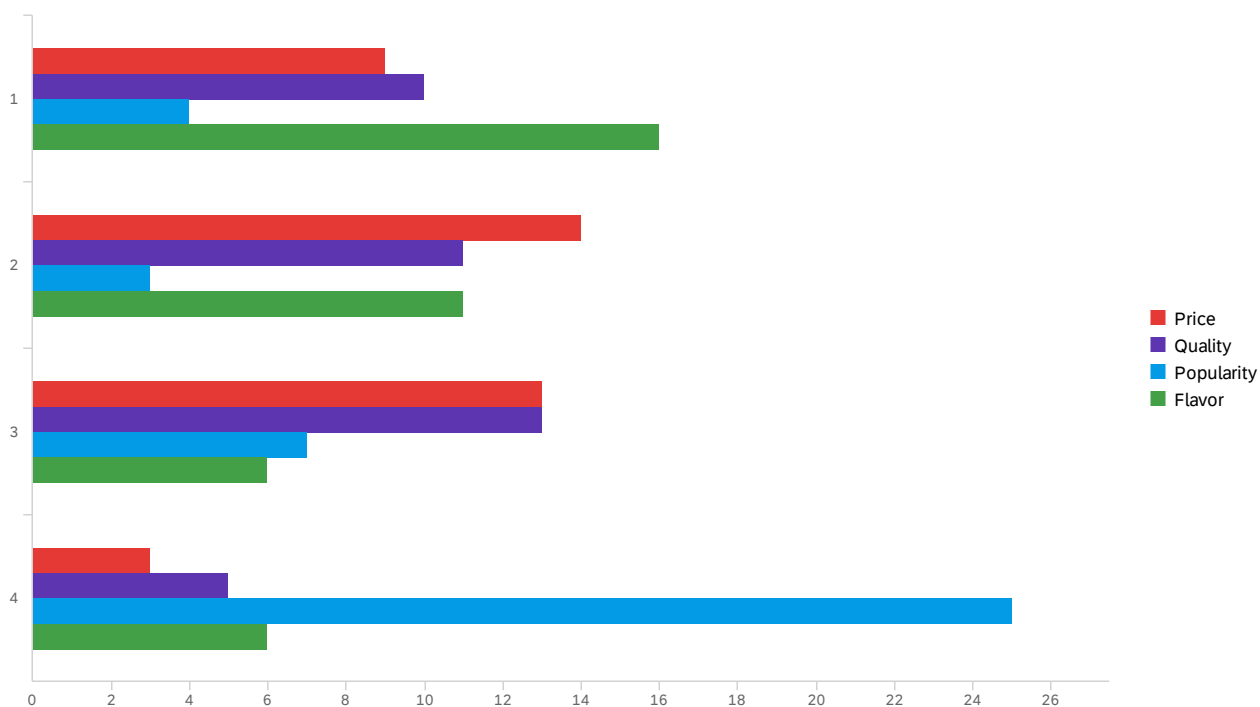


Default Report

Social Drinkers Quant Survey

December 1, 2021 7:37 PM MST

Q1 - Please rank the following qualities in the order of importance for someone who is buying a brand of alcohol (1 is most important, 4 is least important).



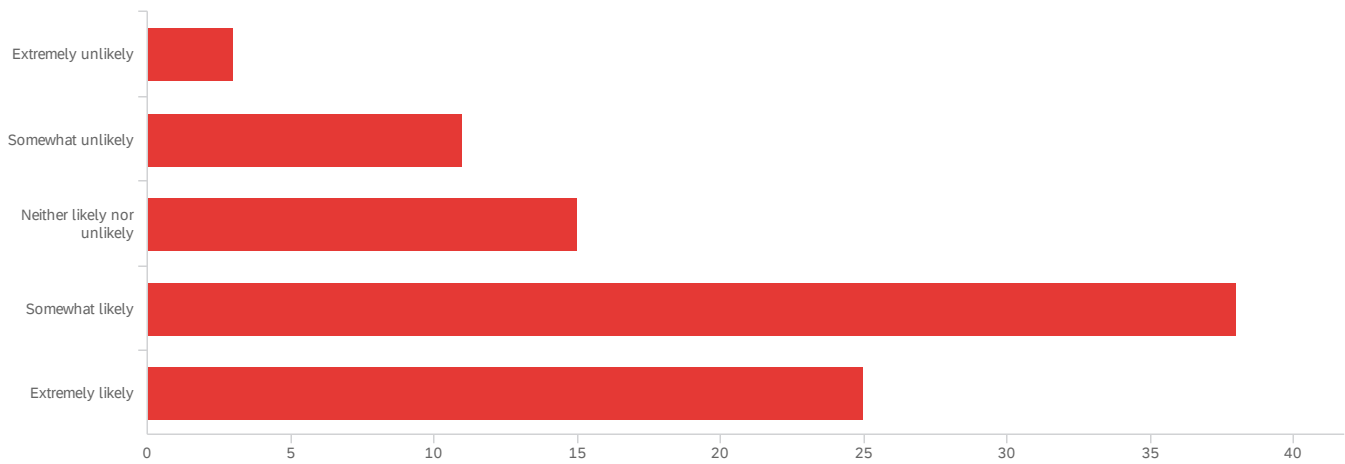
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Price	1.00	4.00	2.26	0.90	0.81	39
2	Quality	1.00	4.00	2.33	1.00	0.99	39
3	Popularity	1.00	4.00	3.36	1.00	1.00	39
4	Flavor	1.00	4.00	2.05	1.08	1.18	39

