward Country is most well known among Ottawa recent wine buyers.

Familiarity with Ontario Wine-Growing Regions (% Very/Somewhat Familiar)

-Total Sample-



	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Niagara Peninsula	90%	89%	92%	93%	93%
Pelee Island	66%	75%	79%	74%	80%
Niagara River	70%	60%	72%	68%	67%
Prince Edward County	48%	61%	37%	38%	51%
Beamsville Bench	27%	13%	27%	57%	28%
Lake Erie North Shore	24%	18%	32%	32%	37%

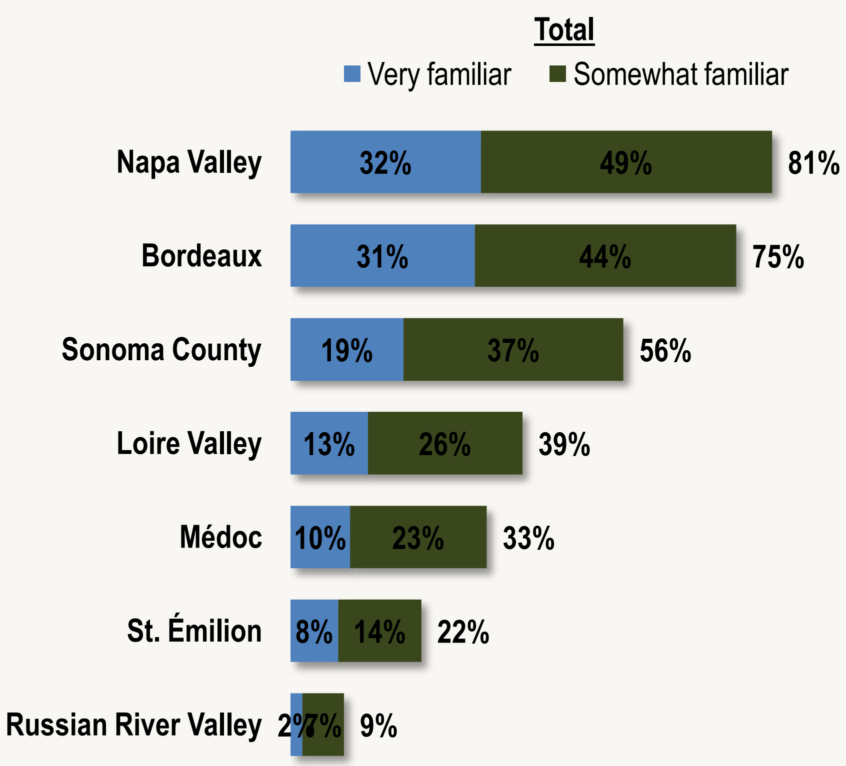
Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.3Q.1 Please indicate how familiar you are, if at all, with each of the following wine-growing regions of Ontario, in terms of their location and the wine types, styles and varietals grown.

As a point of comparison, Pelee Island enjoys as much familiarly as Bordeaux, and nearly as much as Napa Valley; Niagara River has nearly as much familiarly as Bordeaux; Prince Edward Country can boast more familiarity than the Loire Valley

- Recent wine buyers in the GTA and Ottawa tend to be more familiar with these wine-growing regions than those in Southwestern Ontario and the Golden Horseshoe.

Familiarity with the Following Wine-Growing Regions (%Very/Somewhat Familiar)

-Total Sample-



	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Napa Valley	82%	78%	79%	75%	82%
Bordeaux	79%	82%	71%	64%	74%
Sonoma County	60%	54%	56%	49%	55%
Loire Valley	42%	46%	34%	35%	37%
Médoc	35%	41%	30%	28%	31%
St. Émilion	25%	33%	16%	18%	19%
Russian River Valley	12%	6%	7%	5%	7%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)

S.3Q.2 Please indicate how familiar you are, if at all, with each of the following wine-growing regions, in terms of their location and the wine types, styles and varietals grown.

Overall, fully three-quarters of recent wine buyers claim to have visited the Niagara Peninsula, although fewer in Ottawa (61%) have visited the region; Overall, four-in-ten recent wine buyers (39%) have visited two or more of these regions

- Recent wine buyers in Ottawa are also the most likely to have visited none of these wine regions (30%).

Ontario Wine-Growing Regions Ever Visited for Wine or Otherwise

-Total Sample-

Visited Niagara Region Plus One Other Ontario Wine Region	Visited Niagara Region Plus Two Other Ontario Wine Regions
26%	13%

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Niagara Peninsula	76%	76%	61%	81%	91%	74%
Niagara River	34%	35%	20%	37%	48%	32%
Prince Edward County	26%	25%	35%	19%	18%	32%
Pelee Island	22%	15%	16%	33%	29%	27%
Beamsville Bench	19%	17%	7%	18%	45%	14%
Lake Erie North Shore	11%	7%	5%	17%	16%	15%
None of these	18%	19%	30%	14%	7%	18%

Base: Those aware of the Ontario wine-growing regions: Total sample (n=1828), GTA (n=720), Ottawa (n=351), Southwestern Ontario (n=303), Golden Horseshoe (n=201), Rest of Ontario (n=253)

S.3Q.5 Please indicate which of the following wine-growing regions of Ontario, if any, you have visited for wine or otherwise.

Those who have visited three or more Ontario wine regions display an especially strong connection with Ontario wine

- These consumers are more likely to consider Ontario wine high quality and are even more likely to associate it with a 'down to earth' sensibility.

Past Visit to Ontario Wine-Growing Regions

-Those Who Visited at Least One Ontario Wine-Growing Region-

	Total	Visited Niagara Region* Only	Visited Niagara Region* Plus One Other Region	Visited Niagara Region* Plus Two Other Regions
	%	%	%	%
Overall impression of Ontario wine (% 8-10)	**63**	**65**	**65**	**73**
Drivers of Affinity (Ontario Wine):				
Wine from this country/region is high quality	59	62	62	70
Top Words/Phrases Associated with Ontario Wine:				
Social	59	61	60	68
Down to earth, authentic	57	59	56	69
Environmentally friendly	52	53	56	59
Consistent	51	53	52	60

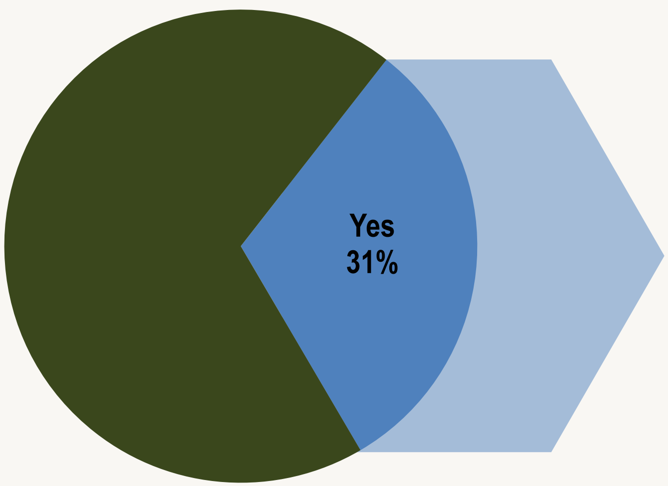
*Note: Niagara region includes Niagara Peninsula and/or Niagara River.
Base: Those who visited the following Ontario wine growing regions: Niagara region only (n=1407), Niagara region plus one other region (n=468), Niagara region plus two other regions (n=240)

Overall, three-in-ten recent wine buyers are aware of the term ‘cool climate’ wines; Among those aware of the term, there is universal linkage to Ontario wines

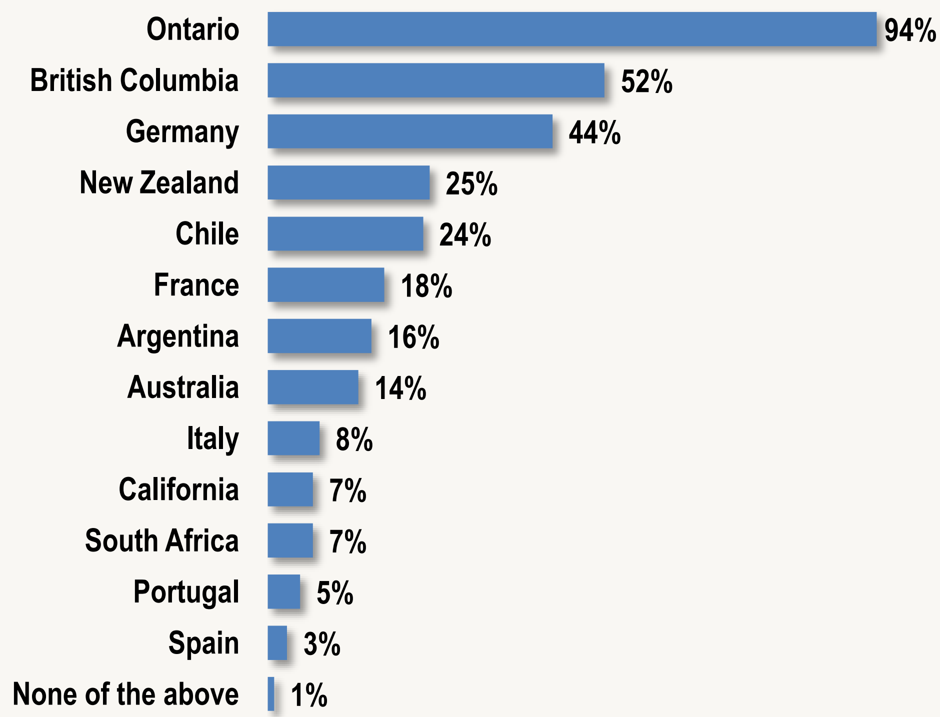
- Of note, about half of those aware of the term associate it with B.C. wines.

“Cool Climate” Wines

Awareness of the Term “Cool Climate” Wines



Wine-Producing Countries/Regions Associated With “Cool Climate” Wines



Wines of Ontario

Base: Those aware of the term “cool climate wines”: Total sample (n=586)
S.3Q.7 Please indicate which of the following wine-producing countries/regions you associate with ‘cool climate’ wines, if any.

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Chardonnay is the top wine varietal associated with Ontario wine, with Riesling, Merlot, Cabernet Sauvingnon, Sauvignon Blanc and Pinot Noir closely grouped behind

- Overall, there is less awareness in the GTA and Ottawa of the different wine varietals grown in Ontario when compared to the other regions.
- The largest perceptual gap between the Golden Horseshoe and the rest of the province is the awareness of Pinot Noir as an Ontario wine varietal.

Wine Varietals Associated with Ontario Wine

-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Chardonnay	71%	68%	63%	70%	82%	76%
Riesling	63%	60%	58%	60%	78%	66%
Merlot	61%	56%	58%	65%	66%	67%
Cabernet Sauvignon	60%	57%	58%	64%	66%	62%
Sauvignon Blanc	59%	56%	55%	64%	62%	64%
Pinot Noir	57%	51%	59%	59%	70%	61%
Pinot Grigio	47%	44%	46%	46%	54%	53%
Shiraz	39%	38%	37%	38%	37%	45%
Vidal	29%	29%	21%	27%	43%	29%
Gewurztraminer	29%	28%	25%	27%	36%	30%
Cabernet Franc	28%	30%	22%	24%	34%	26%
Baco Noir	28%	27%	28%	27%	36%	25%
Malbec	10%	9%	12%	11%	11%	9%
None of the above	5%	6%	6%	5%	5%	4%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.3Q.8 From the list below, please select all the wine varietals that you associate with Ontario wine.

Overall, recent wine buyers award Ontario Icewine much higher marks than Ontario white and red wine, with Ontario Sparkling Wine trailing far behind

- Recent wine buyers in Ottawa provide the lowest overall ratings for the different types of Ontario wine.
- In the Golden Horseshoe, Ontario white wines receive higher marks than Ontario red wines by a larger margin than in the province at large.

Overall Impression of Different Types of Ontario Wine (%Rated 8-10)

-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Ontario Icewine	71%	72%	59%	72%	81%	68%
Ontario white wine	59%	55%	46%	61%	71%	66%
Ontario red wine	54%	50%	46%	57%	63%	61%
Ontario Sparkling Wine	30%	28%	19%	32%	36%	34%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.3Q.9 We would now like you to provide your overall impression of the following types of Ontario wine, based on everything you know, have heard, read or seen.

Unprompted, recent wine buyers define VQA as mainly signifying Vintners Quality Alliance (with others saying Assurance and Association), with a large minority declaring that it signifies a quality standard

- Overall, another one-in-ten say the term signifies wine made or grown in Ontario.

What VQA Signifies (Unaided)

-Those Aware of the Term VQA (72% of the total market)-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
	%	%	%	%	%	%
What Letters Stand For (NET)	**57**	**55**	**54**	**56**	**61**	**60**
Vintners Quality Alliance	20	19	17	21	29	19
Vintners Quality Assurance	17	19	19	11	13	19
Vintners Quality Association	7	6	9	9	6	8
Quality Rating / Standard (NET)	**37**	**35**	**43**	**41**	**31**	**40**
Quality / quality wines	9	7	11	13	4	12
It meets certain standards / standards of quality	8	8	8	7	8	10
Assurance of quality / quality assurance/ quality assured	4	3	5	6	3	5
A high quality product / the mark of quality	3	2	3	2	4	2
A quality symbol / labelling	3	3	3	2	2	3
Certified in Ontario / by the Ontario wine authority	3	4	5	4	2	1
Ontario Wine (NET)	**10**	**9**	**9**	**11**	**7**	**13**
It's an Ontario wine / made in Ontario	6	6	6	8	4	6
Grapes from Ontario / grown in Ontario	4	3	2	3	2	8
Area / Region / Location of Growth (NET)	**9**	**9**	**9**	**9**	**13**	**8**
Grapes from a specific location / region / where they are from	2	2	2	3	3	2
It's a Canadian wine / made in Canada	2	1	2	2	1	2
Wines of origin / the origin of the wine	2	2	1	1	3	2

Base: Those aware of the term VQA: Total sample (n=1327), GTA (n=533), Ottawa (n=247), Southwestern Ontario (n=204), Golden Horseshoe (n=157), Rest of Ontario (n=186)

S.3Q.10 To the best of your knowledge, what does VQA signify?

