

Prepared by:

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Toronto • Vancouver

[www.innovativeresearch.ca](http://www.innovativeresearch.ca)



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*Public Opinion Research* ▶▶

# MyWineShop.ca Campaign

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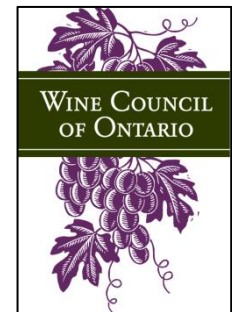
Prepared for:

**Wine Council of Ontario**

4890 Victoria Ave. North, PO Box 4000

Vineland Station, ON

LOR 2E0



# Key Findings

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## Primary Retail Channel for Wine:

- The vast majority of Ontarians who drink wine, purchase it primarily through the LCBO (76%).

## Support for Privately Owned Wine Shops:

- A majority of Ontarians support the idea of creating privately owned wine shops (54% support / 33% oppose).

## Effectiveness of Messaging:

- Of the messages tested, a majority of Ontarians agreed with the statements:
  - **76% Agreement** ... *no problem with privately owned wine shops so long as they are gov't licensed and follow stringent guidelines ...*
  - **65% Agreement** ... *most provinces already have privately owned wine shops ... it's time Ontario do the same as other provinces ...*
  - **63% Agreement** ... *more wine retailers in the province will be a complementary service to the LCBO and provide greater selection ...*
  - **61% Agreement** ... *the proposed wine shops would be entirely financed by the private sector which would assume the investment risk ...*

## Selling Alcohol at Grocery and Corner Stores:

- However, support falls off when we introduce alcohol sales at grocery and corner stores (42% support / 53% oppose).

# Methodology

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Innovative Research Group (INNOVATIVE) was commissioned by the Wine Council of Ontario (WCO) to conduct Ontario-based public opinion research towards the introduction of privately owned, specialty wine shops.

The survey is conducted through INNOVATIVE's monthly Ontario telephone omnibus service.

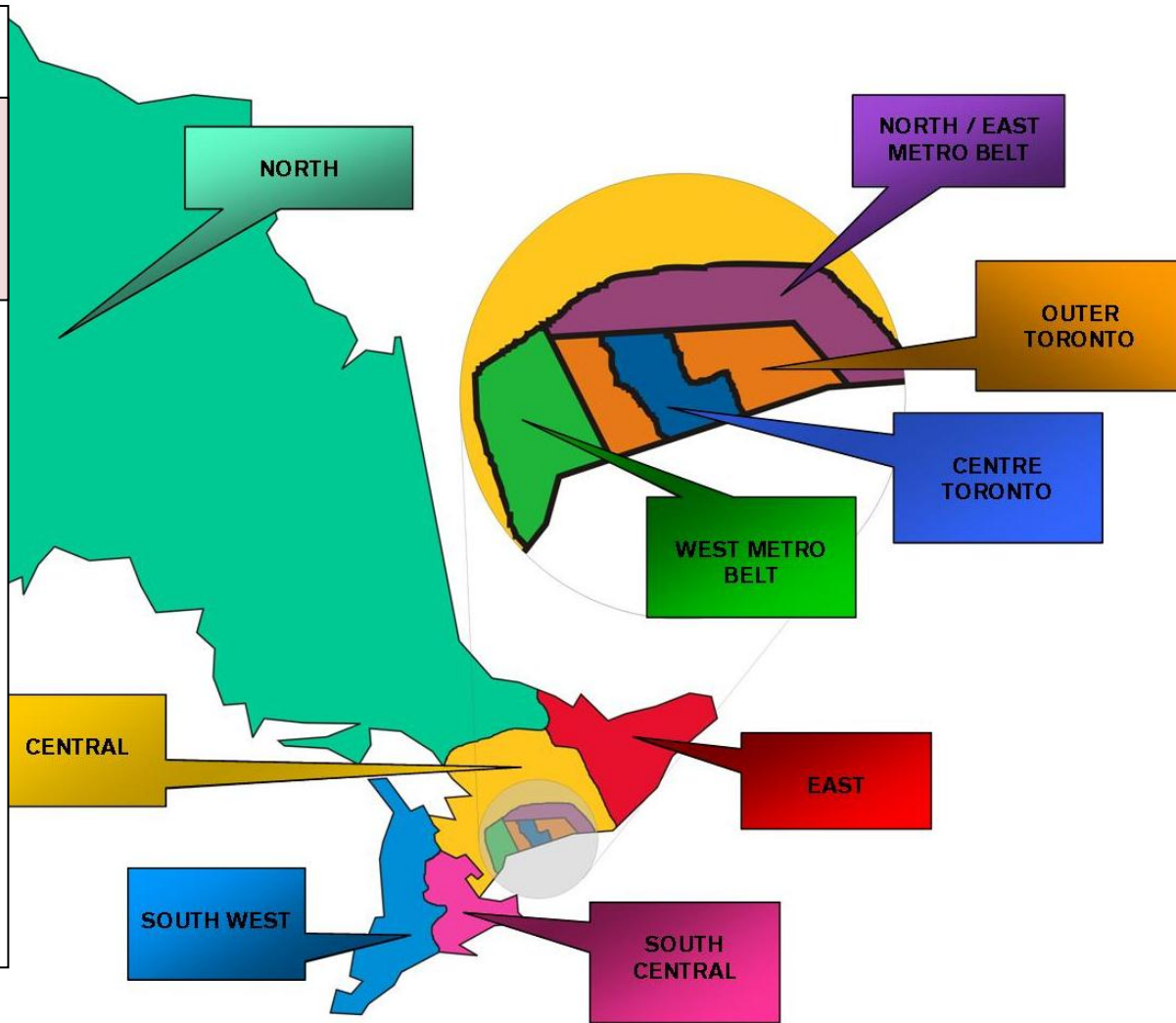
- This survey was conducted by telephone among **605** randomly-selected Ontario residents, 18 years or older, between December 13<sup>th</sup> to 29<sup>th</sup>, 2012.
- Only one respondent per household was eligible to complete this survey.
- The sample has been weighted by age, gender and region using the latest available Statistics Canada Census data to reflect the actual demographic composition of the population.
- After weighting a sample of this size, the aggregated results are considered accurate to within **±4.0%**, 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample.

