



SOWTS Member Survey 2025

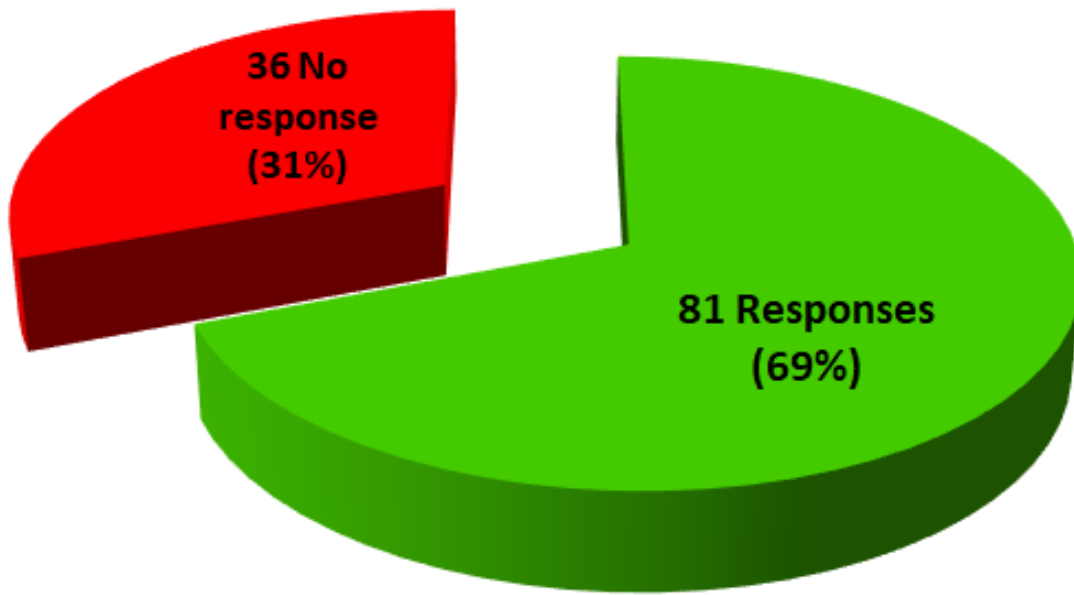
Survey conducted January 2025

Survey Distribution



- **Ten questions**
- **All 117 SOWTS members invited to participate**
- **Paper forms handed out at Burns Night tasting event on 19 January 2025**
- **Online survey open 20-26 January 2025**