#	Field	1	2	3	4	Total
1	Price	23.08% 9	35.90% 14	33.33% 13	7.69% 3	39
2	Quality	25.64% 10	28.21% 11	33.33% 13	12.82% 5	39
3	Popularity	10.26% 4	7.69% 3	17.95% 7	64.10% 25	39

#	Field	1	2	3	4	Total
4	Flavor	41.03% 16	28.21% 11	15.38% 6	15.38% 6	39

Showing rows 1 - 4 of 4

Q2 - How likely are you to try new brands of alcohol?

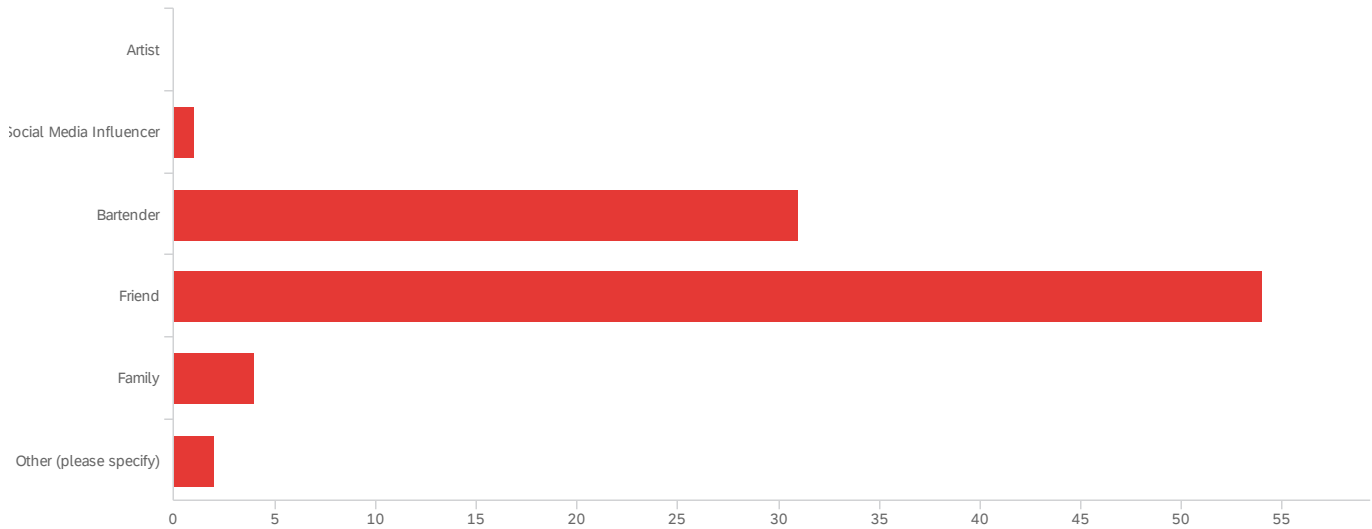


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to try new brands of alcohol?	1.00	5.00	3.77	1.07	1.15	92

#	Field	Choice Count
1	Extremely unlikely	3.26% 3
2	Somewhat unlikely	11.96% 11
3	Neither likely nor unlikely	16.30% 15
4	Somewhat likely	41.30% 38
5	Extremely likely	27.17% 25
		92

Showing rows 1 - 6 of 6

Q4 - Whose recommendation is most likely to make you to consider trying a new alcohol or drink?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Whose recommendation is most likely to make you to consider trying a new alcohol or drink? - Selected Choice	2.00	6.00	3.73	0.66	0.44	92

#	Field	Choice Count
1	Artist	0.00% 0
2	Social Media Influencer	1.09% 1
3	Bartender	33.70% 31
4	Friend	58.70% 54
5	Family	4.35% 4
6	Other (please specify)	2.17% 2

92

Showing rows 1 - 7 of 7

Q4_6_TEXT - Other (please specify)

