

Location: _____ City: _____ Date: _____

Wine Culture, Wine Tourism, and California Image Survey

This is a short survey about wine culture in your country and your personal interest in wines and wine tourism. The survey also asks about your image of California, California Wineries, and California wines. All your opinions will remain confidential and the data will be mainly analyzed on a group level. Thanks in advance for your kind participation. If you have any questions, you can contact us at rsimeon@sfsu.edu, hussain@sfsu.edu or sbhat@sfsu.edu.

Part A: Please use the following 0 to 5 points scale to answer the questions below.

0= Never 1=almost never 2= rarely 3=sometimes 4= regularly 5=very Frequently

1. Please indicate how often you drink the following beverages below:

Beer _____ Whisky _____ Wine _____ Other Alcoholic Beverage _____

2. How often do you prefer to drink wine? Domestic Wines _____ Imported Wines _____

3. How often do you get information about wines from these places?

Internet _____ Magazines _____ Friends _____ TV _____ Liquor Stores _____ Wineries _____ Wine Clubs _____ Other _____

4. When you drink wine, how often do you drink the following types of wine?

White Wines _____ Red Wines _____ Rose Wines _____ Sparkling Wines _____

5. When you drink wine, how often do you drink wine in the following locations?

Home _____ Restaurants _____ Bars _____ Nightclubs _____ Wineries _____ Wine tasting shops _____

6. How often do you drink wines from the following countries?

France _____ Italy _____ U.S. (California) _____ Australia _____ Argentina _____ Chile _____ Other _____

7. **If you drink California wines**, how often do you drink the following types of wine?

White Wines _____ Red Wines _____ Rose Wines _____ Sparkling Wines _____

8. What thoughts and images come to mind when you hear the word "California"?

Part B: Please mark or fill in your responses directly for the questions below:

9. If you drink wine from countries other than the ones mentioned in question #6 above, can you write down two names?

Other Country #1 _____ Other Country #2 _____

10. In general, how do you compare wines from California to the wines from your favorite region? (Please put an 'X' in one of the seven spaces below that best represents your opinion)

Very poor _____ _____ _____ _____ _____ _____ Very good

11. Please indicate (mark) which of the following cities in California you have visited before.

San Francisco___ Los Angeles___ San Diego___ Sacramento___ Santa Barbara___

12. Please indicate which of the following cities in California you would like to visit in the future.

San Francisco___ Los Angeles___ San Diego___ Sacramento___ Santa Barbara___

13. California is the best known wine-producing State in the U.S. However, there are many wine producing regions in the State of California. Please indicate which of the following regions in California you have heard about or would like to visit in the future.

Napa Valley___ Sonoma County___ Mendocino County___ Marin County___ Lake Country___
Monterey County___ San Luis Obispo___ Paso Robles___ Santa Barbara___
San Diego___ Central Valley___ Sierra Foothills___ Lodi___

14. Please list two of the regions in the previous question that you are most familiar with?

Region 1 _____ (name)

Region 2 _____ (name)

15. What thoughts and images do you have for the first region you listed.

16. What thoughts and images do you have for the second region you listed.

PART C. Entertainment and Tourism.

Now I would like you to think about your vacation habit and your current or potential trip to the United States and/or California. Circle the choices that best describe your answer(s).

1. Who influenced your decision to visit Northern California?

*** Friends **Family ** Peer ** Professional organizations*

2. What attractions are most important for a typical tourist to wine regions? Rank them in terms of importance, with 1=most important.

- (i) Gathering wine-related experience (Wine tasting and buying) _____
- (ii) Tourism _____
- (iii) Enjoying socializing, and relaxation _____
- (iv) Hanging out with friends and/or families _____
- (v) Learning about wine production _____
- (vi) Attending wine festivals _____
- (vii) Experience the atmosphere _____
- (viii) Enjoy rural setting and landscape _____

3. If you were planning to visit, where will you be staying? (mark the response that best describes your choice)

_____ *Friends* _____ *Family* _____ *Hotel in a nearby city* _____ *Hotel in the wine region*

4. How frequently do you visit wineries?

_____ *more than once a year* _____ *once a year* _____ *once every two years*

5. If you are not planning to visit California, what are the reasons for the same?

On a scale from one to five (1-5), please indicate the extent to which agree with the statements below.

1: Strongly Disagree 2: Disagree somewhat 3: Uncertain 4: Agree somewhat 5: Strongly Agree

- _____ (1). I go on vacation more than 4 times annually.
- _____ (2). While planning for a trip, I know exactly which places I will be visiting. That is, my plans do not change during the trip.
- _____ (3). I travel because I love experiencing different people.
- _____ (4). I travel because I enjoy different types of food and drink in different places.
- _____ (5). I love traveling to different wine regions in Europe.
- _____ (6). The wine regions always provide detailed information about food and entertainment activities.
- _____ (7). I love traveling to different wine regions outside Europe (for example, wineries in the United States).
- _____ (8). While visiting wineries I usually travel in a group.
- _____ (9). I usually pay a professional company to organize winery trips.
- _____ (10). I usually stay more than one night in the wineries.
- _____ (11). The farther the wine region from my home the longer I stay in the winery.
- _____ (12). I very much enjoy wine tasting during my winery trips.
- _____ (13). I always buy wine during my winery trips.
- _____ (14). If I enjoyed a winery trip, I love re-visiting the same winery.
- _____ (15). Taking a trip to a wine region enhances my status amongst my peers

PART D. Your General Opinions: On a scale from one to five (1-5), please indicate the extent to which agree with the statements below.

1: Strongly Disagree 2: Disagree somewhat 3: Uncertain 4: Agree somewhat 5: Strongly Agree

- ___ (1). I enjoy looking for information on wines
- ___ (2). I often talk with my friends about wines
- ___ (3). I have often used web sites to get information on wines
- ___ (4). I have often participated in special wine tasting activities
- ___ (5). I have often purchased wines directly from web sites
- ___ (6). I have often taken trips to visit wineries in this country.
- ___ (7). I have often taken trips to visit wineries in a foreign country
- ___ (8). In the future, I would like to visit wineries in a foreign country
- ___ (9). I am more willing to buy wines from web sites that are attractive and easy to use
- ___ (10). I have a very positive view of California
- ___ (11). I am very interested in visiting California in the future
- ___ (12). I want to visit some famous wine regions of California
- ___ (13). I would prefer to visit a California winery that had information in my language
- ___ (14). The best thing about California wines is that they have attractive & easy to read labels
- ___ (15). The best thing about California wines is that they are available in many places
- ___ (16). The best thing about California wines is the reliable quality
- ___ (17). The best thing about California wines is the moderate prices
- ___ (18). The best thing about California wines is the good taste

Background Information

Country of Citizenship: _____ **Your Age:** _____

Gender: Male ___ Female ___ **Marital Status:** Married _____ Single _____

Education: 1 = High School (up to grade 12) 2 = Bachelor/Graduate 3. PhD

Yearly income: _____

Have you been to California before? **Yes** ___ **No** ___ Will you visit it in the future? **Yes** ___ **No** ___

Thank you very much for your cooperation.