Asked to choose, a majority (52%) of recent wine buyers feel both quality and origin best describe VQA, with the number rising to six-in-ten in the Golden Horseshoe

- Overall, two-in-ten consumers don't know which of these elements best describes VQA.

VQA – The Elements Perceived as Best Describing It

-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Quality	22%	23%	22%	20%	18%	21%
Origin	6%	6%	6%	7%	6%	5%
Both quality and origin	52%	52%	50%	49%	61%	50%
Don't know	20%	19%	22%	24%	15%	24%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)

S.3Q.11 Which of the following elements best describes VQA?

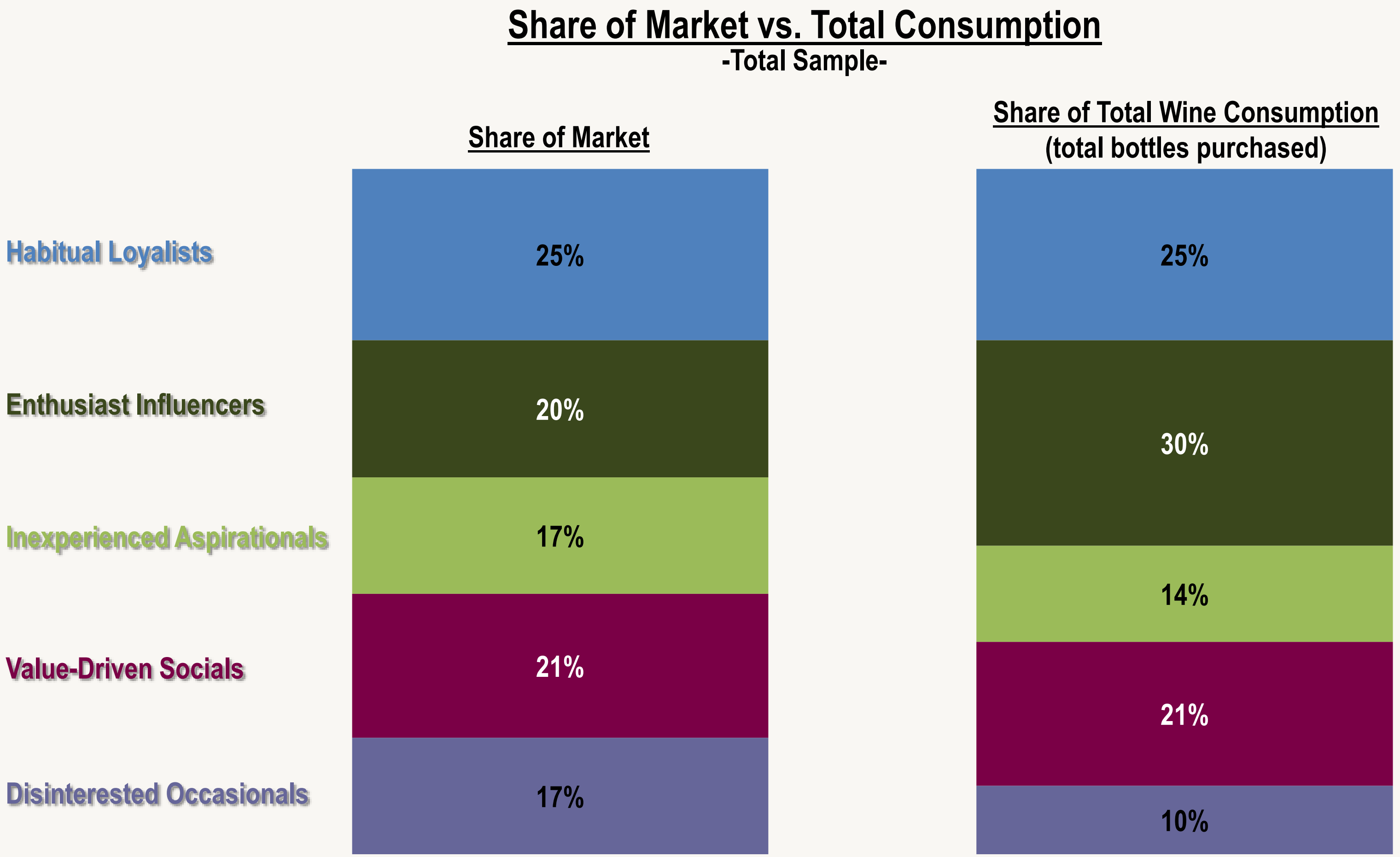
Wines of Ontario

Let’s Meet the Segments!

VISIONCRITICAL™
engaging • inspiring • intelligent

Enthusiast Influencers represent 20% of the market, but account for 30% of total consumption, whereas Disinterested Occasionals represent 17% of the market, but just 10% of total consumption

- The other three segments are fairly consistent between their market size and share of total consumption.



Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)
S.1Q.5 Please indicate how many bottles of wine, in total, you purchased in the past four weeks for yourself and/or someone else in your household. Please think about the standard 750 ml bottle size.
S.1Q.6 Please indicate which of the following countries/regions the bottle you purchased was from.

Habitual Loyalists (25%)

Key Demographics

	Segment	Total
Age:		
19-34	22%	30%
35-54	42%	41%
55+	36%	29%
Gender:		
Male	47%	50%
Female	53%	50%
Education:		
High school	22%	18%
Undergrad/college degree	59%	58%
Post grad degree or equivalent	19%	24%
Household Income:		
<$60K	31%	28%
$60K-$100K	39%	39%
$100K+	30%	33%
Married/common law	67%	67%

Who Are They?
- They are the oldest segment and fewer have advanced degrees.
- Entertaining is not a core part of their life, but they enjoy drinking wine with friends.
- They consume wine at a rate on-par with the market average.
- Unlike other segments, they don't fancy imported beer.
- This segment is only a sliver of the current WCO target audience.

Their Views Towards Wine:
- Have a decent understanding about wine and express a desire to learn more about it.
- The defining characteristic of this segment is sticking to their favourite wines / wine-producing regions/countries.
- For the right occasion, they are willing to pay more for high quality wine.

How They Shop for Wine:
- This segment does not purchase impulsively. Most arrive at the LCBO knowing what type of wine they're going to buy – not swayed by in-store signage and label designs.
- Of all the segments, they are the most loyal to Ontario wines.
- It follows that, compared to the other segments, they hold Ontario wine in the highest regard, stemming from their conviction that Ontario wine is great tasting and high quality, as well as popular and award-winning.
- When asked to think about regions producing high-quality wines, Ontario is front and centre.
- Unlike other segments, most contend that Ontario wines are consistent in terms of their quality.
- Finally, this segment takes a lot of pride in Ontario wines.

Enthusiast Influencers (20%)

Strategic Fit
Strong

Key Demographics

	Enthusiast Influencers	Total
Age:		
19-34	26%	30%
35-54	46%	41%
55+	28%	29%
Gender:		
Male	55%	50%
Female	45%	50%
Education:		
High school	13%	18%
Undergrad/college degree	56%	58%
Post grad degree or equivalent	31%	24%
Household Income:		
<$60K	15%	28%
$60K-$100K	37%	39%
$100K+	48%	33%
Married/common law	73%	67%

Who Are They?
- Highly educated and affluent, tend to be in the 35-54 age cohort.
- Socially active, frequently entertaining guests in their home.
- Of all the segments, they purchase wine most frequently, and enjoy the broadest range of alcoholic beverages.
- This segment comprises the largest slice of the current WCO target audience.

Their Views Towards Wine:
- The most knowledgeable segment about wine, they love reading wine publications and reviews, and possess a thirst to deepen their already strong wine knowledge.
- Oftentimes, people come to this segment for advice on what types of wine to buy.
- For high quality wines, this segment is definitely willing to pay a premium.
- Their disposable income also allows them to spend the most on a typical bottle of wine.

How They Shop for Wine:
- When shopping for wine, their curiosity leads them to browse the aisles looking for interesting buys.
- Open to expert opinion, some use wine reviews to guide their purchase decisions.
- At the LCBO, product information is the main trigger for getting them to try new types of wine.
- This segment drinks Ontario wine more than other wines, but compared to the other segments, Ontario wines comprise the smallest share of total monthly wine consumption.
- Overall, this segment holds European wine in higher esteem than Ontario wines, especially French and Italian wine.
- They feel that Ontario wines lack the same quality standard and consistency of French and Italian wines.
- There is also a sense that Ontario wines aren't 'leaders' in the field.
- However, this segment is very proud of Ontario wines and a higher percentage have visited wine-producing regions of Ontario than the other segments.

Inexperienced Aspirationals (17%)

Key Demographics

	Segment	Total
Age:		
19-34	39%	30%
35-54	42%	41%
55+	19%	29%
Gender:		
Male	58%	50%
Female	42%	50%
Education:		
High school	14%	18%
Undergrad/college degree	56%	58%
Post grad degree or equivalent	30%	24%
Household Income:		
<$60K	26%	28%
$60K-$100K	39%	39%
$100K+	35%	33%
Married/common law	67%	67%

Who Are They?

- The youngest segment with a male skew who are educated, but have average incomes. They are the most likely to have kids living at home.
- The only segment with a regional skew – towards the GTA.
- They have slightly below average levels of total wine consumption.
- Busy with kids, they entertain at home an average amount.
- This segment comprises a large slice of the WCO target audience.

Their Views Towards Wine:

- They don't appear very knowledgeable about wine: they are less likely to read wine publications, or to have visited wine-growing regions.
- But they are open to trying new wine brands – they don't tend to stick to their favourite wines, if they even have any.
- The defining trait of this segment is that "value for money" isn't a primary consideration when deciding what types of alcoholic beverages to buy.
- As well, they are the most likely to assume that higher priced wine by definition means higher quality wine.

How They Shop for Wine :

- Currently, they aren't inclined to explore the wine section at the LCBO when purchasing wine.
- As well, staff recommendations are the least likely to influence this group.
- Ontario wines are not salient for this group when asked to think about high-quality wines.
- The share of Ontario wines purchased by this segment mirrors the market average.
- Across the key driver of brand affinity, Ontario wines receive the lowest ratings from this segment, but it appears the low ratings stem as much from lack of familiarity as from displeasure with Ontario wine.
- Revealingly, this segment is the least likely to say Ontario wines would represent a good gift to bring to someone's house – not high enough status for this group?
- As well, a notable minority describe Ontario wine as 'dull.'

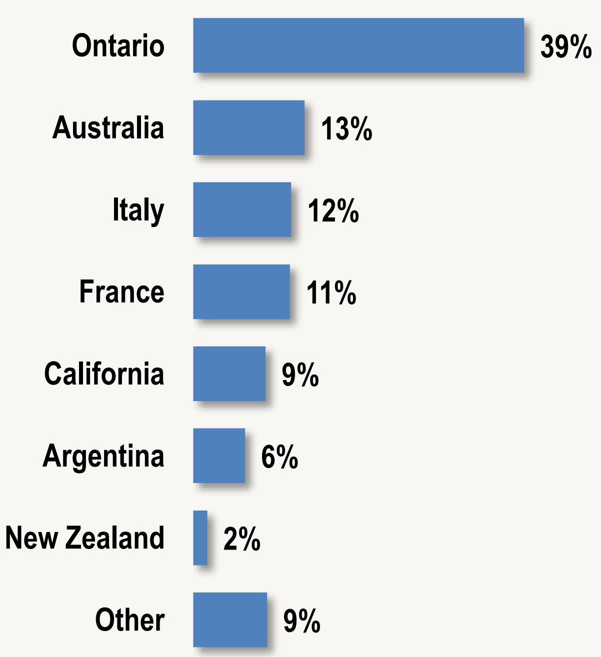
Ontario wines have the largest share of total wine purchased among Habitual Loyalists and Disinterested Occasionals, with the lowest share among Enthusiastic Influencers

- Still, Ontario wines have the largest share vs. other wine-producing countries among Enthusiastic Influencers by a large margin.

Share of Total Wine Purchased (Past 4 Weeks)

-Total Sample-

Total



	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Ontario	43%	31%	37%	37%	49%
Australia	12%	13%	14%	15%	11%
Italy	11%	13%	14%	11%	11%
France	10%	15%	12%	10%	10%
California	7%	10%	9%	8%	6%
Argentina	6%	8%	4%	8%	3%
New Zealand	2%	2%	1%	1%	1%
Other	9%	8%	9%	10%	9%

Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

S.1Q.5 Please indicate how many bottles of wine, in total, you purchased in the past four weeks for yourself and/or someone else in your household. Please think about the standard 750 ml bottle size.

S.1Q.6 Please indicate which of the following countries/regions the bottle you purchased was from.

For Enthusiast Influencers, product information is the main trigger for purchasing new types of wine at the LCBO, with staff & critic recommendations and in-store wine tasting also important factors

- In-store signage and wine label designs are much less effective at motivating purchase for Habitual Loyalists.

Most Influential Factors in Triggering Interest in Purchasing a New Type of Wine at the LCBO

-Total Sample*-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
In-store promotions	43%	42%	32%	40%	55%	51%
Staff recommendations	43%	45%	48%	35%	45%	40%
Reduced prices	39%	35%	36%	32%	50%	48%
Air Miles	36%	32%	33%	30%	48%	33%
In-store wine tastings	34%	35%	42%	28%	38%	26%
Product information	33%	28%	52%	34%	24%	27%
In-store signage at shelf	31%	26%	32%	32%	32%	32%
Expert ratings/rankings	29%	28%	44%	28%	24%	20%
Critic recommendations	27%	28%	46%	25%	21%	12%
Wine label designs	25%	18%	24%	28%	27%	28%
Consumer flyers	8%	6%	8%	12%	11%	4%
Other	7%	6%	9%	5%	5%	9%
None of the above	7%	9%	4%	8%	5%	10%

*Base: Those who purchased wine from the LCBO in the past year (n=998), Enthusiast Influencers (n=205), Disinterested Occasionals (n=156), Habitual Loyalists (n=228), Value-Driven Socials (n=219), Inexperienced Aspirationals (n=184)

S.4aQ.3 Thinking about shopping for wine at the LCBO, please indicate the most influential factors at triggering your interest in purchasing a new type of wine.

The largest perceptual gap between Habitual Loyalists and Enthusiast Influencers is on the image of Ontario wines as 'consistent,' although a consensus exists across the segments on Ontario wine being 'down to earth, authentic'

- As well, Enthusiast Influencers are as likely as Habitual Loyalists to view the personality of Ontario wine as 'social.'

