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PUBLIC OPINION SURVEY ON ALCOHOLIC BEVERAGES

August 2011

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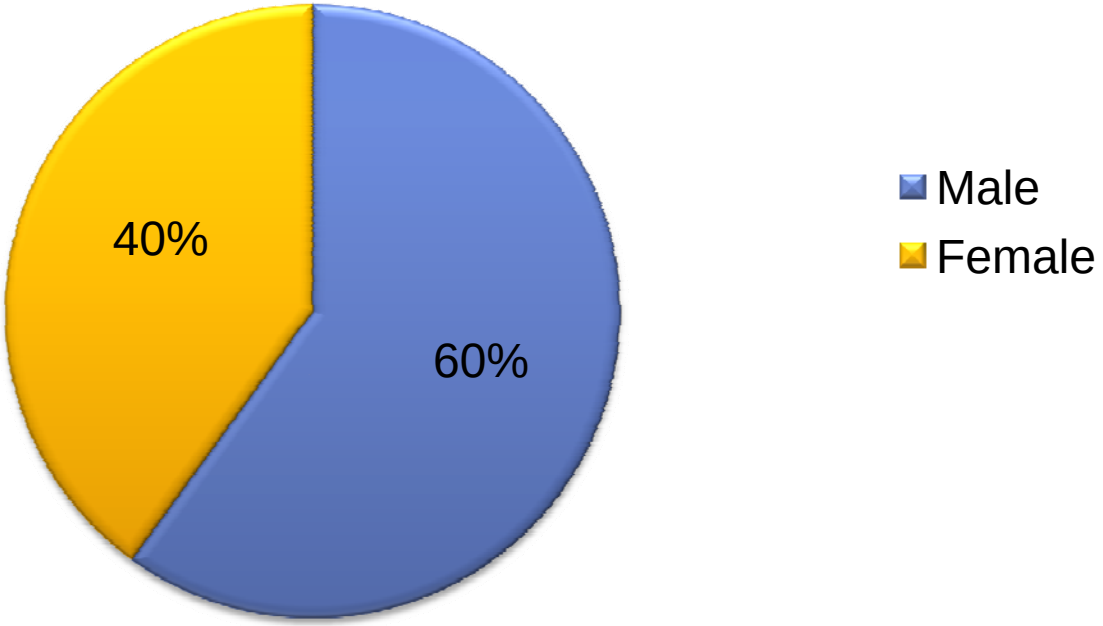
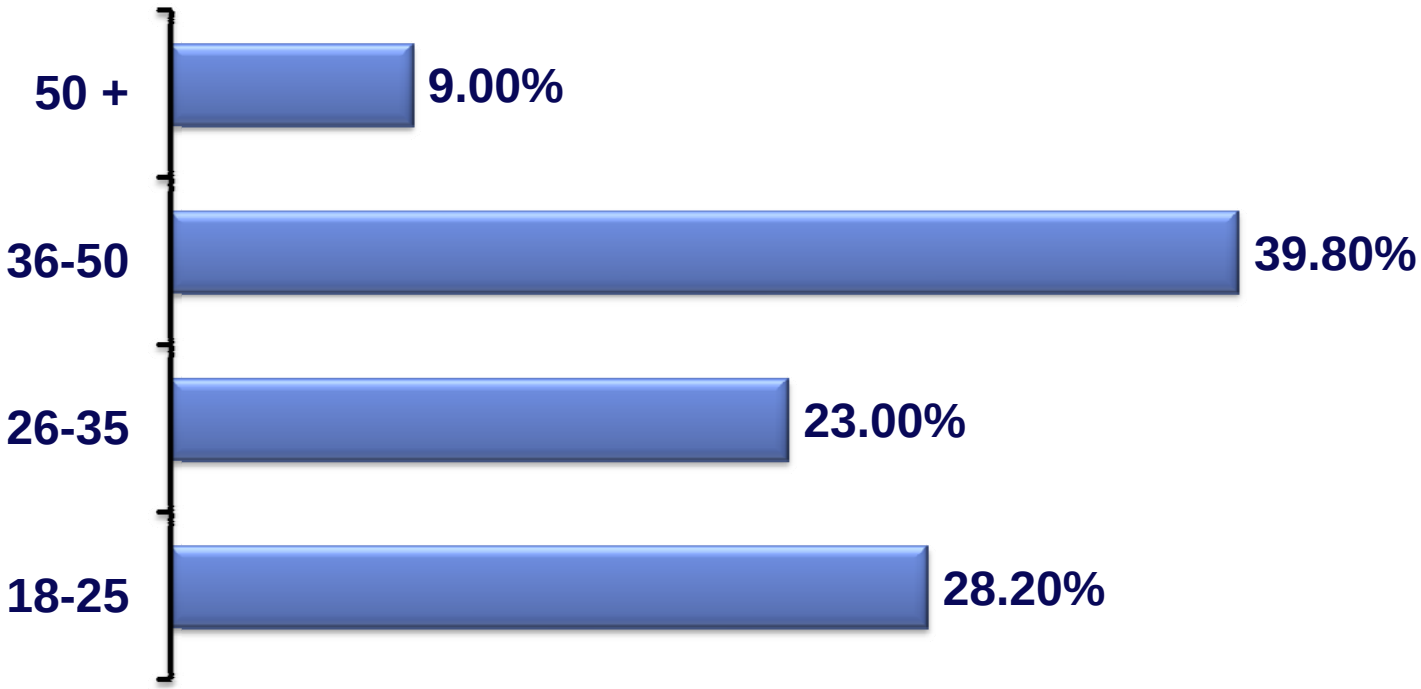
Sample Profile