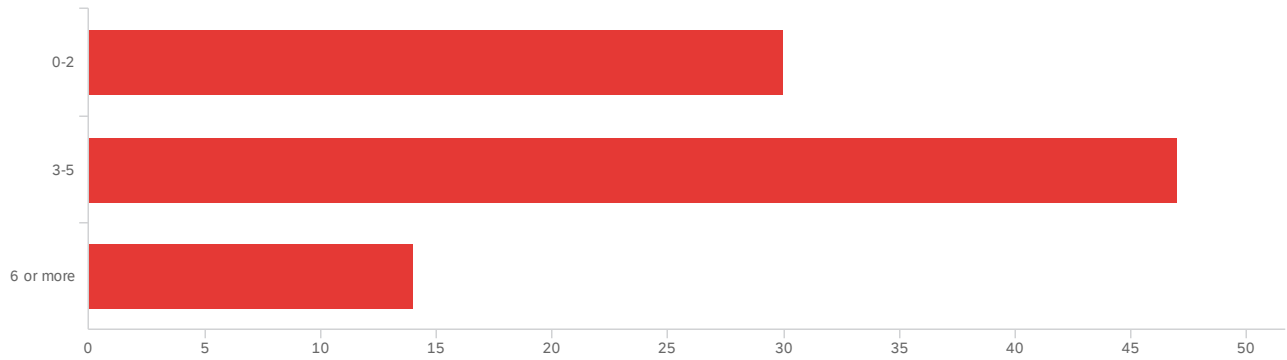
Other (please specify)

Other (please specify)

Other people's advice irrelevant

All of the above

Q5 - How many hard liquor drinks do you typically have in a single night when you go out?

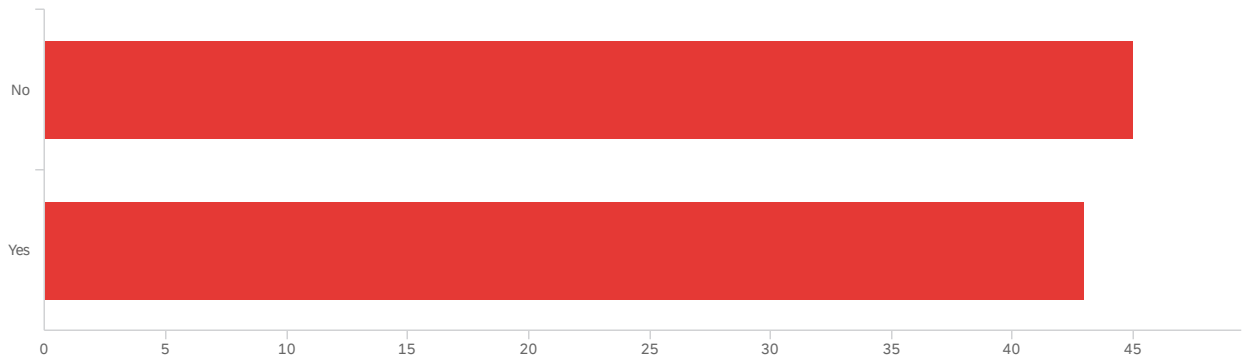


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How many hard liquor drinks do you typically have in a single night when you go out?	1.00	3.00	1.82	0.67	0.45	91

#	Field	Choice Count
1	0-2	32.97% 30
2	3-5	51.65% 47
3	6 or more	15.38% 14
		91

Showing rows 1 - 4 of 4

Q6 - Have you ever tried Mezcal?



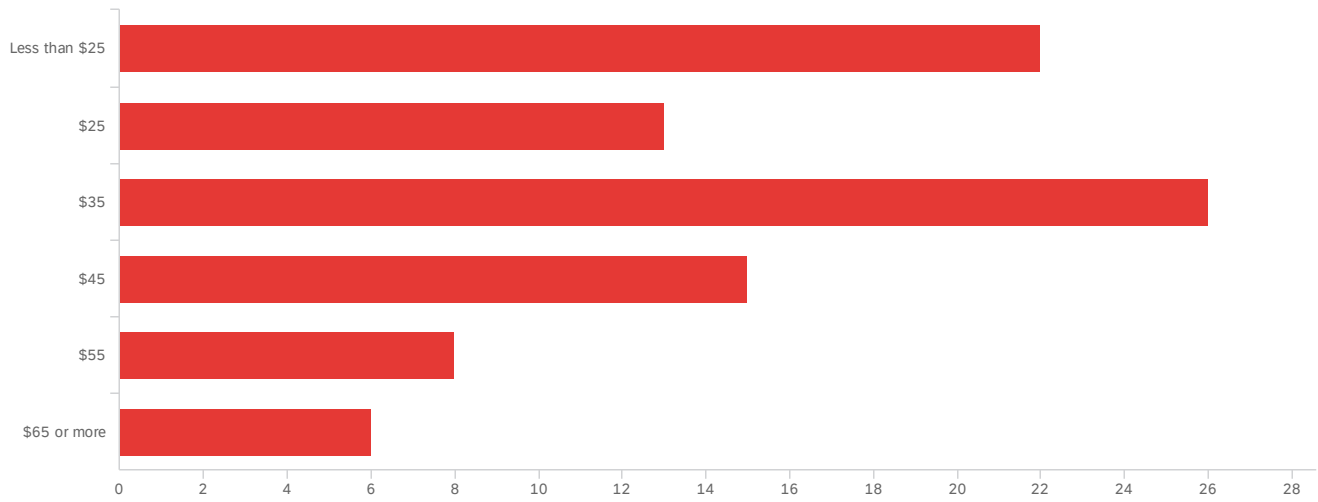
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever tried Mezcal?	1.00	2.00	1.49	0.50	0.25	88

