

# CONSUMER INSIGHT BITES

## TOPIC

### Classification of Wine Drinkers

## RESEARCH PROGRAM

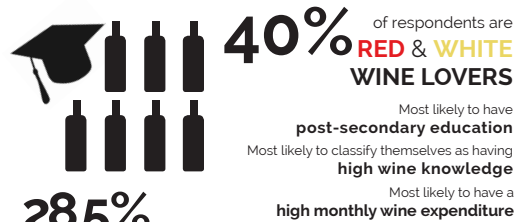
### The Customer Comes First: Putting Consumer Intelligence to Work for Horticulture

## METHOD

**1038** Ontario consumer responses were compiled from various Vineland surveys on **wine**.  
They were asked various **demographic questions** & to indicate their **consumption** of **RED, WHITE, ROSÉ, SPARKLING, ICEWINE & FORTIFIED** wine as a percentage of their **total wine consumption**

## KEY FINDINGS

Consumers can be classified into **four** segments according to their wine style preferences:



## TAKEAWAY

Consumers that had more wine knowledge were more likely to have more diversified wine preferences.  
Educating consumers about wine may help them realize that there is often something for everyone in each wine style and could encourage them to try something new.



**vineland**  
RESEARCH & INNOVATION CENTRE