

Draft Sheep/Viticulture Questionnaire

**1. What brings you to Shelburne Vineyard today?**

- To purchase wine     
  To taste wine     
  To enjoy the scenery     
  To socialize  
 Unplanned visit- just stopped by     
  Other: \_\_\_\_\_

**2. Approximately how frequently do you visit Shelburne Vineyard?**

- Never, this is my first time  
 Annually, once a year  
 Every six months  
 Every quarter  
 Monthly or more frequently

**3. Which of the following are important characteristics for you when you drink wine?**

- Cost (I prefer affordable wines)  
 Cost (I prefer rare wines that may be more expensive)  
 Flavor profile and taste  
 Notoriety of the vineyard, wine region, or winemaker  
 Region or terroir of where it is grown  
 Sustainability of the wine and vineyard  
 Other: \_\_\_\_\_

**4. How frequently do you drink wine?**

- Rarely or never  
 Every few months  
 Once a month  
 Several times a month  
 Once a week  
 Multiple times a week

**5. Recently Shelburne Vineyards has begun trialing the integration of sheep into some of their vineyards. We are interested to learn more from our customers about their perspectives on this practice. Please rank your level of agreement with the following statements about this practice:**

| Statement  | Strongly disagree | Disagree | Disagree somewhat | Somewhat agree | Agree | Strongly agree |
|--|-------------------|----------|-------------------|----------------|-------|----------------|
| I enjoy seeing the sheep in the vineyard   |                   |          |                   |                |       |                |
| Integrating sheep into the vineyard has benefits for the environment   |                   |          |                   |                |       |                |
| Integrating sheep into the vineyard has benefits for the sheep   |                   |          |                   |                |       |                |
| Integrating sheep into the vineyard has benefits for the wine quality  |                   |          |                   |                |       |                |
| I am more likely to purchase Shelburne Vineyards wine because they are integrating sheep into their vineyard |                   |          |                   |                |       |                |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| I understand why Shelburne Vineyards is integrating sheep into their vineyards                           |  |  |  |  |  |  |
| I would purchase lamb or other sheep products if it were for sale in the Shelburne Vineyard tasting room |  |  |  |  |  |  |
| I am interested in recipes and tasting notes that could combine lamb with Shelburne Vineyard wines       |  |  |  |  |  |  |

**6. Do you have any potential concerns about integrating sheep into the vineyard? If yes, please describe them here:**

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

- No additional cost
- Additional 1- 5% of the normal bottle price
- Additional 6- 10% of the normal bottle price
- Additional 11- 20% of the normal bottle price
- More than 20% of the normal bottle price

**8. In what year were you born?** \_\_\_\_\_

**9. Which of the following best describes your gender?**

- Male     Female     Non-binary     Prefer not to answer

**10. What is your zipcode?** \_\_\_\_\_