#	Field	Choice Count
1	No	51.14% 45
2	Yes	48.86% 43

88

Showing rows 1 - 3 of 3

Q7 - How much would you be willing to pay for a bottle of mezcal?



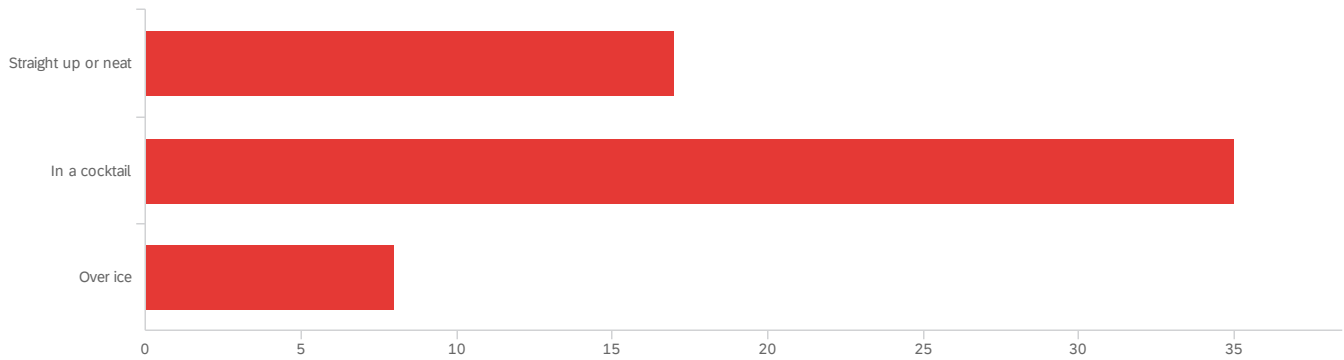
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much would you be willing to pay for a bottle of mezcal?	1.00	6.00	2.91	1.50	2.24	90

#	Field	Choice Count
1	Less than \$25	24.44% 22
2	\$25	14.44% 13
3	\$35	28.89% 26
4	\$45	16.67% 15
5	\$55	8.89% 8
6	\$65 or more	6.67% 6

90

Showing rows 1 - 7 of 7

Q8 - How do you think people prefer to drink Mezcal?

