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**Viticulture, enology and marketing  
for cold-hardy grapes**



**GENERAL BULLETIN**

**THE TASTING ROOM EXPERIENCE AND WINERY CUSTOMER SATISFACTION**

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## **I. Introduction**

### **A. Why is Customer Satisfaction Relevant?**

Retailers across all industries recognize that customer satisfaction plays a key role in any successful business strategy. Disappointed customers can lead to a reduced market share and, possibly, lower product prices. Marketing research has documented the importance of customer satisfaction and customer retention on a firm's economic success and prospects for long-term survival. A recent study indicated that 5 percent reduction in the customer defection rate can increase profits by 25 percent to 80 percent depending on the industry (Kotler and Keller, 2006).

Building customer satisfaction is also equivalent to maintaining a loyal client base. The marketing literature stresses that this is economically advantageous for any firm. It is particularly expensive for firms to lose customers and have to recruit more. Acquiring new customers can cost up to five times more than retaining current customers because inducing satisfied customers to switch away from their current suppliers can be expensive and time consuming. Furthermore, the amount of profit that can be derived from each customer tends to increase over time as retained customers tend to purchase more and/or higher quality product and refer the business to others (Kotler and Keller, 2006).

Customer satisfaction is especially important for the cold climate wineries in New York and Iowa that are the focus of this study. This emerging industry relies on visitors (regional customers and tourists) for an important share of total sales. Ensuring that customers have a satisfactory experience when visiting the winery can create customer loyalty and positive press as clients recommend the establishment to their friends, colleagues and family. In this study of six wineries across the states of New York and Iowa, 55% of customers responding to our survey became acquainted with the wineries because of word of mouth or because they were repeat customers.

In the winery business, customer satisfaction is primarily determined by the tasting room experience. Tasting room visitors are not solely interested in the wine. Ultimately, they are looking for a great overall experience (Charters, 2009). Good managers realize this and have started to place additional emphasis on making the experience just as enjoyable as the wine itself (Alonso, 2008). The research literature clearly highlights the importance of tasting rooms for improving wineries sales performance (Fish, 2008). The tasting room provides many opportunities for a winery to sell their brand. Firstly, the staff is able to *educate* their customers about all aspects of their products (Alonso, 2008). The informed visitor feels closer to the brand, which can foster a sense of loyalty. As mentioned previously, brand loyalty provides an avenue for increased sales and a willingness to pay a price premium (Ulrich, 2010). Secondly, the staff can generate *enthusiasm* about the wine (Charters, 2009). They have the unique opportunity to make a passionate pitch to the consumer without alienating them. If the staff can

appropriately transmit their passion to the customer, the latter is much more likely to share this with his friends, families and colleagues (Nowak, 2006). A multiplier effect settles in where one customer's visit can lead to multiple new customers. Finally, a positive tasting room experience encourages customers to purchase more wine as a thank you to the winery for making their visit so enjoyable (Charters, 2009). On the other hand, poor service leaves customers much less inclined to purchase the wine regardless of its quality (Charters, 2009).

Managers in the retail sector, including wineries, are encouraged to collect data to monitor specific store attributes and overall customer satisfaction over time. This information can be used to assess which winery attributes impact customer satisfaction and then establish how customer satisfaction can affect store revenues. Managers can then use this information to improve sales by ensuring their clients are content with the products and services they are receiving.

## **B. The overall purpose of the project**

The purpose of this study is twofold:

- 1) Determine which factors drive customer satisfaction among local wineries in the emerging wine regions of New York and Iowa
- 2) Identify the linkages between customer satisfaction and sales performance within these wineries.

The conclusions drawn from this investigation will be passed on to the wineries. They provide statistically sound recommendations regarding how the winery can improve its tasting room experience, which, in turn, will increase the establishments' revenues.

## **II. The Economic/ Conceptual Framework**

### **A. The Economic/ Conceptual Framework: Detailed**

We first identified the attributes of the tasting room experience that likely contribute to increased customer satisfaction at the participating wineries. The first point of contact between cold-climate wineries and their customers is most often during the tasting experience, when visitors are offered samples of the establishment's wine. Their overall tasting room experience is influenced by many important attributes (factors): wine price and quality, tasting room design, the characteristics and attitudes of wine pourers, the ancillary services provided by the winery and the attitudes of employees in the tasting room, among many others. In the sections below we will illustrate which attributes drive customer satisfaction for the participating wineries and compare the results with those for a sample of other wineries participating in this study. We hope to provide winery owners and managers with new

information that has a bearing on profit-making decisions about their tasting rooms, including building design, employee selection/training, and product assortment.

This study is one of the first of its kind for the emerging wine industry in the Northeast and in the Midwest. While recent research in Europe and California has demonstrated the importance of the tasting room experience, very little is known about which attributes of the tasting room experience contribute to increased customer satisfaction and to higher winery sales and profits in emerging wine markets. Moreover, much prior research is based on casual observations or anecdotal evidence. In contrast, this study is designed to provide managers with data-driven evidence to guide decisions on improving the tasting experience.

In addition, our work sheds light on the impact of customer satisfaction on decisions to purchase wine. Data were collected on overall customer satisfaction and purchasing behavior. This is particularly important for cold climate wineries regions, as they have made substantial investments in their tasting rooms and business sustainability may turn on prospects for attracting more consumers on site and boosting sales.

## **B. Data Collection Process**

We developed and tested the survey instrument based on earlier work by Gómez (2010) and Gómez, McLaughlin and Wittink (2004), along with advice from a few winery operators in cold climate wine regions. The survey was divided into three sections. The first section asked tasting room visitors to rate their perception of twenty-four customer satisfaction attributes related to their tasting room experience. These attributes include lighting, sound, elbowroom, variety of wines tasted, and friendliness of the pourer, among others. Customers were asked to rate the winery performance of these attributes from 1 (poor) to 5 (excellent). The second section pertained to on-site wine sales and asked customers whether or not they purchased wine, the amount purchased (bottles and dollars), intention to purchase in the future, and willingness to recommend the winery to others in the future. The final section collected demographic information on the survey respondent. A full copy of the survey is provided in the Appendix 1.

A total of six wineries participated in the study, two of which were located in New York State and four in Iowa. The Wineries were first contacted by Cornell University to ascertain their desire to participate in the study. The primary researcher on the project (Professor Miguel Gomez) then travelled to each of the Wineries to speak directly with the tasting room managers. During the meetings he specifically reviewed a detailed protocol for conducting the data collection process. The protocol was summarized on a single sheet of paper that was left with the managers. It is provided in the Appendix 2.

Most importantly, the protocol recommended that managers hand out the surveys to a sample of visitors that was largely representative of the customer base.

We collected 360 complete surveys over a six-month period (June 2012- November 2012). In the following months the data processed and analyzed. Finally, we developed statistical models to assess the impacts of overall customer satisfaction on sales, purchase and repurchase intentions



### III. Descriptive Statistics

We first present descriptive statistics to define the main features of the data. This includes a summary of the type of customer the participating wineries attracts, the average level of customer satisfaction, and the purchasing behavior of the visitors after the tasting experience. This part of the report will be of use to managers who want to better understand their customers and more accurately target their needs. This section also identifies the attributes of the tasting experience that customers found most appealing, and then highlights the attributes that customers were least impressed by. This also allows managers to target their resources and improve aspects of the winery their customers were least satisfied with. Finally, this section provides some insight into whether or not the tasting experience encourages customers to make a purchase.

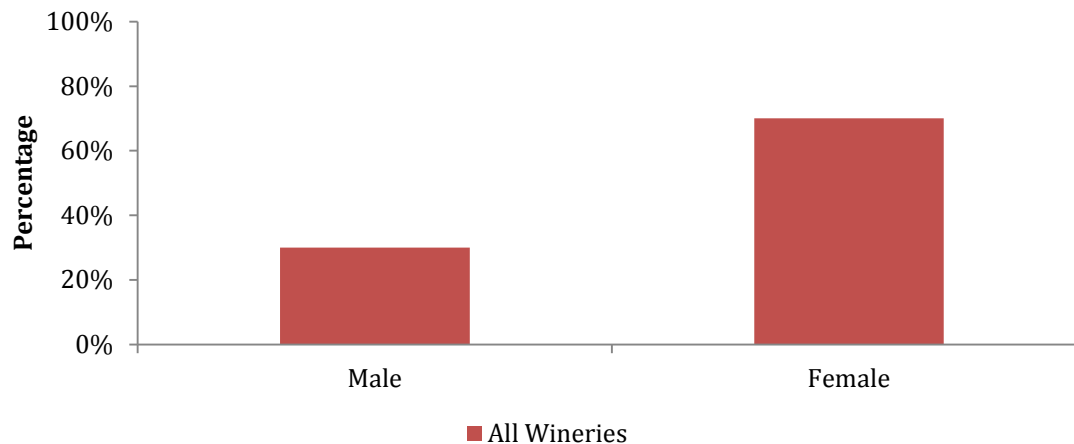
#### A. The Demographics: Who is this Winery is attracting?

##### i. Age, Gender, Education, Residence

The following three graphs illustrate the demographic breakdown of customers that visited the six Wineries from June through to November 2012.

