

## Results: Shelburne Vineyard Survey

### Statistically significant relationships:

#### Positive correlation between

- People coming to taste wine and for the scenery (0.3099,  $p=0.043$ )
- People interested in notable wine makers and terroir (0.3738,  $p=0.013$ )
- Age and affordability of wines (i.e. younger people want more affordable wines) (0.4992,  $p=0.0008$ )
- People who visit the winery more often are willing to pay more for sheep integrated into the vineyard (0.360,  $p=0.019$ )
- People who enjoyed seeing the sheep in the vineyard were more likely to:
  - Think they had environmental benefits (0.437,  $p=0.0038$ )
  - Think integration was beneficial for the sheep (0.506,  $p=0.0006$ )
  - Willing to purchase wine from integrated sheep (0.545,  $p=0.002$ )
- People who thought the sheep had environmental benefits were more likely to:
  - Think integration was beneficial for the sheep (0.798,  $p<0.0001$ )
  - Think integration was beneficial for the wine (0.368,  $p=0.023$ )
  - More likely to purchase wine from integrated sheep (0.541,  $p=0.0002$ )
  - Understand why it was happening (0.569,  $p=0.0001$ )
  - Purchase lamb or other sheep products (0.329,  $p=0.031$ )
- People who thought the sheep were beneficial for the animals were more likely to:
  - Think it was beneficial for the wine ((0.344,  $p=0.342$ )
  - Purchase wine (0.6118,  $p<0.0001$ )
  - Understand why it was happening ((0.435,  $p=0.0036$ )
  - Come to the winery more often (0.377,  $p=0.016$ )
- People who thought the integration was beneficial for the wine were more likely to
  - Want to purchase wine from integrated sheep (0.4994,  $p=0.001$ , and understand why it was happening (0.328,  $p=0.044$ )
- People who wanted to purchase lamb or other products from the vineyard were more likely to want recipes (0.685,  $p<0.0001$ )
- People were willing to pay more money if:
  - They felt there were more environmental benefits from integration (0.342,  $p=0.026$ )
  - They felt there were more benefits for the sheep (0.441,  $p=0.0035$ )

#### Negative correlation between

- People having an unplanned visit and coming to taste wine (-0.4138,  $p=0.0058$ )
- Coming to socialize and wanting recipes (-0.306,  $p=0.046$ )

<b>Reason for Visit</b>	<b>n=</b>	<b>%</b>
Purchase wine	11	25.58
Taste wine	33	76.74

Enjoy scenery	16	37.21
Socialize	14	32.56
Unplanned Visit	6	13.95

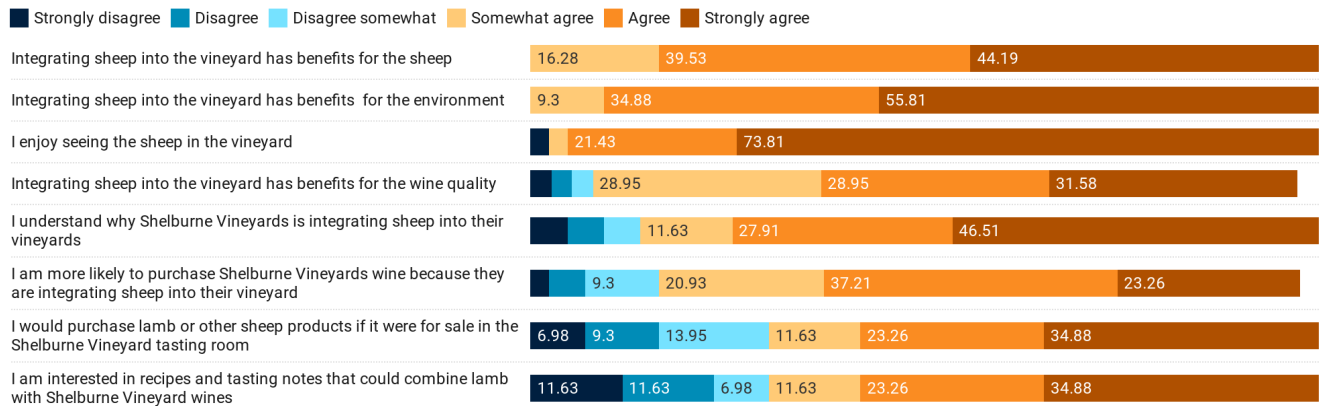
<b>Frequency visit Shelburne Vineyard</b>	<b>n=</b>	<b>%</b>
Never, first time	18	41.86
Between never and annual	1	2.33
Annually, once a year	13	30.23
Between annual and six months	2	4.65
Every six months	4	9.3
Every quarter	2	4.65
Monthly or more frequently	3	6.98

<b>Important characteristics for you when you drink wine</b>	<b>n=</b>	<b>%</b>
Cost (prefer affordable wines)	23	53.49
Cost (prefer rare wines that may be more expensive)	0	0
Flavor profile and taste	38	88.37
Notoriety of the vineyard, wine region, or winemaker	7	16.28
Region or terroir	3	6.98
Sustainability of the wine or vineyard	12	27.91

<b>How frequently do you drink wine?</b>	<b>n=</b>	<b>%</b>
Rarely or never	2	4.65
Every few months	2	4.65
Once a month	5	11.63
Between once a month and several times a month	1	2.33
Several times month	3	6.98
Once a week	14	32.56
Multiple times a week	16	37.21

<b>Statement</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Disagree somewhat</b>	<b>Somewhat agree</b>	<b>Agree</b>	<b>Strongly agree</b>
I enjoy seeing the sheep in the vineyard	2.38	0	0	2.38	21.43	73.81
Integrating sheep into the vineyard has benefits for the environment	0	0	0	9.3	34.88	55.81
Integrating sheep into the vineyard has benefits for the sheep	0	0	0	16.28	39.53	44.19

Integrating sheep into the vineyard has benefits for the wine quality	2.63	2.63	2.63	28.95	28.95	31.58
I am more likely to purchase Shelburne Vineyards wine because they are integrating sheep into their vineyard	2.33	4.65	9.3	20.93	37.21	23.26
I understand why Shelburne Vineyards is integrating sheep into their vineyards	4.65	4.65	4.65	11.63	27.91	46.51
I would purchase lamb or other sheep products if it were for sale in the Shelburne Vineyard tasting room	6.98	9.3	13.95	11.63	23.26	34.88
I am interested in recipes and tasting notes that could combine lamb with Shelburne Vineyard wines	11.63	11.63	6.98	11.63	23.26	34.88



**If you could purchase wine from a vineyard that integrated sheep, how much additional would you be willing to pay, if any?**

	n=	%
No additional cost	1	2.38
Additional 1-5% of the normal bottle price	17	40.48
Between 1-5 and 6-10%	2	4.76
Addition 6-10% of the normal bottle price	15	35.71
Between 6-10% and 11-20%	1	2.38
Additional 11-20% of the normal bottle price	6	14.29

Year Born: Average: 1979, min=1953, max=1997

Gender	%
female	83.73
male	13.95
non-binary	2.33

Zipcodes:

