

SOWTS Member Survey 2025: Summary of Results



The South Okanagan Whiskey Tasting Society (SOWTS) conducted a member survey in January 2025, with all 117 members invited to participate. Paper forms were handed out at the Burns Night tasting event on 19 January, and an online survey was available during 20–26 January. Out of the 117 members, 81 (69%) responded, with 31 responses collected in person and 50 online.

The ten survey questions covered the size of current whiskey collections, holdings before joining SOWTS, annual purchases, influence on purchase decisions, changes in taste, spending habits, preferred whiskey type, shopping locations, and responsiveness to potential future member discounts.

The “SOWTS Effect” is clearly evident. Among the 52 respondents who had five or fewer bottles of whiskey before joining SOWTS, 22 now own more than ten bottles—with ten of these having over 25 bottles. At the present time, 28 respondents currently have more than 25 bottles, and half of those own more than 50 bottles.

Whiskey purchasing behavior is strongly influenced by SOWTS:

- 88% of respondents reported buying whiskeys they would not have otherwise purchased after tasting them at a SOWTS event.
- 96% noted that their taste for different types or brands of whiskey has broadened since becoming members.
- 75% said that the average amount they spend on a bottle of whiskey has increased, with 63% having spent more than \$200 on a single bottle.

The survey highlighted a clear preference for respondents to buy Scottish single malts over other types of whiskey.

The survey also showed a strong inclination towards loyalty based on pricing benefits—95% of respondents indicated they would be more likely to shop at stores offering discounts to SOWTS members.

These results confirm that SOWTS is playing an important role in expanding its members’ taste for whiskey.

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