The first graph (*Figure 1*) indicates that 70% of customers are female versus 30% male. This difference between males and females is quite high and might simply reflect the fact many winery visitors are indeed females and, other things equal; women are often relatively more inclined to fill out a survey.

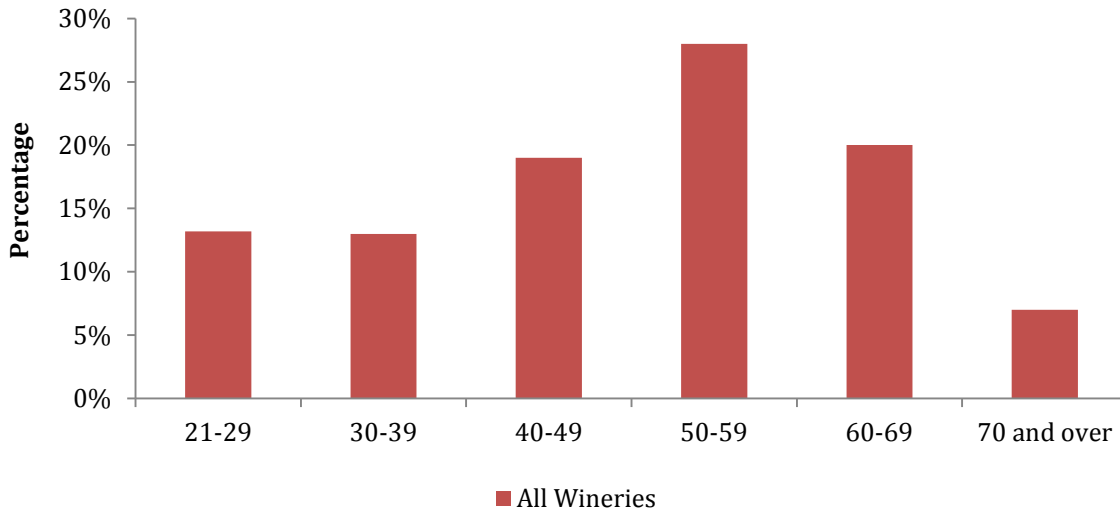
Figure 1: Gender of Customers



The second graph (*Figure 2*) illustrates the age breakdown of customers across all wineries. The largest group to be represented is the 50-59 year olds with almost 30% of the total customer base. The

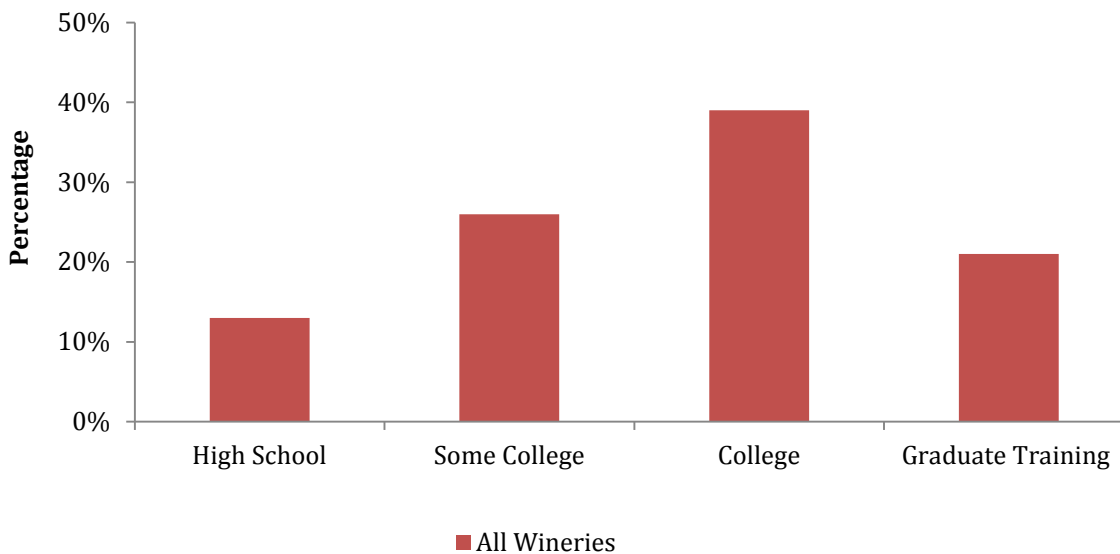
wineries also received survey responses from a relatively large number of 40-49 year olds (20%) and 60-69 year olds (20%).

Figure 2: Age of Customers



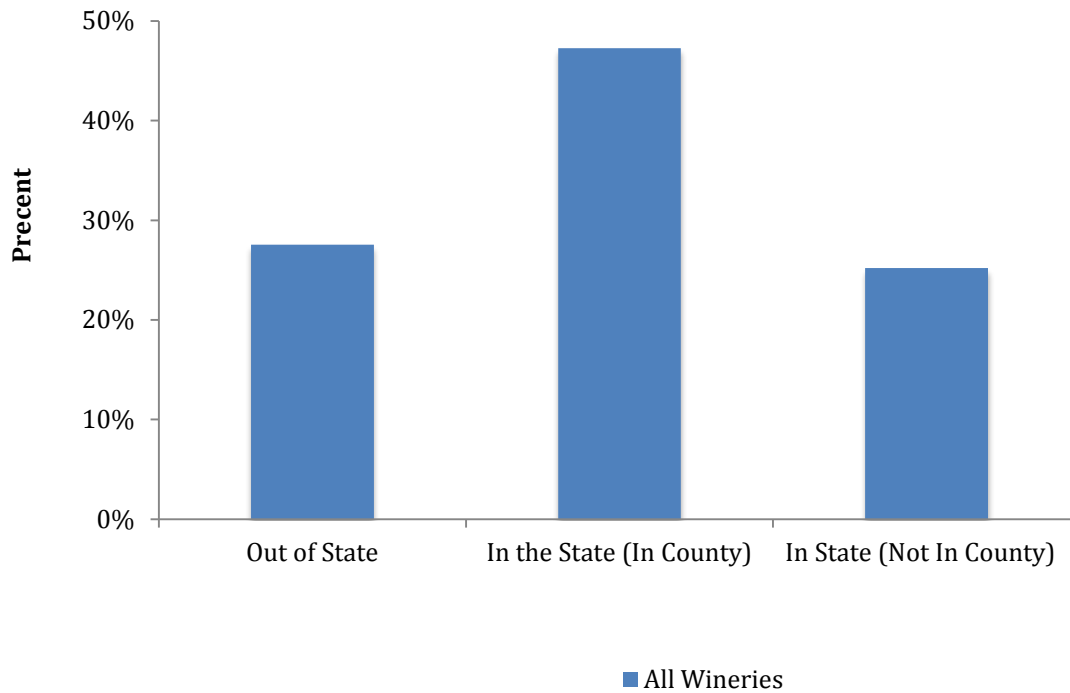
The third graph (*Figure 3*) shows customers' level of education. The majority of customers visiting the six wineries have a post-secondary degree. Approximately 40% of the visitors have a college degree and 20% have some graduate training or degree.

Figure 3: Education of Customers



The fourth and final graph of this section (*Figure 4*) shows customers' residence. The majority of customers live in-state. Approximately 47% of customers come from the counties surrounding those in which the wineries are located. An additional 25% live within the same state but not in adjacent counties.

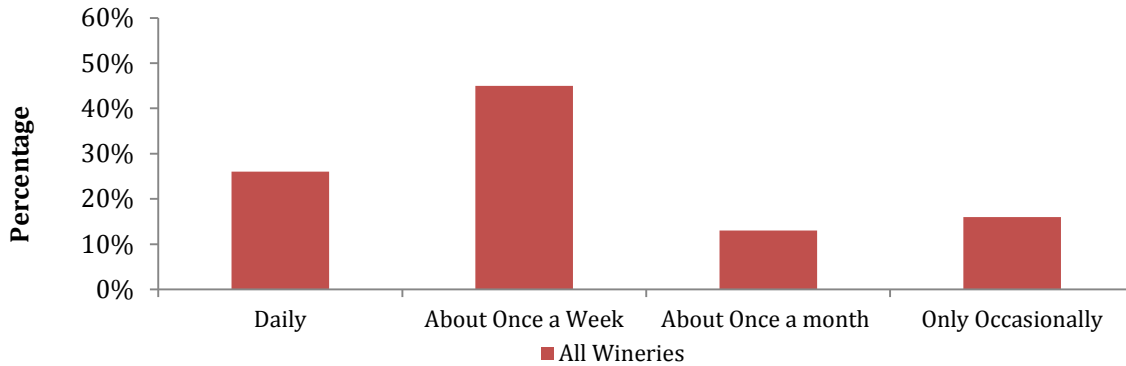
Figure 4: Residence of Customers



ii. Customers' Wine Consumption Patterns

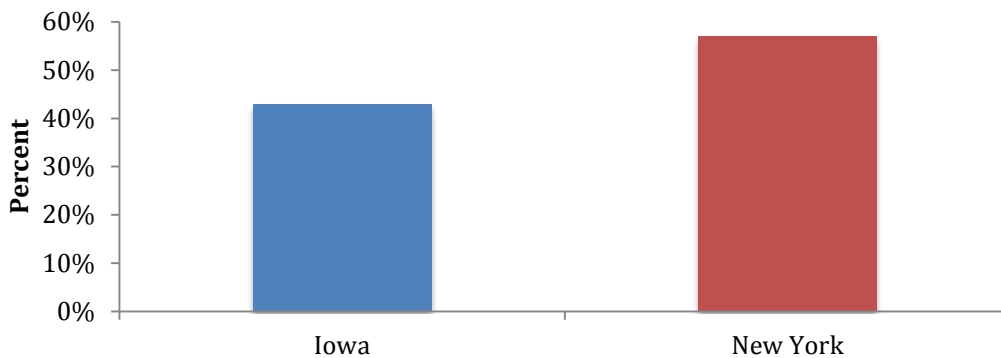
The following two graphs (*Figure 5 and 6*) show the wine consumption patterns of winery visitors between June and November 2012. The first graph (*Figure 5*) depicts the frequency with which customers consume wine. The majority of visitors drink wine relatively frequently, with nearly 45% consuming wine once a week and 26% consuming daily.