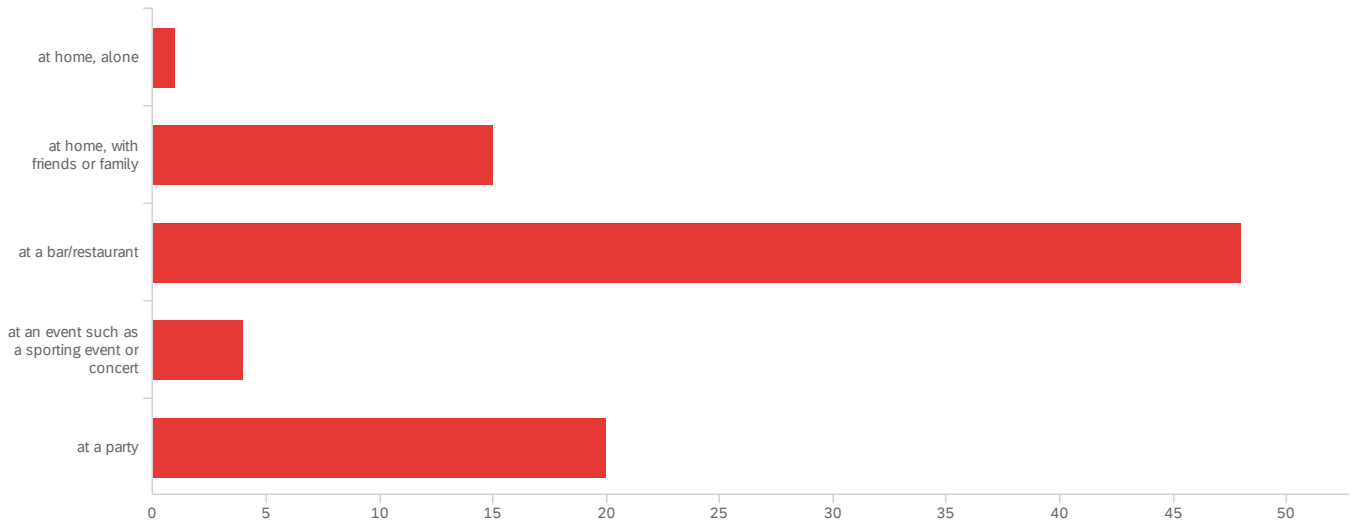



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How do you think people prefer to drink Mezcal?	1.00	3.00	1.85	0.63	0.39	60

#	Field	Choice Count
1	Straight up or neat	28.33% 17
2	In a cocktail	58.33% 35
3	Over ice	13.33% 8
		60

Showing rows 1 - 4 of 4

Q17 - Which of the following settings do you prefer for drinking mezcal? (select all that apply)




 Data source misconfigured for this visualization.

#	Field	Choice Count
1	at home, alone	1.14% 1
2	at home, with friends or family	17.05% 15
3	at a bar/restaurant	54.55% 48
4	at an event such as a sporting event or concert	4.55% 4
5	at a party	22.73% 20
		88

Showing rows 1 - 6 of 6

Q9 - Can you think of any reasons why someone might want to try mezcal?

Can you think of any reasons why someone might want to try mezcal?

They are somebody who likes tequila and wants to try something in that realm

Want to branch out from typical liquors

Smokey flavor, Mexican product that isn't tequila

I don't know what mezcal is

They like tequila and want to try something similar/new

It's fuckin' bussin'

To try something new

Becoming increasingly popular, celebrity owned mezcal such as Do Hombres emerging on to the market

Looking for something Smokey flavored

Something new

No

If they knew what it was

The taste/authenticity

Already a fan of tequila, want to try something new

Friend once convinced people to take mezcal shots because they were "like tequila" but easier to shoot and "not as bad hangovers"

It's new?

Yum

For shits and giggles

Sounds great

No

What is mezcal.

To try new things

Can you think of any reasons why someone might want to try mezcal?

It's supposedly quite different

New

word of mouth

Intrigued to try new trendy drinks

In a specialty setting, like at a tasting or a Mexican restaurant

Recommendation

They've never heard of it, new to them

wants to try something new

New

Sounds fancy?

Cultural significance, social cache (I.e. it's "classy")

Cause is delicious, at the same level as tequila

New, cheaper option, sustainably

Have a good tequila

For a stronger, smoother taste

A friend/social influence

It's like tequila

It's like a smoky version of tequila

New experience

Trying something new.

The way it's produced

The taste, new flavor pairings

Curious

In a new cocktail, with their friends

Can you think of any reasons why someone might want to try mezcal?

N/-

Oaxaca Mexico!

curiosity / taste for tequila and wants to try new things

Smokey dankness

It's the scotch of the tequila world

Sister to tequila and tequila is fun

Interesting taste

It's tequila's cousin and tequila is tasty.

Preference for smoky drinks

Different than tequila

Intrigue, variety

It's good

Smokier

It's fashionable, like gin in the 90s

Try something new

no idea

Tequila-drunks lead to great make-out sessions

When their preferred drink is tequila

If they're curious to try something new

Never tried

To see what it tastes like

To see if it's better than regular tequila

Q10 - Can you think of any reasons why someone might not want to try mezcal?

Can you think of any reasons why someone might not want to try mezcal?

They don't like dark liquors

Why drink mezcal when I have tequila

Not a fan of the smokey flavor

Because they might not know what mezcal is

It isn't as good as tequila

Aversion to flavor profile

Dont want to drink

They don't know what it is. They think it has a worm in the bottle

Too Smokey

Warry of new types of alcohol

No

If they've never heard of it

Too, too strong

Heavier, smokier, stronger flavor than tequila

They don't like tequila

Sounds like medicine

Bad taste

Too smoky

The taste and curiosity

It sounds funny

Maybe they don't know what it is.

They don't drink

Can you think of any reasons why someone might not want to try mezcal?

It's very strong

Don't drink

hearing it's bad

Tequila lover

They don't like it OR don't like to drink

Price

they're not familiar with it and/or they don't want to leave their comfort zone

Taste

Not sure what it is? Doesn't like tequila?

Smokey flavor (like someone put liquid smoke in tequila)

It may have a strong flavor for some people

It's now what they typically drink

The worm

Costly

Money

It's like tequila

It's a very unique flavor

No

If they don't like tequila.

