

Connecticut Farm Wine Redesign User Survey

Out of 155 respondents, 77 said they have been to a winery or vineyard, and 78 said they have not. 124 respondents said they would be interested in going to one. 18 people said their favorite place to drink was a winery, and 27 said their favorite type of alcoholic beverage was wine.

Of those who were not interested in going to a winery or vineyard, 6 out of 14 identified themselves as 'extroverts.' overall, 77 people identified as extroverts, and 78 as introverts. 79 people said they are 'realists' and 66 said they were 'optimists.' only 6 people said they were pessimists. The top 3 traits for all respondents were independence, reliability, and understanding. The top 4 favorite pastimes for all respondents were cooking and food, outdoor activities, music, and travel. Additionally, 118 respondents said their style was 'casual or relaxed.' The runner-up for style was 'sporty' with 49 respondents selecting this option. While people are dressing down due to COVID-19, it was still interesting to see that the majority of respondents identified their personal style as 'casual or relaxed.'

As this app is focused on Connecticut wineries, we took into consideration where people who would use our app could be located. New England and surrounding states are tightly knit, so it's likely someone could be looking for activities in a neighboring state. Connecticut residents would be our primary audience. 64 out of 155 respondents live in Connecticut, and 33 reside elsewhere in New England. 56 respondents live elsewhere in the U.S., and 1 lived outside of the U.S.

Though almost 50% of respondents (77) were between ages 18 and 24, we were able to obtain data from various age groups. 22 respondents were between 25 and 34 years old. 21 respondents were between 35 and 44. 18 were older than 55, 14 were between 45 and 54, and 2 were under 17 years old. Additionally, most of our respondents (122) were female or female-identifying. 29 males were surveyed as well as 4 non-binary individuals. 189 respondents identified as white. 25 respondents were not white. 2 were Native American or an Alaskan Native, 5 were African American or Black, 4 were Asian, 12 were Hispanic or Latino, 1 was a Pacific Islander or Hawaiian Native, and 1 was Middle Eastern. Though these results are not diverse, they are similar to Connecticut's population diversity. Both Brandi and I are Connecticut natives, and we shared the survey to local pages. We believe this may have skewed the data more than if we had posted it elsewhere.

As most of our respondents were between 18 and 24, it was not shocking to see that most respondents selected their education level as 'some college or trade school' or 'bachelor's degree.' 11 respondents completed their associate's degree, while 9 have a master's degree, and 1 has a doctorate. 37 people said they completed high school, but never went on to college or trade school, of which 4 people completed. 31 respondents said they were a current

undergraduate student living on campus, and 27 said they were an undergraduate student who was remote or commuting. 7 identified themselves as graduate students, and 1 as a high school student. The majority of respondents (89) said they were not currently a student.

Employment responses were also not surprising. While lots of people were laid off because of covid-19, most have returned to work in some capacity. 128 respondents reported they were employed: 64 full-time, 54 part-time, and 6 self-employed. 18 said they were unemployed, while 9 said they were retired. For comparison, about 16% of Connecticut's population is retired, and 8% is unemployed.

Political affiliations were even for conservatives and liberals, but the majority identified as independents. Connecticut is a democratic state, but there are plenty of conservatives residing here, as with most New England states, so these results are also not surprising. Religious affiliation was spread out as well, however only 3 respondents identified themselves as 'extremely religious,' and 24 said they were 'very religious.' 46 said they were 'moderately religious,' 35 said they were 'slightly religious,' and 41 said they were 'not religious at all.' We kept both questions as optional as we assumed they would have great variance in accordance with the population of Connecticut and surrounding areas.

With various ages being surveyed and the current economic climate, we contemplated including income. We asked, on a scale of 1-10, 1 being below the poverty line and 10 being extremely well off, how would you define your income status? Most respondents identified in the middle of the scale, with most people selecting between 4 and 7. Only 1 person said they were extremely well off, and only 1 said they were below the poverty line. Wealth in Connecticut, as well as surrounding areas, is very diverse. There are very poor and very wealthy areas, and many middle-class areas, ranging from lower to upper, in between. We decided to keep this question optional as well and used elected responses to gauge our survey audience.