Words/Phrases Associated with Ontario Wine

-Those Aware of Ontario Wine-

		Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Social	59%	61%	58%	50%	60%	58%
Down to earth, authentic	57%	59%	54%	52%	58%	58%
Environmentally friendly	52%	57%	50%	51%	51%	46%
Consistent	51%	54%	44%	45%	49%	56%
Lively, enthusiastic	44%	49%	42%	39%	41%	43%
Knowledgeable	44%	49%	43%	38%	41%	41%
Playful, fun	40%	43%	40%	37%	37%	41%
A leader, confident	33%	35%	28%	29%	28%	36%
Bold, independent	33%	35%	31%	30%	29%	31%
Stylish, fashionable	30%	32%	29%	28%	28%	30%
Hip, chic	28%	31%	27%	31%	24%	23%
Sophisticated	22%	23%	23%	22%	18%	20%
Traditional	20%	21%	11%	23%	17%	23%
Boring/dull	12%	10%	12%	16%	13%	11%
Pretentious	7%	8%	6%	12%	6%	4%

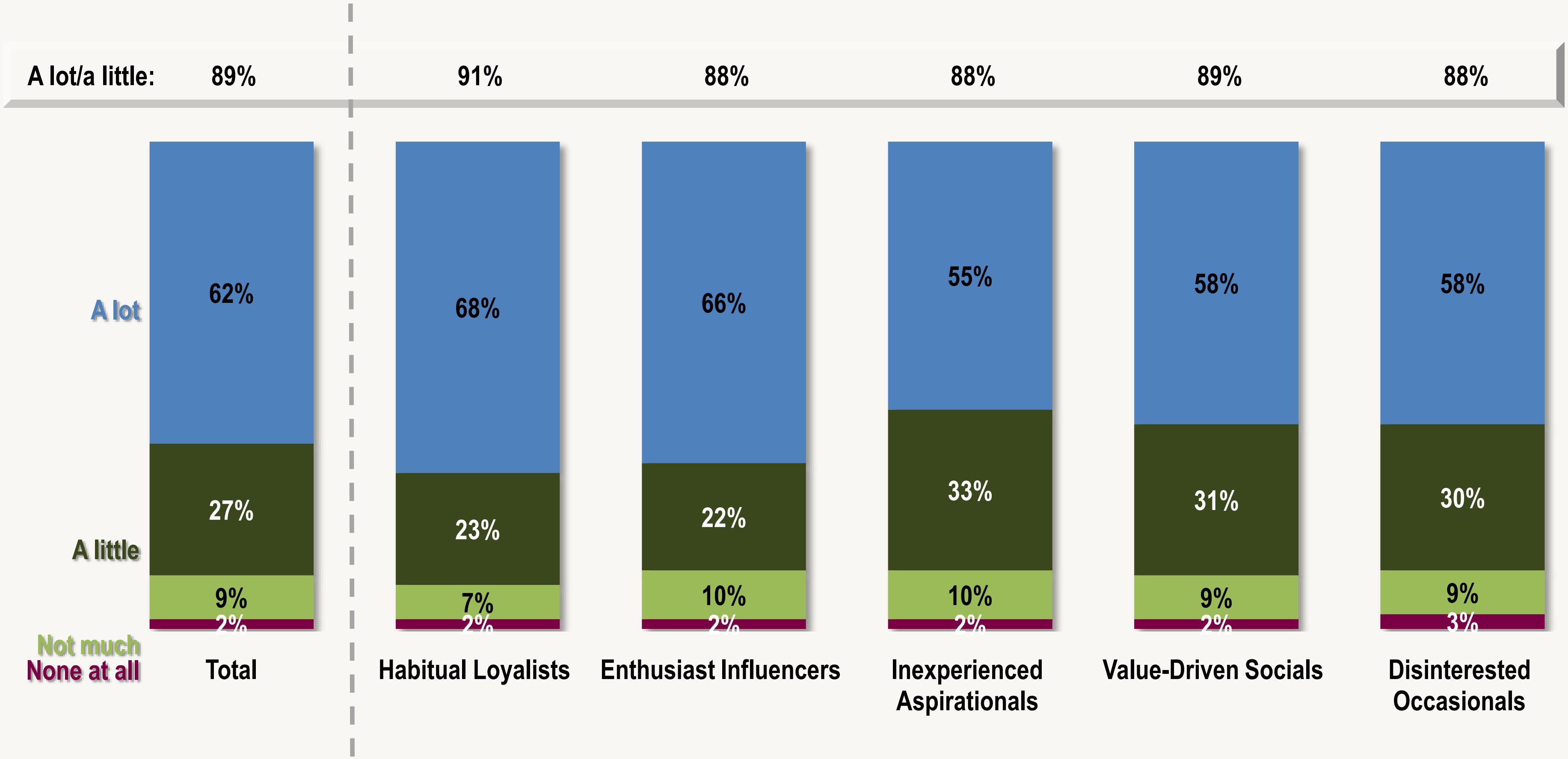
Base: Those aware of Ontario wine (n=1806), Enthusiast Influencers (n=371), Disinterested Occasionals (n=299), Habitual Loyalists (n=443), Value-Driven Socials (n=372), Inexperienced Aspirationals (n=309)

S.2Q.3 For each of the following words and phrases, please indicate which countries/regions you most associate with it.

Despite rating Ontario wine lower than Habitual Loyalists on most measures, Enthusiast Influencers remain as proud of Ontario wine as Habitual Loyalists

- The other three segments are also proud of Ontario wine, albeit a bit less passionately.

Pride in Ontario Wine
-Total Sample-



Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)
S.2Q.5 Overall, how much pride do you have in Ontario wines?

Enthusiast Influencers have visited Ontario's wine-growing regions in the largest numbers, with about four-in-ten having visited Prince Edward County

- One-third claim to have visited Beamsville Bench.

Ontario Wine-Growing Regions Ever Visited for Wine or Otherwise

-Total Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Niagara Peninsula	76%	76%	86%	73%	72%	67%
Niagara River	34%	30%	44%	31%	31%	30%
Prince Edward County	26%	27%	38%	23%	22%	18%
Pelee Island	22%	21%	31%	20%	17%	17%
Beamsville Bench	19%	17%	34%	14%	16%	8%
Lake Erie North Shore	11%	9%	16%	11%	8%	8%
None of these	18%	18%	9%	20%	21%	27%

Base: Those aware of the Ontario wine-growing regions: Total sample (n=1828), Enthusiast Influencers (n=370), Disinterested Occasionals (n=306), Habitual Loyalists (n=451), Value-Driven Socials (n=382), Inexperienced Aspirationals (n=308)

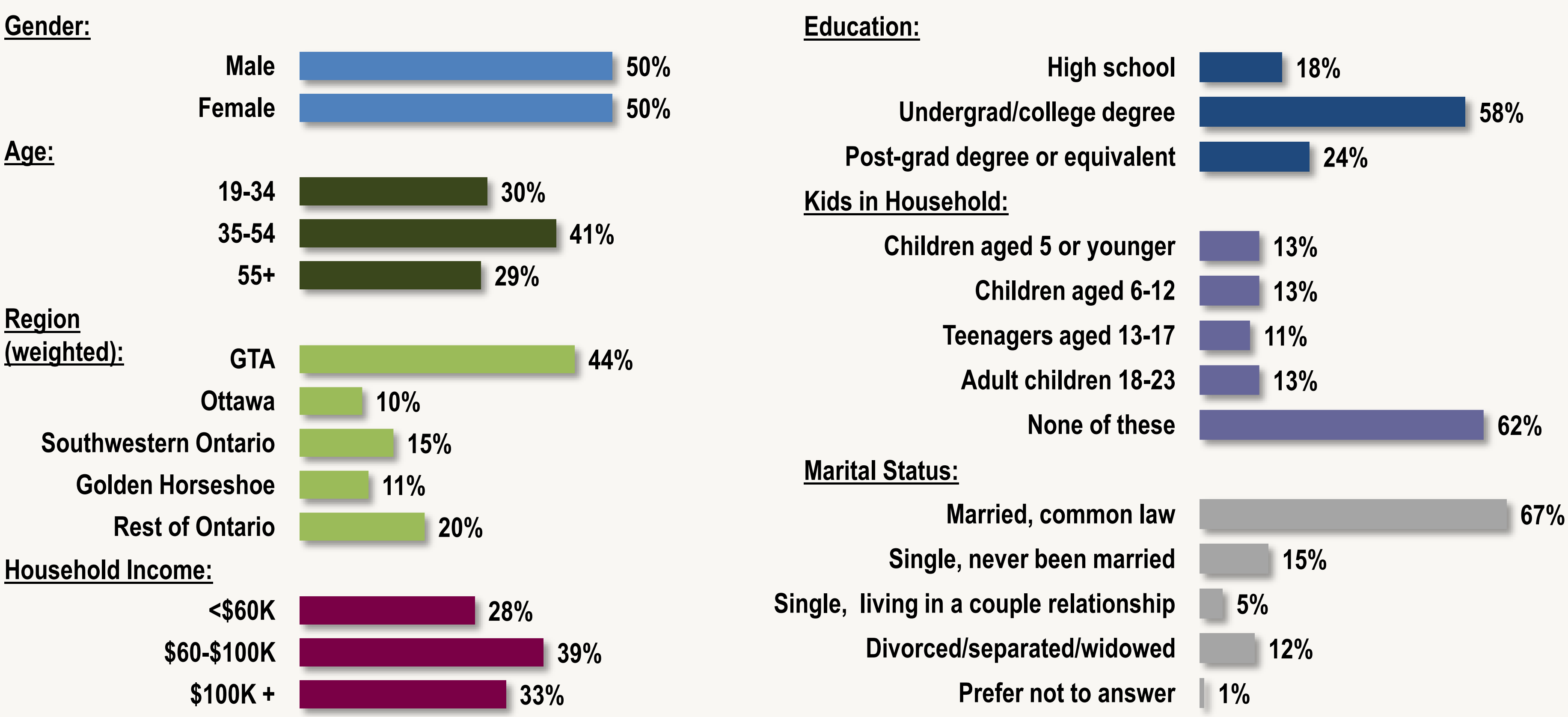
S.3Q.5 Please indicate which of the following wine-growing regions of Ontario, if any, you have visited for wine or otherwise.

Wines of Ontario

Appendix

Demographic Profile of Past Four Week Wine Purchasers

Demographic Profile
-Total Sample-

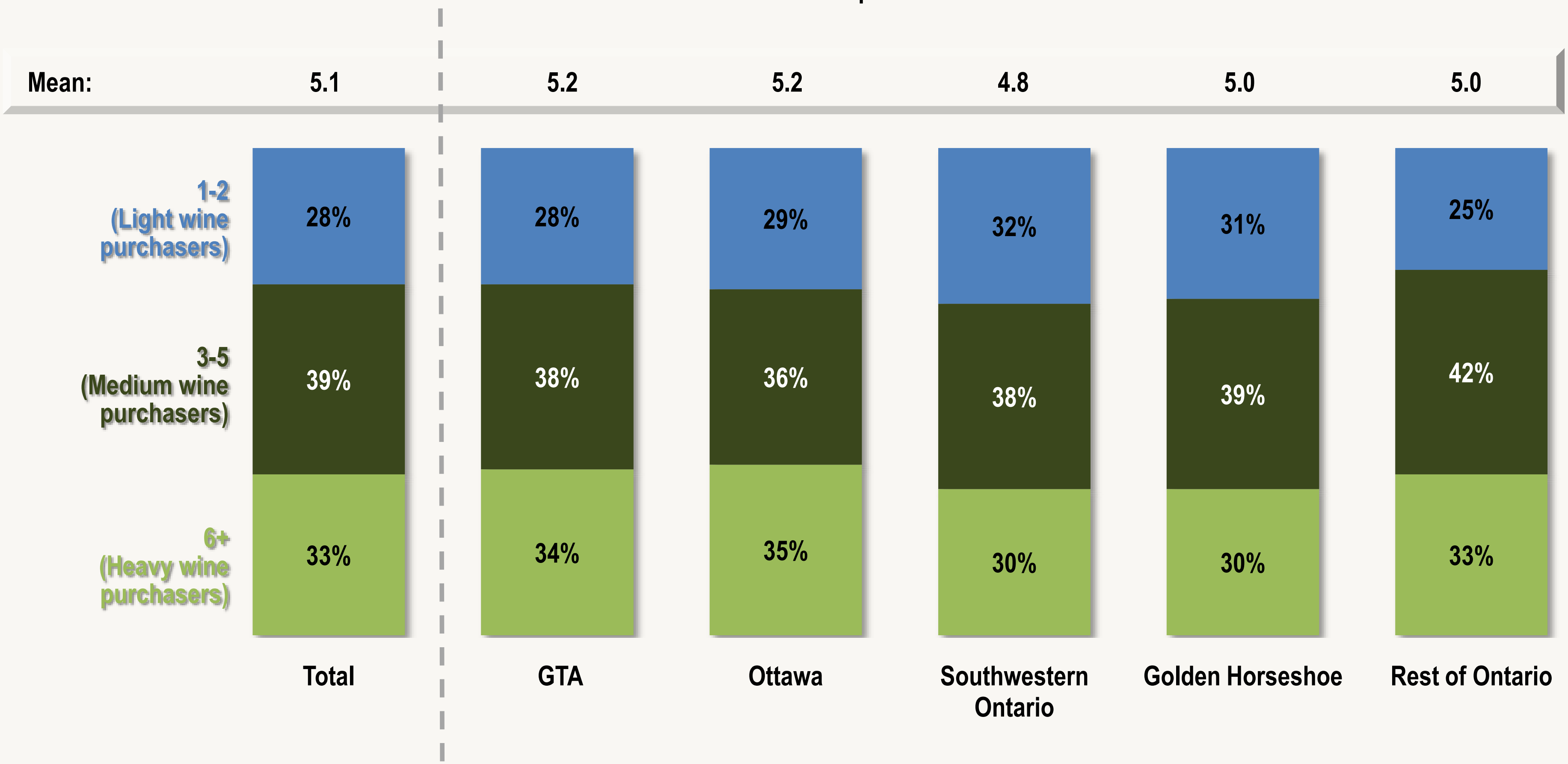


Overall, recent wine buyers purchased an average of 5 bottles of wine within the past four weeks, with one-third having purchase six or more bottles

- Wine purchase frequency is largely consistent across the different Ontario regions, although those in Southwestern Ontario appear to be slightly less frequent wine buyers.