People might not like the smokiness

Smell can be overwhelming

Don't like strong alcohol taste

Not liking the taste, too strong

Smokey

Can you think of any reasons why someone might not want to try mezcal?

preference to something they already like/ or know something similar they don't

Smokey dankness

Because they have a child's taste buds

DONT know what it is

Scared of tequila

It has a strong, distinct flavor that some people may not be up for.

Too Smokey

The smoky flavor

Other people's reviews

Strong smoky flavor

No

Not really

It's tough on the throat

Strong flavor

Like his/her usual drink

no idea

If they don't like tequila

When they do not like tequila

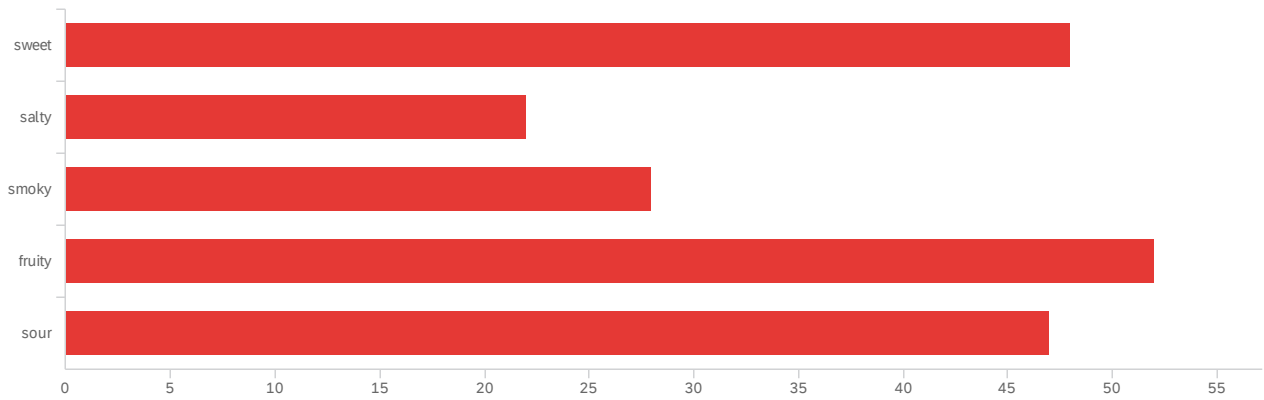
If they know they aren't fans of that kind of liquor

Smokey you

Against alcohol

Expensive

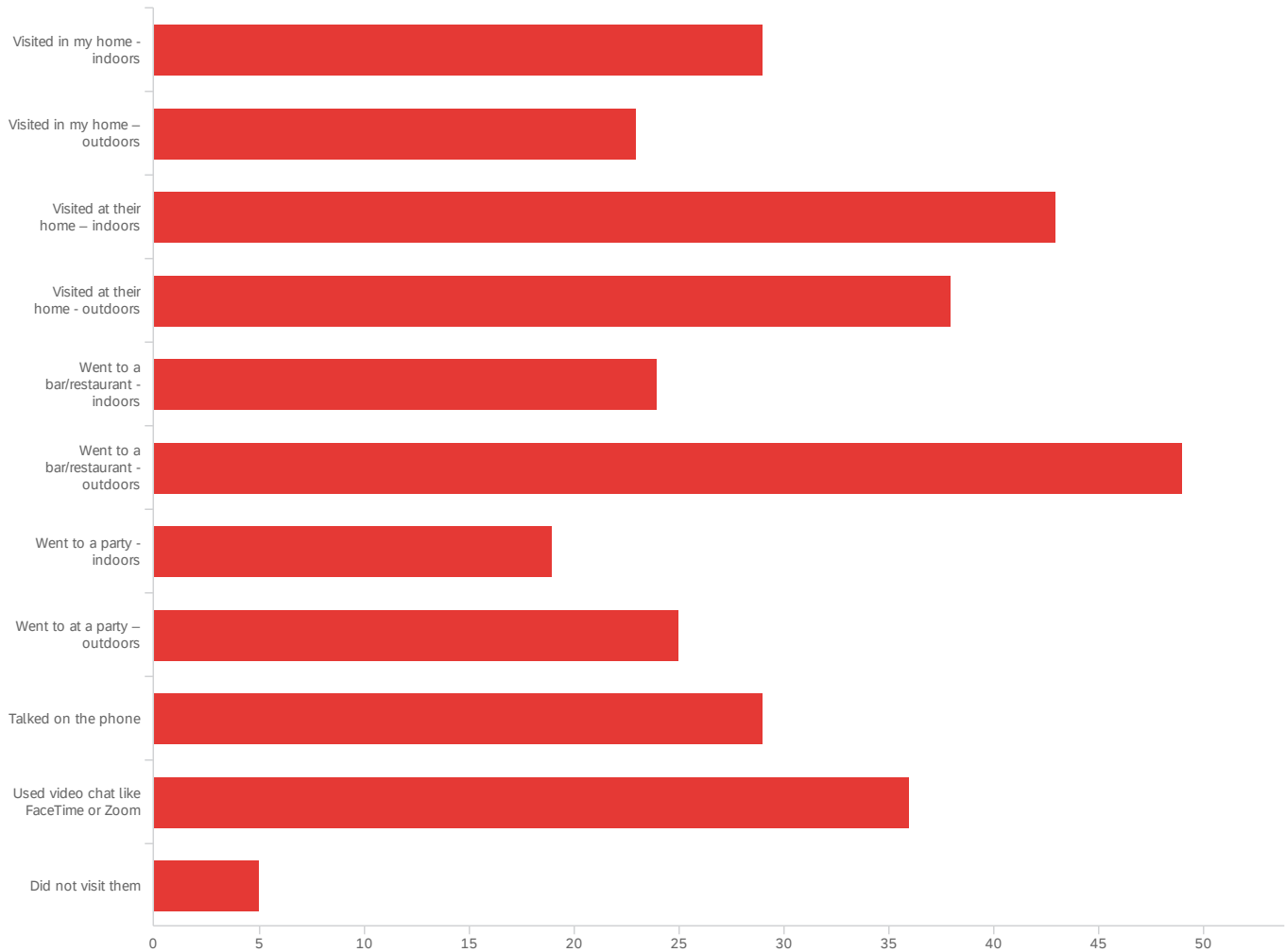
Q11 - What flavors do you like best in a cocktail? (select all that apply)



