

HOW TO CONDUCT A CELLAR DOOR RESEARCH SURVEY

Five Cornerstones of Successful Cellar Door Research:

- ❑ Understanding the process, objectives and ultimate outcomes of the project
- ❑ Selecting the participants to complete the survey
- ❑ Providing the blank questionnaires (paper) and pen
- ❑ Keeping the respondents' personal information confidential
- ❑ Strong desire to know the results for your cellar door!

1. Understanding the Process

- ❑ Conducting a survey by means of questionnaires is a scientific process.
- ❑ Questionnaires are issued and completed according to rules and design – know these as set out for you under Items 1 to 5.
- ❑ The results of the survey and benefits to you will only be as good as the quality of the information obtained.
- ❑ Good information means correctly obtained information. It is your responsibility to see that the information will be obtained correctly.
- ❑ Explain the purpose and importance of the survey to all who will be dealing with it, especially the cellar-door staff or people administering the surveys, who will have to ask visitors to the cellar door to participate in the survey
- ❑ People who understand it are not intimidated by the process and will be motivated to obtain information correctly
- ❑ Set quotas for numbers of questionnaires to be completed every day.

2. Pen, Paper and Photocopying

- ❑ Provide people with a pencil (sharp) or pen to fill in the questionnaire. Do not expect them to have these on them when visiting your cellar door!
- ❑ When photocopying the questionnaires ensure that it is to a very good standard – this is a professional undertaking. No faded ink, no skewed copying, all information on the page copied (check copyright notice on each page). Pages and hence question numbers should be in the correct order (it was designed like that for good reason) and photocopied on one side of the page only (no copying on both sides).

3. Selecting the Participant and Completion of the Survey

- ❑ Pick participants randomly – that is the only way you can discover, for example, if more males or females or which different age groups are your visitors. Do not select equal numbers of males and females, go where the situation leads.
- ❑ Only one person from a household can complete a survey, otherwise the demographics (age, gender) of the survey will be muddled.
- ❑ Only one person from a married/de facto couple can participate - the one whose birthday is next up must complete, but the other person may assist with information about for example, their household's monthly wine consumption, etc.
- ❑ Only one person in a group or tour group can participate. In a small party (say 4-8 persons) take the person whose birthday is next. Biased information results from, for example, taking 5 surveys from the same group who will all indicate the same travel arrangement and mode of transport.
- ❑ Do not hand out a questionnaire before the respondent has at least tasted wine, but do not target only people who buy wine. Again this will bias the information as you are also finding out who does not buy wine.
- ❑ It will normally take 10-15 minutes to fill out the questionnaire. Point to a quiet corner or space in the cellar door where the participant can concentrate on filling out the survey.
- ❑ Provide some incentive for people to take part, i.e. an extra glass of wine, a discount on wine purchased, or preferably entry into a lucky draw to win a case of wine. If offering extra wine to taste or a discount on wine purchased do not mention this before the survey is completed as it may bias their results upwards in terms of wine buying at your cellar door: seek as 'natural' a situation as possible.

4. Keeping The Information Safe and Confidential

- ❑ The questionnaire states that the information supplied by the participant will be kept totally confidential. Provide a box where the completed surveys can be slipped in by the participants, without being handled by the staff. This will reinforce the protection of their privacy.
- ❑ The person in charge of the survey process at the cellar door should daily:
 - Check whether the dates have been completed
 - Destroy survey forms which do not indicate gender
 - Destroy survey forms where two people have indicated gender and age.

5. General

- ❑ The aim is to run the survey for a period of a full month at your cellar door. This means that data must be collected every day. Generally your quota will be 50-75 completed surveys which means only 2 per weekday and 4 on weekend days. Spread these out during the day, i.e. one in the morning and the other in the afternoon, not both completed as soon as possible once the cellar door opens.

Get Professional Advice & Training

Information for this section has been generously supplied by Dr. Johan Bruwer, The University of Adelaide (see Contributors Section for contact details).