Thank you for agreeing to help us with our research on wine and wine consumption. The following short questionnaire is divided into four sections. Please read each question completely before answering. Your honest options are important to us. Thank you again.

The following questions are related to your general feelings toward wine and wine consumption. Please rate each statement on the provided 5-point scale (with ‘1’ being ‘Definitely not me,’ to ‘5’ being ‘Totally describes me).

1. I enjoy selecting the **adequate** wine for each occasion
2. Wine purchase is **irrelevant** for me
3. I am **interested** in wine
4. Deciding what wine to buy is an **important** decision for me
5. I **care** about what wines I buy
6. I carefully **choose** the wines I buy
7. It is worth investing extra time when buying wine to get **discount** prices
8. I **think** carefully about the wines I drink
9. Wine consumption gives me social **status**
10. I usually **read** wine magazines and leaflets
11. I always look at the **color** of wine before trying it
12. I always evaluate the **aroma** of wine before drinking it
13. I usually go to wine tastings or **courses**
14. Drinking wine has a **positive** effect on my quality of life
15. I enjoy going to wine **fairs** or expositions
16. I **enjoy** drinking a good wine
17. I like my **image** when I drink wine
18. I **indulge** myself when I buy wine
19. Drinking wine is **beneficial**
20. Knowing what **type** of wine a person drinks tells you a lot about that person
21. Wine makes my life **easier**
22. I enjoy reading and **learning** about wine, wine regions, and/or the wine industry

The following questions are related to your level of wine knowledge. Please select the one best answer for each question.

1. Do you regularly read any of the following wine publications? (Please select all that apply)
   1. Wine Spectator
   2. Wine Enthusiast
   3. Robert Parker’s Wine Advocate
   4. Food & Wine
   5. Bon Appetit
   6. Decanter
   7. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Are you currently subscribed to any wine newsletters or email lists?
   1. Yes, please list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. No
3. Which of the following best describes the importance of the point ratings a specific bottle of wine may have received when you are selecting a bottle of wine? (Select one)
   1. I only select bottles that have **received** a point **rating**
   2. I only select bottles with point ratings of **90**+
   3. I use point ratings in the **absence** of other **information** regarding the wine
   4. I don’t pay **attention** to point ratings
   5. I am **unfamiliar** with point ratings
4. Which of the following do you find most helpful when choosing a bottle of wine? (Select one)
   1. Point rating
   2. Tasting notes
   3. Recommendations of family friends
   4. Recommendations of store personnel
   5. User-generated online wine reviews (Wine.com/wine-searcher.com, Totalwine.com)
   6. Wine publications
   7. Wine websites
   8. Producer or winery-created informational material
5. Have you ever taken any wine education or tasting course?
   1. Yes
   2. No
6. If yes, please check the types of wine courses you have completed?
   1. Consumer tasting courses (typically held at liquor stores or distributors, usually only a few hours in duration)
   2. Wine courses at a university
   3. Wine dinners or tastings
   4. Wine courses offered through wine publications or websites (such as Wine Spectator, Kevin Zraly, or others)
   5. Online webinars or seminars
   6. I have not participated in any form of wine training. I am self-taught
7. Please rank the following by level of importance (with ‘1’ being most important) when you are choosing a bottle of wine
   1. Presence of a tasting note to read
   2. Price
   3. Point rating
   4. Advertisements
   5. Recommendation of family and friends
   6. Recommendation of industry professionals or store employees
   7. Store display
   8. Other (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

The following questions are related to your wine consumption habits. Please select the one best answer for each question.

1. How often do you consumer wine at a bar, restaurant, or other retail establishment?
   1. More than once a week
   2. Once a week
   3. Two or three times a month
   4. Once a month
   5. Less than once a month
2. On average, how much do you generally spend for a bottle of wine (when you are out)?
   1. Less than $25
   2. $25 to less than $35
   3. $35 to less than $45
   4. $45 to less than $60
   5. More than $60
3. How frequently do you consumer wine at home or a friend’s home?
   1. More than once a week
   2. Once a week
   3. Two or three times a month
   4. Once a month
   5. Less than once a month
4. On average, how much do you generally spend for a bottle of wine (for home consumption)?
   1. Less than $15
   2. $15 to less than $25
   3. $25 to less than $35
   4. $35 to less than $50
   5. More than $50

The following questions are for classification purposes only. Please select the one best answer for each question.

1. What is your gender?
   1. Female
   2. Male
   3. Other
2. What is your marital status?
   1. Single (never married)
   2. Married
   3. Separated
   4. Widowed
   5. Divorced
   6. Other
3. What is the highest level of formal education you have completed?
   1. Less than high school
   2. High school or equivalent
   3. Some college
   4. College graduate (bachelor’s degree or equivalent)
   5. Postgraduate education or degree
4. What is your ethnicity?
   1. African America or Black
   2. Asian or Pacific Islander
   3. Native American
   4. Caucasian or White
   5. Latino or Hispanic
   6. Other
5. What was your total household income before taxes last year?
   1. Less than $25,000
   2. $25,000 to less than $50,000
   3. $50,000 to less than $75,000
   4. $75,000 to less than $100,000
   5. $100,000 to less than $150,000
   6. $150,000 or more

We also have their age

That’s it! Thank you for taking the time to participate.