

What is your gender?

Female	56%
Male	44%

What City Do You Live in?

Toronto	22%
East GTA: Scarborough/Pickering/Ajax/Whitby	16%
Mississauga	13%
Southern Ontario	9%
Oakville	8%
Etobicoke	6%
Vaughn/Woodbridge	6%
Markham/Thornhill/Richmond Hill	5%
Brampton	4%
Georgetown/Caledon	4%
Aurora	3%
Other	4%

Did you find this year's exhibitors interesting, diverse and informative?

Yes	94%
Somewhat	4%
Not at All	2%

What was your overall experience at the show?

Excellent	47%
Good	43%
Average	10%

How did you hear about the Show?

Website/Online	44%
Print	29%
Radio	19%
Food Network	6%
LCBO	2%

Is this your first time attending the Show?

Yes	59%
No	41%

What is the age ranges attending the Show?

19-26 years	18%
27-34 years	16%
35-45 years	21%
46-55 years	27%
Over 55	18%

How many hours did you spend at the Show?

Over 5 hours	22%
4-5 hours	39%
2-3 hours	35%
0-1hours	4%

What products/services did you sample at the Show?

Wine	73%
Spirits	8%
Cheese	8%
Gourmet Foods	6%
Beer	5%

What is your total household income?

Over \$100,000	51%
80,000-100,000	18%
50,000-80,000	23%
25,000-50,000	7%
Less than \$25,000	1%

Did you purchase other products at the Show?

Yes	68%
No	32%

Would you consider purchasing products you personally experienced at the Show?

Yes	85%
Maybe	9%
No	3%

Do you own a wine cellar?

Yes	26%
No	74%

What is the average price per bottle you typically spend?

\$10-14.99	39%
\$15-\$19.99	33%
Over \$20	18%
Under \$10	10%

Which of the following do you prefer?

Dining Out	54%
Entertaining at Home	46%

Would you attend the Wine & Cheese Show again?

Yes	94%
No	6%