Figure 5: Frequency of Wine Consumption



The second graph (*Figure 6*) shows the amount of local wine customers drink on average. More specifically, approximately 43% of the customers' individual wine consumption is from Iowa wineries (for those customers who visited Iowan wineries). This is compared to an average of 57% in wineries in New York State. This suggests that New York customers drink a higher percentage of local wines (from New York State) than IO customers (drink of Iowan wines). This could be explained by the fact that in 2009, wine production in New York State was 118 times the volume produced in Iowa, while the number of Federal winery permits issued was more than 4 times higher

Figure 6: Percent of Local Wines Consumed



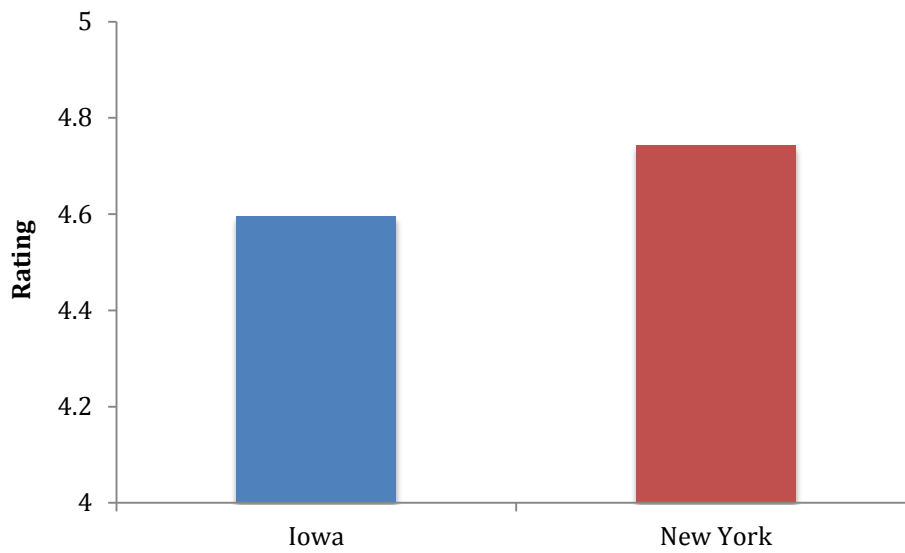
## **B. Customer Satisfaction with the Tasting Experience**

### *i. Overall Satisfaction with the tasting experience*

The customers on average were very satisfied with their overall tasting room experience. When asked to rate the event on a scale from 1 to 5, the average score that was given was a 4.65 out of 5. The

following graph compares overall satisfaction in New York and Iowa (*Figure 7*). The data shows that New York customers are slightly more satisfied with their tasting experience than Iowa visitors. Customers visiting the Iowa wineries rated their experience a 4.59 on average, while customers visiting New York wineries rated their experience a 4.74.

Figure 7: Overall Tasting Room Experience



ii. *The Winery's Performance in specific attributes of the Tasting Experience*

It follows from the preceding analysis that customers were also satisfied with specific attributes of the tasting experience. Nevertheless, there were some factors that received higher scores than others. The following three graphs (*Figure 8, 9 and 10*) show the average score awarded by the customers to each characteristic deemed to be part of the tasting room experience.

The three attributes that customers appreciated most were: the overall tasting room cleanliness, the friendliness of the pourer, the helpfulness of the tasting room staff, and the hospitality of the tasting room staff. They all received the highest-ranking scores of 4.8. This demonstrates the wide range of characteristics that customers were pleased with. The three attributes the customers rated the lowest were: winery signage and directions, availability of food/snack items, and discounts for volume purchases. They received the lowest ranking scores of 4.22, 4.34, and 4.44 respectively. This suggests a few areas for improvement (although these lower ranking attributes still received very high scores).

Figure 8: Satisfaction with Specific Attributes of the Tasting Experience (1)

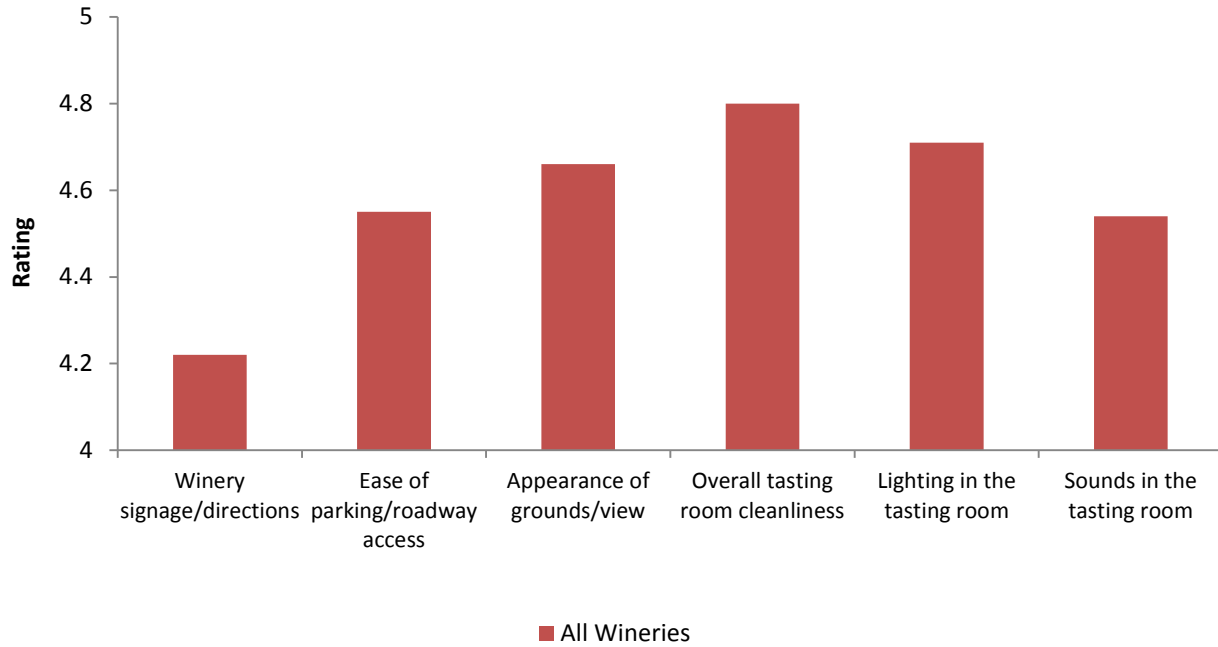


Figure 9a: Satisfaction with Specific Attributes of the Tasting Experience (2)

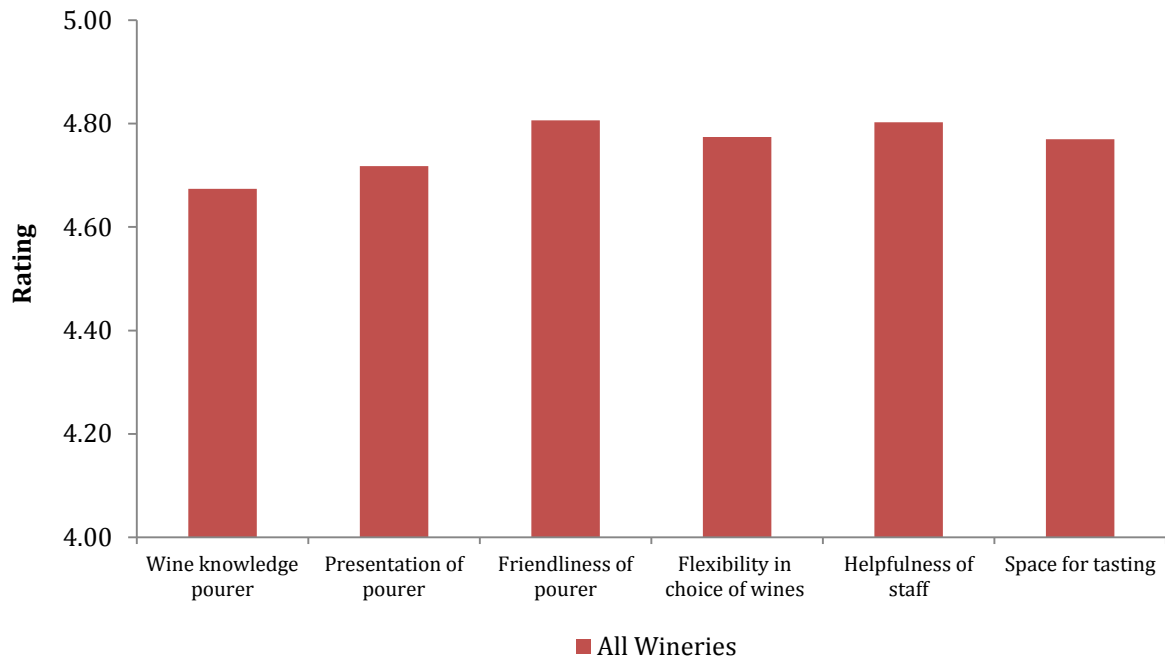


Figure 9b: Satisfaction with Specific Attributes of the Tasting Experience (2)