Total Bottles of Wine Purchased (Past 4 Weeks)

-Total Sample-



Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)

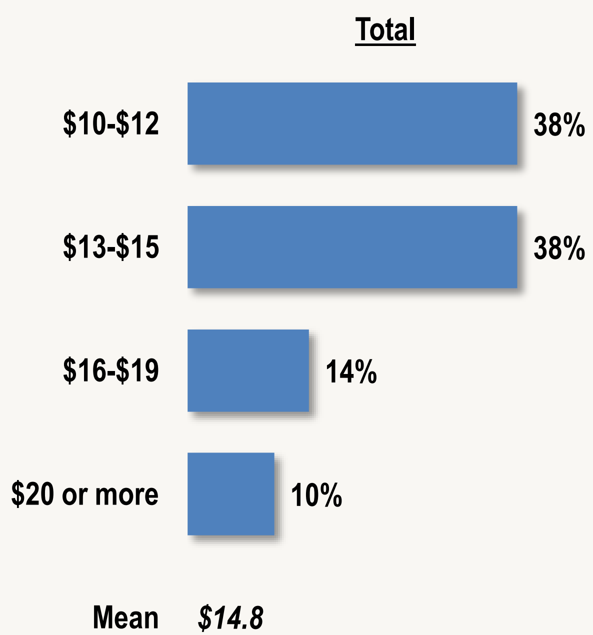
S.1Q.5 Please indicate how many bottles of wine, in total, you purchased in the past four weeks for yourself and/or someone else in your household.

Overall, recent wine buyers claim to spend an average of just under $15 on a typical bottle of wine

- Regionally, recent wine buyers in Ottawa appear to spend the least on a typical bottle of wine.
- Although recent wine buyers in Southwestern Ontario are less frequent wine buyers, their wine spending is very similar to those who live in the Golden Horseshoe.

Average Spend on a Typical Bottle of Wine

-Total Sample-



	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
$10-$12	38%	45%	31%	35%	44%
$13-$15	37%	37%	45%	44%	33%
$16-$19	17%	12%	15%	11%	11%
$20 or more	8%	6%	9%	10%	12%
Mean	*$14.8*	*$14.1*	*$15.1*	*$14.8*	*$15.0*

Base: Total Sample (n=1841)
Q.SG Please indicate how much money you spend on a typical bottle of wine, in an average month.

Nearly half (44%) of recent wine buyers signal an interest in learning more about wine, with one-in-ten regularly reading about wine

- Nearly half of recent wine buyers (44%) say they tend to stick to their favourite wines.
- Of note, the vast majority of recent wine reject the notion that the higher priced wines are necessarily better quality wines.

Attitudes Towards Wine Purchasing and Consumption (%Rated 8-10)

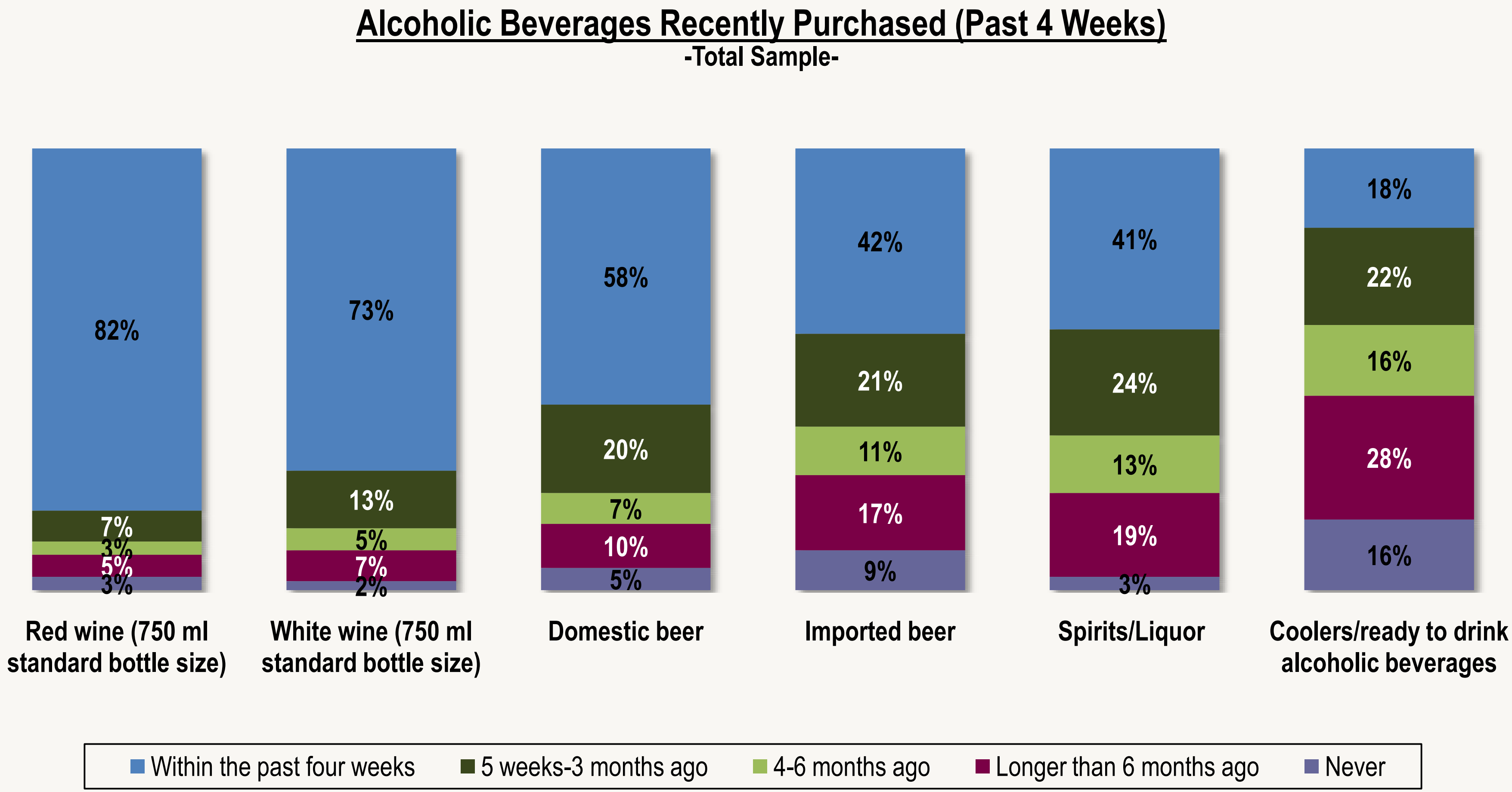
-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Wine for me means relaxing with friends	54%	54%	54%	51%	57%	55%
I would like to learn more about wine	44%	43%	38%	50%	43%	44%
I tend to stick to my favourite wines	44%	43%	38%	44%	50%	47%
Where the wine comes from often guides my wine choices	43%	40%	44%	43%	47%	45%
Won't buy an expensive wine unless I've tasted it	35%	36%	34%	37%	35%	33%
I am willing to pay more for high quality wine	34%	35%	33%	38%	35%	31%
I typically know wine going to buy before going to the store	30%	30%	26%	27%	35%	31%
I often buy wine based on expert opinions	15%	16%	13%	17%	14%	13%
I buy wine only for special occasions	12%	12%	12%	11%	12%	11%
I regularly read about wine	11%	12%	8%	10%	12%	11%
Wine for me means partying	9%	11%	8%	9%	5%	6%
Friends and family tend to come to me for advice about wine	9%	10%	7%	10%	10%	5%
The higher the price of wine, the better the quality	6%	8%	5%	7%	7%	3%
I consider myself a wine collector	4%	5%	2%	4%	3%	4%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.4Q.1 For each one, please indicate how much you agree or disagree with it. Use a scale of 1-10, where 1 is do not at all agree and 10 is completely agree.

Overall, recent wine buyers purchase red wine more regularly than white wine; Close to six-in-ten purchased domestic beer in the past four weeks, with four-in-ten purchasing imported beer in the same time period

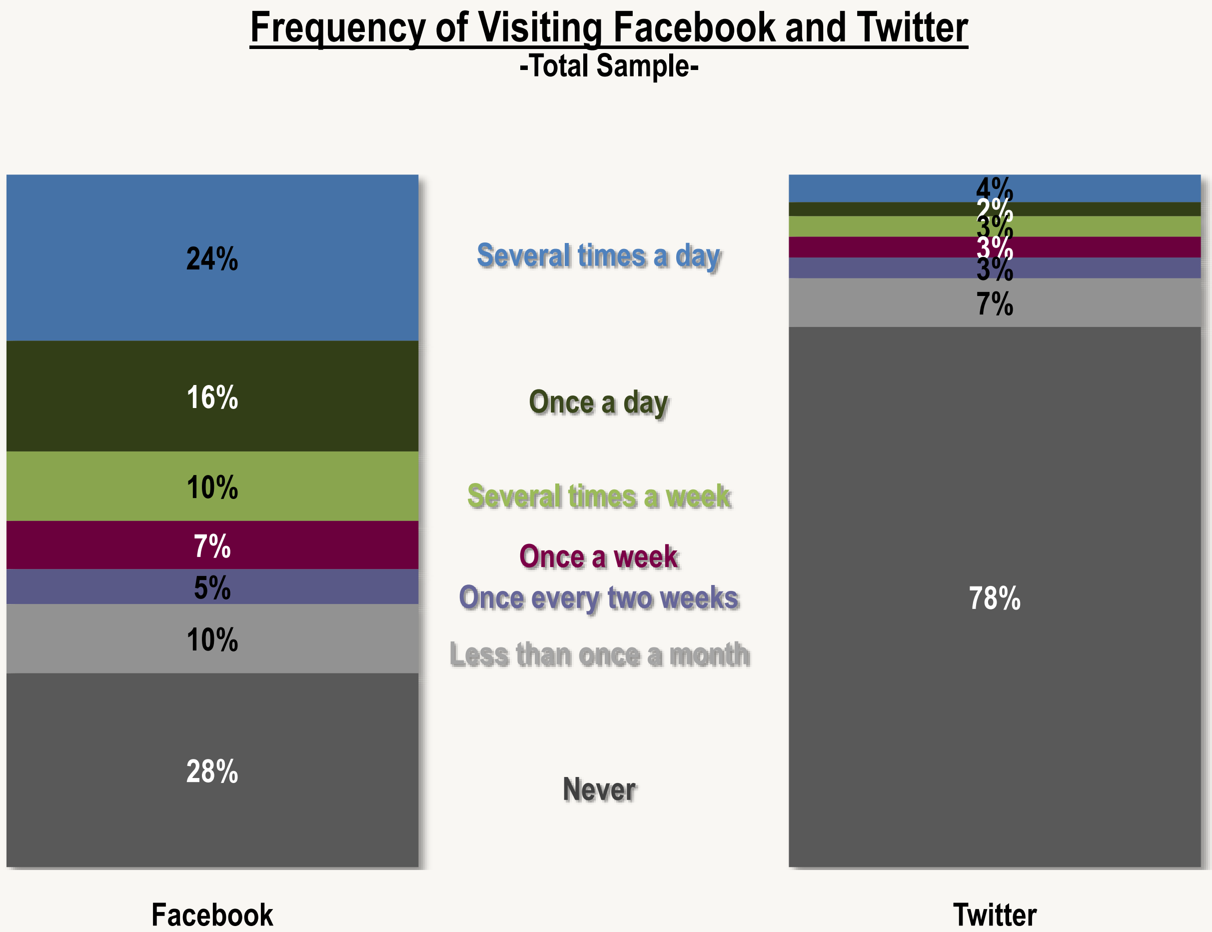
- As well, four-in-ten purchased spirits in the past four weeks.



Base: Total Sample (n=1841)
Q.SF Please indicate how recently, if ever, you purchased each of the following types of alcoholic beverages to be consumed – by yourself and/or other members of your household - at your home or someone else's home.

Recent wine buyers appear to be active Facebook users, with some exposure to Twitter as well

- These rates of use are consistent by region and are not surprisingly most concentrated among 18-34 year olds.



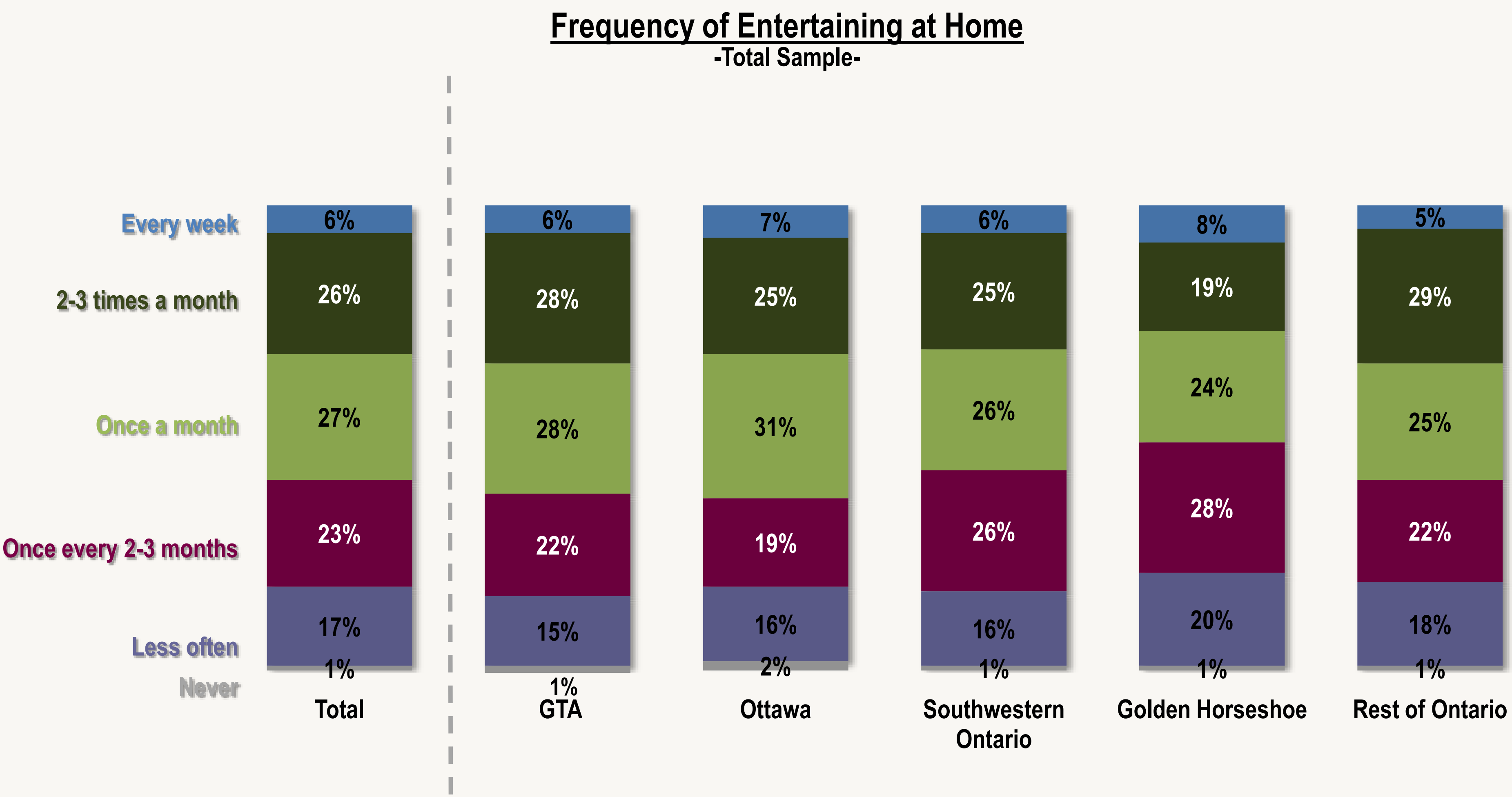
Wines of Ontario

Base: Total Sample (n=1841)
S.5Q.6 How often do you visit the following social media websites?