Sample: 500 respondents
Geography: Yerevan, Armenia

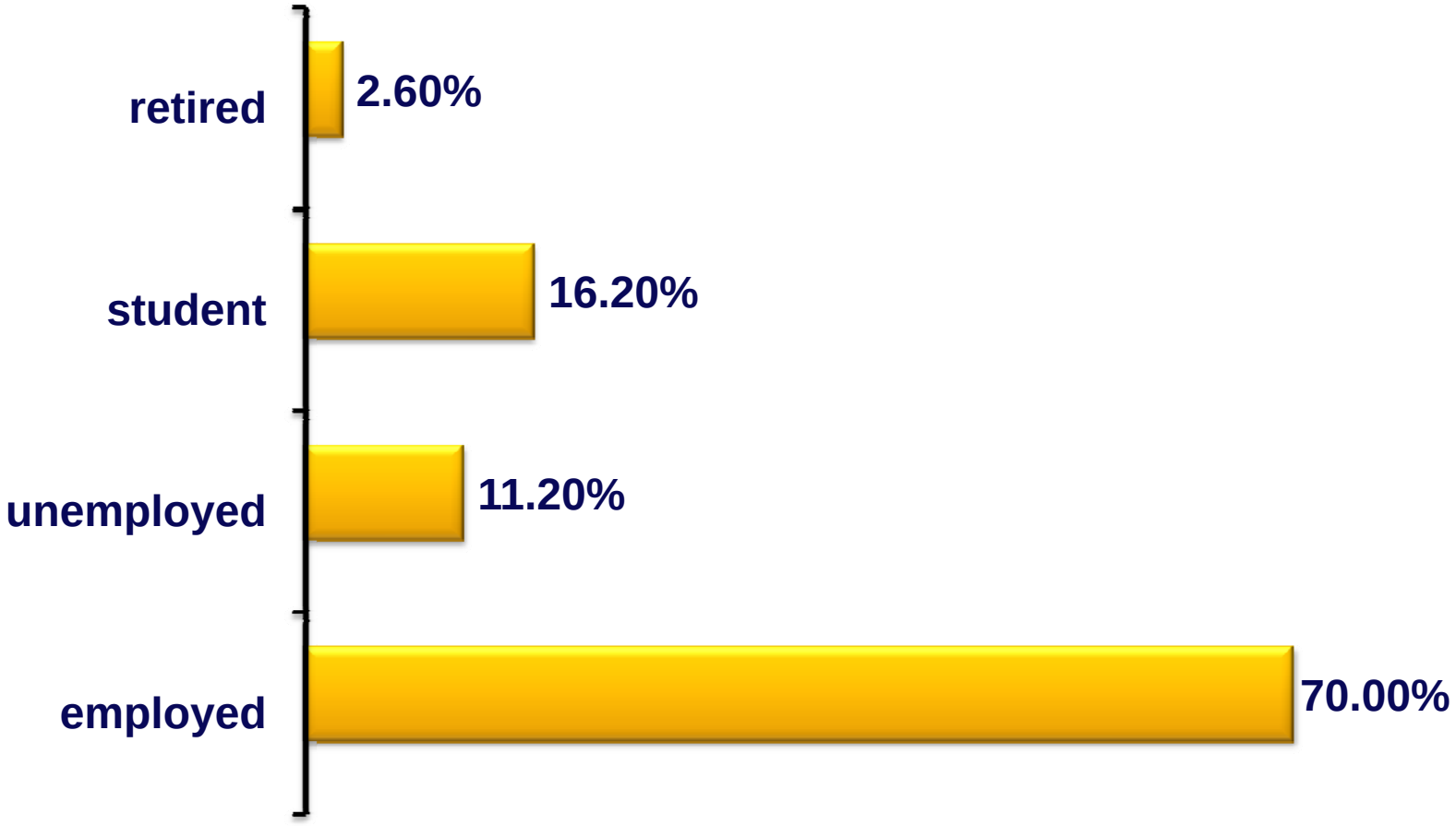
Gender



Sample Profile: Age

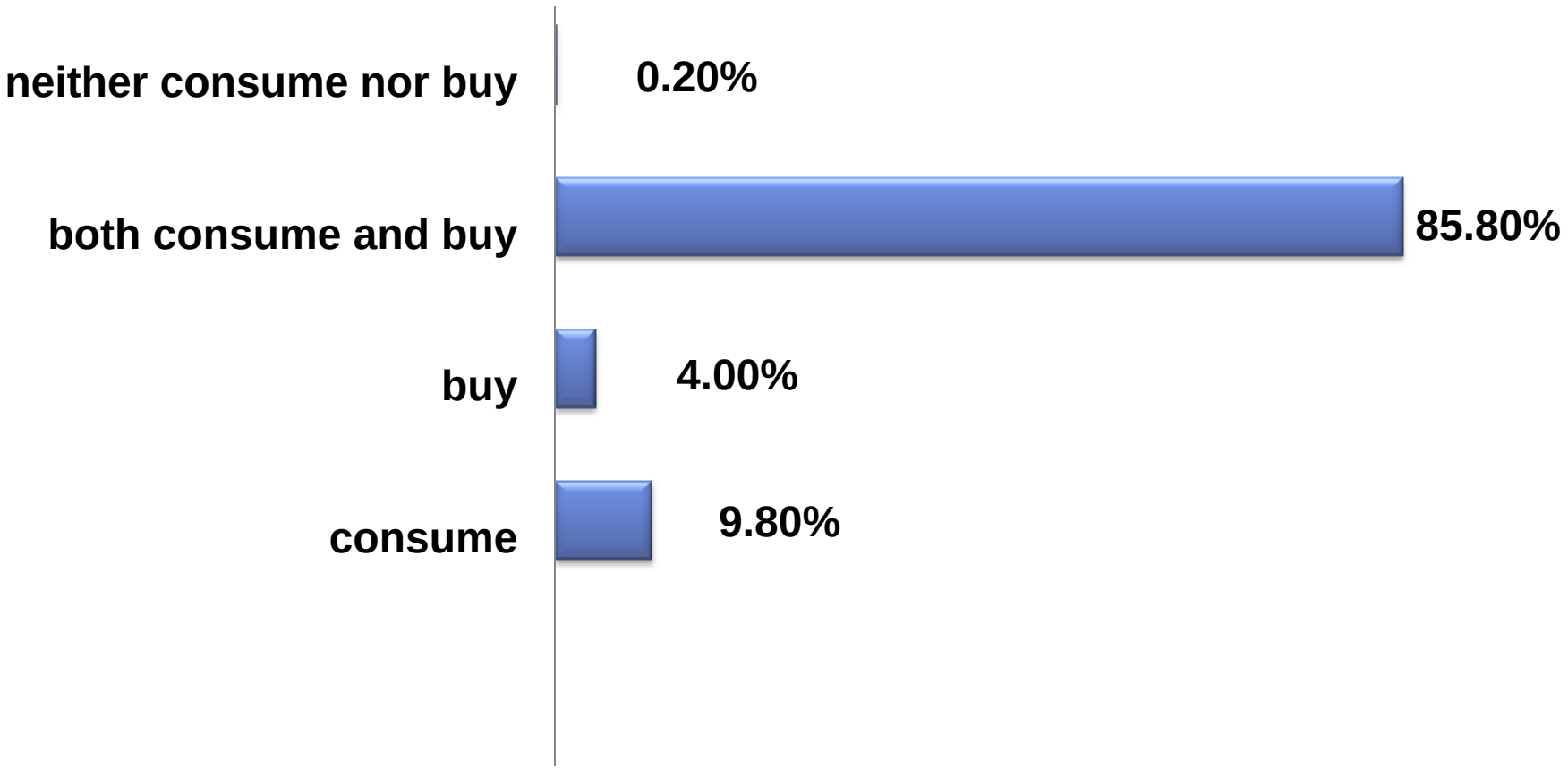


Sample Profile: Occupation

