



SOWTS Member Survey 2012

Survey conducted November-December 2012
Results presented to members 27 January 2013

50 survey forms completed



+ 30 online responses



The image shows a stack of overlapping browser windows displaying a survey titled "SOWTS 2012 Member Survey". The survey questions and their selected answers are as follows:

1. How many bottles of whiskey do you typically have? (please include full AND partial bottles)
 1 to 5 6 to 10 11 to 25 25 to 50 More than 50

2. BEFORE becoming a member of SOWTS, 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

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

4. Have you purchased whiskies as a result of tasting them at a SOWTS event that you would not have otherwise purchased?
 Yes
 No

5. Has your taste for different types/brands of whiskey broadened since becoming a member of SOWTS?
 Yes
 No

6. Do you share your whiskies with friends and guests?
 Yes
 No

7. 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?

Thanks for the great response!



**80 out of the 100
SOWTS members
completed the 2012
survey**

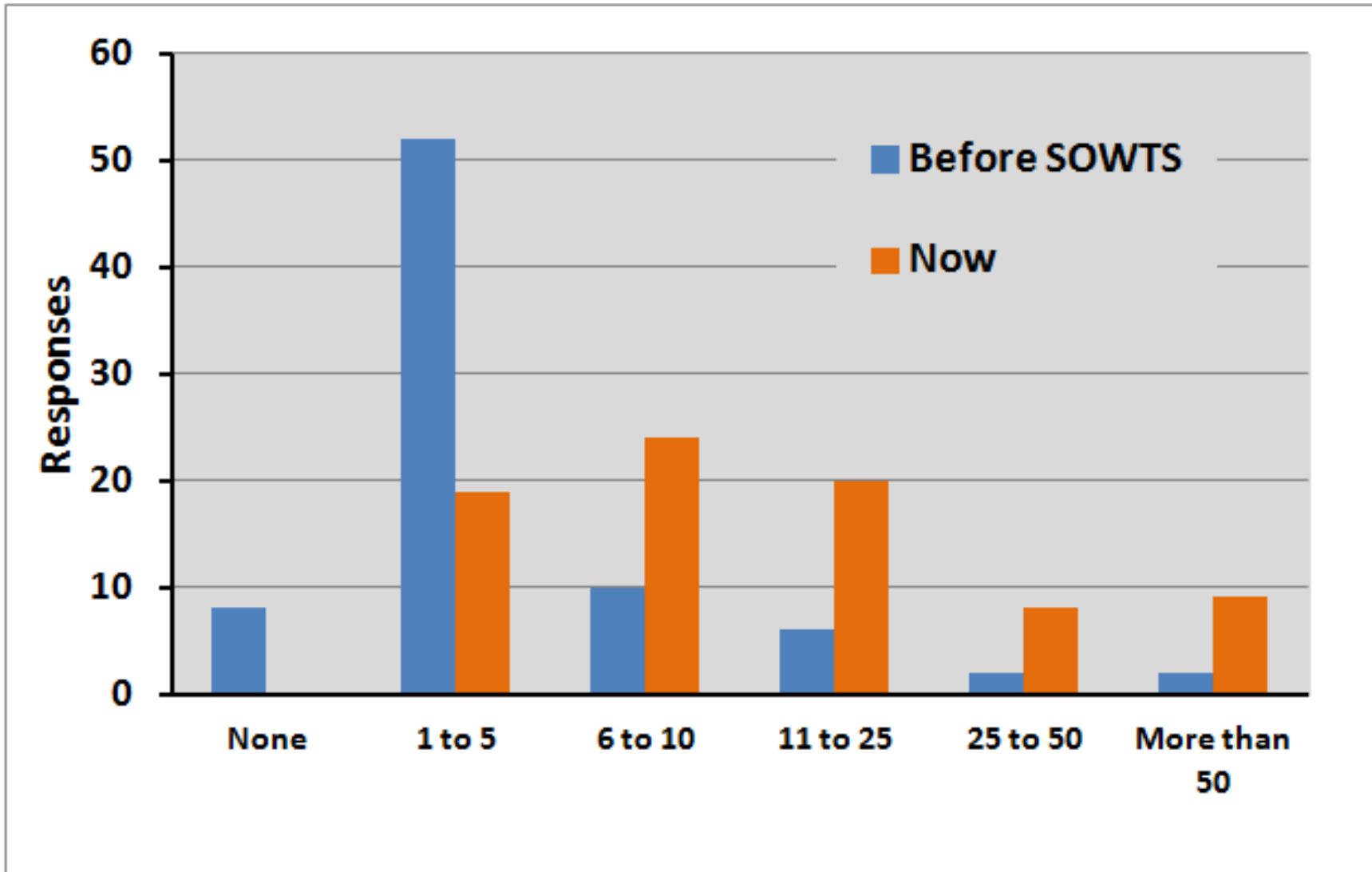
vs. 27% in 2011 survey

Questions 1 and 2



- 1. How many bottles of whiskey do you typically have? (please include full AND partial bottles)**
- 2. BEFORE becoming a member of SOWTS, how many bottles of whiskey would you typically have had?**

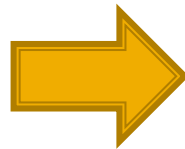
Questions 1 and 2: Results



Before and After SOWTS



Before SOWTS
(average 7 bottles)



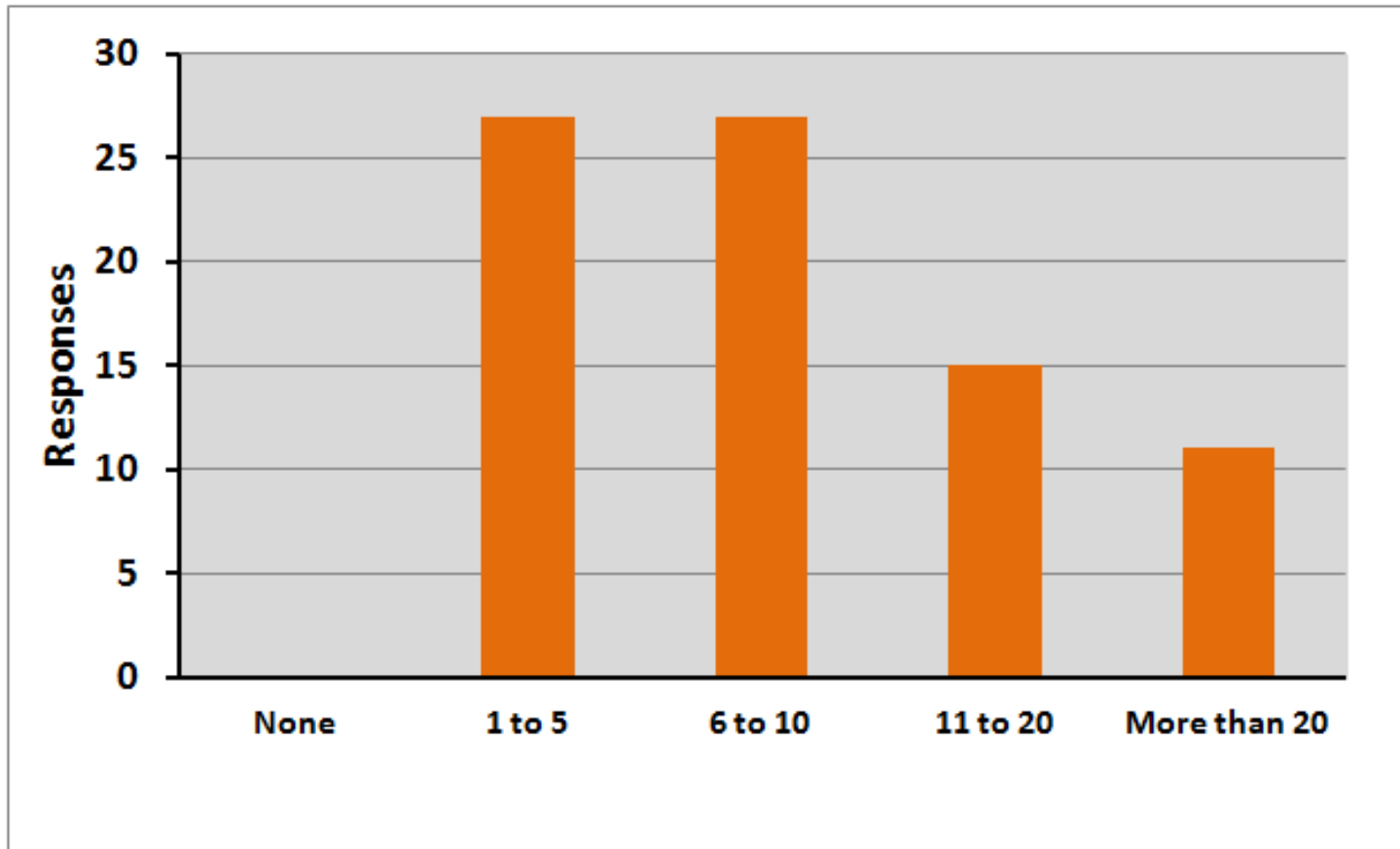
SOWTS members
(average 18 bottles)