**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

# Segmentation: *Ontario Regions*

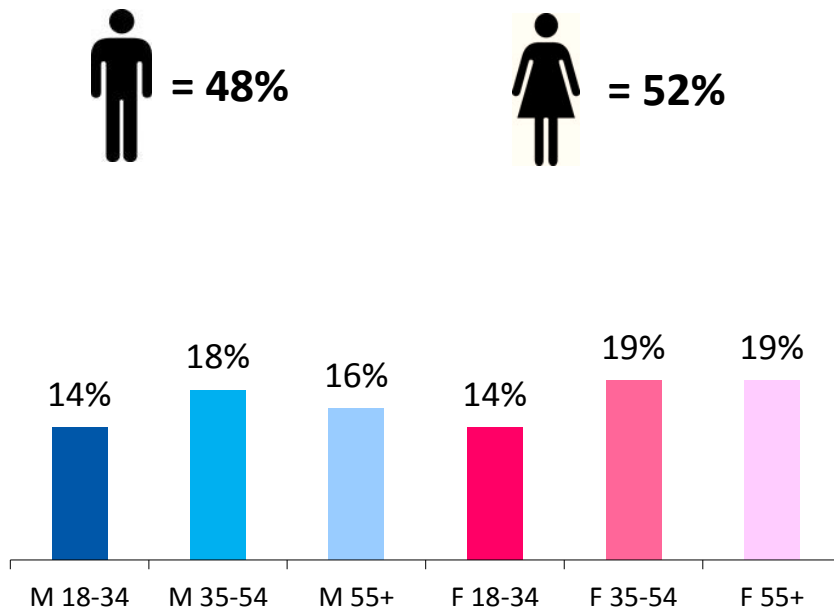
## Regional Breakdowns:

- **GTA** = Toronto + Metro Belt  
(n=280)
- **Rest of Ontario**  
(n=325)
- **Toronto** = Centre Toronto + Outer Toronto  
(n=130)
- **Metro Belt** = West Metro Belt + North / East Metro Belt  
(n=150)
- **South West** = South West  
(n=68)
- **Central / S. Central** = Central + South Central  
(n=137)
- **East / North** = East + North  
(n=119)

