

And the survey says ...

Results of SOWTS Member Survey 2012



The South Okanagan Whiskey Tasting Society (SOWTS) conducted a members' survey in late 2012. The SOWTS board of directors had long believed that the society plays an important role in broadening the taste of their whiskey-drinking members. The purpose of the members' survey was to provide some statistics to better demonstrate this influence in a quantitative way. This document summarizes the results of the survey.

The survey was conducted during the period November-December 2012, using both hardcopy and online survey forms. A total of 80 out of the 100 SOWTS members responded to the 2012 survey, and the impressive 80% response is therefore representative of the membership.

Members were invited to say how many bottles of whiskey they typically have now, together with how many they would have had before joining SOWTS. Both full and partial bottles were included as a bottle in the count. SOWTS members currently have an average of 18 bottles, up significantly from an average of seven bottles they would have had before joining SOWTS. Over 20% of respondents (17 members) currently have more than 25 bottles, including nine members with more than 50 bottles. The results are presented in more detail in the graph below.

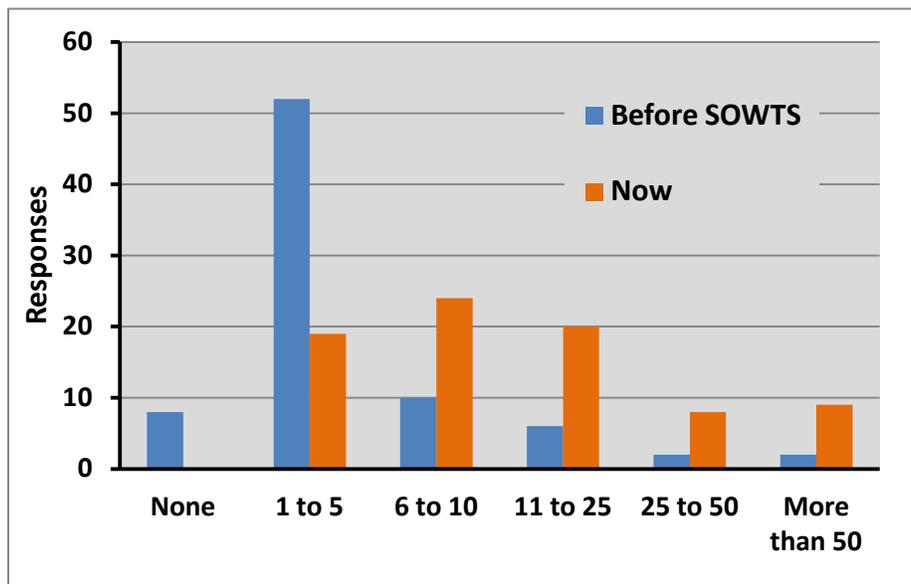


Figure 1: Responses to “How many bottles of whiskey do you typically have? (please include full AND partial bottles)” and “BEFORE becoming a member of SOWTS, how many bottles of whiskey would you typically have had?”

SOWTS members had purchased on average 10 bottles of whiskey during the previous year. Around 13% of respondents (ten members) had purchased more than 20 bottles in this period (see graph below).

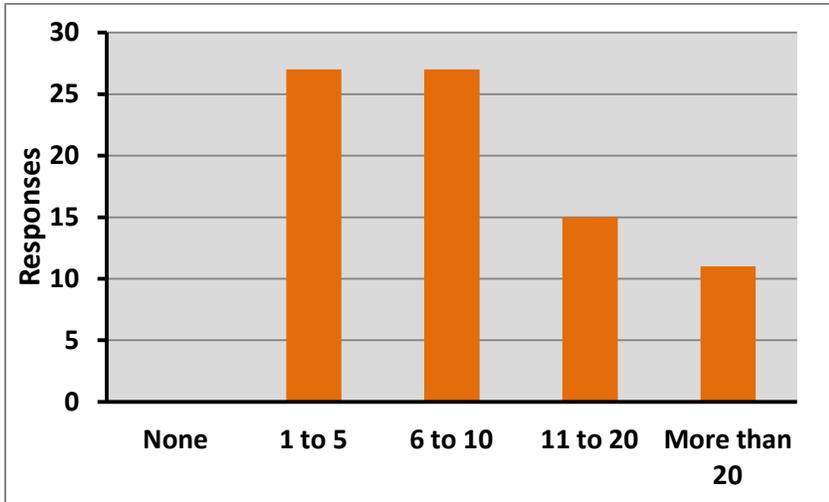


Figure 2: Responses to “Approximately how many bottles of whiskey have you purchased during the last year?”

75% of respondents (60 members) said that they would spend more on a single bottle of whiskey after joining SOWTS. Around 21% of respondents (17 members) had spent more than \$200 on a single bottle of whiskey, as shown in the graph below.

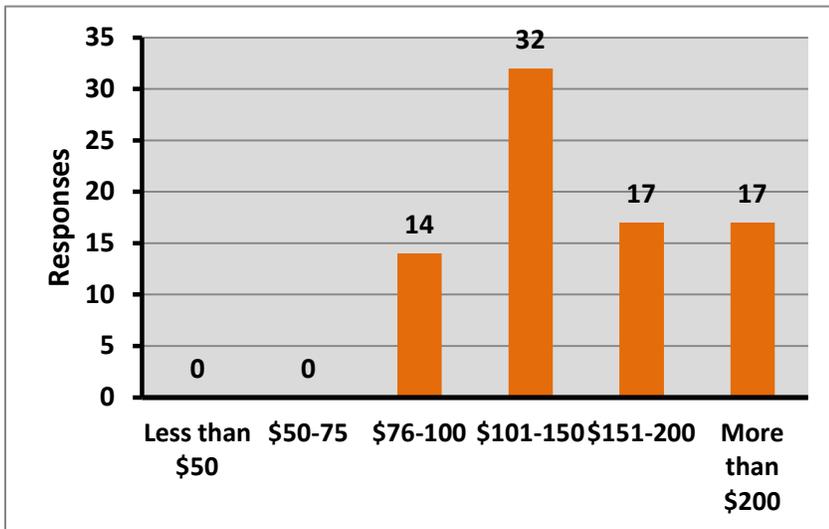


Figure 3: Responses to “What is the most you have ever spent on a bottle of whiskey?”

The survey also showed that significant majorities of SOWTS members:

- Had purchased whiskies after tasting them at a SOWTS event which they would not otherwise have purchased (89% of respondents).
- Had broadened their taste for different types/brands of whiskey since joining SOWTS (96%).
- Shared their whiskies with friends and guests (95%).

These results lend support to the SOWTS directors’ belief that the society is indeed playing an important role in expanding its members’ taste for whiskey.