

Skol Brand Health Questionnaire (English)

1. Do you have 15 min to answer some questions

#	Answer
1	Yes

2. Respondent's Full Name

#	Answer
1	Felicien Ngabonziza

3. Respondent's Phone Number

#	Answer
1	0789031472

4. Gender

#	Answer
1	Male

4. Respondent's Address

#	Answer
1	Remera

5. Where? Specify

#	Answer
1	Kigali Urban

6. Age group

#	Answer
1	25-29

7. When was the last time you drunk bottled beer? NOTE: Close interview if the answer is more than one month

#	Answer
1	In the last 1 week

8. How often do you drink beer? (READ OUT ALL POSSIBLE ANSWERS, SINGLE RESPONSE)

#	Answer
1	More than once a week, but not daily

9. Which size of beer bottle do you usually order? (READ OUT, SINGLE RESPONSE)

#	Answer
1	Small bottle

10. When you drink, how many bottles do you drink?

#	Answer
1	6

11. What is your preferred beer?

#	Answer
1	Primus (011)

12. If you don't find your preferred beer, what other beer do you take?

#	Answer
1	Amstel (014)

13. What is your third choice?

#	Answer
1	Heineken

14. Which beer you certainly never drink?

#	Answer
1	Skol Malt

15. What else you certainly never drink?

#	Answer
1	Mutzig

16. Think about beer brands, could you please tell me the brand that comes to your mind FIRST? INTERVIEW: RECORD FIRST MENTIONED ON THE TOM COLUMN (a) SINGLE

RESPONSE

#	Answer
1	Primus

17. And which other brands do you know? Please mention all the beer brands you know even if only by name.

DO NOT READ OUT THE BRANDS.

#	Answer
1	Amstel
2	Legend
3	Mutzig
4	Turbo King
5	Skol Gatanu
6	Skol Malt
7	Skol Lager
8	Virunga
9	Skol Pulse

18. All other brands you know PROBE "any other?" THREE TIMES

NOTE: IF THE NAME MENTIONED BY THE RESPONDENT IS NOT EXACTLY THE NAME / WORD AS IN THE PRECODED LIST (EG: "Knowless", THEN THE MENTIONED NAME COULD BE WRITTEN UNDER OTHERS

#	Answer
1	Knowless

19. For each of the brands I am going to read to you please tell me if you know this brand of beer even if you know it only by name

SHOW CARD 1: BRAND LIST

#	Answer
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Primus
Spontaneous awareness	Amstel

b. OTHER BRANDS AWARE OF	
Spontaneous awareness b. OTHER BRANDS AWARE OF	Amstel Malt
Spontaneous awareness b. OTHER BRANDS AWARE OF	Heineken
Spontaneous awareness b. OTHER BRANDS AWARE OF	Legend
Spontaneous awareness b. OTHER BRANDS AWARE OF	Mutzig
Spontaneous awareness b. OTHER BRANDS AWARE OF	Turbo King
Spontaneous awareness b. OTHER BRANDS AWARE OF	Huza
Spontaneous awareness b. OTHER BRANDS AWARE OF	Cheetah
Spontaneous awareness b. OTHER	Skol Gatanu

BRANDS AWARE OF	
Spontaneous awareness b. OTHER BRANDS AWARE OF	Skol Malt
Spontaneous awareness b. OTHER BRANDS AWARE OF	Skol Lager
Spontaneous awareness b. OTHER BRANDS AWARE OF	Skol Pulse
Spontaneous awareness b. OTHER BRANDS AWARE OF	Virunga
Spontaneous awareness b. OTHER BRANDS AWARE OF	Tusker
Spontaneous awareness b. OTHER BRANDS AWARE OF	Tusker Malt
Spontaneous awareness b. OTHER BRANDS AWARE OF	Tusker Lager
Spontaneous awareness b. OTHER BRANDS AWARE OF	Senator

20. I will now show you a card that describes different beers, can you indicate on a scale from 1 to 5 your thoughts.

We will test to see if you understand.

#	Answer
Very Masculine	Barack Obama

21. You have understood now we can start to describe different beers:

SHOW CARD 1: BRAND..... SPECIFY

#	Answer
Very Masculine	Turbo King
Rather Masculine	Mutzig
Neutral	Heineken
Rather Feminine	Skol Malt
Very Feminine	Primus

22. Now next Card - Show card 2 (Local/International)

#	Answer
Very International	Heineken
Rather International	Skol Malt
Neutral	Mutzig
Rather Local	Skol Malt
Very Local	Mutzig

23. Show card 3 (Traditional/ Modern)

#	Answer
Very Modern	Mutzig
Rather Modern	Skol Malt
Neutral	Virunga Mist
Rather Traditional	Turbo King
Very Traditional	Primus

24. Show card 4 (Low Quality/ High Quality)

#	Answer
Very High Quality	Heineken
Rather High	Virunga Mist

Quality	
Neutral	Mutzig
Rather Low Quality	Virunga Gold
Very Low Quality	Amstel

25. Show card 5 (Old/ Young)

#	Answer
Very young	Turbo King
Rather young	Amstel Malt
Neutral	Skol Lager
Rather Old	Mutzig
Very Old	Primus

27. Show Card 6 (Light/ Strong)

#	Answer
Very Strong	Turbo King
Rather Strong	Virunga
Neutral	Mutzig
Rather Light	Amstel Malt
Very Light	Skol Malt

27. Show card 7 (Affordable/ Expensive)

#	Answer
Very Expensive	Heineken
Rather Expensive	Mutzig
Neutral	Amstel Malt
Rather Affordable	Primus
Very Affordable	Skol Malt

28. Show Card 8 (Serious/ Fun)

#	Answer
Very Serious	Heineken
Rather Serious	Amstel Malt
Neutral	Mutzig
Rather Fun	Skol Gatanu
Very Fun	Skol Malt

29. Social Economic Group (SEG)

#	Answer
1	Smartphone

30. Interviewer's Name

#	Answer
1	Berthe Inshuti

31. Interviewer's ID

#	Answer
1	1199870079967037

32. I declare that this interview has been carried out strictly in accordance with your specification and has been conducted within the ESOMAR Code of conduct with a person unknown to me.

#	Answer
1	Yes

Date: Apr 6, 2023 11:50 PM - Apr 6, 2023 11:56 PM

Location: 10 KG 632 St, Kigali, Rwanda - 10 KG 632 St, Kigali, Rwanda