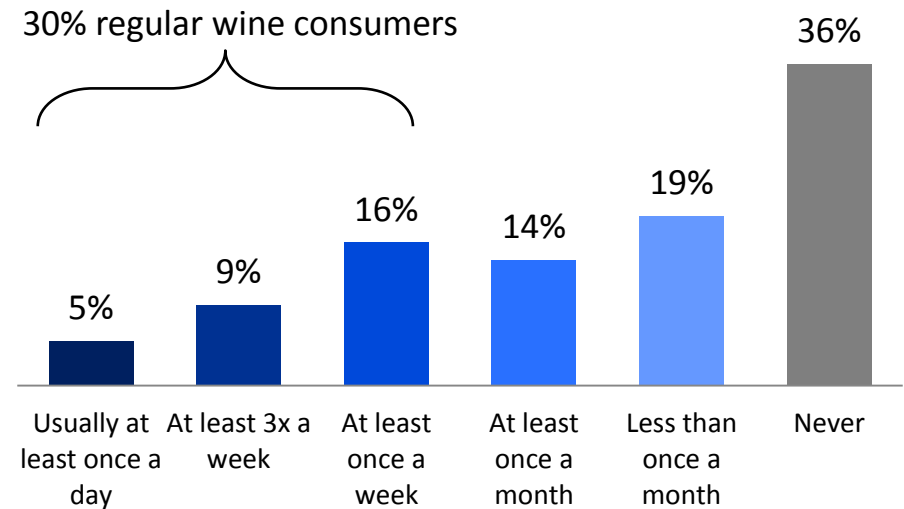


## Demographics: Respondent Profile

### Age-Gender



### Wine Consumption



# Detailed Findings

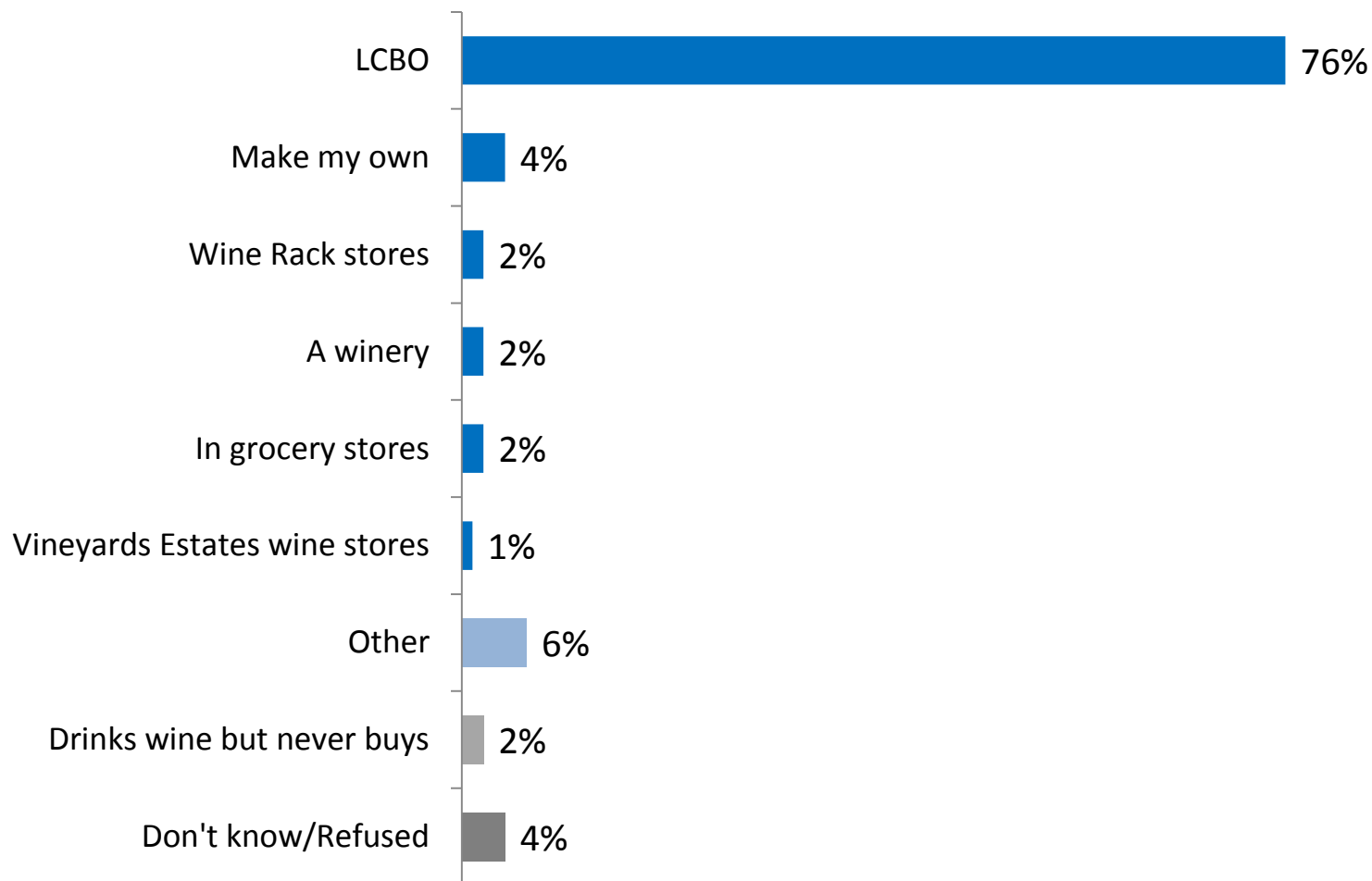
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# Retail Purchase Behaviour: 3-in-4 go to LCBO; a small minority make their own or buy from Wine Rack stores, wineries, or grocery stores

