

Etna winery survey

Dear respondent,

As part of a student project at the University of Catania, we are investigating winery market trends and customer preferences, focusing on Etna wines.

All data will be collected anonymously in line with the privacy policy.

Please join the survey and complete the questionnaire until the end: it will take about 3 minutes.

Thank you for your time and support!

***Campo obbligatorio**

Wine preferences, expertise and experience

1. How much do you like the following drinks? *

on a scale from 1 (not at all) to 4 (a lot)

Contrassegna solo un ovale per riga.

	1	2	3	4
Wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft drinks (cola, soda, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cocktails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How much do you like the following kinds of wine? *

on a scale from 1 (not at all) to 4 (a lot)

Contrassegna solo un ovale per riga.

	1	2	3	4	Never tasted
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rosè	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sparkling wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweet/liqueur wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Have you ever tried a wine tasting experience? *

Contrassegna solo un ovale.

☐ Yes

☐ No

4. Have you ever visited a winery? *

Contrassegna solo un ovale.

☐ Yes

☐ No

5. Have you ever attended an in-depth wine course? *

Contrassegna solo un ovale.

☐ Yes

☐ No

6. Which is your level of knowledge around wines? *

Contrassegna solo un ovale.

- ☐ None
- ☐ Basic (amateur knowledge level)
- ☐ Medium (semi-professional knowledge level)
- ☐ High (professional knowledge level)

Wine buying experience

7. How often do you buy wine on average in a month? *

Contrassegna solo un ovale.

- ☐ Never *Passa alla domanda 14.*
- ☐ 1-2 times per month *Passa alla domanda 8.*
- ☐ 3-4 times per month *Passa alla domanda 8.*
- ☐ 5-6 times per month *Passa alla domanda 8.*
- ☐ 7+ times per month *Passa alla domanda 8.*

Wine buying experience

8. How many bottles of wine do you buy on average per month? *

Contrassegna solo un ovale.

- ☐ Less than 1 bottle
- ☐ 1-3 bottles
- ☐ 4-6 bottles
- ☐ 7-9 bottles
- ☐ 10-12 bottles
- ☐ 12+ bottles

9. How often do you usually buy wine in the following stores? *

on a scale from 1 (never) to 4 (every time)

Contrassegna solo un ovale per riga.

	1	2	3	4
Supermarket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine shop/Winery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shop/Mobile app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How relevant are the following features when you buy a wine? *

on a scale from 1 (not at all relevant) to 4 (extremely relevant)

Contrassegna solo un ovale per riga.

	1	2	3	4
Grape origin region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The grape variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budget friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vintage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detailed wine info on the label	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive packaging (label, bottle, ...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion (price, gift, packaging, 2x1,...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How much do you spend on a bottle of wine on average? *

Contrassegna solo un ovale.

- ☐ Less than 5€
- ☐ 5€ to less than 15€
- ☐ 15€ to less than 30€
- ☐ 30€ to less than 45€
- ☐ 45€ to less than 50€
- ☐ 60€ and more

12. During the pandemic, did the frequency with which you buy wine change? *

On a scale from -2 (definitely less than before) to +2 (definitely more than before). Please enter "0" if your frequency hasn't changed.

Contrassegna solo un ovale per riga.

	-2	-1	0	+1	+2
Buying frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. For what reason have you bought wine in the last 3 months? *

Seleziona tutte le voci applicabili.

- ☐ Home consumption
- ☐ To buy a gift
- ☐ For a special event/party
- ☐ To try a new wine

Altro: ☐ _____

Etna
DOC
wine

Etna is an Italian wine DOC which covers the slopes of Mount Etna, the 3330 meter (10,920ft) active volcano that dominates the north-eastern corner of Sicily. The Etna wine was the very first DOC wine in Sicily, created in August 1968.

NB: DOC stands for Controlled Designation of Origin. It is a certification applied to Italian wines that, under the law, have distinctive features of superior quality, determined by the grape varietal and the production area as well as the techniques for processing and aging.

14. Have you ever heard about Etna DOC wine before? *

Contrassegna solo un ovale.

☐ Yes *Passa alla domanda 15.*

☐ No *Passa alla domanda 19.*

Etna DOC wine

15. Have you ever bought Etna wine? *

Contrassegna solo un ovale.

☐ Yes

☐ No

☐ I don't know

16. How much do you like Etna wines more than other wines? *

on a scale from 1 (not at all) to 4 (a lot)

Contrassegna solo un ovale.

1 2 3 4

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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17. How much do you agree with the following statements about Etna wine? *

on a scale from 1 (not at all in agreement) to 4 (completely in agreement)

Contrassegna solo un ovale per riga.

	1	2	3	4
The Etna wine has an excellent flavor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to sponsor Sicilian excellences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Etna wines are on average more expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of Etna wine has increased significantly in the last 10 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How likely are you to recommend Etna wine to your family and friends? *

on a scale from 1 (not likely at all) to 4 (extremely likely)

Contrassegna solo un ovale.

1	2	3	4
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Socio-
demographic
data

To complete the survey we just need some other few info about you to better analyse your wine preferences.

19. Please enter you gender *

Contrassegna solo un ovale.

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

20. Please enter your age *

21. Please enter your level of education *

Contrassegna solo un ovale.

- ☐ Primary and medium school
- ☐ High school
- ☐ University degree

22. Where are you from? *

EU = European Union

Contrassegna solo un ovale.

- ☐ Sicily
- ☐ Other region in Italy (no Sicily)
- ☐ Foreign EU country (no Italy)
- ☐ Foreign not EU country (no Italy)

23. What is your occupation? *

Contrassegna solo un ovale.

- ☐ Student
- ☐ Employee
- ☐ Freelancer
- ☐ Unemployed
- ☐ Retired
- ☐ Housewife/Housemen
- ☐ Altro: _____

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