VISIONCRITICAL

Overall, about one-third of recent wine buyers entertain people at home 2-3 times per month or more frequently

- The picture is relatively consistent across the different regions.



Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.4Q.3 Please indicate how often, if at all, you entertain people in your own home, generally speaking.

Overall, value for money is very important for nearly half of consumers (45%) when it comes to shopping for alcoholic beverages

- Local products are less of motivating factor on the beverage alcohol purchase decision in Ottawa than in the other regions, especially the Golden Horseshoe, where it is twice as important as it is in Ottawa.

Attitudes Towards Beverage Alcohol Purchasing and Consumption (%Rated 8-10)

-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
I like to browse the aisles when shopping for alcoholic beverages	52%	51%	52%	52%	53%	57%
Value for money is important to me when shopping for alcoholic beverages	45%	45%	43%	40%	46%	50%
Special promotions	29%	27%	24%	30%	34%	30%
When looking for alcohol options, I look for products made locally	28%	24%	20%	32%	39%	33%
My alcoholic beverage choices are often influenced by what friends and family recommend	16%	16%	14%	18%	17%	12%
When looking for alcohol options, I look for healthy choices	10%	12%	7%	10%	9%	10%
I like to be the first to try new alcoholic beverage products	9%	9%	9%	9%	6%	9%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.4Q.2 For each one, please indicate how much you agree or disagree with it. Use a scale of 1-10, where 1 is do not at all agree and 10 is completely agree.

Among the small numbers of recent wine buyers unlikely to purchase Ontario wine in the next three months (14%), there is no dominant purchase barrier, but rather diffuse reasons related to preference for other types, cost, lack of need and lack of familiarity

- As well, a small handful mention not liking the taste and mention Ontario wine having a poor reputation.

Reasons Why Some Are Unlikely to Purchase Ontario Wine in the Next Three Months (Unaided)

-Those Unlikely to Purchase Ontario Wine (Next 3 Months)-

	Total
Prefer Another Type of Wine (NET)	**36%**
Dislike the Type	12%
I / my guests prefer other wines	12%
Cost / Price (NET)	**20%**
It's too expensive / overpriced	12%
Other brands are cheaper	7%
Lack of Need (NET)	**14%**
I already have enough wine on hand	4%
I only buy it on occasion / on special occasions	4%
Lack of Familiarity (NET)	**14%**
I am not familiar with / don't know much about them / I have never tried them	7%
I don't drink too much wine / I don't drink wine regularly	4%
I prefer to buy what I know / what I am familiar with	3%
Taste / Flavour (NET)	**13%**
I don't like the taste	8%
Poor Reputation / Quality (NET)	**11%**
It's poor / low quality / I prefer to buy a higher quality	6%
There are better wines / choices out there	4%
Poor Previous Experience (NET)	**10%**
I have not found one I like	5%
Poor previous experience / I am not impressed with the ones I tried	5%

*Caution: Small base size.
Base: Those unlikely to purchase Ontario wine in the next 3 months (n=251)
S.3Q.12 Earlier in this survey you mentioned that you are unlikely to purchase a bottle of wine from Ontario in the next three months. Please explain why.

Over half of recent wine buyers consider French wine 'pretentious'; Nearly half of recent wine buyers consider Australian wine playful and fun; Argentina and New Zealand are not yet well defined in the marketplace

- Of these countries, French wine has the most polarized image.

Top Words/Phrases Associated with Wine from the Following Countries/Regions

-Those Aware of Each Wine-

California	France	Italy
Social: 48%	**Traditional: 71%**	**Traditional: 68%**
Playful, fun: 38%	**Sophisticated: 70%**	Knowledgeable: 47%
Hip, chic: 37%	Knowledgeable 55%	Sophisticated: 45%
Lively, enthusiastic : 37%	Pretentious: 52%	Consistent: 43%
Stylish, fashionable: 36%	A leader, confident: 50%	Social: 38%
Australia	**Argentina**	**New Zealand**
Social: 49%	Social: 27%	Social: 28%
Playful, fun: 44%	Bold, independent: 23%	Playful, fun: 26%
Lively, enthusiastic: 43%	Down to earth, authentic: 23%	Lively, enthusiastic: 22%
Consistent: 38%	Lively, enthusiastic: 21%	Down to earth, authentic: 21%
Hip, chic: 38%	Hip, chic: 19%	Hip, chic: 21%

Wines of Ontario

Base: Those aware of each wine from the following countries: California (n=1710), France (n=1740), Italy (n=1723), Australia (n=1686), Argentina (n=1382), New Zealand (n=1371)

S.2Q.3 For each of the following words and phrases, please indicate which countries/regions you most associate with it.

VISIONCRITICAL

Habitual Loyalists consume fewer types of alcoholic beverages than the total market, especially imported beer; Enthusiast Influencers and Value-Driven Socials are the most regular spirit drinkers

- Inexperienced Aspirationals mirror the market at large in terms of their broader beverage alcohol consumption profile.

Past Four Week Purchase of Alcoholic Beverages

-Total Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Red Wine	82%	79%	91%	83%	83%	74%
White Wine	73%	72%	79%	71%	73%	68%
Domestic Beer	58%	51%	66%	58%	62%	52%
Imported Beer	42%	33%	52%	49%	45%	32%
Spirit/Liquor	41%	34%	51%	38%	46%	30%
Coolers/Ready to Drink Alcoholic Beverages	18%	14%	17%	23%	19%	14%

Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

S.F: Please indicate how recently, if ever, you purchased each of the following types of alcoholic beverages to be consumed – by yourself and/or other members of your household - at your home or someone else's home.

Habitual Loyalists are the segment most loyal to Ontario wines

- Disinterested Occasionals are also very loyal to Ontario wines.

Loyalty Towards Ontario Wine
-Total Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
It's essentially the only wine I purchase (Adorers)	18%	22%	14%	16%	17%	22%
It's one of my favourites, along with others (Adopters)	49%	48%	50%	50%	50%	43%
I purchase this wine occasionally, but enjoy others more (Accepters)	23%	23%	26%	23%	24%	21%
I don't know much about this wine, but am open to learning more (Availables)	6%	5%	7%	7%	7%	9%
I am not interested in learning more about this wine nor purchasing it (Rejectors)	3%	3%	3%	5%	2%	5%

Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

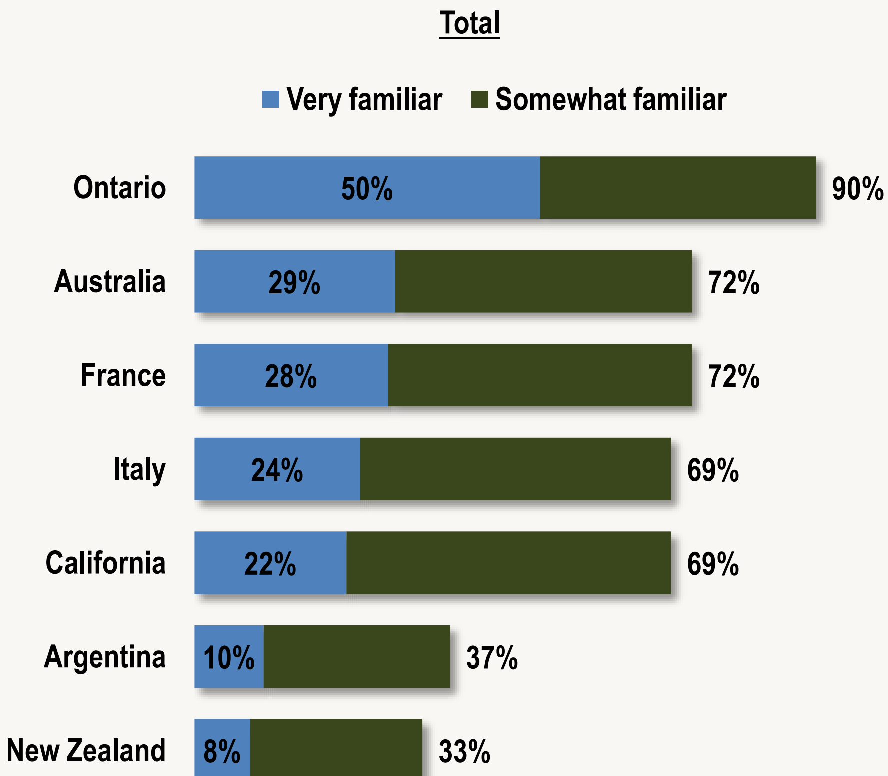
S.1Q.9 Please indicate which of the following statements best describes the way you feel about wine from each of the following countries/regions.

Half of recent wine buyers claim to be very familiar with Ontario wine compared to just three-in-ten who express this level of familiarity with Australian or French wine

- Regionally, familiarity with Ontario wine is not surprisingly highest in the Golden Horseshoe. It is considerably lower in Ottawa and the GTA.

Familiarity with Wine From Different Countries/Regions

-Total Sample-



%Very Familiar

GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
46%	42%	51%	59%	57%
32%	22%	22%	27%	31%
31%	29%	25%	24%	22%
29%	20%	20%	20%	22%
25%	17%	19%	18%	21%
11%	8%	10%	9%	8%
10%	5%	7%	7%	5%

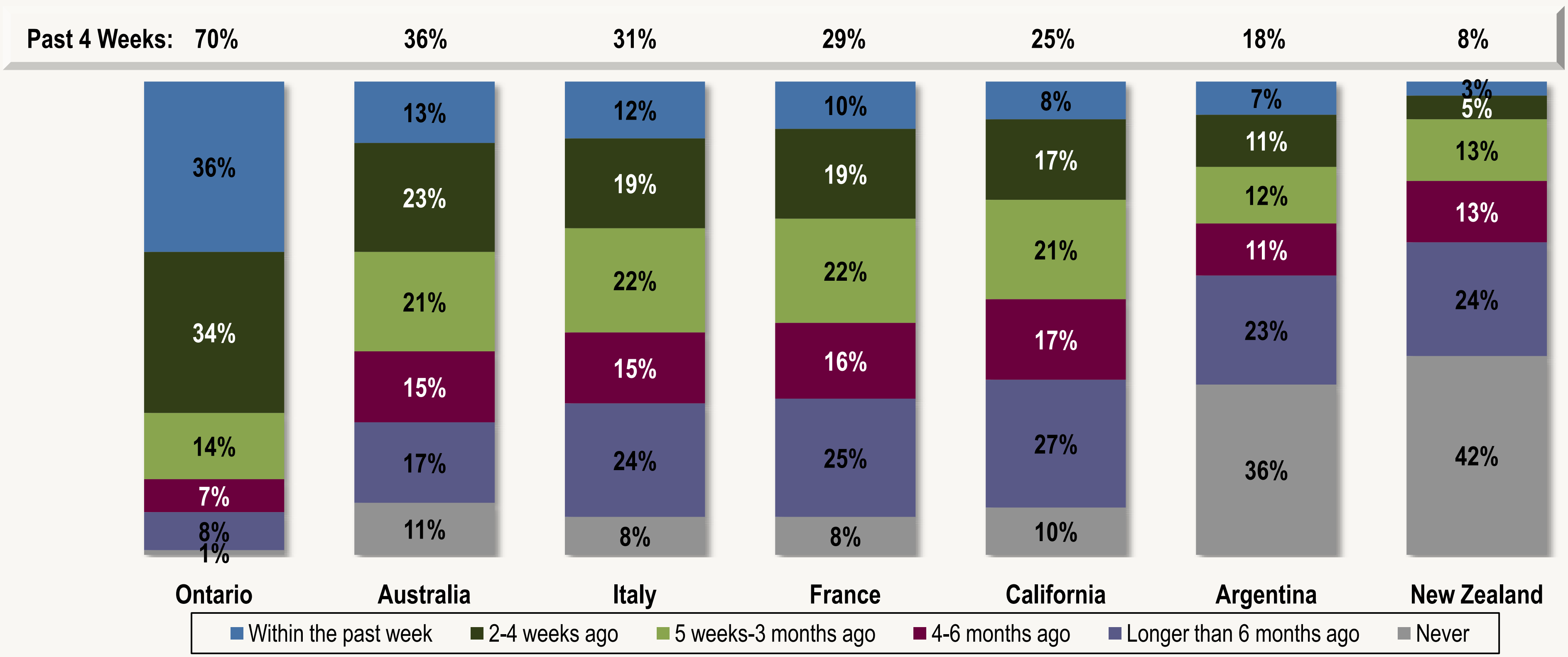
Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.1Q.3 Please indicate how familiar you are with wines from each of the following countries/regions.

