



TORONTO STAR
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WINE & CHEESE

SHOW

WINE & CHEESE DATA 2009 ATTENDEE PROFILE

- ◆ **86%** of attendees stayed at the show for 4 hours
- ◆ **47%** of attendees spend more than \$2,500 on wine each year
- ◆ **64%** of attendees made a purchase at the show
- ◆ **92%** of attendees plan to make purchases after the show as a result of the products they saw or sampled
- ◆ **37%** of attendees own a wine cellar
- ◆ **90%** of attendees are satisfied with the Toronto Star Wine & Cheese Show

DEMOGRAPHICS

- ◆ Of the attendees:
 - 42% were male
 - 58% were female
 - 9% were first time visitors
- ◆ Attendees came from all across Southern Ontario. Top 10 cities include:
 - Toronto 27%
 - Mississauga 14%
 - Etobicoke 12%
 - Oakville 7%
 - Caledon 5%
 - Georgetown 5%
 - Guelph 4%
 - Pickering 4%
 - Woodbridge 4%
 - Alliston 2%
- ◆ Remaining attendees travelled from:
 - Barrie, Burlington, Brampton, Hamilton, Markham, Richmond Hill, St. Catharines, Woodbridge, Peterborough, Stoney Creek and Niagara
- ◆ The average attendee was 34 years old
 - 4% were ages 19 to 25
 - 10% were ages 26 to 30
 - 33% were ages 31 to 40
 - 27% were ages 41 to 50
 - 21% were ages 51 to 60
 - 5% were over 61 years old

