

# Appendix

## Appendix1- Questionnaire

1. Do you drink wine?
  - Yes
  - No
2. Which wine do you like to drink?
  - White
  - Red
  - Rosé
3. Which Czech varieties do you prefer?
  - I Muškát moravský(White)
  - Pláva(White)
  - Veltlínské Červene Rane(White)
  - Solaris(White)
  - Cabernet Moravia(Red)
  - Neronet(Red)
  - Frankovka (Red)
  - Modrý Portugal (Red)
  - Other
4. Do you drink wine of foreign brand?
  - Yes
  - No
5. Which foreign varieties do you prefer?
  - Riestling(White)
  - Sauvignon blanc(White)
  - Malbec(Red)
  - Cabernet sauvignon(Red)
  - Other
6. What is your approximate net income (monthly)?(CZK)
  - Less than 5,000 CZK
  - Between 5,000 CZK to 10,000 CZK
  - Between 10,001 CZK to 20,000 CZK
  - 20,001 CZK and over
7. Please, indicate the price range(per 750 ml bottle of wine) that you typically buy in a wine/liquor store(not in a restaurant):
  - Under 200 CZK
  - Between 201 CZK and 300 CZK
  - Between 301 CZK and 400 CZK
  - 401 CZK and over
8. What is important criterion when purchasing wine?
  - Taste
  - Price
  - Varieties
  - Type

- Alcohol percentage
  - Other
9. Are you influenced by advertisement when purchasing wine?
- Yes
  - No
  - I don't know
10. Please, indicate the sources which you learn about wine?(Check all that apply)
- Newspapers
  - Wine blogs
  - Friends/relatives/gift
  - Attending wine tasting
  - Wine order staff
  - Restaurant staff
  - Other
11. Where do you buy wine most frequently?
- Wine/Liquor store
  - Grocery store
  - Drug store
  - Wine tasting room
  - Online
  - Other
12. Where do you consume wine most frequently?
- Restaurants
  - Lounge/Club/Bar
  - At home
  - Other
13. What is the main wine for you?
- Any
  - Beer, flavored beer, cider
  - Champagne
  - Martini
  - Spirit
14. Why do you prefer to drink wine?
- I like to drink
  - I like the taste
  - It helps me relax
  - For health reasons
  - It goes well with food
  - Other
15. How often do you drink wine?
- Daily
  - Almost daily
  - At least one a week
  - Several times a month
  - Less often

- I don't drink
16. How has your wine consumption changed in last 2 years?
- It has decreased
  - It has increased
  - It has stayed at the same level
17. If you do not drink wine, what is the reason? (opened question)
18. Which other alcoholic beverage do you drink?
- None
  - Beer
  - Cocktails
  - Whisky, vodka
  - Other
19. How do you mostly spend free time?(in percentages)
- Passively (for example reading)
  - More passive than active
  - Both
  - More active than passive
  - Actively (for example sport)
20. What is your gender?
- Male
  - Female
21. What is your age?
- Under 18
  - 18-25
  - 36-35
  - 36-45
  - 46 and over
22. What is your marital status?
- Single
  - Married
  - Divorced
23. What is your highest reached education?
- Basic
  - Secondary with an apprenticeship certificate
  - Secondary with graduation
  - Bachelor`s degree
  - Master`s degree
  - Doctorate degree
24. What is your current employment status?
- Employed
  - Self-employed
  - Unemployed
  - Student
  - Retired
  - Unable to work

25. What is your nationality?

- Czech
- Other

26. What is the population in your town?

- Villages(less than 2,000 inhabitants
- Town between 2,001 and 10,000 inhabitants
- Town between 10,001 and 500,00 inhabitants
- Town between 50,001 and 100,000 inhabitants
- Town more than 100,001 inhabitants