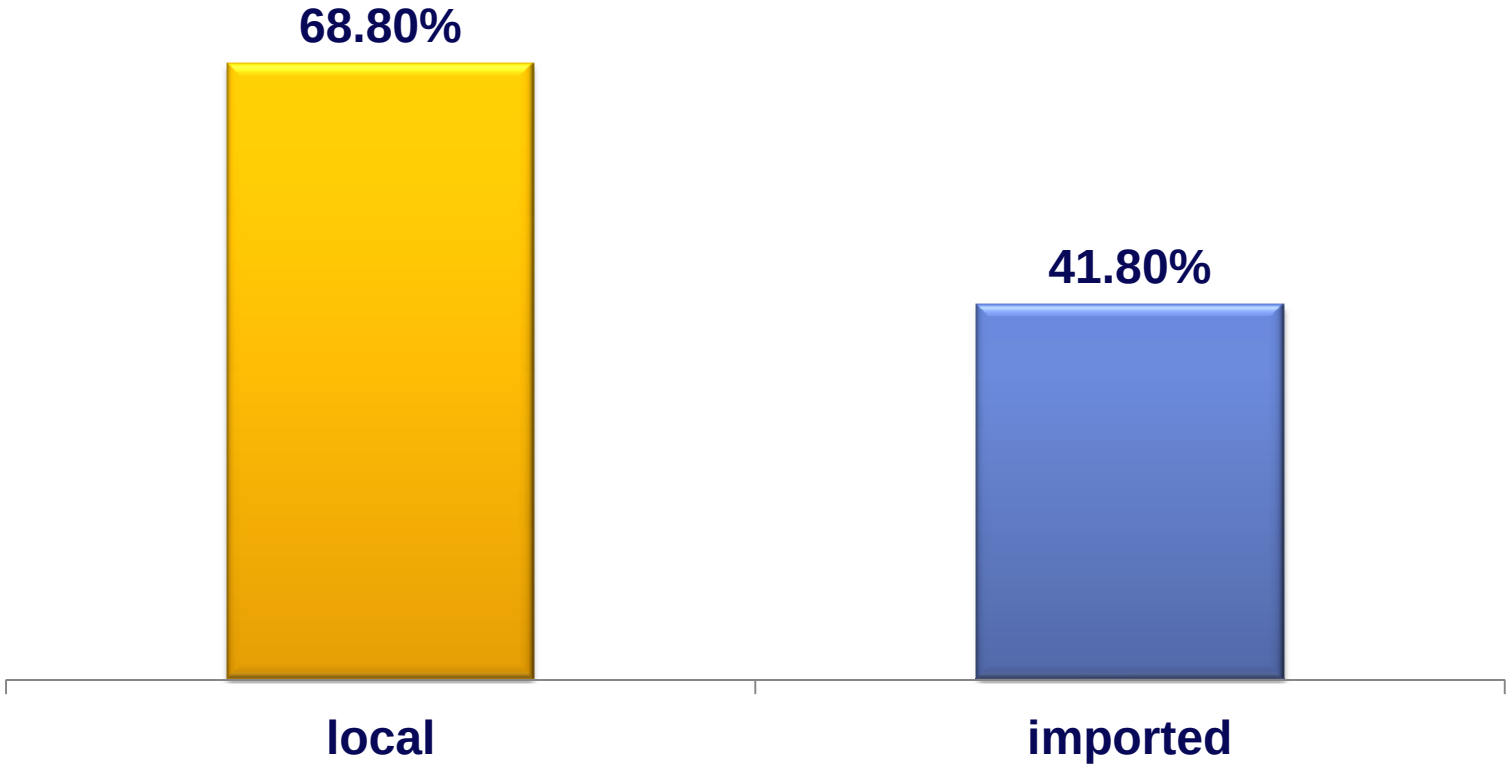


Major Findings

Do you buy or consume alcohol?

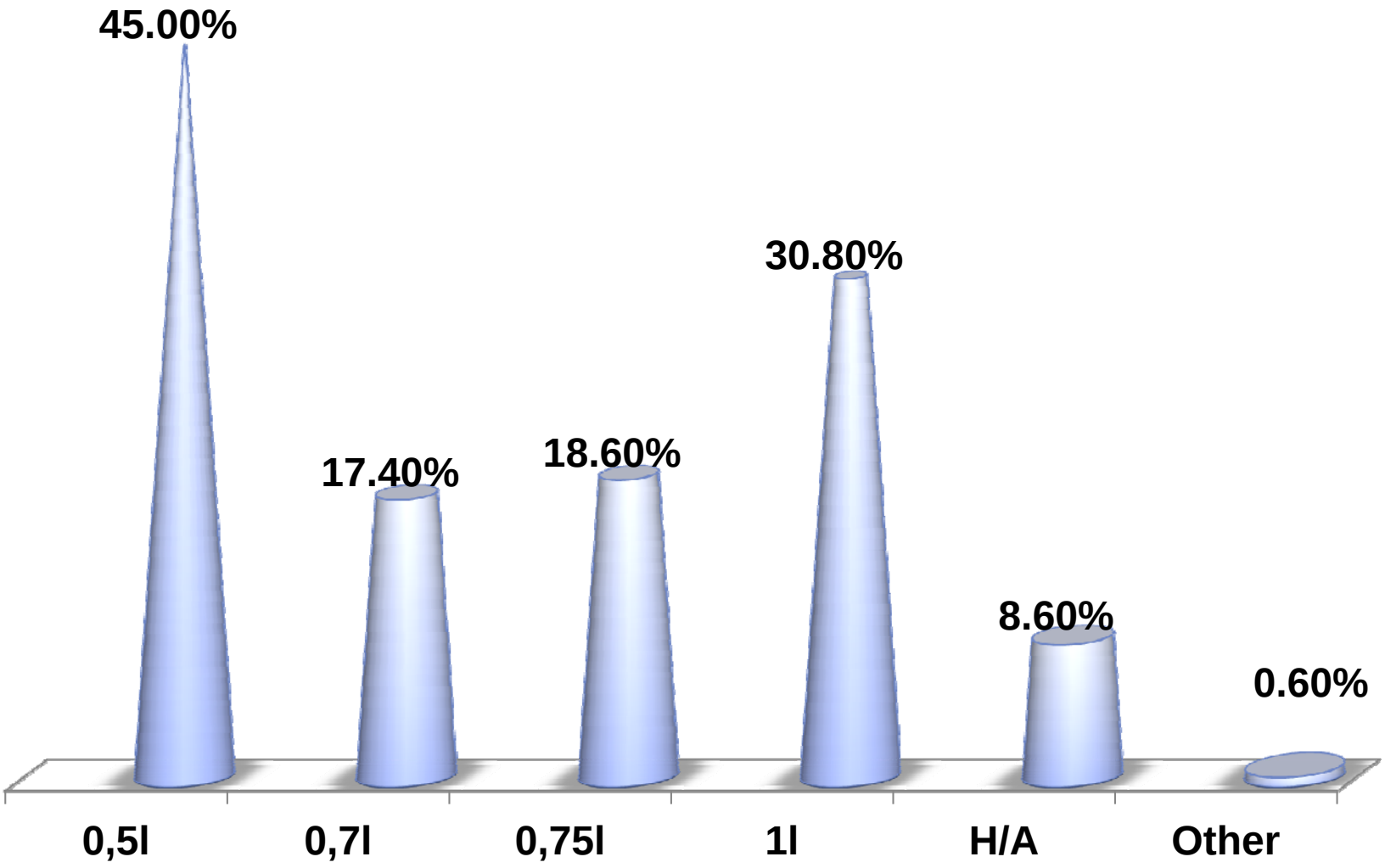


Are you more inclined to buy and consume local or imported alcoholic beverages?

