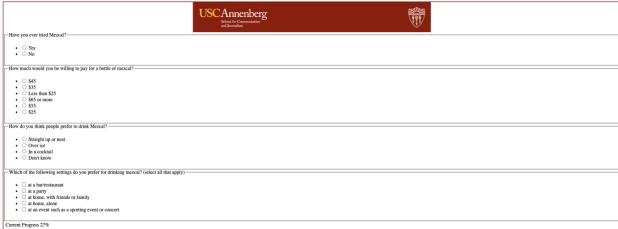
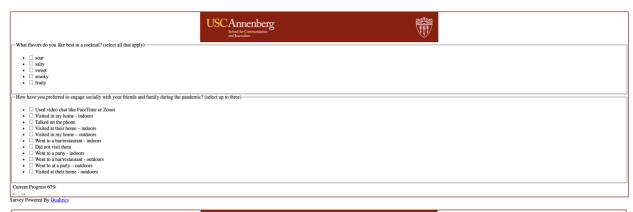
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|--|
| - Please rank the following qualities in the order of importance for someone who is buying a brand of alcohol (1 is most important, 4 is least important).   |
| Flavor     Quality     Popularity     4 Price  |
| - How likely are you to try new brands of alcohol?   |
| Catremely likely Seamewhat likely or unlikely Seamewhat likely or  |
| O Somewhat unlikely     Extremely unlikely   |
| - Whose recommendation is most likely to make you to consider trying a new alcohol or drink?-  |
| Other (please specify) Other (please specify) Other (please specify) Artist Other (please specify)   |
| • ○ Priend   |
| How many hard liquor drinks do you typically have in a single night when you go out?—  |
| • ○ 0-2 • ○ 0-3 • ○ 6 or more  |
| Current Progress 0%  |
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| Have you ever tried Mexcal?—   |





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