Alcohol Questionnaire

Q1 How often would you say you have a drink containing alcohol?

At least once a week
At least once a month
Less often
Never

[Remove NEVER]

Q2 What types of alcohol would you say you prefer to drink, regardless of how often is it that you drink each one?

[RANDOMIZE – ALLOW UP TO 3 SELECTIONS]
Wine
Domestic Beer (Molson Canadian, Kokanee, Labatt)
Imported Beer (Heineken, Budweiser, Coors)
Craft Beer
Cider
Vodka (Smirnoff, Absolut, Grey Goose)
Rum (Bacardi, Captain Morgan’s)
Whiskey (Crown Royal, Jack Daniel’s, Jim Beam)
Gin (Bombay, Beefeater)
Tequila (Jose Cuervo, Patron)
Liqueur (Jägermeister, Bailey’s, Fireball)
Cognac (Hennessy, Remy Martin)
Bottled spirits (Smirnoff Ice, Mike’s Hard Lemonade)
[ANCHORED]Other, specify

[T – Gallup]Q3 And overall, which of the following do you drink most often?

Beer
Wine
Liquor

Q4 Thinking back, at what age do you recall having your first drink? Remember that responses are completely anonymous. We just want to better understand this issue in Canada.

Younger than 18
18
19
20
21
22
Between 23 and 30
Between 31 and 40
Older than 40