

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:

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? _____