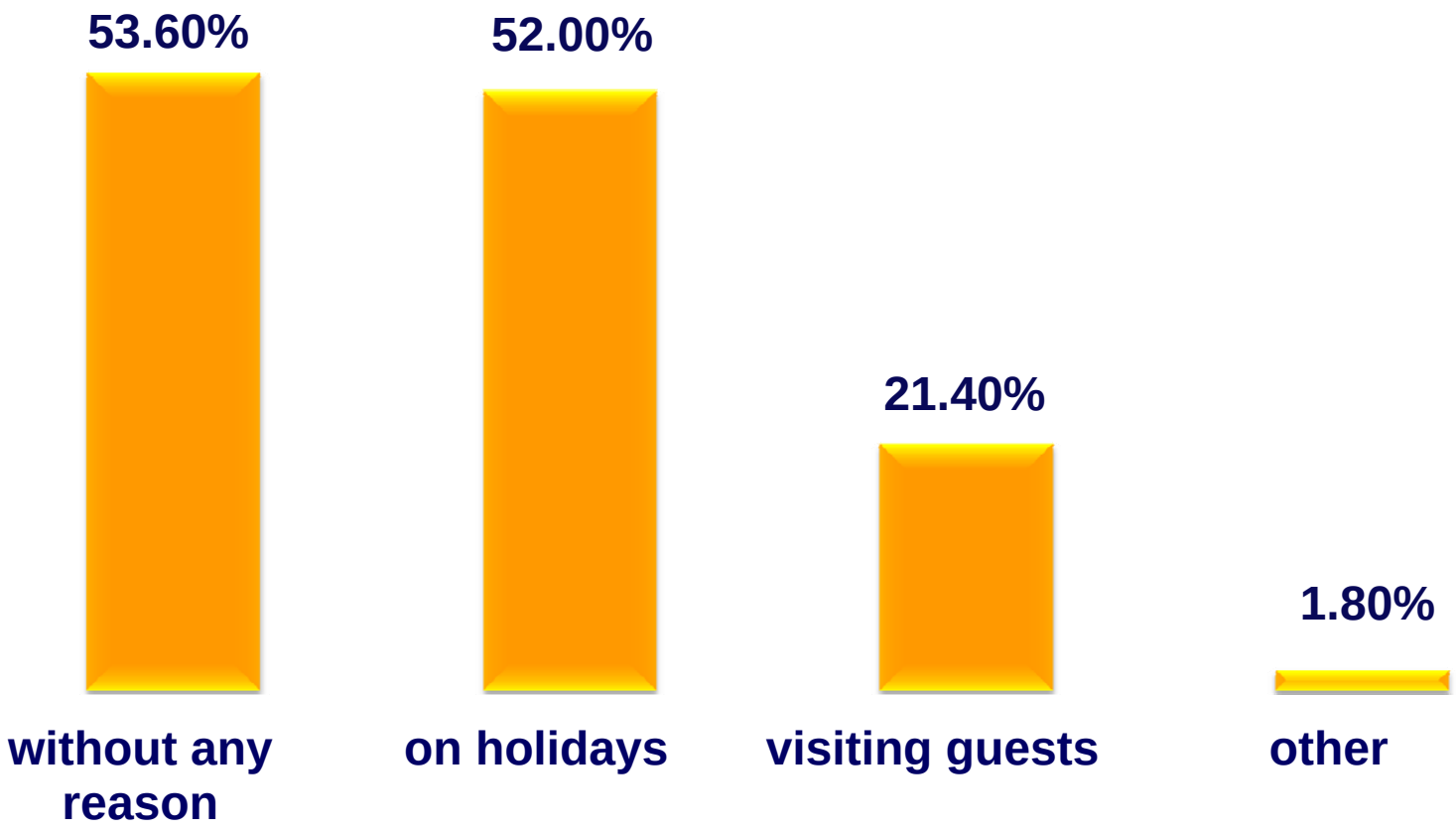


Mostly the respondents prefer local wines and imported vodka, as well as certain specific types of alcoholic beverages that are produced exclusively abroad, such as tequila, rum, gin, whiskey and etc.

The most convenient container volume for an alcoholic beverage is…



Occasions to consume alcohol



The respondents could give more than one answer

Where do you usually buy alcohol from?

Supermarket

market

CaBaRE

specialised shops

other

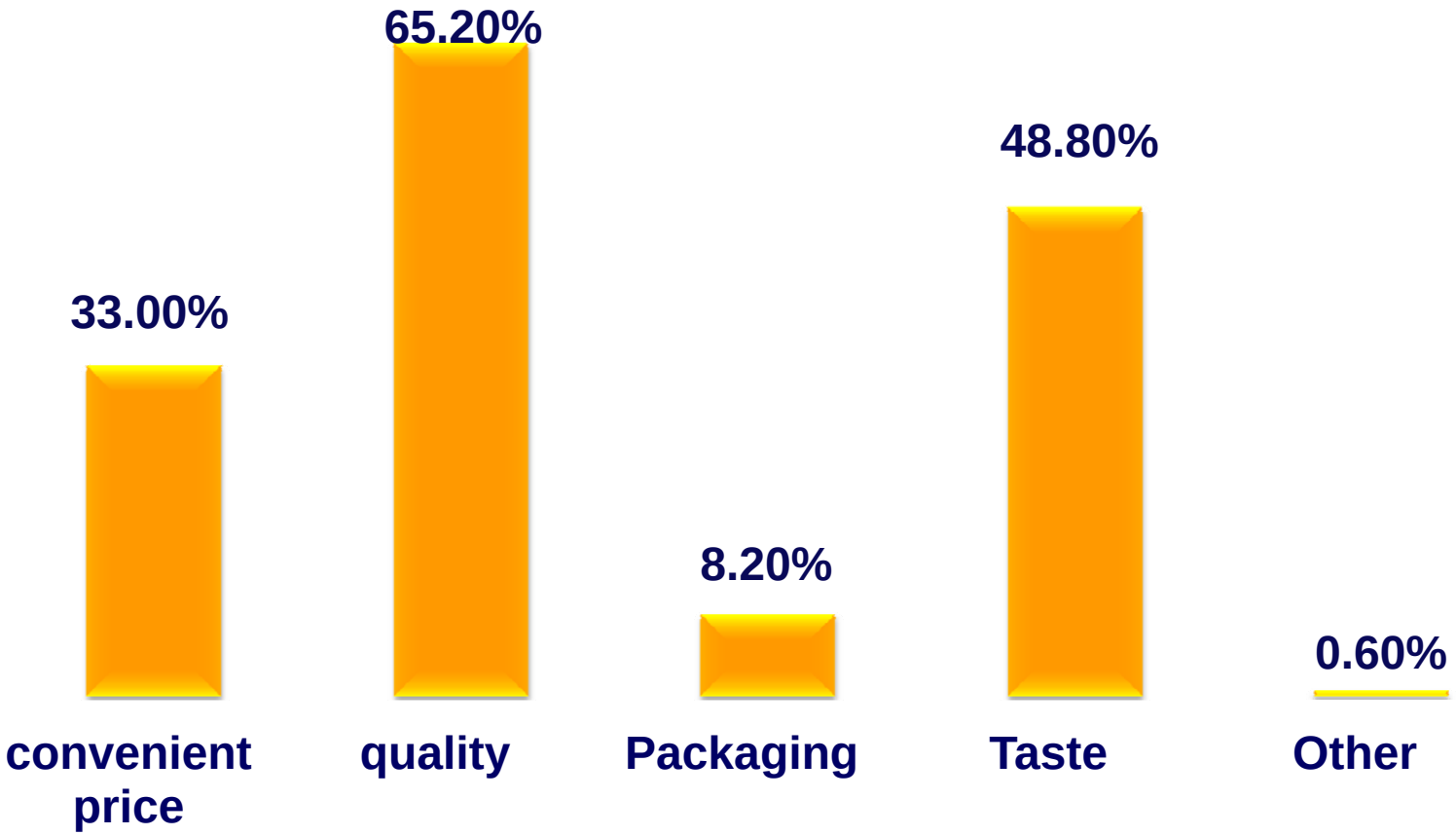
For data please contact M-Info

What alcoholic beverages do you usually consume?

For data please contact M-Info

The respondents could give more than one answer,.

What are the factors that usually matter for you to make a choice while buying alcohol ?



What wine brand/type do you consider to be the best?

For data please contact M-Info

The respondents could give more than one answer

What Armenian wine producers do you know?