High Response Rate

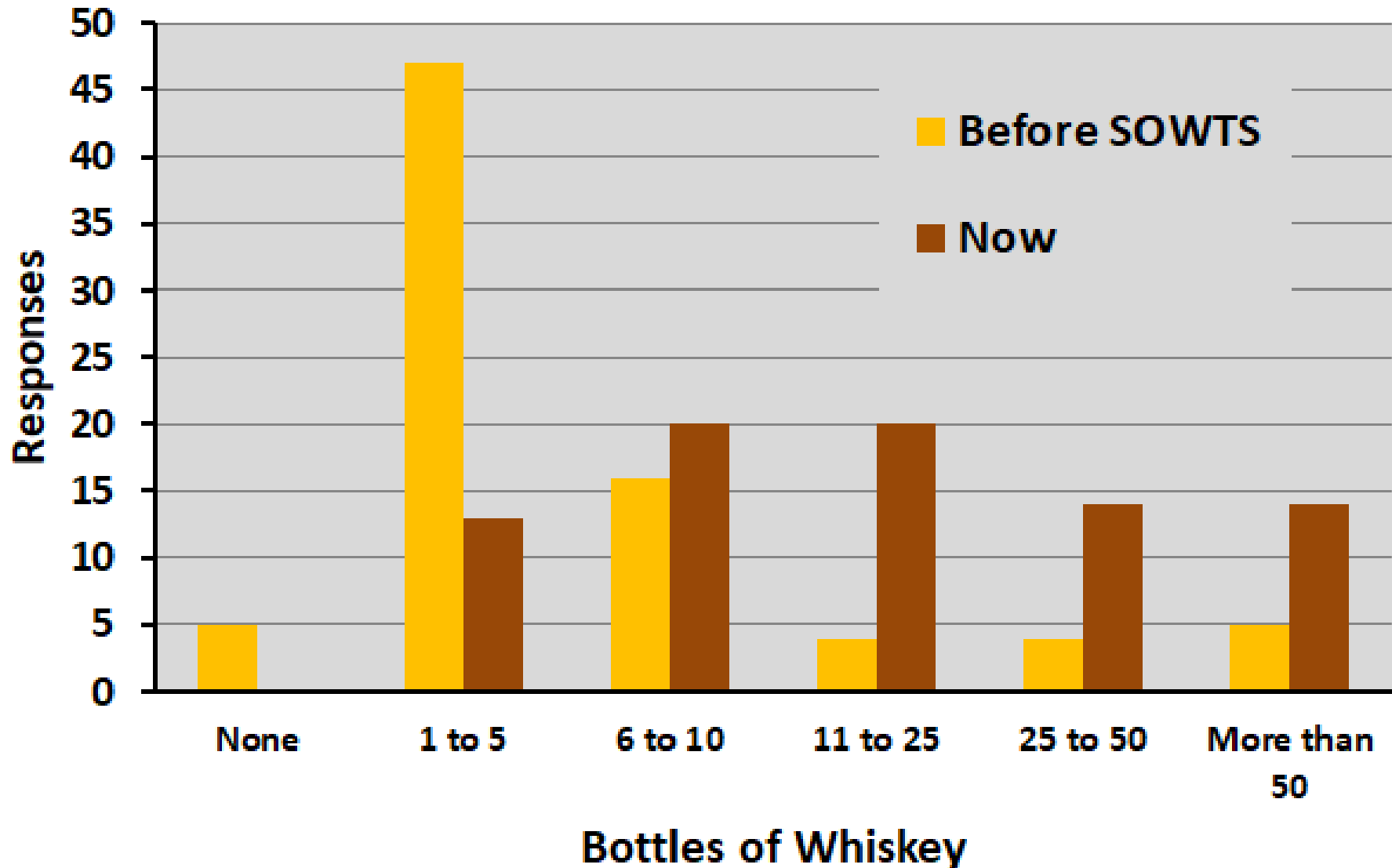


**81 out of 117
SOWTS members
completed the
2025 survey**

**69% members
responded**

**31 forms completed at 19 January tasting event +
50 online responses**

The SOWTS Effect ...

