

Wine Store Survey

Page One

Hello, my name is XXX and I'm researching whether I should open a fine wine store in XXX.

It would be great if I could, but I just don't have enough information to make that decision so I thought I'd ask you :). Your answers will help me either open a great wine store or ... help me avoid making a financial mistake! Either way, your time is truly appreciated.

I'll ask a few questions about your preferred wines, your recent purchases and what factors influenced these. It should only take about 5-10 minutes.

Your answers will be anonymous, and are only for my own use. You'll have a chance to make any comment you wish at the end of the survey, or you can send me an email.

Please only complete this survey

- if you are 21 years or older
- drink wine
- once per person

Kind regards

YOUR NAME

PHONE NUMBER

EMAIL ADDRESS

PHYSICAL ADDRESS

PHOTO OF YOU

1) How often do you purchase bottles of wine?*

Please select one option below

- Never. I don't purchase wine >>> Thanks, but please don't complete the survey.
- Very infrequently - once or twice per year
- 3-4 times per year
- 1-3 times per month
- Weekly
- Twice a week
- More than twice a week

2) In the LAST MONTH where and how many bottles of wine have you purchased?*

Please enter bottle quantity in as many options as apply below.

A rough guess is fine, no need to be 100% accurate!

_____COMPETITOR STORE 1

_____COMPETITOR STORE 2

_____COMPETITOR STORE 3

_____COMPETITOR STORE 4

_____COMPETITOR STORE 5

_____An internet wine store or wine club

_____Direct from a vineyard (internet, phone, mail)

_____Other

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Thanks.

A few questions about a XXXXX wine shop

I'd like to concentrate on **why you shop for wine at places OTHER than supermarkets**. We all shop at supermarkets so it's easy to understand why you may buy wine there.

I'm also ignoring anything to do with **price** for the moment, though I will come to that.

3) Please rank the most important things for buying at a speciality wine shop.

_____ Great selection/range

_____ My favourite brand(s)

_____ Convenience/location

_____ Information - on the shelves, poster, kiosk etc

_____ Information from Staff

_____ Recommendation from Staff

_____ Wine Tastings

_____ Information on Store Website

4) If there was a TOWN wine store that sold premium wines would you shop there?

() Yes

() No

5) Why or why not (shop at a TOWN specialty wine store)?

I'm truly very interested. If you won't, that's fine, please be frank (I can handle it!). If so, what are you looking for in a wine store? Take as much space as you wish.

6) How much information do you want from a wine store?

Less - I only care about price and grape varietal

About right - I'm happy with the information on the back label

More - the more information I have the better: wine taste, region, owners, ratings, reviews etc

1 (less)

2

3 (alright)

4

5 (more)

7) When you're in TOWN, how likely are you to attend wine tastings at a local wine store?

They may be held fortnightly depending on the season.

Not at all

Rarely

Sometimes

Often

Always

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Thanks. Now I'm going to ask you about range...

8) Which are the wines you most frequently purchase?*

Please select as many options as apply below

Riesling

Gewurztraminer

Sauvignon Blanc

- Chardonnay
- Pinot Gris
- Rose
- Sparkling Wine
- Champagne
- Viognier
- Merlot
- Cabernet Sauvignon (and Merlot)
- Shiraz / Syrah
- Pinot Noir
- Zinfadel
- Other (please specify - it'll help)

9) Here are several white wine varieties

Please rate them on the preference scale

Unfamiliar Dislike 2 3 4 Favourite

Riesling

Gewurztraminer

Sauvignon Blanc

Chardonnay

Pinot Gris

Rose

Sparkling Wine

Champagne

Viognier

10) Here are several red wine varieties

Please rate them on the preference scale

Unfamiliar Dislike 2 3 4 Favourite

Cabernet Sauvignon

Shiraz/Syrah

Merlot

Pinot Noir

Malbec

Tempranillo

11) Let's say you were having a formal dinner with friends and needed to buy a bottle of wine.

How satisfied would you be with the RANGE and SELECTION of wine you find at your TOWN liquor store or supermarket?*

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

Not Applicable

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Okay, thanks for your answers so far.

Now I'd like to zoom in on why you choose the wine you do.

Please take your time on this one - it is probably the most **important question** I have!

A number of answers may be acceptable, or there may be no answer that is entirely correct. Please just choose the **best or closest answer**.