For data please contact M-Info

The respondents could give more than one answer

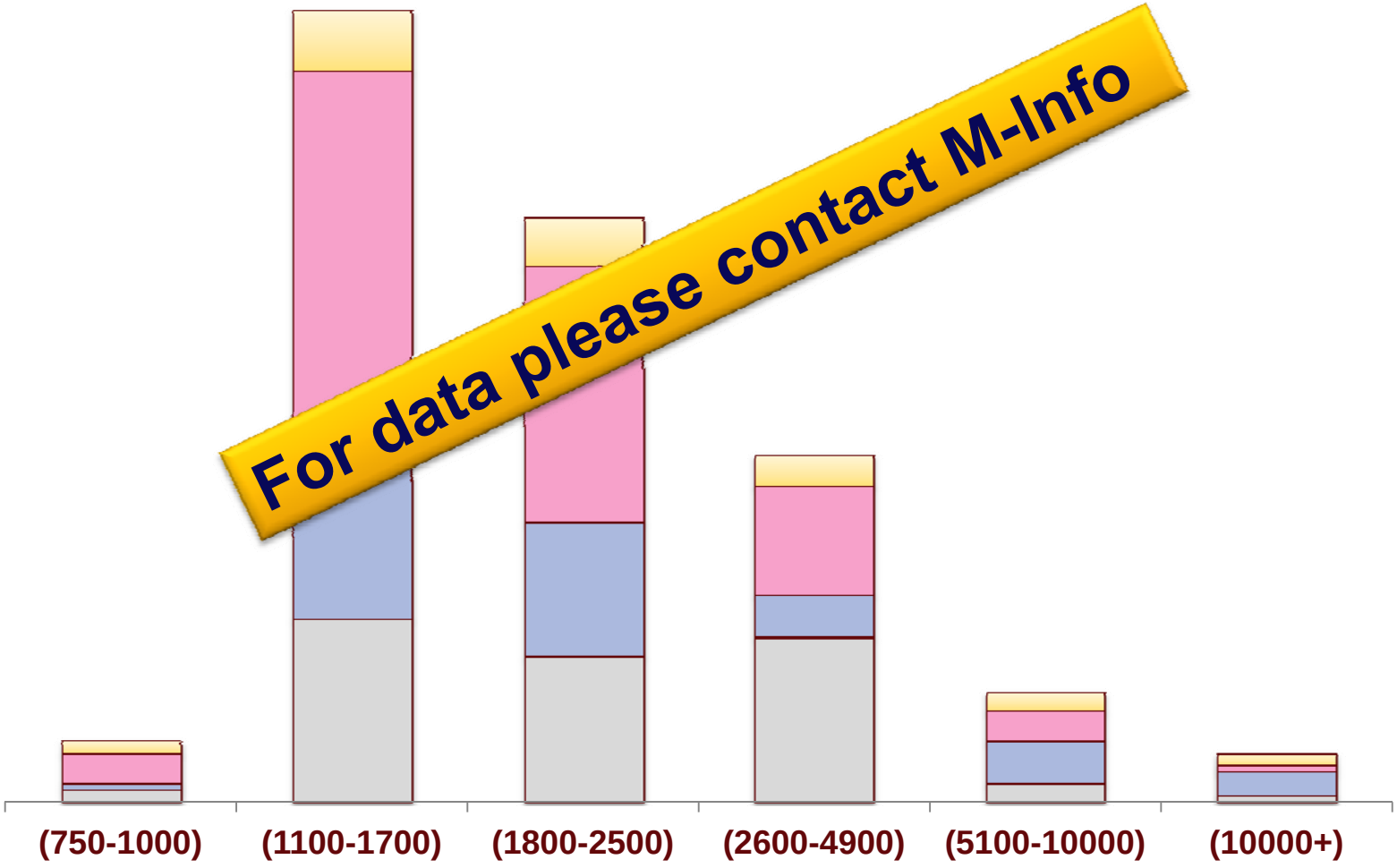
How much a good wine (bottle) should cost?

Wine Price

For data please contact M-Info

(750-1000) (1100-1700) (1800-2500) (2600-4900) (5100-10000) (10000+)

Wine price preference by age



What brandy brand/type do you consider to be the best?

For data please contact M-Info

What Armenian brandy producers do you know?

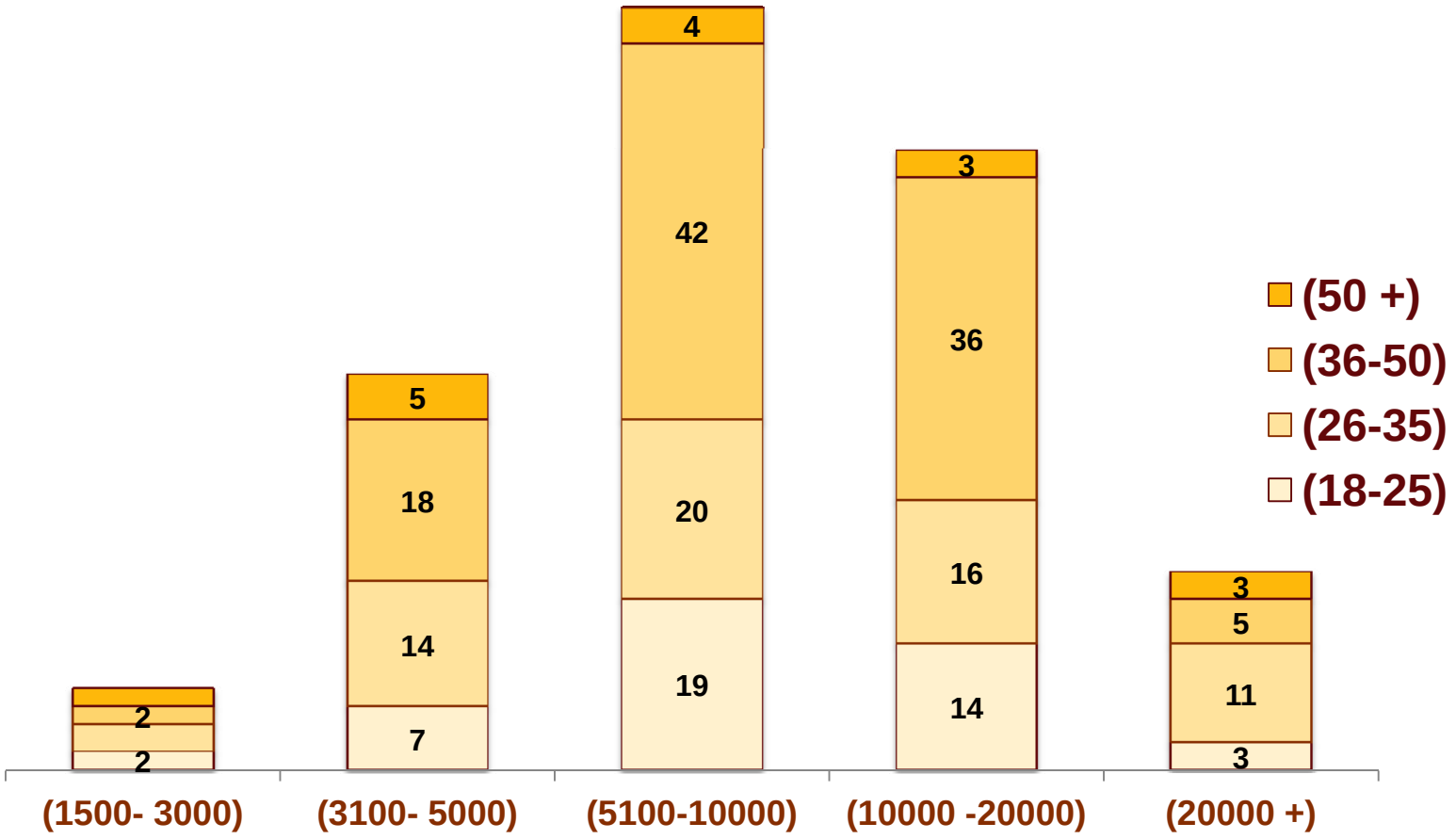
For data please contact M-Info

How much a good brandy should cost?

For data please contact M-Info

(1500- 3000) (3100- 5000) (5100-10000) (10000 -20000) (20000 +)

Age / Brandy price



What beer brand/type do you consider the best?