#	Field	Choice Count
1	sweet	24.37% 48
2	salty	11.17% 22
3	smoky	14.21% 28
4	fruity	26.40% 52
5	sour	23.86% 47
		197

Showing rows 1 - 6 of 6

Q12 - How have you preferred to engage socially with your friends and family during the pandemic? (select up to three)

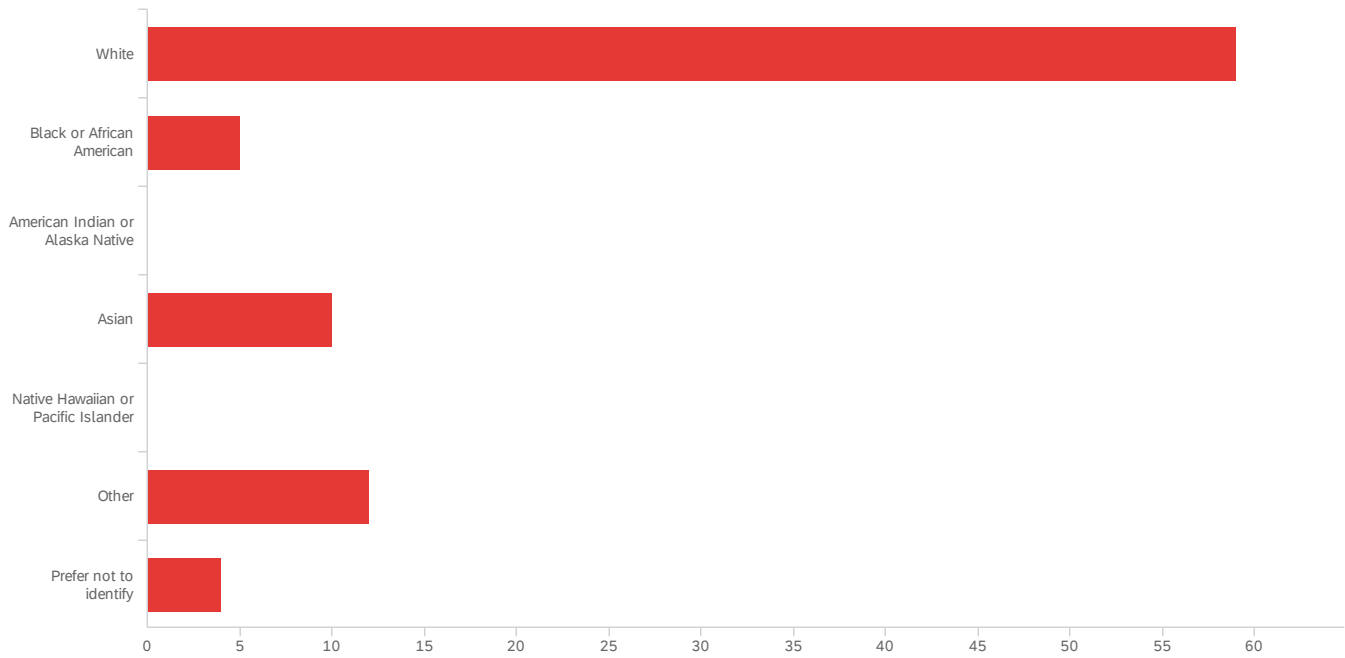


#	Field	Choice Count
1	Visited in my home - indoors	9.06% 29
2	Visited in my home – outdoors	7.19% 23
3	Visited at their home – indoors	13.44% 43
4	Visited at their home - outdoors	11.88% 38
5	Went to a bar/restaurant - indoors	7.50% 24
6	Went to a bar/restaurant - outdoors	15.31% 49
7	Went to a party - indoors	5.94% 19
8	Went to at a party – outdoors	7.81% 25

