

Section 15: Alcohol

2009 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

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, Chile*), Eastern Europe,

Australia, New Zealand

approximate price per bottle

brands

1 = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 1-year Product Database)

new brands are included on the PMB 2010 1-year Product Database