Calculated using mid-range numbers (e.g. mid-range of "6 to 10" is 8)

Question 3



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



Annual Investment

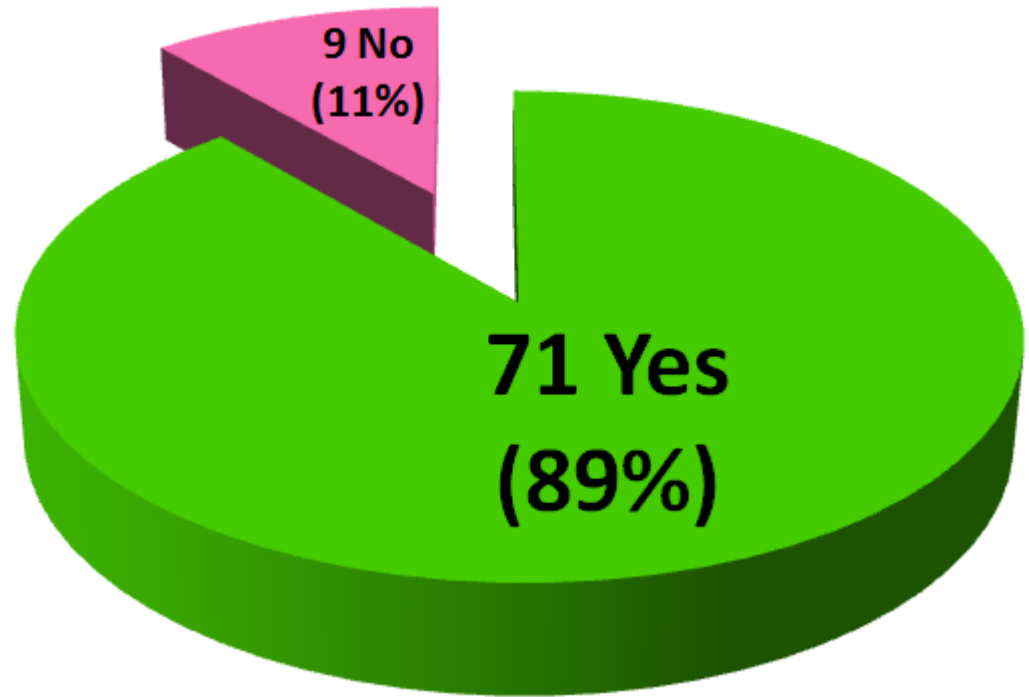


average
10 bottles

Question 4



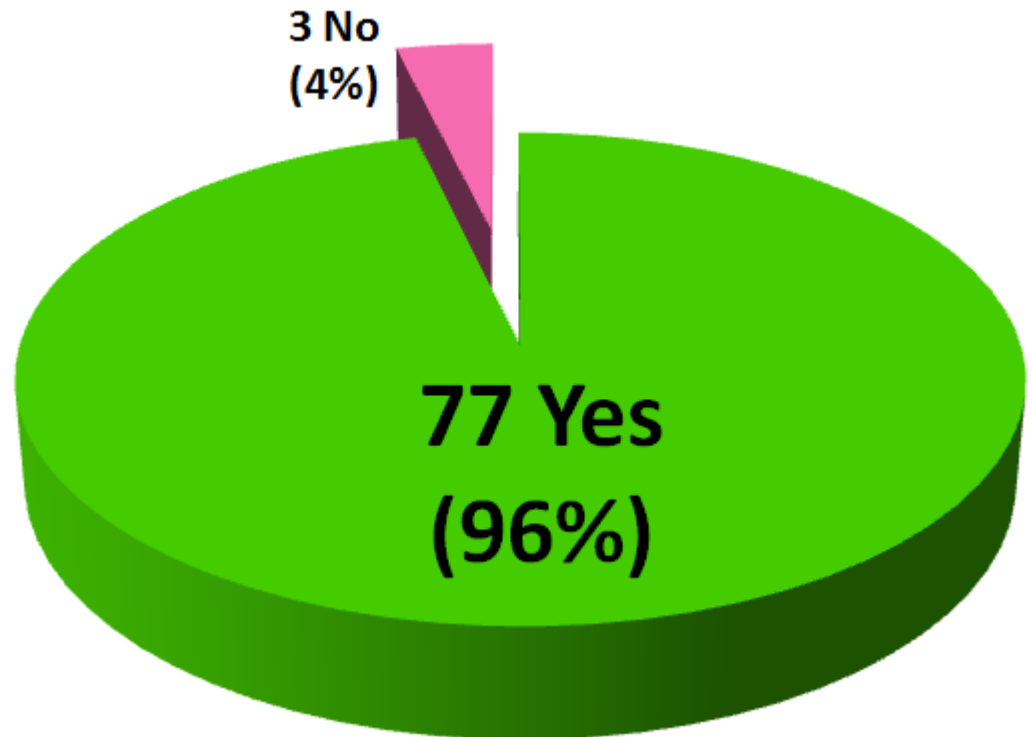