#	Field	Choice Count
9	Talked on the phone	9.06% 29
10	Used video chat like FaceTime or Zoom	11.25% 36
11	Did not visit them	1.56% 5
		320

Showing rows 1 - 12 of 12

Q16 - What race/ethnicity do you identify with?

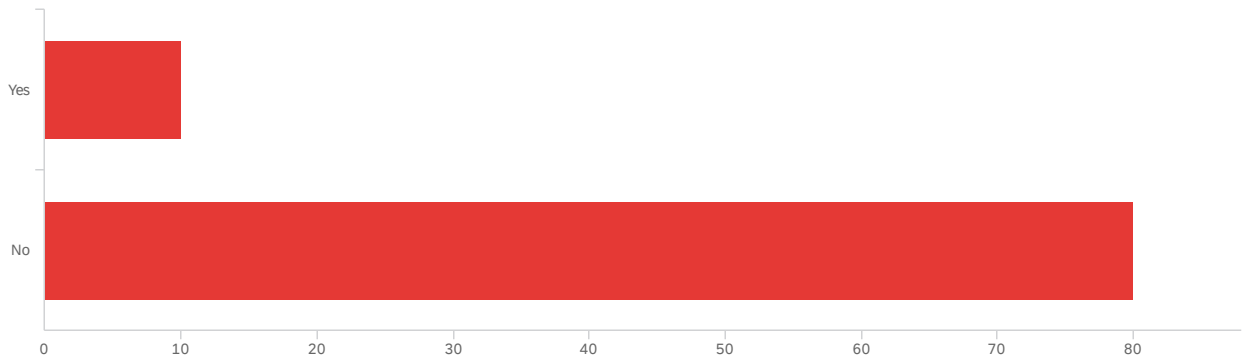


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What race/ethnicity do you identify with?	1.00	7.00	2.32	2.06	4.24	90

#	Field	Choice Count
1	White	65.56% 59
2	Black or African American	5.56% 5
3	American Indian or Alaska Native	0.00% 0
4	Asian	11.11% 10
5	Native Hawaiian or Pacific Islander	0.00% 0
6	Other	13.33% 12
7	Prefer not to identify	4.44% 4
		90

Showing rows 1 - 8 of 8

Q14 - Are you part of the LatinX community?



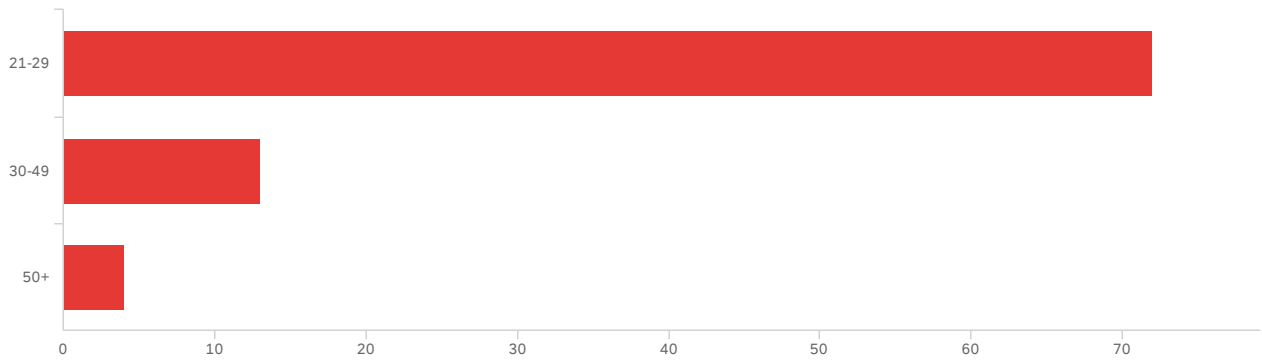
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you part of the LatinX community?	1.00	2.00	1.89	0.31	0.10	90

#	Field	Choice	Count
1	Yes	11.11%	10
2	No	88.89%	80

90

Showing rows 1 - 3 of 3

Q15 - What age group do you belong to?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What age group do you belong to?	1.00	3.00	1.24	0.52	0.27	89

#	Field	Choice Count
1	21-29	80.90% 72
2	30-49	14.61% 13
3	50+	4.49% 4
		89

Showing rows 1 - 4 of 4

End of Report