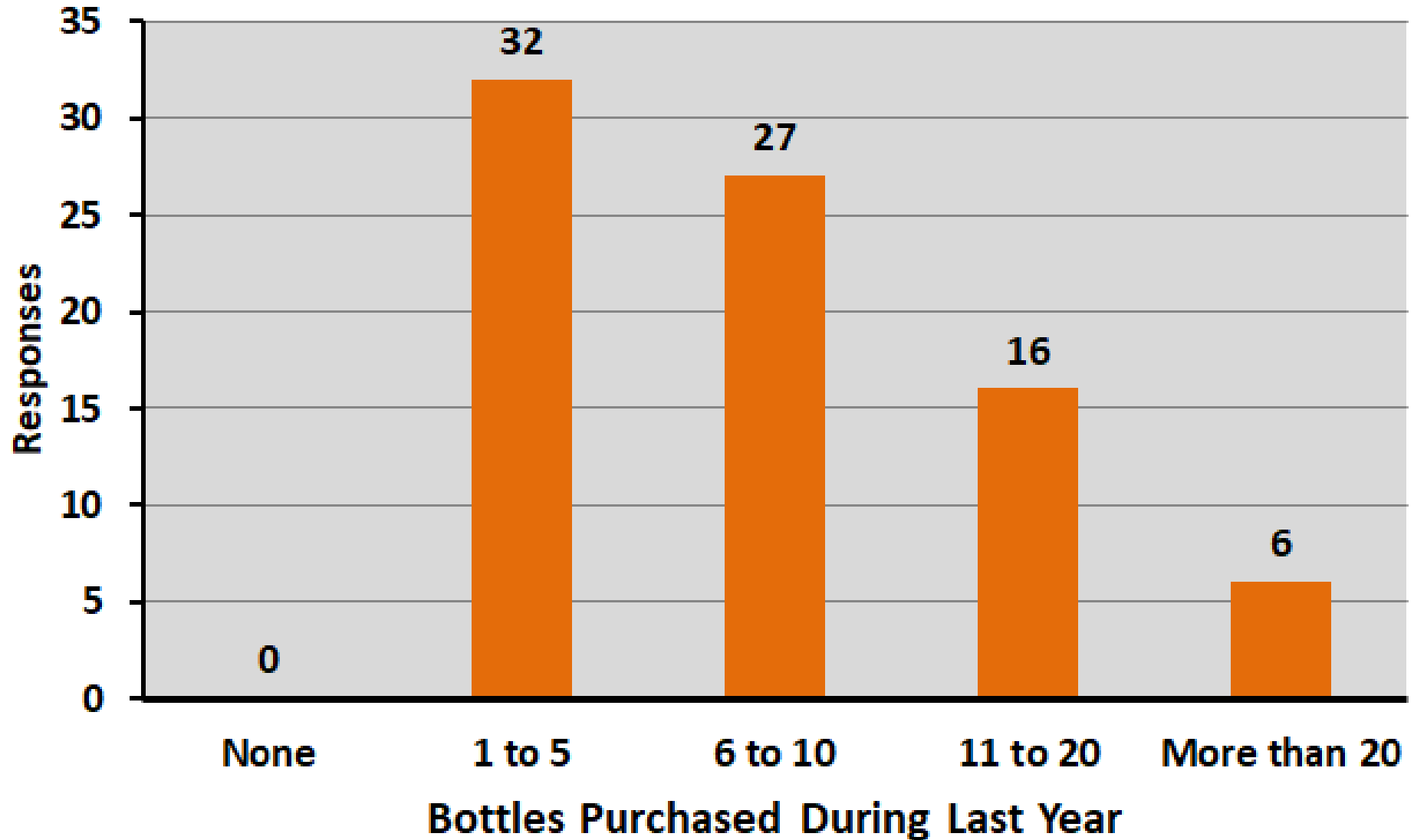


More Whiskey!

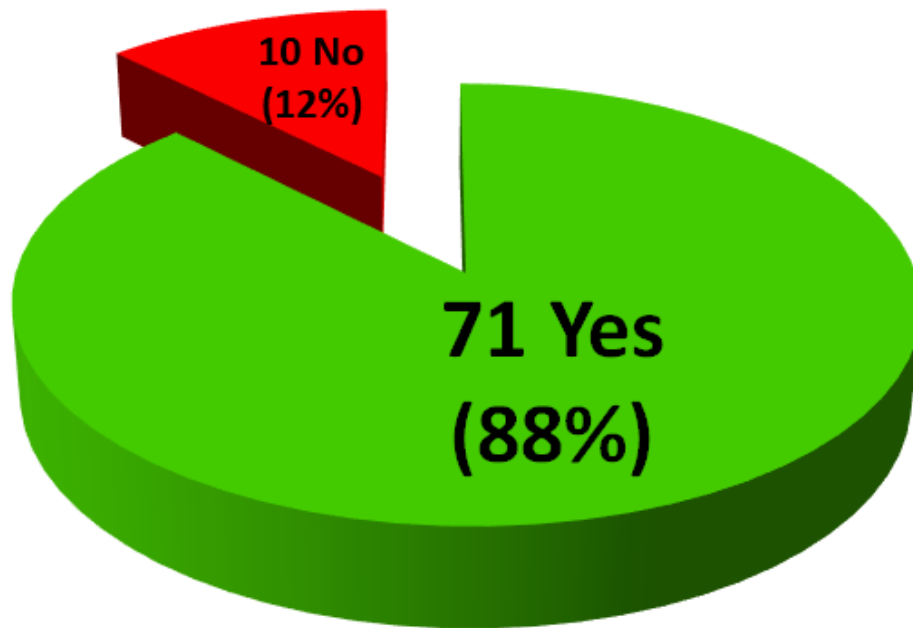


- **Out of the 52 respondents who had 5 or less bottles of whiskey before joining SOWTS:**
 - **22 now have more than 10 bottles**
 - **Of which 10 have more than 25 bottles**
- **28 respondents currently have more than 25 bottles of whiskey – and half of these have more than 50 bottles!**