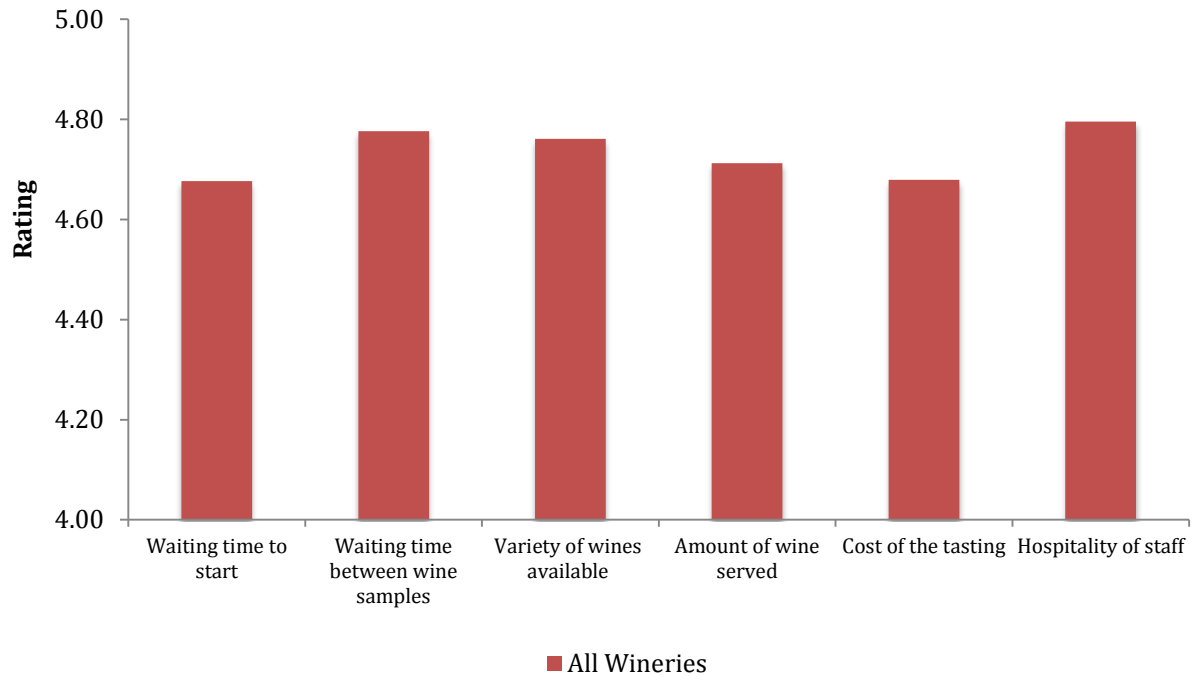
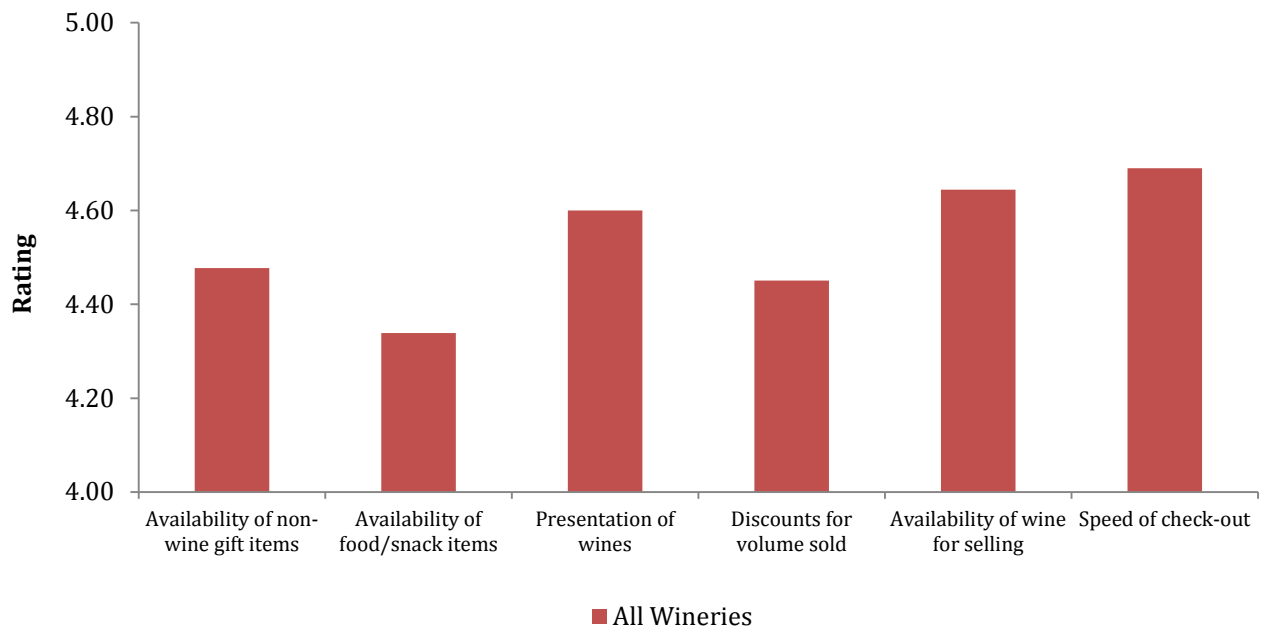


Figure 10: Satisfaction with Specific Attributes of the Tasting Experience (2)

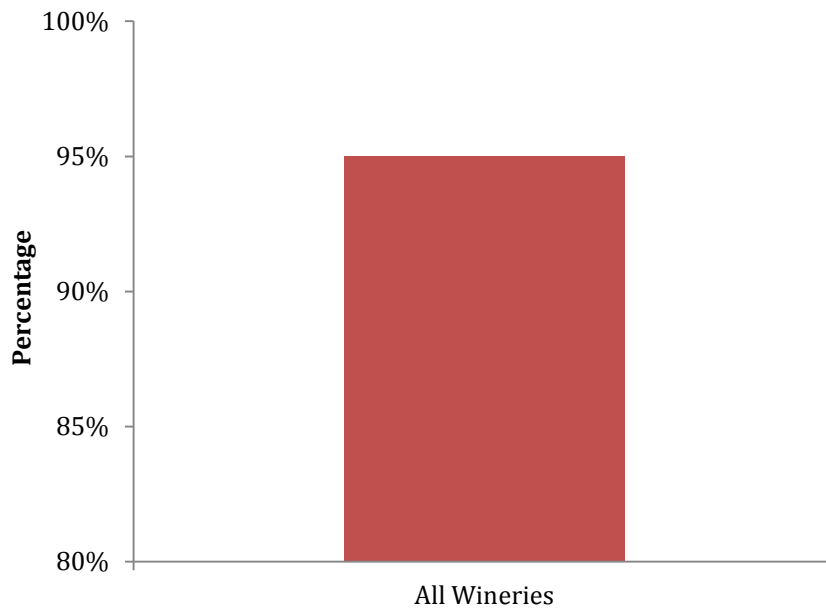


### **C. Sales Performance**

#### *i. Purchasing Decisions*

Almost every customer that visited the wineries for a tasting and completed the survey decided to purchase the wine (*Figure 11*). More specifically, 95% of customers reported that they had, or would be buying wine after the tasting. A closer look at the data reveals that in general the “No” answers were not due to the quality, price or service. There was typically some “other” reason for which these customers decided not to purchase the wine. In most of cases the visitor cited travelling as the reason for not purchasing the wine. Indeed it is often difficult to cross borders with alcohol.