Seven-in-ten recent buyers claim to have purchased Ontario wine in the past four weeks compared to one-third for Australian wine and three-in-ten for Italian and French wine

- Recent wine buyers purchase wine from Argentina and especially New Zealand at a much lower rate than wine from the other countries.

Most Recent Purchase of Wine From Different Countries/Regions

-Total Sample-



Recent (past four week) purchase of Ontario wine is lower in the GTA and Ottawa than elsewhere in the province

- Past four week purchase of French wine, interestingly, is highest in Ottawa, followed by the GTA.
- Past four week purchase of Californian wine is highest in the GTA.

Past Four Week Purchase of Wine From Different Countries/Regions

-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Ontario	70%	$\boxed{63\%}$	$\boxed{68\%}$	75%	76%	78%
Australia	36%	37%	39%	34%	32%	36%
Italy	31%	35%	31%	30%	25%	25%
France	29%	33%	37%	29%	22%	22%
California	25%	29%	21%	24%	14%	24%
Argentina	18%	20%	20%	15%	12%	16%
New Zealand	8%	9%	10%	4%	8%	9%

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.1Q.4 Please indicate how recently, if ever, you purchased a bottle of wine originating from each of the following countries/regions.

Consistent with purchase behaviour, Ontario wines have the smallest share of Adorers in the GTA and Ottawa, with by far the largest share in the Golden Horseshoe

- Still, about six-in-ten recent wine buyers in the GTA and Ottawa are either Adorers or Adopters of Ontario wine.

Loyalty Towards Ontario Wine

-Total Sample-

	Total	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
It's essentially the only wine I purchase (Adorers)	18%	15%	15%	21%	32%	18%
It's one of my favourites, along with others (Adopters)	49%	46%	44%	50%	48%	59%
I purchase this wine occasionally, but enjoy others more (Accepters)	23%	27%	28%	20%	17%	17%
I don't know much about this wine, but am open to learning more (Availables)	6%	8%	9%	5%	3%	4%
I am not interested in learning more about this wine nor purchasing it (Rejectors)	3%	4%	4%	4%	1%	2%

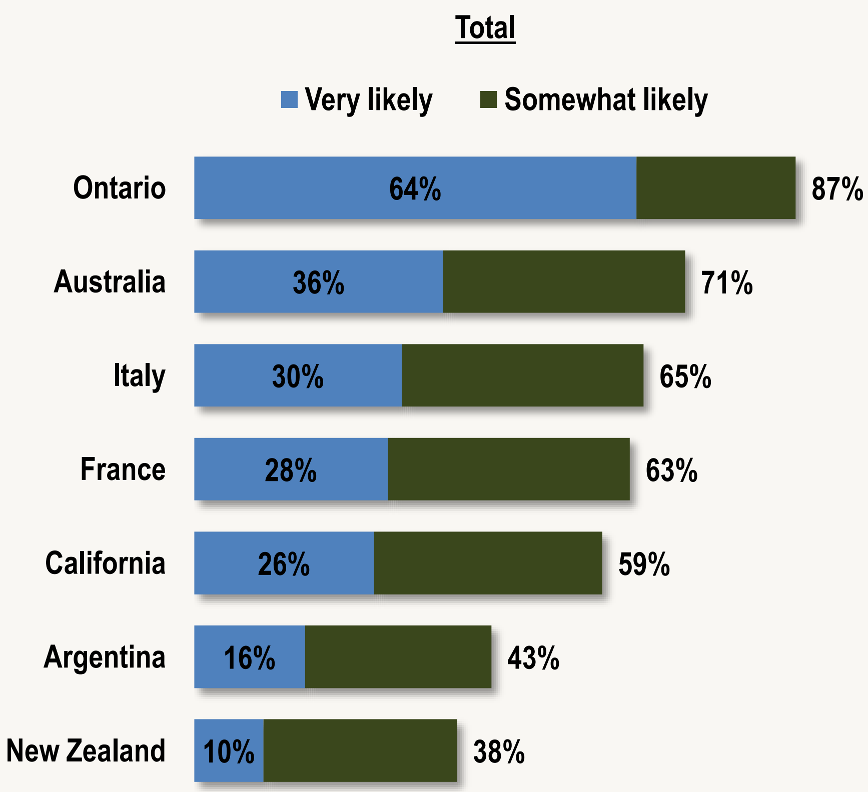
Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)
S.1Q.9 Please indicate which of the following statements best describes the way you feel about wine from each of the following countries/regions.

Overall, Ontario wines enjoy far more purchase intent than wines from the other countries, with about two-thirds of recent wine buyers slated to purchase Ontario wine in the next three months

- Consistent with recent purchase findings, recent wine buyers in the GTA and Ottawa are less likely than those from the other regions to purchase Ontario wine in the near future. By contrast, they are the most likely to purchase French and Argentinian wine.

Purchase Intent (Next Three Months)

-Total Sample-



%Very Likely

	GTA	Ottawa	South-western Ontario	Golden Horseshoe	Rest of Ontario
Ontario	59%	56%	68%	73%	73%
Australia	39%	34%	31%	30%	38%
Italy	34%	31%	25%	27%	26%
France	32%	33%	24%	23%	22%
California	30%	21%	25%	14%	25%
Argentina	19%	17%	14%	11%	12%
New Zealand	11%	10%	7%	9%	9%

Wines of Ontario

Base: Total Sample (n=1841), GTA (n=728), Ottawa (n=353), Southwestern Ontario (n=303), Golden Horseshoe (n=202), Rest of Ontario (n=255)

S.1Q.10 In the next three months, please indicate how likely you are to purchase a bottle of wine from each of the following countries/regions.

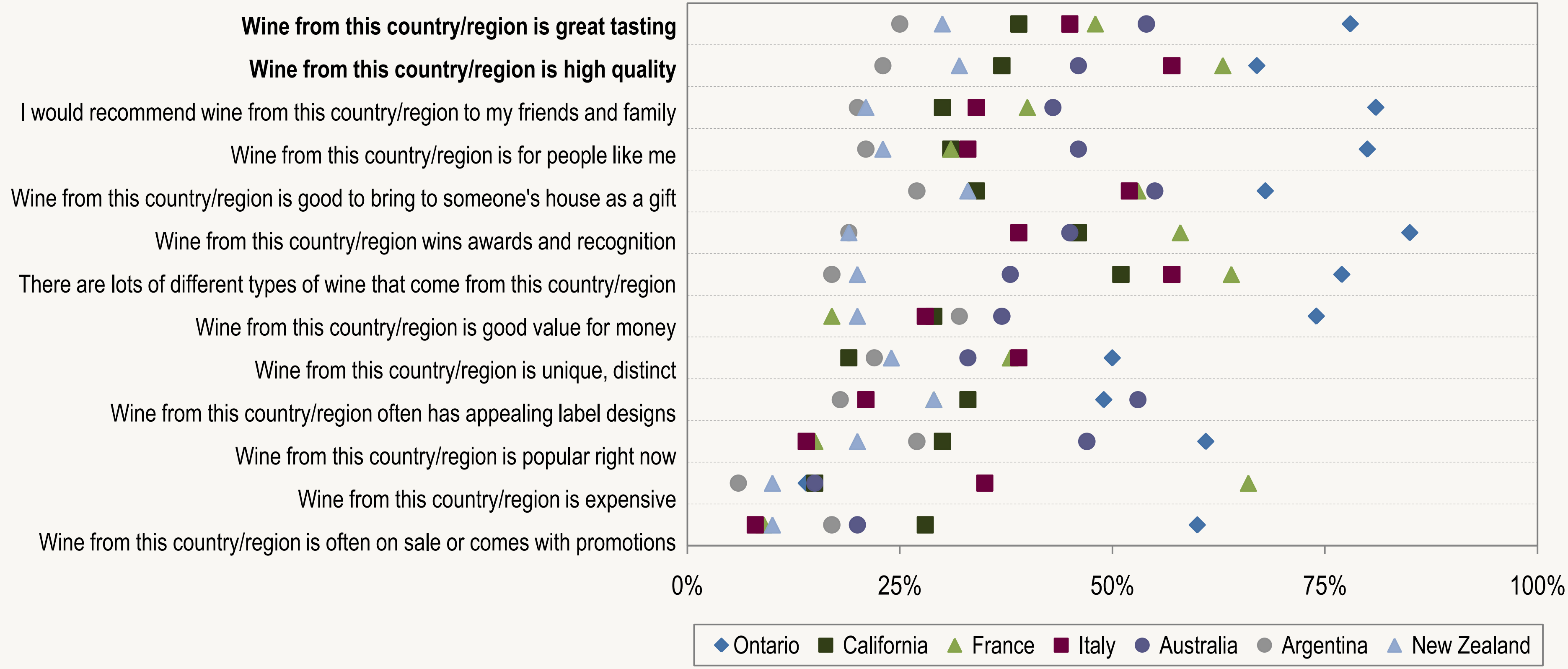
VISIONCRITICAL

In the Golden Horseshoe, Ontario wines dominate the competition across the board, with an impressive advantage on taste and a small one on quality; Ontario wines are unrivaled in terms of suitability for bringing as a gift and popularity; There is also broad recognition of the awards won by Ontario wines

- Unlike the market at large, Ontario wines also stand out on uniqueness and distinctiveness.

Impressions of Wine from Each of the Following Countries/Regions

- Those in the Golden Horseshoe Aware of Wine Originating From Each Country/Region -



Base: Those aware of each wine: Ontario (n=202), California (n=181), France (n=186), Italy (n=185), Australia (n=182), Argentina (n=142), New Zealand (n=148)

S.2Q.2 For each statement, please indicate which of the following countries/regions you feel it describes.

The recent wine buyers most loyal to Ontario wines appear somewhat less educated, less affluent and are less frequent wine drinkers, generally speaking

Profile of Ontario Wine 'Adorers,' 'Adopters' and 'Acceptors'

-Total Sample-

	Total	Ontario Wine Adorers	Ontario Wine Adopters	Ontario Wine Acceptors
	%	%	%	%
Gender:				
Male	50	48	50	50
Female	50	52	50	50
Age:				
19-34	30	32	30	30
35-54	41	35	40	44
55+	29	33	30	26
Education Level:				
High school	18	23	18	16
Undergraduate/college	58	57	58	56
Post-graduate degree	24	20	24	28
Household Income:				
<$60K	28	35	27	24
$60-$100K	39	42	39	38
$100K +	33	23	34	38
Wine consumption:				
Heavy	33	27	32	39
Medium	39	40	41	37
Light	28	33	27	24
Importance of country in wine purchase decision (% ext./very important):	45	64	38	40

Base: Total Sample (n=1841), Adorers (n=336), Adopters (n=887), Accepters (n=430)

Wines of Ontario

VISIONCRITICAL

Ontario Wine 'Acceptors' are much less familiar with Ontario wines than are those with higher levels of loyalty to Ontario wine, but they are the most familiar with wines from the other countries

Profile of Ontario Wine 'Adorers,' 'Adopters' and 'Acceptors'

-Total Sample-

	Total	Ontario Wine Adorers	Ontario Wine Adopters	Ontario Wine Acceptors
	%	%	%	%
Unaided Mentions of Ontario as a Region Producing High Quality Wine	45	69	54	18
Familiarity with Wine-Producing Regions/Countries (% Very Familiar):				
Ontario	50	74	59	29
Australia	29	21	29	34
France	28	22	26	35
Italy	24	18	23	32
California	22	20	21	25
Argentina	10	4	8	17
New Zealand	8	8	7	11
Type of Occasions Associated with Ontario wine:				
Special occasions	6	7	5	6
Regular/everyday occasions	38	28	38	48
Both equally	56	65	57	46

Base: Total Sample (n=1841), Adorers (n=336), Adopters (n=887), Accepters (n=430).

Currently just one-quarter of Ontario 'Acceptors' hold a strong positive impression of Ontario wine, compared to eight-in-ten 'Adoptors' and nine-in-ten 'Adorers'

Profile of Ontario Wine 'Adorers,' 'Adopters' and 'Acceptors'

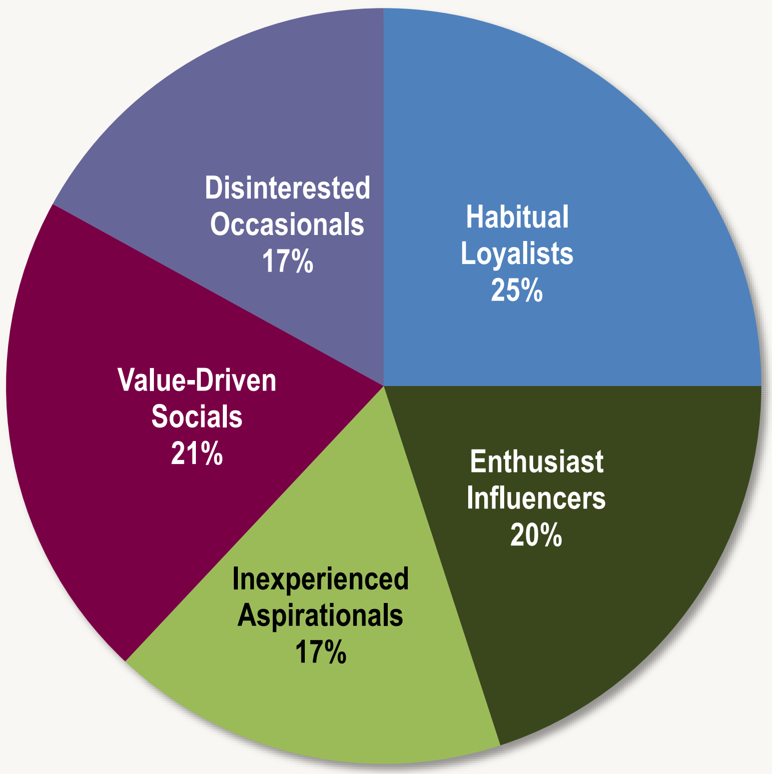
-Total Sample-

	Total	Ontario Wine Adorers	Ontario Wine Adopters	Ontario Wine Acceptors
	%	%	%	%
Overall Rating of Ontario wine (% 8-10):	63	91	80	24
Key Brand Associations (Ontario Wine):				
Wine from this country/region is good value for money	70	92	81	49
Wine from this country/region is great tasting	67	90	81	39
Wine from this country/region is high quality	59	79	70	33
Wine from this country/region is for people like me	70	92	84	42
Wine from this country/region is good to bring someone's house as a gift	55	74	65	33
Wine from this country/region wins awards and recognition	69	78	78	55
There are lots of different types of wine that come from this country/region	67	77	75	54
Top Words/Phrases Associated with Ontario Wine:				
Social	59	76	67	42
Down to earth, authentic	57	76	67	35
Environmentally friendly	52	71	56	39
Consistent	51	75	61	25
Pride in Ontario Wine (% A lot)	**63**	**91**	**79**	**27**

Base: Total Sample (n=1841), Adorers (n=336), Adopters (n=887), Accepters (n=430).