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Aside from restaurants and bars, where do you usually purchase your wine?

[asked of all respondents who say they drink wine; open-ended; n=386]

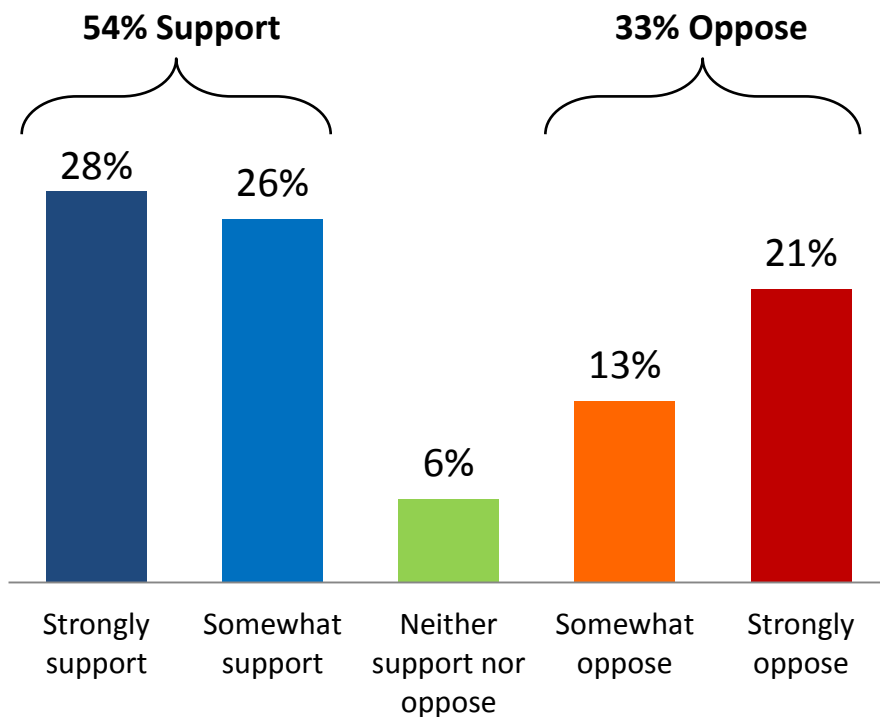


# Support for Private Wine Stores: Majority support the creation of privately owned wine shops in Ontario

Q

To complement the way in which consumers currently purchase wine in Ontario, some people have suggested the creation of privately owned and government licensed wine shops to offer an improved selection of domestic and international wines.