Have you purchased whiskies after tasting them at a SOWTS event that you would not have otherwise purchased?



Question 5



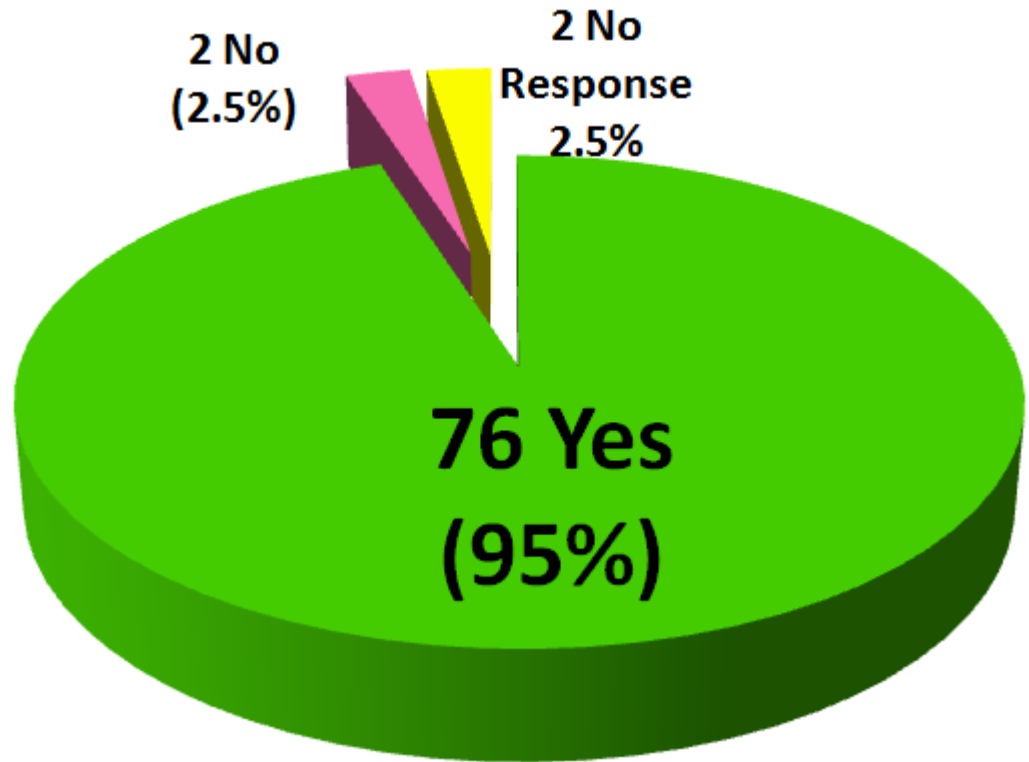
Has your taste for different types/brands of whiskey broadened since becoming a member of SOWTS?



