

Survey

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

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

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

Where? Specify

Age group

Gender

Do you have 15 min to answer some questions

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.

Interviewer's ID

Interviewer's Name

Respondent's Phone Number

Respondent's Address

Respondent's Full Name

Social Economic Group (SEG)

Show Card 8 (Serious/ Fun)

Show card 7 (Affordable/ Expensive

Show Card 6 (Light/ Strong)

Show card 5 (Old/ Young)

Show card 4 (Low Quality/ High Quality)

Show card 3 (Traditional/ Modern)

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

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

SHOW CARD 1: BRAND..... SPECIFY

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.

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

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

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.

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

What else you certainly never drink?

Which beer you certainly never drink?

What is your third choice?

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

What is your preferred beer?

When you drink, how many bottles do you drink?

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

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