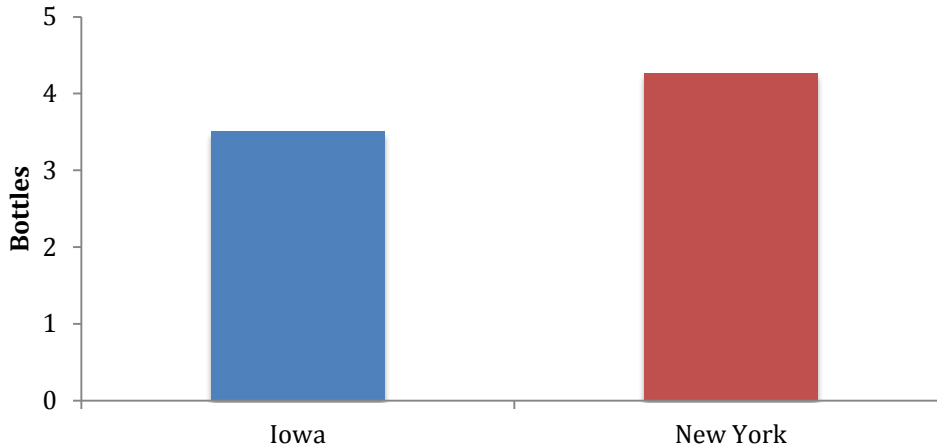
Figure 11: Percent of Customers that Purchase Wine after the Tasting



The data also provides additional information on the purchasing decisions of customers across all wineries participating in the study. Customers purchased 3.73 bottles of wine on average, valued at \$54. The following two figures compare the number of bottles purchased, and the amount of dollars spent, in New York and Iowa wineries. The first graph (*Figure 12*) shows how many bottles of wine customers purchased after the tasting in New York and Iowa. New York customers purchase almost one more bottle after the tasting than they do in Iowa.

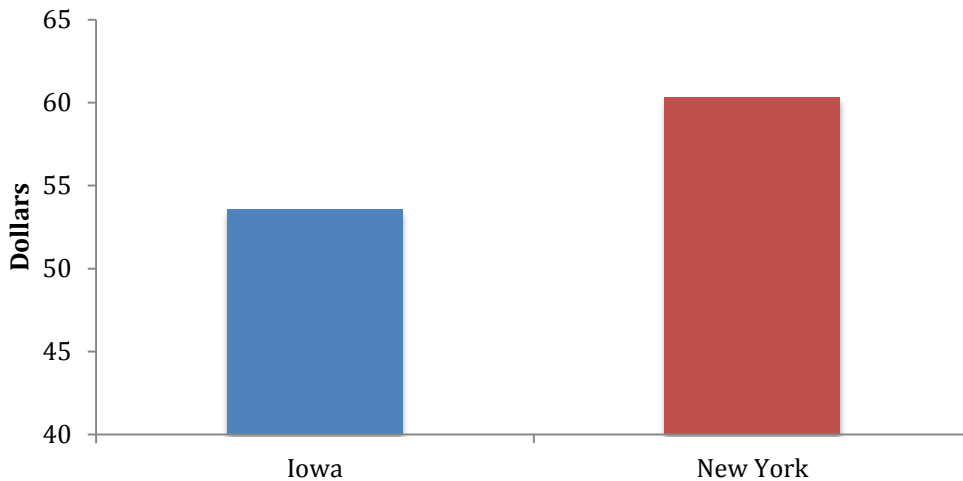


Figure 12: Number of Bottles Purchased Spent After the Tasting



The second graph (*Figure 13*) shows the amount of money customers intend to spend after the tasting in New York and Iowa. New York customers spend approximately ten dollars more after the tasting than they do in Iowa.

Figure 13: Number of Dollars Spent After the Tasting

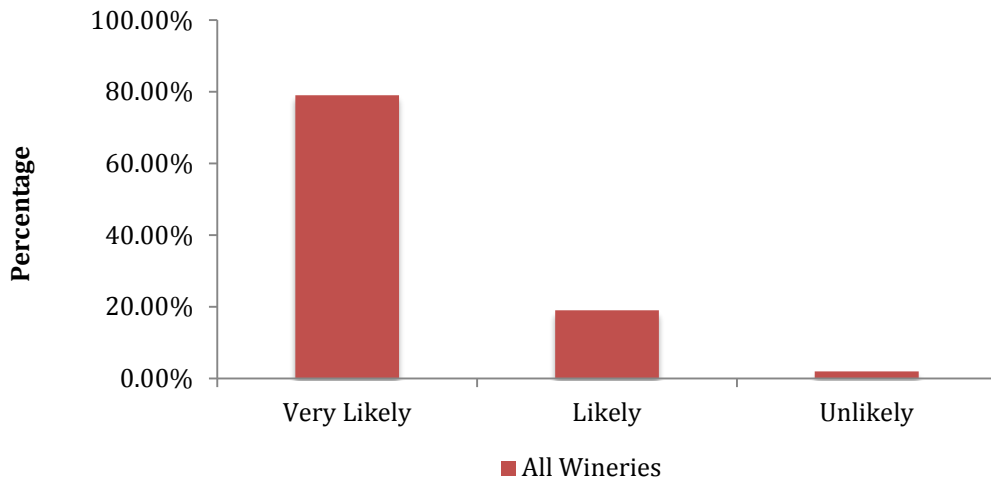


*ii. Post-Purchasing Attitudes*

The survey also measured customers' willingness to purchase wine from the wineries again in the future, and the likelihood with which they would recommend the wineries to others. These post-purchasing attitudes are very important because customer retention helps the wineries expand and build a more loyal customer base.

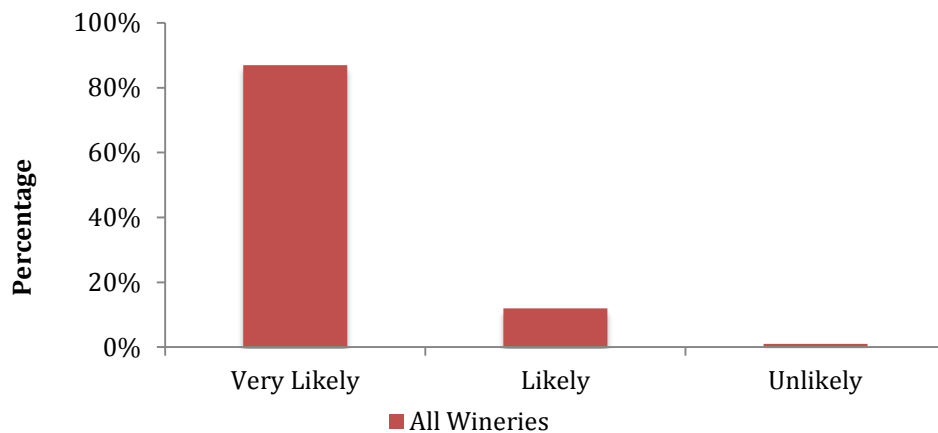
The first graph (*Figure 14*) shows customers' propensity to purchase wine in the future. The vast majority of customers (80%) are "very likely" to buy from this winery again. Close to 20% are "likely" to buy from this winery again and fewer than 1% indicated that they were "unlikely" to make future purchases.

Figure 14: Likelihood of Purchasing Wine From This Winery Again



The second graph (*Figure 15*) indicates whether or not customers are likely to go on and recommend this winery to others. The results are equally, if not more, positive than in the previous graph. Close to 90% of customers are "very likely" to recommend the wineries they visited while 10% of customers are "likely". Less than 1% percent of customers were "unlikely" to make such recommendations.

Figure 15: Likelihood of Recommending This Winery to Others



#### **IV. Statistical Analysis**

Once the descriptive statistics were compiled, we focus on two research questions: what drives customer satisfaction, and does customer satisfaction lead to greater sales? For this part of the analysis, the data from each of the wineries was pooled together to make for a larger sample size and more significant results.

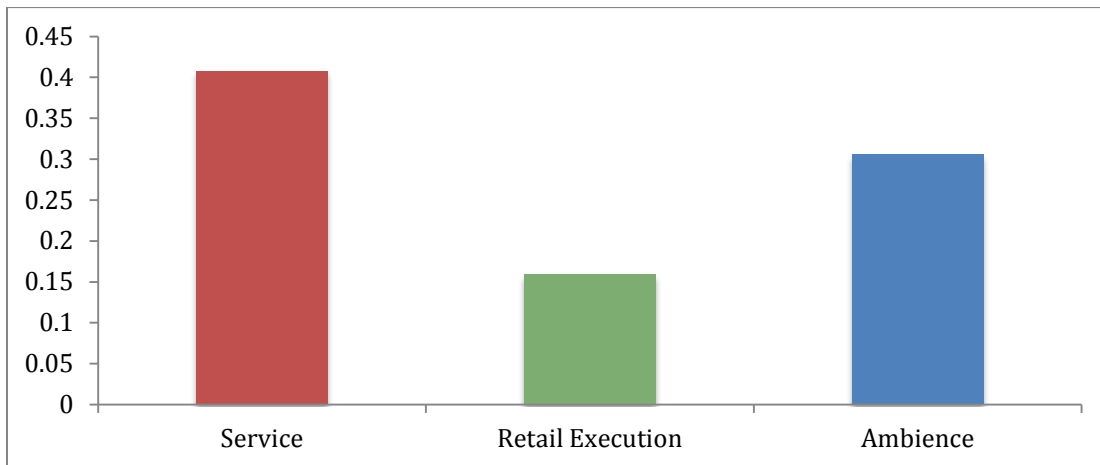
##### **A. Question 1: What Drives Customer Satisfaction?**

All would agree that having a satisfied customer base is good for business. Accordingly, it becomes important for managers to be able to identify which features of the product/service the customer pays most attention to. This allows managers to target their resources towards improving the attributes of the product/service customers care most about. In this study, customers were asked to rate 24 specific attributes of the tasting experience on a scale of 1 to 5. These attributes included: overall tasting room cleanliness, appearance of grounds/view, wine knowledge of pourer, variety of wines available for tasting, availability of food/snack items, and availability of wine for purchasing, among others. These 24 attributes could be grouped under three main categories (which we will call factors): Retail Execution, Service and Ambience.

