



## Market study of *Pilsner Urquell*

### **1. What's your opinion regarding beer?**

- It's a cheap drink
- It's a tasty drink
- It's from germany
- It's from Czech Republic
- It's expensive
- It's a "men drink"
- It doesn't have a lot of alcohol

### **2. Do you drink beer?**

- Yes
- No

### **3. If yes, how many per week?**

- A few times per month
- 1 or 2 per week
- 3 or 4 per week
- 5 or 6 per week
- Every day
- More than one per day

#### **4. If no, why don't you drink beer?**

- You do not like the taste
- It's a bad habit
- Because it has alcohol
- It doesn't represent your social status
- You don't have any problem with it, you just like other drinks better (wine eg)
- Other, please specify

#### **5. Why do you drink beer?**

- It's cheap to buy
- It's a social habit
- It's in your culture
- You like the taste
- You drink it because everyone else drinks it
- You took the habit when you moved to a country (CZ or Germany)
- Other, please specify

#### **6. What sort of beer do you mostly drink?**

- Fruit beer
- Non-alcoholic beer
- Dark beer
- Light beer
- Lager
- Ales
- Bitter
- Bock
- Lambic
- Porter
- Rauchbier
- Steinbier
- Stout
- Other, please specify

**7. Where do you drink beer?**

- Always at some pub
- At some restaurant
- At some bar
- Only at home
- All of the above

**8. Who do you mostly drink beer with?**

- Alone in front of TV
- With your friends
- With your family
- With your colleagues
- Friends, family, colleagues & alone
- Other, please specify

**9. Would you say beer is a family tradition for you?**

- Yes
- No

**10. Which beer brands do you know?**

- Please mention the brands

**11. Which beer brands do you know from this list?**

- PILSER Urquell
- KOZEL
- Budweiser
- Birell
- Branik
- GAMBRINUS
- RADEGAST
- STAROPRAMEN
- KRUSOVICE
- STAROBRNO
- BERNARD
- SVIJANY
- Hoegarden
- Heineken

- Klaster
- Stella Artois
- Leffe
- Breznak
- Rastinger
- Guinness
- Clausthaler
- De Helder
- Frisco
- Other, please specify

**12. From where do you know the beer Pilsner Urquell?**

- I discovered it in CZ
- I have it in my country
- Family
- Friends

**13. What are your favorite beer brands?**

- Pilsner Urquell
- Budweiser
- Kozel
- Gambrinus
- Radegast
- Staropramen
- Krusovice
- Starobrno
- Bernard
- Svijany
- Heineken
- Stella Artois
- Leffe
- Guinness
- Others, please specify the brand name

**14. Why is it your favorite? Choose 2 options**

- I've been drinking these brands for so long
- You like the brand (bcs of the advertisement, image)
- You like the taste
- You like the social statue it gives you
- Because it's expensive
- Because it's cheap
- It's simply a tradition in CZ to drink these ones

**15. Which words come to you when you think of Pilsner Urquell? (The image)**

Mention apprx 3 words

**16. Do you know any advertisement for Pilsner?**

- Yes
- No

**17. If yes, which ones? (Please, describe)**

**18. From where? (Which media)**

**19. And why do you like it or dislike it?**

**20. Do you drink Pilsner?**

- Yes
- No

**21. If yes, why?**

- You like the taste
- It's expensive
- It's cheap
- You like the social statue it gives you
- You like the image of the brand
- It's a family tradition to drink Pilsner
- All my friends drink Pilsner, a tradition
- Other, please specify

**22.If no, why?**

- Because it's expensive
- You do not like the taste
- You do not like the status it brings
- You like another beer better, which one?
- Other, please specify

**23.How would you describe the taste of Pilsner?** -3 being not good at all, 3 being a very good taste

- -3
- -2
- -1
- 0
- 1
- 2
- 3

**24.How do you like the packaging?** -3 being an ugly packaging, 3 being a very pretty one

- -3
- -2
- -1
- 0
- 1
- 2
- 3

**25.How do you like the label?** -3 being not at all, 3 being a lot

- -3
- -2
- -1
- 0
- 1
- 2
- 3

**26. How would you assess the price?** (*Price/quality*) -3 being too expensive for the quality, 3 being perfect for the quality

- -3
- -2
- -1
- 0
- 1
- 2
- 3

**27. Where do you drink Pilsner usually?** *If you drink Pilsner.*

- At some fancy restaurant
- At some bar/hight club
- At some hospoda (bar/restaurant)
- At home
- In school
- At work

**28. Is the Czech origin of Pilsner important for you?**

- Certainly yes
- Rather yes
- Don't know
- Rather not
- Certainly not

**29. How would you describe Pilsner being a real person?**

**30. Do you feel any positive emotions drinking Pilsner?**

- Yes
- No

**31. If yes, describe them**

**32. Do you think Pilsner can express your social status?**

- Certainly yes
- Rather yes
- Don't know
- Rather not
- Certainly not

**33. How old are you?**

- a- 15-18 years old
- b- 19-25 years old
- c- 26-35 years old
- d- 36-45 years old
- e- 46-60 years old
- f- More than 60 years old

**34. Where do you come from?**

- Write down your country

**35. Where do you live? Please mention the country & the city**

**36. What is the size of your household?**

- 1
- 2
- 3
- 4
- 5
- More than 5

**37. What is your monthly household income?**

- 0 – 10 000 (apprx 370euros)
- 10 000 – 27 000 (370-1000euros)
- 27 000 – 45 000 (1000-2000euros)
- More than 45 000 (more than 2000 euros)

**Thank you very much 😊**

