

ENGAGED EXPLORERS

KEY HIGHLIGHTS



Primary Target Consumer Segment - Drink the most wine, including BC wine. Wine type, origin, and quality assurance are important. Wine is social, they like to travel and visit wineries.

- Majority in this segment are over 55 years old (56%) and are more likely to be Female (57%).
- This segment is likely to be Caucasian/ White/ European (84%) and married (64%).
- The most likely segment to drink any type of wine monthly (91%), driven by red wine (43% weekly and 71% monthly) and white wine (35% weekly and 69% monthly).
- Have the third highest monthly spend on wine (\$122.40), including the second highest typical bottle spend (behind Passionate Professional- \$34) for special occasion wine (\$20).
- After Passionate Advocates, are the mostly likely segment to consume BC wine monthly (67%, compared to 53% overall).
- In the past year, are the most likely segment to purchase wine at a government-controlled liquor store (61%), restaurant (55%), and a wine store in or attached to a grocery store (34%).
- This segment is more concerned than a typical wine drinker about factors like wine type (96%), country of origin (84%), region of origin (74%), grape variety (61%), and winemaker reputation (55%).
- This segment is more likely than a typical wine consumer to believe quality assurance recognition (BC VQA) is important (55%). However, they are significantly less likely to be concerned with the following attributes: sulphite-free (26%), organic (16%), sugar-free (15%) nutritional information (15%), Low Carb (11%), low alcohol (7%), gluten-free (9%), biodynamic (8%), and vegan (3%).
- This segment is more likely than other wine consumers to prefer wine in a traditional 750ml bottle (94%).
- This segment enjoys discovering new wines (74%), while also sticking with their favourites (70%). They also look for wines from specific regions (73%).



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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- This segment is always looking for the best quality wines they can get for their budget (76%) and believe the quality of the wine is more important than the price (61%). They also take their time purchasing wine (60%) as they believe purchasing wine is an important decision (59%).
- This segment like sharing wine in a social situation (92%) and like to bring a "safe" wine choice to a social situation (76%).
- They enjoy learning about wine (72%), including when they travel (62%).
- This segment is the most likely to indicate that wine gives them pleasure (95%). They also believe they have more particular taste preferences than they used to (59%), and wine is an important part of their lifestyle (52%).
- This segment strongly differentiates itself from Social Samplers with their attitudes towards wine as a category.
- Unlike Social Samplers, Engaged Explorers believe wine is tasty (91%), relaxing (90%), and a shared experience (88%). They also believe it is a classy (79%), affordable indulgence (75%), that is a cultural experience (70%).
- Engaged Explorers(45%) are just as likely as Passionate Advocates (47%) to visit a wine region for entertainment or recreation in a given year.
- When visiting a wine region, restaurants (74%) and events at wineries (54%) are much more important than a typical wine consumer.
- This segment is the most likely to visit a wine region to sample (92%) and purchase (74%) wine.
- Along with Passionate Advocates (77%), this segment is the most likely to visit a winery in the future (75%).



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