

PASSIONATE ADVOCATES

KEY HIGHLIGHTS



Primary Target Consumer Segment - Drink the most wine, spend the most on wine, and are concerned with wine attributes and features. Confident in their wine knowledge.

- Within BC, likely live in Metro Vancouver (70%).
- Likely to be employed (73%),
- Weekly wine drinkers that over-index on drinking frequency of all types and regions of wine. This includes 72% consuming BC wine monthly, compared to 53% overall.
- The highest monthly spend on wine (\$182.10) among all five segments.
- Most likely segment to have purchased wine in the past year from a winery (34%), a winery's online store (18%), or an online wine store (15%).
- This segment over-indexes on the consumption of all other forms of alcohol.
- This segment is more concerned than a typical wine drinker on all factors and wine attributes that might impact the purchase of wine.
- All marketing and promotional influences are significantly important to this segment.
- This segment is the most open to purchasing wine from any packaging type.
- This segment is the most confident in their wine knowledge (60%).
- Passionate Advocates indicate that wine gives them pleasure (85%), they have a strong interest in wine (68%), and wine is an important part of their lifestyle (59%).
- Passionate Advocates (47%) are the most likely to visit a wine region for entertainment or recreation in a given year.
- Passionate Advocates are the most likely to visit a winery in the future (77%) and believe most winery attributes and features are important.
- Along with Social Samplers, this segment is most likely to use all forms of social media. Additionally, 29% use the Wines of BC Explorer app.



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

Contact Info@WineBC.com for member portal support.