Question 6



Do you share your whiskies with friends and guests?

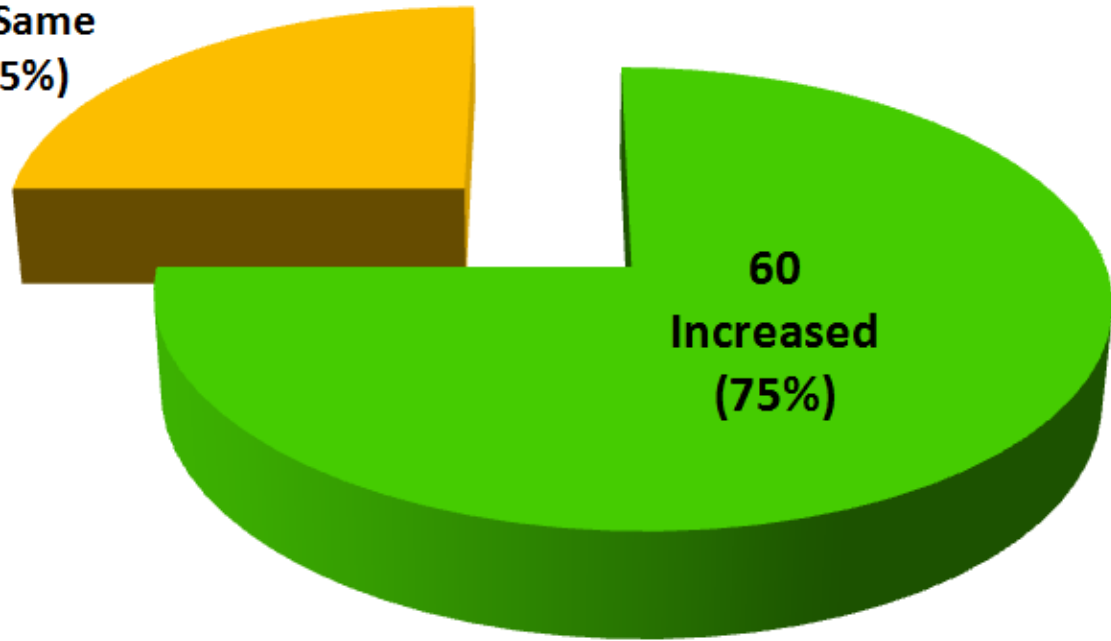


Question 7



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?