Whiskey Purchases 2024

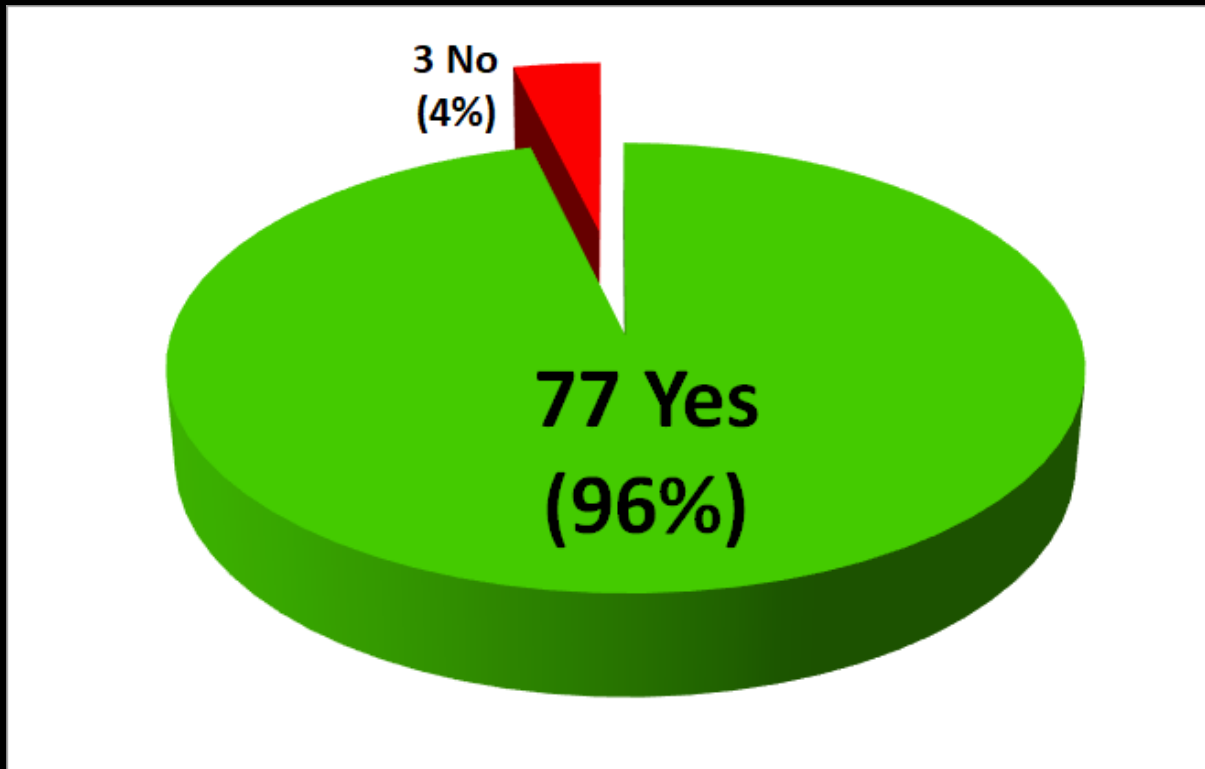


SOWTS Influences Whiskey Purchases



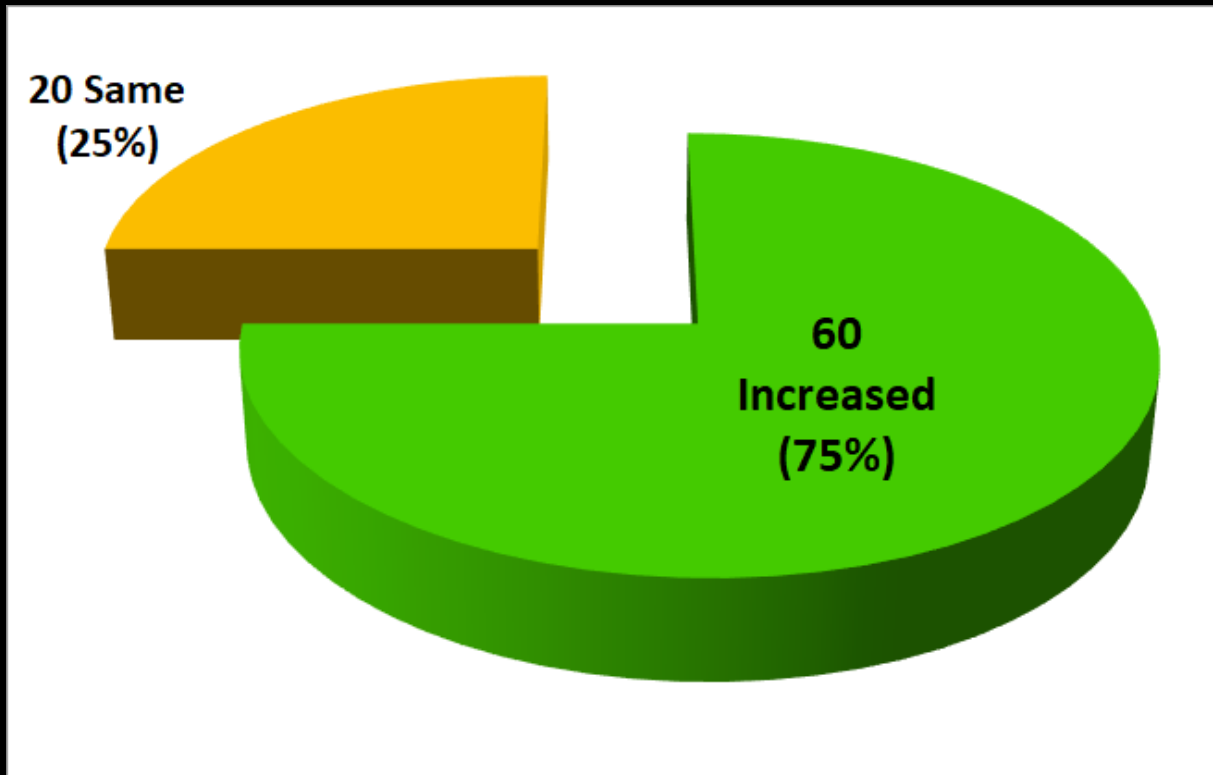
88% of respondents have purchased whiskeys after tasting them at a SOWTS event that they would not have otherwise purchased