Factor 1= SERVICE	<ul style="list-style-type: none"><li>- Wine knowledge of pourer</li><li>- Appearance/presentation of pourer</li><li>- Friendliness of pourer</li><li>- Flexibility in choice of wines tasted</li><li>- Helpfulness of tasting room staff</li><li>- Hospitality and personalized attention of staff (including the owner)</li><li>- Space (elbow room) for tasting</li><li>- Waiting time for tasting to start</li><li>- Waiting time between wine samples</li><li>- Variety of wines available for tasting</li><li>- Amount of wine served</li></ul>
Factor 2= RETAIL EXECUTION	<ul style="list-style-type: none"><li>- Availability of non-wine gift items</li><li>- Availability of food/snack items</li><li>- Presentation/display of wines</li><li>- Discounts for volume purchases</li><li>- Availability of wine for purchasing</li><li>- Speed of check-out</li></ul>
Factor 3= AMBIENCE	<ul style="list-style-type: none"><li>- Appearance of grounds/view</li><li>- Overall tasting room cleanliness</li><li>- Lighting in the tasting room</li><li>- Sounds in the tasting room</li></ul>

These three factors each contribute to overall customer satisfaction. Nevertheless, some matter more than others. Of utmost importance is the service provided by the winery, then the ambience created, and finally the retail execution (*Figure 16*). We found that customers were 40% more likely to rank their overall experience a 5/5 (instead of a 4/5) if they were highly satisfied with the service provided by the winery. Furthermore, customers were 30% more likely to rate their experience a 5/5 instead of a 4/5 if they were highly satisfied with the ambience provided by the winery. Finally, we found that customers were 16% more likely to rate their experience a 5/5 instead of a 4/5 if they were highly satisfied with the retail execution.

Figure 16: Effect of increasing each factor score by 1-point (from 4 to 5) on the probability that the overall customer satisfaction score equals 5/5



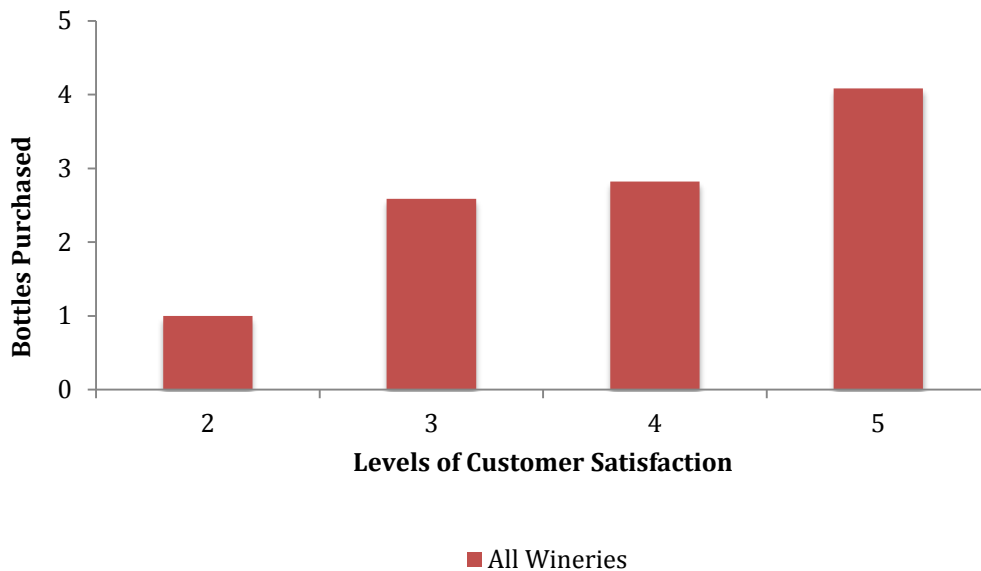
### **B. Question 2: Relationship between Customer Satisfaction and Sales Performance**

Once all the data were collected, we searched for a relationship between customer satisfaction and sales performance. We first analyzed all the data from the six participating wineries combined. As mentioned above, this will increase the robustness of our findings. Then we ran the same analysis with each winery to determine that the global patterns we find hold true for each individual winery in the study. Customer satisfaction was measured by asking each visitor to rate his/her overall tasting room experience from 1 to 5. Sales performance was then measured in a number of different ways. First, consumers were asked to indicate the number of bottles they purchased and the total amount of dollars spent. Second, visitors revealed how likely they were to purchase this wine again in the future and/or recommend this winery to others. The following four graphs illustrate the relationship between customer satisfaction and each measure of sales performance. Each and every one of them highlights the strong relationship between the two: higher customer satisfaction is associated with greater sales.

*i. Average Number of Bottles Purchased for Each Level of Customer Satisfaction*

The first graph (*Figure 17*) shows that higher levels of customer satisfaction are associated with greater sales (as measured by the number of bottles purchased). For example: customers who ranked their overall tasting experience a 4/5 purchased 2.8 bottles on average, while customers who ranked their overall tasting experience a 5/5 purchased 4 bottles on average. This shows that the biggest gains to be made are from moving a customer from “satisfied” (ranking his or her experience 4/5) to “very satisfied” (ranking his or her experience a 5/5”).

Figure 17: Number of Bottles Purchased for Each Level of Customer Satisfaction



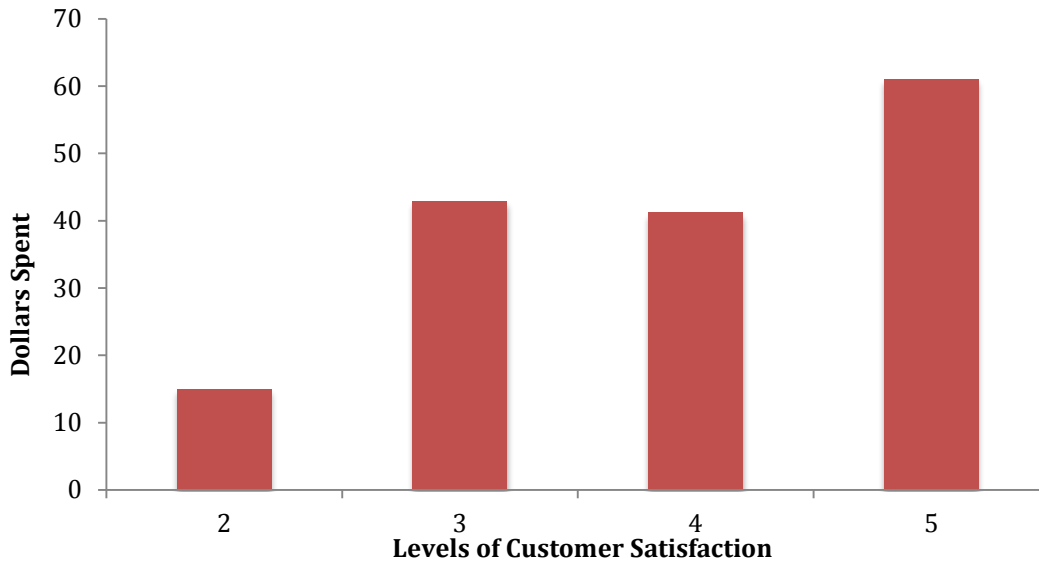
We then conducted further statistical analysis, which allowed us conclude with certainty that a one unit increase in customer satisfaction leads to approximately one more bottle being purchased. This says that on average, increasing customers’ overall experience by 1 unit from ‘2’ to a ‘3’, or a ‘3’ to a ‘4’ or a ‘4’ to a ‘5’ increases sales by 1 bottle per customer.

*ii. Average Number of Dollars Spent for Each Level of Customer Satisfaction*

A similar relationship is detected when we plot the total amount spent (in dollars) for each level of customer satisfaction (*Figure 18*). Customers that rate their experience a 4/5 purchase 40\$ on average while those who rank it a 5/5 spend just over 60\$ on average. Again, we see that a more highly satisfied

customer will spend more money after a tasting. More specifically, the greatest gains will be made from moving a customer from “satisfied” to “very satisfied”.