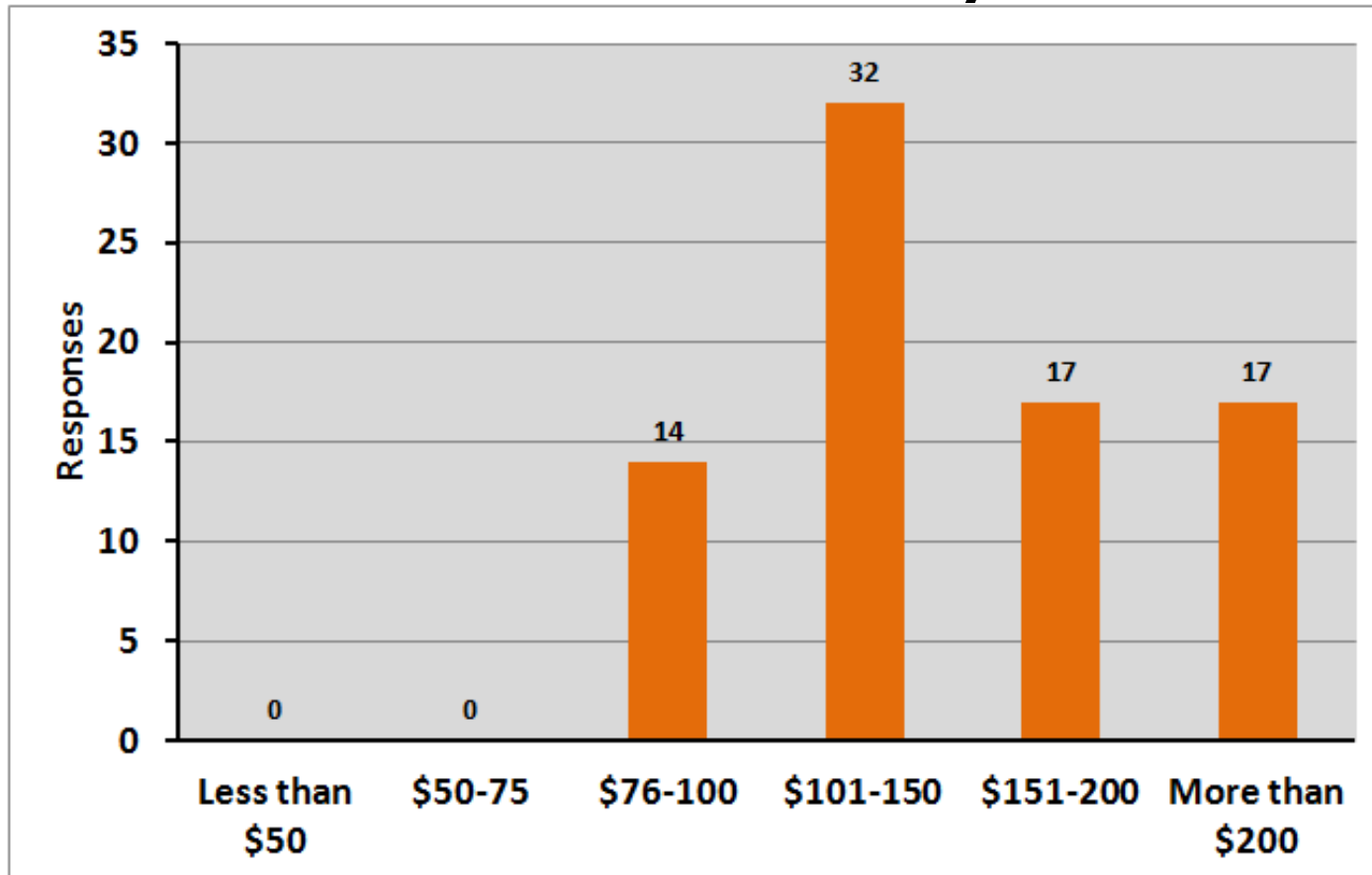
20 Same
(25%)



Question 8



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



Suggestions for Future Events?



- “Strong preference for Scotch whiskies”
- “ ... focus on single malts, less emphasis on bourbons and other whiskies”
- “More Scotch. I like the themes but always include Scotch”

Suggestions for Future Events?



- "Serve Irish whisky on St Patrick's Day"
- "Sullivan's Cove (Tasmania) - whisky of the year of southern hemisphere"
- "Could also try brandies, cognacs and tequilas for a bit of variation"
- "Tequilas??"

Suggestions for Future Events?



- "Good stuff, food is awesome"
- "Start tastings earlier, end with dinner"
- "More blind tastings - nosing classes"
- "More guest speakers (distillery or distributor reps)"
- "Larger pours, black hoods, spooky candles"

Suggestions for Future Events?



**“More scotch...
Love it”**