(Kilikia)
(kotayk gold)
(Heineken)
(Gyumri)
(Kozell)
(Miller)
(Baltika)
(other)
(Alexandrapol)
(Tuller)
(Tuborg)
(Kellers)
(Carlsberg)
(Slavutich)
(Bavaria)
(Budwiser)

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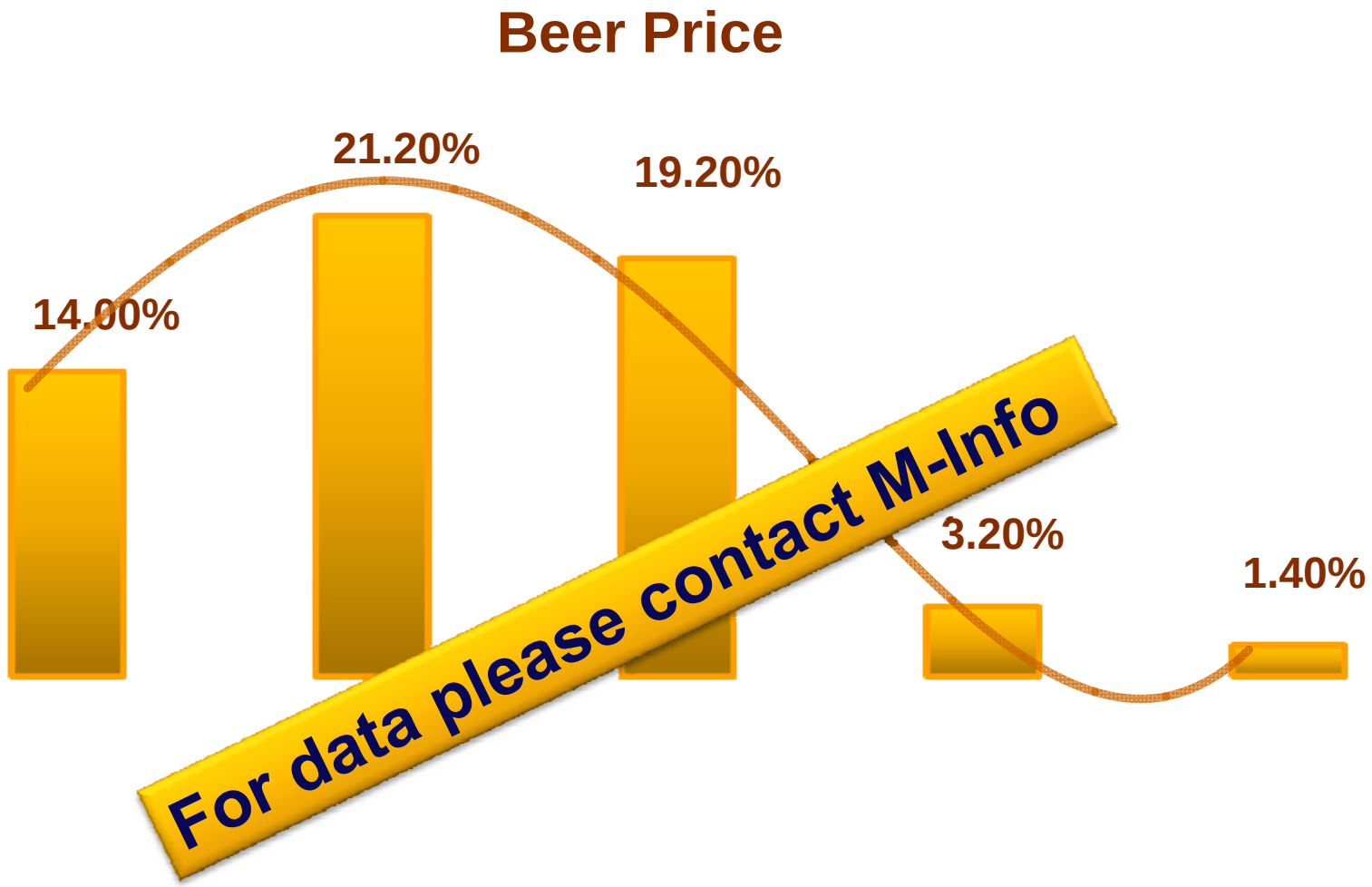
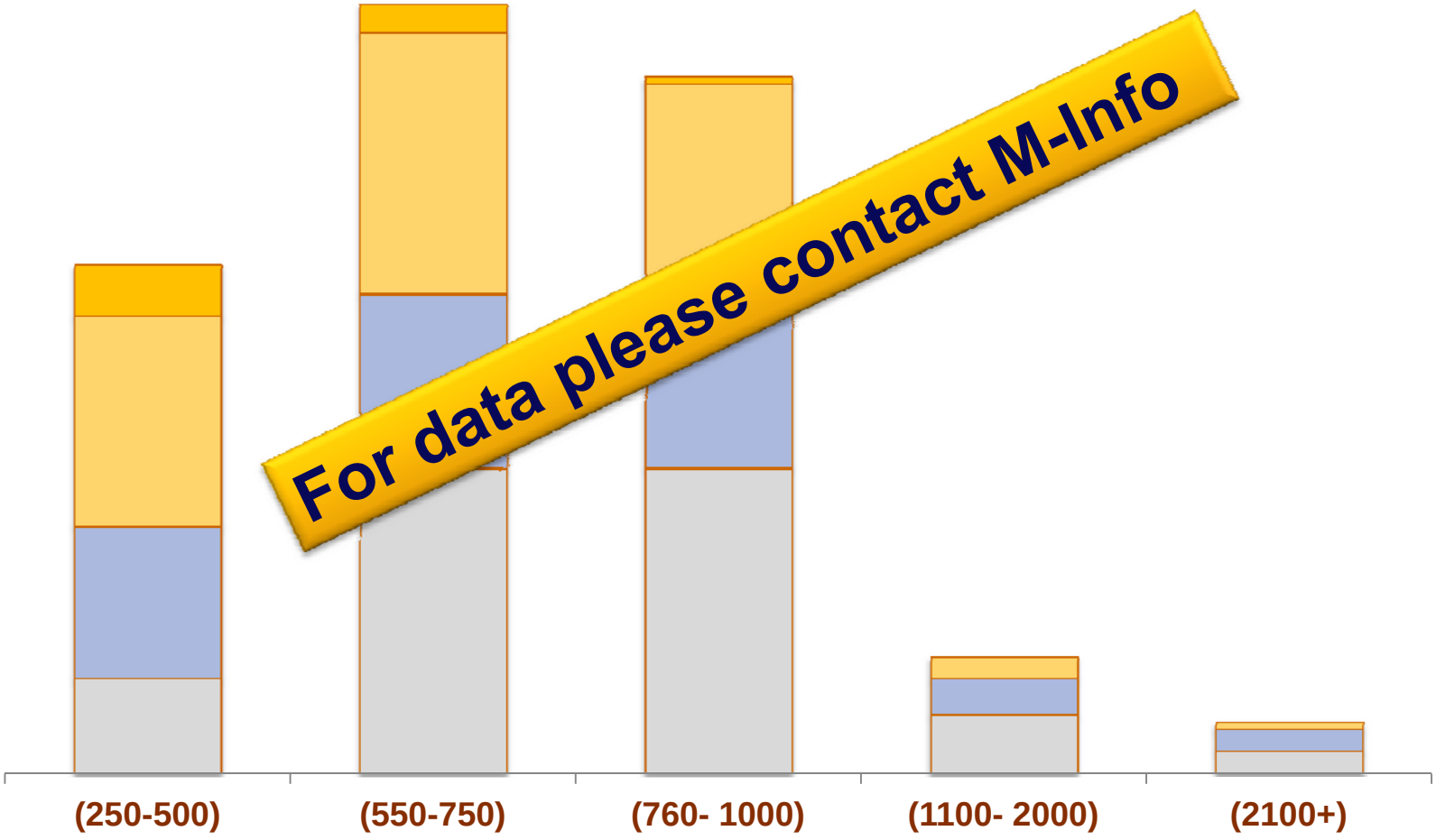
The respondents could give more than one answer

What Armenian beer producers do you know?

How much good beer should cost?



Age / Beer price



What other alcoholic beverages do you prefer?