Figure 18: Number of Dollars Spent for Each Level of Customer Satisfaction

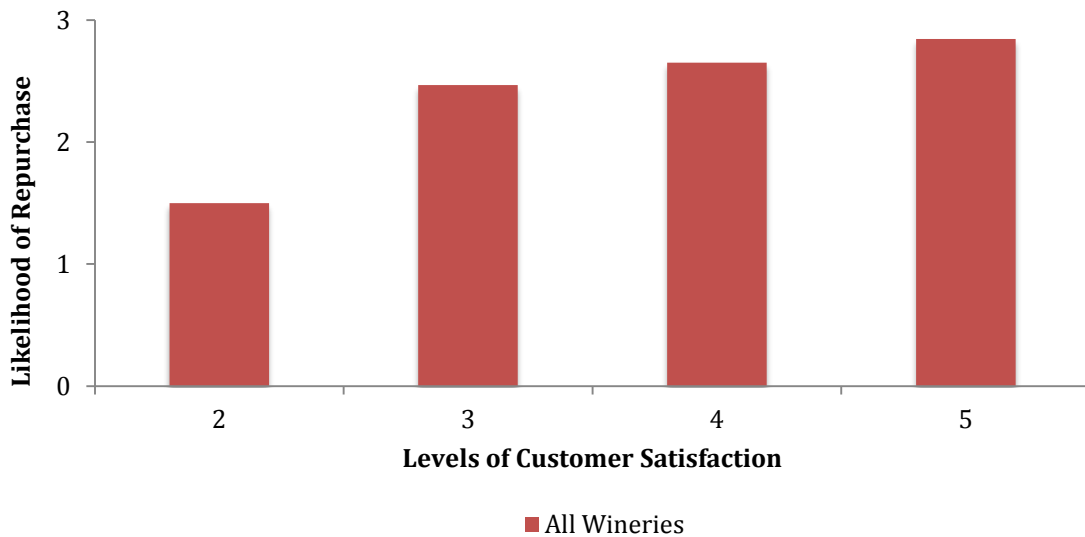


We then conducted further statistical analysis, which demonstrated that a one unit increase in customer satisfaction leads to approximately 10 more dollars being spent (which is just a little less than the cost of a bottle). This says that on average, increasing customers’ overall experience by 1 unit from ‘2’ to a ‘3’, or a ‘3’ to a ‘4’ or a ‘4’ to a ‘5’ increases sales by 10 dollars per customer.

*iii. Likelihood of Purchasing from the same Winery, for Each Level of Customer Satisfaction*

The following graph (*Figure 19*) turns attention from actual sales performance to post purchasing behavior. This is equally as important to firms. Indeed, it has been shown that satisfied customers are more likely to purchase from the company again in the future, and to recommend the establishment to others. As shown below, a consumer who rates his/her experience a 5/5 is more likely to purchase the wine again compared to a customer who only gave their experience a 3 or 4 out of 5.

Figure 19: Likelihood of Purchasing Again for Each Level of Customer Satisfaction

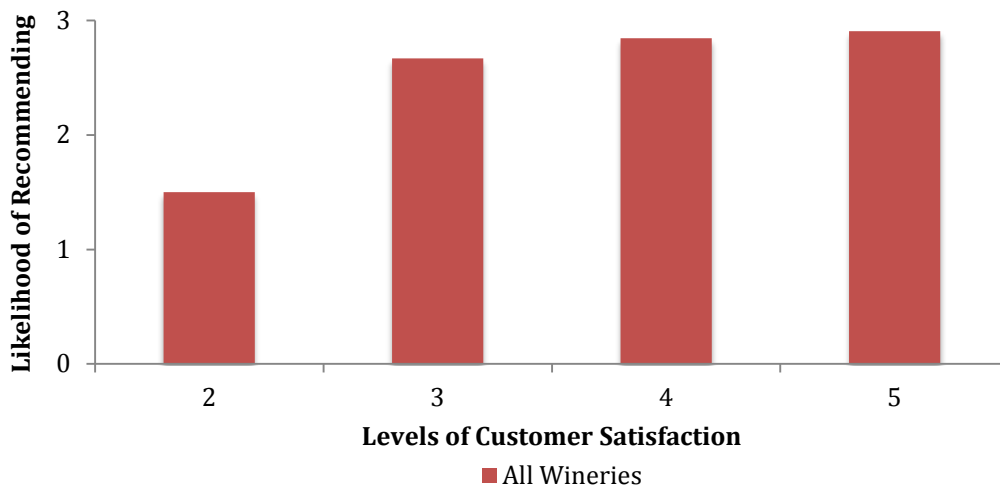


Further statistical analysis with the sample as a whole, allows one to conclude that customers who rate their experience a 5/5 instead of a 4/5 are 16% more likely to purchase from this winery again in the future.

*iv. Likelihood of Recommending this Winery to Others, for Each Level of Customer Satisfaction*

This second and final graph (*Figure 20*) shows that customers who had a better tasting experience (and a higher level of customer satisfaction) were more likely to recommend the wineries to their peers.

Figure 20: Likelihood of Recommending to Others for Each Level of Customer Satisfaction



Further statistical analysis with the sample as a whole allows one to conclude with certainty that customers who rate their experience a 5/5 instead of a 4/5 are 10% more likely to recommend this winery again in the future.

v. *Perceptual Map*

It is also possible to assess the impact of each attribute individually on sales performance. The following graph shows which attributes have the highest and lowest impact on the amount of dollars spent by visiting customers. It also shows where the wineries are performing well and where they are underperforming. We conduct this analysis with the sample of 6 Wineries as a whole in order to have a higher number of observations and therefore obtain greater precision in our results.

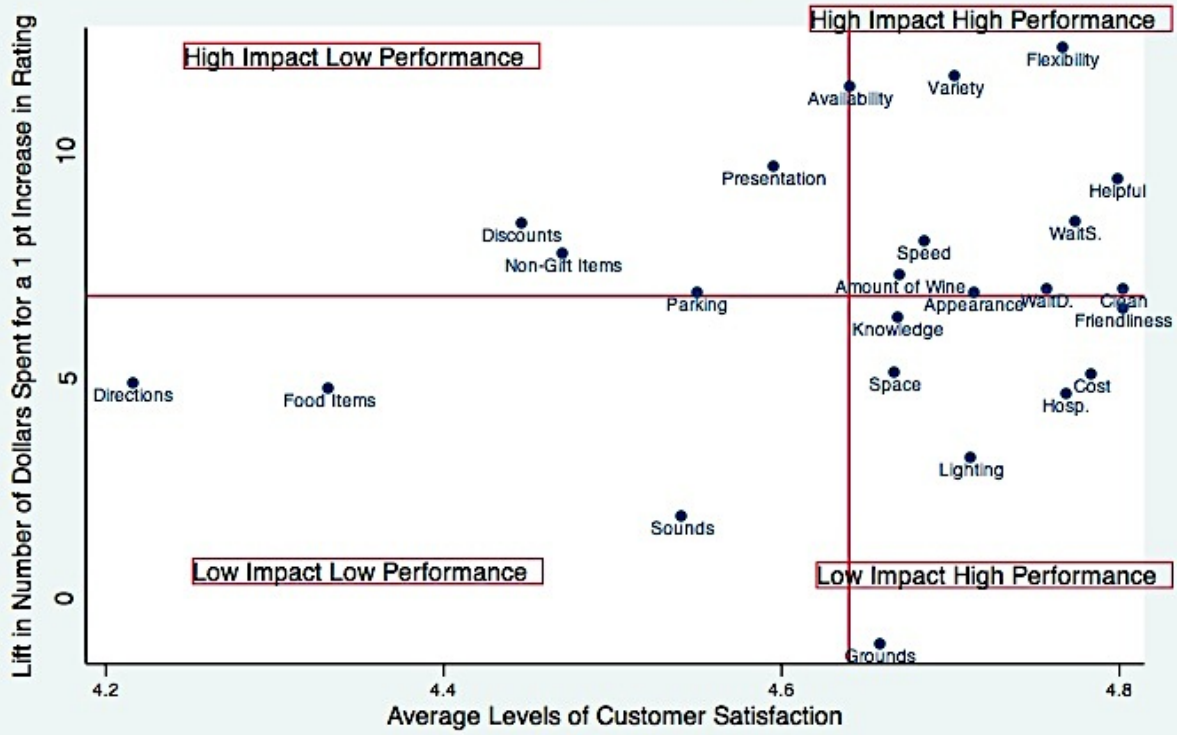
The graph is divided into four sections. These divisions were strategically designed. The red vertical line depicts the average level of customer satisfaction, and the red horizontal line depicts the average increase in revenue from increasing customer satisfaction by 1 point. The two lower quadrants are marked “Low impact”, which means the attributes within these sections wield relatively little influence in terms of motivating additional wine purchases. Even though a winery might be performing well in these low impact attributes, this is of a lesser consequence to the dollar amount spent by the customer. The two upper quadrants are marked “High Impact”, which means the attributes within these sections are very important in terms of increasing the number of dollars spent. The attributes in the upper left quadrant are also marked “Low Performance” which means that while these attributes are important, the wineries participating in the study are not performing as well in them. Conversely the attributes in the upper right quadrant are also marked “High Performance” which means that the wineries are performing well in these areas, and those results materially influence the amount that customers spend.

The specific attributes belonging to the “Service” category that are high impact and high performance include: appearance of pourer, helpfulness of the tasting room staff, waiting time for tasting to start and waiting time between samples, the flexibility in choice of wines tasted, the variety of wines available for tasting, the amount of wine served. Furthermore, the specific attribute belonging to “Ambience” that is high impact and high performance includes: overall tasting room cleanliness. The “Retail Execution” attributes that are high impact and high performance include: availability of wine for purchasing, and the speed of checkout.

Finally it is important for wineries to increase their performance in certain high impact attributes. These include discounts for volume purchases, availability of non-gift items, and ease of parking/roadway access, and the presentation/ display of wines.



