

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	Mbungira felix

3. Respondent's Phone Number

#	Answer
1	0785713617

4. Respondent's Address

#	Answer
1	Gatenga

4. Gender

#	Answer
1	Male

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	3

11. What is your preferred beer?

#	Answer
1	Mutzig (012)

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

#	Answer
1	Turbo King (016)

13. What is your third choice?

#	Answer
1	Panache

14. Which beer you certainly never drink?

#	Answer
1	Primus

15. What else you certainly never drink?

#	Answer
1	Skol Pulse

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	Mutzig

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	Heineken
3	Legend
4	Turbo King
5	Primus
6	Cheetah
7	Skol Gatanu
8	Skol Malt
9	Skol Lager
10	Virunga
11	Tusker
12	Senator

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	

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	Mutzig
a. TOM RECORD FIRST	

MENTIONED HERE	
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Turbo King
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Primus
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Skol Gatanu
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Skol Malt
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Virunga
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Amstel
Spontaneous awareness a. TOM RECORD FIRST MENTIONED HERE	Heineken

Spontaneous awareness	Skol Pulse
b. OTHER BRANDS AWARE OF	

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	Mutzig
Very Masculine	Skol Gatanu
Very Masculine	Virunga
Very Masculine	Turbo King
Very Feminine	Primus
Rather Masculine	Skol Lager
Rather Masculine	Amstel
Neutral	Skol Malt
Rather Feminine	Skol Malt

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

#	Answer
Very Local	Skol
Very Local	Skol Malt
Very Local	Primus
Very Local	Turbo King
Very Local	Mutzig
Very International	Heineken
Rather International	Skol Pulse
Rather Local	Amstel
Neutral	Skol Gatanu

Neutral	Virunga Mist
Neutral	Virunga Gold

23. Show card 3 (Traditional/ Modern)

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

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

#	Answer
Very High Quality	Mutzig
Very High Quality	Skol Malt
Very High Quality	Skol
Very Low Quality	Primus
Rather Low Quality	Amstel
Rather High Quality	Turbo King
Rather High Quality	Amstel
Rather High Quality	Skol Lager
Neutral	Skol Gatanu
Neutral	Virunga Mist

25. Show card 5 (Old/ Young)

#	Answer
Very Old	Mutzig
Very Old	Skol Malt
Very Old	Heineken
Very young	Skol Malt
Very young	Mutzig
Rather young	Skol Lager

Rather young	Turbo King
Neutral	Amstel
Rather Old	Virunga

27. Show Card 6 (Light/ Strong)

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

27. Show card 7 (Affordable/ Expensive)

#	Answer
Very Affordable	Skol Malt
Very Expensive	Mutzig
Very Expensive	Skol Malt
Rather Expensive	Skol Gatanu
Neutral	Turbo King
Neutral	Amstel
Neutral	Heineken
Rather Affordable	Skol Lager

28. Show Card 8 (Serious/ Fun)

#	Answer
Very Serious	Mutzig
Rather Serious	Skol Gatanu
Rather Serious	Turbo King
Rather Serious	Amstel
Very Fun	Skol Malt
Rather Fun	Skol Lager
Neutral	Virunga

29. Social Economic Group (SEG)

#	Answer
1	Smartphone

30. Interviewer's Name

#	Answer
1	Shukuru Levi

31. Interviewer's ID

#	Answer
1	1200080070824106

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 3, 2023 11:54 PM - Apr 4, 2023 12:17 AM

Location: X3QW+V3 Kigali, Rwanda - X3QW+V3 Kigali, Rwanda