Other alcoholic beverages/brands

	Whiskey	Liquor	Rom	Champagne	Martini	Jin	Tequila
Sheridan's							
Hobelyanakan							
Bacardi							
Blanche							
Chivas							
Bombey							
Jack Daniels							
Jameson							
Grant's							
Johnny Walker							
Olmeca							
Morgan							
Scotch							
Red Label							
Armenian Champagne							
Gortans							
French							
Omega							
Patron							
Siera							
Blue Label							
Irish							
Black Label							
Bailey's							
Vermouth							
Havana Club							
Pepelapes							
Amaretto							

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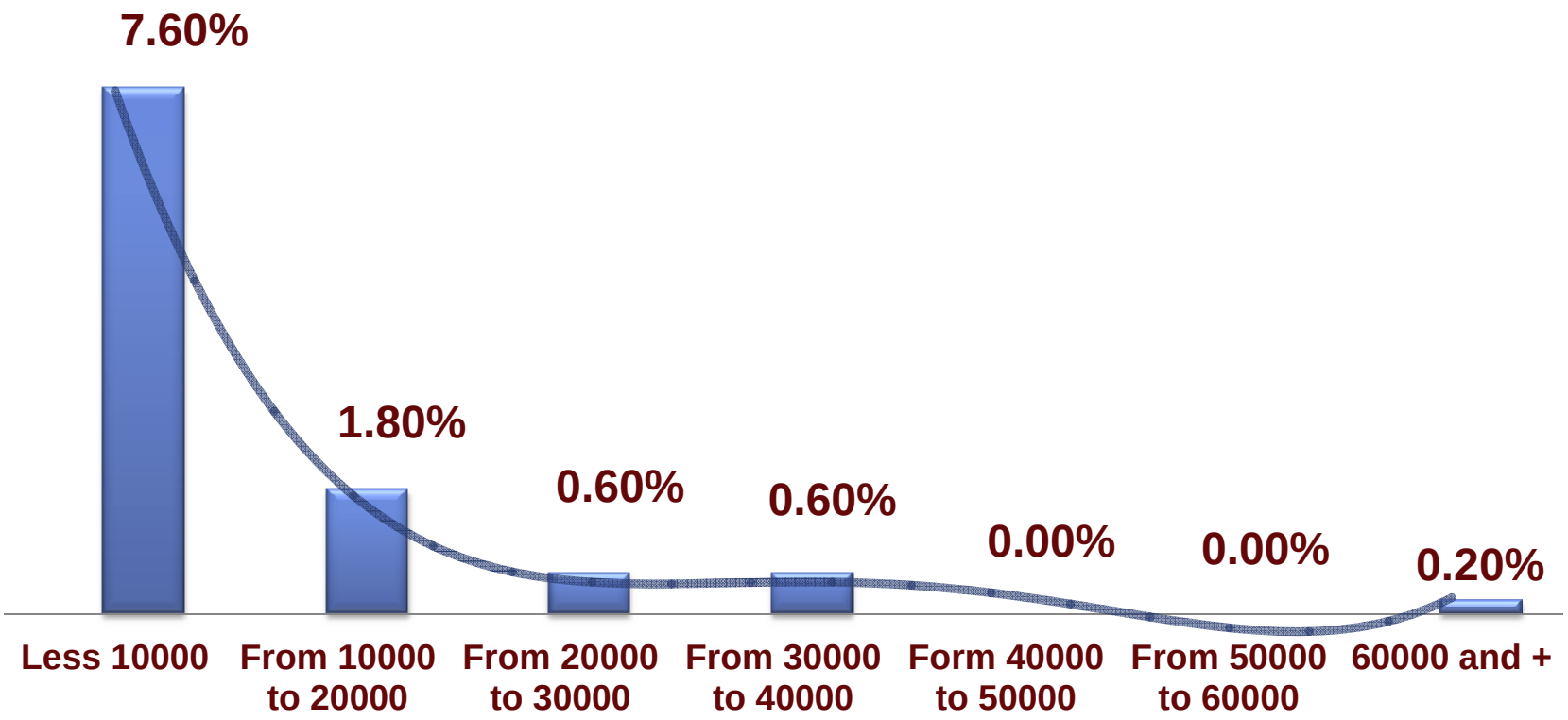
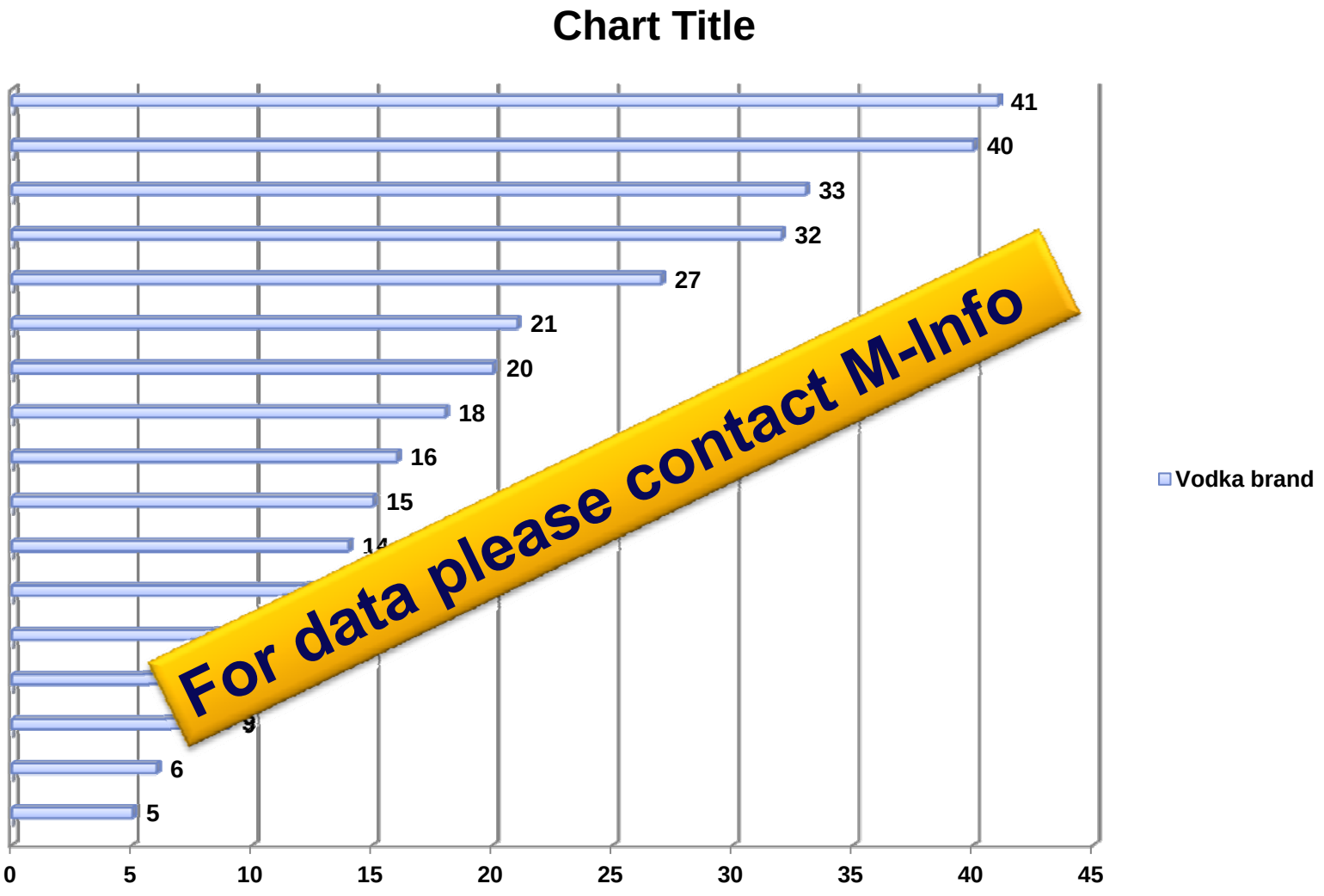
How much you would pay for a other "exclusive" alcoholic beverages?