SOWTS Broadens Tastes



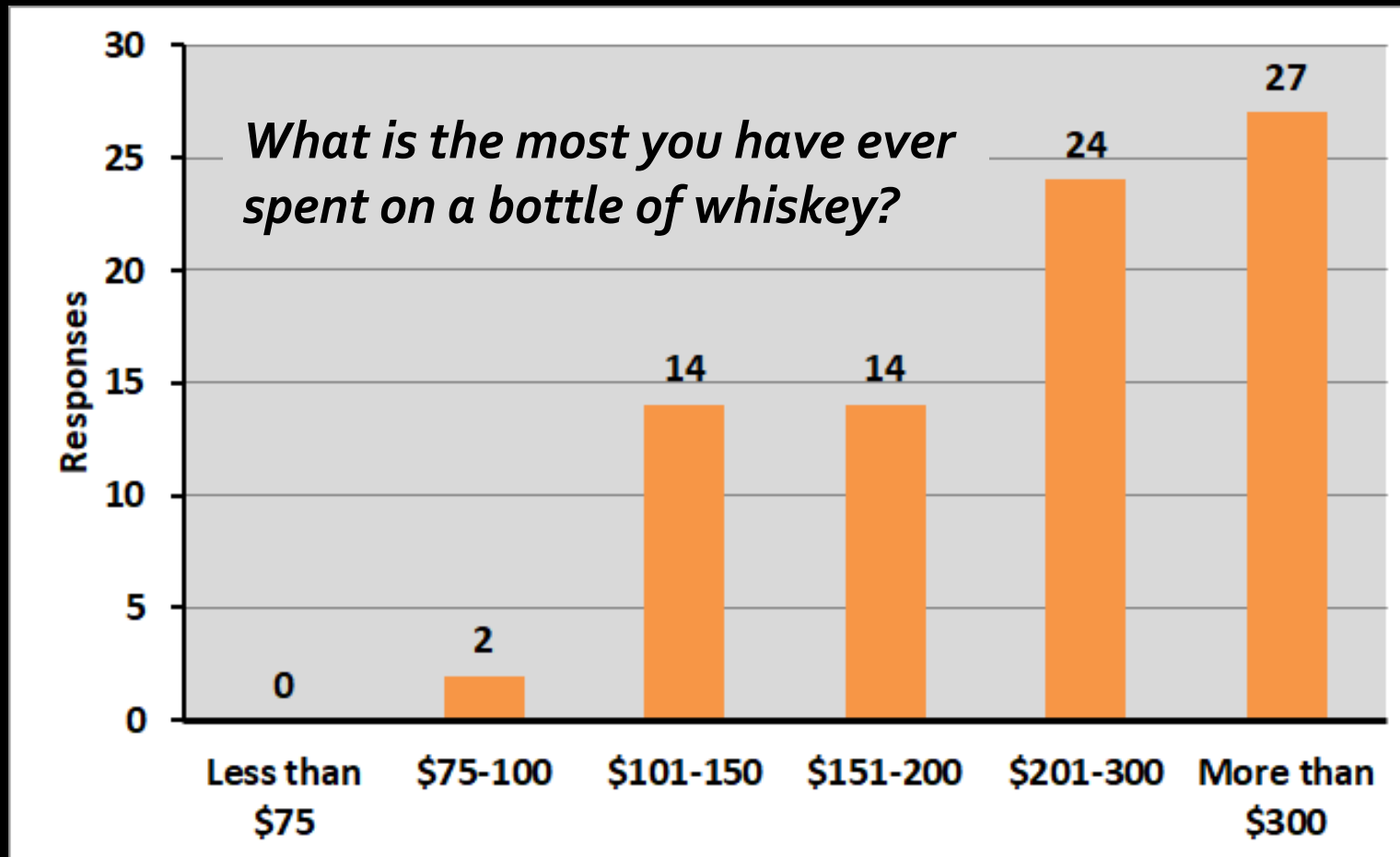
96% of respondents said their taste for different types/ brands of whiskey has broadened since becoming a member of SOWTS

Members are Spending More on Whiskey



75% of respondents said that the average amount they spend on a bottle of whiskey has increased since becoming a member of SOWTS

We Like Those Expensive Whiskeys!