# Perceptual Map



## V. Discussion

This report can shed light on the following issues relevant to wine tasting room managers:

- To gain a better understanding of the type of customer that the wineries are servicing. The data we collected during June-November 12 *suggests* that the average visitor:
  - Has some post-secondary education
  - Is approximately 40-49 years old
  - Drinks wine on a regular basis
- To identify attributes in which the tasting room was performing well *at the time of the survey*, and other attributes in which further improvements could be made.
  - The three attributes that customers appreciated most were: the overall tasting room cleanliness, the friendliness of the pourer, the helpfulness of the tasting room staff, and the hospitality of the tasting room staff.
  - The three attributes that customers appreciated the least were: winery signage and directions, availability of food/snack items, and discounts for volume purchases.
- To distinguish the most important drivers of customer satisfaction:
  - Service (Most Important)
  - Ambience (Second Most Important)
  - Retail Execution (Third Most Important)
- To illustrate that higher levels of customer satisfaction leads to greater sales.
  - The biggest gains to be made come from moving customer satisfaction from a 4 ('satisfied') to a 5 ('highly satisfied'). This means that Wineries must fine-tune every aspect of the tasting to ensure a premium experience.
- To suggest where the winery's resources might be invested in order to secure large gains in customer satisfaction.
  - The Winery is performing well and should continue to invest in the following factors belonging to "Service": appearance of pourer, helpfulness of the tasting room staff, waiting time for tasting to start and waiting time between samples, the flexibility in choice of wines tasted, the variety of wines available for tasting, the amount of wine served. The report demonstrates that these factors have a large impact on customer satisfaction.
  - The Winery is performing well and should continue to invest in the following factors belonging to "Ambience": overall tasting room cleanliness. The report demonstrates that this factor has a large impact on customer satisfaction

- The Winery is performing well and should continue to invest in the following factors belonging to “Retail Execution”: availability of wine for purchasing, and the speed of checkout.
- The Winery is not performing *as well* in the following factors and should consider investing more resources into improving their quality: these include discounts for volume purchases, availability of non-gift items, and ease of parking/roadway access, and the presentation/display of wines. Improving these services could generate important gains in customer satisfaction.
- To see first-hand how surveying customers can provide valuable information regarding customer satisfaction, and good suggestions for how the winery can improve various aspects of the tasting experience.

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Appendix

Part 1:

<b>Cornell Survey on Winery Tasting Rooms</b>					
Winery Name: <span style="background-color: black; color: black;">XXXXXXXXXX</span>	Date: ____/____/____ (MM/DD/YY)				
Greetings! As part of a research project at Cornell University, we are doing a survey on customer satisfaction and performance in tasting rooms of New York State wineries. Your winery experience is important to us.					
The survey will take just a few minutes to complete. No personal information will be requested or recorded at any time. Your participation is voluntary and you can stop the survey at any time. Thanks for your help.					
<b>I. Your opinion on the following characteristics of the tasting room: (X marks the spot):</b>					
Characteristic	Poor	Fair	Good	Very Good	Excellent
Overall tasting room experience					
Winery signage/directions					
Ease of parking/roadway access					
Appearance of grounds/view					
Overall tasting room cleanliness					
Lighting in the tasting room					
Sounds in the tasting room					
Wine knowledge of pourer					
Appearance/presentation of pourer					
Friendliness of pourer					
Flexibility in choice of wines tasted					
Helpfulness of tasting room staff					
Hospitality and personalized attention of staff (including the owner)					
Space (elbow room) for tasting					
Waiting time for tasting to start					
Waiting time between wine samples					
Variety of wines available for tasting					
Amount of wine served					
Cost of the tasting					
Availability of non-wine gift items					
Availability of food/snack items					
Presentation/display of wines					
Discounts for volume purchases					
Availability of wine for purchasing					
Speed of check-out					

**Part 2:**

**II. Today's visit:**

1. Are you planning to (or did you) purchase any wine after the tasting?

Yes  No

2. If your answer is **no**, please tell us why

Quality  Price  Service  Other

If 'other' please explain: \_\_\_\_\_

3. If **yes**, how many bottles do you plan on purchasing (or did you purchase)? \_\_\_\_\_

How much do you intend to spend (or did you spend) on today's purchase? \_\_\_\_\_

Will you consider buying from this winery again?

Very likely  Likely  Unlikely

Will you consider recommending this winery to others?

Very likely  Likely  Unlikely

4. How did you get acquainted with this winery? (Check all that apply)

Repeat customer  Road signs  Internet  Word of mouth

Newspapers/periodicals  Other : \_\_\_\_\_

**III. More about you:**

1. Do you drink wine?

Daily  About once a week

About once a month  Only occasionally

2. What percent of the wine you consume is Iowa wine? \_\_\_\_\_

3. Zip code of your residence: \_\_\_\_\_

4. Age:  21- 29  30- 39  40- 49  50- 59  60- 69  70 and over

5. Gender:  Female  Male

6. Education:

High school or less  College degree

Some college  Graduate training or degree

**Thank you for your cooperation!**

## Appendix 2.

### **PROTOCOL TO CONDUCT CUSTOMER SATISFACTION SURVEYS**

*Customer Satisfaction and Tasting Room Performance  
Cornell University, 2012*

- The Customer Satisfaction Survey will be administered by the Tasting Room Manager and/or a qualified Tasting Room Staff.
- The **General Procedure** of the survey is as follows: After a wine tasting, the Manager (or a qualified member of the staff) will tell a customer something similar to *“We are working on a research project in collaboration with Cornell University to understand what makes our customers happy (or unhappy) so that we can offer you a better tasting room experience next time you visit us. Would you like to complete a one-page Customer Satisfaction Survey related to this study? It should not take more than two minutes of your time to respond. As a token of appreciation, we would like to offer you an extra wine taste/sample while you provide your responses. When you finish, please give the survey back to the winery employee. Thank you for your cooperation!”*
- The tasting room manager will select the prospective respondent. Please use your judgment to select customers that are representative of all customers visiting the tasting room
- If at all possible, please identify a place in your facility where the respondent can answer the questions comfortably.
- After you collect the responses from customers, please save them in the manila envelope provided. The manila envelope has stamps in order to facilitate mailing the surveys to Cornell University. I would appreciate if you mail the completed surveys every two weeks. In addition, research assistants to the project will visit the participating wineries periodically and can collect the survey responses.
- Our intent is to collect Customer Satisfaction Surveys during a 4-month period, starting on June 15, 2012 and ending on November 15, 2012.
- Our target is to conduct at least **10 surveys per week**, administered through the week according to your traffic. For example, if your traffic is 30% on weekdays, 30% on Saturdays and 40% on Sundays, then you will try to conduct approximately 3 surveys during the weekdays; 3 on Saturday and 4 on Sunday.
- If you have questions or concerns about the survey please do not hesitate in contacting me at [mig7@cornell.edu](mailto:mig7@cornell.edu) or 607-255-8159.

## OTHER A.E.M. EXTENSION BULLETINS

EB No	Title	Fee (if applicable)	Author(s)
2012-14	New York Economic Outlook, 2013		Extension Staff
2012-13	Dairy Farm Business Summary, New York Dairy Farm Renters, 2011	(\$16.00)	Knoblauch, W., and L. Putnam
2012-12	Dairy Farm Business Summary, New York Organic Dairy Farms, 2011	(\$16.00)	Knoblauch, W., Overton, R., and L. Putnam
2012-11	Agriculture-Based Economic Development in NYS: Trends and Prospects		Schmit, T. and N. Bills
2012-10	Quantitative and Qualitative Measures of Fruit and Vegetable Production in the Genesee Valley		Park, K.
2012-09	Dairy Farm Business Summary, Intensive Grazing Farms, New York, 2011	(\$16.00)	Conneman, G., Karszes, J., Grace, J., Murray, P., Benson, A., Glazier, N., Carlberg, V., Overton, R., Taber, R., Dymond, C. and L. Putnam
2012-08	Dairy Farm Business Summary, Northern New York Region, 2011	(\$12.00)	Knoblauch, W., Putnam, L., Karszes, J., Murray, P., Vokey, F., Deming, A., Balbian, D., Buxton, S., Manning, J., Collins, B., Figeras, A., Overton, R. and C. Dymond
2012-07	A Study of Food and Beverage Manufacturing in New York State		Schmit, T., Park, K., Henehan, B. and J. Hall
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2012-05	Dairy Farm Business Summary, Hudson and Central New York Region, 2011	(\$12.00)	Knoblauch, W., Conneman, G., Putnam, L., Karszes, J., Buxton, S., Kiraly, M., Shoen, K., Overton, R. and C. Dymond
2012-04	Dairy Farm Business Summary, New York Small Herd Farms, 120 Cows or Fewer, 2011	(\$16.00)	Knoblauch, W., Putnam, L., Karszes, J., Kiraly, M. and C. Dymond
2012-03	Dairy Farm Business Summary, Western New York Region, 2011	(\$12.00)	Wayne A. Knoblauch, Linda D. Putnam, Jason Karszes, John Hanchar, James Grace, Virginia Carlberg, Joan Petzen, Richard Overton and Cathryn Dymond
2012-02	Dairy Farm Business Summary, New York Large Herd Farms, 300 Cows or Larger, 2011	(\$16.00)	Karszes, J., Knoblauch, W., and L. Putnam

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