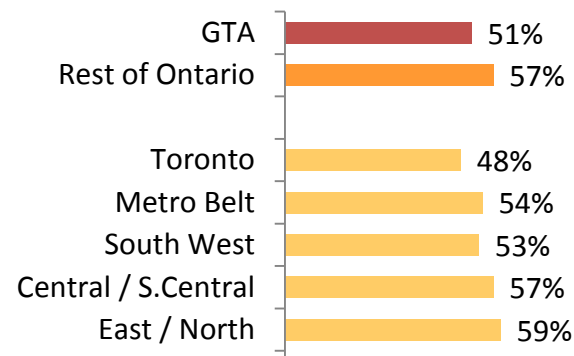
Do you support or oppose the creation of privately owned wine shops in Ontario? [asked of all 605 respondents]



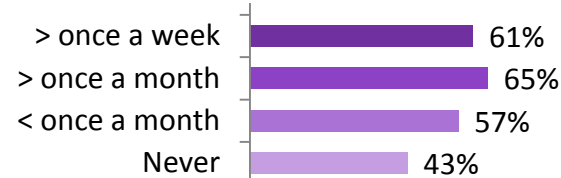
## Sample Breakdown ►►

*Those who "support"*

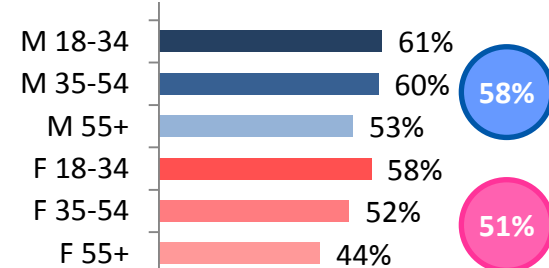
### Regional Segmentation



### Wine Consumption Segmentation



### Gender-Age Segmentation





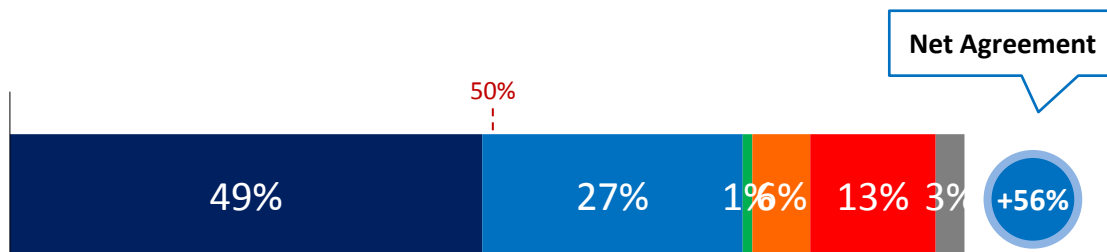
# Message Testing: Net agreement is highest for the statement that there is no problem with private wine shops with stringent guidelines

Q

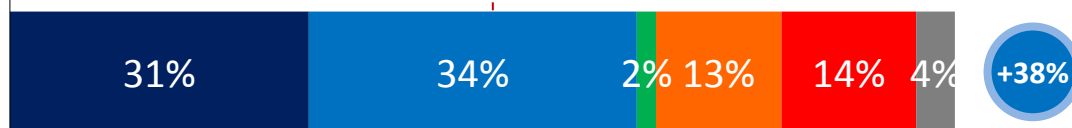
I'd like to read you some statements that some people have made about the proposed specialty wine shops in Ontario. For each statement, please tell me if you agree or disagree:

[asked of all 605 respondents]

I have no problem with privately owned wine shops so long as they're government licenced and follow the same stringent guidelines as bars and restaurants when it comes to alcohol sales.



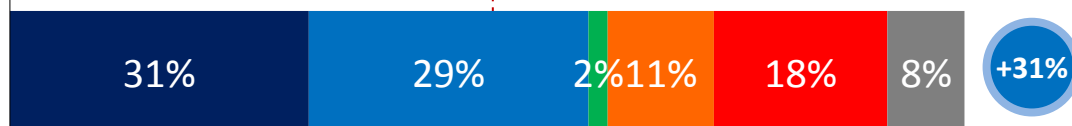
Most provinces already have privately owned wine shops that are able to offer consumers additional wines not found in their liquor board; it's time Ontario do the same as other provinces when it comes to wine sales.



Having more wine retailers in the province will be a complementary service to the LCBO and provide greater selection and convenience for Ontario consumers.



I like the fact that the proposed wine shops would be entirely financed by the private sector which would assume the investment risk and put up all the capital; as opposed to public sector tax dollars.