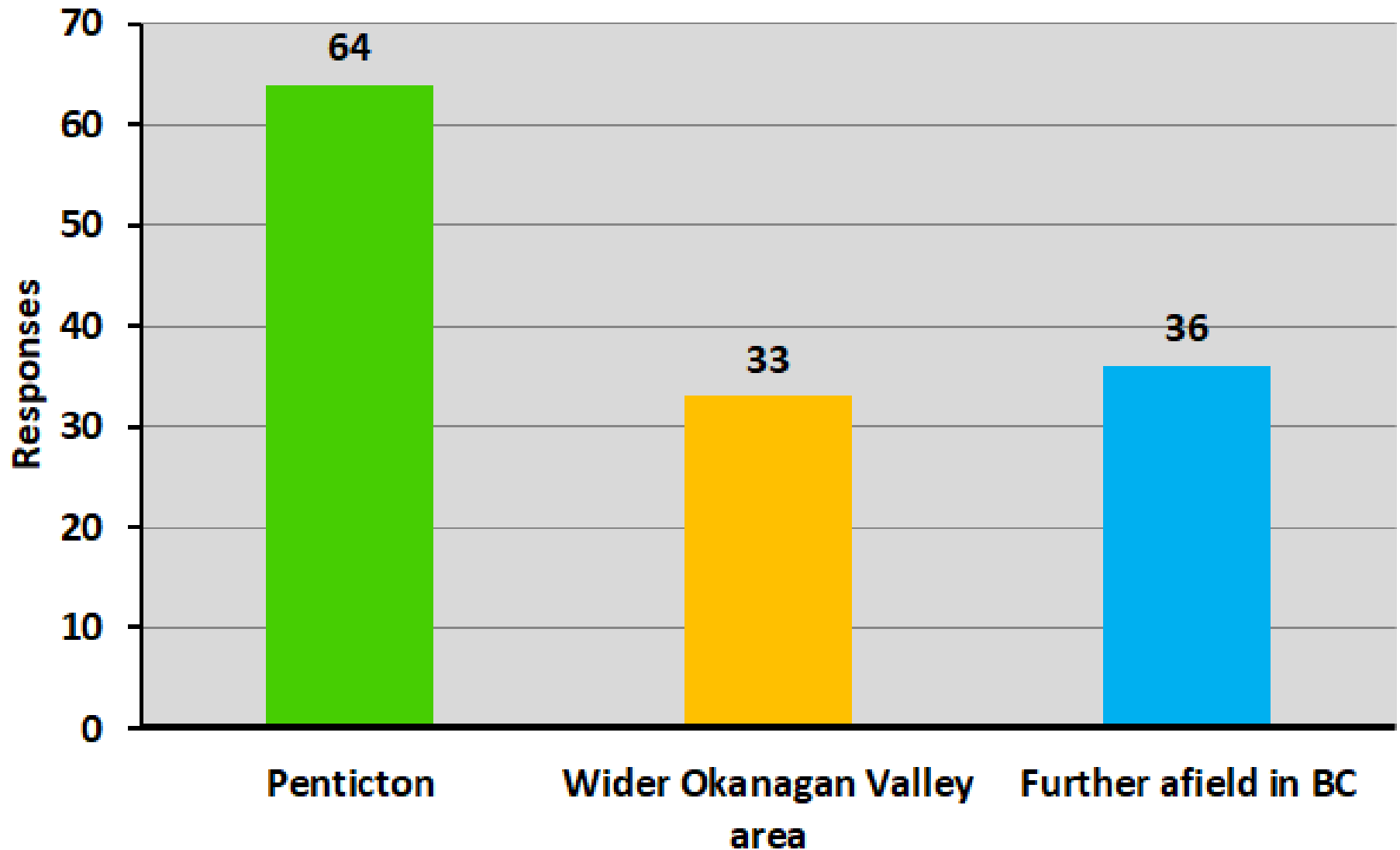
63% of respondents said they have spent more than \$200 on a bottle of whiskey