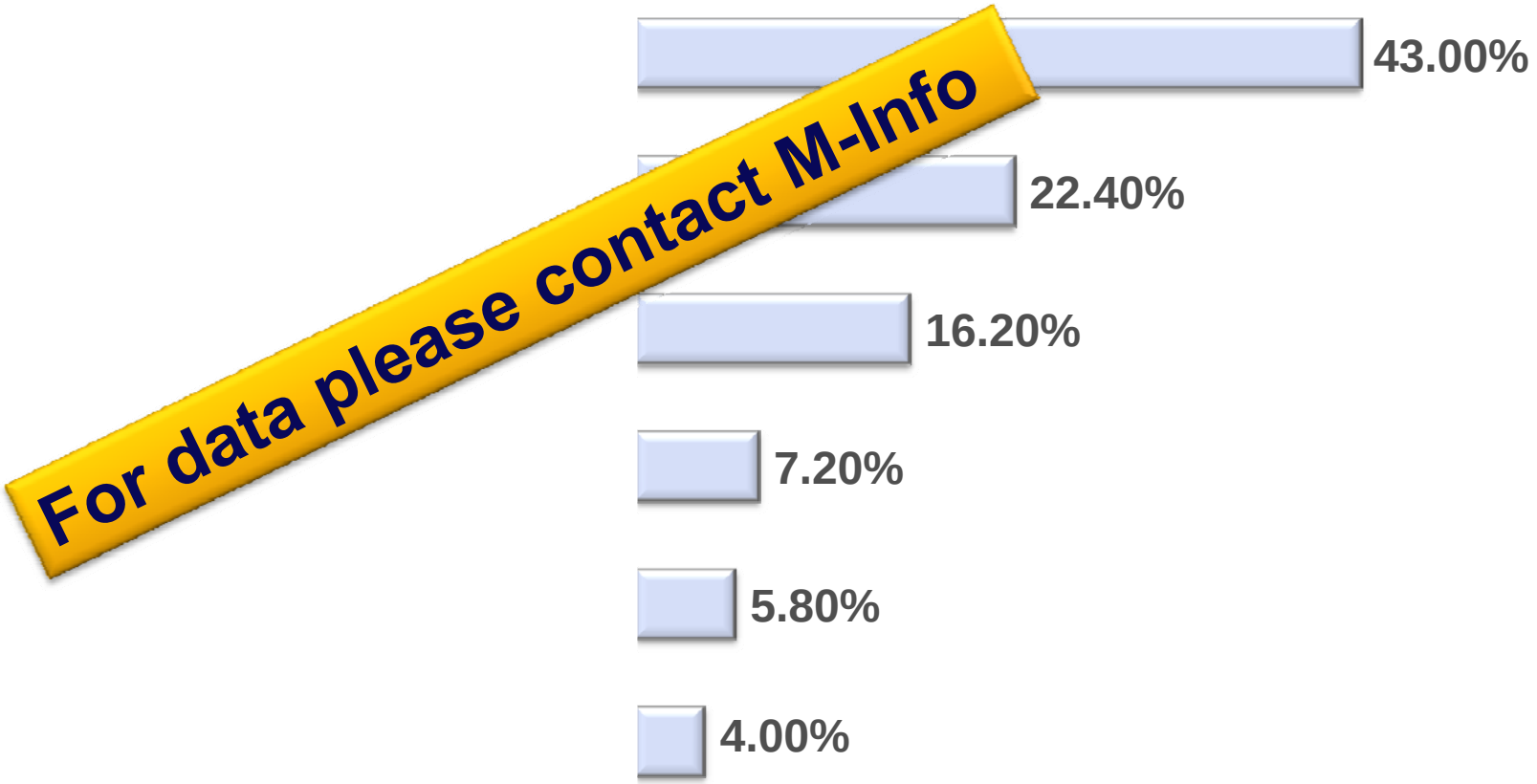
Note: not all the respondents named any "luxury" alcoholic beverages, and few of them knew the real prices of those beverages and indicated those.

What vodka brand do you consider to be the best?



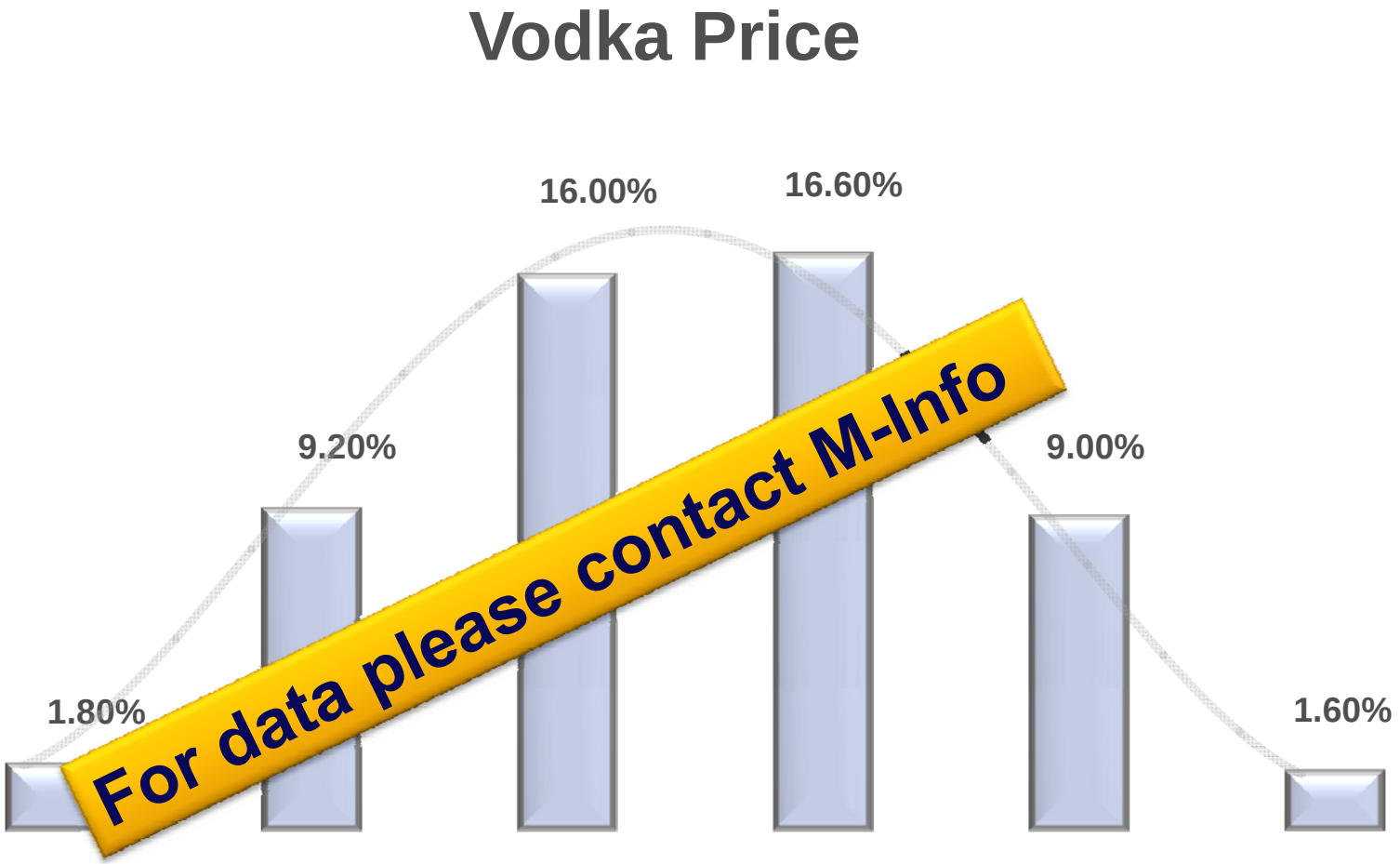
The respondents could give more than one answer

What Armenian vodka producers do you know?



The respondents could give more than one answer

How much good vodka should cost?



Age / Vodka price

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