

COMFORTABLE CASUALS

KEY HIGHLIGHTS



Secondary Target Consumer Segment - Older wine drinkers outside of Metro Vancouver. Less wine knowledge and consume less wine overall. More concerned with price and wine type, and less concerned with wine attributes and features. Not susceptible to marketing and promotions, they are less confident in their wine knowledge and do not like discovering new wines.

- Fifty percent of this segment are over 55 years old, and they are the least likely segment to be 34-55 (26%).
- Within BC, least likely live in Metro Vancouver (42%).
- Likely to be Caucasian/ White/ European (80%).
- Compared to other segments, Comfortable Casuals believes they know less about wine (56%). This segment is also much less confident in their wine knowledge (9%, compared to 25% overall)
- Least likely to consume wine monthly (63%, compared to 76% overall) and consumer less BC wine monthly (43%), compared to a typical wine consumer (53%).
- The importance of price (83%) and wine type (81%) is consistent with typical wine drinkers; however, this segment is the less likely to care about other factors and attributes when buying wine.
- Comfortable Casuals are very different than Social Samplers with regards to the features and attributes they believe are important when purchasing wine. This segment is less likely than a typical wine consumer, as well as Social Samplers, to believe in the importance of factors like food compatibility (30%), well-known wineries (27%), alcohol content (29%), small lot production (11%), and winery story (15%).



To access the full report on BC Wine Consumers: [Log In to the Member Portal on WineBC.com/Industry](https://WineBC.com/Industry)

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- Additionally, this segment is less likely than both typical consumers and Social Samplers to believe these attributes are important: Sustainable (35%), organic (19%), sugar-free (13%) nutritional information (15%), low alcohol (12%), Low Carb (12%), gluten-free (4%), biodynamic (6%), and vegan (6%).
- This segment contrasts with Social Samplers and typical wine drinkers in general on marketing as they are less likely to be influenced by awards and medals (26%), scores (23%), label images, name, or words (23%), winery profiles (14%), wine region images/videos (6%), and wine travel stories (4%).
- This segment contrasts with Social Samplers and typical wine drinkers in general on wine promotion as they are less likely to be influenced a wine critic or expert (14%), wine publication (6%), influencers (2%), wine app (5%), and celebrities (0%).
- This segment is significantly less likely to be open to alternative packaging types.
- Comfortable Casuals are much less likely than a typical wine consumer to enjoy discovering new wines (47%).
- This segment was the most likely to indicate the primary reason for visiting a wine region is for something social to do with friends/family (30%).
- This segment is least likely to use the internet or social media for wine news and information.



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