Preference for Scottish Single Malt

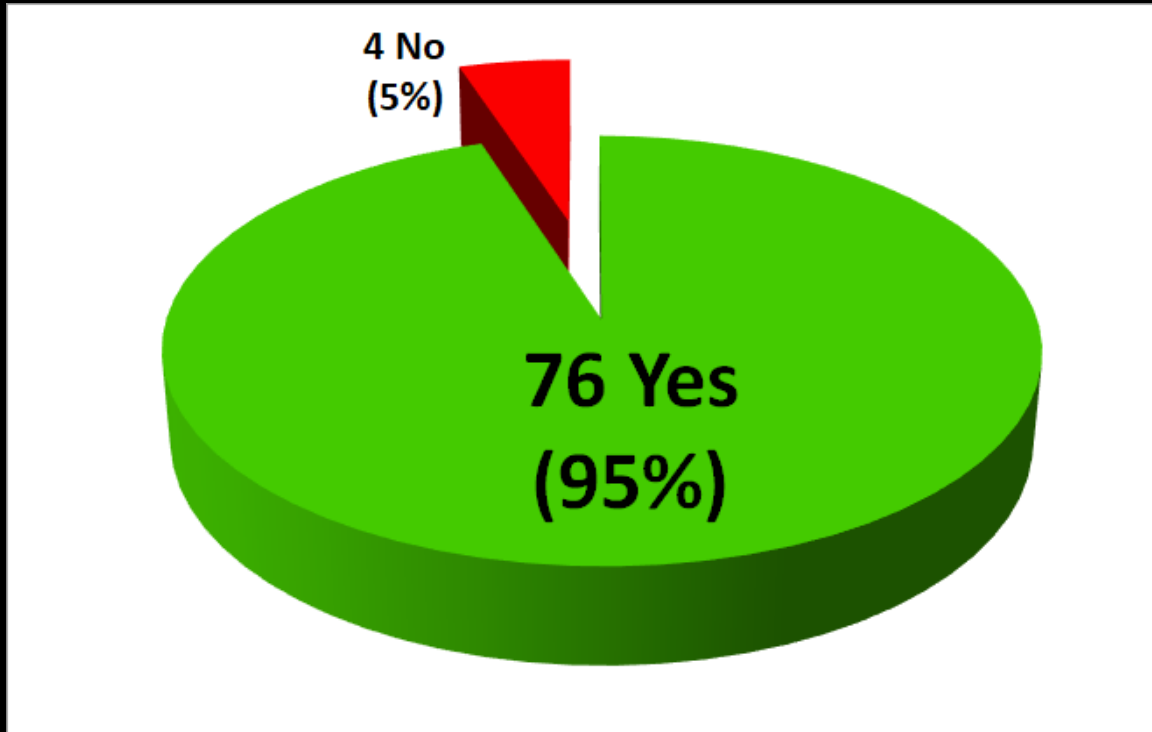


Most respondents buy more bottles of Scottish single malt

Where we go Whiskey Shopping



We Like a Good Deal!



95% of respondents said they would be more likely to give custom to stores which offer a discount to SOWTS members

The Questions ...



Question 1



How many bottles of whiskey do you currently have? (please include full AND partial bottles)

- **1 to 5**
- **6 to 10**
- **11 to 25**
- **25 to 50**
- **More than 50**

Question 2



BEFORE becoming a member of SOWTTS, how many bottles of whiskey would you typically have had?

- **None**
- **1 to 5**
- **6 to 10**
- **11 to 25**
- **25 to 50**
- **More than 50**

Question 3



Approximately how many bottles of whiskey have you purchased during the last year?

- **None**
- **1 to 5**
- **6 to 10**
- **11 to 20**
- **More than 20**

Question 4



Have you purchased whiskies after tasting them at a SOWTS event that you would not have otherwise purchased?

- **Yes**
- **No**

Question 5



Has your taste for different types/brands of whiskey broadened since becoming a member of SOWTTS?

- **Yes**
- **No**

Question 6



Since becoming a member of SOWTS, has the average amount you are willing to spend on a bottle of whiskey?

- **Increased**
- **Decreased**
- **Stayed the same**

Question 7



What is the most you have ever spent on a bottle of whiskey?

- **Less than \$75**
- **\$75-100**
- **\$100-150**
- **\$150-200**
- **\$200-300**
- **More than \$300**

Question 8



Which type of whiskey do you buy most bottles of?

- **Scottish single malt**
- **Other single malt (e.g. Japanese, Indian, US, Irish, Welsh single malts)**
- **Blended scotch**
- **Irish whiskey**
- **Bourbon/Tennessee whiskey**
- **Rye**

Question 9



**Where do you buy whiskey?
(tick all that apply)**

- **Penticton**
- **Wider Okanagan Valley area (incl. Kelowna)**
- **Further afield in BC (e.g. Vancouver, Victoria)**

Question 10



Would you be more likely to give custom to stores which offer a discount to SOWTS members?

- **Yes**
- **No**