12) Which of the following statements most closely reflects your views on wine?*

- I'm a confident wine buyer. I have a wine cellar at home and enjoy shopping for wine to enjoy everyday as well as adding to my **collection**. I have a personal passion for wine and food; and, they are a key part of my everyday life.
- I love to spend time **browsing** in the wine section. I'm a confident wine buyer. I like to refer to wine publications and I'm influenced by wine ratings and reviews. I appreciate and understand sophisticated wine information.
- I have **some knowledge** about wine and am actively seeking to further my wine knowledge. I look to wine writers and other experts for guidance. Buying a wine my friends don't like is very disappointing.
- I shop in a **variety of stores** each week to find the best deals so I like to be offered a variety of wine specials and discounts. I am a heavy user of coupons and rebates and know what is on sale even before I walk into the store.
- I enjoy wines from **established** wineries. I feel like they, and only they, have perfected the art of winemaking. I know what brands I like.
- I **don't know much** about wine, I just know what I like to drink. I usually buy the same brand, preferably a domestic wine. To me, wine is an everyday beverage, so I don't think much about it.
- There are so many wines on the shelves. Sometimes I select a wine based on the label, but it's **confusing** since I can't always tell from the label how the wine is going to taste. I like to drink wine, but I don't know what kind to buy.

13) How much do you spend on a bottle of wine for each of these occasions?*

n/a	Less than \$11	\$11- 15	\$15- 20	\$20- 30	\$30+
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After work, "everyday" wine

Weekend BBQ with friends

Formal dinner at your place with some good friends

A special occasion e.g. your loved one has a big birthday

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A difficult 5 question quiz - good luck :) . Remember your answers are anonymous!

The answers will be on the very last page.

14) Which is biggest selling variety of wine from New Zealand?*

- Chardonnay
- Sauvignon Blanc
- Pinot Noir
- Not Sure

15) A fresh but rich wine style with pepper on the nose and juicy red fruits on the palate might be most likely found in which variety of red?*

- Malbec
- Pinot Noir
- Syrah
- Not Sure

16) With peach, apricot flavours, honey, nutty aromas and a sweet almost oily texture I'm surely only describing:*

- A deep rich Cabernet Sauvignon
- A Napa Merlot
- A Botrytis Riesling
- Not Sure

17) Imagine you're serving a highly seasoned dish: quite spicy. The ideal wine match would be...*

- High alcohol content - a big Aussie Red

An aromatic white wine like Gewurztraminer or Semillion

A Chardonnay aged in oak

Not sure

18) Wine makers use this word: Terroir. They are referring to...*

The common small white dog traditionally used to guard vineyards

A pruning method used on certain vines

The combination of topography, soil and climatic conditions of a vineyard

Not sure

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Almost finished, just some demographic questions...

19) Gender:*

Male

Female

20) What's your age?

18-24

25-34

35-54

55-65

65+

21) Do you work in A LARGE NON RESORT NEARBY?

On average 20 hours or more per week.

Yes

No

22) Do you live in TOWN?

Please select one

All or most of the time (about 75%+ of the year)

Much of the year (about 50%)

Most weekends and holidays (about 33%)

Occasionally or I'm just visiting (a few days a year)

23) Is there anything else you'd like to add?

About anything at all.

That was the last question - please click Submit

Thank You!

Thanks for taking my survey.

Your answers will help me either open a great wine store or ... help me avoid making a financial mistake! Either way, your time is truly appreciated.

Kindest regards

YOUR NAME

EMAIL ADDRSS

PS: If you are a wine lover, would you be available to discuss the sort of store you'd like to see opened? If so, please email me.

PPS: If you would like to be kept informed about whether I will be opening a wine store please email me with the subject line "Inform me about the wine store"

Answers to Quiz

Which is biggest selling variety of wine from New Zealand?

Sauvignon Blanc

A fresh but rich wine style with pepper on the nose and juicy red fruits on the palate might be most likely found in which variety of red?

Syrah

With peach, apricot flavours, honey, nutty aromas and a sweet almost oily texture I'm surely only describing

A Botrytis Riesling

Imagine you're serving a highly seasoned dish: quite spicy. The ideal wine match would be...

An aromatic white wine like Gewurztraminer or Semillion

Wine makers use this word: Terroir. They are referring to...

The combination of topography, soil and climatic conditions of a vineyard
