

Skol Brand Health Questionnaire (English)

1. Do you have 15 min to answer some questions

#	Answer
1	Yes

2. Gender

#	Answer
1	Male

3. Age group

#	Answer
1	30-34

4. Where? Specify

#	Answer
1	Kigali Rural

5. 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

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

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

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

#	Answer
1	Small bottle

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

#	Answer
1	2

8. What is your preferred beer?

#	Answer
1	Skol Pulse (003)

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

#	Answer
1	Skol Malt (001)

10. What is your third choice?

#	Answer
1	Skol Gatanu

11. Which beer you certainly never drink?

#	Answer
1	Skol Lager

12. What else you certainly never drink?

#	Answer
1	Skol Malt

13. 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	Amstel

14. 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

15. 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	Amstel
2	Heineken

16. 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
1	Amstel Malt
2	Amstel

16. 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
1	Barack Obama

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

SHOW CARD 1: BRAND..... SPECIFY

#	Answer
1	Skol Lager

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

#	Answer
1	Skol
2	Skol Pulse

19. Show card 3 (Traditional/ Modern)

#	Answer
1	Skol
2	Skol Pulse

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

#	Answer
1	Skol Malt
2	Skol Lager

21. Show card 5 (Old/ Young)

#	Answer
1	Skol Malt
2	Skol Gatanu

22. Show Card 6 (Light/ Strong)

#	Answer
1	Skol Pulse
2	Skol Gatanu

23. Show card 7 (Affordable/ Expensive)

#	Answer
1	Skol Lager
2	Skol Gatanu

24. Show Card 8 (Serious/ Fun)

#	Answer
1	Skol Pulse
2	Skol Gatanu

25. Social Economic Group (SEG)

#	Answer
1	Smartphone high level

26. Respondent's Full Name

#	Answer
1	Kibugenza Didier

27. Respondent's Address

#	Answer
1	Kacyiru

28. Respondent's Phone Number

#	Answer
1	0787393488

29. Interviewer's Name

#	Answer
1	Jhon

30. Interviewer's ID

#	Answer
1	135654456778990

31. 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: Mar 30, 2023 9:54 PM - Mar 30, 2023 10:12 PM

Location: 32VW+5WQ, Kigali, Rwanda - 32VW+5WQ, Kigali, Rwanda