

Thanks for agreeing to take part in this survey. It should only take you a maximum of 6 minutes to complete

Standard Demographic questions



Q1. Symbols

Are you:

- Male 1
- Female 2

QUOTA 50:50

Q2. SINGLE

How old are you?

- Less than 18 1 **CLOSE**
- 18-24 2
- 25-34 3
- 35-44 4
- 45-54 5
- 55 to 64 6
- 65+ 7 **CLOSE**

QUOTA 40% 18 to 34, 40% 35 to 54, 20% 55+

Q3 MAP

Where do you live?

UK TV Regions

Q4

Insert standard social grade questions

ABC1 / C2DE

Don't forget you don't have to stick with these quotas; they're just examples

Custom questions

We'll give you all the help you need with the question wording

Q5 GRID – RANDOMISE

How often do you do each of the following?

Drink beer	1
Drink wine	2
Eat out at restaurants	3
Go to the theatre	4
Go to the cinema	5
Go to live sporting events	6
Drink soft drinks	7
Every day	1
Several times a week	2
Once a week	3
Once every 2 weeks	4
Once a month	5
Less often	6
Never	7

IF LESS THAN EVERY 2 WEEKS FOR DRINK BEER ABOVE **CLOSE**

On the next page we'll show you a product description which we'd like you to read before moving on (you'll only be able to move on once the counter reaches 0!)

SHOW REF CONCEPT;

Add counter; 15 seconds

Q6 Single, thermometer

Overall, how appealing do you find this product?

Not at all appealing	1
Extremely appealing	10

Q7 Single

And how likely would you be to buy this product, if it was available at a reasonable price?

I definitely would buy it	5
I probably would buy it	4
I might or might not buy it	3
I probably would NOT buy it	2
I definitely would NOT buy it	1

Have concept showing small with highslide (enlarge) functionality for remainder of questions

We'll help you present your stimulus in the best possible way



Q8 DEALER – RANDOMISE

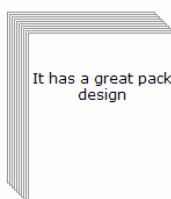
Based on what you've seen so far, to what extent do you agree with each of the following statements about the Ref product.

- It's very different to other beers 1
- It would be best for those occasions when you just want to relax 2
- It is very modern 3
- It would be good to be seen drinking 4
- It has a great pack design 5
- It's something I can definitely see my friends drinking 6
- It's aimed mostly at women 7
- It's aimed mostly at men 8
- It'll taste the same as other beers 9
- It is a trustworthy brand 10
- It'd be something I'd only drink at home 11
- It looks like a premium brand 12
- It'll be cheaper than other bottled beers 13

- Agree Strongly 5
- Agree Slightly 4
- Neither Agree nor Disagree 3
- Disagree Slightly 2
- Disagree Strongly 1

You can have up to 3 interactive questions as part of the basic cost. They can really help to keep respondents interested and produce really high quality data

Disagree strongly	Disagree slightly	Neither agree nor disagree	Agree slightly	Agree strongly
	It would be best for those occasions when you just want to relax	It's aimed mostly at women		



Dealer questions

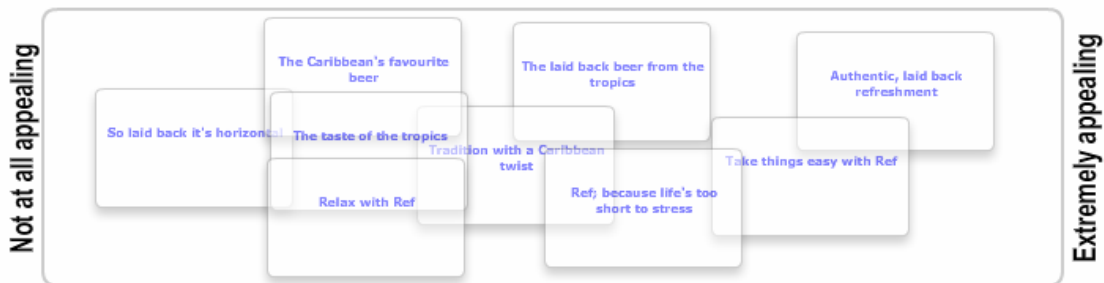
We'd now like to show you some statements that could be used to promote the Ref product and would like to get your opinions on these.

Q9. Drag and drop line scale. Randomise order

We'll show you the statements one at a time. Please drag them onto the scale below to show how **appealing** you find that particular statement in relation to the Ref product.

You can drop each one onto any part of the line, and can put statements on top of each other if you find them equally appealing. You can also move the statements once you've placed them.

- | | |
|---|---|
| So laid back it's horizontal | 1 |
| The laid back beer from the tropics | 2 |
| Relax with Ref | 3 |
| The taste of the tropics | 4 |
| Take things easy with Ref | 5 |
| Ref; because life's too short to stress | 6 |
| Authentic, laid back refreshment | 7 |
| Tradition with a Caribbean twist | 8 |
| The Caribbean's favourite beer | 9 |



Drag and drop line scale

Q10. DEALER – RANDOMISE

OK, now we'd like to know how **suitable** you think each statement is for a product like Ref.

- | | |
|---------------------|---|
| Extremely suitable | 4 |
| Quite suitable | 3 |
| Not that suitable | 2 |
| Not at all suitable | 1 |

Q21a. SINGLE

Finally, if you could pick just one of these statements for Ref which would it be?

Q21b OPEN COLLECT BUT DO NOT CODE

Why is that your preferred option?

That's the end of the survey. Thanks for being willing to take part