Strongly agree

Somewhat disagree

Somewhat agree

Strongly disagree

Neither agree nor disagree

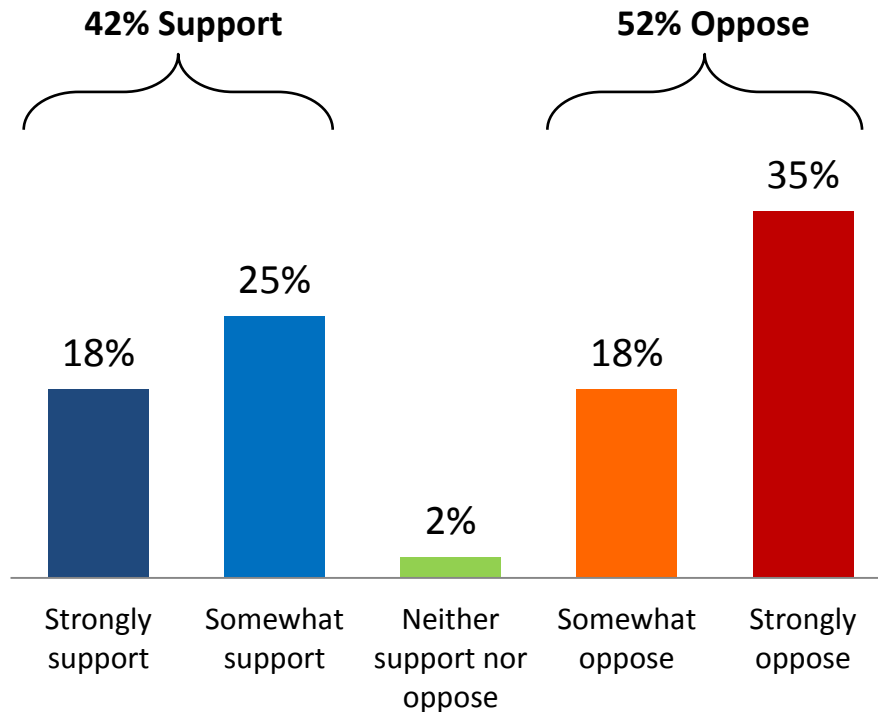
DK/Refuse

# Alternative Distribution: Over half (52%) oppose expanding the sale of wine, beer, and spirits in Ontario only to grocery and corner stores

Q

Another suggestion some people have made is expanding the sale of wine, beer and spirits in Ontario **only** to *grocery* and *corner* stores. Do you support or oppose this idea?

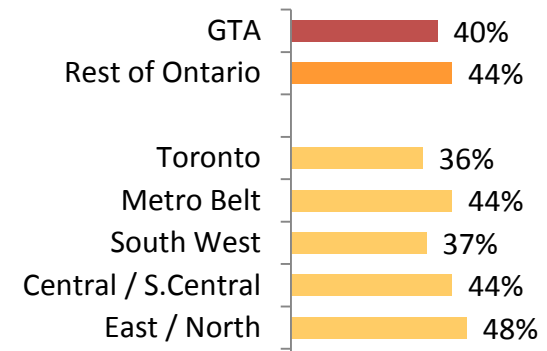
[asked of all 605 respondents]



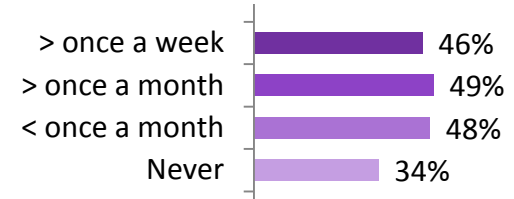
## Sample Breakdown ►►

*Those who "support"*

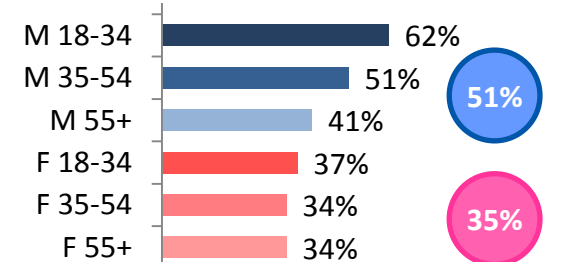
### Regional Segmentation



### Wine Consumption Segmentation



### Gender-Age Segmentation





# Research-based strategic advice.

*Public Affairs • Corporate Communications • Fundraising*

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