

## Section 15: Alcohol

2008 Product Questionnaire (87-3 to 87-7)



### Beer/wine/liquor

where bought

*bought as:* gift, home consumption

# visits: beer, wine, liquor store

### Beer

*types:* regular, light, non-alcoholic, high alcoholic, low carb

*kinds:* domestic, domestic/micro breweries, American, import, home brew

*forms:* regular bottles, large bottles, regular cans, large cans, draught

*price:* discount, regular, premium

**brands**

### Coolers (alcohol)

# glasses, past month

*types:* beer, gin, rum, vodka, whisky, wine

**brands**

### Spirits/Liquor (*all: # glasses, past month*)

Bourbon

**brands**

Brandy

**brands**

Cognac

**brands**

Cordials, liqueurs

*kinds:* amaretto, anisette/licorice, apricot, banana, chocolate, coconut, coffee, cream liquor, creme de menthe, fruit flavour, herbal, schnapps, triple sec, tropical fruits

**brands**

Gin

**brands**

Irish whiskey

Port/sherry

*types:* dry sherry, sweet sherry, port

**brands**

Prepared mixed drinks with liquor

**brands**

Rum

*types:* light/amber/gold, dark, white

*kinds:* coconut, flavoured, regular, spiced

**brands**

Rye/Canadian whisky

**brands**

Scotch whisky

*types:* blended, single malt

**brands**

Tequila

*kinds:* gold, silver

**brands**

Vermouths/aperitifs

*types:* dry, sweet

**brands**

Vodka

*kinds:* regular, flavoured

**brands**

### Wine, champagne

Champagne/sparkling wine

*countries:* Canada, France, Germany, Italy, Spain, US

**brands**

Wine

*types:* red (*cabernet sauvignon, merlot, pinot noir, shiraz/syrah, blends*), white (*chardonnay, sauvignon blanc, pinot grigio/pinot gris, riesling, blends*), rosé

*countries:* Canada (*Quebec, Ontario, B.C., other*)  
US (*California, Washington, other*),  
France (*Bordeaux, Burgundy, other*),  
Germany, Italy, Spain, Portugal,  
South Africa, South America,  
(*Argentina<sup>1</sup>, Chile<sup>1</sup>*), Eastern  
Europe, Australia, New Zealand

approximate price per bottle

**brands**

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<sup>1</sup> = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database