We have discovered five segments, each of which represents a sizeable share of the market

Distribution of The Five Segments
-Total Sample-



Base: Total Sample (n=1841)

Value-Driven Socials (21%)

Strategic Fit
Strong

Key Demographics

	Segment	Total
Age:		
19-34	35%	30%
35-54	37%	41%
55+	28%	29%
Gender:		
Male	45%	50%
Female	55%	50%
Education:		
High school	16%	18%
Undergrad/college degree	60%	58%
Post grad degree or equivalent	24%	24%
Household Income:		
<$60K	32%	28%
$60K-$100K	37%	39%
$100K+	31%	33%
Married/common law	65%	67%

Who Are They?

- Skew a bit younger, with average education levels and incomes.
- Their wine consumption mirrors the market average.
- As per their name, this segment is very social, often entertaining guests in their home.
- This segment comprises a large slice of the WCO target audience.

Their Views Towards Wine:

- They currently don't know a lot about wine (don't read much about it) and therefore welcome recommendations from friends and family members.
- They spend slightly below average on a typical bottle of wine.
- When deciding what type of wine to buy, country/region of origin is not a huge consideration for this segment.
- For this segment, wine is all about relaxing with friends.

How They Shop for Wine:

- As per their name, this segment is on a hunt for value and the best deals. Purchases are often triggered by in-store promotions, reduced prices, special promotions and Air Miles.
- Prudent with their dollars, this segment would hesitate to purchase more expensive wine without first tasting it.
- This segment consumes Ontario wine at an average rate and has an average opinion of Ontario wine.
- Interestingly, they rate Australian wine as highly as Ontario wine, whereas the market at large gives Ontario a clear edge over Australian wine.

Disinterested Occasionals (17%)

Key Demographics

	Segment	Total
Age:		
19-34	34%	30%
35-54	38%	41%
55+	27%	29%
Gender:		
Male	45%	50%
Female	55%	50%
Education:		
High school	22%	18%
Undergrad/college degree	60%	58%
Post grad degree or equivalent	18%	24%
Household Income:		
<$60K	35%	28%
$60K-$100K	40%	39%
$100K+	25%	33%
Married/common law	63%	67%

Who Are They?

- Slightly less educated and less affluent.
- They purchase the least amount of wine compared to the other segments.
- Infrequently entertain at home.

Their Views Towards Wine:

- They don't know a lot about wine and do not aspire to learn more about it.
- They buy wine largely for special occasions.
- Compared to the other segments, they spend the least on an average bottle of wine.
- Not interested in spending more for higher quality wine.
- Country of origin matters the least to this segment.
- This segment is least likely to have visited wine-producing regions of Ontario.

How They Shop for Wine:

- They are not adventurous wine buyers: they don't relish browsing the aisles when shopping for wine.
- And when they purchase wine, they tend to stick to their favourite wines.
- Value for money is important to them when shopping for alcoholic beverages.
- In-store promotions coupled with reduced price are the most influential factors at triggering their interest in purchasing a new type of wine.
- Besides Ontario wine, they have a narrow suite of wines they consume. As such, Ontario wine has the largest 'share-of-throat' with this segment.
- Consistent with their preference for Ontario wines, they rate Ontario wines more favourably than wines from other countries/regions.
- In essence, when they purchase wine, they turn first to Ontario wines.

Habitual Loyalists are the oldest segment, who are not regular entertainers at home; Enthusiast Influencers are the most affluent, educated and social segment, who spend the most on wine and place the most importance on country of origin

- Inexperienced Aspirationals are the youngest segment, with a male skew, who are as educated as Enthusiast Influencers and spend nearly as much on wine, but don't entertain at home as often.
- The last two segments place much less importance on country/region of origin in their wine purchase decision.

Demographic/Lifestyle Profile

-Total Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Age:						
19-34	30%	22%	26%	39%	35%	35%
35-54	41%	42%	46%	42%	37%	38%
55+	29%	36%	28%	19%	28%	27%
Gender:						
Male	50%	47%	55%	58%	45%	45%
Female	50%	53%	45%	42%	55%	55%
Household Income:						
<$60K	28%	31%	15%	26%	32%	35%
$60-$100K	39%	39%	37%	39%	37%	40%
$100K +	33%	30%	48%	35%	31%	$\boxed{25\%}$
Education:						
High school	18%	22%	13%	14	16%	22%
Undergraduate/college degree	58%	59%	56%	56%	60%	60%
Post-graduate or equivalent program	24%	19%	31%	30%	24%	18%
Have Kids in Household:						
%Yes	38%	37%	36%	43%	36%	38%
Average spend/bottle	*$14.80*	*$14.40*	*$16.00*	*$15.40*	*$14.20*	$\boxed{\$13.60}$
Importance of wine country/region in purchase decision (% extremely/very important)	45%	53%	63%	49%	30%	28%
Frequency of entertaining at home (2-3 times a month or more often)	32%	$\boxed{7\%}$	61%	31%	49%	15%

Wines of Ontario

VISIONCRITICAL

The five segments display very different wine-related attitudes and behaviours, as captured in the segment names

- Habitual Loyalists stick to their favourite wine brands and their wine choices are often guided by where the wine comes from.
- Enthusiast Influencers want to learn more about wine, are willing to pay more for high quality wine, and provide advice to friends/family about wine.

Rating of Interest in/Approach to Purchasing Wine (%Rated 8-10 on 10-point scale)

-Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Wine for me means relaxing with friends	54%	53%	65%	40%	64%	43%
I would like to learn more about wine	44%	51%	68%	37%	31%	22%
I tend to stick to my favourite wines	44%	66%	20%	21%	46%	57%
Where the wine comes from often guides my wine choices	43%	50%	57%	35%	35%	32%
I won't buy an expensive wine unless I've tasted it	35%	39%	23%	24%	43%	47%
I am willing to pay more for high quality wine	34%	38%	60%	37%	19%	15%
I typically know what wine(s) to buy before going to the store	30%	40%	22%	22%	29%	31%
I often buy wine based on expert opinions	15%	13%	27%	15%	13%	7%
I buy wine only for special occasions	12%	-	1%	19%	-	48%
I regularly read about wine	11%	8%	29%	10%	5%	1%
Wine for me means partying	9%	2%	5%	12%	18%	7%
Friends and family tend to come to me for advice about wine	9%	2%	29%	9%	2%	1%
The higher the price of wine, the better the quality	6%	5%	2%	17%	6%	4%
I consider myself a wine collector	4%	1%	11%	6%	-	-

Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

S.4Q.1 For each one, please indicate how much you agree or disagree with it. Use a scale of 1-10, where 1 is do not at all agree and 10 is completely agree.

Consistent with wine-related measures, the five segments display unique beverage-alcohol attitudes and behaviours

- Enthusiast Influencers love to browse while shopping for alcoholic beverages, likely looking for new and interesting products
- For the Inexperienced Aspirationals, value for money is not an important factor in their beverage alcohol purchase consideration.
- Value-Driven Socials, as signified by the segment name, are the segment most motivated by special promotions.

Rating of Approach to Purchasing Beverage Alcohol Products (%Rated 8-10 on 10-point scale)

-Total Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
I like to browse the aisles when shopping for alcoholic beverages	52%	53%	67%	39%	55%	43%
Value for money is important to me when shopping for alcoholic beverages	45%	53%	37%	15%	56%	55%
Special promotions influence the alcoholic beverages I purchase	29%	26%	22%	22%	38%	32%
When looking for alcohol options, I look for products made locally	28%	33%	25%	23%	25%	31%
My alcoholic beverage choices are often influenced by what friends and family recommend	16%	3%	8%	11%	34%	25%
When looking for alcohol options, I look for healthy choices	10%	10%	9%	9%	12%	11%
I like to be the first to try new alcoholic beverage products	9%	3%	16%	9%	9%	5%

Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

S.4Q.2 For each one, please indicate how much you agree or disagree with it. Use a scale of 1-10, where 1 is do not at all agree and 10 is completely agree.

Enthusiast Influencers engage in a wide range of activities to learn more about wine; Habitual Loyalists also read about wine more than the market at large, although not nearly as much as Enthusiast Influencers

- Value-Driven Socials predominantly learn about wine by speaking with friends and family and to a lesser extent with LCBO service reps.
- Just one-quarter (27%) of Inexperienced Aspirationals have visited a winery or wine region.

How Wine Purchasers Learned About Wine (Within Past Year)

-Total Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Spoke with friends and family	58%	50%	72%	50%	67%	50%
Spoke with a LCBO Customer Service Rep	43%	37%	62%	39%	45%	29%
Read wine column in newspaper/online	42%	50%	70%	31%	33%	19%
Visited the LCBO website	38%	35%	60%	35%	33%	25%
Read or heard about a wine review	36%	42%	62%	31%	31%	14%
Visited a winery or wine region	35%	34%	55%	27%	38%	15%
Read a wine magazine	25%	21%	48%	24%	20%	8%
None of above	12%	11%	1%	18%	10%	23%

Base: Total Sample (n=1011), Enthusiast Influencers (n=199), Disinterested Occasionals (n=181), Habitual Loyalists (n=266), Value-Driven Socials (n=206), Inexperienced Aspirationals (n=153)

S.4aQ.1 In the past year, please indicate which of the following things, if any, you did to learn about wine.

Enthusiast Influencers purchase wine from the broadest range of countries when compared to the other segments

- Disinterested Occasionals purchase wine from the fewest number of different countries, followed by Habitual Loyalists.

Past Four Week Purchase of Wine From These Countries/Regions

-Total Sample-

	Total	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
Ontario	70%	72%	74%	66%	70%	62%
Australia	36%	30%	52%	33%	42%	22%
Italy	31%	29%	46%	33%	28%	17%
France	29%	25%	46%	36%	29%	15%
California	25%	18%	39%	26%	26%	13%
Argentina	18%	16%	31%	17%	18%	7%
New Zealand	8%	6%	15%	10%	8%	2%

Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

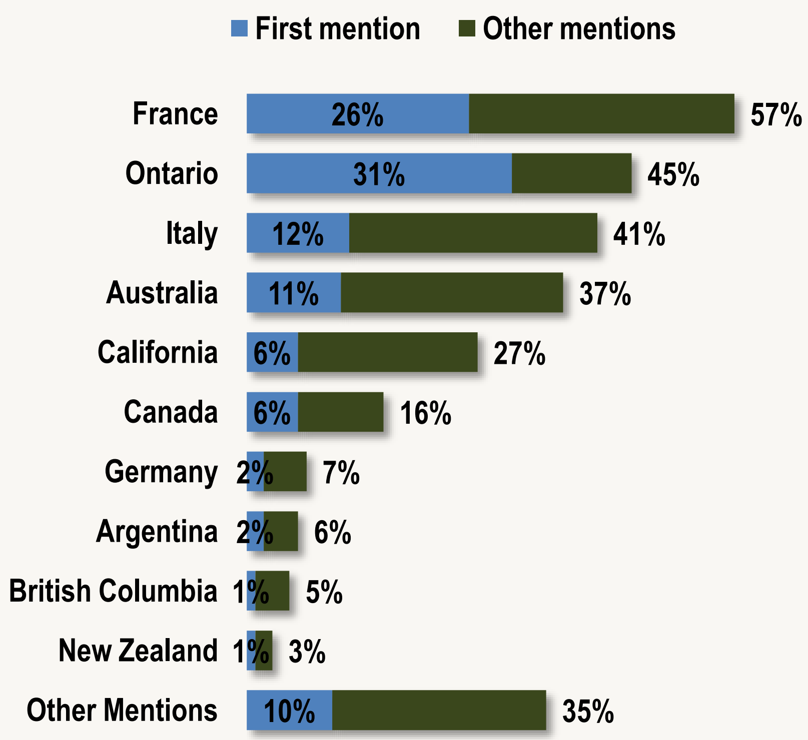
S.1Q.4 Please indicate how recently, if ever, you purchased a bottle of wine originating from each of the following countries/regions.

Top-of-mind awareness of Ontario wine (as a region producing high quality wine) is highest among Habitual Loyalists, and lowest among Enthusiast Influencers and Inexperienced Aspirationals

- Habitual Loyalists are as likely to mention Ontario as they are to mention France on this measure.
- By contrast, Enthusiast Influencers mention France nearly twice as often as Ontario on this measure.

Regions/Countries Known for Producing High Quality Wine (Unaided)

-Total Sample-



Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
55%	62%	59%	54%	59%
53%	35%	38%	45%	47%
43%	42%	42%	39%	40%
33%	40%	35%	43%	33%
25%	27%	25%	26%	30%
17%	12%	15%	15%	19%
8%	5%	8%	8%	8%
7%	8%	4%	7%	3%
7%	5%	4%	6%	4%
2%	3%	5%	3%	2%
31%	41%	36%	37%	31%

Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

S.1Q.2 First, when you think about regions or countries known for producing high quality wine, which ones come to mind?

