

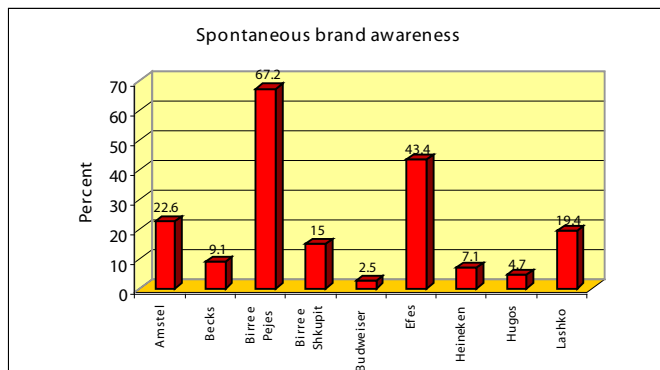
BEER AWARENESS IN KOSOVA

Survey information

Fieldwork conducted from 9-15 April 2002

Sample: 1,000 Kosovan Albanians aged 18 years plus, 44% urban and 56% rural residents

Multi-staged stratified sample guaranties a full representation of Albanian citizens of Kosovo, based on international research standards



Index of agreement:

- Kosovar beers are not worse than Western European beers +0.983
- Beer is a drink for a real man +0.042
- Draught beer offers a better taste than bottled beer +0.279
- Brand is the most important thing when choosing beer +0.582
- Price is the most important thing when choosing beer +0.301

