

Likeable	<input type="radio"/>						
Positive	<input type="radio"/>						
Pleasant	<input type="radio"/>						

**6. Please rate the thoughts that came to your mind while watching the ad.
Please indicate your level of agreement with the following descriptions:**

	1	2	3	4	5	6	7
I can relate myself to the ad	<input type="radio"/>						
I think the ad is related to my own experiences	<input type="radio"/>						
I am thinking about the sweet wine drinks I had before	<input type="radio"/>						
I am thinking about the brewing process of sweet wine	<input type="radio"/>						
The ad reminds me of my own drinking experiences	<input type="radio"/>						

7. If the product is available on the market, are you likely to buy it?

Definitely	1	2	3	4	5	6	7	Definitely not
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							
	<input type="radio"/>							

Personal Information (This information is for data statistics only and will be kept confidential)

Your gender:

- Male
- Female

Your age group:

- Under 18
- 18-25
- 26-30
- 31-40
- 41-50
- 51-60
- Over 60

Positive

Pleasant

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