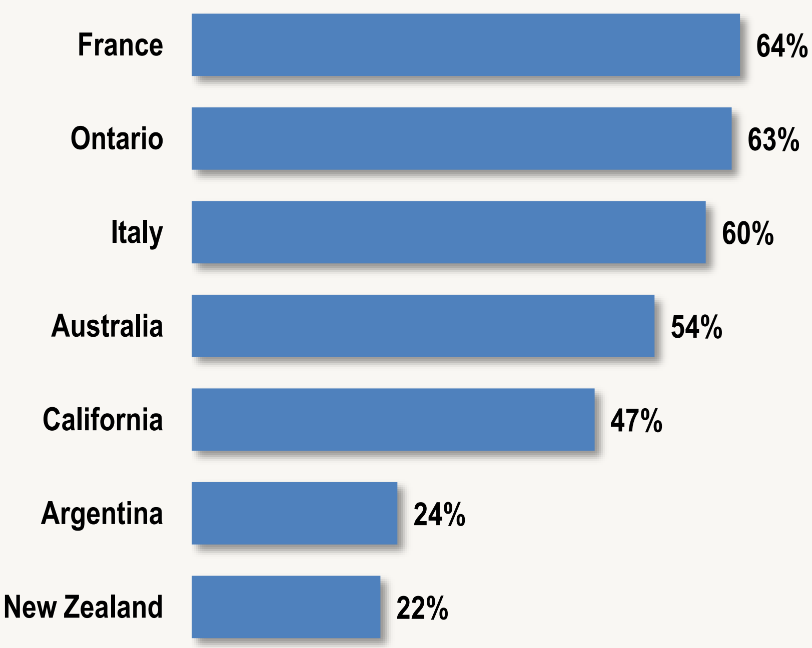
Habitual Loyalists rate Ontario wine on-par with French and Italian wine on an overall basis and also provide Ontario wines with a higher rating than the other segments; By contrast, Enthusiast Influencers give a much stronger overall rating to French wine than Ontario wine

- Enthusiast Influencers also view Italian wine more favourably than Ontario wine on an overall basis. They hold Australian wine in the same esteem as Ontario wine.

Overall Impression of the Wine From These Countries/Regions (% Rated 8-10 on 10-point scale)

-Total Sample-

Total



	Habitual Loyalists	Enthusiast Influencers	Inexperienced Aspirationals	Value-Driven Socials	Disinterested Occasionals
France	66%	72%	60%	69%	55%
Ontario	67%	58%	56%	62%	63%
Italy	65%	65%	54%	62%	53%
Australia	51%	60%	50%	60%	49%
California	44%	54%	43%	47%	41%
Argentina	24%	30%	19%	26%	18%
New Zealand	21%	31%	21%	21%	17%

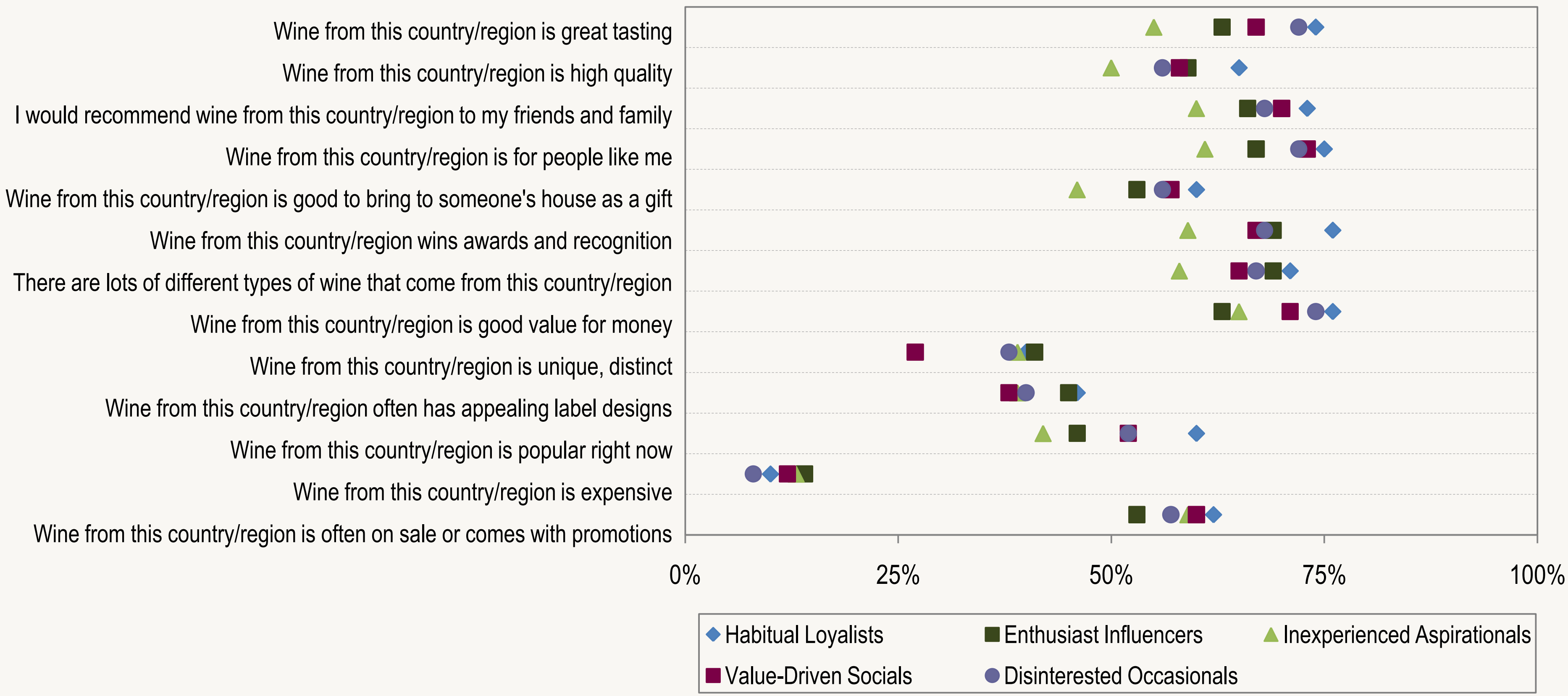
Base: Total Sample (n=1841), Enthusiast Influencers (n=371), Disinterested Occasionals (n=309), Habitual Loyalists (n=451), Value-Driven Socials (n=385), Inexperienced Aspirationals (n=313)

S.2Q.1 We would like you to now provide your overall impression of the wines from the countries/regions listed below, based on everything you know, have read or have heard about them.

Habitual Loyalists rate Ontario wines the highest on quality, winning awards and recognition as well as popularity; Enthusiast Influencers don't rate Ontario wine as strongly on these and other attributes

- Inexperienced Aspirationals display less knowledge of Ontario wines, and are currently less convinced that Ontario wine suits their lifestyle.

Impressions of Ontario Wine
-Those Aware of Wine Originating From Ontario-



Wines of Ontario

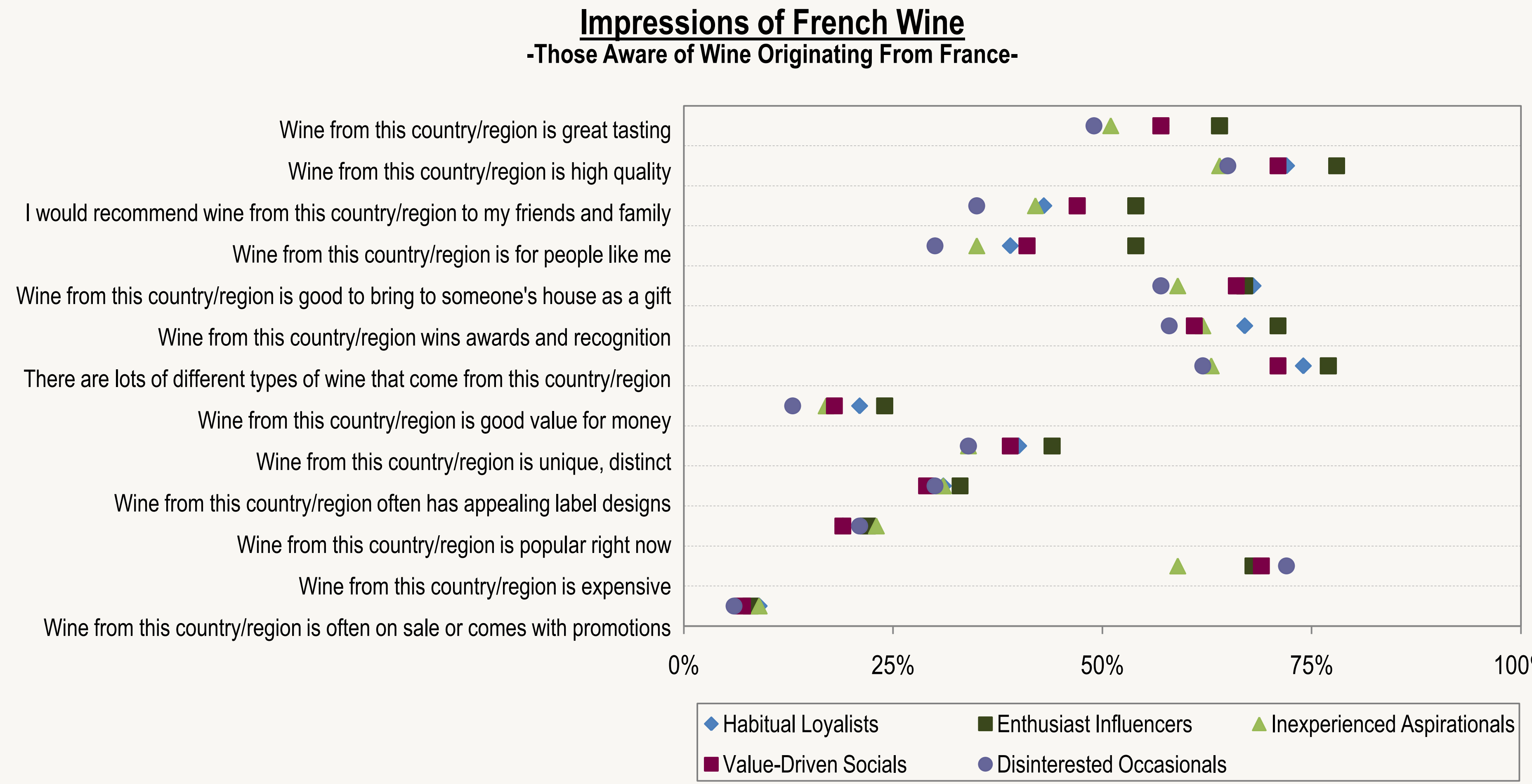
Base: Those aware of each wine: Enthusiast Influencers (n=371), Disinterested Occasionals (n=299), Habitual Loyalists (n=443), Value-Driven Socials (n=372), Inexperienced Aspirationals (n=309)

S.2Q.2 For each statement, please indicate which of the following countries/regions you feel it describes.

VISIONCRITICAL

French wine, by contrast, receives its highest ratings from Enthusiast Influencers on most attributes, especially taste, quality and relevance

- Inexperienced Aspirations are the least likely to consider French wine expensive.



Base: Those aware of each wine: Enthusiast Influencers (n=369), Disinterested Occasionals (n=277), Habitual Loyalists (n=424), Value-Driven Socials (n=361), Inexperienced Aspirationals (n=299)

S.2Q.2 For each statement, please indicate which of the following countries/regions you feel it describes.

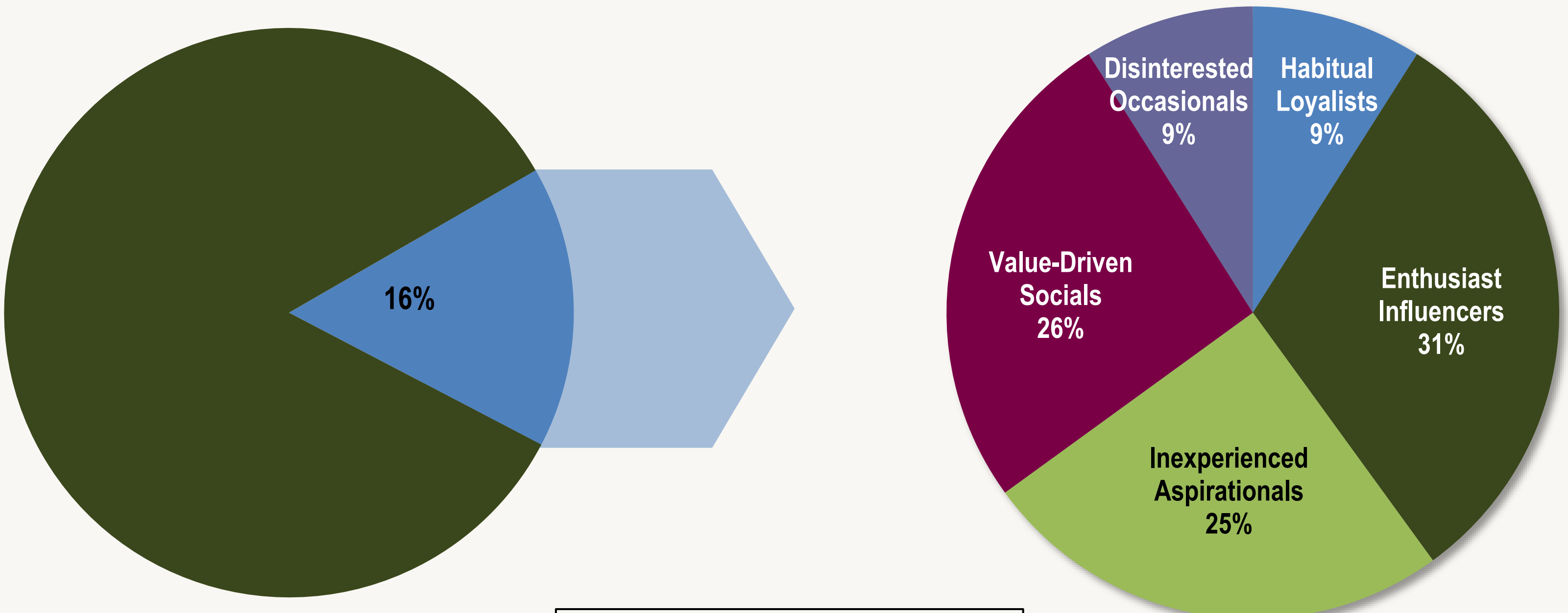
The WCO target consumer audience is mostly comprised of Enthusiast Influencers and Inexperienced Aspirationals; Habitual Loyalists comprise just 9% of the current target consumer group as currently defined

- Just one-in-ten WCO target consumers are Habitual Loyalists.

WCO Target Consumer

Current WCO Target Consumer*

WCO Target Consumer Broken Down By Segment



*Defined as those aged 25-49, living in GTA/Ottawa, with a household income of $60k+, and who entertain in their home once a month or more frequently.